

2017 GENERAL ELECTION ANALYSIS

EXECUTIVE SUMMARY

The results of the 2017 General Election have been detailed into a dataset (uk_election_data_v2.csv, which can be found in Election Analysis\Raw Data). Using this raw dataset, I have conducted my own analysis and breakdown of the results using Structured Query Language (SQL) and Visualisation Software (Tableau). The objective is to showcase some of the key findings and translate them to a general audience.

The additional aim is to showcase my (the author's) ability to analyse data, think creatively, and also use programming tools (PostgreSQL) in different ways. I am confident in SQL, Python, Excel, and also Tableau/PowerBi. I love data, and believe I have the skills and desire to work in the sector.

RESEARCH QUESTIONS

The following research questions that this document will be answering are:

- Who won the most seats in the 2017 General Election and who are the biggest parties?
- How well was the performance of each party in constituencies that voted Remain and Leave During the 2016 Brexit Referendum?
- What were the major party's Top 5 largest majorities?
- What were the closest constituency majorities?

SQL QUERIES

A copy of all of the SQL queries used can be found within the Markdown document "Election Analysis SQL Queries" within the queries folder "Data Analysis\Election Analysis\Queries" on GitHub. There is a mix of Window queries, Common Table Expressions, Nested and Subqueries. I love SQL and hope to get better in the future in a role...

Research Question 1: Seat Distribution in the 2017 General Election

Key Findings:

- **Conservatives:** 330 seats (50.8% of total)
- **Labour:** 232 seats (35.7%)
- **SNP:** 56 seats (8.6%)
- **Others:** 32 seats (4.9% combined)

Visual Highlight:

Below Bar chart -

<https://public.tableau.com/app/profile/olly.de.ber/viz/Partytototal/Sheet1?publish=yes>

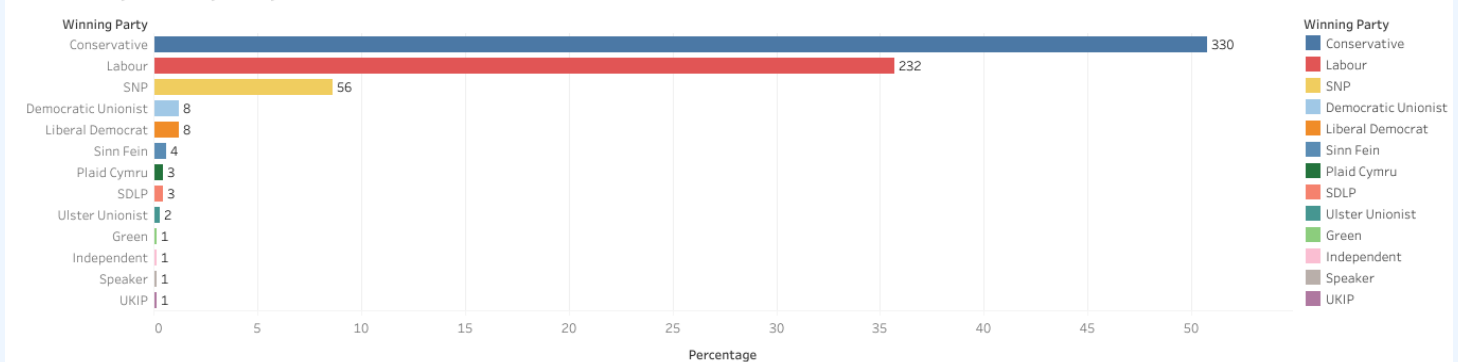
Below Bubble chart-

<https://public.tableau.com/app/profile/olly.de.ber/viz/LeaveRemainAnalysis/TotalSeatWins?publish=yes>

