QUANTITATIVE ANALYSIS OF CANDIDATES IN 2019 LOK SABHA ELECTIONS

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IN

COMPUTER SCIENCE AND ENGINEERING

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SALEM-637504

ANNA UNIVERSITY::CHENNAI 600 025

BONAFIDE CERTIFICATE

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HOD

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SPOC

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ABSTRACT

"Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" project is a comprehensive and data-driven exploration of the diverse factors that shaped the political landscape of India during the 2019 Lok Sabha elections. This study delves into the demographic characteristics, educational backgrounds, financial assets, and criminal records of the candidates who participated in this landmark electoral event. By meticulously collecting and analyzing data from a multitude of sources, the project provides a nuanced understanding of how these candidate attributes relate to electoral success, political affiliations, and geographical trends. Through the presentation of findings via visualizations and statistical models, this research empowers voters, researchers, and policymakers with insights that can inform electoral decisions, influence policy-making, and foster transparency in the political process. Moreover, this project aims to spotlight disparities and inequalities in candidate profiles, thereby contributing to a more equitable and representative democratic system, and serves as a vital tool in strengthening the foundations of Indian democracy.

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LIST OF ABBREVATIONS

ABBREVATION	EXPANSION
DFD	DATA FLOW DIAGRAM
FR	FUNCTIONAL REQUIREMENT
NFR	NON-FUNCTIONAL REQUIREMENT
PS	PROBLEM STATMENT

CHAPTER - 1

INTRODUCTION

International Introduction:

The "Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" project represents a pivotal investigation into the complex and multifaceted realm of India's democratic processes. The 2019 Lok Sabha elections, being the largest democratic exercise in the world, brought together a diverse array of candidates from varied backgrounds, affiliations, and experiences. This project seeks to dissect the electoral landscape, moving beyond the traditional boundaries of politics and into the realm of data-driven analysis

During this landmark election, thousands of candidates vied for a limited number of parliamentary seats. Their profiles, ranging from demographic details to educational qualifications, financial declarations, and even criminal records, offer a treasure trove of information with the potential to unveil the intricacies of political representation in India.

It empowers voters to make informed choices, assists researchers in unraveling political trends, and equips policymakers with evidence-based insights to refine the electoral system. Moreover, this endeavor aims to pinpoint disparities and inequalities within candidate profiles, thereby contributing to the broader vision of a more equitable and representative democracy

1.1 PROJECT OVERVIEW

The "Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" project is a multifaceted research endeavor with the primary goal of unraveling the intricate dynamics of the 2019 Indian parliamentary elections. This comprehensive analysis covers a wide spectrum of critical factors, including demographic attributes such as age, gender, and caste/religion representation, as well as an in-depth examination of candidates' educational qualifications, financial assets, and liabilities. The project also delves into the candidates' criminal backgrounds, identifying the prevalence of pending criminal cases and their typologies. By collating and meticulously scrutinizing data from official election commission records and publicly available sources, this project will provide a nuanced understanding of how these factors interplay with electoral outcomes, political affiliations, and geographic distributions. The findings will be presented through insightful data visualizations, statistical models, and a comprehensive report, with the ultimate aim of shedding light on the democratic representation in India, influencing evidence-based policymaking, and fostering transparency in the electoral process.

1.2 PURPOSE

The primary purpose of the "Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" project is to provide a data-driven, comprehensive understanding of the electoral landscape in India by analyzing candidates' profiles, including demographics, education, finances, and criminal records, with the overarching goals of promoting transparency, offering evidence-based insights, facilitating informed decision-making, identifying disparities, strengthening democraticinstitutions, and generating policy recommendations. This project aims to enhance the quality of democratic representation, accurate anlysis of the election and foster more informed and accountable democration processes in India.

CHAPTER – 2
LITERATURE SURVEY

2.1 A Study of Key Constituencies in Maharashtra, India

Dr. Rajesh Singhania

This paper delves into the relationship between campaign expenditure patterns and electoral success in the context of the 2019 Lok Sabha Elections, focusing on selected constituencies in Maharashtra, India. By employing robust quantitative analysis methods, we investigate the impact of varying campaign spending on candidate performance and explore the factors influencing expenditure disparities. The findings highlight the significance of campaign finances in shaping electoral outcomes, providing valuable insights into the intricacies of political dynamics and resource allocation in contemporary Indian elections.

2.2 Demographic Dynamic and Political Performance

Dr. Priya Menon

This research study offers a nuanced quantitative analysis of the demographic dynamics of candidates and their implications for political performance in the 2019 Lok Sabha Elections in the state of Karnataka, India. By examining candidate demographics, educational backgrounds, and socio-economic profiles, we aim to uncover the role of these factors in influencing voter behavior and electoral results. Our findings contribute to a deeper understanding of the intricate interplay between candidate characteristics and political success, shedding light on the complex dynamics ofelectoral processes in the Indian context.

2.3 Voter Preferences and Candidate Attributes

Dr. Alok Mishra

This paper presents a comprehensive quantitative analysis of voter preferences and their correlation with candidate attributes in the 2019 Lok Sabha Elections in Bihar, India. By examining the interrelationship between candidate characteristics, public perception, and electoral outcomes, we aim to uncover the key determinants influencing voter decision-making processes. Our study provides valuable insights into the factors shaping voter behavior, thereby contributing to a nuanced understanding of the intricate dynamics of electoral politics and candidate selection in the diverse socio-political landscape of Bihar.

2.4 A Case Study in Uttar Pradesh, India

Dr. Ananya Sharma

This research paper presents a comprehensive quantitative analysis of candidate characteristics and their impact on electoral performance in the 2019 Lok Sabha Elections, focusing on the state of Uttar Pradesh, India. By examining key demographic factors, political affiliations, campaign expenditures, and voter data, this study aims to uncover the underlying patterns that influenced candidate success in this crucial electoral event. Our findings reveal significant correlations between candidate attributes and electoral outcomes, shedding light on the intricate dynamics of Indian politics. Through a meticulous examination of both quantitative and qualitative data, this study offers valuable insights into the complex interplay between candidate profiles and voter behavior, thereby contributing to a deeper understanding of the electoral processes in contemporary India.

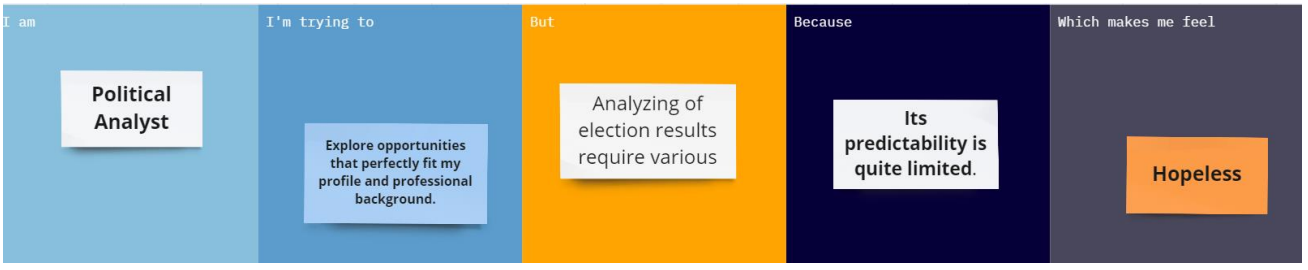
CHAPTER - 3

IDEATION & PROPOSED SOLUTION

3.1 PROBLEM STATEMENT DEFINITION

Problem Statement(PS)	**I am (Customer)**	**I'm trying to**	**But**	**Because**	**Which makes me feel**
PS-1	Polical analyst	Analyze the election results	Data is insufficient	Site not responding	Anxiety
PS-2	Journalists	Present Dashboard	Not Responding	No longer unavailable	Frustrated
PS- 3	Election reasearchers	Solve Problem	Data Loss	System Failure	Cumbersome
PS-4	Party member	Looking forStatus	Status Unavailable	result Not Updated	Stressed

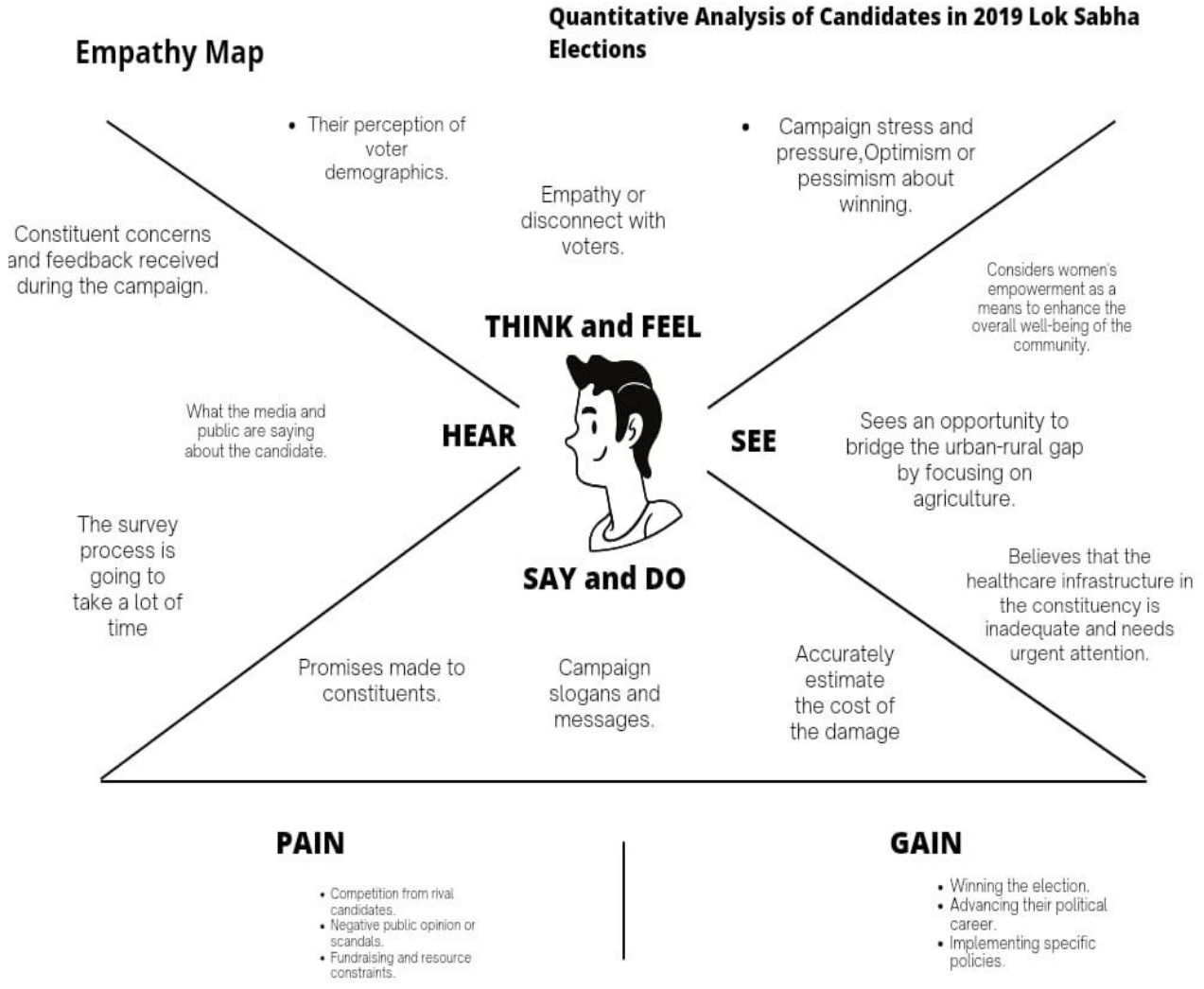
The problem statement for data-driven insights of Olympic sports participation and performance is to analyze and understand the factors that contribute to successful participation in the Olympic Games. This includes identifying patterns and trends in athlete demographics, training methods, and performance metrics across different sports and countries. By leveraging data from past Olympic Games and other relevant sources, the goalis to uncover insights that can inform strategies for improving athlete development, training programs, and overall performance at the Olympic level. Ultimately, this analysis aims to help athletes, coaches, and sports organizations make data-driven decisions that lead to greater success in the Olympic Games.



