



Data Analysis Project on Lok Sabha Election 2014 & 2019

A Comparative Study

CodeBasics Resume Project Challenge #11

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Content

- ❖ Introduction
- ❖ Data Sources
- ❖ Voter Turnout
- ❖ Seat Distribution
- ❖ Party Performance
- ❖ Regional Analysis
- ❖ Margin of Victory
- ❖ Key Insights
- ❖ Challenges and Limitations
- ❖ Conclusion



Introduction

This data analysis project aims to provide a comprehensive comparison between the 2014 and 2019 Lok Sabha elections. By analyzing voter turnout, seat distribution, party performance, and regional trends, we seek to uncover the key factors that influenced the election outcomes and the changes in the political scenario over these five years.

Scope:

- **Voter Turnout:** Analysis of the number of voters who participated in the elections and the trends observed.
- **Seat Distribution:** Comparison of the number of seats won by major parties in both elections.
- **Party Performance:** Detailed analysis of how major parties like BJP and INC performed in terms of seats won and vote share.
- **Regional Analysis:** Examination of election results on a state-by-state basis to identify regional strongholds and shifts.
- **Trends and Patterns:** Identification of key trends, such as demographic voting patterns and the impact of campaign strategies.



Data Sources

Primary Source: Codebasic & Election Commission of India

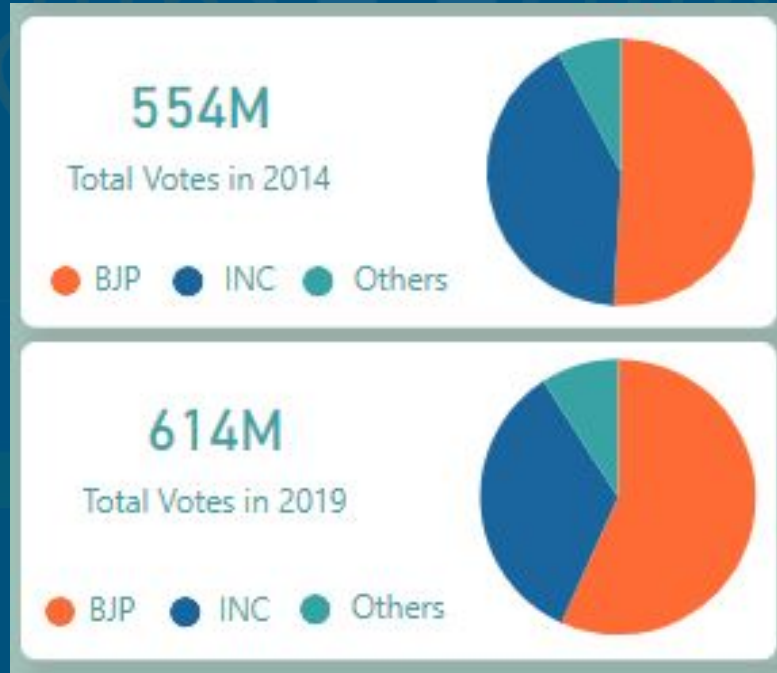
Additional Sources: Data.gov.in, news reports, analytical articles

This project leverages data from the Election Commission of India, supplemented by other credible sources, to ensure a thorough and accurate analysis.



Voter Turnout

- **2014:** 554 million total votes
- **2019:** 614 million total votes





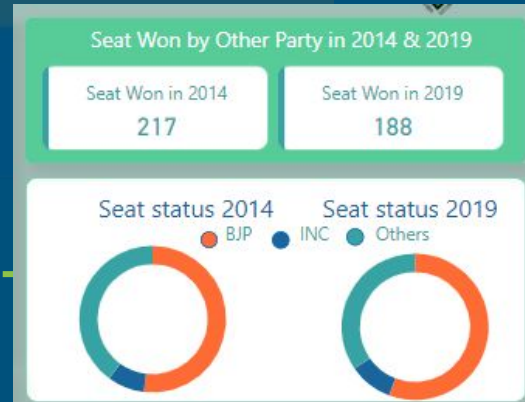
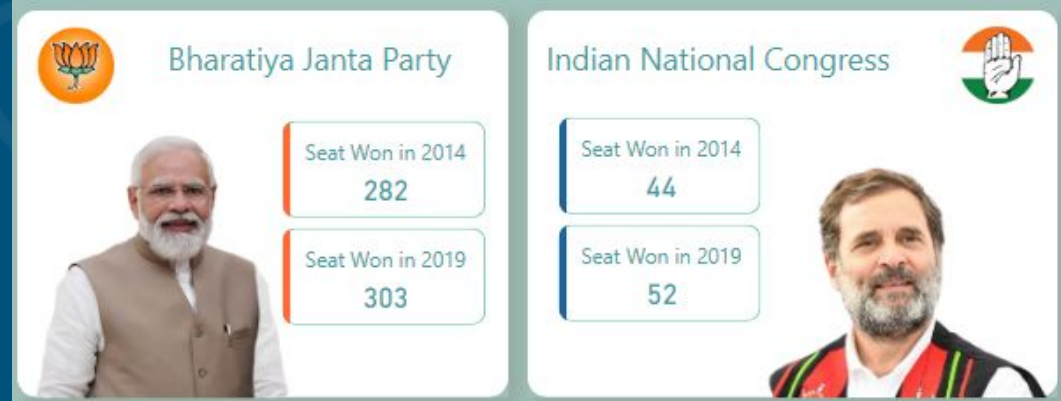
Seat Distribution

