

# **DATA LITERACY WITH TABLEAU**

## **POLITICAL JUGGERNAUTS: A QUANTITATIVE ANALYSIS OF CANDIDATES IN THE 2019 LOKSABHA ELECTIONS**

**A**

**Project report**

**Submitted to**

**Alagappa university,  
Karaikudi**

**Through**



**under**



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## **1. INTRODUCTION**

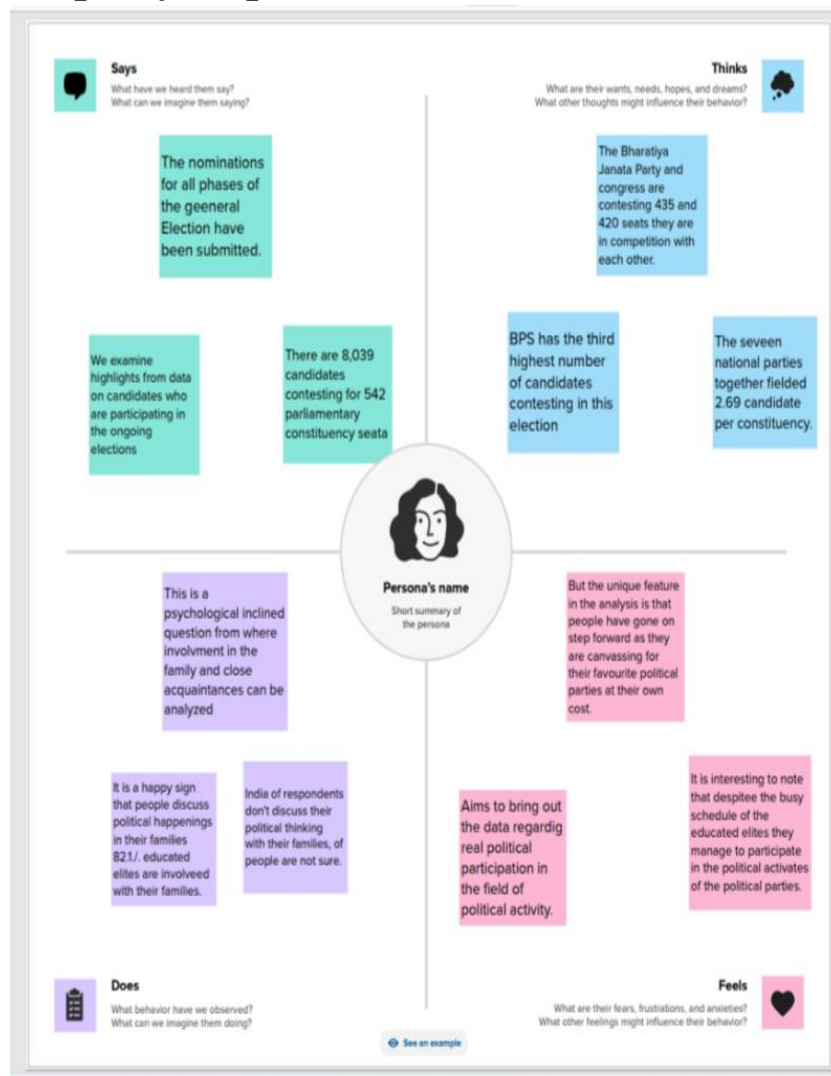
**Political Juggernauts: A Quantitative Analysis of  
Candidate in the 2019 Lok Sabha Elections.**

## 1.1 Overview

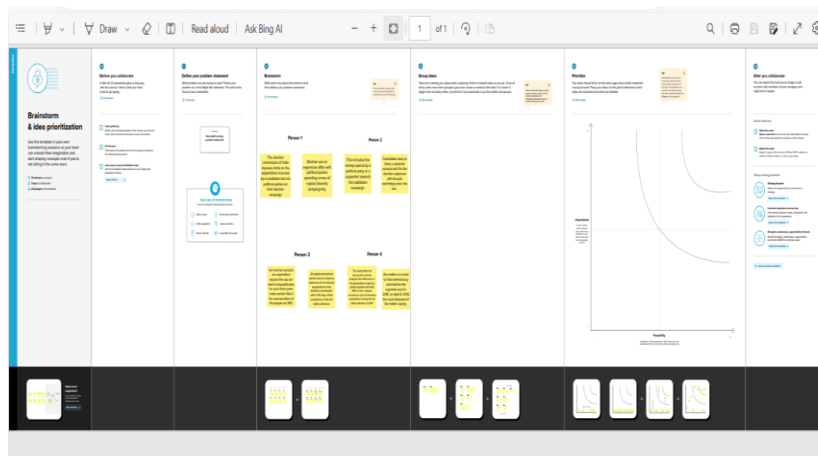
**Political Implications:** Depending on the projects goals, it might discuss the policy implications of the findings. For instance, if the analysis reveals a lack of gender diversity among candidates, it could propose policy recommendations to address this issue.

