GOVERNMENT ARTS COLLEGE (AUTONOMOUS), COIMBATORE – 18.

DEPARTMENT OF PHYSICS

A PROJECT REPORT ON

POLITICAL JUGGERNAUTS: A QUANTITATIVE ANALYSIS OF CANDIDATES IN THE 2019 LOK - SABHA ELECTIONS

BASED ON THE COURSE

FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU - SMARTBRIDGE

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SUBMITTED TO

NAAN MUDHALVAN – SMART INTERNZ

DATA ANALYTICS UPSKILL PROGRAMING

Dissertation submitted in partial fulfilment of the requirements for the course of

FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU - SMARTBRIDGE

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Thankyou!

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INTRODUCTION

1.1 OVERVIEW

"Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" is a data analysis project that delves into the dynamics of the Indian political landscape during the pivotal 2019 Lok Sabha elections. This study employs quantitative methods to scrutinize various facets of the election, including candidate demographics, campaign spending, social media influence, and electoral outcomes. By analyzing vast datasets encompassing candidate profiles, campaign finance records, and voter behavior, this research aims to uncover patterns and trends that shaped the election. Through rigorous statistical analysis, our project seeks to shed light on the factors contributing to the electoral success of candidates, the role of social media in political campaigning, and the broader implications for Indian democracy. Ultimately, "Political Juggernauts" offers valuable insights into the 2019 Lok Sabha elections and contributes to a deeper understanding of the Indian political landscape.

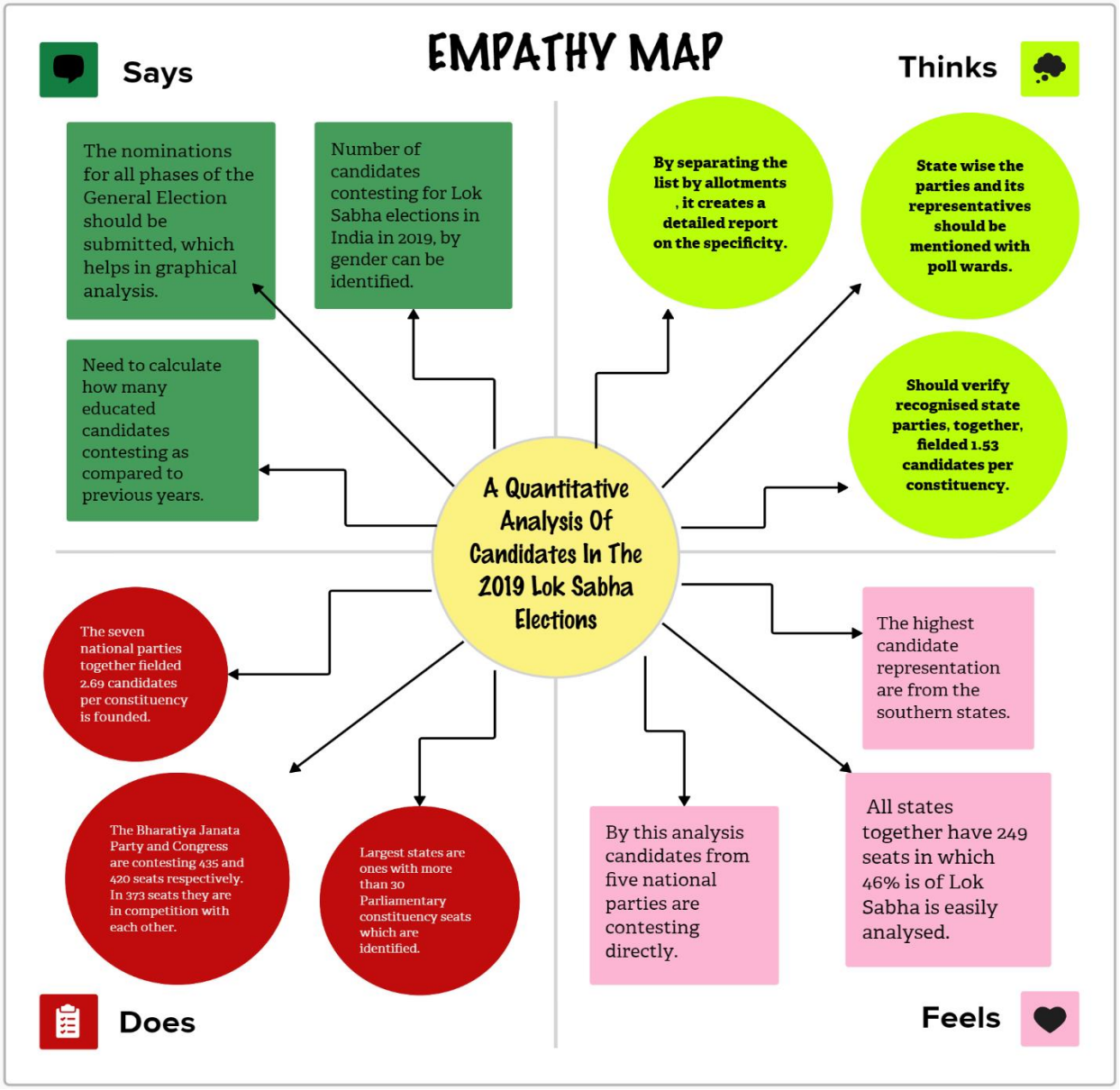
1.2 PURPOSE

By examining factors such as candidate demographics, party affiliations, campaign expenditures, and electoral outcomes, our analysis seeks to uncover patterns and insights that shaped the political landscape during this pivotal moment in Indian democracy. Through meticulous data collection and advanced analytical techniques, we aim to provide a nuanced understanding of the dynamics that influenced candidate selection and electoral success in 2019, offering valuable insights into the functioning of Indian democracy and its implications for future political strategies and governance. Join us on this journey as we dissect the numbers behind the political juggernauts of the 2019 Lok Sabha elections.