2014 Results:

- BJP: 282 seats
- INC: 44 seats
- Others: 217 seats

2019 Results:

- BJP: 303 seats
- INC: 52 seats
- Others: 188 seats





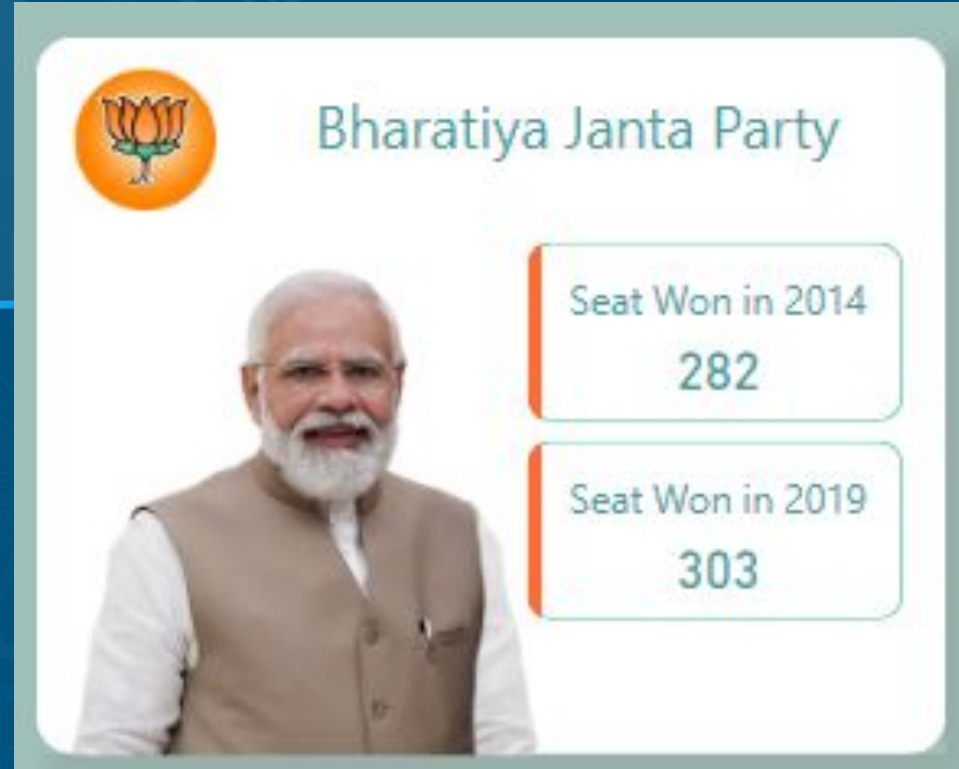
Party Performance (BJP)

2014 Performance:

- Total Seats: 282

2019 Performance:

- Total Seats: 303





Party Performance (INC)