## 2. Problem Definition & Design Thinking

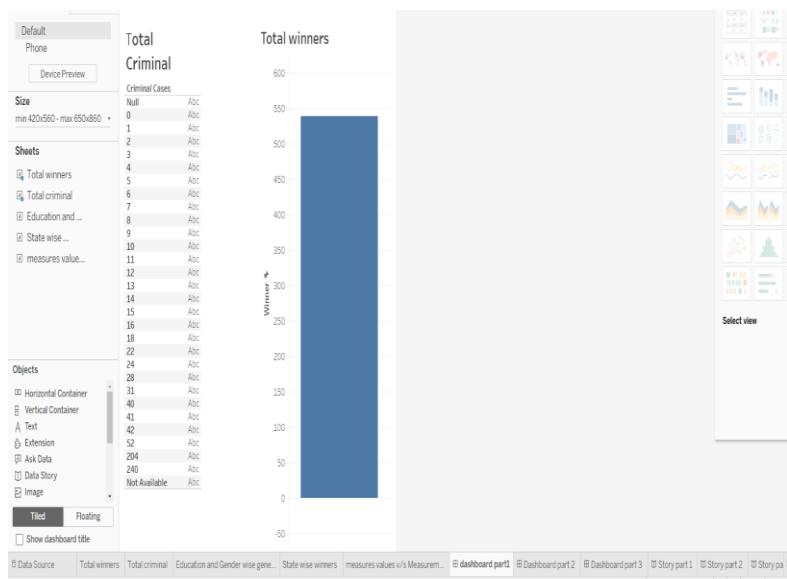
### 2.1 Empathy map

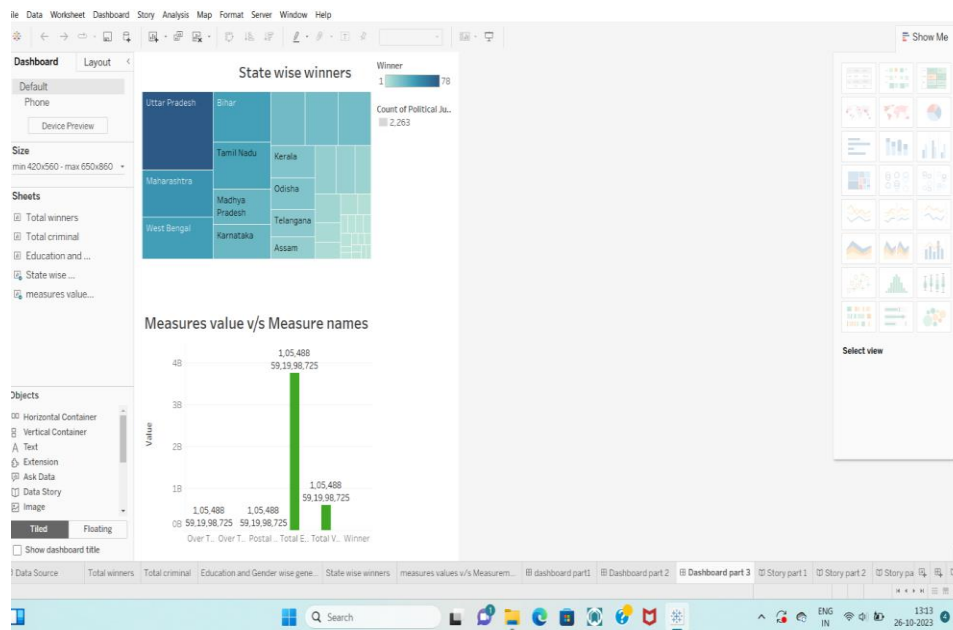
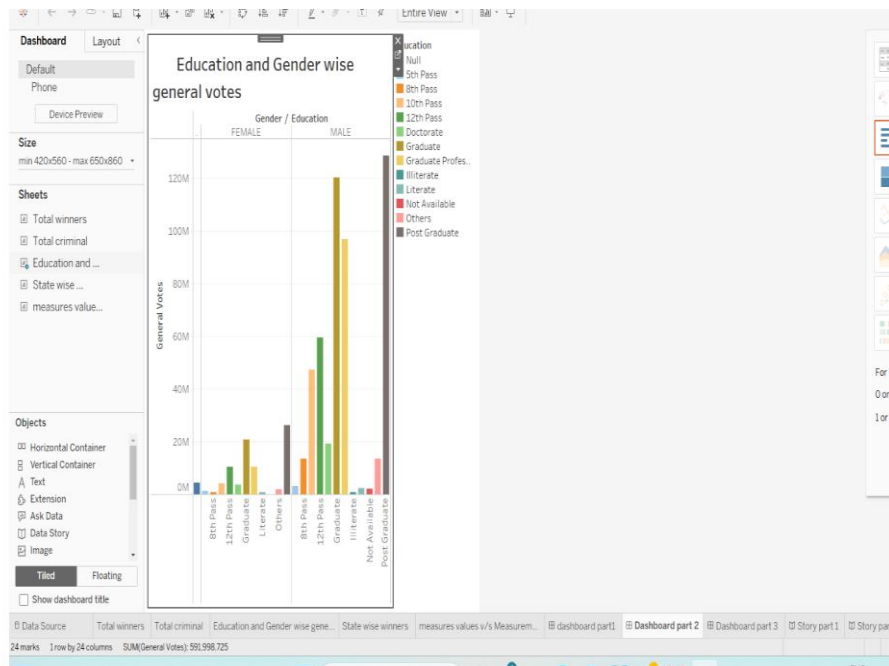