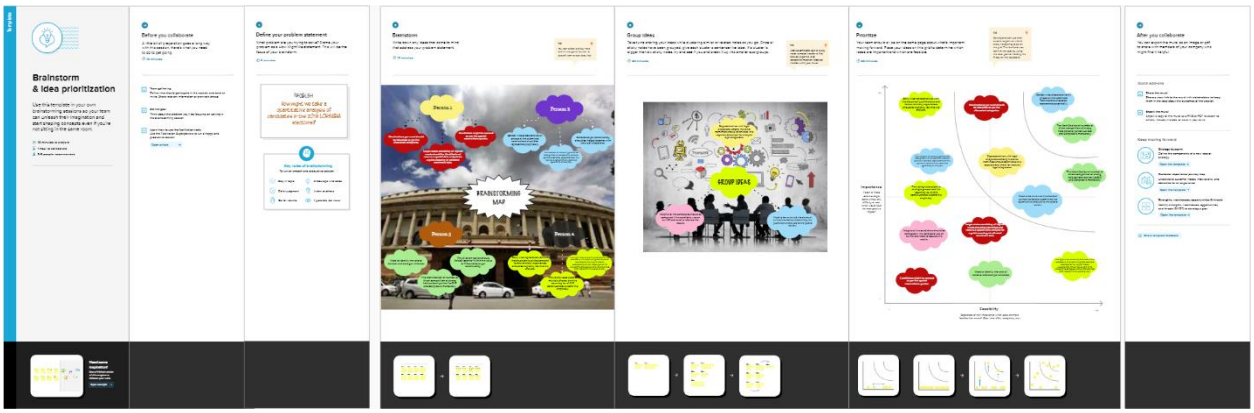
PROBLEM DEFINITION & DESIGN THINKING

In order to fulfil the milestone **Empathy map** and **Brainstorming map** was created by group discussions. Those maps are uploaded in github and the links to access those files are hyperlinked here [empathy map](#) , [brainstorming map.](#)

