



# Analysis of 2024 Election

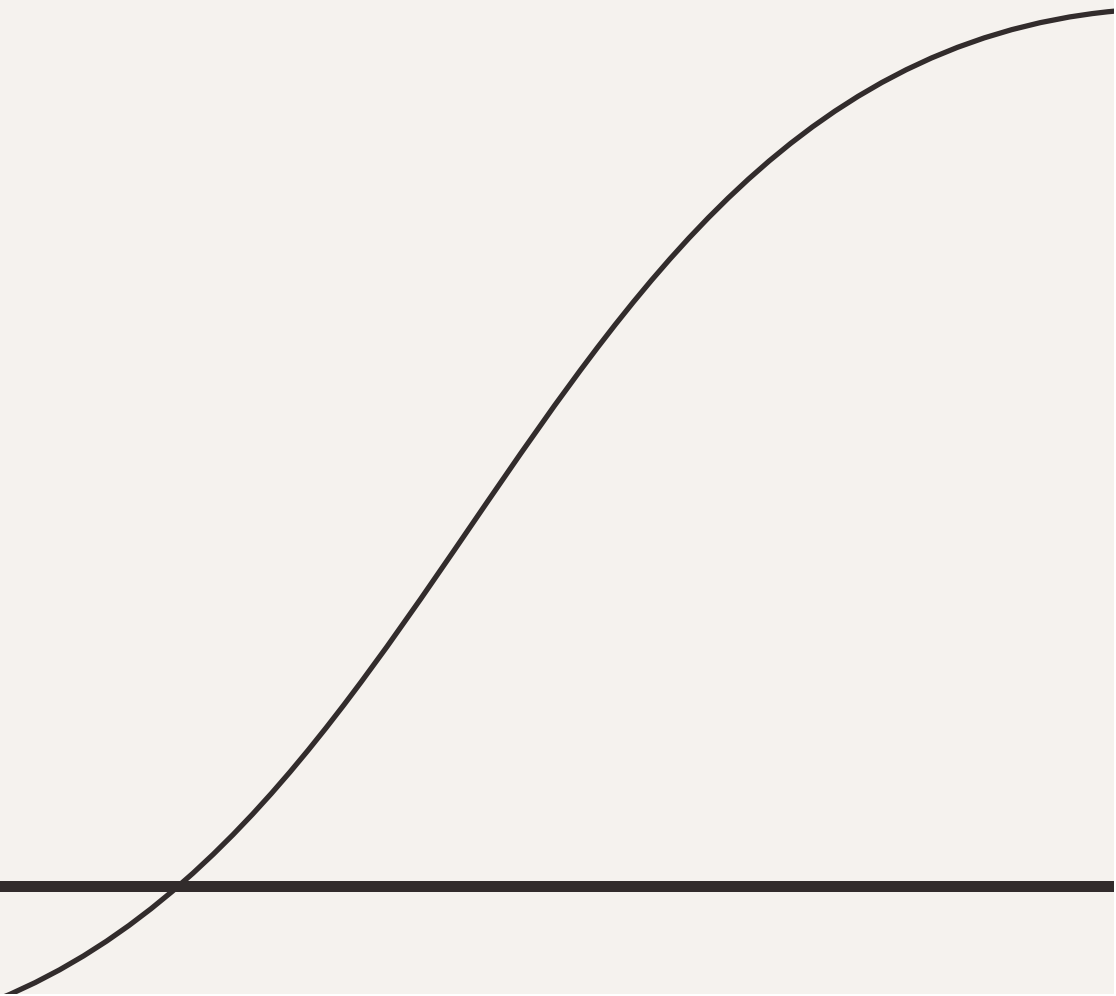
Data Analysis and Visualization using Power BI

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# Introduction

The 2024 Indian Election results have been announced, shaping the nation's future.

This project aims to analyze the election data to gain insights into the performance of various political parties and alliances across different states.