2014 Performance:

- Total Seats: 44

2019 Performance:

- Total Seats: 52





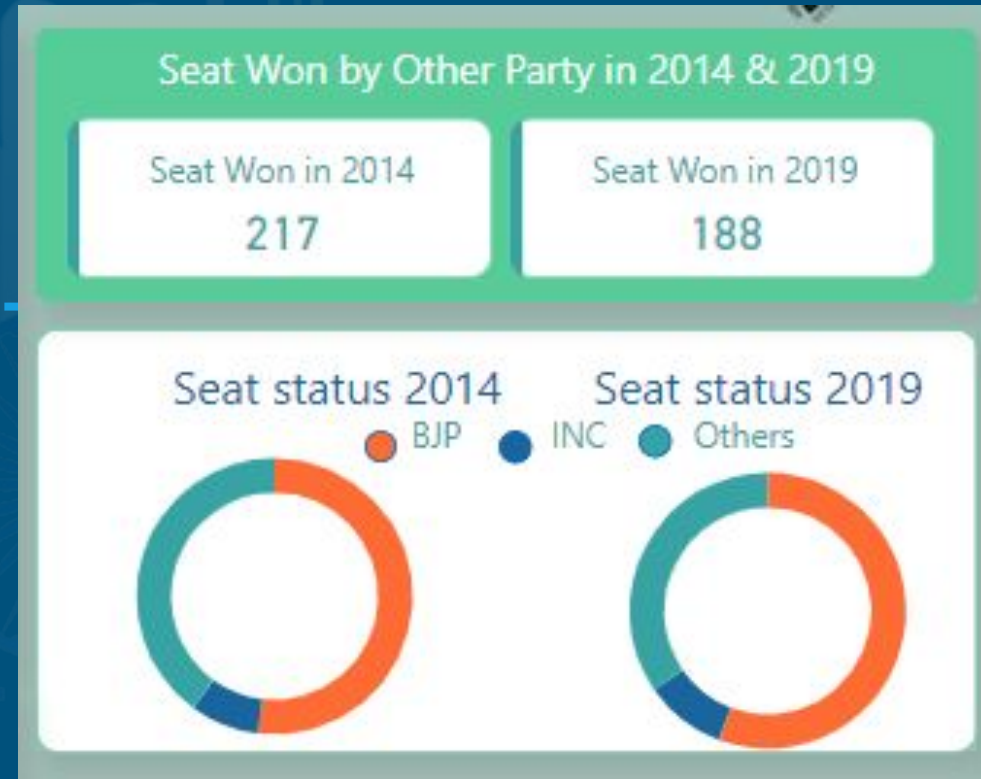
Party Performance (Others)

2014 Performance:

- Total Seats: 217

2019 Performance:

- Total Seats: 188





PC Name	Party	State	Votes	Year
Adilabad	Bharatiya Janta Party	Telangana	1063730	2019
Adilabad	Telangana Rashtra Samithi	Telangana	1045839	2014
Agra	Bharatiya Janta Party	Uttar Pradesh	1070400	2014
Agra	Bharatiya Janta Party	Uttar Pradesh	1145323	2019
Ahmadnagar	Bharatiya Janta Party	Maharashtra	1062318	2014
Ahmadnagar	Bharatiya Janta Party	Maharashtra	1203797	2019
Ahmedabad East	Bharatiya Janta Party	Gujarat	985525	2014
Ahmedabad East	Bharatiya Janta Party	Gujarat	1116367	2019
Ahmedabad West	Bharatiya Janta Party	Gujarat	964609	2014
Ahmedabad West	Bharatiya Janta Party	Gujarat	997024	2019
Ajmer	Bharatiya Janta Party	Rajasthan	1156314	2014
Ajmer	Bharatiya Janta Party	Rajasthan	1262214	2019
Akbarpur	Bharatiya Janta Party	Uttar Pradesh	971375	2014
Akbarpur	Bharatiya Janta Party	Uttar Pradesh	1025314	2019
Akola	Bharatiya Janta Party	Maharashtra	978491	2014
Akola	Bharatiya Janta Party	Maharashtra	1119440	2019
Alappuzha	Communist Party Of India (Marxist)	Kerala	1088728	2019
Alappuzha	Indian National Congress	Kerala	997464	2014
Alathur	Communist Party Of India (Marxist)	Kerala	927229	2014



Margin of Victory

554M

Total Votes in 2014

● BJP ● INC ● Others



Margin in 2014

● BJP ● INC ● Others



614M

Total Votes in 2019

● BJP ● INC ● Others



Margin in 2019

● BJP ● INC ● Others





Key Insights

The analysis of the 2014 and 2019 Lok Sabha elections reveals several critical insights into the political dynamics and voter behavior in India. These insights not only highlight the factors behind the success of the major parties but also indicate the evolving landscape of Indian politics.

Success Factors for BJP:

- Strategic Campaigning: The Bharatiya Janata Party (BJP) employed effective and innovative campaign strategies, leveraging technology and social media to reach a wider audience.
- Leadership Appeal: The strong leadership and charismatic appeal of Narendra Modi played a pivotal role in both elections, garnering widespread support.
- Development Agenda: The focus on development and governance resonated well with the voters, particularly in urban and semi-urban areas.
- Coalition Building: Successful alliances with regional parties helped consolidate BJP's position in several key states.



Challenges for INC:

- **Leadership Issues:** The Indian National Congress (INC) faced challenges related to leadership, which affected its ability to connect with voters effectively.
- **Campaign Effectiveness:** Compared to the BJP, the INC's campaign strategies were less impactful, particularly in terms of leveraging digital platforms.
- **Regional Presence:** The party struggled to maintain a strong regional presence, losing significant ground in several key states.
- **Voter Trust:** Issues related to corruption and governance in previous years impacted voter trust in the party.

