

PROJECT REPORT

1.INTRODUCTION :

1.1 OVERVIEW

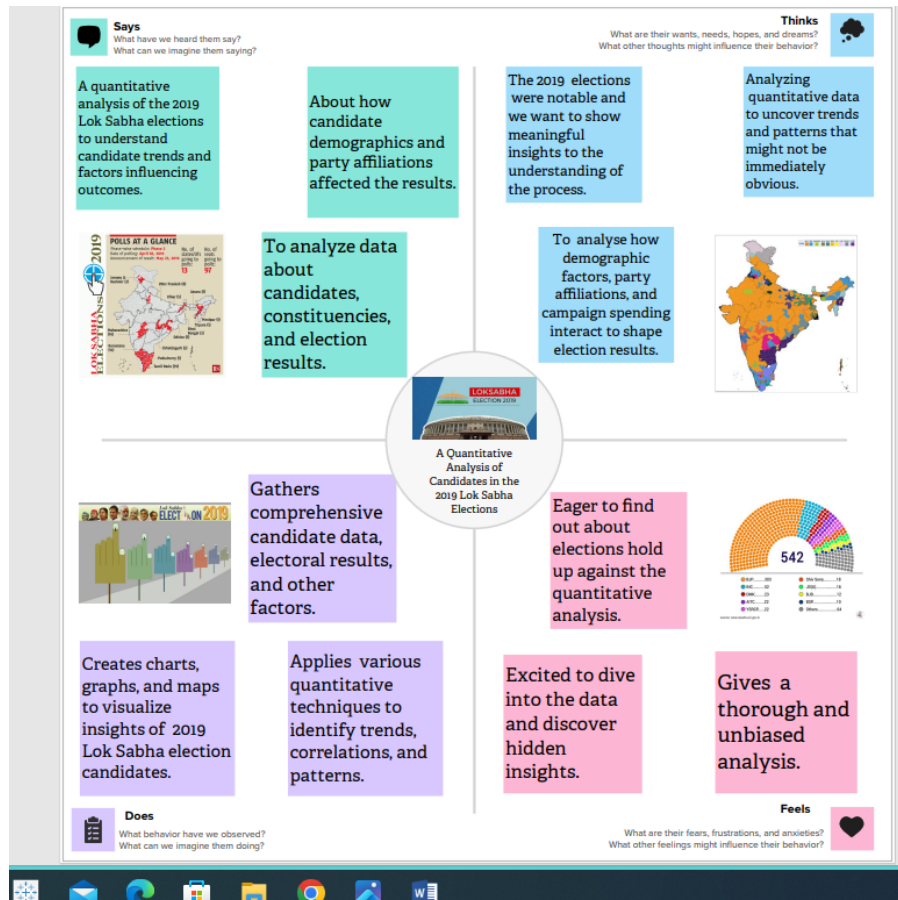
Data literacy with Tableau in the context of "Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" refers to the proficiency in using Tableau's data visualization and analysis tools to gain insights from the dataset related to the 2019 Lok Sabha elections