## 2.2 Ideation & Brainstorming Map



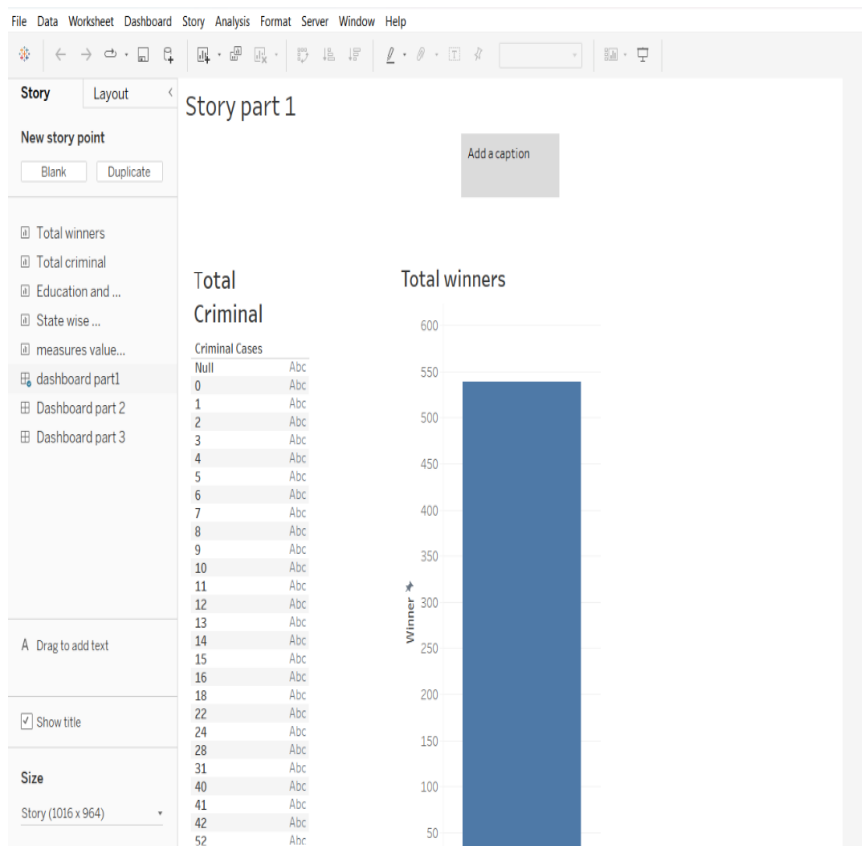
## 3. Result



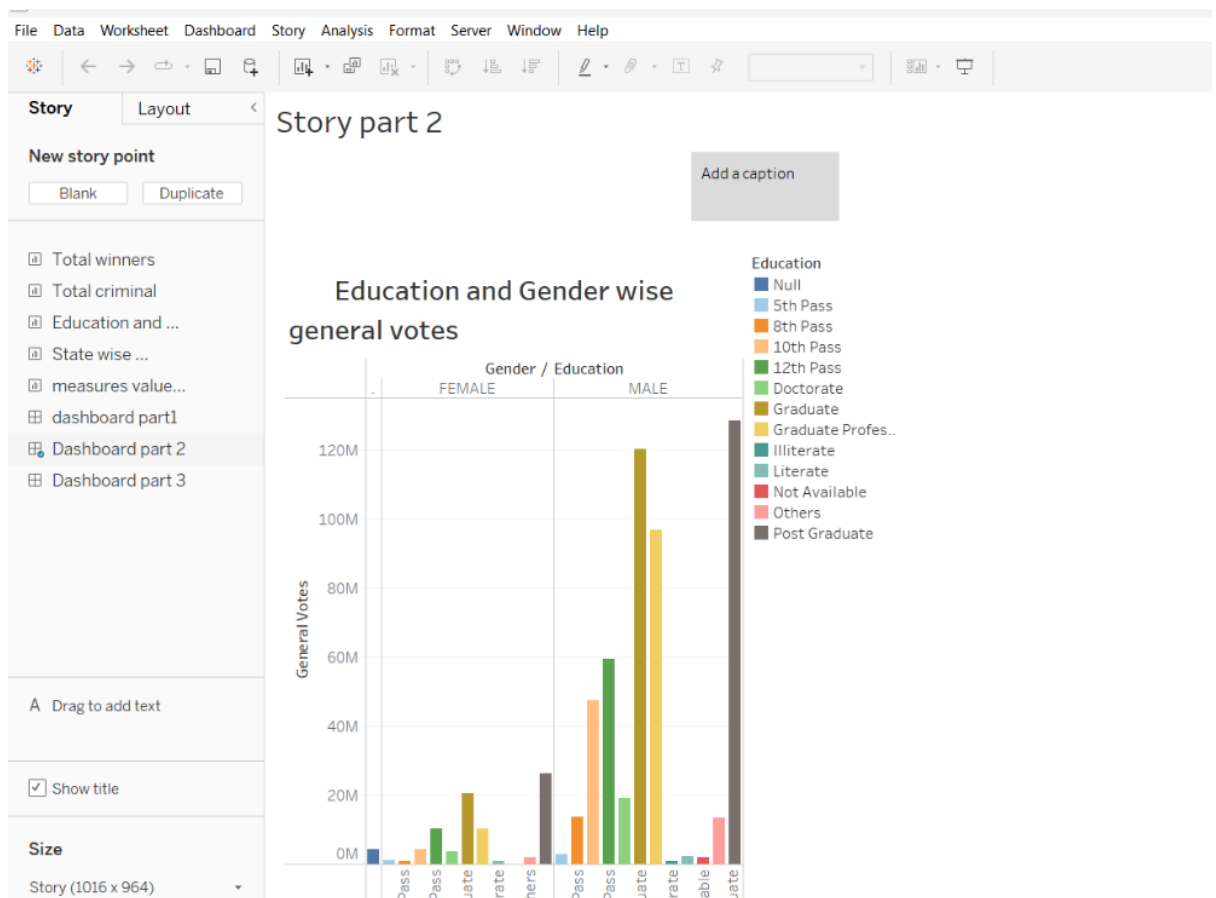


## 4. Story

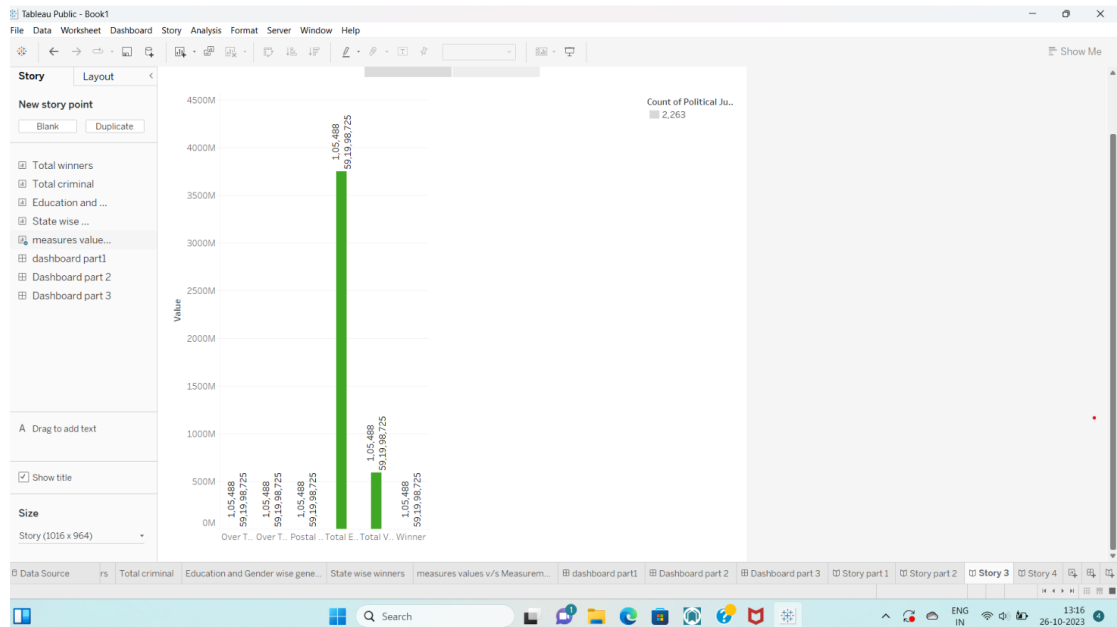