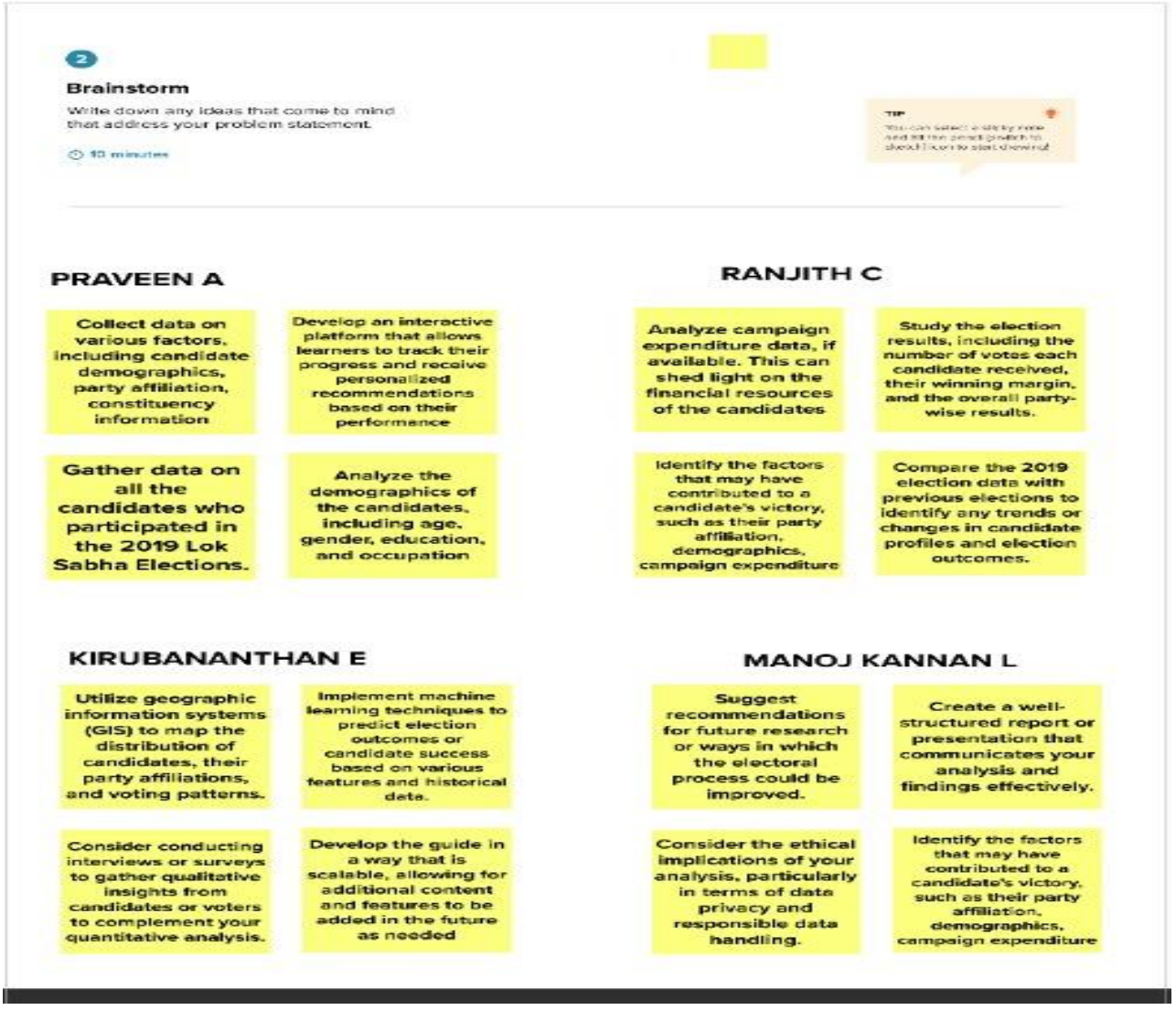
3.2 EMPHATHY MAP

An empathy map is a collaborative tool teams can use to gain a deeper insightinto their customers. Much like a user persona, an empathy map can representa group of users, such as a customer segment. The empathy map was originally created by Dave Gray and has gained much popularity within the agile community. Have the team members speak about the sticky notes as they place them on the empathy map. Ask questions to reach deeper insights so that they can be elaborated for the rest of the team. To help bring the user to life, you may even wish to sketch out the characteristics this person may have on the center of the face.

