1. Introduction

In the present scenario, the world faces a pandemic situation due to an outbreak of coronavirus, which has affected almost all countries' economies, Especially in India. The economy has gone out of control, imposing a lockdown last year, 2020. which tends to unemployment 6.7% to 26% by the end of March. This year 2021, is also the year where the Legislative assembly general election occurs in Tamil Nadu, Pondicherry, Kerala, and West Bengal. So this year's election has a wide variety of influential factors that affect the election results.

A wide variety of influential factors affect the results of the election. Data analytics and predictive analytics, which involve data collection, extracting meaningful insights from various sources, forecasting the future based on past patterns, have a scope and need in every field, including Politics. Political Analysis nowadays plays a crucial role in every election which happens in and around the world. One such example is how Cambridge Analytica provided a clear blueprint for Trump to win in the 2017 US Presidential Election. The number of Twitter users in India has gone up to 17.5 million in 2021. Most people rely on Twitter to get the fastest and facts and information, with the amount of data generated every day in social media, online blog posts. An online survey assists the analytical companies in using a concept called "Opinion Mining" to plan the strategic technique to guide the respective party to micro-target the voters to win the election.

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1. Problem Statement

I-PAC Indian Political Action Committee is the platform of choice for students and young professionals to participate in and make a meaningful contribution to political affairs and governance of the country without necessarily being part of a political party. Started as Citizens for Accountable Governance (CAG) in 2013, I-PAC has brought some of the best minds from diverse academic and professional backgrounds together and provided them with a unique opportunity to become a part of the election process and influence policymaking in India. I-PAC works with visionary leaders with a proven track record. In the process, the group helps them set a citizen-centric plan and partners with them to conceptualize and implement the most effective methods of taking it to the public and gathering mass support.

Works of I-PAC

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| Candidate | Year | Party | Position |
| Narendra Modi | 2014 | BJP | Prime Minister |
| Nitish Kumar | 2015 | Janata Dal | CM of Bihar |
| Amarinder Singh | 2017 | INC | CM of Punjab |
| Arvind Kejriwal | 2020 | Aam Aadmi | CM of Delhi |

The table represents the I-PAC’s association with the respective political party, position, and their year of victory. The first breakthrough of I-PAC was in 2014 were they associated with BJP for the Lok Sabha election. In the year 2014, BJP was the largest NDA party in the parliament.

In 2021 DMK (Dravida Munnetra Kazhagam) has associated with I-PAC for the Legislative assembly general election in Tamil Nadu. So we have taken a scenario as Archer Rozario J, Manoj Kumar, and Soundarya G are a part of I-PAC’s Data analysis team; we aim to analyze the final ground survey as in which we have to get the voter’s opinion in Tamil Nadu as well as the opinions from Twitter in the last week of the rally to analyze people’s mindset about the election as well the candidates who stand representing their party.