# I) Story 1



## II) story 2

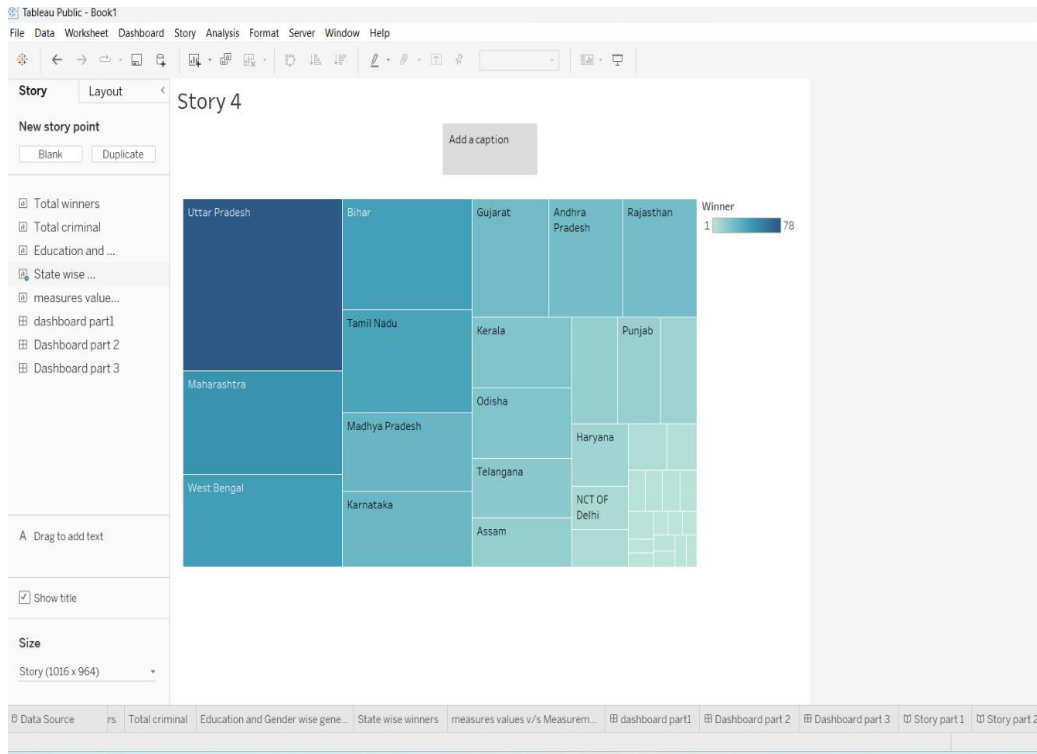


### III) Story 3



### IV) Story4





## 5. ADVANTAGES &DISADVANTAGES

### Advantages:

**INFORMED DECISION -MAKING:** Voters can make more informed choices based on a better understanding of candidate profiles and their Qualification.

