

# ELECTION ANALYSIS 2024

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# OBJECTIVE

The objective of this task is to analyze the 2024 election data to gain insights into the election results, party performance, and voter trends across various constituencies. You will use Power BI or Tableau to create interactive visualizations and dashboards that will help stakeholders understand the election outcomes and the dynamics between different political alliances.



# OVERVIEW

## 1.) Created Card Visuals:

- Average Vote Margin: Displays the average difference in votes between the leading and trailing candidates.
- Total Number of Seats: Shows the total number of seats contested.
- Total States: Indicates the total number of states involved in the election.

## 2.) Added Slicers:

- State: Allows filtering data by specific states.
- Constituency: Enables filtering by individual constituencies.
- Party Alliance: Facilitates filtering by different party alliances.

## 3.) Added a Map Visual:

- Leading Party by State: Shows the party leading in each state visually on a map.

## 4.) Added a Table:

- Leading Party Alliance by State: Lists the leading party alliances for each state.
- Leading Party vs Trailing Party by State: Compares the leading party with the trailing party in each state.

# VISUAL USED

CARD VISUALS

SLICERS

FILLED MAP VISUAL

TABLE VISUALS

TOOLTIP VISUALS



# Election Analysis Dashboard 2024

State

All

Constituency

All

Party Alliance

All

162K

Avg Vote Margin

542

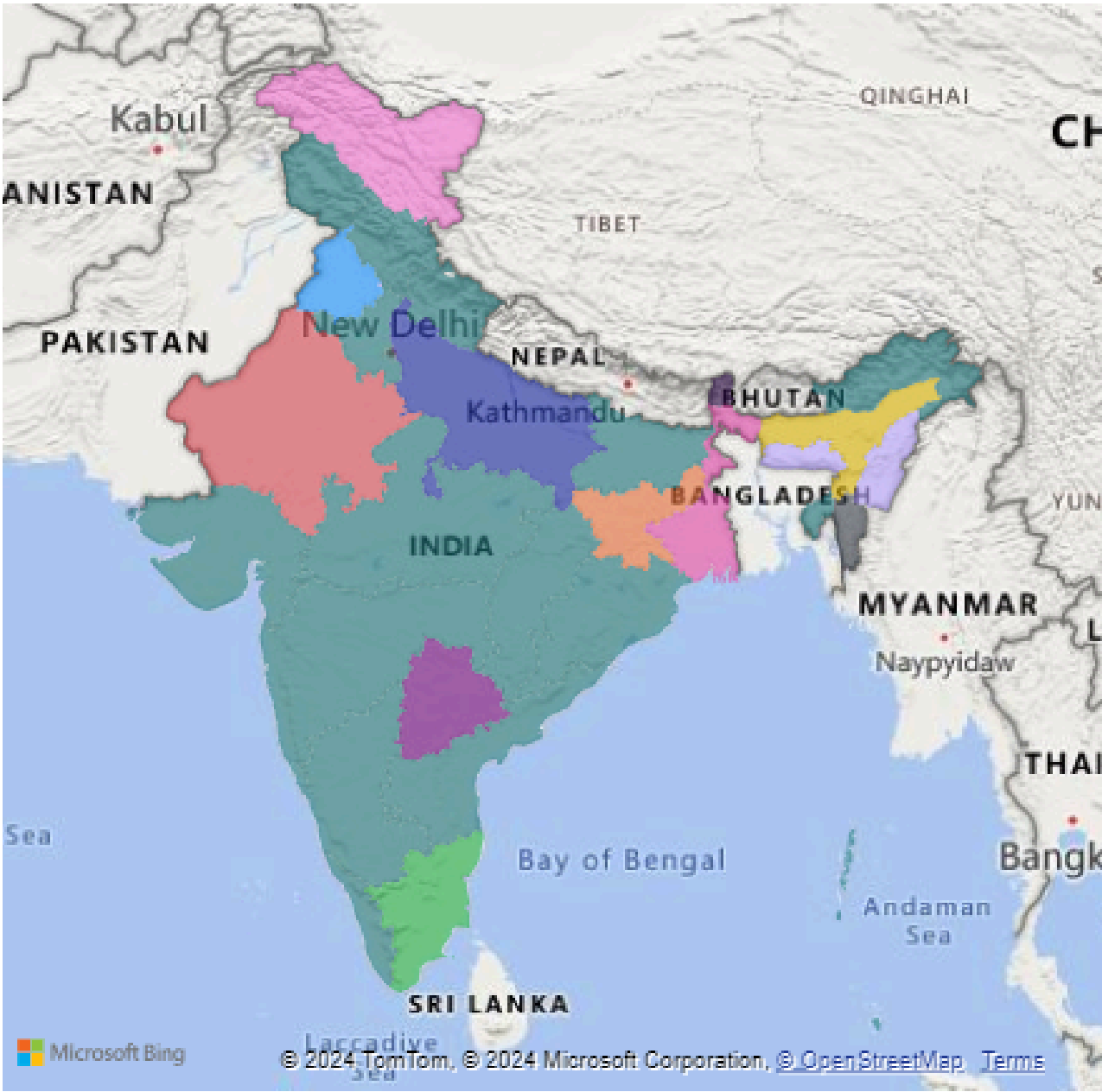
Total No of Seats

36

Total no of state & territor...

## Leading Party By State

Leading Party Aam Aad... Aazad S... AJSU Party All India ...



## Leading Party Alliance By State

Alliance	Leading Party	State	Status	Vote Margin
INDIA	Samajwadi Party	Uttar Pradesh	Result Declared	2869566
NDA	Bharatiya Janata Party	Karnataka	Result Declared	2819778
NDA	Bharatiya Janata Party	Assam	Result Declared	2101309
INDIA	Indian National Congress	Telangana	Result Declared	2091392
NDA	Bharatiya Janata Party	Odisha	Result Declared	2088545

## Leading Vs Trailing Party By State

Leading Party	Trailing Party	State	Constituency	Vote Margin
Aam Aadmi Party	Indian National Congress	Punjab	Anandpur Sahib	10846
Aam Aadmi Party	Indian National Congress	Punjab	Hoshiarpur	44111
Aam Aadmi Party	Indian National Congress	Punjab	Sangrur	172560
Aazad Samaj Party (Kanshi Ram)	Bharatiya Janata Party	Uttar Pradesh	Nagina	151473
AJSU Party	Jharkhand Mukti Morcha	Jharkhand	Giridih	80880
All India Majlis-E-Ittehadul Muslimeen	Bharatiya Janata Party	Telangana	Hyderabad	338087
All India Trinamool Congress	Bharatiya Janata Party	West Bengal	Arambagh	6399

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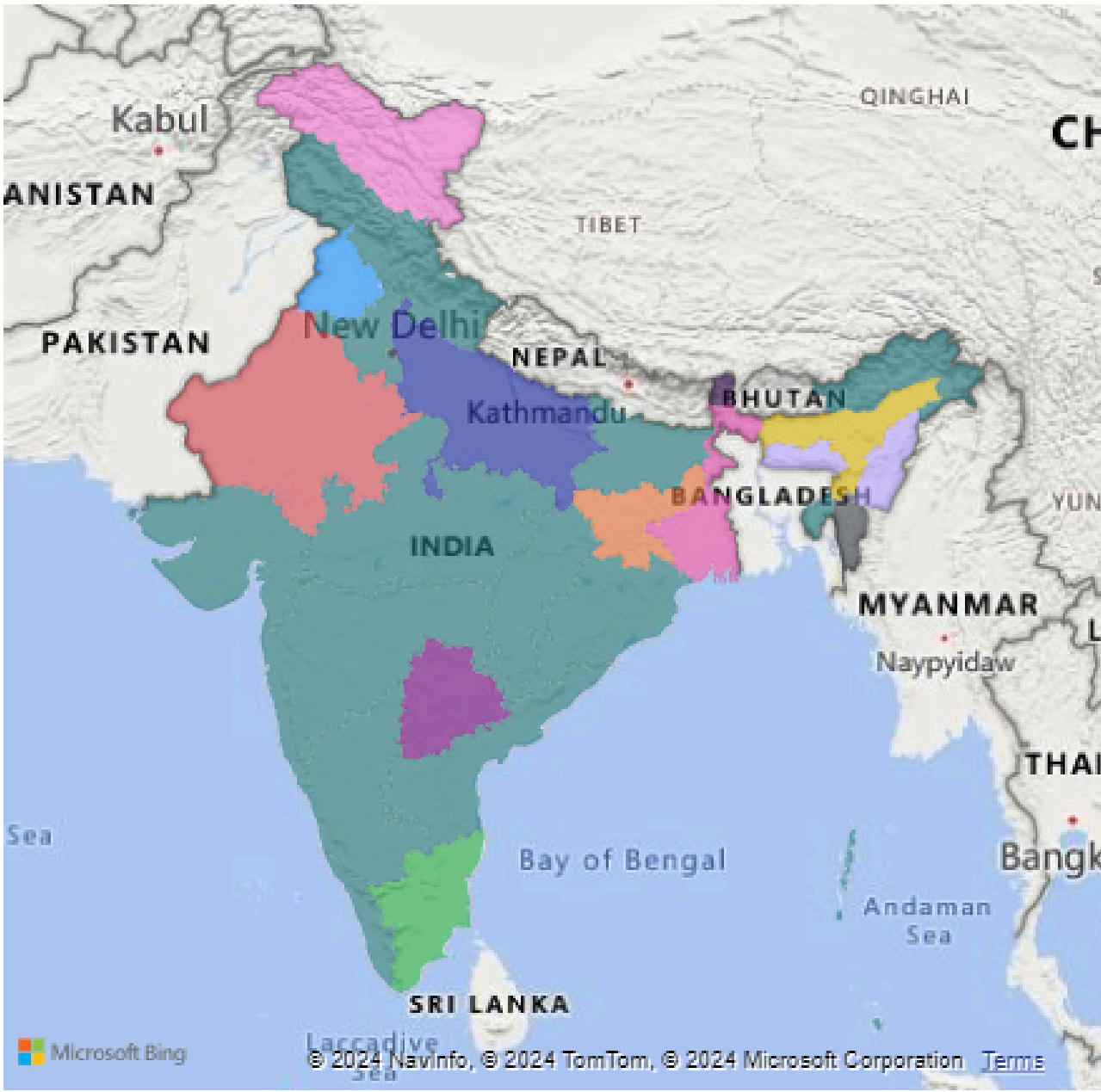
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## Leading Party By State