2.1 EMPATHY MAP



2.2 BRAINSTORMING MAP



RESULT

VISUALISATIONS OF SHEETS

1. KPIs (Key Performance Indicators) :

Sheet 1

Total Winners

539

Sheet 2

Total Criminal Cases

2,018

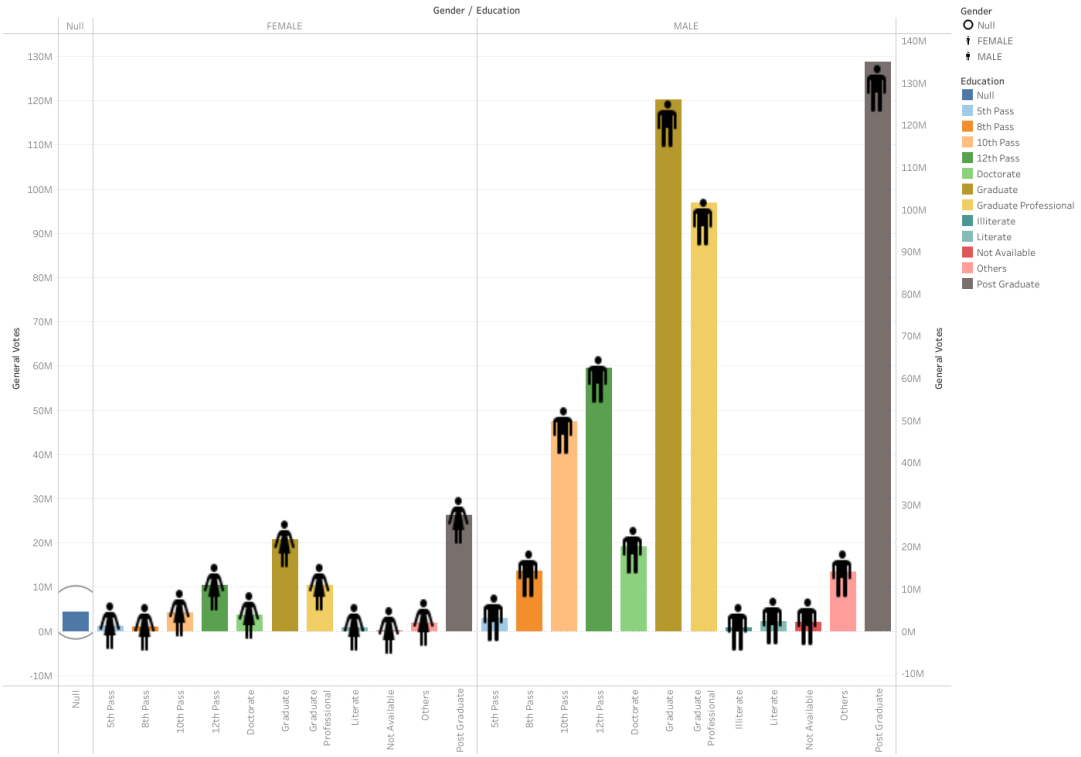
Sheet 3

Total Votes

594,240,703

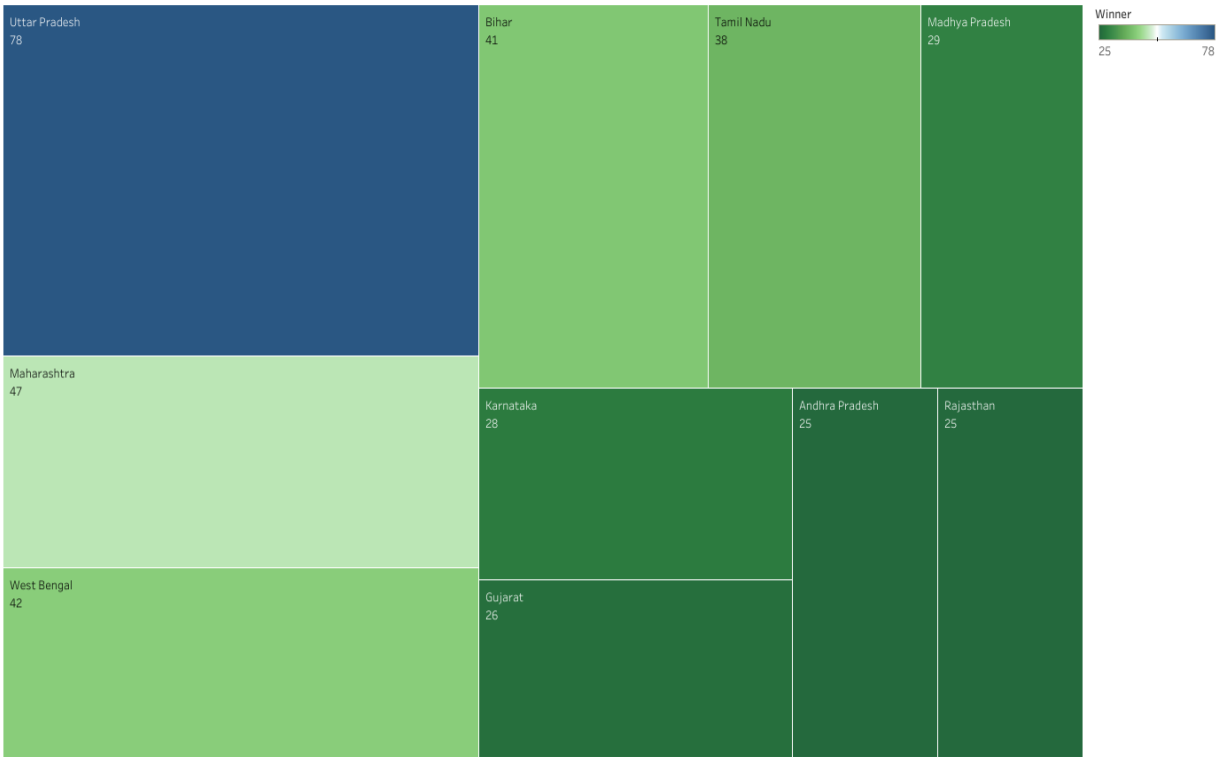
2. Gender & educational Wise General Votes :

