Political Juggernauts: A Quantative Analysis of Candidates in the 2019 Lok Sabha Elections

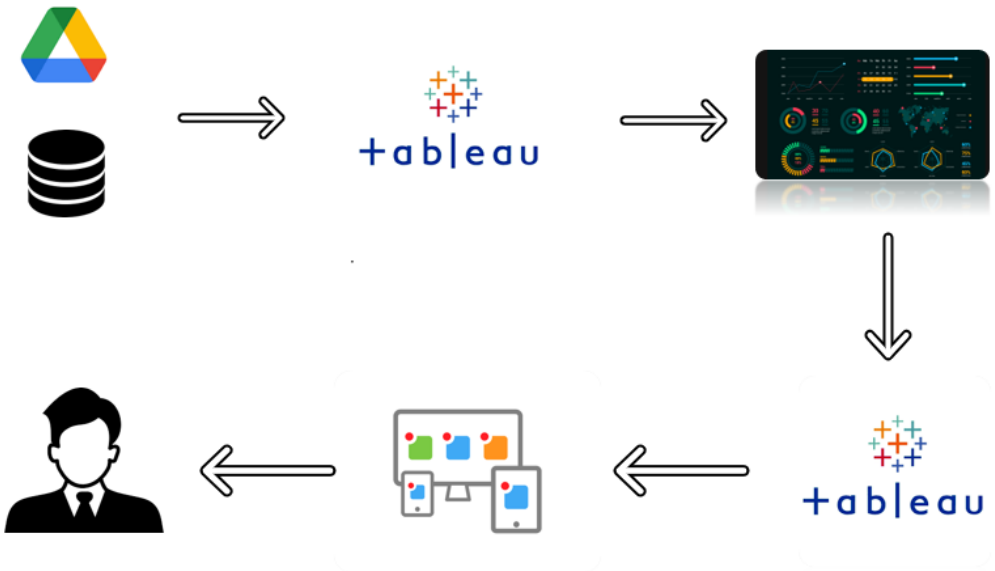
Project Based Experiential Learning Program

Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections

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.

Technical Architecture:



Project Flow

To accomplish this, we have to complete all the activities listed below,

- Define Problem / Problem Understanding
    - Specify the business problem
    - Business requirements
    - Literature Survey
    - Social or Business Impact.
- Data Collection & Extraction
    - Collect the dataset
    - Connect DB with Tableau
- Data Preparation
    - Prepare the Data for Visualization
- Data Visualizations
    - No of Unique Visualizations
- Dashboard
    - Responsive and Design of Dashboard
- Story
    - No of Scenes of Story
- Performance Testing
    - Amount of Data Rendered to Tableau
- Publishing
    - Publish Dashboard & Story to Tableau Public
- Project Demonstration & Documentation
    - Record explanation Video for project end to end solution
    - Project Documentation-Step by step project development procedure

Milestone 1: Define Problem / Problem Understanding

Activity 1: Specify the business problem

Refer Project Description

Activity 2: Requirements

The Requirement is to analyse the winners and total voters and electors and Postal Votes of Lok Sabha, and criminal Cases in Each State & Party. In which State There are more winners and which party got more seats and liabilities and assets of each state. For this Created KPI's and interactive Visualizations and Dashboard and story Board to bring clean and deep understanding of the data.

Activity 3: Social Impact

It brings a Clarity to know what are the weak places and which type of votes supports which party and which Category votes support which Party.

Model/Impact: By conducting an analysis the Party can identify areas for improvement and take steps to enhance the Votes, and increase voter satisfaction and loyalty. Improve its Party reputation, which can lead to increased Voter loyalty.

Milestone 2: Data Collection & Extraction

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

Activity 1: Collect the dataset

Please use the link to download the dataset: Link

Activity 1.1: Understand the data

Data contains all the meta information regarding the columns described in the CSV file. we have provided CSV file:

LG.Csv

Column Description for LG. Csv:

1. **State:** It is Dimension in LG Data, which represents State names.
2. **CONSTITUENCY:** It is also Dimension shows the constituency of states.
3. **Name:** participates names from their party.
4. **Party**: name of the party.
5. **Symbol:** party symbol.
6. **Gender:** gender of the participants.
7. **Criminal Cases:** cases on party participants.
8. **Educational qualification:** Voter's education.
9. **Category:** it shows their category like BC, Sc OBC
10. **Winners:** it is a measure that shows the winners in the data.
11. **Age:** It shows the age Candidates.
12. **Assets:** it shows the assets values of the states.
13. **Liabilities:** it shows the all liabilities of the states.
14. **General Votes:** It shows the total general votes.

