PROJECT REPORT

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

TEAM MEMBERS:

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2.INDIRA

3.HEMALATHA

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MENTOR:

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This project was all about how to use Tableau software,Which involved the following steps:

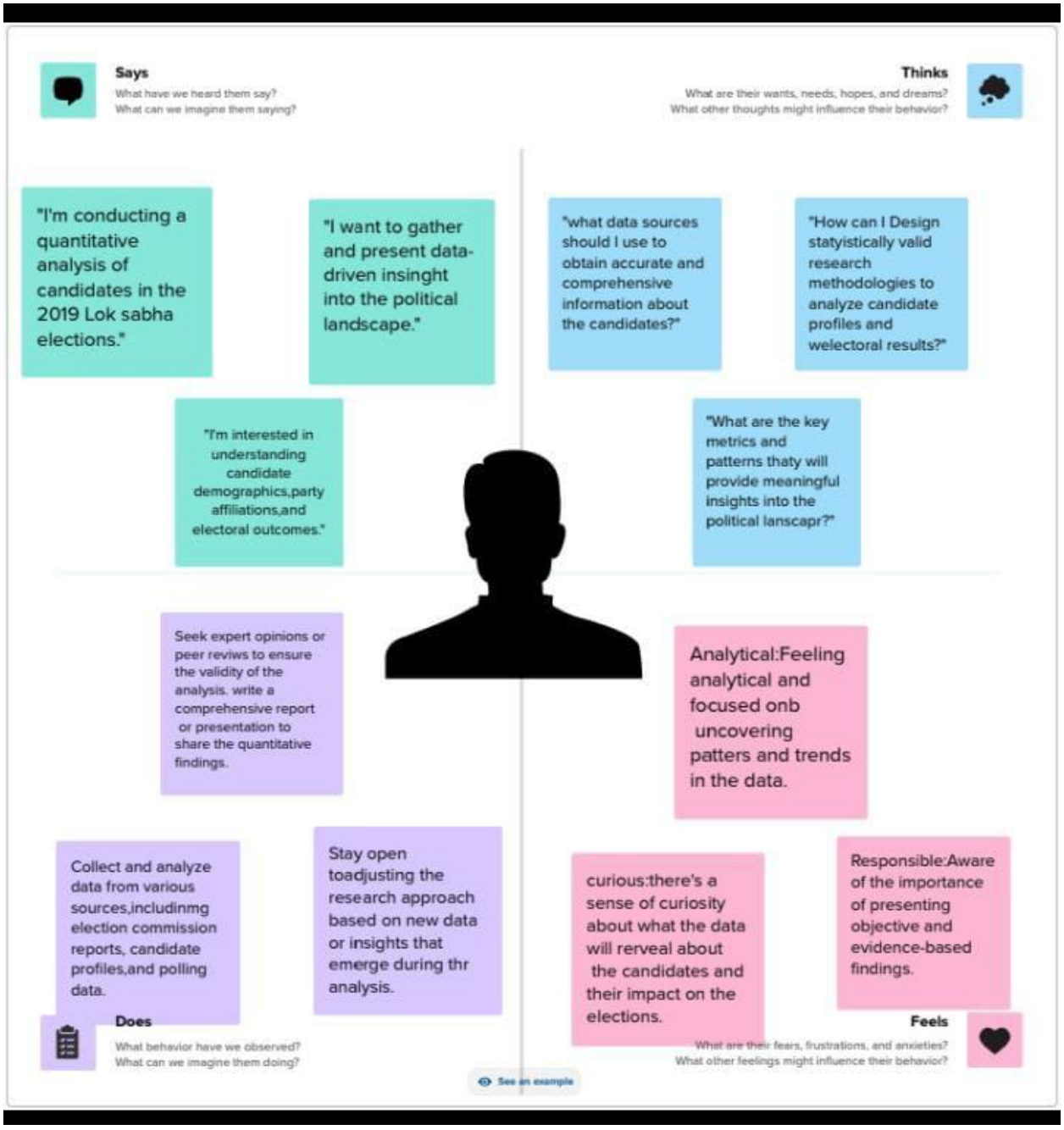
- **Empathy Map**
- **Brainstorming Map**
- **Collection and Connection of data set**
- **Preparation of Visualization Sheets**
- **Dashboard**
- **Story**
- **Publishing in Tableau**

INTRODUCTION:

The Lok Sabha is composed of representatives of people chosen by direct election on the basis of Universal Adult Suffrage. The Constitution of India allows for a maximum of 550 members in the House, with 530 members representing the States and 20 representing the Union Territories. The 17th Lok Sabha was formed by the members elected in the 2019 Indian general election. Elections, all across India, were conducted in seven phases from 11 April 2019 to 19 May 2019 by the Election Commission of India. The Bharatiya Janata Party received 37.36% of the vote, the highest vote share by a political party since the 1989 general election, and won 303 seats, further increasing its substantial majority. In addition, the BJP-led National Democratic Alliance (NDA) won 353 seats.

EMPATHY MAP:

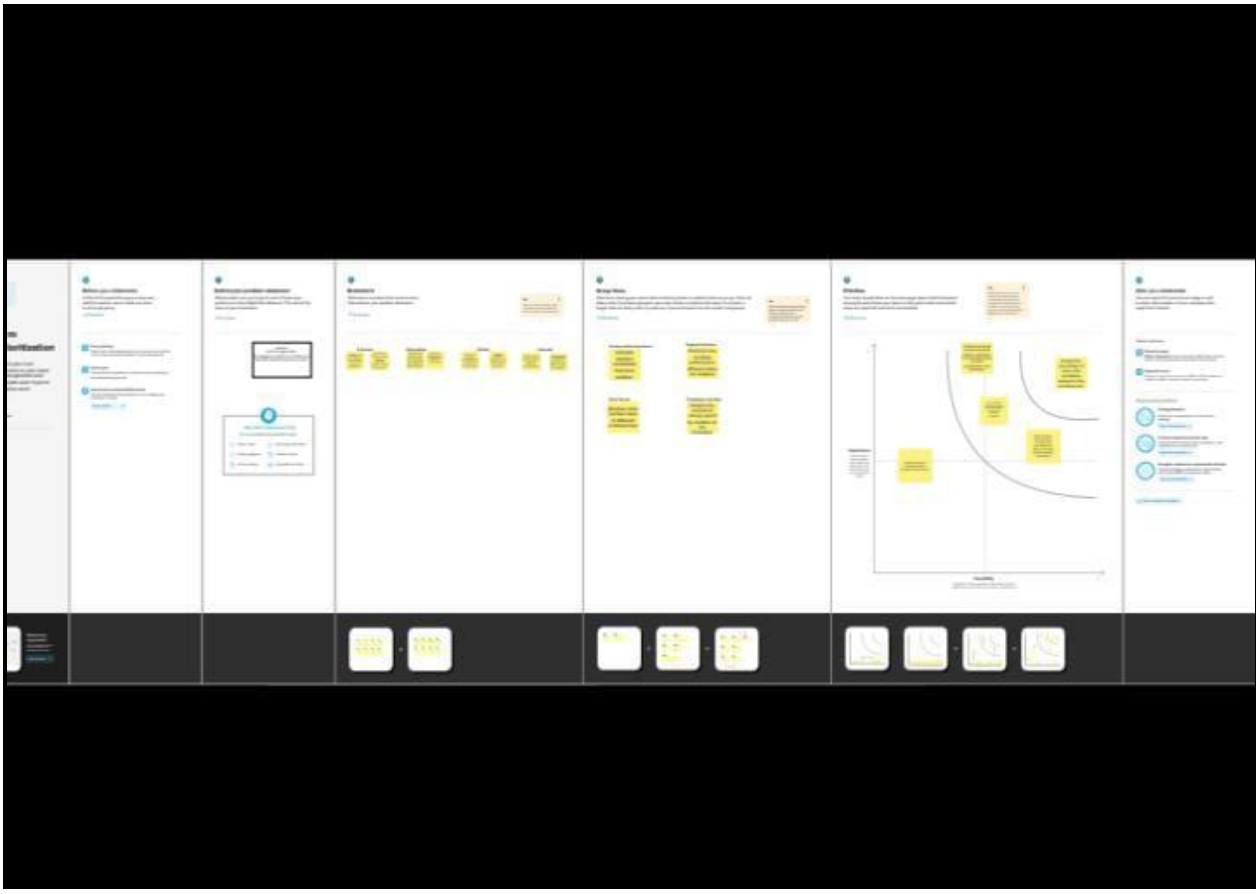
Our team started our project with the creation of Empathy Map.Firstly we collected the points about Political juggernauts:A Quantative Analysis Candidates in the 2019 Lok Sabha Elections.We grouped the points under says,thinks,does and feels.



BRAINSTORMING MAP:

In the brainstorming Map,Each contributed 3 points regarding the Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections and grouped in

Brainstorming Map.



RESULT:

LOK SABHA ANALYSIS 2019

Sheet 10

Total Votes
594,240,703

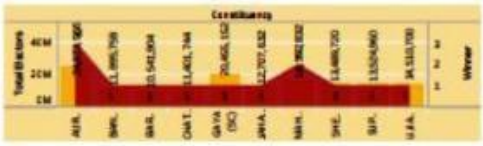
Sheet 9

Total Criminal Cases
2,018

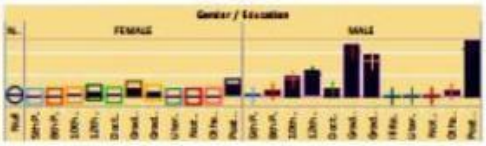
Sheet 8

Total Winner
539

Sheet 2



Sheet 1



Sheet 4

Sheet 6

Sheet 5

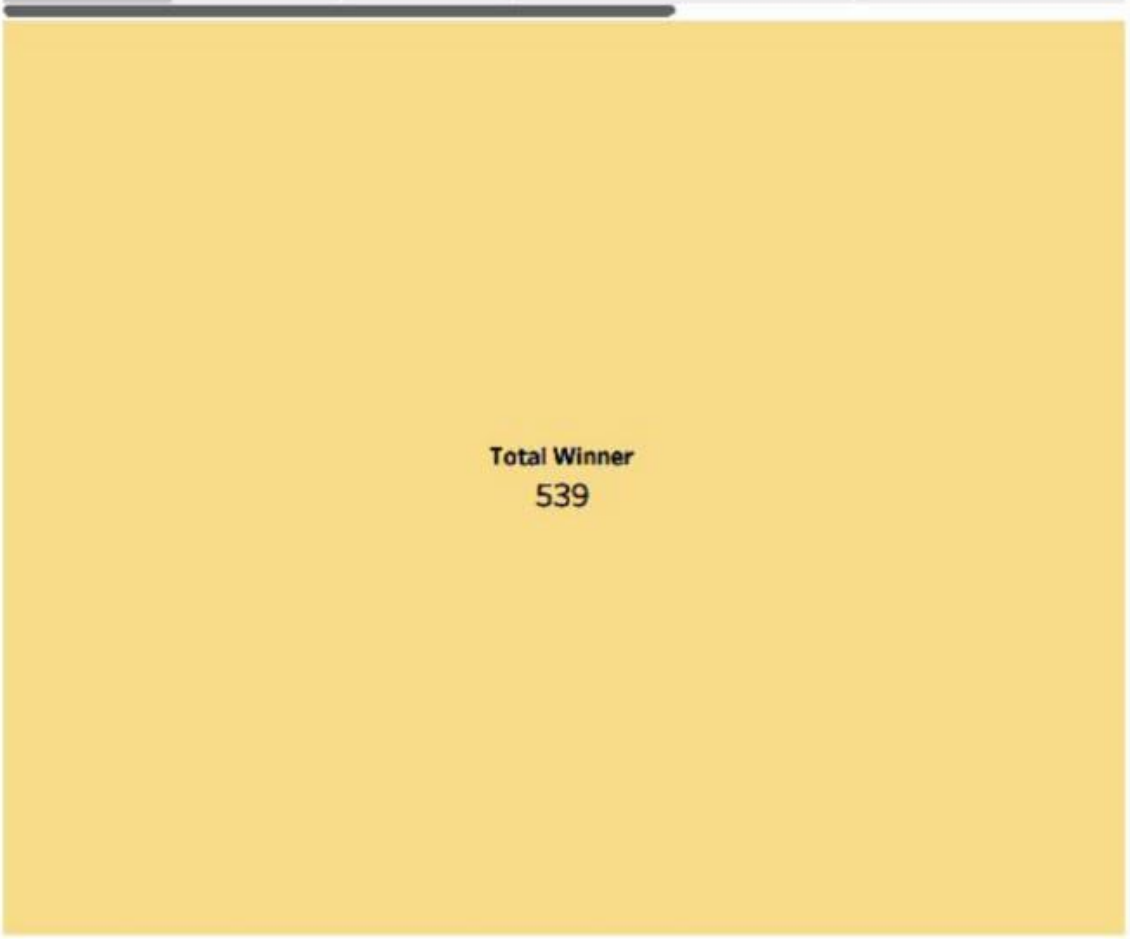
Sheet 3

Sheet 11

Sheet 7

Story 1

Total winners	Total Criminal Cases	Total votes in 10	General votes divided by educational qualifi..	total electors and total winners in whic..	party with state wise winners	Top 10 winners stat..



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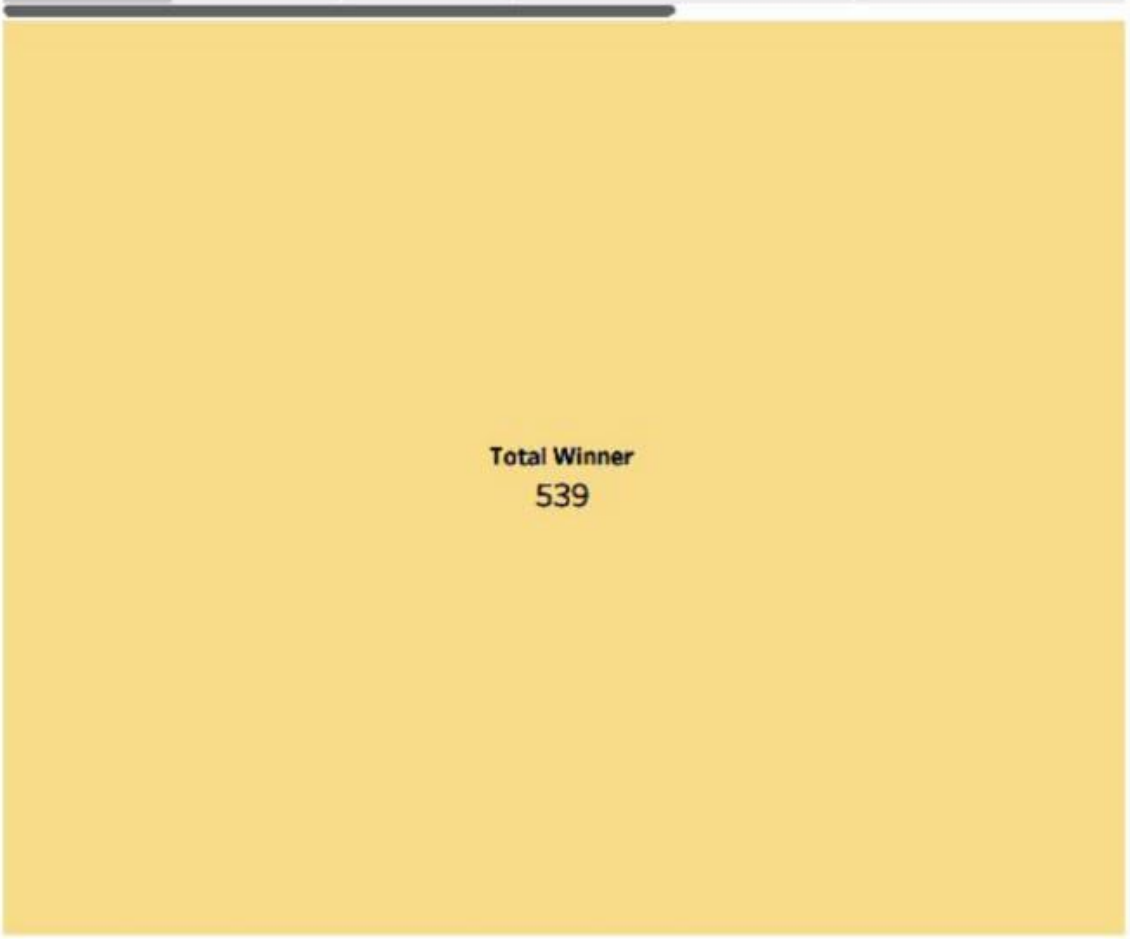

