

# PROJECT REPORT

ON

**“A Quantitative Analysis Of Candidates In The 2019 Lok Sabha Election”**

BASED ON THE COURSE

**FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU - SMARTBRIDGE**

DONE AND SUBMITTED BY

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SUBMITTED TO

# NAAN MUDHALVAN – SMART INTERNZ DATA ANALYTICS UPSKILL PROGRAMMING



## FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU - SMARTBRIDGE

### NAAN MUDHALVAN ID

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# **1.INTRODUCTION**

## **1.1 OVERVIEW**

**This election was pivotal in shaping India's political landscape, reaffirming the BJP's position as the leading party and Narendra Modi's role as the Prime Minister.**

## **1.2 PURPOSE**

**The primary purpose is to elect the members of the Lok Sabha, which is the lower house of India's Parliament. The Lok Sabha is responsible for making and passing laws at the national level. The political party or coalition that secures a majority of seats in the Lok Sabha forms the government. The leader of the majority party becomes the Prime Minister. Thus, these elections determine the leadership and composition of the central government.**

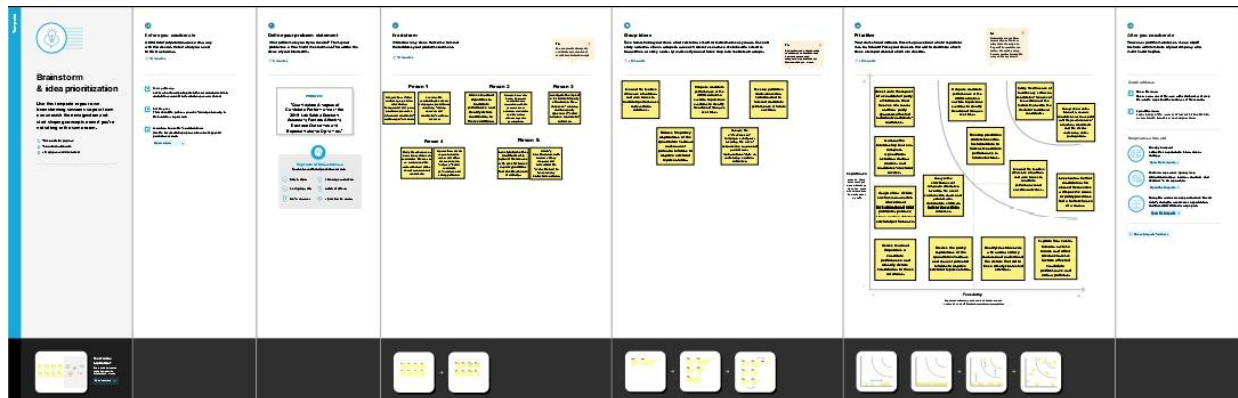
# **2. PROBLEM DEFINITION AND DESIGNS THINKING**

