

GOVERNMENT ARTS COLLEGE , OOTY
DEPARTMENT OF MATHEMATICS

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POLITICAL JUGGERNAUTS
A Quantitative Analysis of Candidates
in the 2019 Lok Sabha Elections

1-INTRODUCTION

1.1-OVERVIEW:

The "Political Juggernauts - A Quantitative Analysis of Candidates in the 2019 Lok Sabha election" project is not just about numbers; it's about revealing the intricate dance between politics and data, providing a visual tapestry that captures the essence of India's vibrant democracy in 2019.

As we embark on this quantitative journey, we aim to contribute to a richer discourse on Indian politics, to provide insights that transcend statistics, and to offer a new lens through which to view the diverse and dynamic landscape of the 2019 Lok Sabha elections.

In the heart of the world's largest democracy, the 2019 Lok Sabha elections in India unfolded as a dynamic and monumental spectacle of

democratic participation. Over 900 million eligible voters cast their voices, shaping the political destiny of a nation marked by diversity and complexity.

By turning data into visual stories, we intend to uncover the narratives of candidates, parties, and voters, offering a deeper understanding of what drove the choices made during this historic election.

This project, titled "Political Juggernauts," embarks on a journey to explore the quantitative dimensions of this historic electoral event. Our primary objective is clear: to delve into the intricate web of candidate data, campaign strategies, and electoral outcomes, armed with the power of data visualization.

Through this project, we embark on a visual journey into the heart of Indian democracy, where data meets storytelling, and where the past informs the future of electoral politics in this diverse and dynamic nation.

1.2-PURPOSE:

The purpose of the project "Political Juggernauts – A Quantitative Analysis of Candidates in the 2019 Lok Sabha Election" typically involves several objectives:

- 1. Understanding Voter Behaviour :** Analysing candidate data can provide insights into voter preferences and behaviours, helping political parties and researchers understand what factors influence election outcomes.
- 2. Assessing Electoral Trends :** Quantitative analysis allows for the identification of electoral trends, such as the impact of specific issues, demographic shifts, and regional variations on voting patterns.
- 3. Candidate Profiling :** It helps in profiling candidates, including their background, qualifications, and demographics, to assess their influence on voters' choices.

4. **Strategic Decision-Making** : Political parties use quantitative data to make informed decisions about campaign strategies, resource allocation, and candidate selection in future elections.

5. **Academic Research** : Researchers and scholars often conduct such analyses to contribute to the academic understanding of Indian politics and electoral systems.