Sheet 4

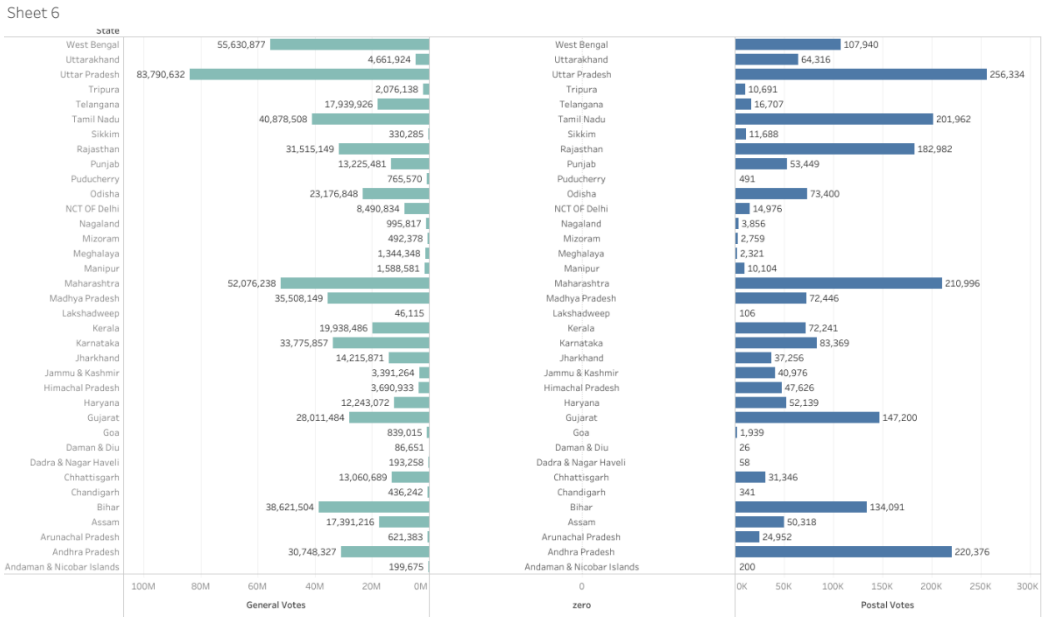


3. State wise Winner :

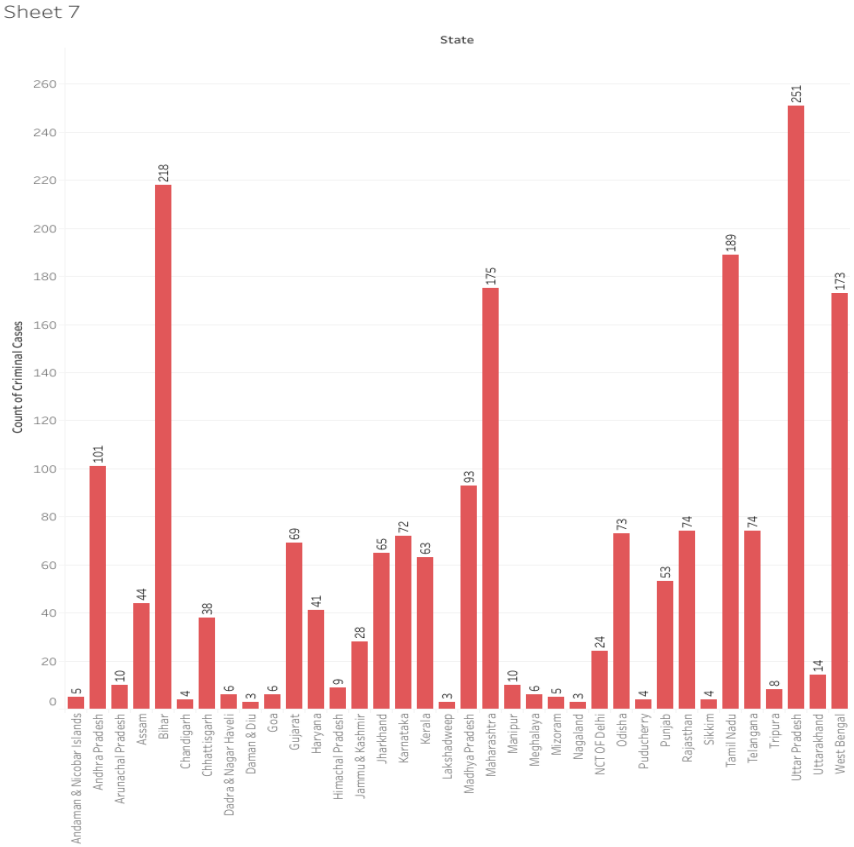
Sheet 5



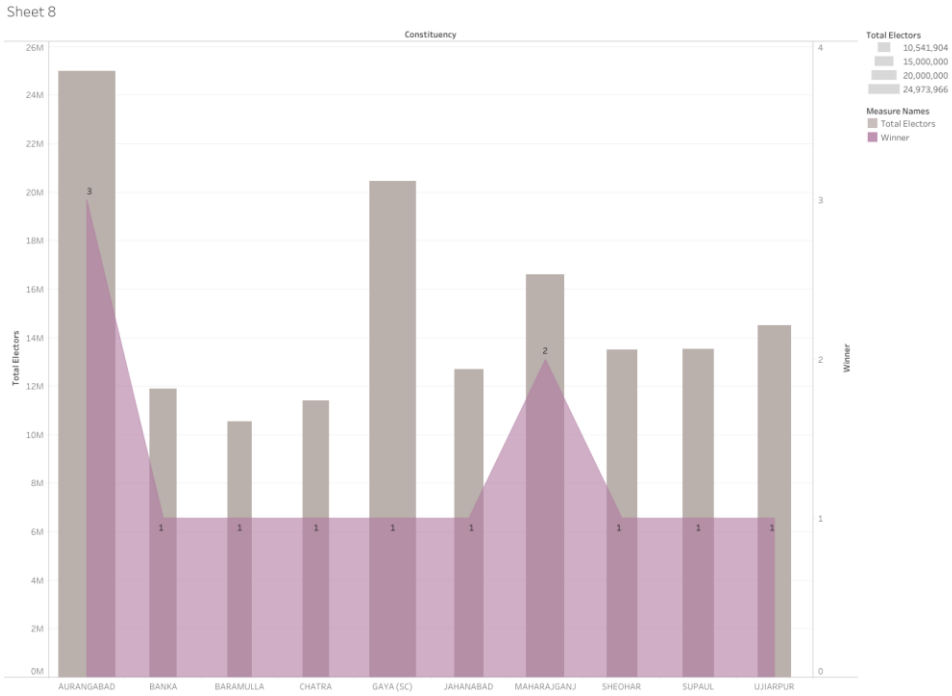
4. State wise General Votes and Postal Votes :



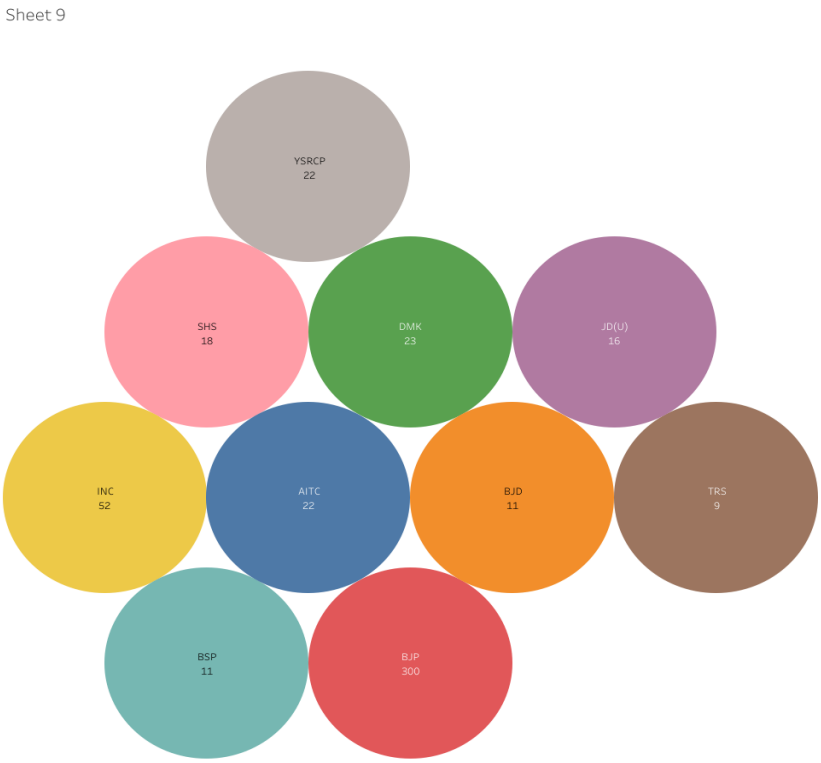
5. State wise Criminal Cases :