## **PROBLEM DEFINITION:-**

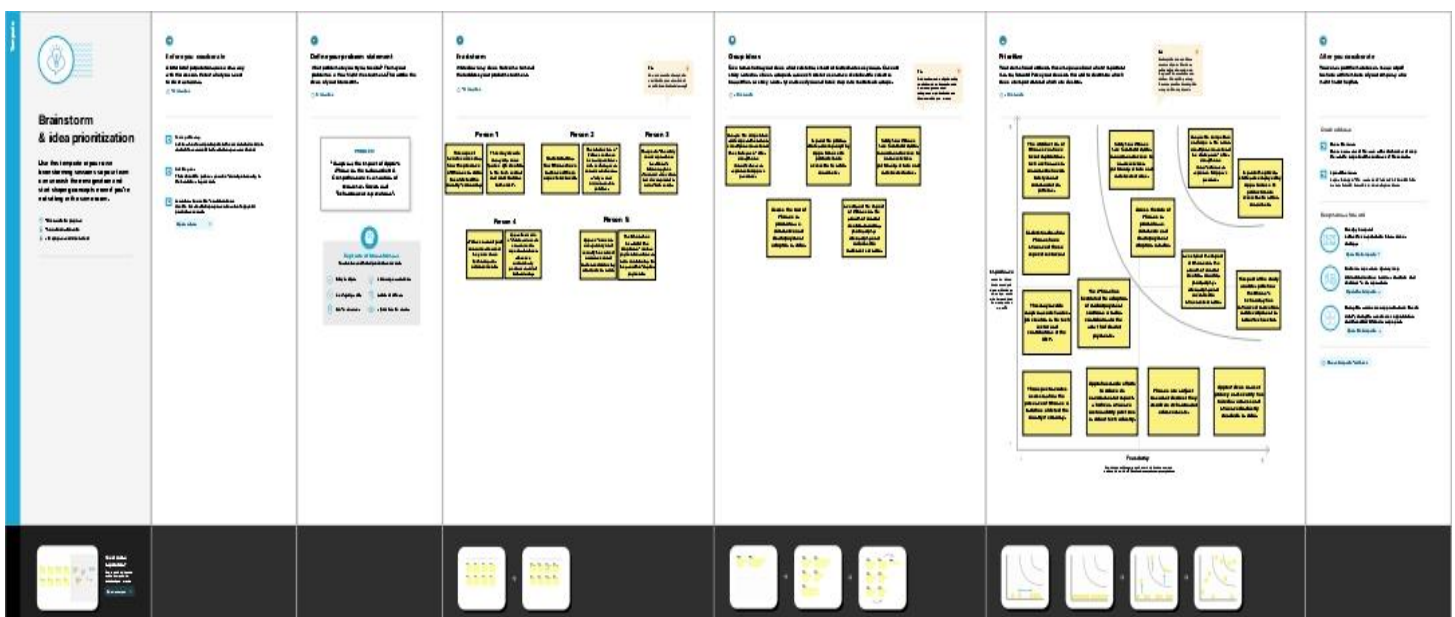
**The election process must be conducted in a manner that ensures fairness, transparency, and the absence of electoral fraud or malpractice. This includes the proper functioning of polling stations, accurate voter lists, and reliable voting technology (such as Electronic Voting Machines). To ensure the**

democratic representation of India's diverse population, the fair and transparent election of members to the Lok Sabha, the lower house of India's Parliament, and the formation of an effective and accountable central government.