# Data Description

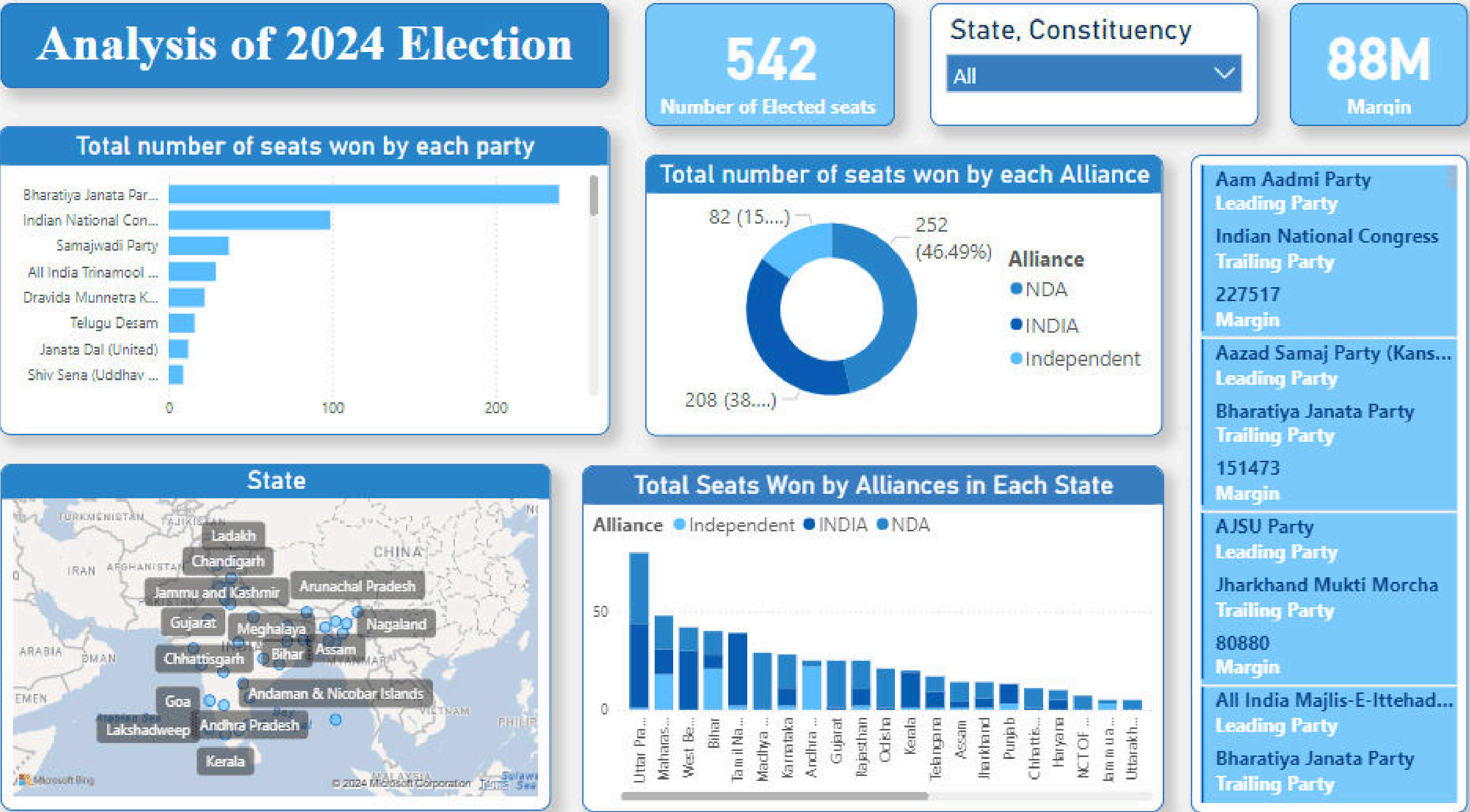
## 1. Election Results Data:

- `\_id` : Unique identifier for each record.
- `State` : Name of the state.
- `Const. No.` : Constituency number.
- `Constituency` : Name of the constituency.
- `Leading Candidate` : Name of the leading candidate.
- `Leading Party` : Name of the leading party.
- `Trailing Candidate` : Name of the trailing candidate.
- `Trailing Party` : Name of the trailing party.
- `Margin` : Vote margin between the leading and trailing candidates.
- `Status` : Status of the election result (e.g., Won, Lost, Leading, Trailing).