6. Constituency wise Winners and Electors :



7. Party wise Winner :



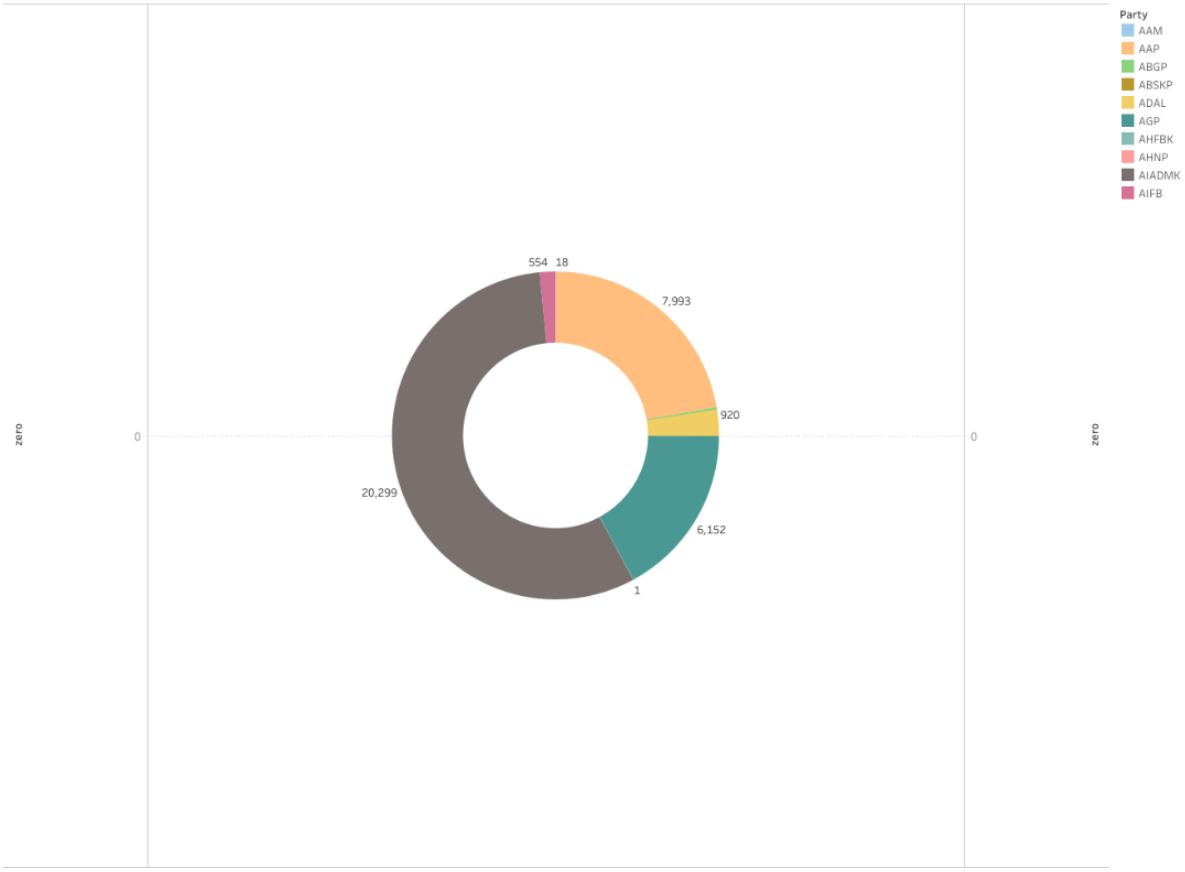
8. Winners by Education and Category :

Sheet 10

	Education											
Category	Null	5th Pass	8th Pass	10th Pass	12th Pass	Doctora..	Gradua..	Graduate Profe..	Illiterate	Literate	Not Available	Others	Post Graduate
Null	0												
GENERAL		2	8	35	49	17	103	73	1	1	0	14	96
SC		1	3	8	10	6	18	12	0	1	0	1	25
ST		1	1	2	10	0	11	14	0	0		2	14