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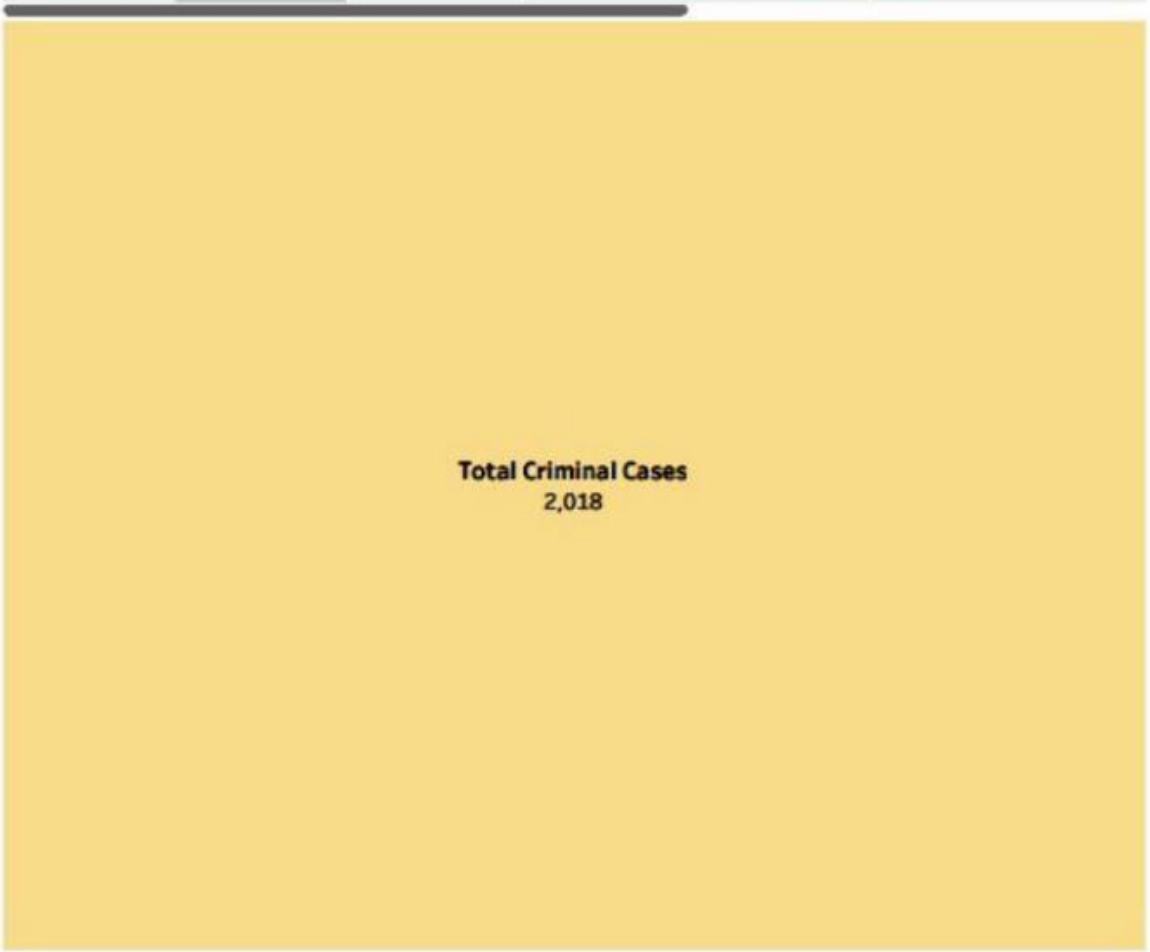

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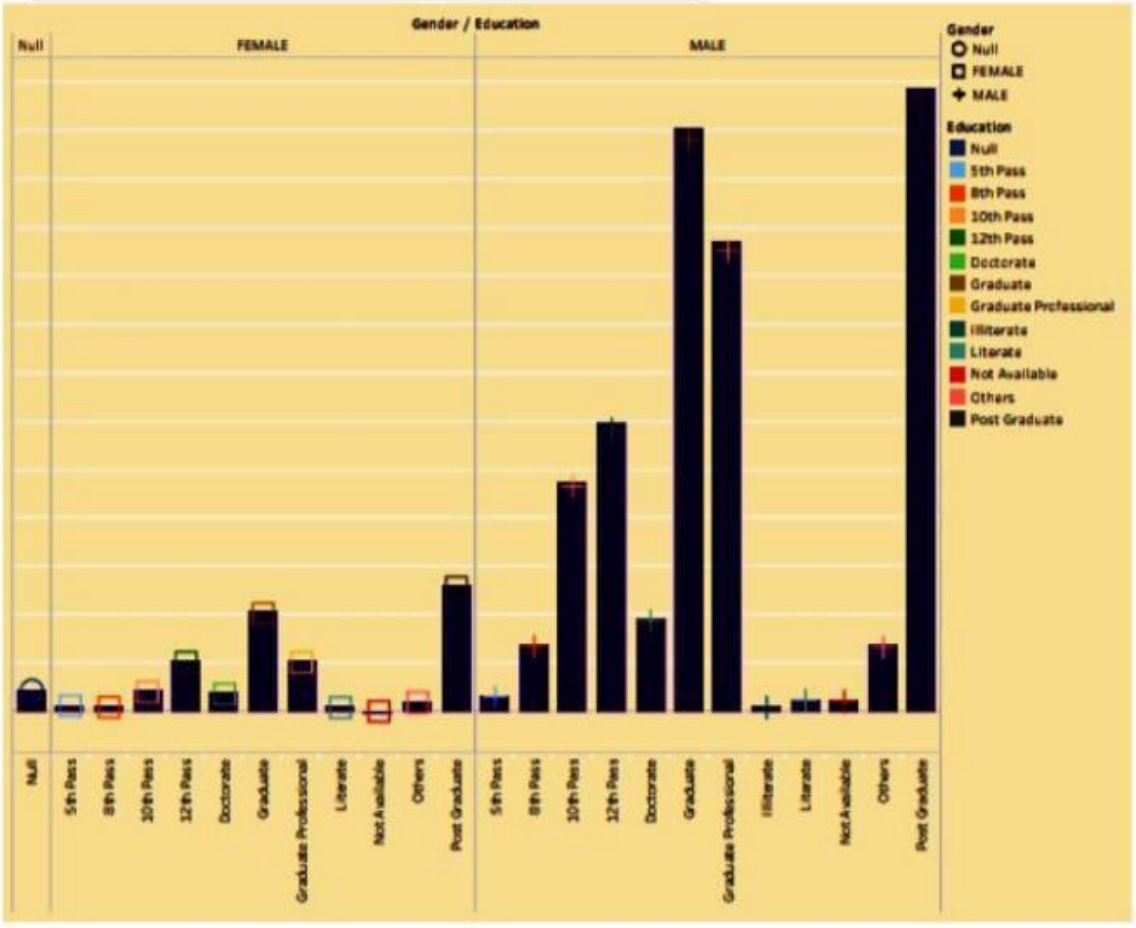

