

ONGOLE PARLIAMENT ELECTIONS PREDICTIONS & ACTION PLAN

Nageswar Rao

M V Nikesh

POLITICAL PULSE



ONGOLE CONSTITUTION POLITICAL AGENDA

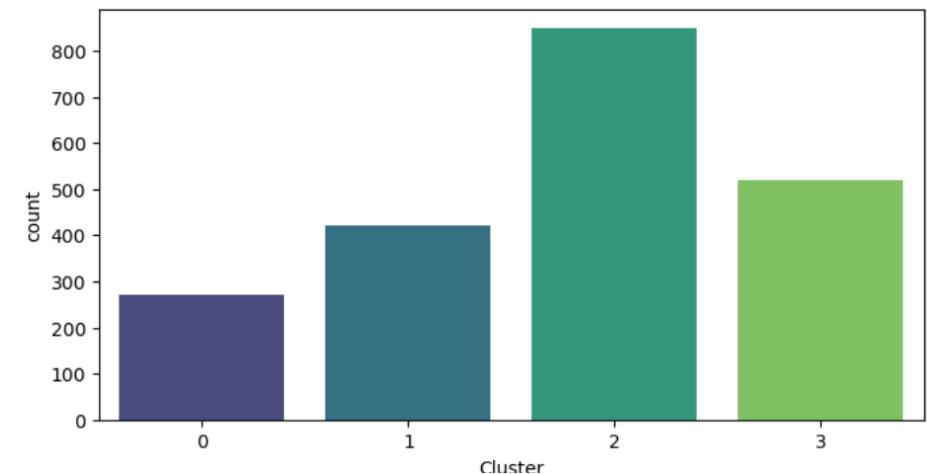
- To attain public opinion on political parties and nominees we established a survey for upcoming elections.
- We received 2000 responses from the first round of survey sessions in the complete Ongole Parliament.
- Some of important metrics obtained from responses to identify and track the candidate and party exposure were obtained.
- Gender ratio, Age Group segmentation and Public opinion and willingness to vote for upcoming elections.the

Name	Gender	2024 ఒంగోలు పార్టీమంత్ ఎన్సైకోల్ మీరు ఏ పార్టీకి ఉటు వేయాలనుకుంటున్నారు?	2024 ఒంగోలు పార్టీమంతరీ నియోజకవర్ధ ఎన్సైకోలకు ఎవరు ఈత్తము ఎంచేక?	ఏ ఎంపీ గారి పనిశీలు మీకు సభీంది? Age
0	Sai	1	TDP + JSP	మాగుంట త్రేనివాస్ రథ్మి 27
1	Kasimbi	0	TDP + JSP	దాముచద్ర జనార్థన్ NaN 27
2	Shaik Mahaboo jani	0	YSRCP	బాలిసెన త్రేనివాస్ రథ్మి 27
3	Pawan	1	OTHER'S	మాగుంట రాఘవరథ్మి Young leader 27
4	Saikrishna	1	YSRCP	మాగుంట త్రేనివాస్ రథ్మి 27

CLUSTER CLASSIFICATION

- We obtained by converting the Age metric into Age Groups of 18-24, 25-34, 35-49, 50-64, and 65+.
- To get more insights on the whole level, data is further classified into clusters based on gender and age factors.
- 2000 responses are divided into 4 different clusters

Name	Gender	2024 ఒంగేలు పార్ట్‌మెంట్ ఎన్నికలో మరు ఏ పార్ట్‌కి తీటు వేయాలనుకుంటున్నారు?	2024 ఒంగేలు పార్ట్‌మెంట్ ఎన్నికలకు ఎవరు ఉత్సవ ఎంచే?	నీ ఎంపి గారి పంచిల్య మీకు నర్చంది?	Age Group	Cluster	
0	Sai	1	TDP + JSP	మాగంట శ్రీవిషన్ రాధి	మాగంట శ్రీవిషన్ రాధి	25-34	2
1	Kasimbi	1	TDP + JSP	దమచర్చ ఇన్ఫోన్	NaN	25-34	2
2	Shaik Mahaboo jani	1	YSRCP	బలిసని శ్రీనివాస్ రాధి	మాగంట శ్రీవిషన్ రాధి	25-34	2
3	Pawan	1	OTHER'S	మాగంట రాఘవరాధి	Young leader	25-34	2
4	Saikrishna	1	YSRCP	మాగంట శ్రీవిషన్ రాధి	మాగంట శ్రీవిషన్ రాధి	25-34	2