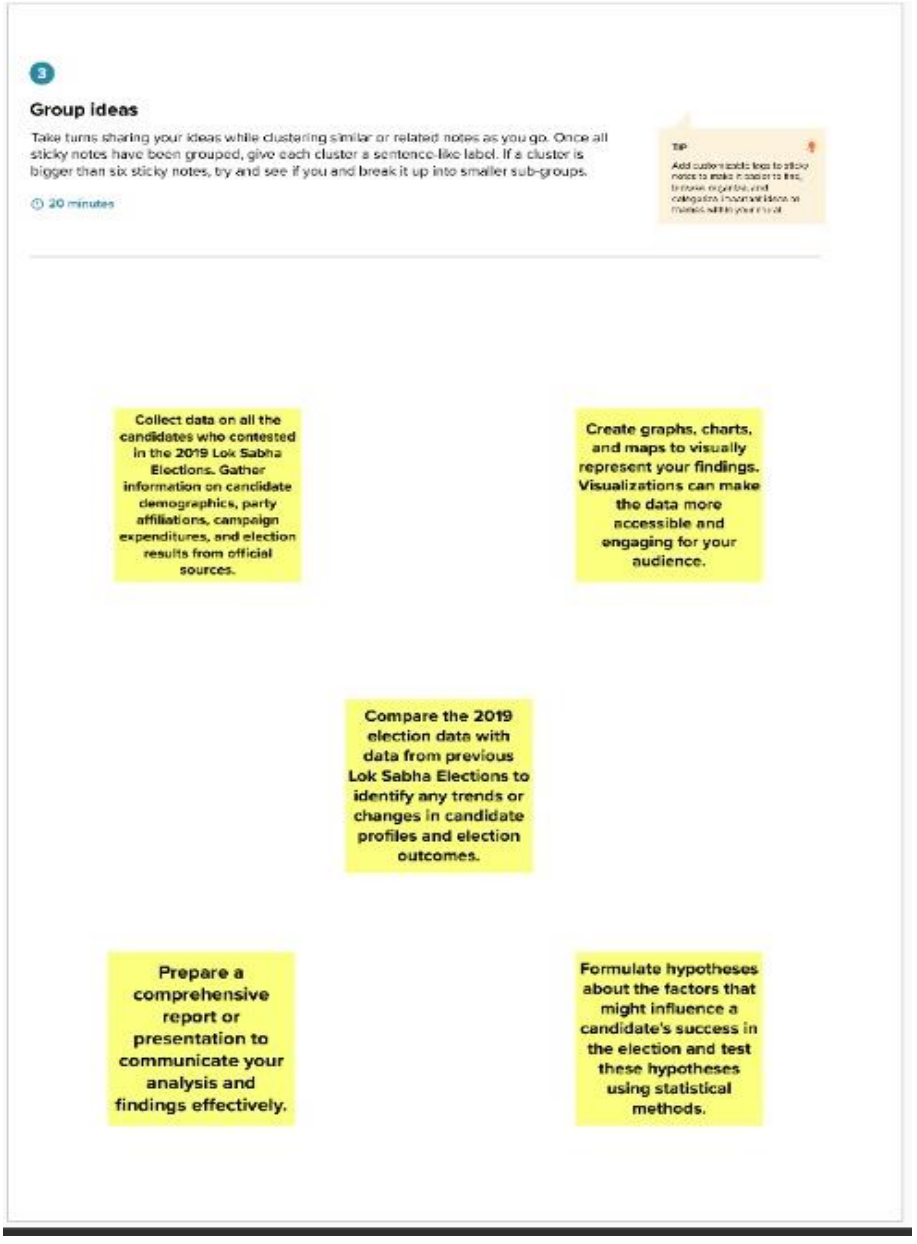
33

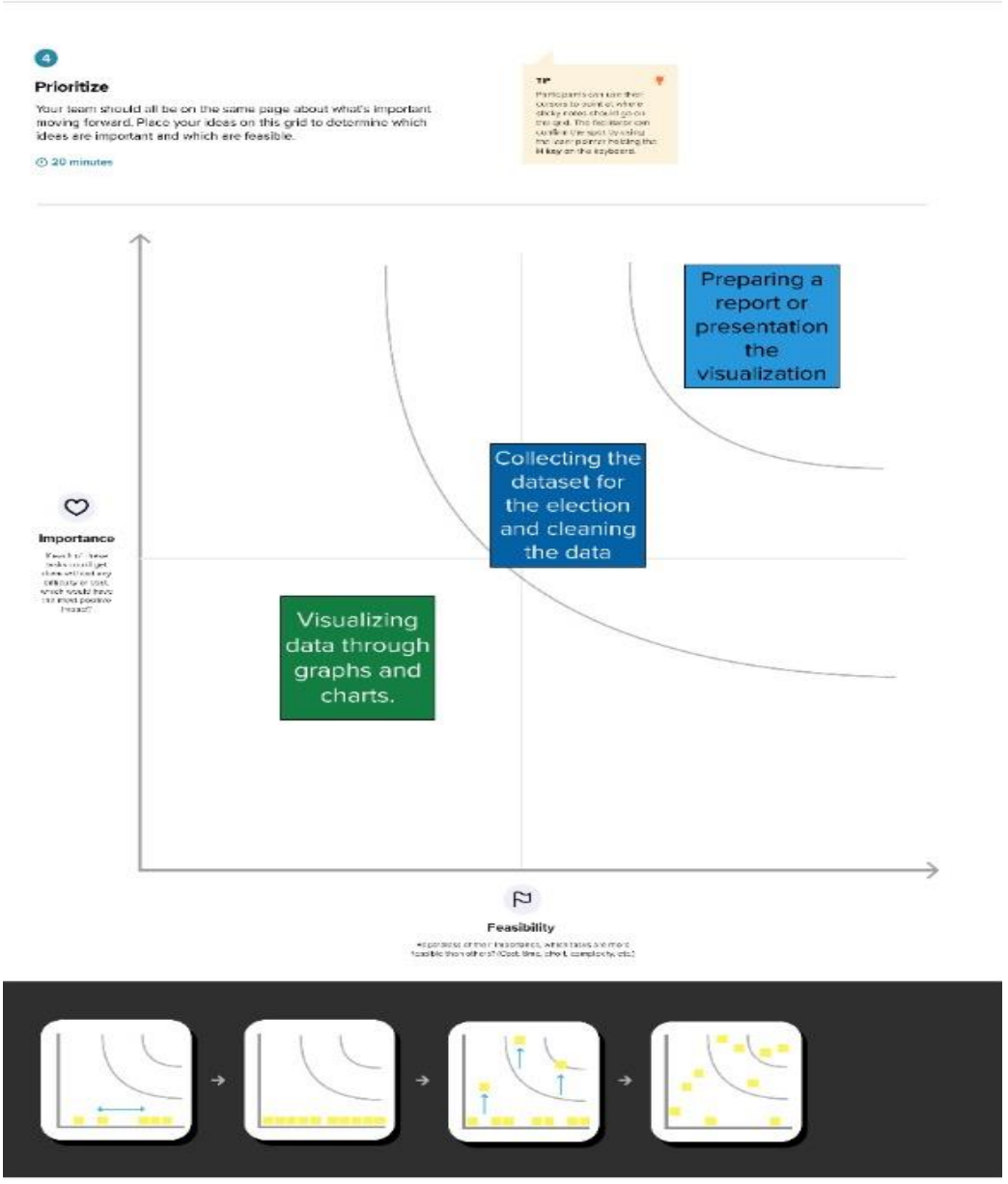

Empathy Map
Quantitative Analysis of Candidates in 2019 Lok Sabha Elections
• Their perception of voter demographics.
Empathy or disconnect with voters.
• Campaign stress and pressure,Optimism or pessimism about winning.
Constituent concerns and feedback received during the campaign.
Considers women's empowerment as a means to enhance the overall well-being of the community.
THINK and FEEL
What the media and public are saying about the candidate.
HEAR
SEE
Sees an opportunity to bridge the urban-rural gap by focusing on agriculture.
The survey process is going to take a lot of time
SAY and DO
Believes that the healthcare infrastructure in the constituency is inadequate and needs urgent attention.
Promises made to constituents.
Campaign slogans and messages.
Accurately estimate the cost of the damage
PAIN
• Competition from rival candidates.
• Negative public opinion or scandals.
• Fundraising and resource constraints.
GAIN
• Winning the election.
• Advancing their political career.
• Implementing specific policies.

3.3 IDEATION & BRAINSTROMING



A group idea is a concept or plan formulated by a collective on individuals with a shared vision and objectives. It represents the thoughts and goals that the group seeks to pursue together.


3
Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.
20 minutes
TIP
Collect data on all the candidates who contested in the 2019 Lok Sabha Elections. Gather information on candidate demographics, party affiliations, campaign expenditures, and election results from official sources.
Create graphs, charts, and maps to visually represent your findings. Visualizations can make the data more accessible and engaging for your audience.
Compare the 2019 election data with data from previous Lok Sabha Elections to identify any trends or changes in candidate profiles and election outcomes.
Prepare a comprehensive report or presentation to communicate your analysis and findings effectively.
Formulate hypotheses about the factors that might influence a candidate's success in the election and test these hypotheses using statistical methods.


4
Prioritize
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.
20 minutes
TP
Preparing a report or presentation the visualization
Collecting the dataset for the election and cleaning the data
Visualizing data through graphs and charts.
Importance
Feasibility

3.4 PROPOSED SOLUTION

S No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The 2019 Lok Sabha elections in India witnessed a significant shift in the political landscape, with various parties and candidates competing for parliamentary seats. To gain insights into the election dynamics, a comprehensive quantitative analysis of the candidates' performance is required. The aim is to identify and evaluate key factors that influenced the election results and to discern patterns and trends in the data that can provide a deeper understanding of the electoral process.
2.	Idea / Solution description	• Analyze voting patterns and demographics for correlations. • Assess candidate performance based on vote share and margins of victory. • Evaluate the impact of campaign strategies, including social media and rallies.
3.	Novelty / Uniqueness	To ensure the project's uniqueness, consider employing a novel approach such as integrating advanced machine learning algorithms for predicting voter behavior, or utilizing blockchain technology for transparent data management. Additionally, utilize social network analysis to uncover hidden influence networks, and implement predictive analytics to optimize campaign strategies dynamically.
4.	Social Impact / Customer Satisfaction	• **Informed Democracy:** Empowers citizens with data-driven insights, contributing to a more informed and participatory democratic process.

5.	Business Model (Revenue Model)	• **Consulting Services:** Offer specialized consulting services to political parties, candidates, and electoral organizations for data-driven insights and strategic guidance in future election campaigns. • **Data Licensing:** License the election data and analytical models to academic institutions, research organizations, and data analytics firms for further research and analysis in the field of electoral studies and political Science. • **Customized Reports and Dashboards:** Create customized reports and interactive dashboards tailored to the specific requirements of political stakeholders, charging a fee for the provision of personalized insights and analytics.
6.	Scalability of the Solution	• **Cloud Infrastructure:** Utilize scalable cloud services for data processing and storage. • **Distributed Computing:** Implement systems for parallel data processing to handle increased workloads. • **Modular Architecture:** Design a flexible system that can easily integrate new features and data sources.

CHAPTER - 4

SOLUTION REQUIREMENTS

4.1 FUNCTIONAL REQUIREMENTS

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	**Data Collection**	Ability to collect comprehensive data about the candidates, including their demographics, political affiliations, educational backgrounds, previous political experiences, criminal records, and financial assets.
FR-2	**Data Cleaning**	Once the data is Collected, It needs to be cleaned to remove any errors or inconsistencies. This may involveremoving duplicates, correcting misspelled words, andstandardizing data format.
FR-3	**Data Preparation**	After cleaning, the data needs to be prepared for analysis. This may involve transforming data into asuitable format for analysis, such as converting categorical data into numerical data.
FR-5	**Data Visualization**	Data visualization techniques can be used to Communicate the insights from the analysis effectively.This may include creating charts, Graphs, and dashboards to visualize the data in a meaningful way.
FR-6	**Reporting**	Finally, A Report can be generated summarizing the data analysis findings. This report may include Visualizations, insights, and recommendationsfor companies or Job seekers based on the analysis.

4.2NON-FUNCTIONAL REQUIREMENTS

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	Optimized resources and it can be used by everyone
NFR-2	**Security**	Anyone with correct Log in credentials can view the Dashboards/Templates
NFR-3	**Reliability**	Templates are reliable because we are uploading and accessing it through Cloud
NFR-4	**Performance**	It has high state of performance and efficiency
NFR-5	**Availability**	It is free of cost and available to everyone who wants to know about sales data
NFR-6	**Scalability**	Dashboards/Templates are very much Scalable, the user can modify the metrics whenever they want.

CHAPTER 5

PROJECT DESIGN

5.1 SOLUTION & TECHNOLOGY ARCHITECTURE

Solution architecture refers to the process of designing and describing the structure and behavior of a software solution that addresses specific business requirements. It involves defining the components, relationships, and interactions between various software elements to create a cohesive and functional system.

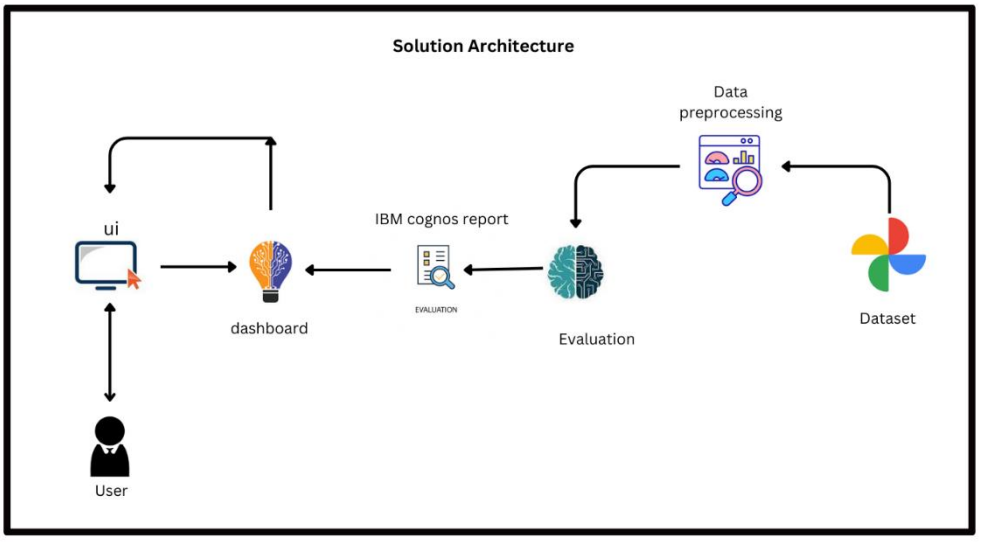


FIG 5.1.1 SOLUTION ARCHITECTURE

Technical architecture refers to the structure and organization of the hardware, software, networks, and other technical components that make up an information system or software application. It defines how these components interact and work together to support the desired functionality and performance of the system**.**