## 2.1 EMPATHY MAP

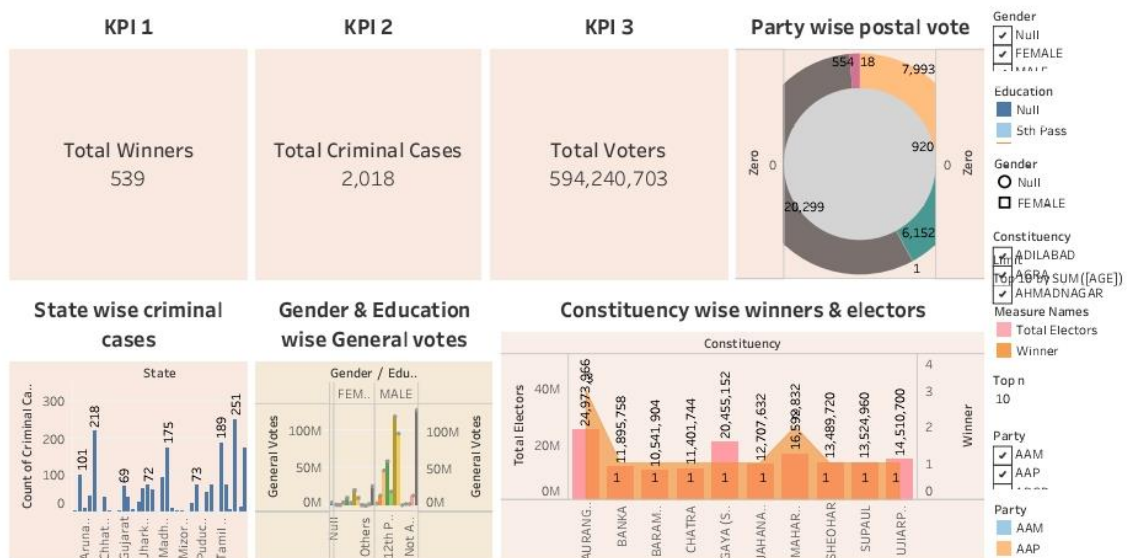


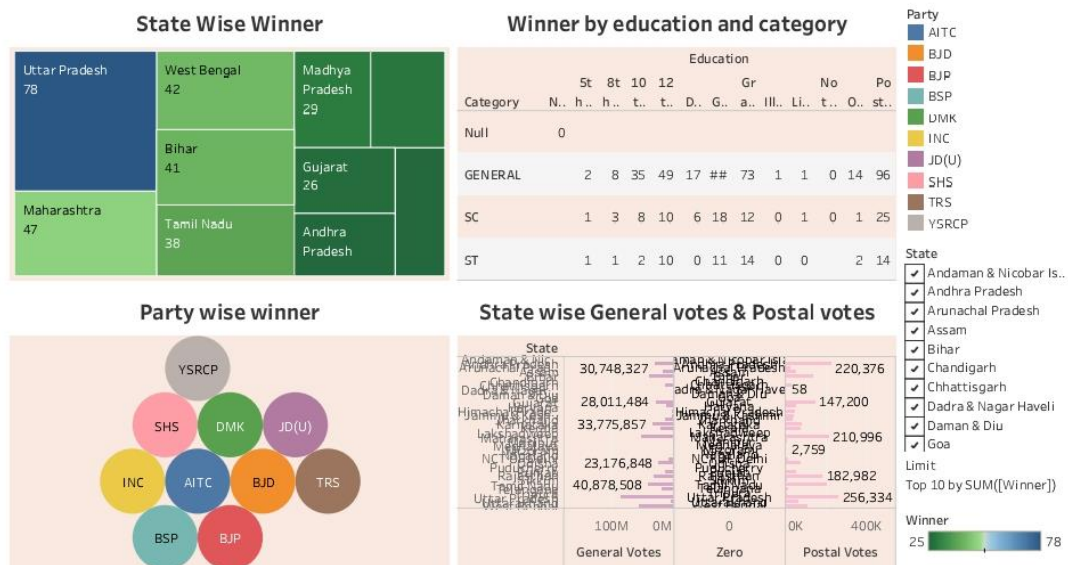
## 2.2 IDEATION AND BRAINSTROMING MAP



### 3. RESULT

## RESULTS OF DASHBOARD VISUALIZATION