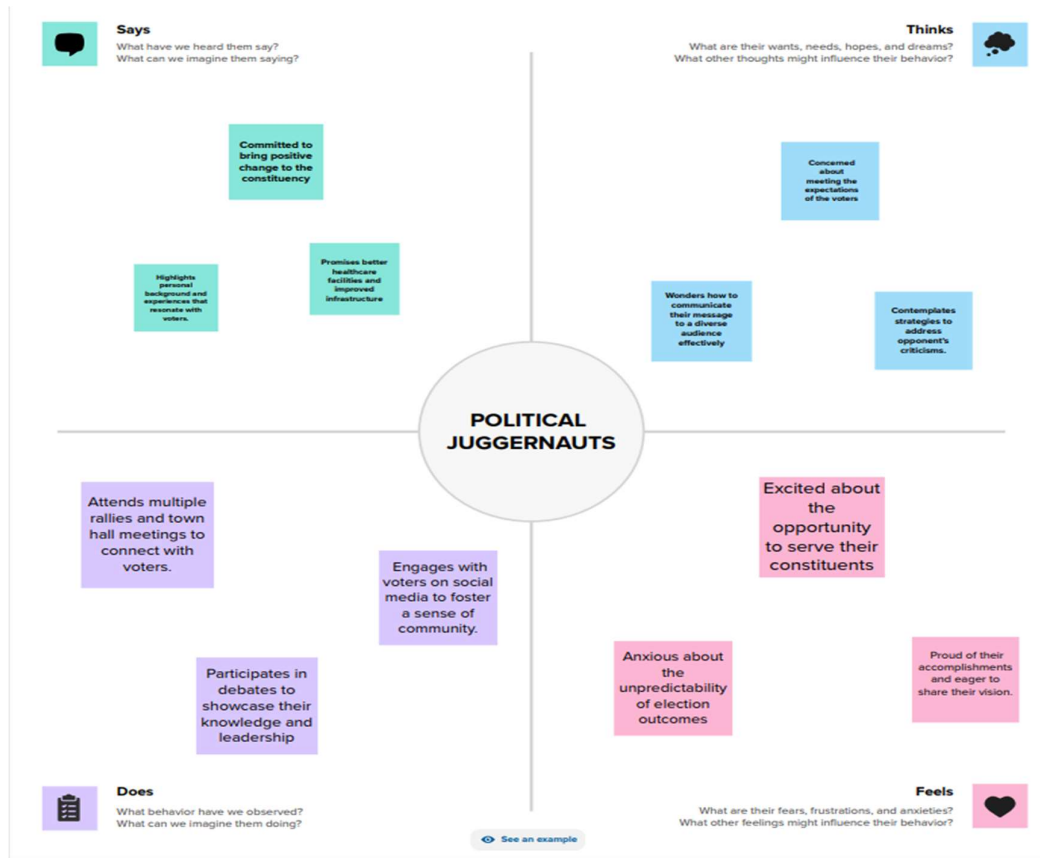
6. **Media and Public Awareness** : The results of quantitative analyses are often reported in the media, contributing to public awareness and discussions about the election process.

7. **Accountability** : Analysing election data can also serve as a means to hold elected representatives accountable for their performance in office.

Overall, the purpose of a quantitative analysis of candidates in the 2019 Lok Sabha elections is to gain a deeper understanding of the election dynamics, identify factors influencing the results, and inform various stakeholders about the outcomes and trends observed during this significant democratic event.

2-PROBLEM DEFINING & DESIGN THINKING

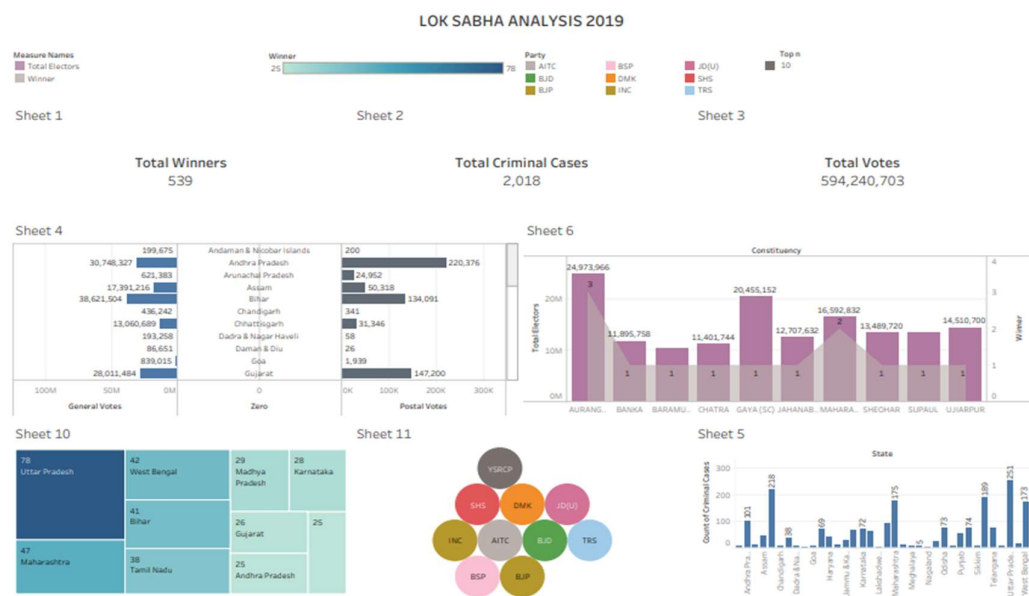
2.1 EMPATHY MAP :