3. Role of Regional Parties:

- **Influence on Results:** Regional parties played a crucial role in the overall election results, particularly in states like West Bengal, Tamil Nadu, and Uttar Pradesh.
- **Shifts in Alliances:** Changes in alliances and coalition dynamics significantly influenced the election outcomes in various states.
- **Voter Base:** Regional parties were able to maintain a strong voter base by addressing local issues and concerns more effectively.



Voter Turnout and Engagement:

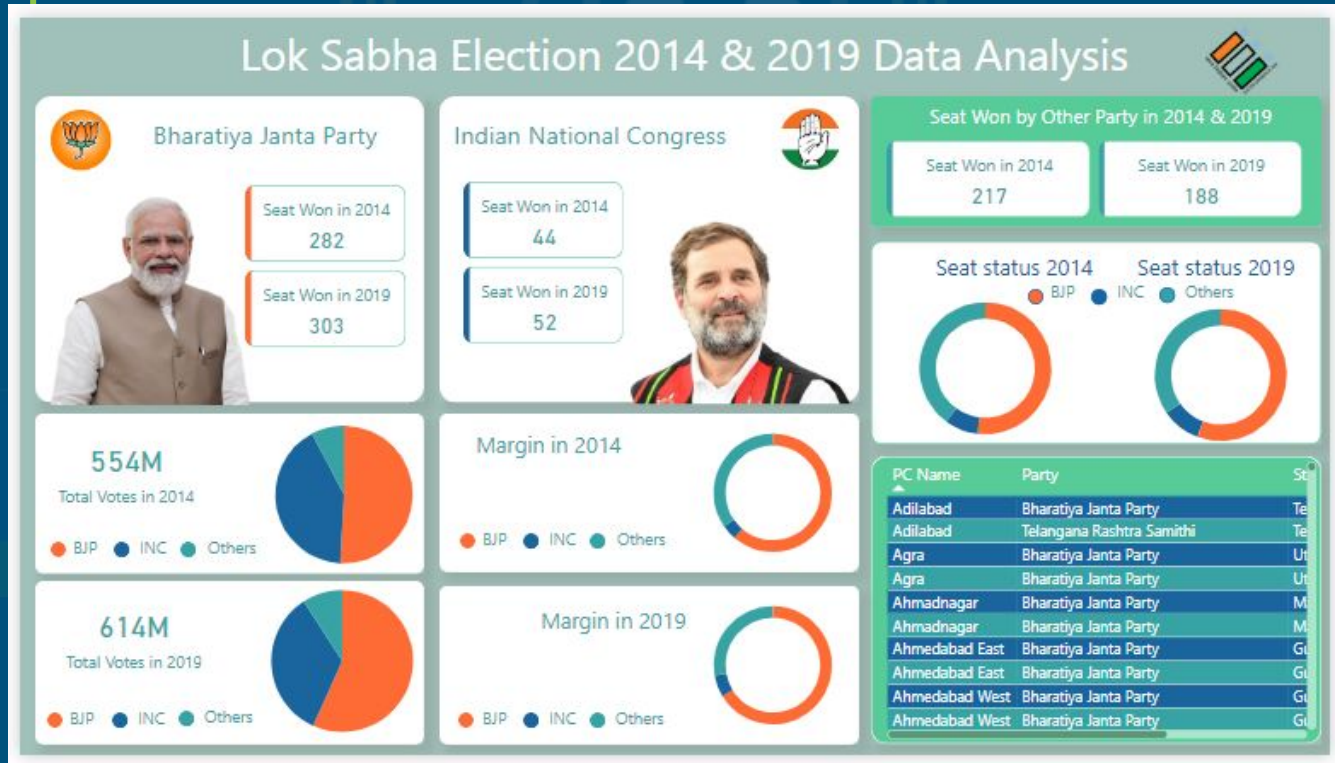
- Increased Turnout: The increase in voter turnout from 554 million in 2014 to 614 million in 2019 indicates a growing engagement and participation in the democratic process.
- Youth Participation: A notable rise in the participation of young voters, who were influenced by social media and digital campaigns.
- Urban vs. Rural Dynamics: Differences in voting patterns between urban and rural areas, with urban voters showing more support for development agendas and rural voters influenced by local issues.

5. Emerging Trends:

- Digital Campaigning: The 2019 elections saw a significant shift towards digital campaigning, with parties using social media, targeted advertising, and data analytics to reach voters.
- Issue-based Voting: Voters showed a tendency to vote based on specific issues like development, employment, and governance rather than traditional party loyalty.
- Polarization: Increased polarization on ideological lines, with clear divides in voter preferences based on regional, religious, and community identities.



These insights provide a comprehensive understanding of the factors that influenced the Lok Sabha elections of 2014 and 2019, highlighting the evolving nature of Indian politics and voter behavior.





Thank You