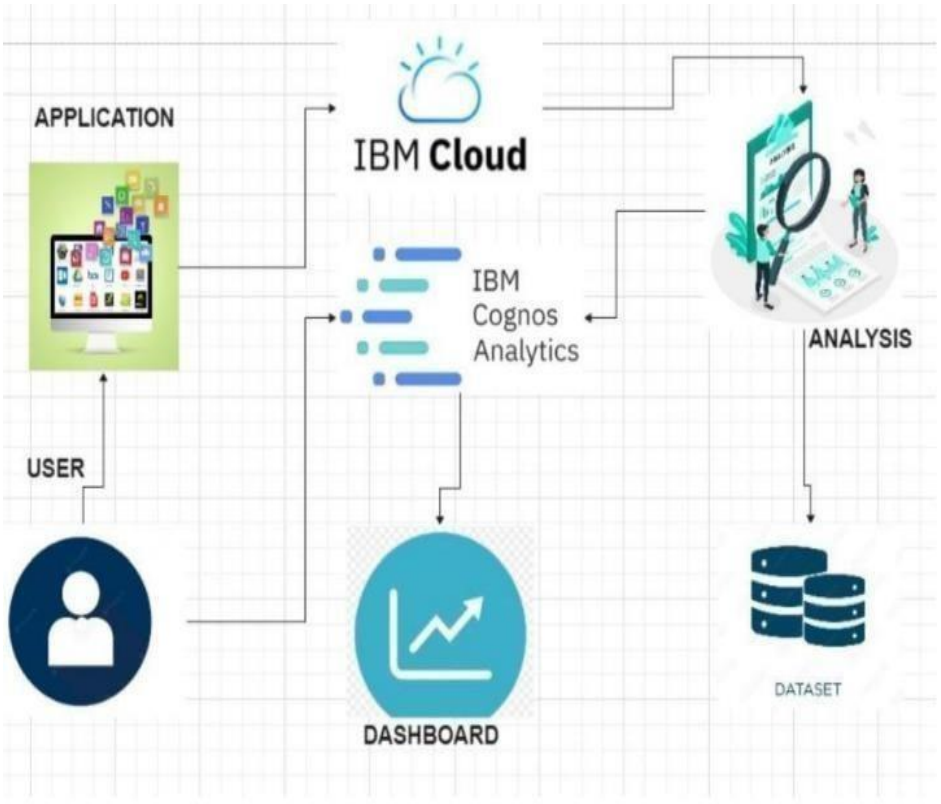


FIG 5.1.2 TECHNICAL ARCHITECTURE

5.2 DATA FLOW DIAGRAM

A data flow diagram (DFD) is a graphical representation that illustrates the flow of data within a system or process. It is commonly used in software engineering and systems analysis to visualize the movement and transformation of data as it moves through different stages or components of a system.

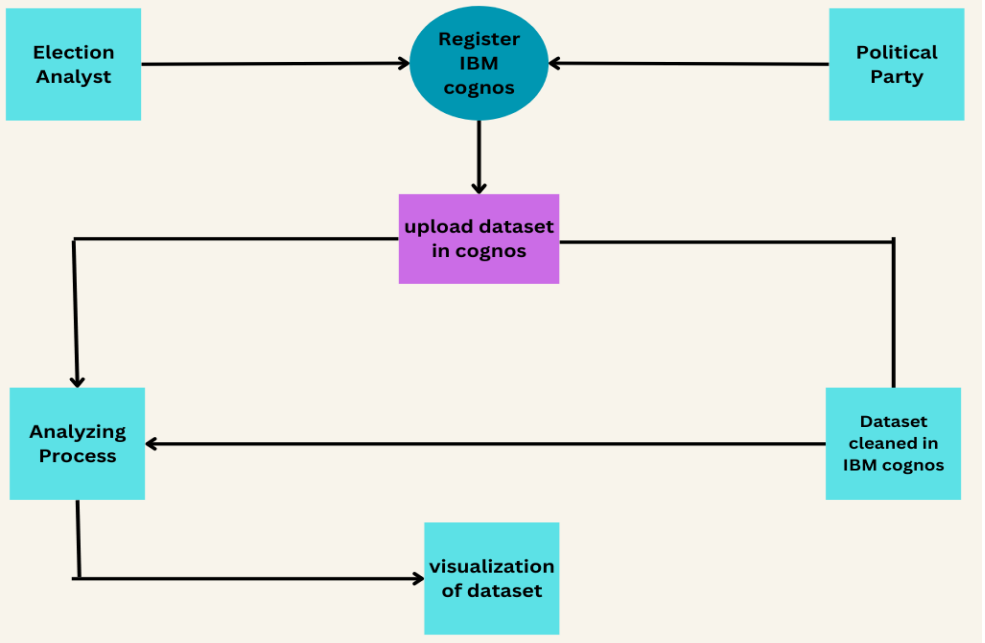


FIG 5.2 DATA FLOW DIAGRAM

5.3 USER STORIES

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Team Member
Customer (Web user)	Registration	USN-1	As a user, I can register for the application by entering my email, and password, and confirming my password.	I can access my account/dashboard	High	PRAVEEN A
		USN-2	As a user, I will receive a confirmation email once I have registered for the application	I can receive a confirmation email & click confirm	High	RANJITH C

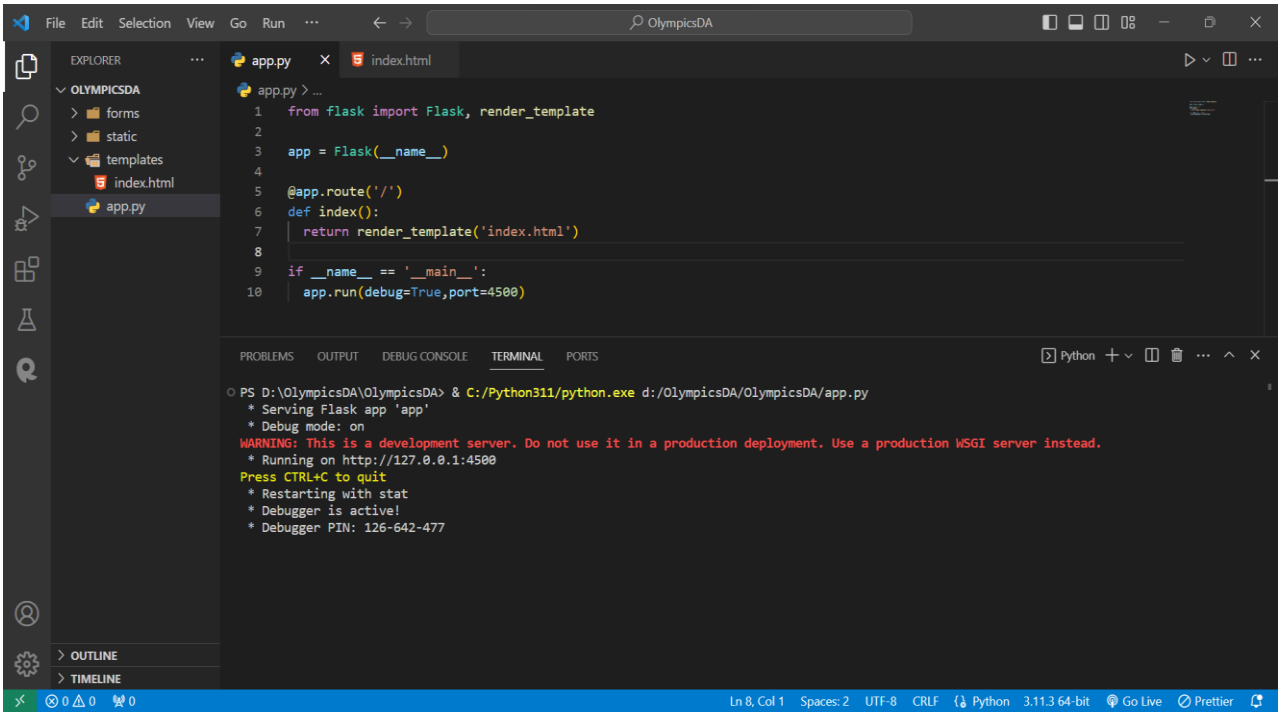
User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Team Member
		USN-3	As a user, I can register for the application through Facebook	I can register & access the dashboard with Facebook Login	Low	MANOJ KANNAN L
		USN-4	As a user, I can register for the application through Gmail		Medium	KIRUBANATHAN E
	Login	USN-5	As a user, I can log into the application by entering my email & password		High	MANOJ KANNAN L
	Dashboard	USN-6	User can able to see and upload dataset option in the browser	The user can upload the dataset into the Cognos analytics	High	PRAVEEN A
	Dashboard	USN-7	If the user already used the Cognos analytics, we can able to see the previously uploaded dataset		Low	RANJITH C
Admin	Login	USN-8	As an admin, I can login to the application by entering username & password		High	KIRUBANATHAN E
	Dashboard	USN-9	As an admin, I can view the dashboard and other activities of the application	I can access the dashboard	High	MANOJ KANNAN L

CHAPTER - 6

CODING AND SOLUTION

6.1 FEATURE 1

```
from flask import Flask, render_template

app =Flask(__name__)

@app.route('/')

def home():

return render_template('index.html')

if __name__ == "__main__":

app.run(debug=True, port=4500)
```