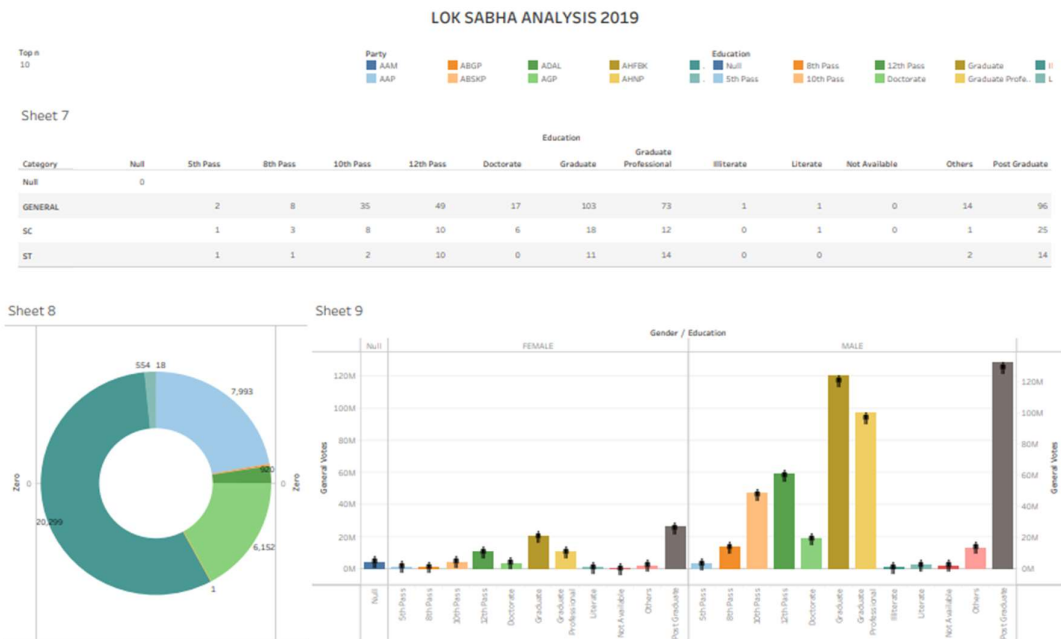
2.2 IDEATION & BRAINSTROMING MAP :



3-RESULT:
DASHBOARD 1:



DASHBOARD 2:



STORY :

Total Winners :

Story 1

Total Winners	Total Criminal Cases	Total Votes	State wise Total General Votes & Post..	Count of Criminal Cases by State wise	Winners by Category & Educational Qualifica..	Total Electors & Total Win..
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Total Winners
539

Total Criminal Cases :

Story 1

Total Winners	Total Criminal Cases	Total Votes	State wise Total General Votes & Post..	Count of Criminal Cases by State wise	Winners by Category & Educational Qualifica..	Total Electors & Total Win..
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Total Criminal Cases
2,018

Total Votes :