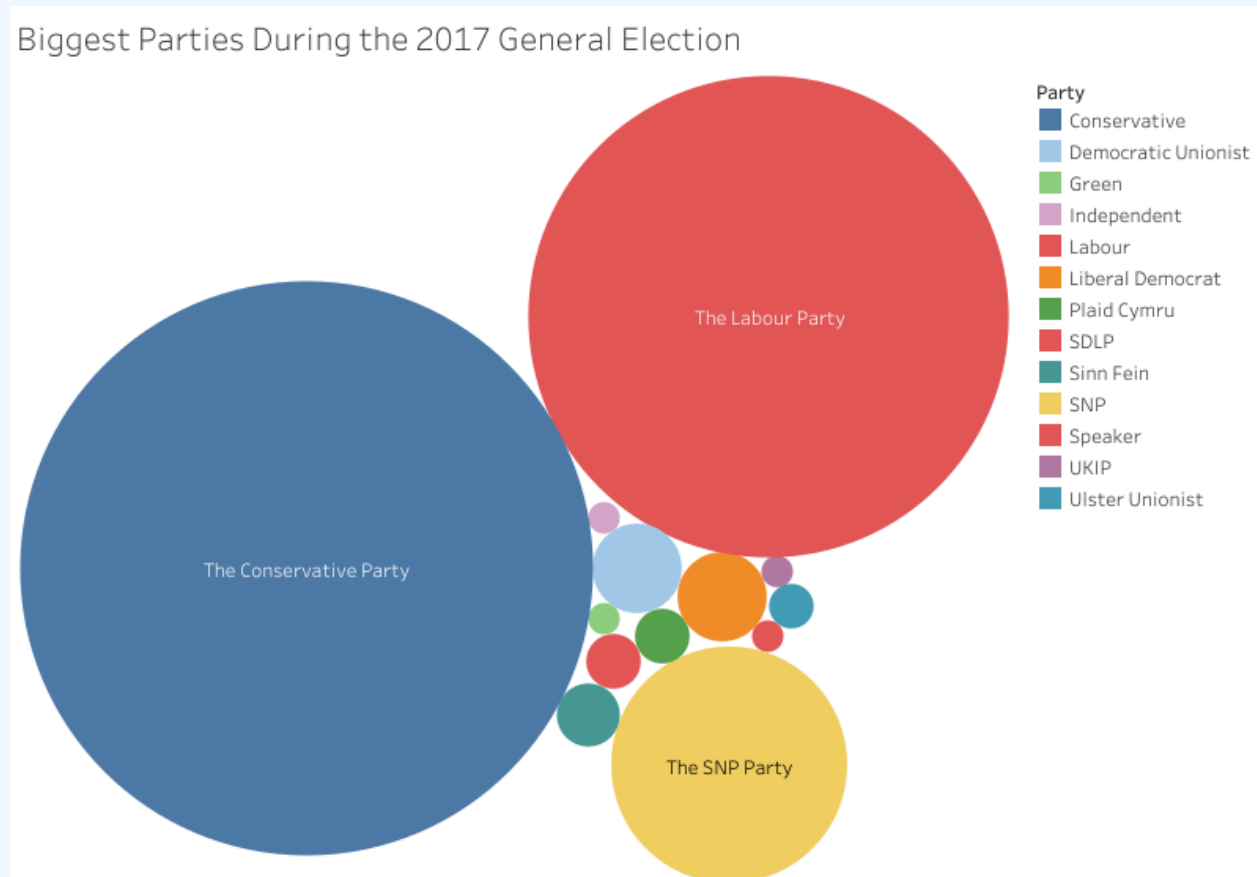
Notable Detail:

- Small parties like Greens and UKIP won only 1 seat each, reflecting FPTP's impact on minor parties.
- The SNP showed a strong support in Scotland with a party's greatest 56 seats.

Consistency count by Party at the 2017 General Election



(Bubble chart showing Conservative/Labour dominance and SNP's regional strength in Scotland)



TO ADD TOTAL VOTES AND PERCENTAGE VOTES

Research Question 2: Brexit Referendum Correlation

Remain Constituencies:

- **Labour:** 76.7% of their seats (178/232)
- **Conservatives:** 33.9% (112/330)
- **SNP:** 98.2% (55/56)

Leave Constituencies:

- **Conservatives:** 66.1% (218/330)
- **Labour:** 23.3% (54/232)
- **SNP:** 1.8% (1/56)

Key Insights:

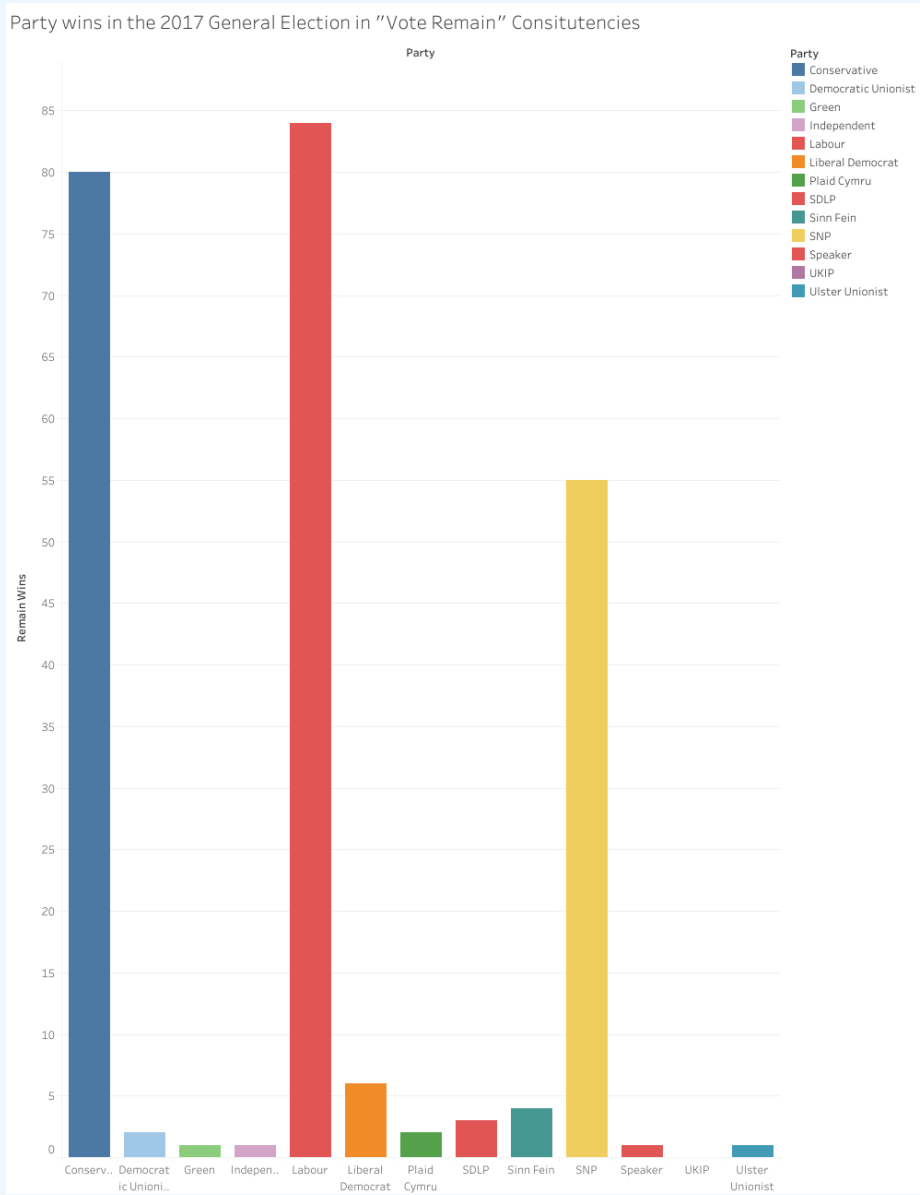
- Labour's support was concentrated in Remain areas, while Conservatives dominated Leave constituencies.
- The SNP's near-total absence from Leave areas underscores the party's pro-EU stance.
- Remain constituencies are more likely to swing vote to different parties.

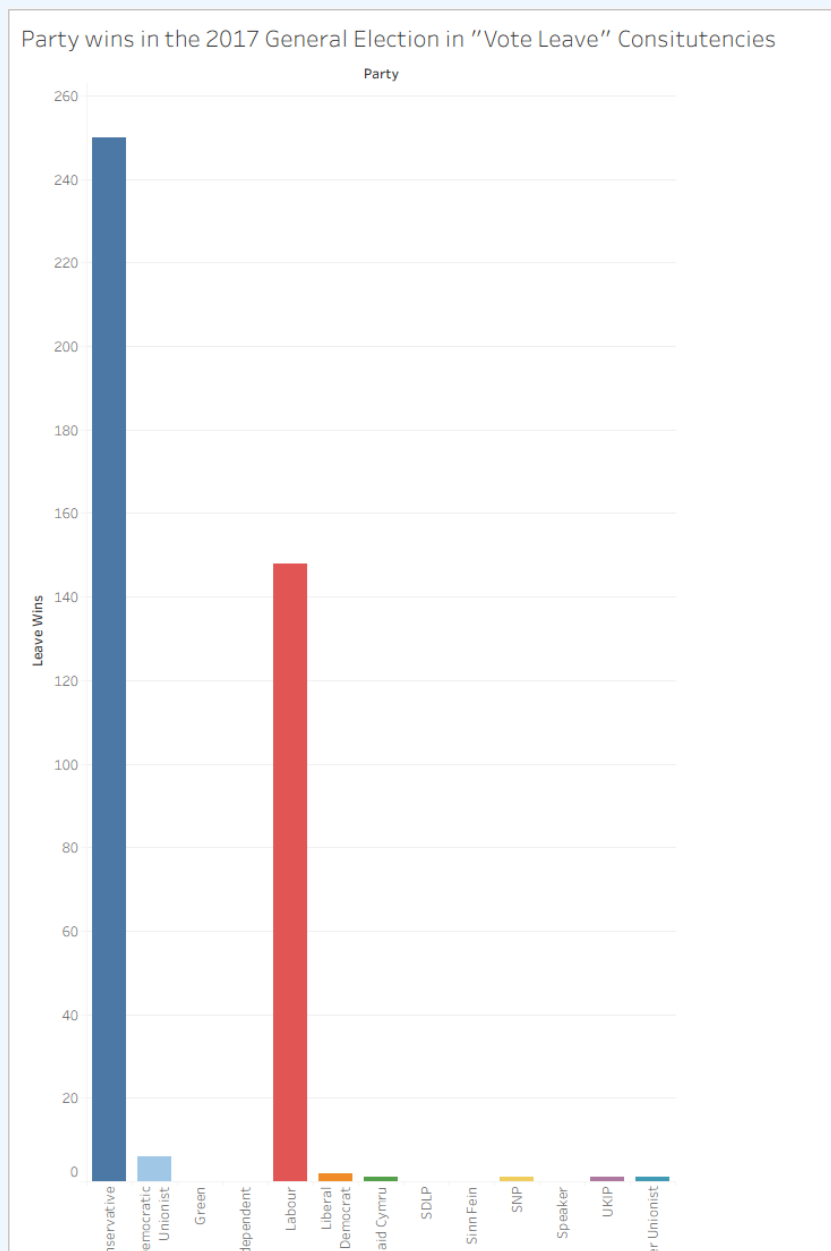
Visual:

Dashboard of all visuals below -

<https://public.tableau.com/app/profile/olly.de.ber/viz/LeaveRemainAnalysis/Dashboardofanalysis?publish=yes>

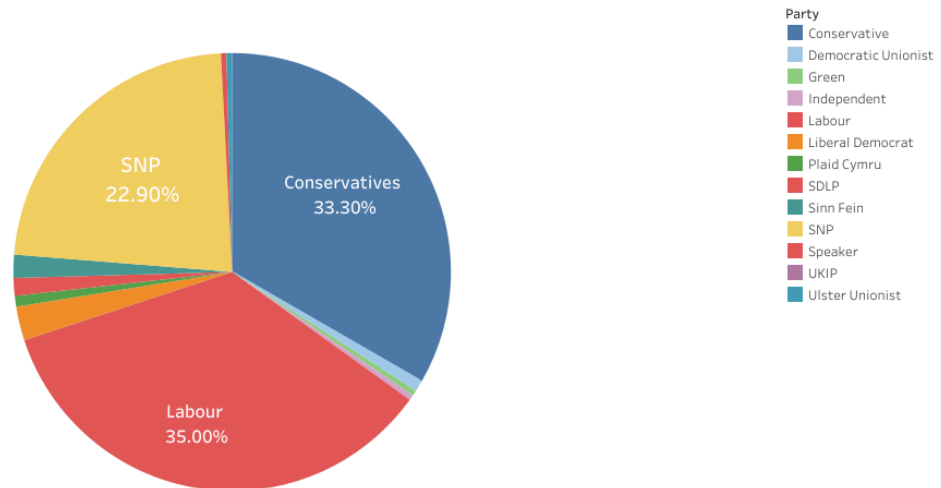
(Dual bar chart comparing party performance in Remain vs. Leave areas)



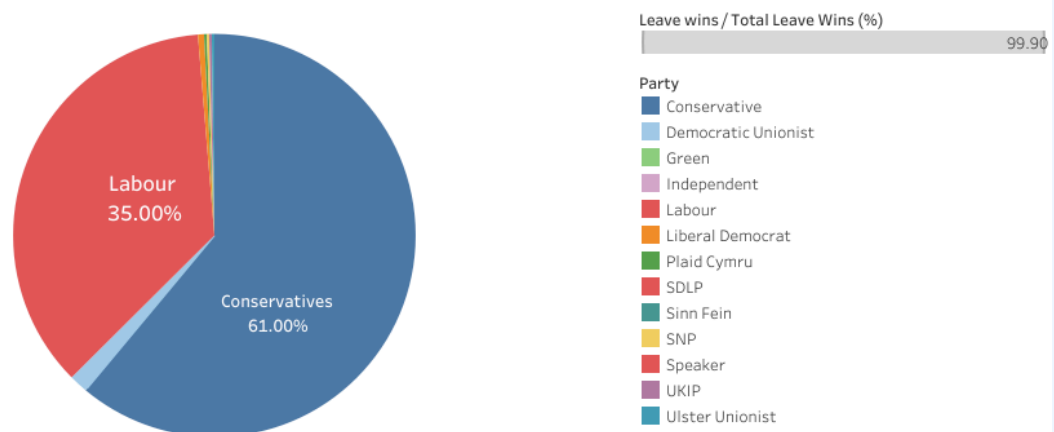


The Pie Chart below shows a another visualisation of the insights.