6.2 FEATURE 2

DASHBOARD

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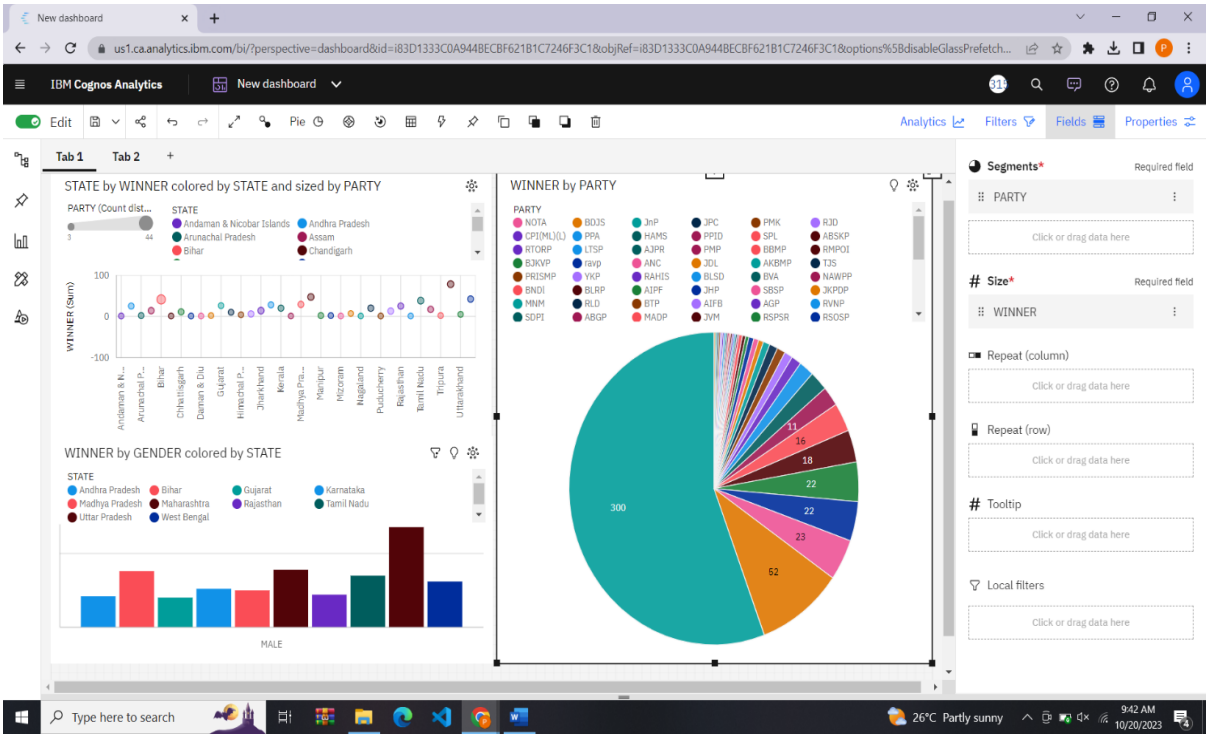

STORY:

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ght="800" frameborder="0" gesture="media" allow="encrypted-media"
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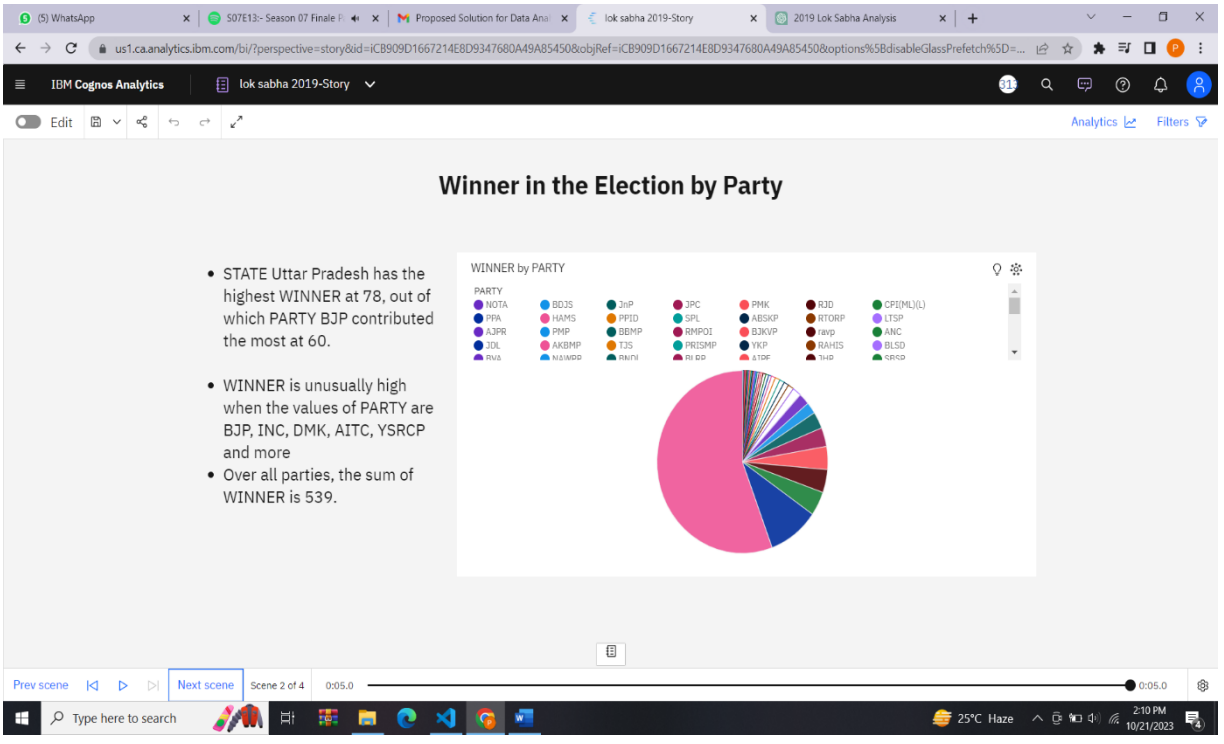

REPORT:

< <h2>REPORT</h2>

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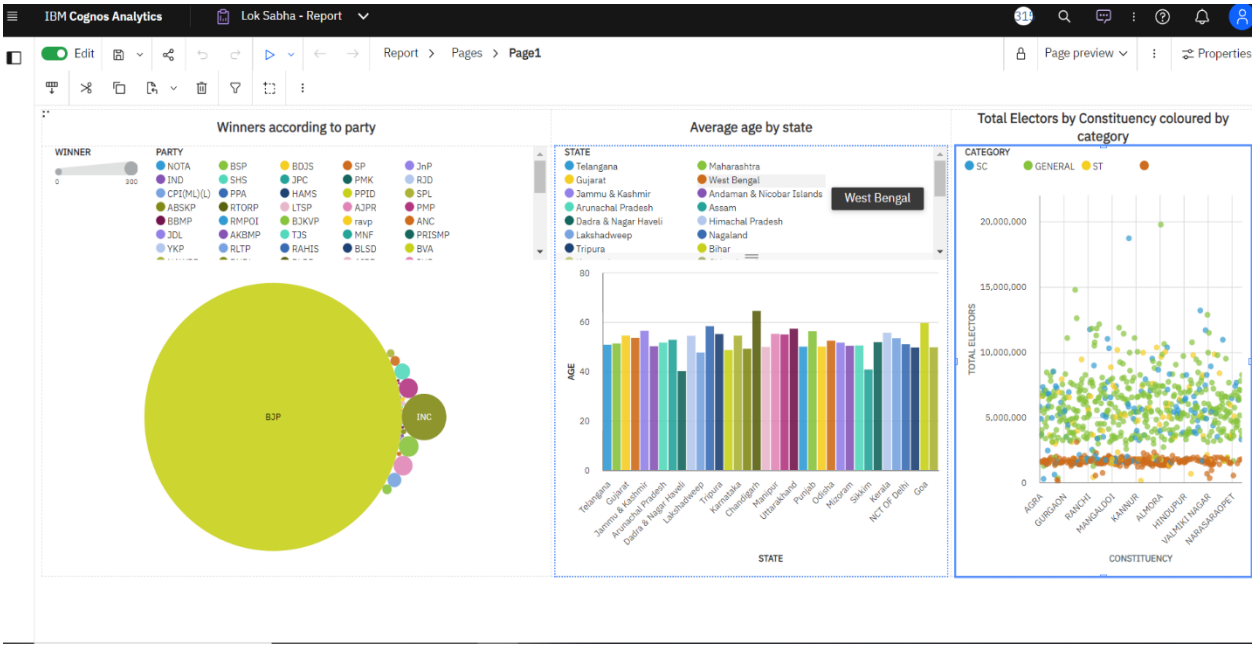
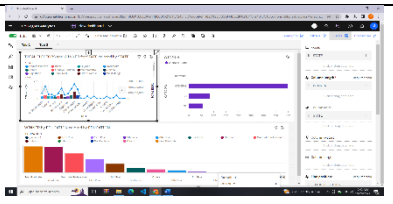
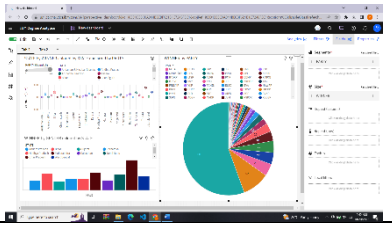


CHAPTER -7

RESULTS

7.1 PERFORMANCE METRICS

S.No	Parameter	Screenshot / Values
1.	Dashboard design	No of Visualizations / Graphs – 1. Winner by Party 2. State by Winner colored by State and sized by Party 3. WINNER by GENDER colored by STATE 4. TOTAL ELECTORS and WINNER for STATE colored by STATE 5. Winner by Category 6. WINNER by EDUCATION colored by EDUCATION 7. Total electors by Consituency 8. Average age by State 9.Winner according to pary
2.	Data Responsiveness	 

3.	Utilization of Data Filters	Data Filtration Was Carried Out For Two Columns With Null Values.
4.	Effective User Story	No of Scene Added - 3 Scenes
5.	Descriptive Reports	No of Visualizations / Graphs -9

CHAPTER - 8

ADVANTAGES & DISADVNTAGES

ADVANTAGES

- Election strategists and political parties can fine-tune their campaigns based on the project's insights. Understanding the factors that influence electoral outcomes helps in devising more effective campaign strategies, maximizing the chances of success.

- The project supports investigative journalism by providing journalists with a wealth of data and insights. This allows them to uncover compelling stories and present in-depth narratives about candidates, fostering more informed public discourse.

- For experts in international relations, a nuanced understanding of domestic political dynamics is invaluable. It aids in comprehending a nation's role in the global arena, as domestic politics often shape foreign policy and international interactions.

- Data-backed insights from the project pave the way for a more data-driven approach to governance, as political decisions become increasingly fact-based and grounded in evidence.