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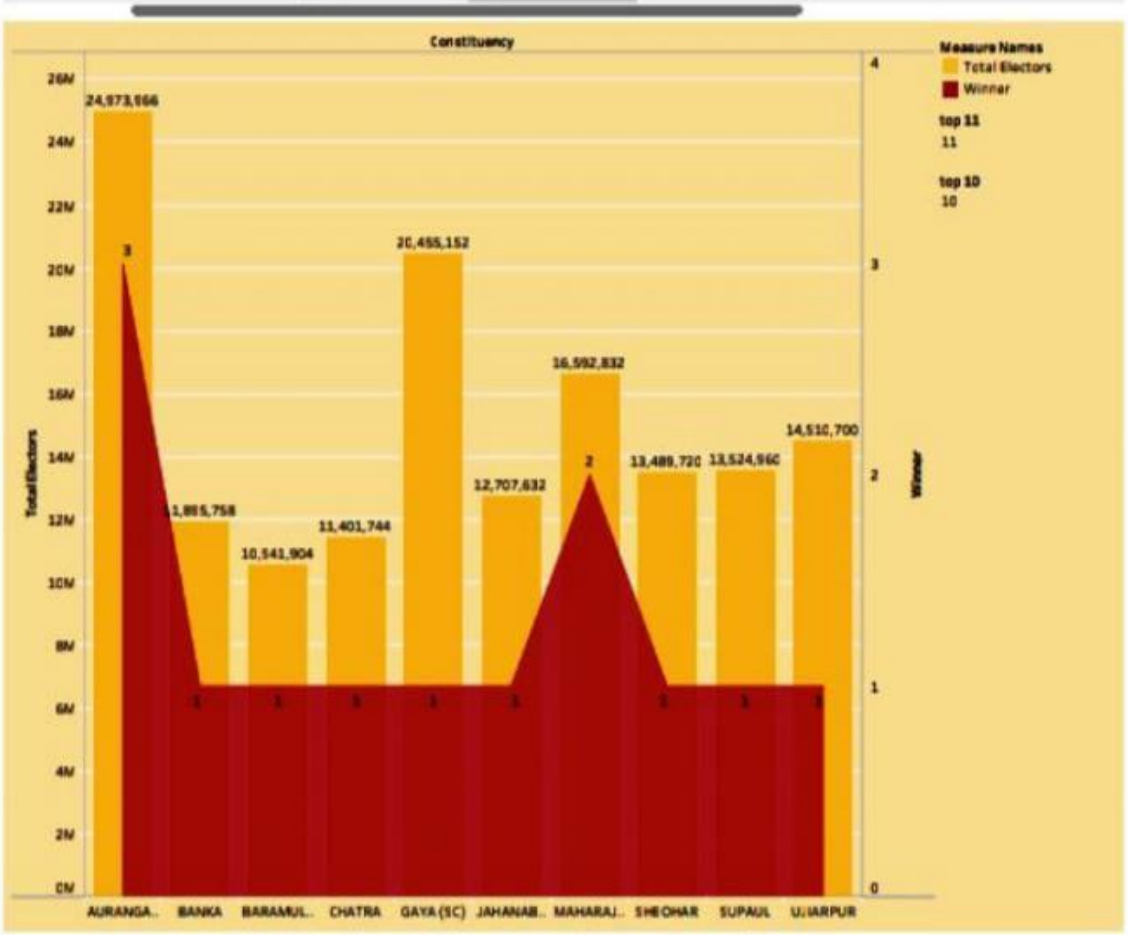

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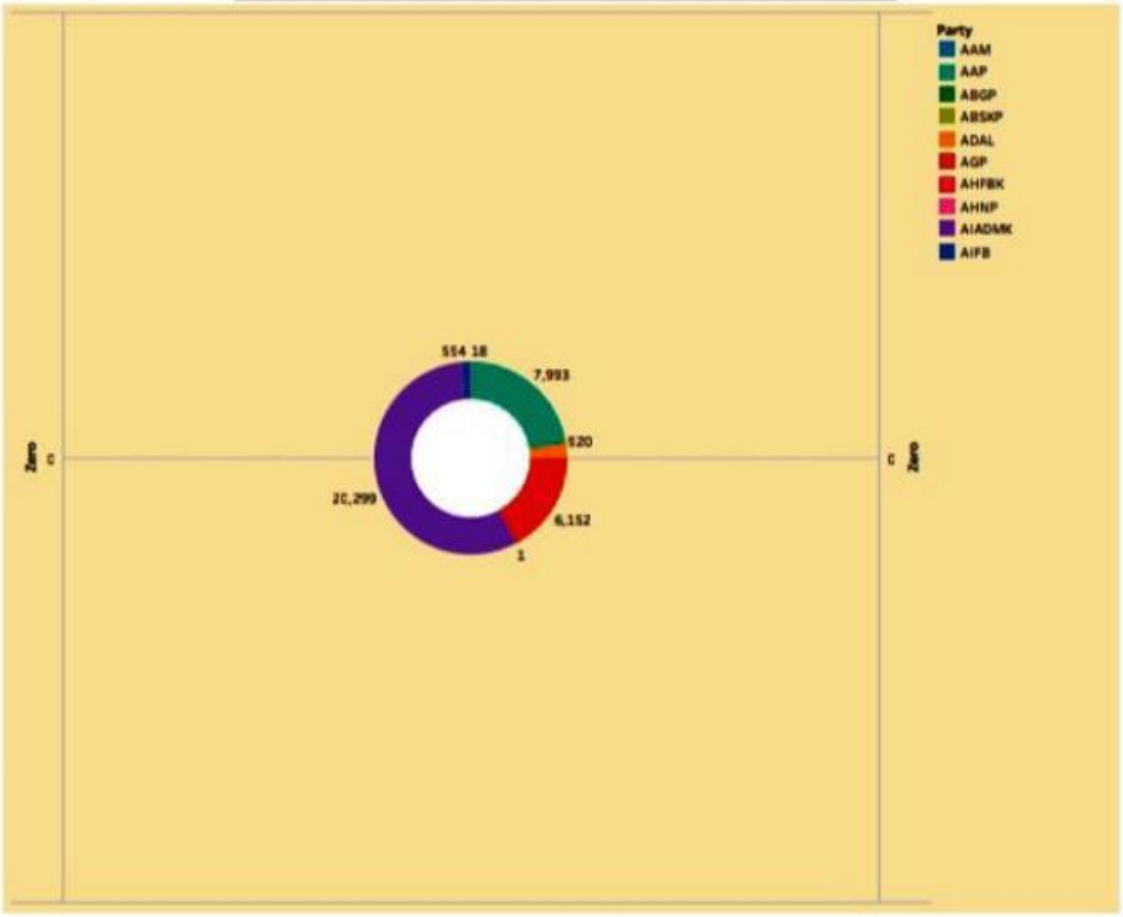