Leading Party ● Aam Aad... ● Aazad S... ● AJSU Party ● All India ...



## Leading Party Alliance

Alliance	Leading Party
NDA	Bharatiya Janata Party
NDA	Bharatiya Janata Party
INDIA	Dravida Munnetra Kazhagam
INDIA	All India Trinamool Congress
Independent	Telugu Desam

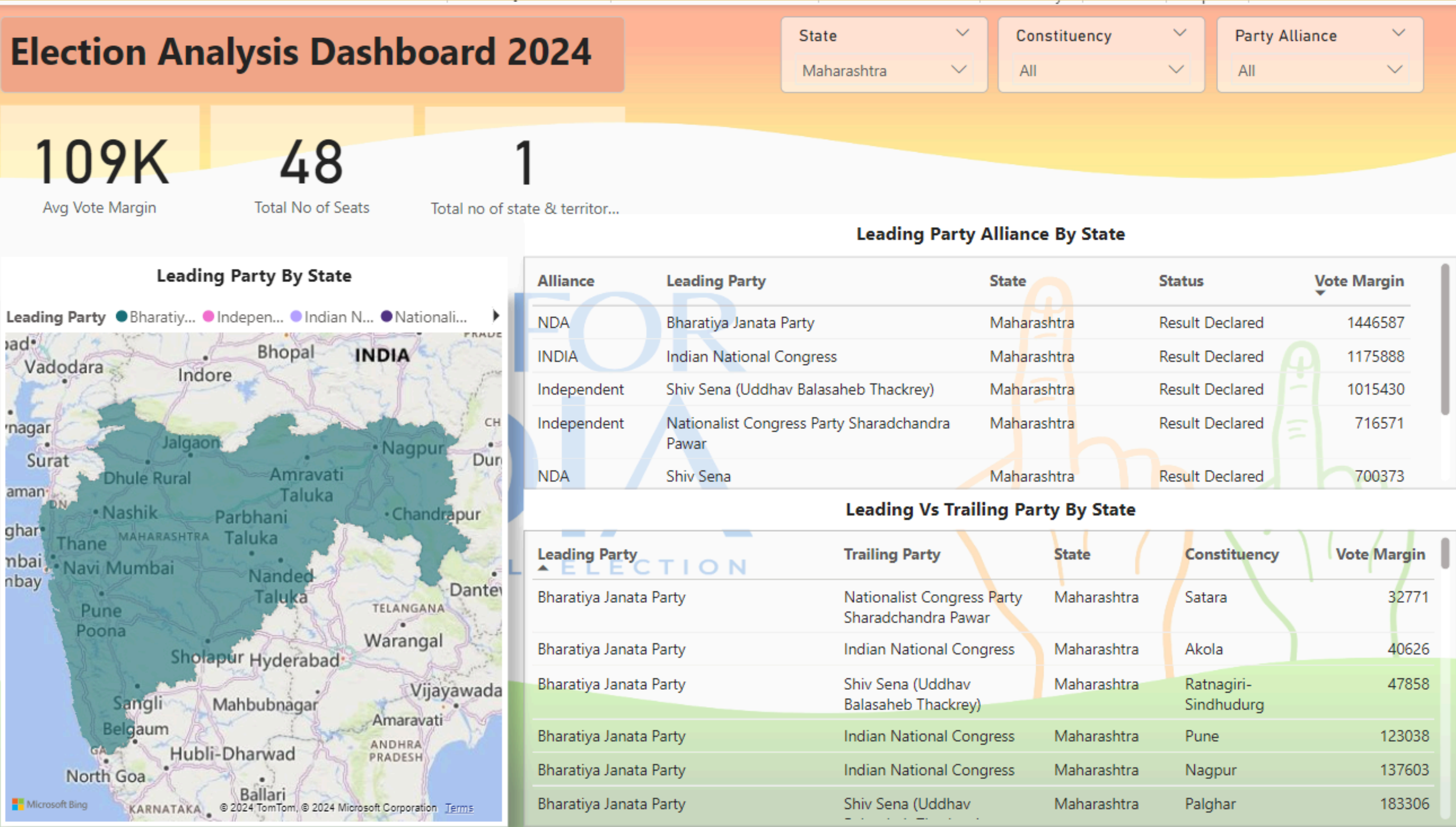
Candidate Name	Constituency
G M HARISH (BALAYOGI)	Amalapuram (SC)
AMBICA G LAKSHMINARAYANA VALMIKI	Ananthapur
KRISHNA PRASAD TENNETI	Bapatla (SC)
DAGGUMALLA PRASADA RAO	Chittoor(SC)
PUTTA MAHESH KUMAR	Eluru
DR CHANDRA SEKHAR PEMMASANI	Guntur
B K PARTHASARATHI	Hindupur
BASTIPATI NAGARAJU	Kurnoolu