DISADVANTAGES

- 1.The accuracy and completeness of the data used for analysis may vary, leading to potential inaccuracies and gaps in candidate profiles. This can hinder the project's ability to provide a fully comprehensive view.
- 2.Collecting and analyzing personal data, especially sensitive information like criminal records, may raise concerns about privacy and data protection. Ensuring ethical and legal data handling practices is essential.
- Overreliance on quantitative factors might downplay the importance of qualitative elements, such as candidates' policy positions and public-speaking skills, which can also be crucial for electoral success. ocusing on quantitative analysis may divert resources from other essential aspects of the electoral process, such as voter education and outreach.
- Inaccurate or fraudulent declarations by candidates can mislead the analysis, leading to incorrect conclusions. Ensuring the veracity of data can be a substantial challenge. Quantitative analysis may oversimplify complex political and social issues, potentially missing nuanced factors that influence electoral outcomes and political representation.

CHAPTER – 9

CONCLUSION

The "Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" project serves as an invaluable resource for enhancing the understanding of India's democratic process and its implications. By delving into the profiles of candidates, including their demographics, education, finances, and criminal records, this research offers insights that empower voters, inform policymakers, and engage researchers, among others.

While the project has notable advantages, such as promoting transparency, encouraging data-driven governance, and contributing to the principles of democracy, it is essential to recognize its limitations. These include potential data inaccuracies, privacy concerns, and the simplification of complex issues.

In essence, this project underscores the importance of data in shaping informed electoral choices, effective policymaking, and an accountable democracy. Its findings can serve as a starting point for dialogue, reform, and progress in India's political landscape. To mitigate the disadvantages and maximize the advantages, it is crucial to ensure the ethical handling of data, maintain a balanced perspective, and consider the evolving nature of politics and society. Ultimately, this project represents a step toward a more informed, transparent, and equitable democracy in India.

CHAPTER - 10
FUTURE SCOPE

The future scope of this analysis is vast and holds great potential for further exploration and application. Here are some key areas where this data-driven technique can have a significant impact:

1. Comprehensive Data Evolution: Expand the project into a longitudinal analysis, covering multiple election cycles, and incorporate real-time data integration, ensuring that findings remain current and that trends in candidate profiles and electoral outcomes are monitored over time. Additionally, consider integrating geospatial analysis to delve into regional variations..

2. Enhanced Data Accessibility: Develop user-friendly, interactive platforms to facilitate data access for voters, while also collaborating with educational institutions to incorporate the project's insights into curricula, promoting a more informed electorate and fostering future generations' political understanding.

3. Policy Impact and Open Data Advocacy: Assess the project's real-world impact on electoral transparency, voter decision-making, and policy reforms. Offer concrete policy recommendations based on findings and advocate for open data policies within government agencies to ensure comprehensive and accurate candidate information is readily available to the public.

CHAPTER – 11

APPENDIX

A.1 SOURCE CODE

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>NM Project</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

  <link
href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i|
Nunito:300,300i,400,400i,600,600i,700,700i|Poppins:300,300i,400,400i,500,500i,600,600i,700,70
0i" rel="stylesheet">

  <!-- Vendor CSS Files -->
  <link href="/static/assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
  <link href="/static/assets/vendor/bootstrap-icons/bootstrap-icons.css" rel="stylesheet">
  <link href="/static/assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
  <link href="/static/assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
  <link href="/static/assets/vendor/remixicon/remixicon.css" rel="stylesheet">
  <link href="/static/assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">

  <link rel="stylesheet" href="/static/assets/css/style.css">
</head>

<body>
```

```
<!-- ======= Header ======= -->
 <header id="header" class="fixed-top ">
   <div class="container d-flex align-items-center justify-content-between">

    <h1 class="logo"><a href="index.html">Election Analysis </a></h1>
    <nav id="navbar" class="navbar">
     <ul>
      <li><a class="nav-link scrollto active" href="#hero">Home</a></li>
      <li><a class="nav-link scrollto" href="#about">About</a></li>
      <li><a class="nav-link scrollto" href="#services">Services</a></li>
      <li><a class="nav-link scrollto" href="#team">Team</a></li>
      <li class="dropdown"><a href="#"><span>Analysis</span> <i class="bi bi-chevron-
down"></i></a>
        <ul>
         <li><a href="#dashboard">Dashboard</a></li>
         <li><a href="#Report">Report</a></li>
         <li><a href="#Story">Story</a></li>
        </ul>
      </li>
      <li><a class="nav-link scrollto" href="#contact">Contact</a></li>
     </ul>
     <i class="bi bi-list mobile-nav-toggle"></i>
    </nav><!-- .navbar -->

   </div>
 </header><!-- End Header -->

 <!-- ======= Hero Section ======= -->
 <section id="hero">
   <div class="hero-container">
    <h1>Quantitative Analysis of Candidates in 2019 </h1>
    <h1>Lok Sabha Elections</h1>
```

```
<a href="#about" class="btn-get-started scrollto">Get Started</a>
    </div>
  </section><!-- End Hero -->

  <main id="main">

    <!-- ======= About Section ======= -->
    <section id="about" class="about">
      <div class="container">

        <div class="section-title">
          <h2>About</h2>
          <h3>Learn More <span>About Us</span></h3>
          <p>Data-Driven insights on 2019
            LOK SABHA ELECTION and Performance</p>
        </div>

        <div class="row content">
          <div class="col-lg-6">
            <p>The quantitative aspects of the 2019 Lok Sabha elections is crucial for scholars, policymakers, and the general public. Our project provides a comprehensive and evidence-based resource that can inform future research, policy decisions, and discussions related to Indian politics and elections.

            </p>
            <ul>
              <li><i class="ri-check-double-line"></i> It employs rigorous quantitative and statistical methodologies to analyze and interpret data, ensuring that the insights are derived from evidence and robust analysis.</li>
              <li><i class="ri-check-double-line"></i> This analysis examines the distribution of candidates across various political parties and alliances, allowing for insights into party-wise
```

participation and representation.</li>

<li> It analyzes the educational qualifications, criminal records, and professional backgrounds of candidates who contested the 2019 Lok Sabha elections</li>

</ul>

Our "Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" project aims to contribute to a better understanding of India's electoral process by shedding light on the characteristics and dynamics of the candidates who participated in this historic event. We believe that this research will serve as a valuable resource for anyone interested in Indian politics and democracy

</section><!-- End About Section -->

<!-- ======= Services Section ======= -->

<section id="services" class="services">

<h2>Services</h2>

<h3>We do we offer Services</h3>

These insights can provide valuable information for Political Analysts, Election Researchers,Journalists and Media Personnel.

```
<div class="col-md-6 col-lg-3 d-flex align-items-stretch mb-5 mb-lg-0">
          <div class="icon-box">
            <div class="icon"><i class="bx bxl-dribbble"></i></div>
            <h4 class="title"><a href="">Performance Metrics</a></h4>
            <p class="description">Collecting data on athletes' physical attributes, training regimes, and competition statistics can help identify key performance indicators.</p>
          </div>
        </div>

        <div class="col-md-6 col-lg-3 d-flex align-items-stretch mb-5 mb-lg-0">
          <div class="icon-box">
            <div class="icon"><i class="bx bx-file"></i></div>
            <h4 class="title"><a href="">Election Winner Analysis</a></h4>
            <p class="description"> Data can help identify the winners percentage by state and political party's performance. </p>
          </div>
        </div>

        <div class="col-md-6 col-lg-3 d-flex align-items-stretch mb-5 mb-lg-0">
          <div class="icon-box">
            <div class="icon"><i class="bx bx-tachometer"></i></div>
            <h4 class="title"><a href="">Social Impact</a></h4>
            <p class="description">  increased transparency in the electoral process. Publishing candidate information, including any criminal records, can hold candidates accountable for their actions and encourage clean and ethical politics.</p>
          </div>
        </div>

        <div class="col-md-6 col-lg-3 d-flex align-items-stretch mb-5 mb-lg-0">
          <div class="icon-box">
            <div class="icon"><i class="bx bx-world"></i></div>
            <h4 class="title"><a href="">Geographical Analysis</a></h4>
```

```
  <p class="description">Analyze the demographic composition of different Lok Sabha constituencies. Consider factors like population density, urban-rural divide, and the distribution of various communities.</p>
          </div>
         </div>

       </div>

     </div>
   </section><!-- End Services Section -->

   <!-- ======= Cta Section ======= -->
   <section id="cta" class="cta">
     <div class="container">

       <div class="text-center">
         <h3></h3>
         <p></p>
         <a class="cta-btn" href="#">Return to Home</a>
       </div>

     </div>
   </section><!-- End Cta Section -->

   <!-- ======= Dashboard =======-->
   <section id="dashboard" class="dashboard">
     <h2>DASHBOARD</h2>
     <div class="container1">
       <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&amp;pathRef=.my_folders%2FNew%2Bdashboard&amp;closeWindowOnLastView=true&amp;ui_appbar=false&amp;ui_navbar=false&amp;shareMode=embedded&amp;action=view&amp;mode=dashboard&amp;
```

```
subView=model0000018b3c5aa331_00000000" width="1400" height="800" frameborder="0"
gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
    </div>
  </section>
  <!-- ======= Report =======-->
  <section id="Report" class="Report">
    <h2>REPORT</h2>
    <div class="container2">
      <iframe
src="https://us1.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FProject%2FLok%2BSabha%2
B-
%2BReport&amp;closeWindowOnLastView=true&amp;ui_appbar=false&amp;ui_navbar=false&
amp;shareMode=embedded&amp;action=run&amp;format=HTML&amp;prompt=false"
width="1400" height="800" frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>

    </div>
  </section>
  <!-- ======= Story =======-->
  <section id="Story" class="Story">
    <h2>STORY</h2>
  <div class="container3">
    <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&amp;pathRef=.my_folders%2Flok%
2Bsabha%2B2019-
Story&amp;closeWindowOnLastView=true&amp;ui_appbar=false&amp;ui_navbar=false&amp;s
hareMode=embedded&amp;action=view&amp;sceneId=model0000018b3cc36dc0_00000002&a
mp;sceneTime=0" width="1400" height="800" frameborder="0" gesture="media"
allow="encrypted-media" allowfullscreen=""></iframe>
  </div>
  </section>
  <!-- ======= Team Section ======= -->
```

```
<section id="team" class="team">
    <div class="container">

      <div class="section-title">
        <h2>Team</h2>
        <h3>Our Hardworking <span>Team</span></h3>
        <p>Our team is well-structured, with each member contributing a unique set of skills and expertise that align with the project's needs. This diversity allows us to cover a wide range of tasks and responsibilities efficiently</p>
      </div>