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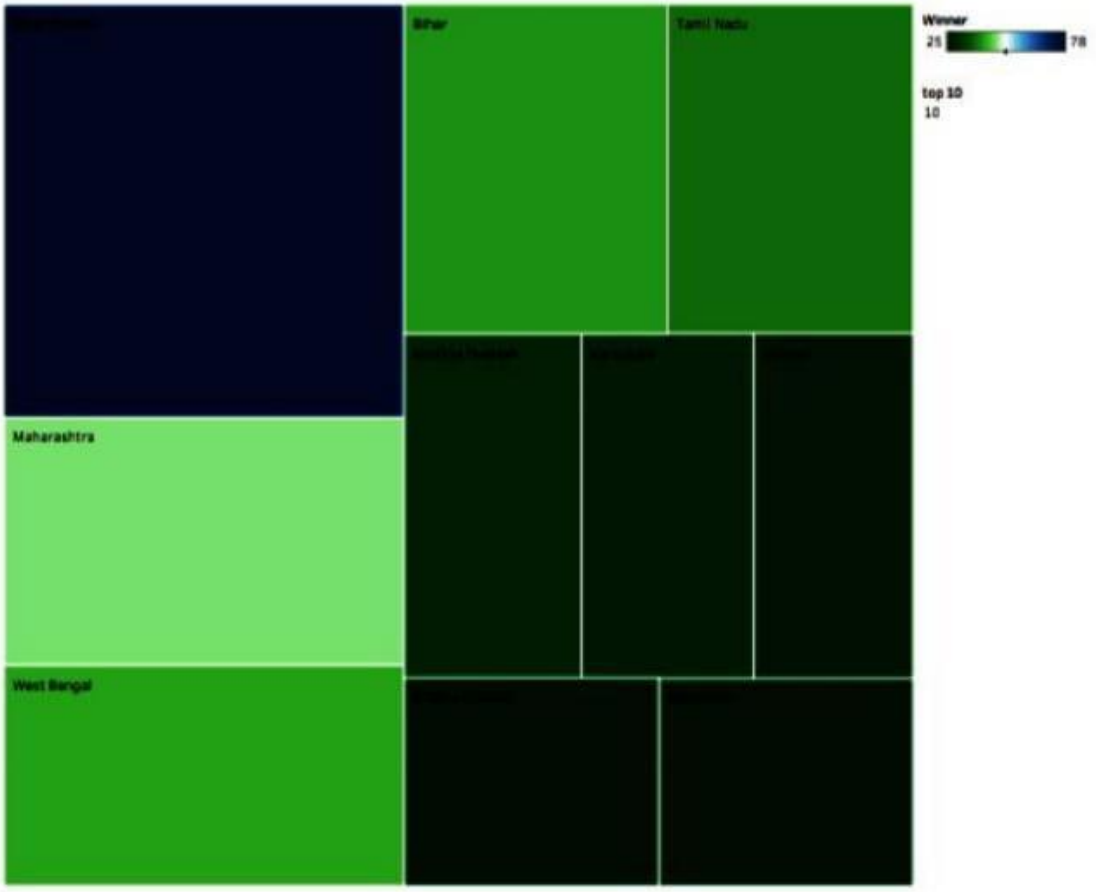
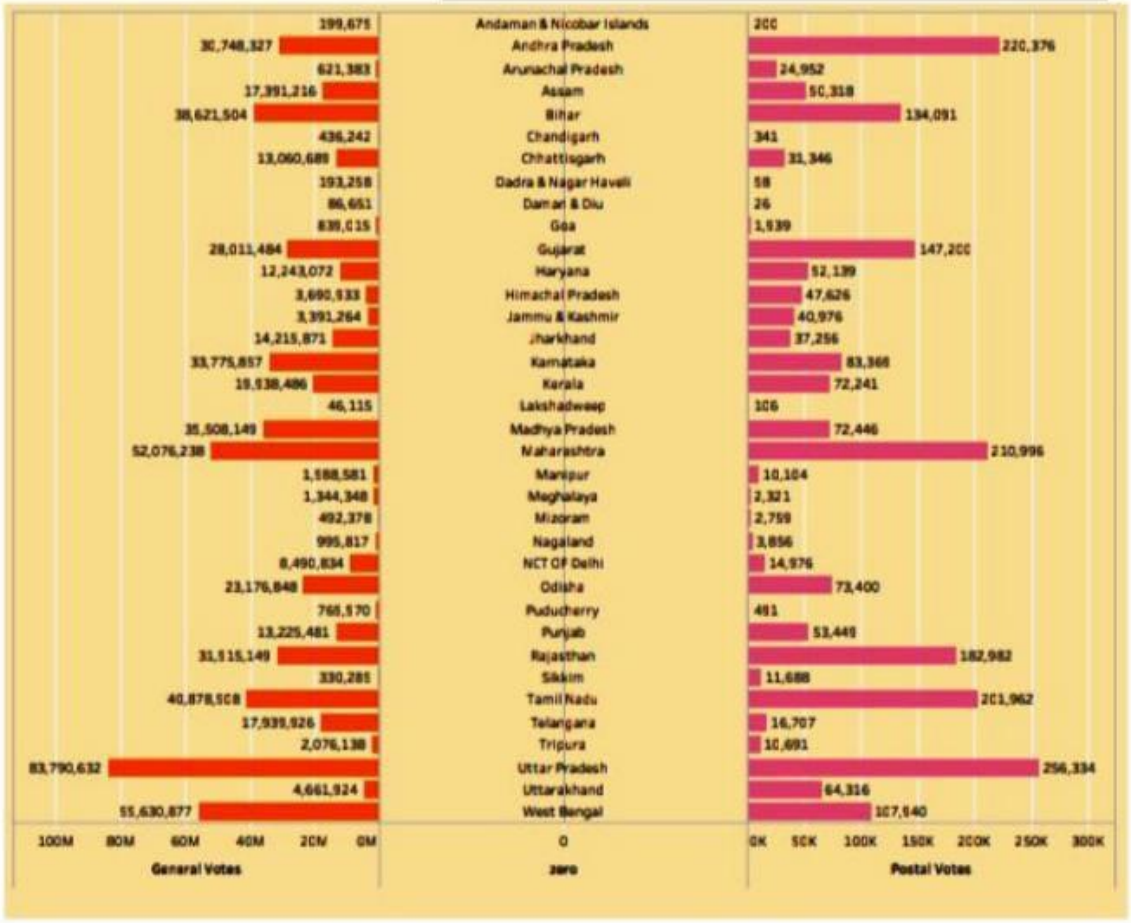