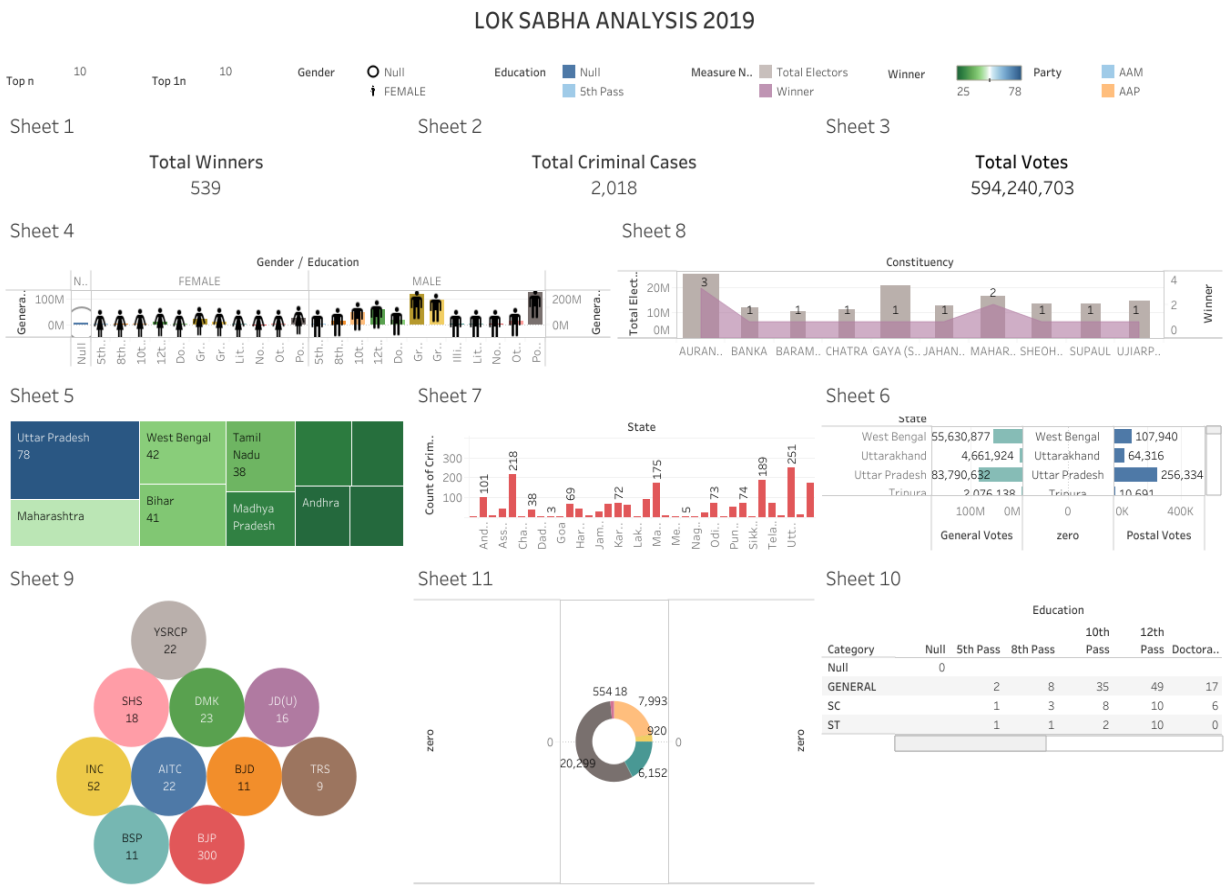
9. Party Wise Postal Votes :

Sheet 11



DASHBOARD

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.



STORY

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications.

NUMBER OF SCENES OF STORY

The number of scenes in a storyboard for a data visualization analysis vehicle collisions will depend on the complexity of the analysis and the specific insights that are trying to be conveyed. A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.

In the created storyline, we have a total of 11 scenes showcasing the details of created worksheets.

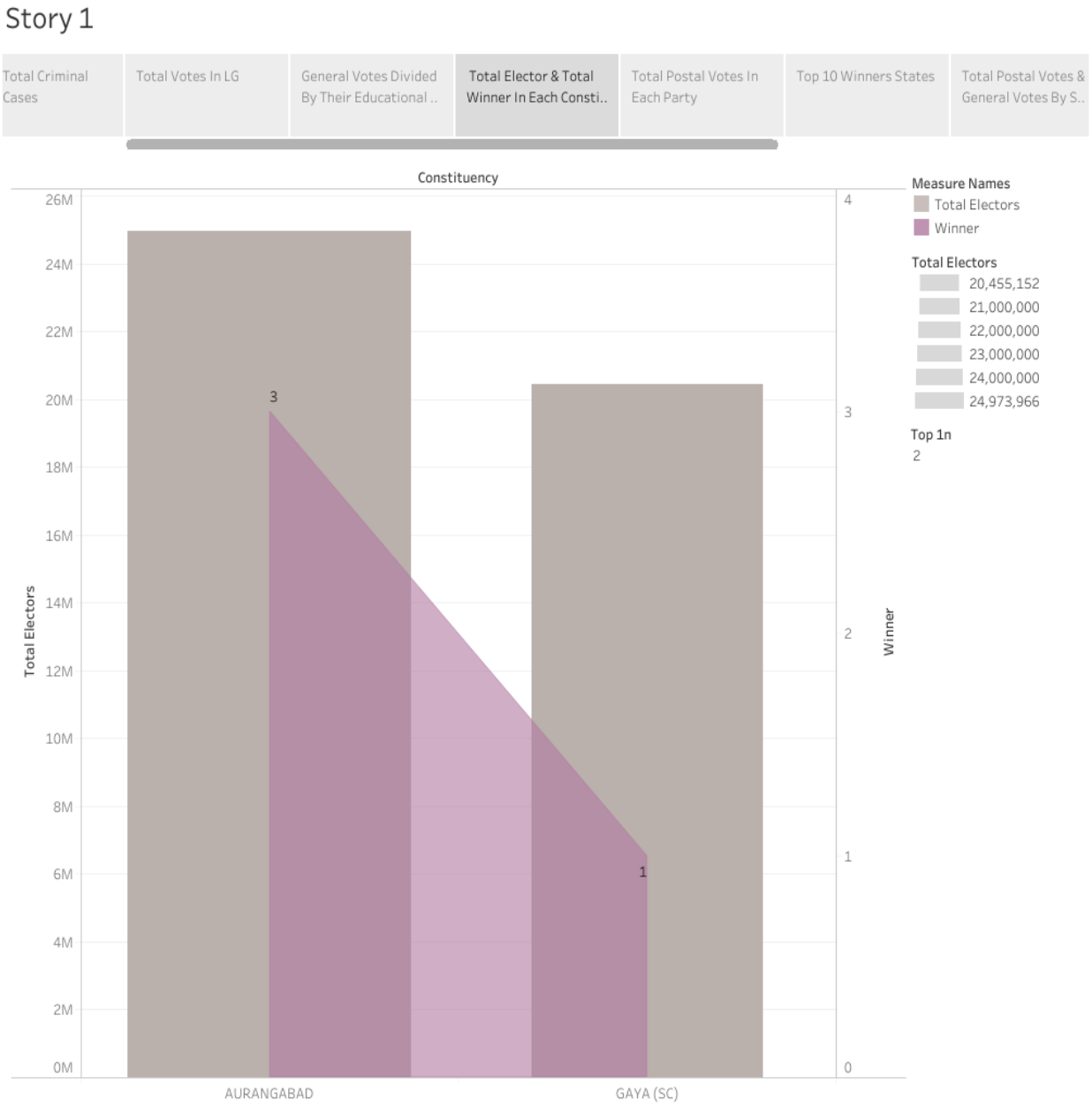
The story is uploaded to tableau public server.