## 2. Party Alliance Data:

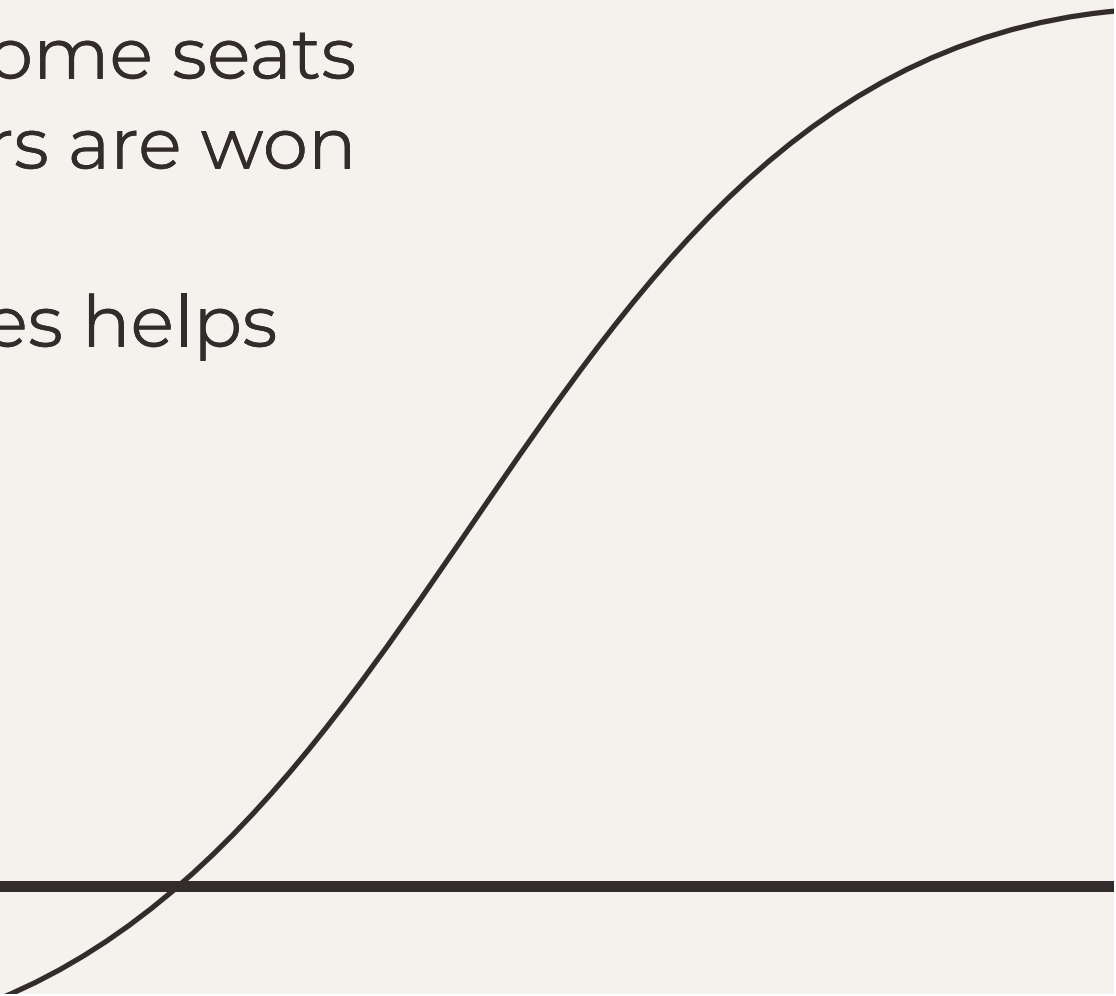
- `Party Name` : Name of the political party.
- `Alliance Name` : Name of the political alliance the party belongs to.