15. **Postal Votes:** postal votes from the country.
16. **Total Electors:** total count of electors in a country.

Activity 2: Connecting Dataset to Tableau.

https://drive.google.com/file/d/1enGl9c4jOhG-HuP4J5fo4usI5rRqf6ub/view?usp=sharing

Milestone 3: Data Preparation

Activity 1: Prepare the Data for Visualization

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into our analysis.

Milestone 4: Data Visualization

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

Activity 1.1: KPI's

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Activity 1.2: Gender & educational Wise General Votes.

https://drive.google.com/file/d/1i5S454mBe6PnHUenjl6VBeuMg8cnpFkt/view?usp=drive_link

Activity 1.3: State wise Winner.

https://drive.google.com/file/d/1UD6q4_umssIg3O7fdeqGr86OQpPOQ9uh/view?usp=drive_link

Activity 1.4: State wise General Votes and Postal Votes.

https://drive.google.com/file/d/1yOvqqJI7bImH_JQSlSClFqeFFFIfmrcX/view?usp=drive_link

Activity 1.5: State wise Criminal Cases.

https://drive.google.com/file/d/1Zj4jb9TcI7vTB_k1Vj55zGMh_cejZMAY/view?usp=drive_link

Activity 1.6: constituency wise Winners and Electors

https://drive.google.com/file/d/1MkY0K9btwRLnUK6RhGOqxwGMZfcjXDJc/view?usp=drive_link

Activity 1.7: Party wise Winner.

https://drive.google.com/file/d/1zLsSkKb428XwdtByOJwwBEAgOK3D0uvT/view?usp=drive_link

Activity 1.8: Winners by Education and Category.

https://drive.google.com/file/d/1EuWwqEQs51xa9ST7366O-Jlze-ZMgMmV/view?usp=drive_link

Activity 1.9: Party Wise Postal Votes

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Milestone 5: 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.

Activity :1- Responsive and Design of Dashboard.

Once you have created views on different sheets in Tableau, you can pull them into a dashboard.

Explanation Video:

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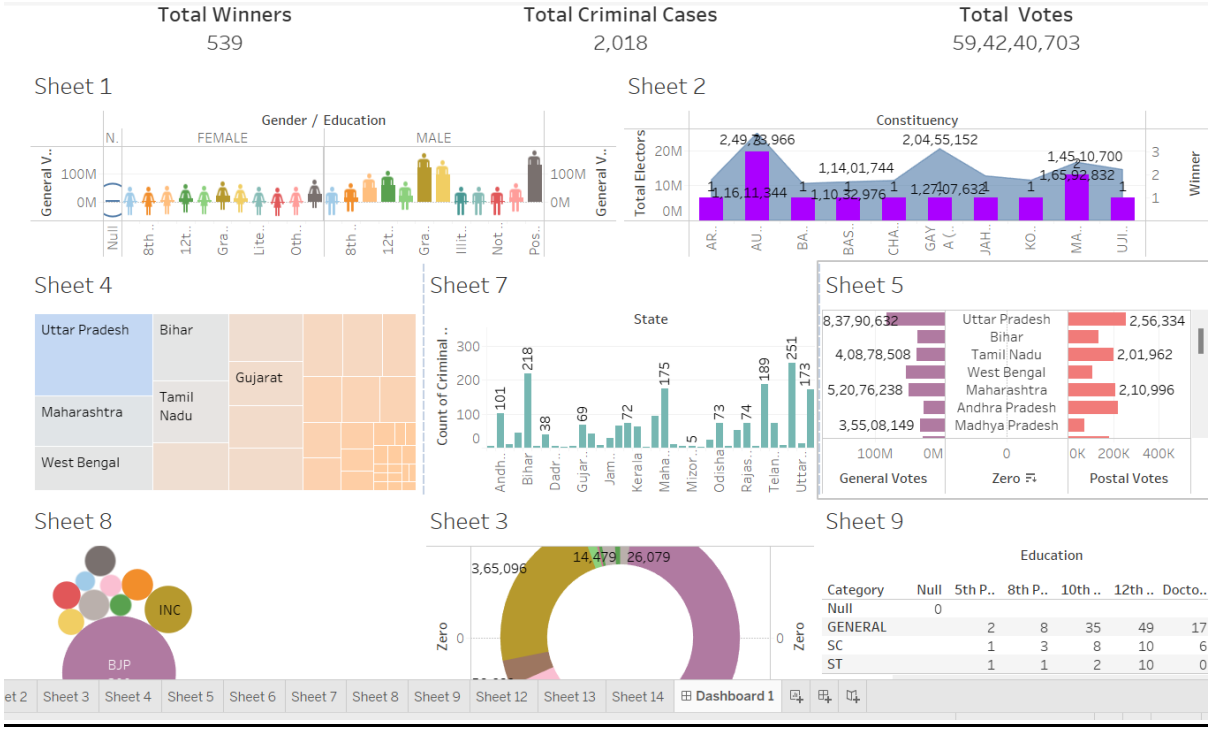