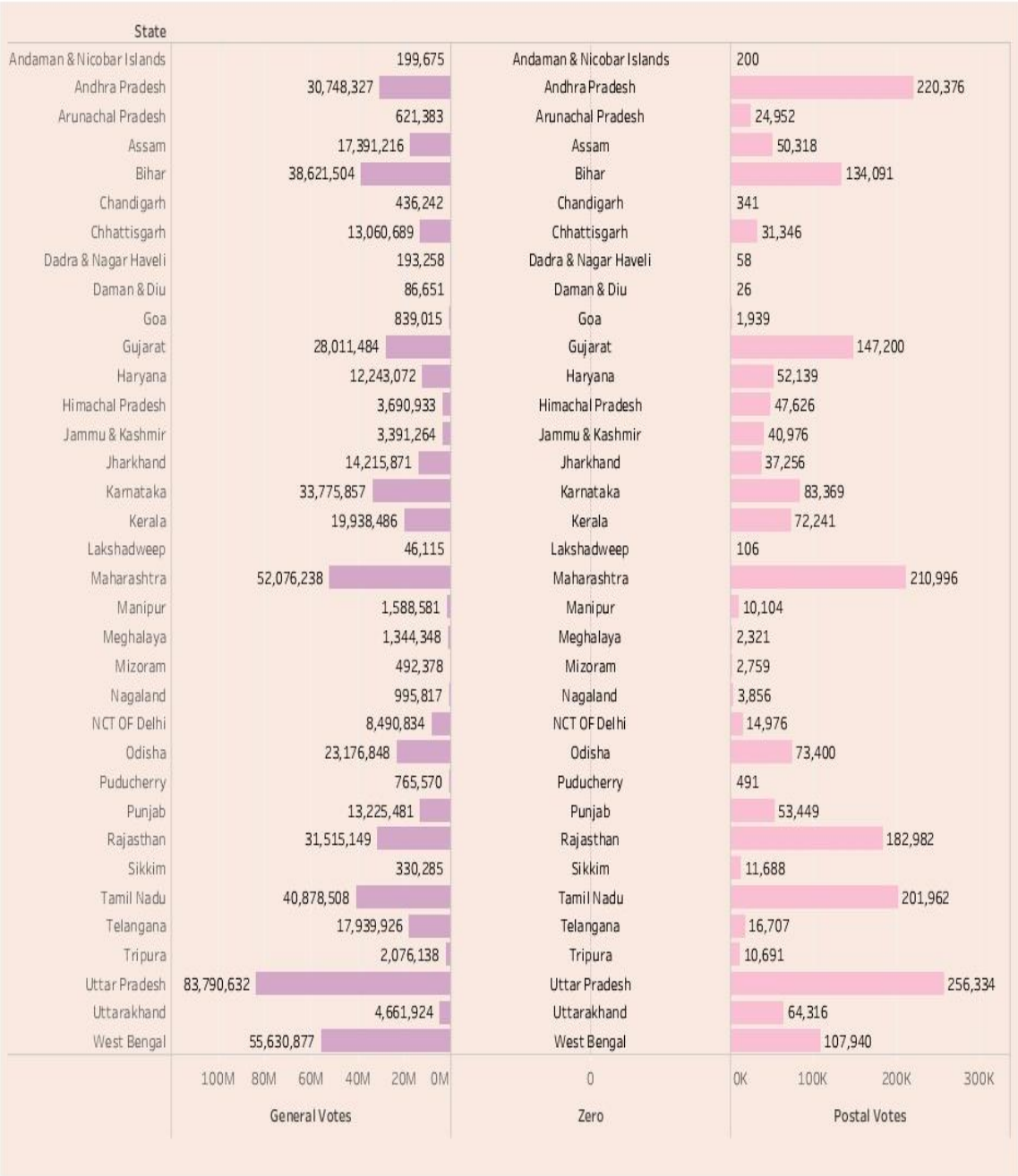




RESULTS OF STORY VISUALIZATION:-

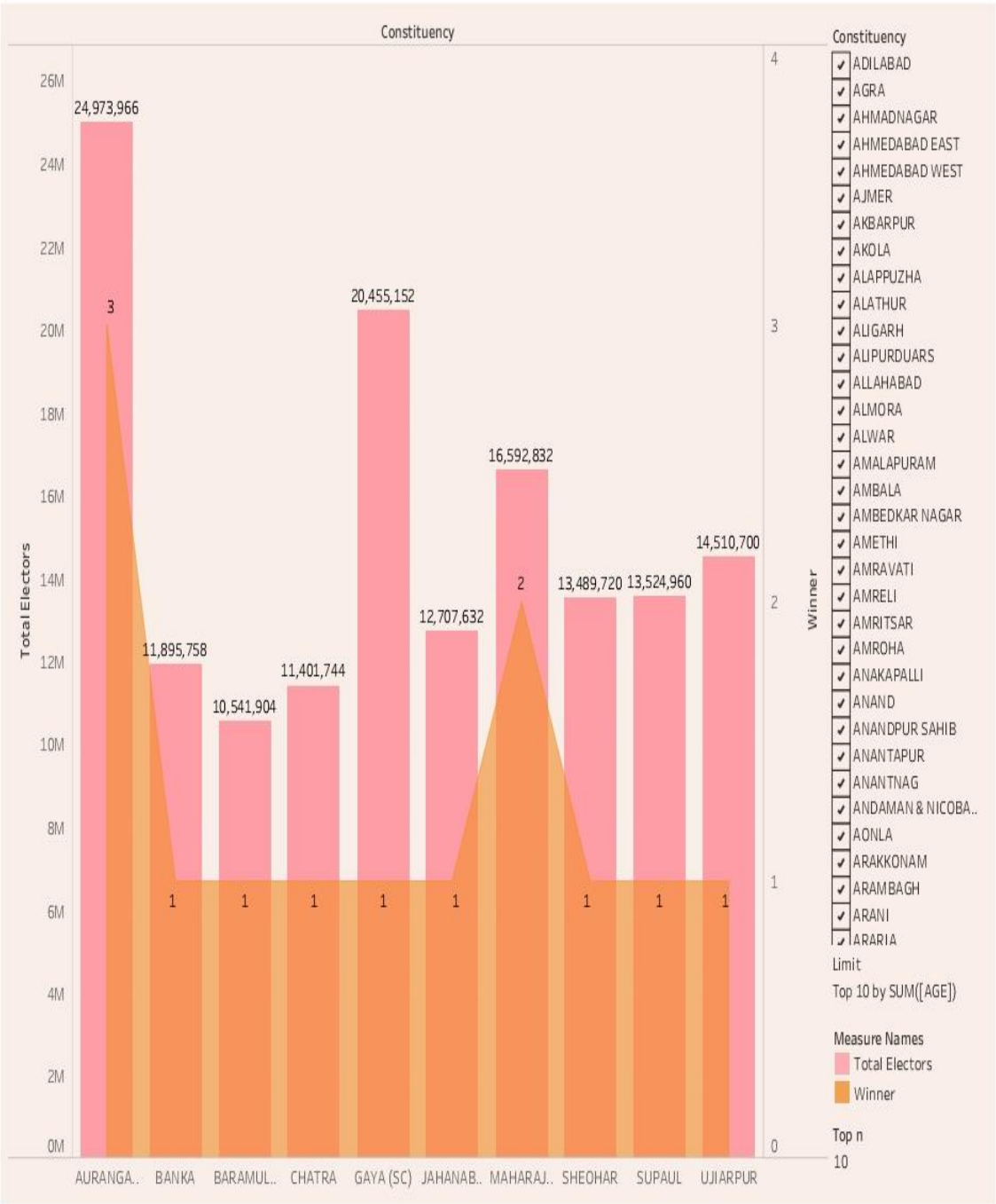
Story 1

Total electors and Total winner in e..	Total postal votes in each party	Top 10 Winners states	Total Postal votes & General Votes by stat..	Criminal cases by State wise	Top 10 Winners by Party Wise	Winners by Category & Educational Quali..
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Story 1