UTILIZATION OF DATA FILTERS

In every worksheet we can apply general or action filters based on input data provided to create visualisations. Based on these action filters the visualisations can be changed in certain aspects of categorisations (i.e., party, constituency, category etc.).

For an example, the below dashboard represents data without any filters.

Now if we apply an action filter based on the top winner, we can get data in accordance with the type of filter applied. The below dashboard represents data when filter is applied.

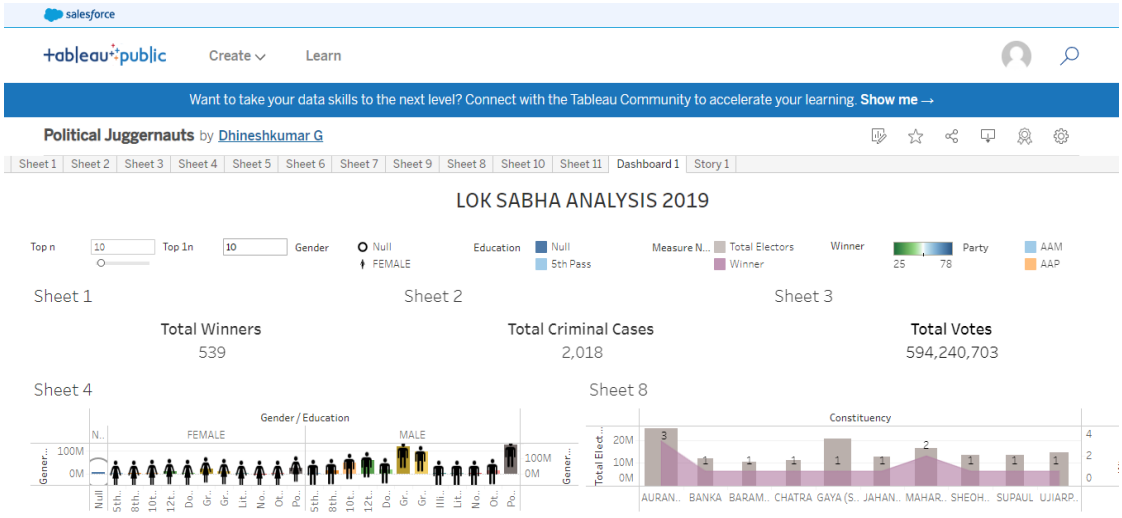


Now we can see that, our dashboard's visualisations have been changed when we apply a filter in the top winner from 10 to only 2. This is one of the example for utilisation of filters.

PUBLISHING

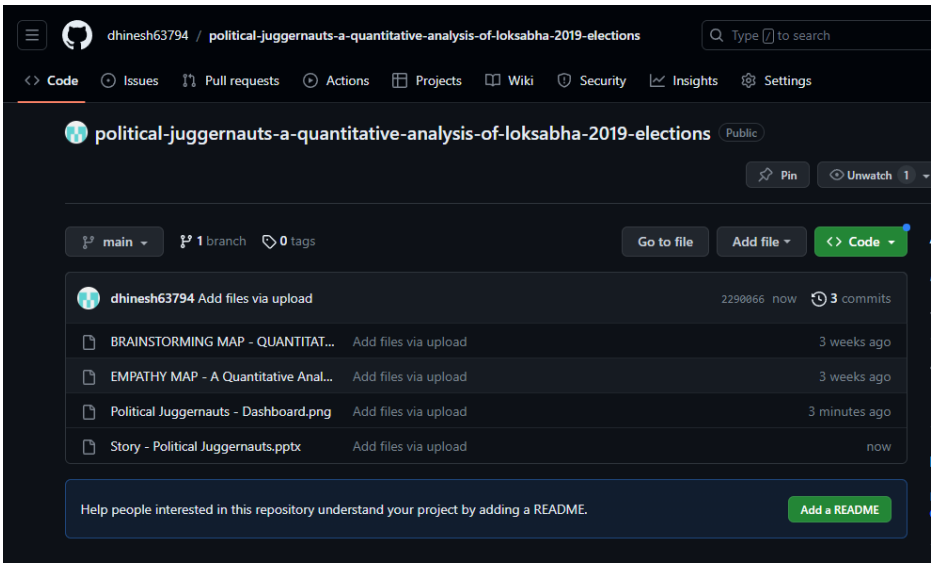
Publishing helps us to track and monitor key performance metrics, to communicate results and progress. help a publisher stay informed, make better decisions, and communicate their

performance to others. The story and dashboard are published in the tableau public server. The link for visiting the site is hyperlinked here – Link.



LINKS TO ACCESS PROJECT FILES :

1. Github Repository.
2. Brainstorming Map.
3. Empathy Map.
4. Dashboard uploaded in github as pdf.
5. Tableau Public server – Political Juggernauts.
6. Story is uploaded in github as pptx.