# Interactive Dashboard

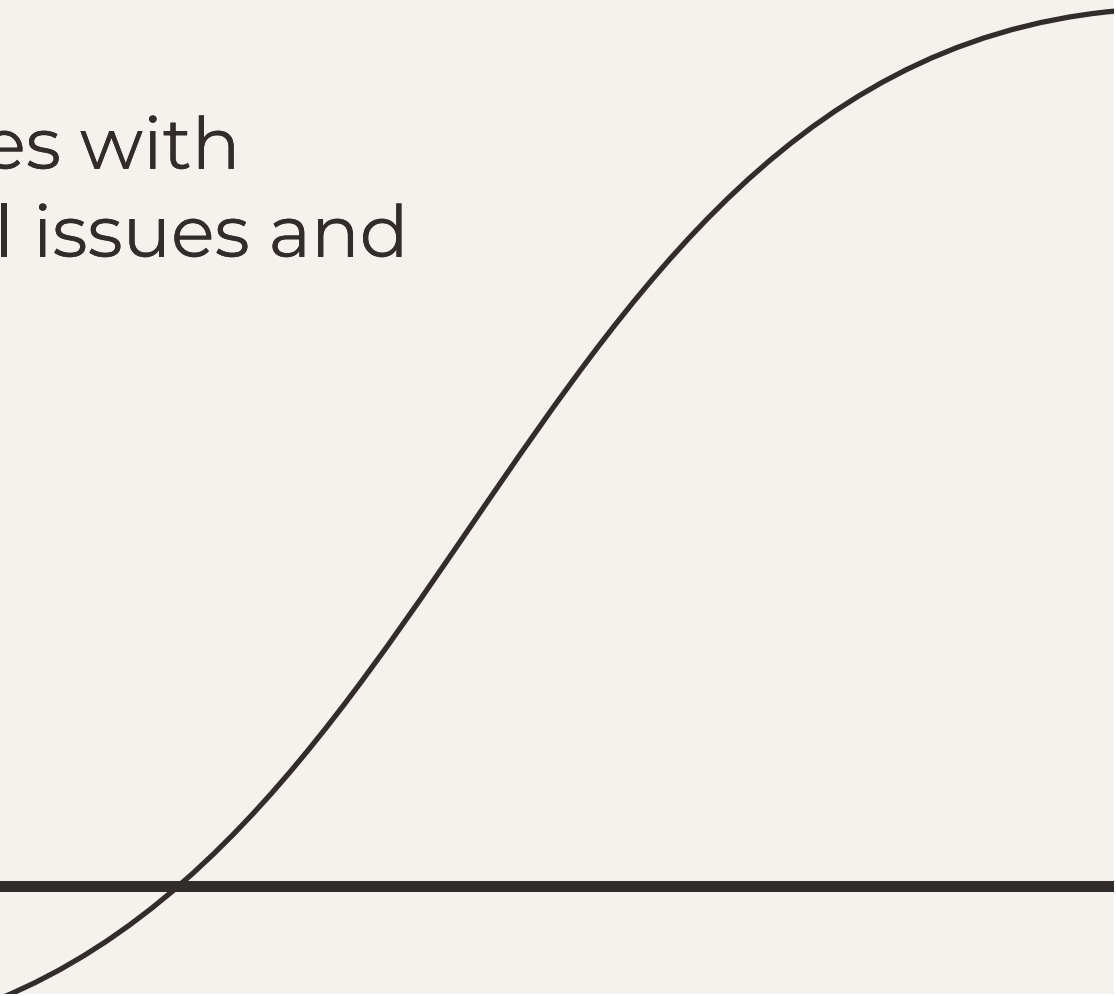




# Insights

- Bharatiya Janata Party (BJP) has the highest number of seats won, followed by the Indian National Congress (INC). This indicates BJP's strong performance in the 2024 elections.
  - The NDA alliance has a significant lead over the INDIA and Independent alliances in terms of seats won.
  - Certain states show strong preferences for specific alliances, e.g., BJP in Uttar Pradesh, and NDA alliance having a stronghold in various states.
  - The margins of victory vary significantly across constituencies. Some seats are won by large margins, indicating strong support, while others are won by narrow margins, indicating competitive races.
  - Comparing the vote margins between leading and trailing parties helps identify constituencies with highly competitive races.
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# Recommendations

- For BJP: Continue to focus on stronghold states while expanding influence in competitive regions. Leverage successful campaign strategies in regions where they have a significant lead.
  - For INC: Strengthen grassroots connections and address local issues in regions where they are competitive. Form alliances with regional parties to boost their overall seat count.
  - For Smaller Parties and Independents: Consider strategic alliances with larger parties to improve election chances. Focus on unique local issues and build a strong regional presence.
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The image features a light gray background with two thin, dark horizontal lines. A smooth, dark curve starts from the left edge, crosses the top horizontal line, and curves upwards. Another smooth, dark curve starts from the bottom edge, crosses the bottom horizontal line, and curves upwards towards the right edge.

Thanks!