PROFOUR TEAM

POLITICAL JUGGERNAUTS

A QUANTITATIVE ANALYSIS OF 2019 LOKSABHA ELECTION

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INTRODUCTION

OVERVIEW

The 2019 loksabha election analysis project was an extensive effort to understand the dynamics and outcomes of the election.
It involved analysing voter demographics, candidate performance and voting patterns. By studying this data we gained insights into voter behaviour,regional trends and the impact of various factors on election results.

PURPOSE

The 2019 loksabha election analysis project aimed to provide valuable insights to political parties, candidates and policymakers to make informed decisions,improve campaign strategies and enhance the democratic process..

PROBLEM DEFINITION AND DESIGN THINKING

EMPATHY MAP AND BRAINSTORMING MAP

BEFORE YOU COLLABORATE

10 minutes

- TEAM GATHERING
  Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- SET THE GOAL
  Think about the problem you'll be focusing on solving in the brainstorming session.
- LEARN HOW TO USE THE FACILITATION TOOLS
  Use the Facilitation Superpowers to run a happy and productive session.

Open article →

DEFINE YOUR PROBLEM STATEMENT

5 minutes

PROBLEM
HOW MIGHT WE LEVERAGE TECHNOLOGY TO INCREASE VOTER BIRTH A VOTER AUDIENCE AND INCREASE VOTER AWARENESS AND ENGAGEMENT IN LOCAL/MAYOR ELECTIONS

Key rules of brainstorming

To run an smooth and productive session

- Stay on topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

BRAINSTORM

10 minutes

Person 1	Person 2	Person 3	Person 4
DEVELOP A MOBILE APP	COLLABORATE AND CREATE MURALS	LAUNCH A SOCIAL MEDIA CAMPAIGN	PARTNER WITH POPULAR INFLUENCERS
LAUNCH A "VOTE AND WIN CHAMPAGNE"	CREATE ANIMATED VIDEOS	CREATE MEME PAGE	PUBLISH TARGET PAID ADVOCATES
LAUNCH VOTING SELFIE CONTEST	CREATE A "VOTE 4 NATIVE CHALLENGE"	LAUNCH YOUTH POLICY EVOLUTIONS	CREATE REAL PLAYER OF CHAMPIONATES

GROUP IDEAS

20 minutes

CHAMPIONS	SOCIAL MEDIA POSTS	TECHNO ARTS	INFLUENCERS
LAUNCH A VOTE AND WIN CAMPAIGN	DEVELOPE A MOBILE APP	CO-ORGANIZE WITH SPORTS	LAUNCH "VOTE FROM HOME" CONTEST
LAUNCH SOCIAL MEDIA CAMPAIGN	CREATE ANIMATED VIDEOS	PUBLISH TARGETED ADVERTISING	PARTNER WITH INFLUENCERS
LAUNCH SOCIAL MEDIA EDUCATION	CREATE A MEME PAGE	CREATE A VOTE 4 NATIVE CHALLENGE	CREATE REAL PLAYER OF championship

PRIORITIZE

20 minutes

AFTER YOU COLLABORATE

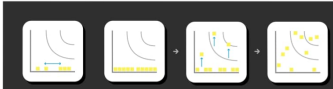
Quick add-ons

- SHARE THE MURAL
  Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- EXPORT THE MURAL
  Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- STRATEGY BLUEPRINT
  Define the components of a new idea or strategy.
  Open the template →
- CUSTOMER EXPERIENCE JOURNEY MAP
  Understand customer needs, motivations, and obstacles for an experience.
  Open the template →
- STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS
  Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
  Open the template →