1.2 PURPOSE

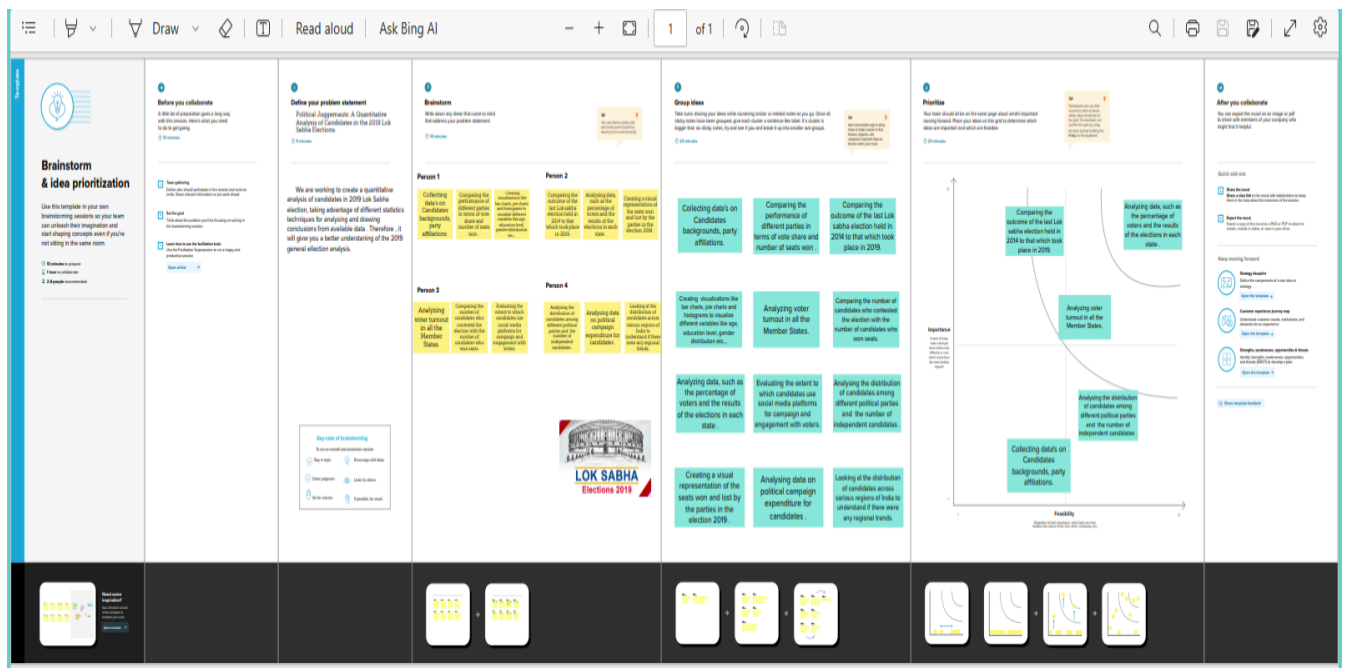
"Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" serves as a valuable resource with a wide range of applications, from academic research to voter education and political strategy. Its data-driven approach and visualizations contribute to a deeper understanding of India's political landscape and the electoral process.

2.Problem Definition & Design Thinking :

2.1 Empathy map



2.2 IDEATION AND BRAINSTORMING MAP



3.RESULTS

Dashboard :



Story :

Story 1



4.ADVANTAGES AND DISADVANTAGES :

Advantages :

- Quantitative analysis relies on data and statistics, which provide objective insights into the election process, candidate performance .
- It helps understand shifts in voter preferences, party performance, and demographic factors over time.
- Quantitative analysis of candidates in the 2019 Lok Sabha elections offers numerous advantages, including visualizations of State wise winner, Gender & educational wise general votes etc.,

DISADVANTAGES :

Quantitative analysis offers valuable insights into elections and candidate performance, it is essential to recognize its limitations and consider complementary qualitative approaches to gain a more comprehensive understanding of the complex world of politics.

5. APPLICATIONS :

The solutions from "Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" can be applied to several areas ,

- The analysis can be used to educate voters about the electoral process, voting trends, and the significance of informed voting decisions. It promotes civic education and engagement.
- The project's data and analysis can serve as a valuable resource for academic research in political science, data analysis, and related fields. It contributes to the scholarly understanding of Indian politics.
- Government agencies can use the analysis to assess the impact of government initiatives and policies on voter sentiment and election outcomes.

These applications contribute to a more informed and engaged political landscape in India and serve as a valuable resource for various stakeholders.

Data analytics can be applied across a wide range of industries and sectors to extract valuable insights, make informed decisions, and drive improvements. Some key areas where data analytics can be applied: Business and Marketing, Finance and Banking, Healthcare, Retail and E-commerce, Education, Agriculture, Transportation and Logistics, Human Resources, etc,. The increasing availability of data and advancements in analytics tools and techniques continue to expand the scope of data analytics applications.

6. CONCLUSION :

"Political Juggernauts: A Quantitative Analysis of Candidates in the 2019 Lok Sabha Elections" represents a significant and valuable endeavour in the realm of political analysis and data-driven insights. It provides the analysis of 2019 LOK SABHA election by creating the visualization for Gender & educational Wise General Votes, State wise Winner, State wise General Votes and Postal Votes, Constituency wise Winners and Electors, Party wise Winner, Winners by Education and Category, Party Wise Postal Votes .We have understood the fundamentals concepts and practices associated with using Tableau .

7. FUTURE SCOPE :

Tableau is a data analytics and visualization tool, but there is always room for improvement and innovation. Some enhancements are Expanding data governance features to ensure data quality, allowing users to combine data from multiple sources, data exploration features like trend analysis and outlier identification. These enhancements can help Tableau to provide effective visualization tools.