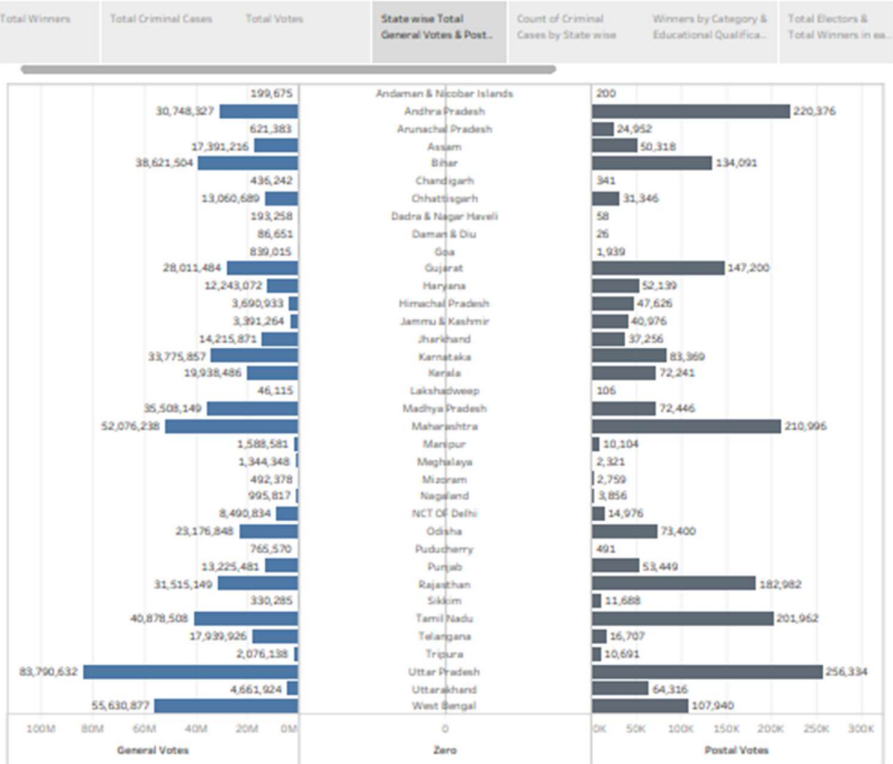
Story 1

Total Winners	Total Criminal Cases	Total Votes	State wise Total General Votes & Post...	Count of Criminal Cases by State wise	Winners by Category & Educational Qualifica...	Total Electors & Total Win...
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Total Votes
594,240,703

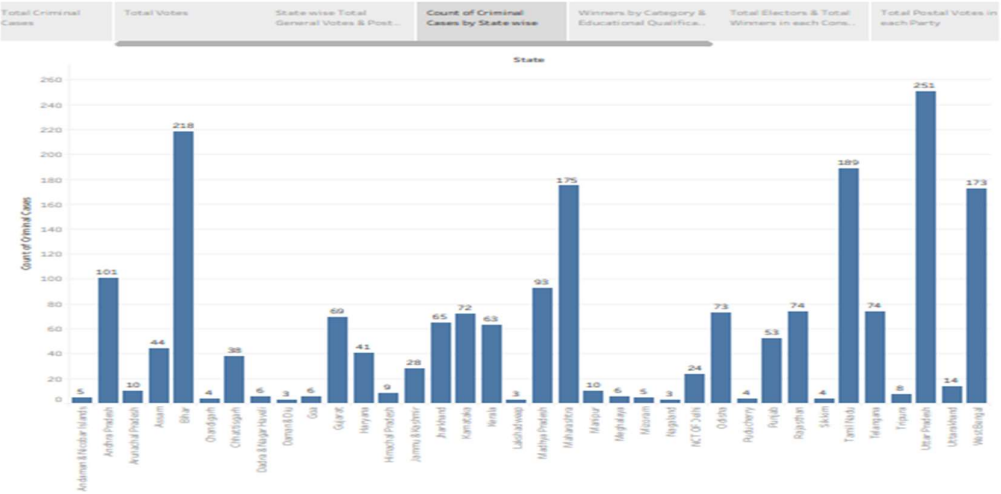
State wise Total General Votes & Postal Votes :

Story 1



Count of Criminal Cases by State wise :