Share template feedback



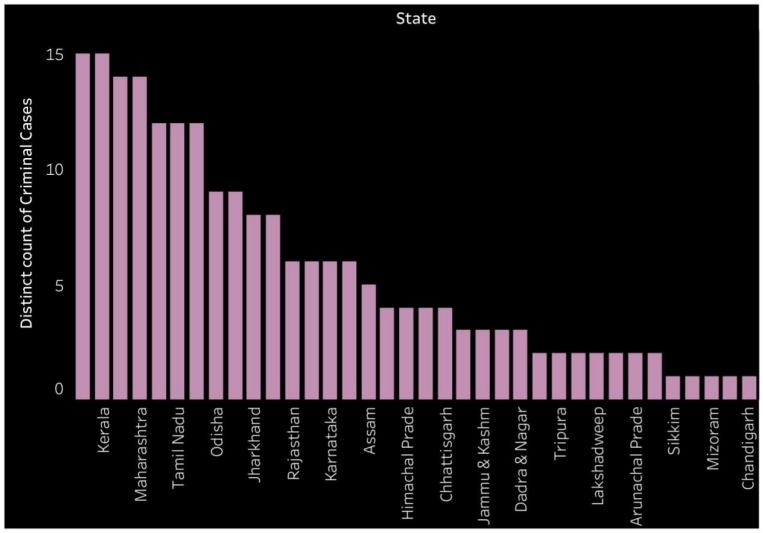
LS ELECTION STORY

THE BJP EMERGED VICTORIOUS WITH A RESOUNDING MAJORITY, WINNING 303 SEATS OUT OF 543 IN THE LOKSABHA

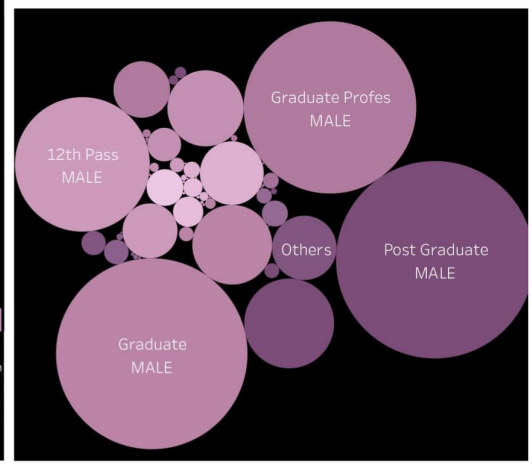
LS ELECTION STORY

2019 LOKSABHA ELECTION ANALYSIS

STATE WISE CRIMINAL CASES

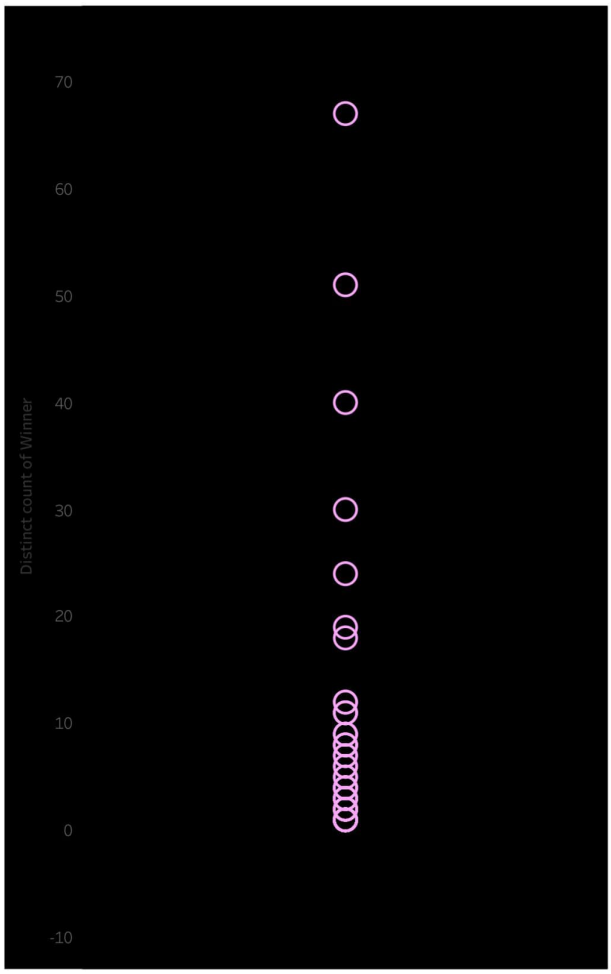


GENDER AND EDUCATION WISE GENERAL VOTES

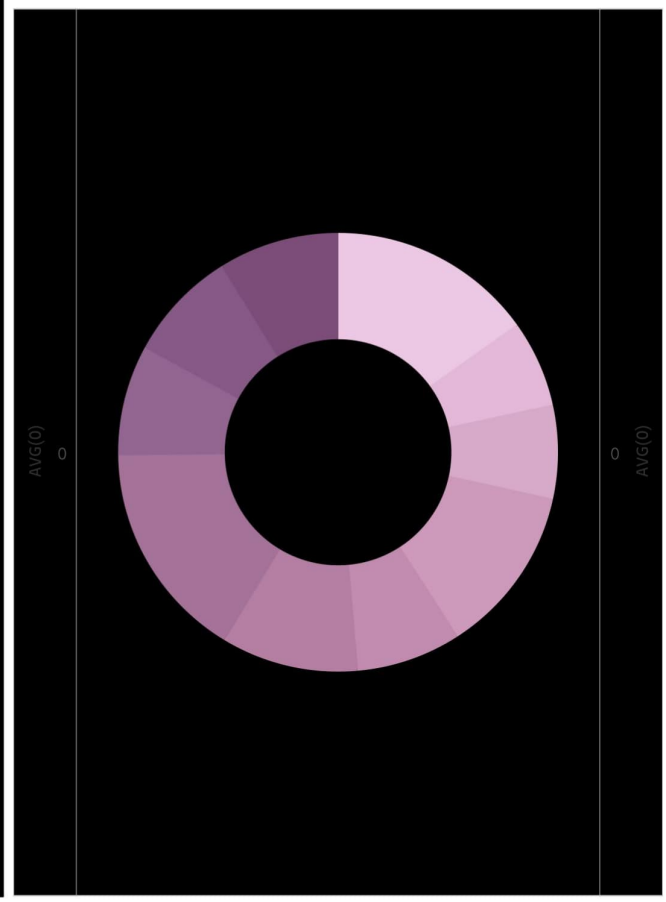


LS ELECTION STORY

PARTY WISE WINNERS



CONSTITUENCY WISE WINNERS AND ELECTORS

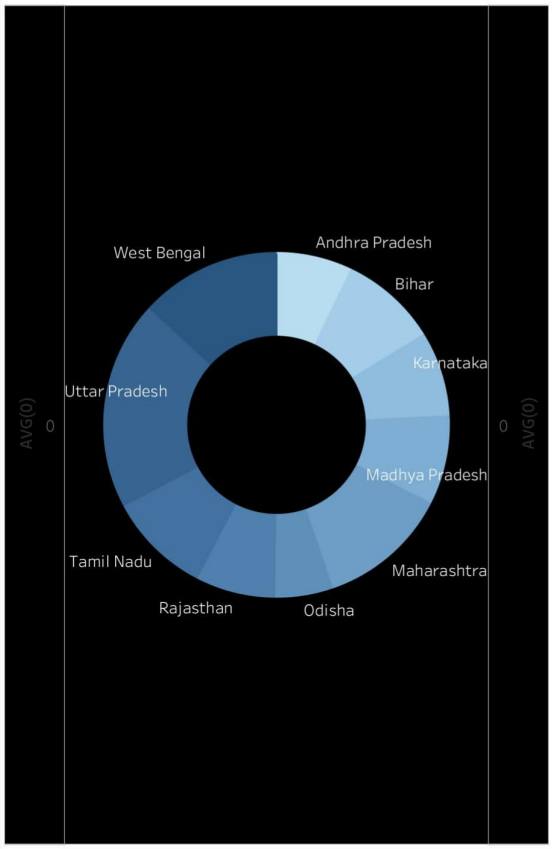


LS ELECTION STORY

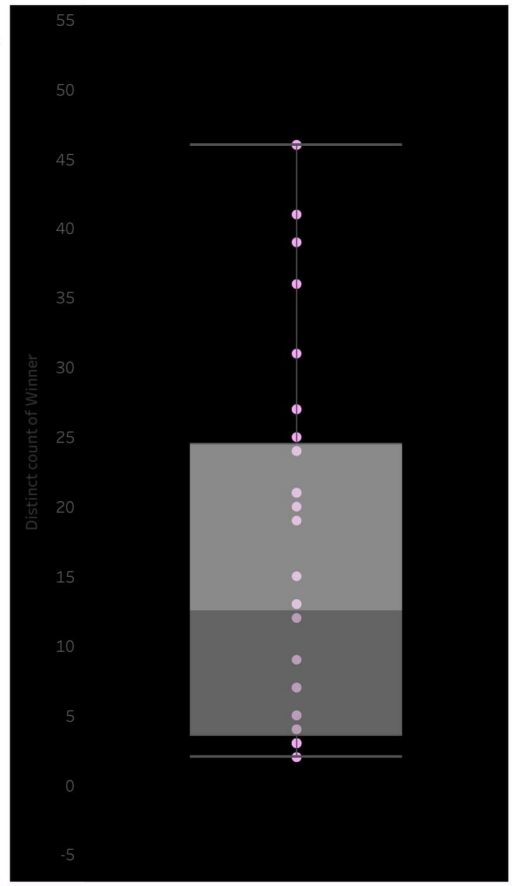
2019 LOKSABHA ELECTION ANALYSIS

General Votes
424,538,819

STATE WISE GENERAL VOTES AND POSTAL VOTES

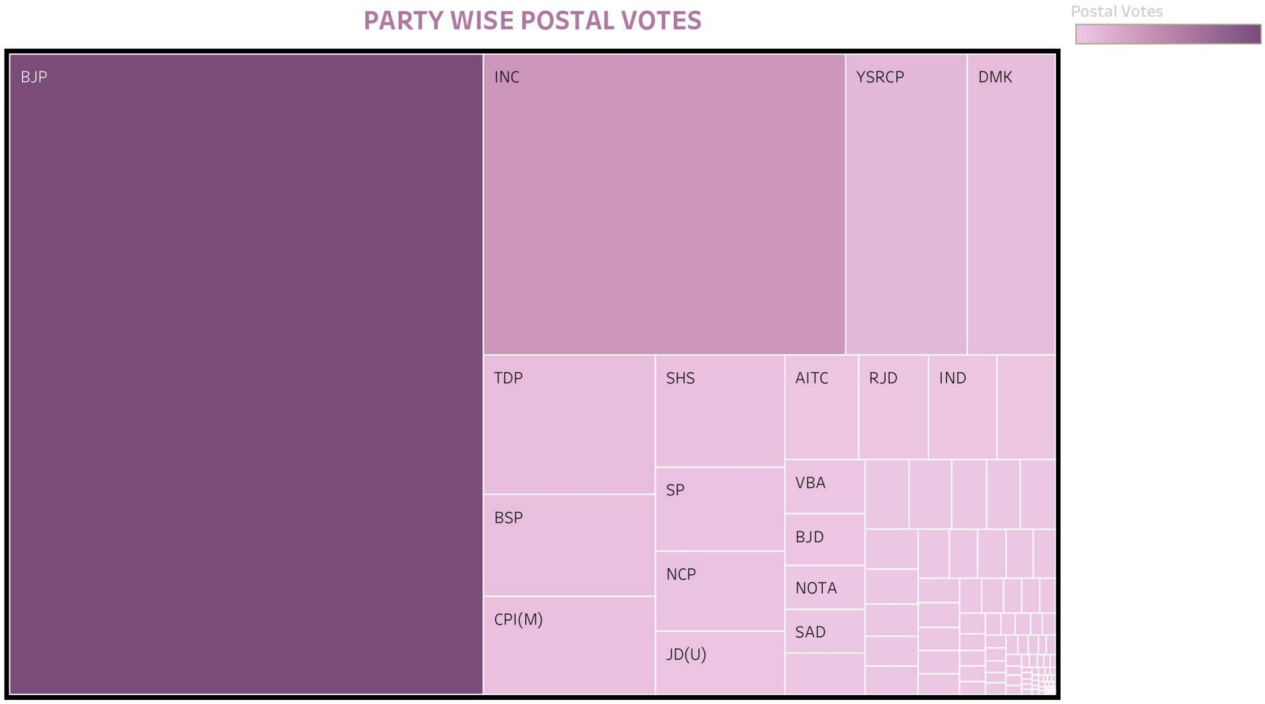


STATE WISE WINNERS



LS ELECTION STORY

PARTY WISE POSTAL VOTES



LS ELECTION STORY

2019 LOKSABHA ELECTION ANALYSIS