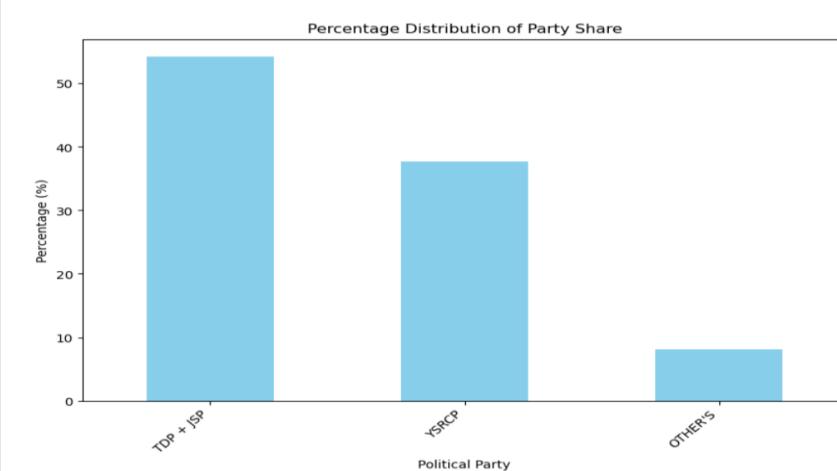




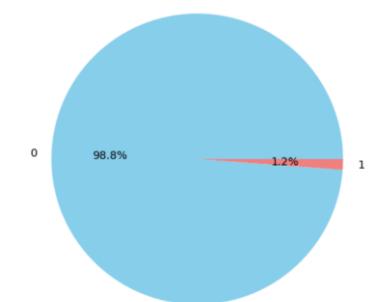
CLUSTER1 ANALYSIS

Interpretation

- . Based on variables on Age group **and** gender of data points, using K Means algorithm to find clusters
- . Total data points consists of **2061**.
- . Cluster1 consists of **422** people(data points) of population.
- . Cluster1 consists of Age group of **18-24**.
- . Female consists **99%** **and** Male consists of **1%**.
- . Majority of the population lies **in** age group of **18-24**.
- . Cluster1 population registered **53% for TDP , 37% for YSCP and 10% for others** of willingness to cast vote **for** upcoming elections
- . Irrespective of Political Party, candidates expressed their favournness among the nomination candidates.
- . Nomination candidates were encoded **with** labels **as**
- . **14** - Magunta Raghava Reddy
- . **13**- Balineni Srinivas Reddy
- . **11** - Damacharla Janardhan
- . **15** - Magunta Srinivas Reddy
- . **16**- Y V Subbareddy
- . **10** - Karanam Balaram
- . **17** - Sidha Raghavarao
- . Among the Prominent nominees **in** Cluster3
Damacharla Janardhan(**11**) secures **36%**
Balineni Srinivas Reddy(**13**) **23%**
Magunta Srinivas Reddy(**15**) **13%**
Y V Subbareddy(**16**) **8%**
Karanam Balaram(**10**) **6%**
Sidha Raghavarao(**17**) **5%**
Magunta Raghava Reddy(**14**) **4%**
- . Cluster1 population expressed their inclination towards TDP Party **with** Damacharla Janardhan, Balineni Srinivas Reddy **and** Magunta Srinivas Reddy **as** top priority **in** terms of candidates.



0 = female
1= Male

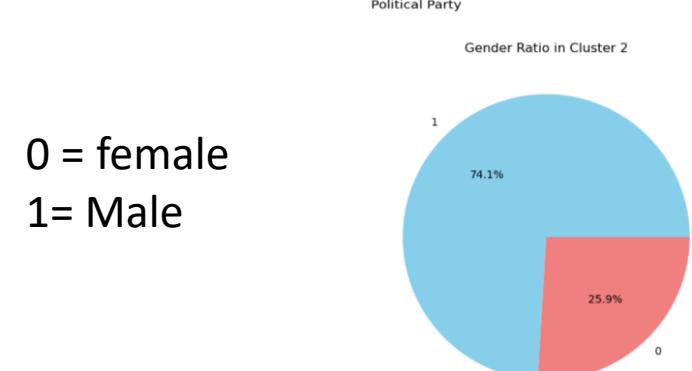
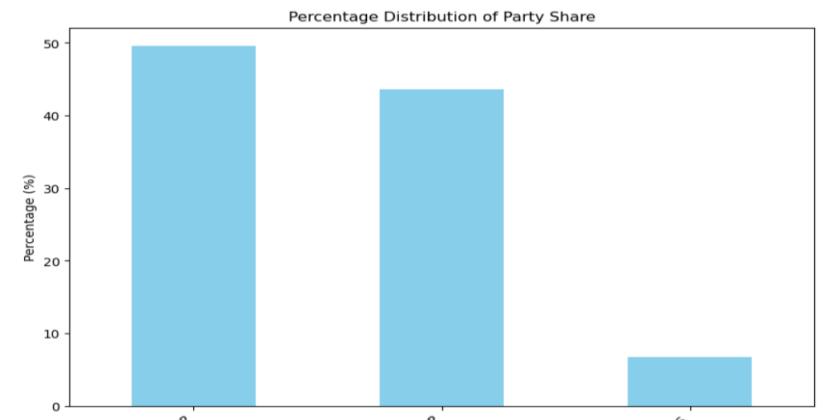
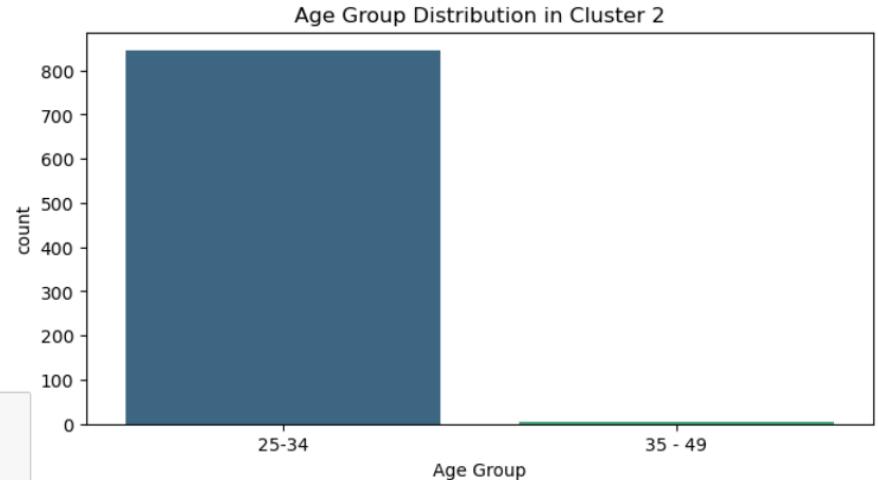