Story 1

total electors and total winner.. | party with state wise winners | Top 10 winners states | **Top 10 postal voters by state wise** | Criminal Casaes by state wise | Top 10 winner by party wise | Winners by category and educational qu..



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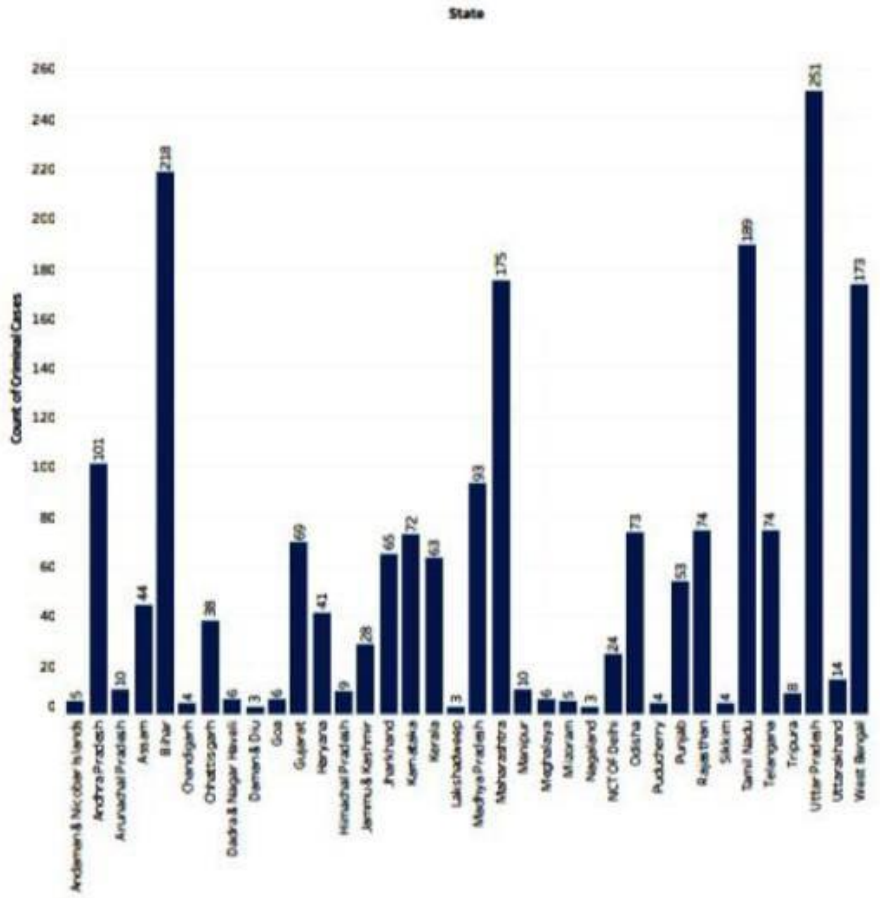