Story 1



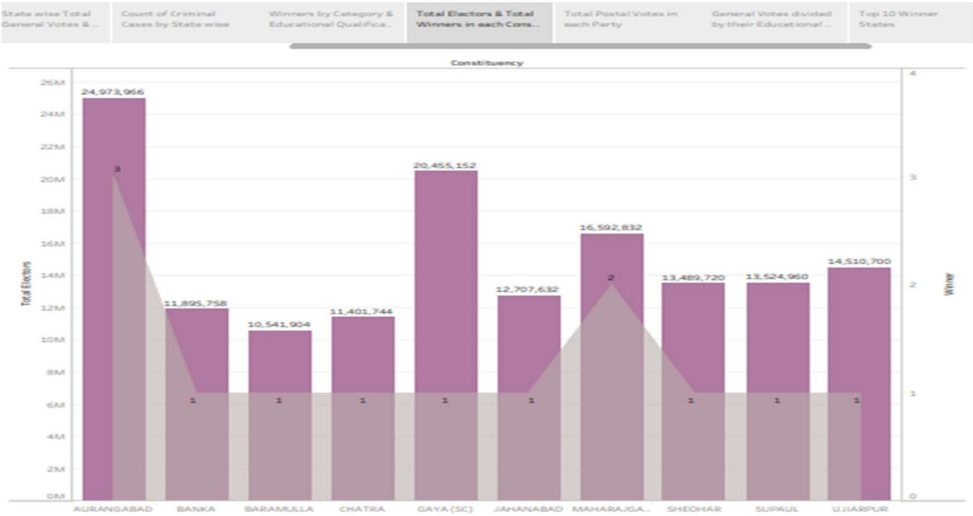
Winners by Category & Educational Qualification :

Story 1

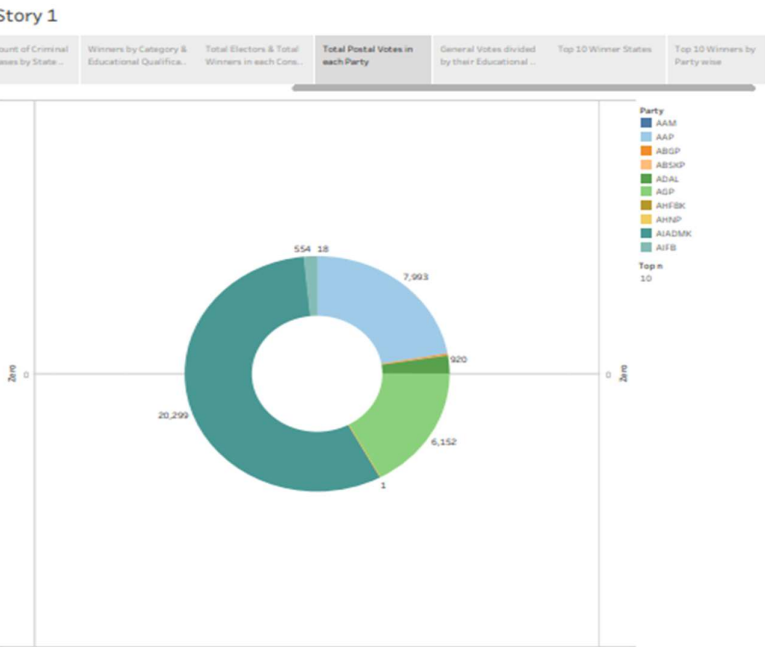
Total Votes	State wise Total General Votes & Post...			Count of Criminal Cases by State wise			Winners by Category & Educational Qualifica...			Total Electors & Total Winners in each Cons...			Total Postal Votes in each Party			General Votes divided by their Ed...		
Education																		
Category	Null	5th Pass	8th Pass	10th Pass	12th Pass	Doctora..	Gradua...	e Profe..	Illiterate	Literate	Available	Others	Post Gra duate					
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					

Total Electors & Total Winners in each Constituency :

Story 1



Total Postal Votes in Each Party :



General Votes divided by their Educational Qualification & Gender :