**TRANSPARENCY:** The analysis can help in revealing important information about candidates, such as criminal records, enhancing political transparency

**LONG-TERM IMPACT:** By understanding candidate landscapes, the project may influence future elections potentially leading to better representation and accountability

## **DISADVANTAGES:**

**LACK OF CAUSATION:** Quantitative analysis can establish correlations but may not always explain causation. It can be challenging to determine why certain trends or patterns exist.

**POTENTIAL FOR MISUSE:** The data can be misused for political purposes, such as selective reporting of findings to support a particular agenda.

**PRIVACY CONCERNS:** The publication of candidates' personal information such as criminal records, may raise privacy concerns and ethical considerations should be taken into account.

## **5.APPLICATIONS**

### **GOVERNMENT AND POLICY:**

**Guiding government and policymakers in developing evidence based policies to address issues like gender representatives or criminal records in politics.**

#### **ACADEMIC RESEARCH:**

**Serving as a valuable resources for researches and scholars interested in the field of political science, sociology and public policy.**

#### **MEDIA AND JOURNALISM:**

**Providing data and insights for journalists to report on election dynamics, candidates profiles, and political trends.**

#### **NON-GOVERNMENTAL ORGANIZATION(NGOs):**

**Offering valuable information to NGOs working on issues related to political reform, gender equality, and transparency.**

### **6. CONCLUSION:**

**In our comprehensive analysis of the candidate in the 2019 lok sabha elections, We embarked on a journey to unravel the intricacies of Indian democracy. Our aim was to provide a quantitative examination of the individuals who**

**participated in this pivotal democratic exercise, shedding light on various aspects of the political landscape. Here are the key findings and conclusions.**

## **1.GENDER DIVERSITY:**

**Our analysis revealed a notable gender imbalance among candidates with a significant underrepresentation of women. This finding underscores the need for measures to encourage and support more women to participate in parties promoting gender equality and diverse perspectives in governance**

## **2.EDUCATIONAL BACKGROUND:**

**We found that candidates came from diverse educational backgrounds with a mix of academic qualification. This highlights the importance of well rounded and diverse group of candidates who can bring a range of skills and knowledge to the political arena.**

## **3.PARTY AFILIATIONS:**

**Political party affiliations played a significant role in candidate selection, with parties choosing candidates based on a variety of factors including factors such as caste, religion and**

**local popularity. This underscores the complexity of candidates selection processes and the influence.**

#### **4.CRIMINAL RECORDS:**

**A notable percentage of candidates had criminal records. This finding emphasizes the importance of transparency and accountability in candidate selection with implications for electoral reforms to ensure that individuals with criminal backgrounds do not find their way into the political arena**

#### **5. REGIONAL VARIATIONS:**

**Our analysis revealed regional variations in candidates profiles, reflecting the unique political dynamics in different parts of the country, Understanding these regional variations is critical for comprehending the diversity on Indian policies.**

#### **7.FUTURE SCOPE:**

**LONGITUDINAL ANALYSIS: Extend the analysis by including data from multiple elections cycles to identify trends and changes in candidates profiles over time. This would provide a more dynamic view of the political landscape.**

**REAL-TIME DATA:** Utilize real-time or more up-to-date data to ensure that the analysis remains relevant and reflective of the current political climate.

**DEEP DIVE INTO SPECIFIC ASPECTS:** Gender Analysis conduct a more in depth gender analysis, exploring the barriers to women's representation on policy outcome.

**COMPARATIVE ANALYSIS:** Compare candidate profiles and electoral dynamics across different states or regions in India to uncover regional variations and understand of the decision hoe they affect candidate selection and electoral outcomes.

**POLICY IMPACT ASSESSMENT:** Assess the impact of policy changes or electoral reforms on candidates profiles and electoral outcomes. This would provide valuable feedback on the effectiveness of these measures.

**VISUALIZATION TOOLS:** Develop interactions data visualization tools that allow users to explore the data, draw their conclusions, and gain a better understanding of the findings.

**PUBLIC ENGAGEMENT:** Develop educational materials and public awareness campaigns to disseminate the findings to a broader audience empowering citizens with knowledge about their electoral choices.

**FEEDBACK AND ITERATION:** Continuously seek feedback from users, stakeholders , and the academic community

to improve the analysis methodology and refine the research questions

**By implementing these enhancements the projects can evolve to provide even more comprehensive up-to-date, and actionable insights into the world of Indian politics, contributing to grater transparency, accountable and informed decision making in the electoral process.**