Milestone 6: Story

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. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos

Activity:1- No of Scenes of Story

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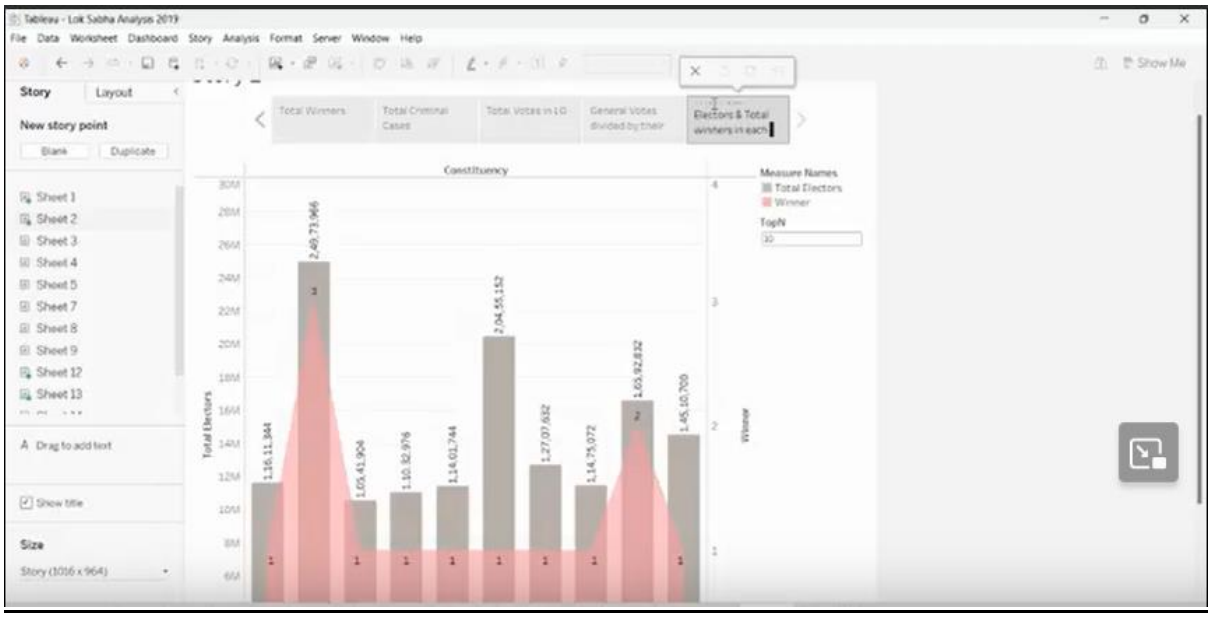
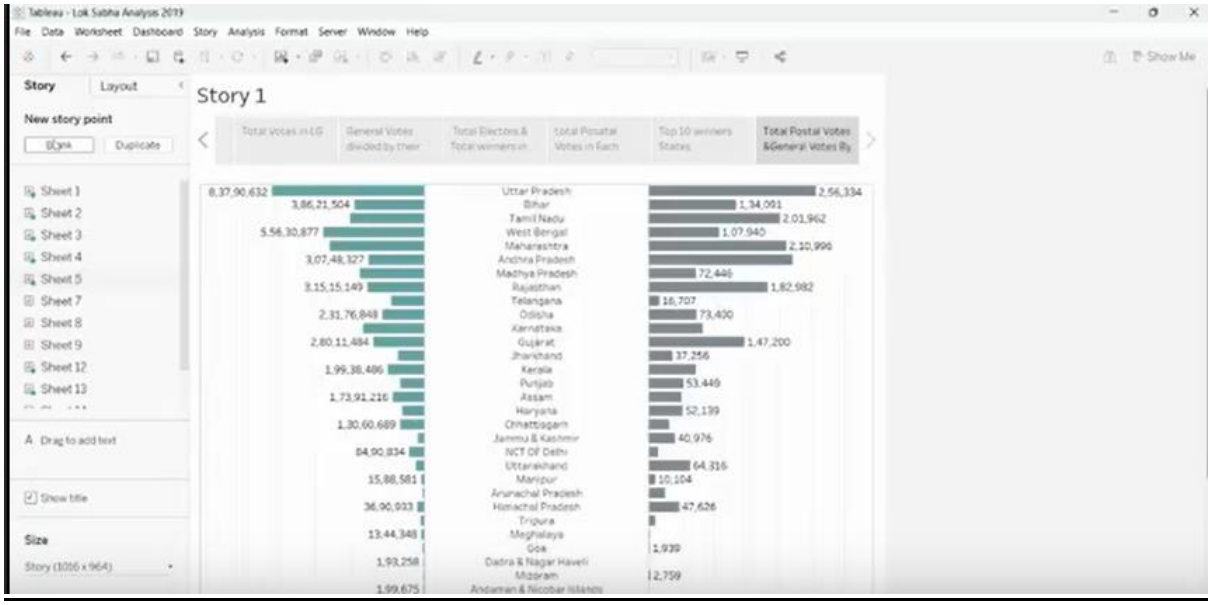
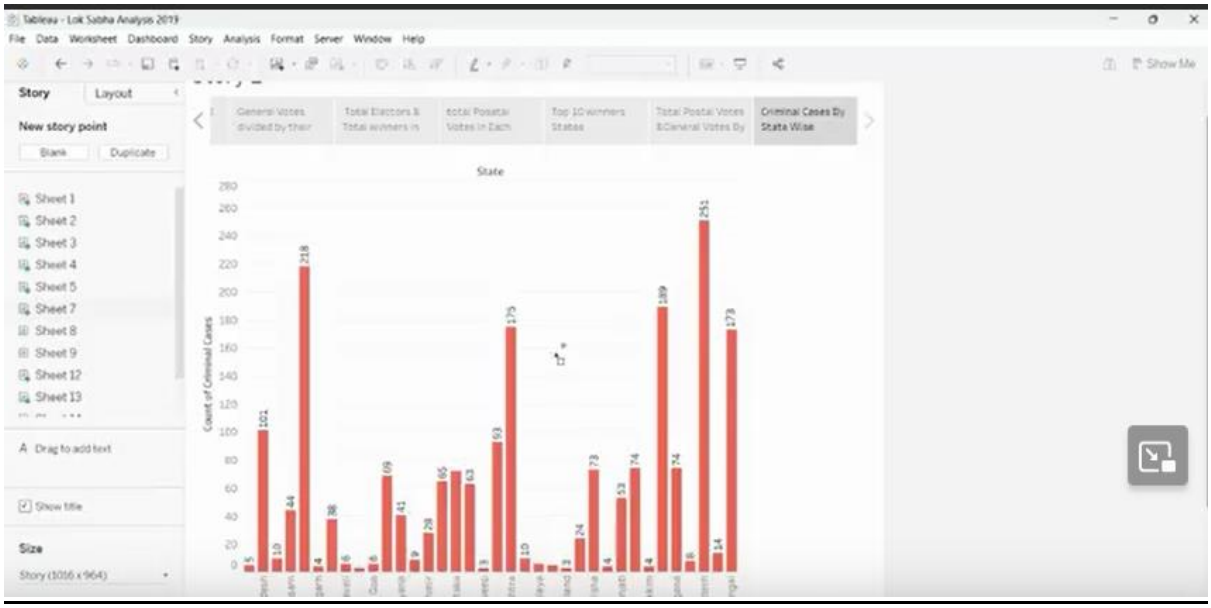
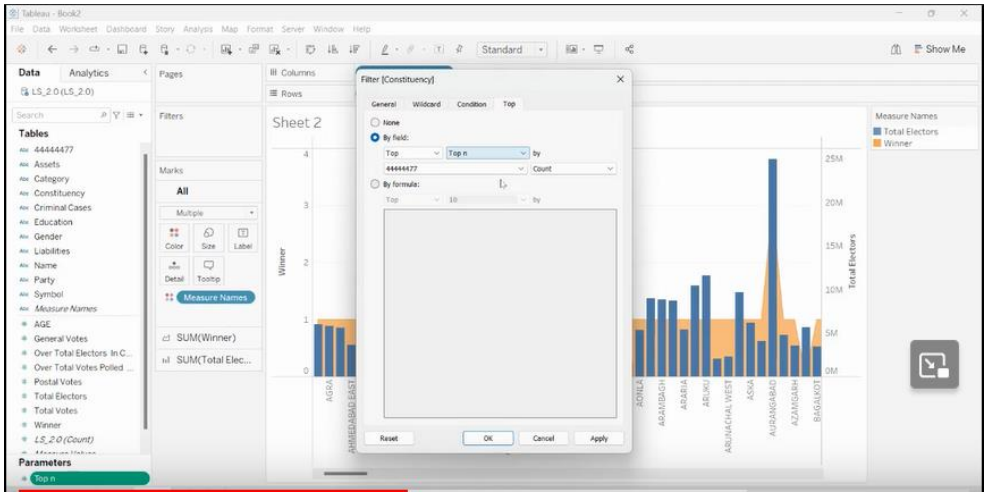