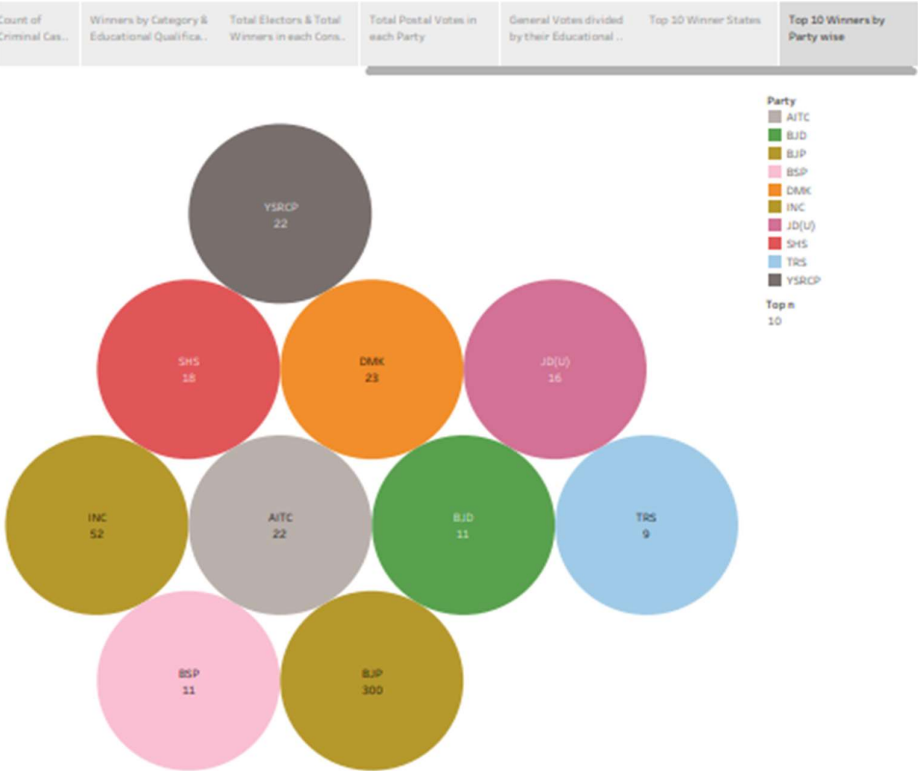
Top 10 Winner States :

Story 1



Top 10 Winners by Party wise :

Story 1



4-ADVANTAGES & DISADVANTAGES

Certainly, here are some advantages and disadvantages of conducting a quantitative analysis of candidates in the 2019 Lok Sabha elections.

ADVANTAGES :

1. **Data-Driven Insights** : Quantitative analysis provides data-driven insights into voter behaviour and election trends, offering a more objective understanding of the electoral process.
2. **Informed Decision-Making** : Political parties can use the findings to make informed decisions about campaign strategies, candidate selection, and resource allocation in future elections.
3. **Academic Contributions** : Such analyses contribute to the academic understanding of Indian politics and electoral systems, furthering scholarly research in the field.
4. **Transparency** : By analysing candidate data, the electoral process becomes more transparent, helping to identify patterns of representation and potential biases.
5. **Media Reporting** : Results from quantitative analyses can be reported in the media, enhancing public awareness and fostering discussions about elections and governance.

DISADVANTAGES:

1. **Data Availability** : Data collection and verification can be challenging, and the quality of data may vary, potentially leading to inaccuracies in the analysis.

2. **Complexity** : Quantitative analysis requires expertise in statistical methods and data analysis, which may limit its accessibility to non-experts.

3. **Simplification** : Quantitative analysis may oversimplify complex political dynamics, missing the nuances and qualitative aspects of elections.

4. **Limited Context** : While quantitative data can reveal trends, it may not fully capture the broader political and social context that influences elections.

5. **Ethical Concerns** : Privacy and ethical concerns may arise when collecting and using candidate data, especially in the era of increased data protection regulations.

6. **Causation vs. Correlation** : Establishing causation from correlation in political data can be challenging, leading to potential misinterpretation of results.

5-APPLICATIONS

The quantitative analysis of candidates in the 2019 Lok Sabha elections has various practical applications in different domains:

1. **Political Strategy** : Political parties can use the analysis to formulate more effective campaign strategies, identify key demographics, and target constituencies where they can gain support.