      <div class="row">

        <div class="col-lg-3 col-md-6 d-flex align-items-stretch">
          <div class="member">
            <div class="member-img">
            </div>
            <div class="member-info">
              <h4>PRAVEEN A</h4>
              <span>Team Leader</span>
            </div>
          </div>
        </div>

        <div class="col-lg-3 col-md-6 d-flex align-items-stretch">
          <div class="member">
            <div class="member-img">
            </div>
            <div class="member-info">
              <h4>RANJITH C</h4>
              <span>Team Member</span>
            </div>
```

```
</div>
        </div>
        <div class="col-lg-3 col-md-6 d-flex align-items-stretch">
          <div class="member">
            <div class="member-img">
            </div>
            <div class="member-info">
              <h4>KIRUBANANTHAN E</h4>
              <span>Team Member</span>
            </div>
          </div>
        </div>
        <div class="col-lg-3 col-md-6 d-flex align-items-stretch">
          <div class="member">
            <div class="member-img">
            </div>
            <div class="member-info">
              <h4>MANOJ KANNAN L</h4>
              <span>Team Member</span>
            </div>
          </div>
        </div>
      </div>
    </div>
  </section><!-- End Team Section -->

  <!-- ======= Contact Section ======= -->
  <section id="contact" class="contact">
    <div class="container">

      <div class="section-title">
        <h2>Contact</h2>
```

```
<h3>Contact <span>Us</span></h3>
        <p>For any queries you can contact us by the below credentials</p>
       </div>
         <div class="info">
          <div class="address">
           <i class="bi bi-geo-alt"></i>
           <h4>Location:</h4>
           <p>A108 Adam Street, New York, NY 535022</p>
          </div>
          <div class="email">
           <i class="bi bi-envelope"></i>
           <h4>Email:</h4>
           <p>mailinfo@gmail.com</p>
          </div>
          <div class="phone">
           <i class="bi bi-phone"></i>
           <h4>Call:</h4>
           <p>+91 9876543210</p>
          </div>

         </div>
     </div>
   </section><!-- End Contact Section -->

 </main><!-- End #main -->

 <!-- ======= Footer ======= -->
 <footer id="footer">

   <div class="footer-top">
    <div class="container">
     <div class="row">
```

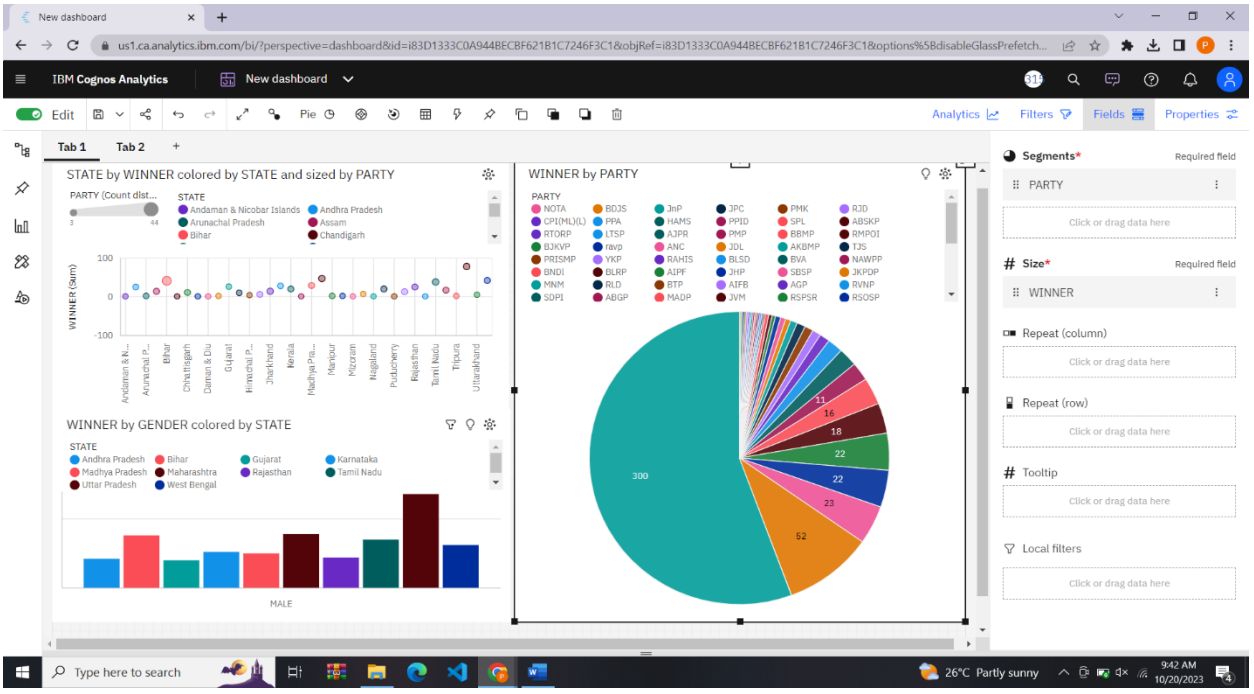
```
<div class="col-lg-3 col-md-6 footer-contact">
          <h3>Address</h3>
          <p>
            A108 Adam Street <br>
            New York, NY 535022<br>
            United States <br><br>
            <strong>Phone:</strong> +91 9876543210<br>
            <strong>Email:</strong> mailinfo@gmail.com<br>
          </p>
        </div>

        <div class="col-lg-2 col-md-6 footer-links">
          <h4>Useful Links</h4>
          <ul>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Home</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#about">About us</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#services">Services</a></li>

            <li><i class="bx bx-chevron-right"></i> <a href="#">Terms of service</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Privacy policy</a></li>
          </ul>
        </div>

      </div>
    </div>
  </div>

  <div class="container d-md-flex py-4">

    <div class="me-md-auto text-center text-md-start">
      <div class="copyright">
        &copy; Copyright <strong><span>NM</span></strong>. All Rights Reserved
```

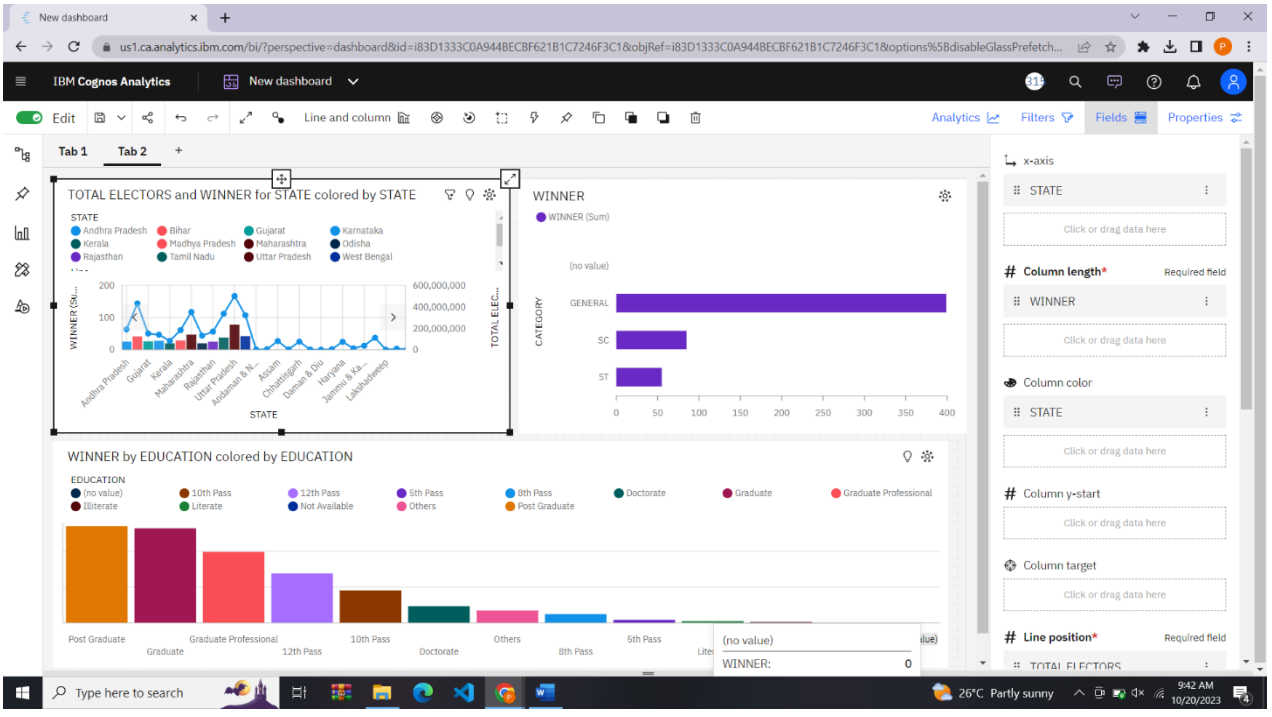
```
      </div>
      <div class="credits">
        <a href=""></a>
      </div>
    </div>
    <div class="social-links text-center text-md-right pt-3 pt-md-0">
      <a href="#" class="twitter"><i class="bx bxl-twitter"></i></a>

      <a href="#" class="facebook"><i class="bx bxl-facebook"></i></a>
      <a href="#" class="instagram"><i class="bx bxl-instagram"></i></a>
      <a href="#" class="google-plus"><i class="bx bxl-skype"></i></a>
      <a href="#" class="linkedin"><i class="bx bxl-linkedin"></i></a>
    </div>
  </div>
</footer><!-- End Footer -->

<a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi bi-arrow-up-short"></i></a>

<!-- Vendor JS Files -->
<script src="/static/assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
<script src="/static/assets/vendor/glightbox/js/glightbox.min.js"></script>

<script src="/static/assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
<script src="/static/assets/vendor/swiper/swiper-bundle.min.js"></script>
<script src="/static/assets/vendor/php-email-form/validate.js"></script>

<!-- Template Main JS File -->
<script src="/static/assets/js/main.js"></script>

</body>

</html>>
```

```
 <a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi bi-arrow-up-short"></i></a>

  <!-- Vendor JS Files -->
  <script src="/static/assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
  <script src="/static/assets/vendor/glightbox/js/glightbox.min.js"></script>
  <script src="/static/assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
  <script src="/static/assets/vendor/swiper/swiper-bundle.min.js"></script>
  <script src="/static/assets/vendor/php-email-form/validate.js"></script>