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# FILTER BY STATE



#### Leading Party By State

Leading Party ● Bharatiy... ● Indepen... ● Indian N... ● Nationali...

#### Leading Party Alliance By State

Alliance	Leading Party	State	Status	Vote Margin
NDA	Bharatiya Janata Party	Maharashtra	Result Declared	1446587
INDIA	Indian National Congress	Maharashtra	Result Declared	1175888
Independent	Shiv Sena (Uddhav Balasaheb Thackrey)	Maharashtra	Result Declared	1015430
Independent	Nationalist Congress Party Sharadchandra Pawar	Maharashtra	Result Declared	716571
NDA	Shiv Sena	Maharashtra	Result Declared	700373

#### Leading Vs Trailing Party By State

Leading Party	Trailing Party	State	Constituency	Vote Margin
Bharatiya Janata Party	Nationalist Congress Party Sharadchandra Pawar	Maharashtra	Satara	32771
Bharatiya Janata Party	Indian National Congress	Maharashtra	Akola	40626
Bharatiya Janata Party	Shiv Sena (Uddhav Balasaheb Thackrey)	Maharashtra	Ratnagiri-Sindhudurg	47858
Bharatiya Janata Party	Indian National Congress	Maharashtra	Pune	123038
Bharatiya Janata Party	Indian National Congress	Maharashtra	Nagpur	137603
Bharatiya Janata Party	Shiv Sena (Uddhav	Maharashtra	Palghar	183306



# TASK

## 1.) Data Integration:

Combine the election results data with the party alliance data to get a comprehensive view of which alliances are leading or trailing in various constituencies.

## 2.) Data Cleaning and Preparation:

Ensure data quality by checking for missing values, inconsistencies, and correcting any errors in the datasets.





# TASK

## 3.) Data Analysis and Visualization:

i.) Overall Results: Create a summary of the overall election results including the total number of seats won by each party and alliance.

ii.) State-wise Analysis: Visualize the performance of leading parties and alliances across different states.

iii.) Constituency-wise Analysis: Analyze and visualize the margin of victory/defeat in various constituencies.

iv.) Party and Alliance Comparison: Compare the performance of different parties and their respective alliances in terms of seats won, margins, and status.



# TASK

## 4.) Interactive Dashboard:

- i.) Trend Analysis: Identify and visualize trends in voting patterns, such as regions with high competition (small margins) or dominance by specific parties or alliances.
- ii.) Create an interactive dashboard that allows users to filter and explore the data by state, constituency, party, alliance, and status.
- iii.) Include key performance indicators (KPIs) such as total seats won, average margin, and number of constituencies won by alliance.