Percentage of Seats Won in the 2017 Election that voted Leave During the 2016 Brexit Referendum



Percentage of Seats Won in the 2017 Election that voted Leave During the 2016 Brexit Referendum



Further questions from this analysis could be drawn, such as “Of constituencies that voted leave, how many were in Cities ?”. **Could include?**

Research Question 3: Top 5 Largest Majorities

Labour Strongholds:

1. Knowsley (34,655 majority)
2. East Ham (34,252)
3. Bootle (28,704)

Conservative Strongholds:

1. North East Hampshire (32,000+)
2. Maidenhead (31,000+)

Analysis:

- Labour's safest seats had larger margins than Conservative strongholds, suggesting deeper voter loyalty in core areas.
- SNP's majorities were smaller (top: Glasgow East, 10,387), indicating more competitive seats.

Visual:

Conservative top 5 Table -

<https://public.tableau.com/app/profile/olly.de.ber/viz/ConservastiveTop5table/Sheet1?publish=yes>


Labour top 5 Table -

<https://public.tableau.com/app/profile/olly.de.ber/viz/LabourTop5Table/LabourTop5?publish=yes>


SNP top 5 Table-

<https://public.tableau.com/app/profile/olly.de.ber/viz/SNPtop5Table/Sheet1?publish=yes>

Conservative Top 5 Majorities

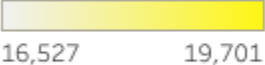
Constituency	Region	Secondplace		Vote Majority
North East Hampshire	South East England	Liberal Democrat	29,916	 26,416 29,916
Maidenhead	South East England	Labour	29,059	
Esher and Walton	South East England	Labour	28,616	
South West Surrey	South East England	UKIP	28,556	
South Northamptonshire	East Midlands	Labour	26,416	

Labour Top 5 Victories

Constituency	Region	Secondplace		Vote Majority
Knowsley	North West England	UKIP	34,655	 27,777 34,655
East Ham	London	Conservative	34,252	
Bootle	North West England	UKIP	28,704	
West Ham	London	Conservative	27,986	
Liverpool Walton	North West England	UKIP	27,777	

Sum of Vote Majority broken down by Constituency, Region and Secondplace. Colour shows sum of Vote Majority. The marks are labelled by sum of Vote Majority.

SNP Top 5 Victories

Constituency	Region	Secondplace		Vote Majority
Falkirk	Scotland	Labour	19,701	 16,527 19,701
Dundee East	Scotland	Labour	19,162	
Dundee West	Scotland	Labour	17,092	
Livingston	Scotland	Labour	16,843	
East Kilbride, Strathaven ..	Scotland	Labour	16,527	

Research Question 4: Closest Marginal Seats

Top 5 Narrow Wins:

1. Gower (Con win by **27 votes**)
2. Derby North (Con by 43)
3. Croydon Central (Con by 165)

Strategic Implications:

- These constituencies are prime targets for opposition parties in future elections.
- Gower's 27-vote margin is within recount territory, highlighting extreme volatility.

Visual:

<https://public.tableau.com/app/profile/olly.de.ber/viz/ClosestMajorities/ClosestMajority?publish=yes>

(Map highlighting tight races with tooltips showing vote differences)

Constituency	Region	Winningpar..	Secondplace	Majority
Gower	Wales	Conservative	Labour	27
Derby North	East Midlands	Conservative	Labour	41
Chester, City of	North West England	Labour	Conservative	93
Croydon Central	London	Conservative	Labour	165
Ynys Mon	Wales	Labour	Plaid Cymru	229
Vale of Clwyd	Wales	Conservative	Labour	237
Ealing Central and Acton	London	Labour	Conservative	274
Berwickshire, Roxburgh a..	Scotland	SNP	Conservative	328
Bury North	North West England	Conservative	Labour	378
Wirral West	North West England	Labour	Conservative	417

Research Question 4: Regional Breakdown

Top 3 Strongest Performance Regions for the Conservatives:

1. South East England
2. East of England

3. South West England

Top 3 Strongest Performance Regions for Labour

1. North West England
2. London
3. Yorkshire and the Humber

Strategic Implications:

- Labour continues to perform better in Northern England, London, Wales and the West Midlands
- The Conservatives dominate the South and East of England

Visual:

<https://public.tableau.com/app/profile/olly.de.ber/viz/RegionalVisualisation/Sheet1?publish=yes>

(Map highlighting tight races with tooltips showing vote differences)