Milestone 7: Performance Testing

Activity 1: Utilization of Filters



Activity 2: No of Visualization

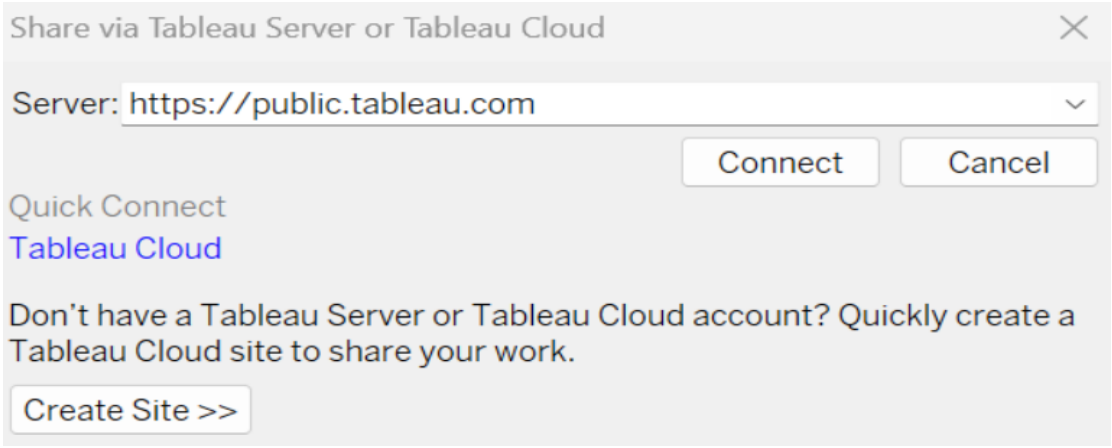
- KPI's
- Gender & educational Wise General Votes.
- State wise Winner.
- State wise General Votes and Postal Votes
- State wise Criminal Cases.
- constituency wise Winners and Electors
- Party wise Winner.
- Winners by Education and Category.
- Party Wise Postal Votes

Milestone 8: 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.

Publishing dashboard and reports to tableau public

Step 1: Go to Dashboard/story, click on share button on the top ribbon



Give the server address of your tableau public account and click on connect.

Step 2: Once you click on connect it will ask you for tableau public user name and password

Once you login into your tableau public using the credentials, the particular visualization will be published into tableau public

Note: While publishing the visualization to the public, the respective sheet will get published when you click on share option.

<u>Activity 1: Publishing the dashboard/story into Tableau Public server</u>

https://drive.google.com/file/d/1N7LRbdJ-lO47tM77W_5XMFCmDMF2FISr/view?usp=drive_link

Milestone 9: Project Demonstration & Documentation

Below mentioned deliverables to be submitted along with other deliverables

Activity 1:- Record explanation Video for project end to end solution

Activity 2:- Project Documentation-Step by step project development procedure