  <!-- Template Main JS File -->
  <script src="/static/assets/js/main.js"></script>
</body>
</html>
```

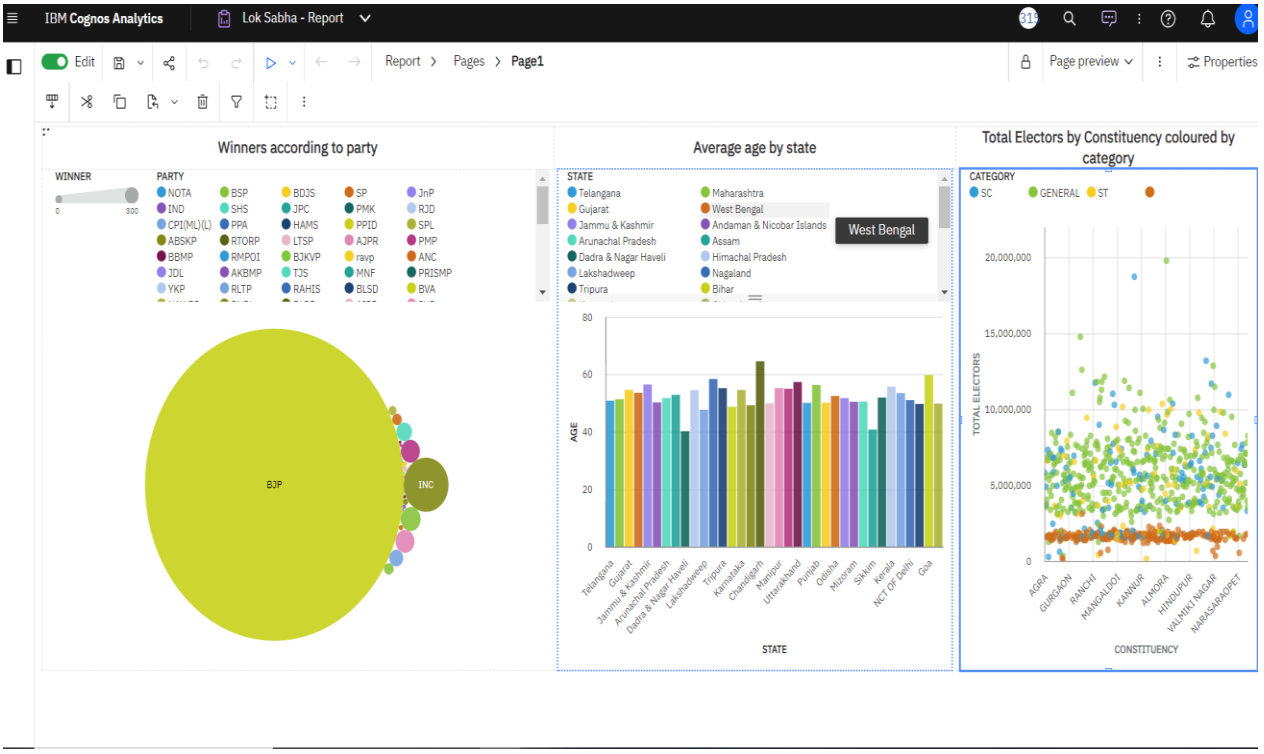
A.2 SCREENSHOT

DASHBOARD



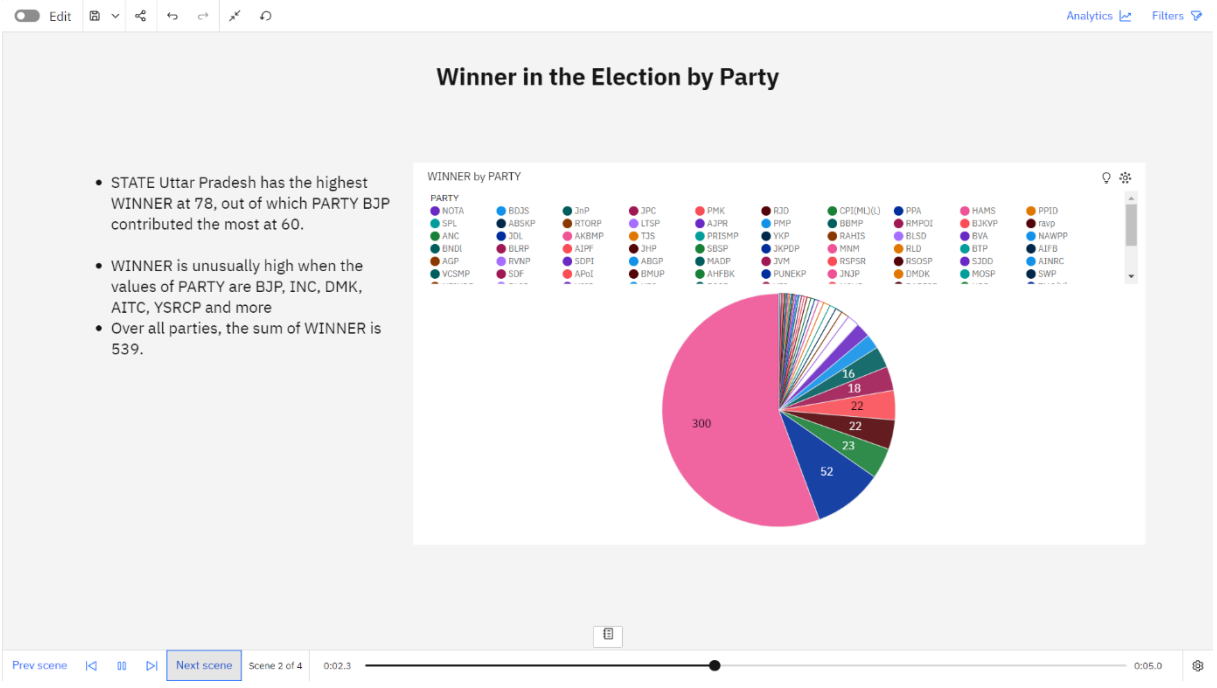


REPORT


IBM Cognos Analytics
Lok Sabha - Report
Edit
Report > Pages > Page1
Page preview
Properties
Winners according to party
WINNER
PARTY
NOTA
IND
CPI(ML)(L)
ABSKP
BBMP
JDL
YKP
BSP
SHS
PPA
RTORP
RMPOI
AKBMP
RLTP
BDJS
JPC
HAMS
LTSP
BJKVP
TJS
RAHIS
SP
PMK
PPID
AJPR
ravp
MNF
BLSD
JnP
RJD
SPL
PMP
ANC
PRISMP
BVA
BJP
INC
Average age by state
STATE
Telangana
Gujarat
Jammu & Kashmir
Arunachal Pradesh
Dadra & Nagar Haveli
Lakshadweep
Tripura
Maharashtra
West Bengal
Andaman & Nicobar Islands
Assam
Himachal Pradesh
Nagaland
Bihar
West Bengal
AGE
STATE
Total Electors by Constituency coloured by category
CATEGORY
SC
GENERAL
ST
TOTAL ELECTORS
CONSTITUENCY
AGRA
GURGAON
RANCHI
MANGALDOI
KANNUR
ALMORA
HINDUPUR
VALMIKI NAGAR
NARASARAOPET

STORY

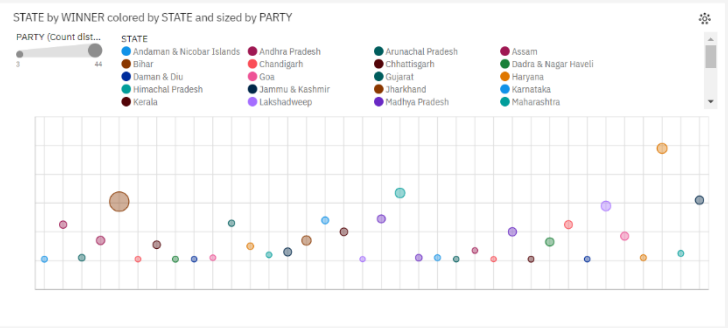
Edit
Analytics
Filters
story for lok sabha election 2019
Prev scene
Next scene
Scene 1 of 4
0:05.0
0:05.0


Edit
Analytics
Filters
Winner in the Election by Party
STATE Uttar Pradesh has the highest WINNER at 78, out of which PARTY BJP contributed the most at 60.
WINNER is unusually high when the values of PARTY are BJP, INC, DMK, AITC, YSRCP and more
Over all parties, the sum of WINNER is 539.
WINNER by PARTY
PARTY
300
52
23
22
22
18
16
Prev scene
Next scene
Scene 2 of 4
0:02.3
0:05.0

Edit Analytics Filters

Winner by state

- The summed values of WINNER range from 1 to 78.
- For WINNER, the most significant value of STATE is Uttar Pradesh, whose respective WINNER values add up to 78, or 14.5 % of the total.
- GENDER MALE has the highest PARTY at 290, out of which STATE Bihar contributed the most at 42.

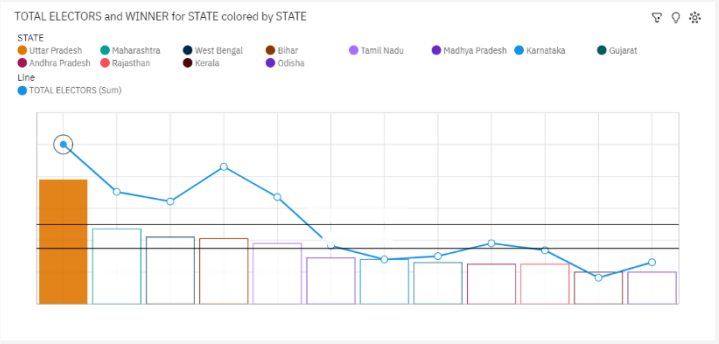


Prev scene Next scene Scene 3 of 4 0:01.3 0:05.0

Edit Analytics Filters

Total Electors and Winners in Each state

- Over all states and states, the sum of WINNER is 419.
- STATE Kerala has the highest Average AGE but is ranked #11 in Total WINNER.
- STATE Uttar Pradesh has the highest total TOTAL ELECTORS due to GENDER MALE.
- The summed values of WINNER range from 20 to 78.



Prev scene Next scene Scene 4 of 4 0:01.7 0:05.0

A.3 GitHub & Project Video Demo Link

A.3.1 DEMO LINK - https://drive.google.com/file/d/1MecNbInwj5izlp_CN3wYsPzM6LSSvR0E/view

A.3.2 GITHUBLINK – https://github.com/praveenCSE1/Naanmuthalvan_DAT_NM2023TMID02038