# TASK

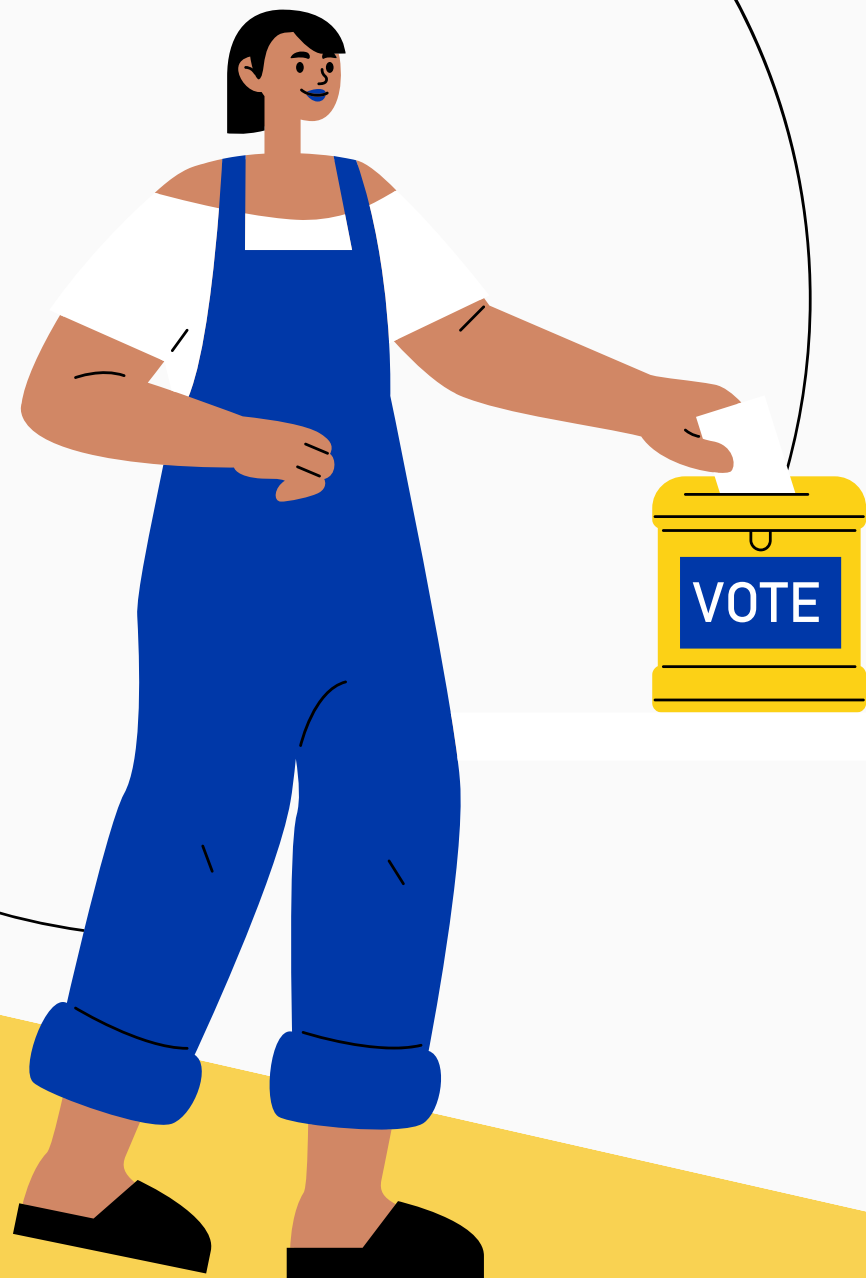
## 5.) Insights and Recommendations:

- i.) Provide a detailed report summarizing the key insights derived from your analysis.
- ii.) Offer recommendations based on the data, such as strategies for parties to improve their performance in future elections.



# RECOMMENDATIONS:

- 1.) Address Critical Issues: Focus on major issues that are important to voters, such as healthcare, economy, education, and security. Present clear and actionable plans.
- 2.) Increase Voter Turnout: Implement strategies to boost voter turnout, such as better voter registration drives, offering transportation to polling stations, and encouraging early voting.
- 3.) Strengthen Ground Game: Build a robust ground campaign with more volunteers for door-to-door canvassing, phone banking, and local events to drive voter mobilization.
- 4.) Collaborate with Influencers: Partner with local influencers, community leaders, and celebrities to gain endorsements and amplify campaign messages.
- 5.) Monitor Opponent Strategies: Keep a close watch on opponents' strategies and counteract with timely and effective responses to any misinformation or negative campaigning.



# THANK YOU

