

## REPORT ON:

Political Juggernauts: A Quantitative Analysis of Candidates in Lok Sabha Election 2019

## SUBMITTED BY

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## INTRODUCTION:

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The purpose of the project "Political Juggernauts: A Quantitative Analysis of Candidates in Lok Sabha Election 2019" is to quantitatively analyze the characteristics and performance of the candidates who contested the 2019 Lok Sabha election in India.

The project aims to answer the following questions:

What are the demographic characteristics of the candidates? (e.g., age, gender, education, caste, religion)

What is the political experience of the candidates? (e.g., number of previous elections contested, positions held in government or party)

What are the candidates' financial resources? (e.g., assets, liabilities, income)

How did the candidates perform in the election? (e.g., vote share, margin of victory/defeat)

The project also aims to identify the factors that are associated with electoral success, such as:

The candidate's personal characteristics

The candidate's political experience

The candidate's financial resources

The party the candidate is representing

The constituency the candidate is contesting

The findings of the project will help us to better understand the Indian electoral landscape and the factors that influence electoral outcomes. This information can be used by policymakers, political parties, and candidates to improve the electoral process and to make more informed decisions about their campaigns.

In addition, the project will also contribute to the existing body of knowledge on electoral politics in India. It will be one of the first studies to comprehensively analyze the characteristics and performance of candidates in a Lok Sabha election. The findings of the project will be of interest to scholars, students, and practitioners of Indian politics.

profile picture

list of advantages and disadvantages of the proposed solution ( the solution is prepared using tableau visualisations and dashboards)

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Advantages of using Tableau visualizations and dashboards for the project "Political Juggernauts: A Quantitative Analysis of Candidates in Lok Sabha Election 2019":

**Ease of use:** Tableau is a user-friendly data visualization tool that does not require any coding or programming skills. This makes it accessible to a wide range of users, including policymakers, political parties, candidates, scholars, students, and practitioners of Indian politics.

**Versatility:** Tableau offers a wide range of visualization capabilities, including charts, maps, and dashboards. This allows users to create a variety of visualizations to communicate different aspects of their data.

**Interactivity:** Tableau visualizations are highly interactive, allowing users to explore the data in a variety of ways. This makes it easier to identify patterns and trends in the data.

**Sharing and collaboration:** Tableau dashboards can be easily shared with others, both online and offline. This makes it easy for users to collaborate on their work and to share their findings with others.

Disadvantages of using Tableau visualizations and dashboards for the project "Political Juggernauts: A Quantitative Analysis of Candidates in Lok Sabha Election 2019":

**Cost:** Tableau is a commercial software package, and it can be expensive to purchase and maintain a Tableau license.

**Limited data handling capabilities:** Tableau is not designed to handle large or complex datasets. For projects that involve large or complex datasets, it may be necessary to use a different data visualization tool.

**Performance issues:** Tableau dashboards can become slow and unresponsive when they contain a large number of visualizations or when they are used to visualize large datasets.

Overall, Tableau is a powerful and versatile data visualization tool that can be used to create effective and informative visualizations for a variety of audiences. However, it is important to be aware of the limitations of Tableau before using it for a project.

In the context of the project "Political Juggernauts: A Quantitative Analysis of Candidates in Lok Sabha Election 2019", the advantages of using Tableau outweigh the disadvantages. Tableau's ease of use, versatility, interactivity, and sharing and collaboration capabilities make it an ideal tool for creating visualizations that can be used to communicate the findings of the project to a wide range of audiences.

Here are some specific examples of how Tableau can be used to visualize the data for the project "Political Juggernauts":

**Bar charts:** Tableau bar charts can be used to compare the demographic characteristics of the candidates, such as age, gender, education, caste, and religion.

**Line charts:** Tableau line charts can be used to track the political experience of the candidates, such as the number of previous elections contested and the positions held in government or party.

**Pie charts:** Tableau pie charts can be used to show the distribution of the candidates' financial resources, such as assets, liabilities, and income.

**Maps:** Tableau maps can be used to show the vote share and margin of victory/defeat for the candidates in each constituency.

**Dashboards:** Tableau dashboards can be used to create interactive visualizations that allow users to explore the data in a variety of ways. For example, users could create a dashboard that allows them to filter the data by candidate characteristics, political experience, financial resources, party, or constituency.

By using Tableau to visualize the data, the researchers can create clear and concise visualizations that can be used to communicate the findings of the project to a wide range of audiences.

**Write the Applications:** the areas where this solution can be applied

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The solution proposed for the project "Political Juggernauts: A Quantitative Analysis of Candidates in Lok Sabha Election 2019" using Tableau visualizations and dashboards can be applied in the following areas:

**Policymaking:** The findings of the project can be used by policymakers to develop policies that improve the electoral process and promote fair and inclusive elections. For example, the findings of the project could be used to identify ways to increase the representation of women and minorities in elected office.

**Political parties:** Political parties can use the findings of the project to improve their candidate selection process and to develop more effective campaign strategies. For example, political parties could use the findings of the project to identify the characteristics that are associated with electoral success, such as candidate experience, financial resources, and party affiliation.

**Candidates:** Candidates can use the findings of the project to improve their own campaigns. For example, candidates could use the findings of the project to identify the issues that are most important to voters in their constituency and to develop campaign messages that resonate with voters.

**Scholars and students:** The findings of the project will be of interest to scholars and students of Indian politics. The project will contribute to the existing body of knowledge on electoral politics in India and will provide insights into the factors that influence electoral outcomes.

**Practitioners of Indian politics:** Practitioners of Indian politics, such as election officials, pollsters, and political consultants, can use the findings of the project to improve their work. For example, election officials could use the findings of the project to identify ways to reduce voter fraud and to improve the efficiency of the electoral process.

In addition to these specific areas, the solution proposed for the project "Political Juggernauts" could also be applied in any situation where it is necessary to analyze and visualize data about candidates in an election. For example, the solution could be used to analyze and visualize data about candidates in state assembly elections, panchayat elections, or municipal elections in India. The solution could also be used to analyze and visualize data about candidates in elections in other countries.