WINNERS BY EDUCATION AND CATEGORY

	Category			
Education	Null	ST	SC	GENERAL
Null	1			
5th Pass		5	5	6
8th Pass		8	6	21
10th Pass		16	12	33
12th Pass		14	9	40
Doctorate		3	7	15
Graduate		11	20	55
Graduate Profes		19	17	52
Illiterate		1	1	2
Literate		2	3	6
Not Available			2	10
Others		2	5	14
Post Graduate		21	27	58

IMPLICATIONS AND RECOMMENDATIONS

THE DOMINANCE OF BHARATIYA JANATA PARTY (BJP) IN THE ELECTIONS SUGGESTS A NEED FOR OTHER POLITICAL PARTIES TO RE-EVALUATE THEIR STRATEGIES AND MESSAGING. IT ALSO HIGHLIGHTS THE IMPORTANCE OF EFFECTIVE COMMUNICATION AND OUTREACH EFFORTS TO ENGAGE WITH VOTERS WHO MAY NOT NECESSARILY ALIGN WITH THE BJP'S IDEOLOGY.

ADVANTAGES

1) The proposed solution can help increase voter's awareness and engagement
2) It enables real time data analysis, allowing for better decision making and targeted campaigning.

DISADVANTAGES

There are also disadvantages to consider such as the potential for misinformation and the digital divide that may limit access for certain segments of the population.

APPLICATIONS

IT PROVIDES VALUABLE INSIGHTS FOR POLITICAL PARTIES, POLICY MAKERS AND RESEARCHERS TO MAKE INFORMED DECISIONS AND IMPROVE FUTURE ELECTION STRATEGIES

CONCLUSION

Summarising our analysis, we explored the voting pattern and candidate background.Our findings revealed key trends in voter preferences and the importance of candidate qualifications in shaping electoral outcomes .

ENHANCEMENTS

We can further incorporate more advanced analytics techniques and explore the use of artificial intelligence and machine learning algorithms to gain deeper insights .

Integrating real time data and social media analytics can provide a more comprehensive understanding of voter sentiments and behaviour.