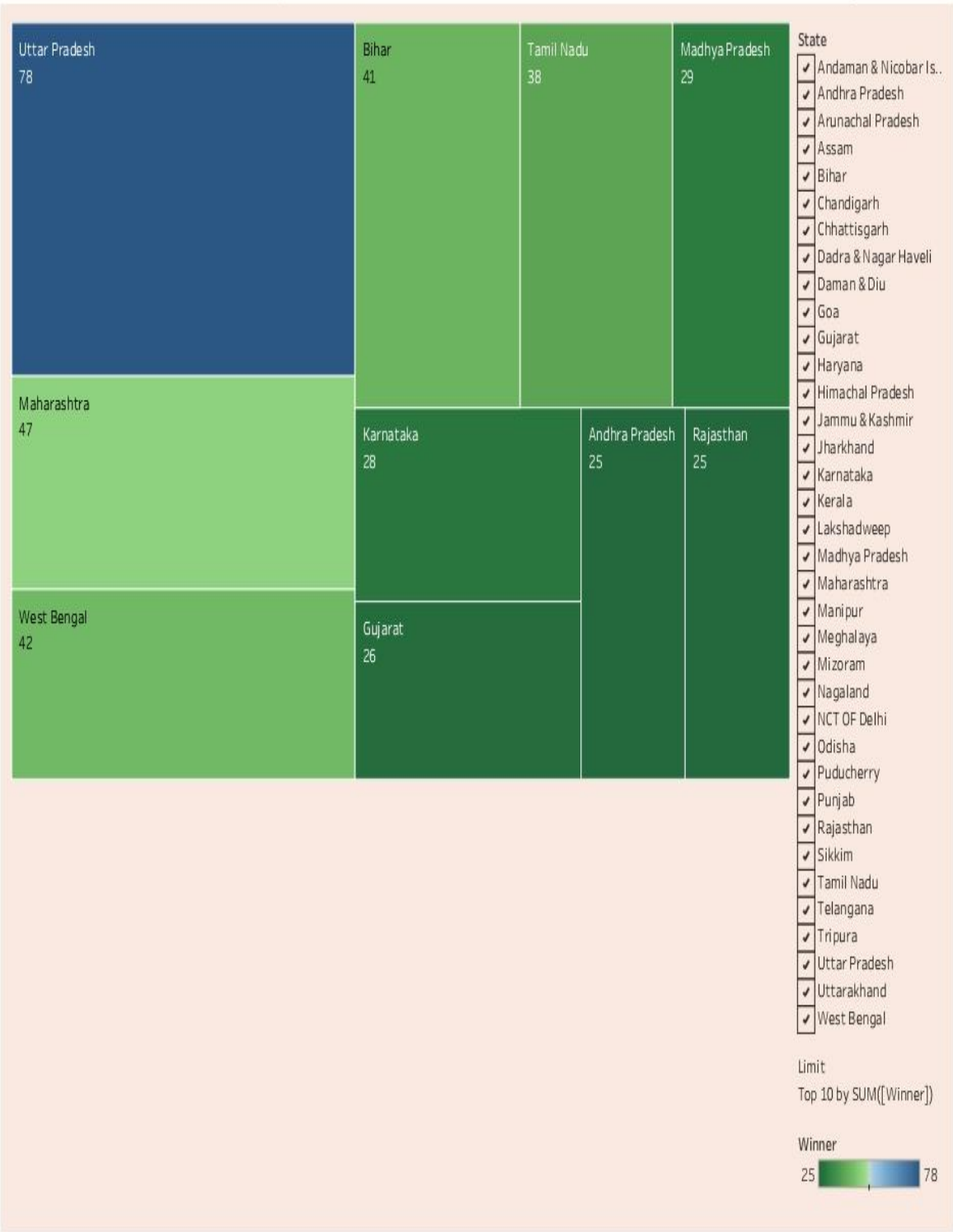
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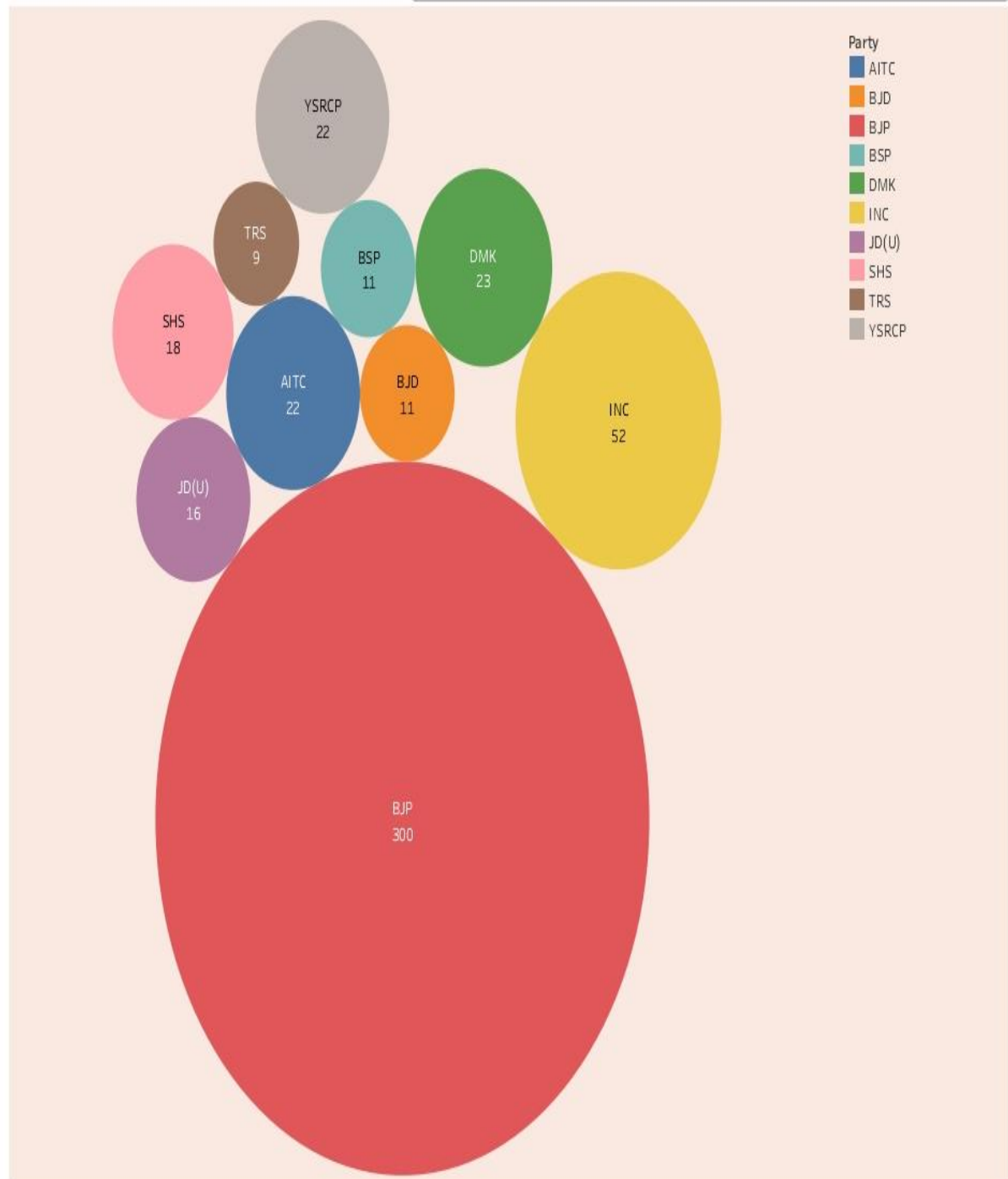
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## 4. ADVANTAGES AND DISADVANTAGES