2. **Candidate Selection** : Parties can make informed decisions about candidate selection based on the analysis of candidate profiles, past performance, and electoral trends.

3. **Voter Outreach** : Understanding voter behaviour allows parties to tailor their messages and outreach efforts to appeal to specific voter groups, increasing their chances of success.

4. **Policy Formulation** : The analysis can help policymakers identify the most pressing issues for constituents, aiding in the formulation of policies that address voters' concerns.

5. **Election Forecasting** : Quantitative analysis can be used for election forecasting, providing insights into the likely outcomes of future elections based on historical data and trends.

6. **Academic Research** : Researchers and scholars can use the data to conduct in-depth studies on electoral systems, voter behaviour, and the impact of various factors on election results.

7. **Media Coverage** : Media outlets can use the analysis to provide informative and data-backed reporting on elections, enhancing public understanding.

8. **Government Accountability** : Analysing election data can help hold elected representatives accountable by assessing their performance and the fulfilment of campaign promises.

9. Electoral Reforms : Policymakers can use the analysis to identify areas where electoral reforms may be needed to improve the fairness and transparency of the electoral process.

10. International Comparisons : Comparing the results and trends from the 2019 Lok Sabha elections with elections in other countries can provide valuable insights into the functioning of democratic systems worldwide.

6-CONCLUSION

In conclusion, the quantitative analysis of candidates in the 2019 Lok Sabha elections in India is a powerful tool with diverse applications. It serves to provide data-driven insights into voter behaviour, electoral trends, and candidate profiles, which can be leveraged for political strategy, candidate selection, and voter outreach. Beyond the realm of politics, this analysis contributes to academic research, enhances media coverage, supports government accountability, and aids in electoral forecasting and policymaking. However, it's important to recognize the challenges, such as data quality and oversimplification, associated with quantitative analysis. Nevertheless, when conducted with care and expertise, such analysis proves invaluable in understanding and improving democratic processes and governance.

7-FUTURE SCOPE

The future scope of quantitative analysis of political candidates in elections like the 2019 Lok Sabha elections is promising and multifaceted:

1. Advanced Data Analytics : As technology and data science continue to advance, the depth and sophistication of quantitative analysis will increase. Predictive modelling and machine learning techniques will be employed to forecast election outcomes with greater accuracy.

2. **Real-time Analysis** : The ability to conduct real-time analysis during election campaigns will become more prevalent, enabling political parties to adapt their strategies on the fly based on evolving voter sentiments.

3. **Big Data Integration** : Integration of big data from various sources, including social media, surveys, and voter databases, will provide a more comprehensive view of voter behaviour and preferences.

4. **Global Comparative Studies** : Researchers will conduct comparative studies across different countries, allowing for a deeper understanding of global electoral trends and the impact of various factors on election outcomes.

5. **Transparency and Accountability** : Quantitative analysis will continue to play a crucial role in promoting transparency and accountability in the electoral process, helping to identify potential irregularities and fraud.

6. **Policy Impact Assessment** : Quantitative analysis can be used to assess the impact of policies and government decisions on voter sentiment and electoral outcomes, aiding in evidence-based policymaking.

7. **Targeted Voter Engagement** : Political campaigns will increasingly rely on data-driven insights to engage with voters on a more personal and issue-specific level, tailoring their messages and outreach efforts.

8. **Ethical Considerations** : With increasing concerns about data privacy and ethics, the future scope will involve developing frameworks and guidelines to ensure responsible data collection and analysis in politics.

9. Cross-disciplinary Research : Collaboration between political scientists, data analysts, sociologists, and other fields will expand, leading to a more holistic understanding of the complex interplay between politics and society.

10. Education and Awareness : There will be a growing need for educating the public and policymakers about the benefits and limitations of quantitative analysis in politics to foster informed decision-making.

In essence, the future of quantitative analysis in political elections is bright, driven by technological advancements, data availability, and the increasing recognition of its value in shaping democratic processes and governance. It will continue to evolve and adapt to the changing landscape of politics and society.