ADVANTAGES

The project "Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" likely has several advantages, depending on its goals, methodology, and the insights it provides. Here are some potential advantages of such a project:

Data-Driven Insights:

Quantitative analysis allows for data-driven insights into the political landscape during the 2019 Lok Sabha elections. It provides a more objective and systematic approach to understanding candidate behavior, voter patterns, and election outcomes.

Comprehensive Understanding:

By analyzing a wide range of data, including candidate profiles, demographics, campaign strategies, and electoral results, the project can offer a comprehensive understanding of the elections' dynamics.

Policy Implications:

The findings of the project can have important policy implications. For example, it can help identify areas where electoral reforms might be needed, or it can shed light on the representation of various groups in politics.

Transparency and Accountability:

Quantitative analysis can highlight patterns of candidate behavior, campaign spending, and voter turnout, promoting transparency and accountability in the electoral process.

Academic Contribution:

Such projects contribute to academic research by providing data and analysis that can be used by scholars and researchers to further their studies in political science, sociology, and related fields.

Informed Decision-Making:

The insights generated from the project can help political parties, candidates, and campaign strategists make more informed decisions in future elections.

Voter Awareness:

Sharing the findings with the public can increase voter awareness and engagement by providing them with a deeper understanding of the electoral process and the behavior of candidates.

Comparative Analysis:

If the project compares the 2019 Lok Sabha elections with previous elections or with elections in other countries, it can offer valuable comparative insights, helping stakeholders understand trends and differences.

Data Accessibility:

Making the data and findings accessible to the public, journalists, and other interested parties can enhance transparency and public discourse around the elections.

Potential for Predictive Models:

The project's quantitative data may serve as a foundation for developing predictive models for future elections, aiding in forecasting outcomes and identifying factors that influence them.

It's important to note that the actual advantages of the project would depend on its methodology, the quality of data used, and the rigor of the analysis. Additionally, the project's relevance and impact would also depend on how well its findings are communicated and disseminated to relevant stakeholders and the general public.

DISADVANTAGES

Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" as it might be a relatively recent or specialized research project, I can provide some general disadvantages that can apply to quantitative analysis projects in the field of political science or any similar research endeavor. These disadvantages can include:

Data Limitations:

Availability and quality of data can be a significant challenge in political analysis. Inaccurate or incomplete data can lead to biased results or incorrect conclusions.

Sampling Bias:

The choice of data sources or the sampling methodology can introduce bias into the analysis, which may not accurately represent the entire population of candidates or voters.

Assumption of Causality:

Quantitative analysis often relies on statistical associations, and establishing causal relationships can be challenging. Correlation does not necessarily imply causation, and it can be difficult to control for all confounding variables.

Simplification of Complex Phenomena:

Quantitative analysis tends to simplify complex political processes and behaviors into numerical variables, which may not capture the full nuance of political dynamics.

Lack of Context:

Quantitative analysis may not take into account the qualitative aspects of political campaigns, such as local issues, candidate charisma, or campaign strategies, which can play a significant role in election outcomes.

Ethical Concerns:

Using personal or sensitive data for analysis can raise ethical concerns about privacy and consent, especially when dealing with individual candidates or voters.

Assumption of Rationality:

Quantitative analysis often assumes that political actors (candidates and voters) behave rationally and make decisions based on objective criteria. In reality, political decisions are often influenced by emotions, biases, and social factors.

Generalizability:

Findings from quantitative analysis may not always be generalizable to other elections, regions, or political contexts, limiting the applicability of the research.

Data Manipulation:

Improper handling or manipulation of data, such as cherry-picking data points or using inappropriate statistical techniques, can lead to misleading results.

Interpretation Challenges:

Interpreting quantitative findings and communicating them effectively to a broader audience can be challenging, as statistical results may be difficult for non-experts to understand.

To fully evaluate the disadvantages of the specific project "Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections," it would be necessary to review the project's methodology, data sources, and findings in detail. Each research project can have its unique strengths and weaknesses, and a critical assessment should consider these specifics.

APPLICATIONS

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CONCLUSION

In conclusion, our data analysis project, "Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections," has provided valuable insights into the dynamics of Indian politics during this critical electoral event. Through rigorous data collection, statistical analysis, and visualization techniques, we have uncovered trends and patterns that shed light on the diverse landscape of candidates and their electoral outcomes.

Our findings highlight the significance of factors such as party affiliation, gender, educational background, and criminal records in influencing the success of candidates. These insights can inform political strategies, policy discussions, and electoral reforms. Moreover, this project underscores the importance of data-driven approaches in understanding and improving the democratic process. As we move forward, it is imperative that our political system continues to evolve, incorporating evidence-based practices to ensure transparency, fairness, and accountability in future elections. Our study contributes to this endeavor by offering a comprehensive quantitative analysis of the 2019 Lok Sabha elections, facilitating a deeper understanding of India's vibrant political landscape.

FUTURE SCOPES

The project "Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" holds significant future potential. Firstly, it can be expanded to encompass subsequent elections, allowing for comparative analyses and trend identification, aiding in understanding the evolving political landscape in India.

Furthermore, the research could be extended to explore deeper aspects of candidate selection and performance, like the influence of social media, campaign financing, or candidate demographics. This could provide insights into the changing dynamics of Indian politics.

The project can also have practical applications in helping political parties refine their candidate selection strategies, harness data-driven insights, and develop effective campaign tactics. Additionally, it could serve as a valuable resource for scholars, journalists, and policymakers interested in Indian politics.

To enhance its impact, the project could incorporate real-time data analysis and predictive modeling to forecast electoral outcomes. By embracing emerging technologies and interdisciplinary collaboration, it has the potential to become an invaluable tool for understanding and shaping the future of Indian democracy.