### 4.1 ADVANTAGES

- **Democratic Representation:** Lok Sabha elections provide a means for citizens to elect their representatives at the national level, ensuring that their voices and concerns are heard in the decision-making process.
- **Accountability:** These elections enable voters to hold their elected representatives accountable for their performance in the Lok Sabha. If citizens are dissatisfied with their representatives, they can vote for change in the next election.
- **Stability of Government:** Lok Sabha elections lead to the formation of a stable central government. The party or coalition that secures a majority of seats can form the government, providing continuity in governance.
- **Diverse Representation:** India's vast and diverse population is represented in the Lok Sabha, ensuring that various regions, cultures, languages, and social groups have a voice in the national parliament.
- **Policy Formulation:** Election outcomes influence policy decisions and the direction of the country. The priorities and mandates expressed through these elections guide the government's policies and actions.
- **Peaceful Transition of Power:** India has a long history of peaceful transitions of power through elections. This is a testament to the effectiveness of the electoral process.

## 4.2 DISADVANTAGES

- **Costly Process:** Organizing and conducting elections on such a massive scale is expensive. The cost involves everything from setting up polling stations to security arrangements and campaign spending.
- **Vote-Bank Politics:** Some politicians may engage in divisive politics, appealing to specific religious, caste, or regional groups to secure votes. This can lead to polarization and can be detrimental to social harmony.
- **Criminalization of Politics:** There have been concerns about the presence of candidates with criminal backgrounds. Some candidates facing criminal charges stand for elections, which can raise questions about the integrity of the electoral process.
- **Campaign Finance Issues:** There are concerns about the influence of money in politics. Wealthy individuals and special interest groups can exert undue influence on the electoral process, potentially undermining the principles of democracy.

## 5. APPLICATIONS

Lok Sabha elections empower minority communities to elect their representatives and advocate for their rights and concerns on a national platform. The government formed after Lok Sabha elections plays a crucial role in shaping India's foreign policy and international relations.

- **Social Justice:** Elected representatives address issues related to social justice, including those related to marginalized and disadvantaged communities.
- **Peaceful Transition of Power:** Lok Sabha elections enable peaceful transitions of power from one government to another, demonstrating the stability of India's democratic system.

- **Public Engagement:** The election process engages the public in the political system, encourages civic participation, and sparks discussions on important national issues.
- **International Standing:** The successful conduct of Lok Sabha elections enhances India's international standing as the world's largest democracy, serving as a model for democratic processes in other nations.
- **Protection of Individual Rights:** Elected representatives are responsible for upholding and protecting the fundamental rights and freedoms of Indian citizens.

## **6. CONCLUSION**

While the BJP secured a majority, regional parties also played a crucial role in shaping the political landscape. They formed important alliances and won significant seats, contributing to the diversity of India's political representation. The Bharatiya Janata Party (BJP) and its leader, Narendra Modi, secured a resounding victory, winning 303 seats and forming a stable government. This solidified Narendra Modi's position as the Prime Minister for a second consecutive term.

The peaceful and orderly conduct of the election underscored India's commitment to democracy. With over 900 million eligible voters, this election reaffirmed India's status as the world's largest democracy.

The election highlighted the changing political dynamics in India. The BJP's expansion into new regions and its ability to maintain a strong presence in its traditional strongholds demonstrated its growing influence.

## **7. FUTURE SCOPE**

- **Technological Advancements:** Embracing advanced technology for voter registration, voting, and result tabulation can enhance efficiency and transparency. The future may see increased use of online voter registration and e-voting options.
- **Cybersecurity:** As technology evolves, there will be a growing need for robust cybersecurity measures to protect the integrity of the electoral process and prevent cyber threats.
- **Electoral Reforms:** Ongoing electoral reforms can improve the election process by addressing issues like campaign financing, criminalization of politics, and the first-past-the-post electoral system.
- **Voter Education:** Expanding efforts to educate voters about candidates, issues, and the electoral process is essential for informed decision-making.
- **Inclusive Representation:** Future elections should continue to emphasize inclusive representation, ensuring that minority groups and marginalized communities have a strong voice in the Lok Sabha.
- **Transparency and Accountability:** Measures to enhance transparency in campaign financing and the criminal backgrounds of candidates can further improve the electoral process.

**THANK YOU!**