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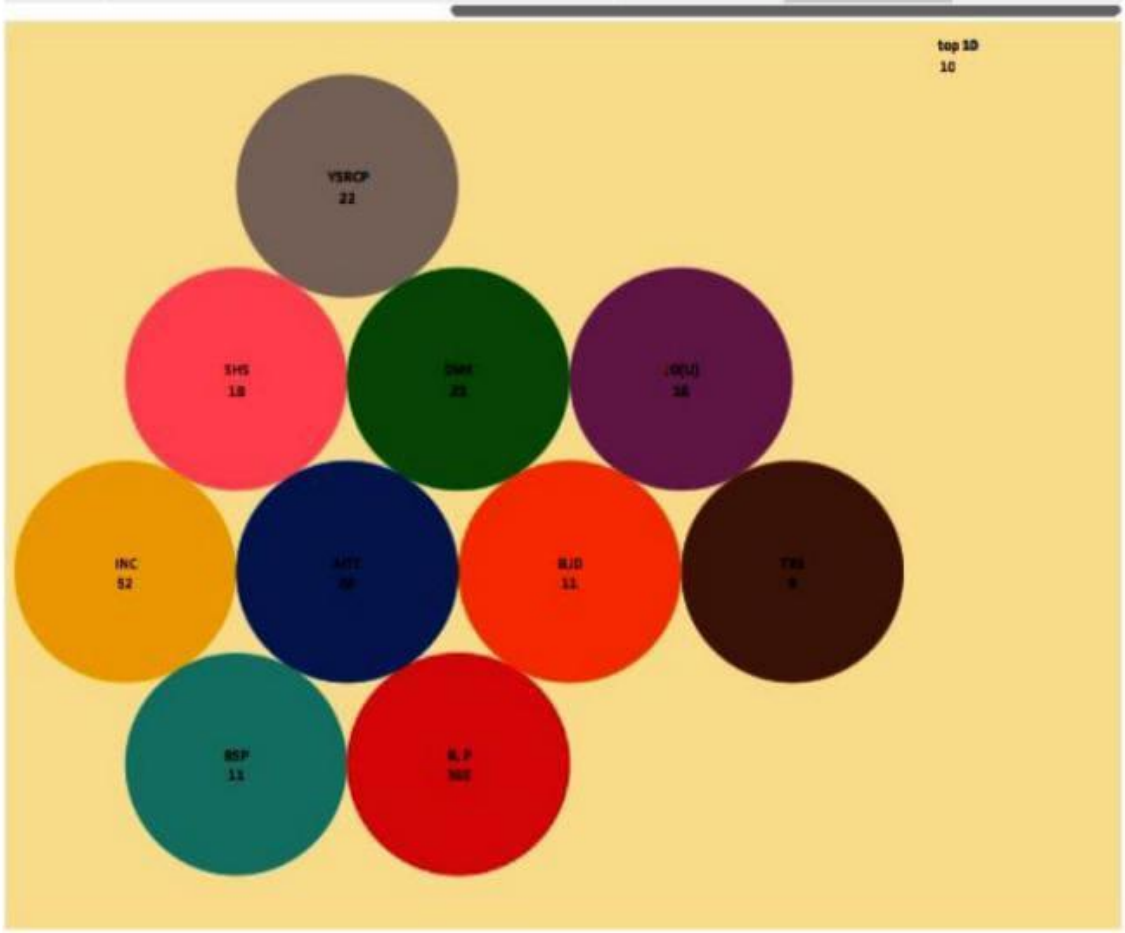

Story 1

total electors and total wi.. | party with state wise winners | Top 10 winners states | Top 10 postal voters by state wise | Criminal Casaes by state wise | Top 10 winner by party wise | **Winners by category and educational quali..**

	Education											
Category	**Null**	**5th Pass**	**8th Pass**	**10th Pa..**	**12th Pa..**	**Doctora..**	**Gradua..**	**Gradua..**	**Illiterate**	**Literate**	**Not Ava..**	**Others**	**Post Gr..**
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

ADVANTAGES &DISADVANTAGES:

Analyzing the advantages and disadvantages of political juggernauts (influential or powerful political figures) in the context of the 2019 Lok Sabha elections in India would require a more in-depth study and data analysis. However, I can provide a general overview:

Advantages:

1. Greater Visibility: Political juggernauts often have a high public profile, ensuring that their campaign and party get significant media coverage and attention.

2. Strong Fundraising: Their influence and connections can lead to more extensive fundraising efforts, providing the campaign with greater financial resources.

3. Party Loyalty: Their leadership can foster loyalty within their party, ensuring party unity and discipline.

4. Wider Voter Base: They may have a strong personal appeal, attracting voters from various backgrounds and regions.

Disadvantages:

1. Centralized Power: Over-reliance on a political juggernaut can lead to centralized power, potentially sidelining other party members and ideas.

2. Risk of Scandals: High-profile candidates can be more susceptible to scandals or controversies, which can damage the entire campaign.

3. Lack of Fresh Ideas: A strong personality may overshadow the need for fresh policy ideas and innovation.

4. Regional Imbalance: Overemphasizing a juggernaut may lead to regional imbalances in representation and governance.

For a quantitative analysis, you would need to gather data on the performance of candidates, party affiliations, the number of seats won, and various other factors to draw more precise

conclusions about the impact of political juggernauts in the 2019 Lok Sabha elections.

APPLICATIONS:

In a study analyzing candidates in the 2019 Lok Sabha Elections, the solution can be applied in various areas, such as:

1. Candidate Profiling: Utilizing quantitative analysis to profile and assess the background, qualifications, and characteristics of political candidates.

2. Voter Behavior: Studying how the behavior of voters was influenced by the candidates, their attributes, and campaign strategies.

3. Election Predictions: Developing models to predict election outcomes based on candidate data, past electoral trends, and demographic factors.

4. Campaign Strategy: Analyzing the effectiveness of campaign strategies employed by different candidates and political parties.

5. Constituency Analysis: Examining the performance of candidates in different constituencies and identifying key factors that influenced their success or failure.

6. Political Parties' Strategies: Evaluating the selection criteria employed by political parties when nominating candidates.

7. Gender and Diversity: Assessing the representation of women and underrepresented groups among the candidates and its impact on the elections.

8. Geospatial Analysis: Using geographic data to understand the spatial distribution of candidate support and the impact of location on election results.

9. Social Media and Online Presence: Investigating how candidates' online presence and social media strategies affected their popularity and outreach.

10. Post-election Analysis: Studying the impact of elected candidates on policy-making and governance in the post-election period.

These are just a few areas where quantitative analysis can be applied to gain insights into the 2019 Lok Sabha Elections and the candidates involved.

COLLECTION AND CONNECTION OF DATA SET:

Regarding our Project Title, A dataset is been collection from the Naan Mudhalvan,Smartinternz platform and connected the dataset to the Tableau.

PREPARATION OF VISUALIZATION SHEETS:

We ourselves created 5 questions on consumer's point of view and tried to answer these questions through visualization sheets using Bar graphs,donut chart and histogram.

DASHBOARD:

We created a dashboard placing all the visualization sheets in single dashboard.

STORY:

After the completion our dashboard,We have created a story section in which we extracted the observation from the visualization sheets.

PUBLISHING IN TABLEAU:

We have published our dashboard and story in our team leader's Tableau public ID.

CONCLUSION:

From this project we learned to analyse a dataset and the usage of Tableau software.