CLUSTER2 ANALYSIS

Interpretation

- . Based on variables on Age group **and** gender of data points, using K Means algorithm to find clusters
- . Total data points consists of **2061**.
- . Cluster2 consists of **848** people(data points) of population.
- . Cluster2 consists of Age group of **25-34**.
- . Female consists **26%** **and** Male consists of **74%**.
- . Majority of the population lies **in** age group of **25-34**.
- . Cluster2 population registered **50% for TDP , 43% for YSCP and 7% for others** of willingness to cast vote **for** upcoming elections.
- . Irrespective of Political Party, candidates expressed their favourability among the nomination candidates.
- . Nomination candidates were encoded **with** labels **as**
- . **42** - Magunta Raghava Reddy
- . **41** - Balineni Srinivas Reddy
- . **37** - Damacharla Janardhan
- . **43** - Magunta Srinivas Reddy
- . **38** - Nukasani Balaji
- . **44** - Y V Subbareddy
- . **36** - Karanam Balaram
- . Among the Prominent nominees **in** Cluster3
 - Magunta Srinivas Reddy(**43**) secures **26%**
 - Damacharla Janardhan(**37**) **24%**
 - Balineni Srinivas Reddy(**41**) **15%**
 - Nukasani Balaji(**38**) **11%**
 - Magunta Raghava Reddy(**12**) **10%**
 - Y V Subbareddy(**27**) **6%**
 - Karanam Balaram(**21**) **3%**
- . Cluster2 population expressed their inclination towards TDP Party **with** Magunta Srinivas Reddy, Damacharla Janardhan **and** Balineni Srinivas Reddy **as** top priority **in** terms of candidates.



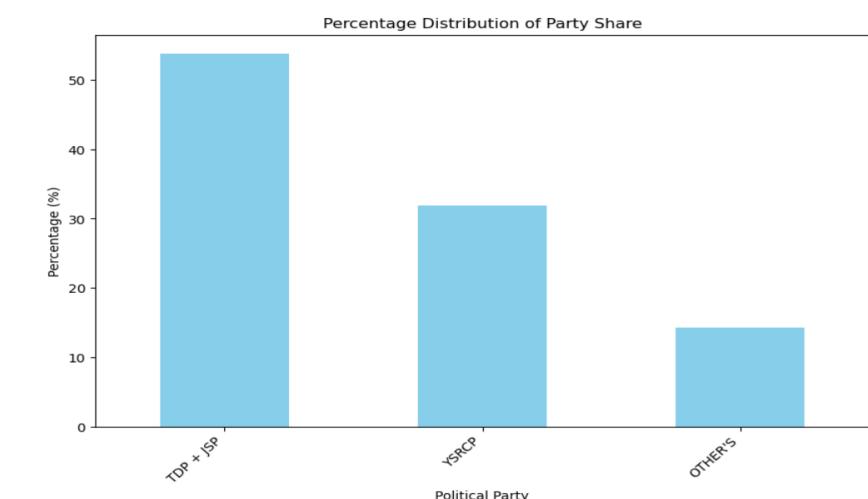
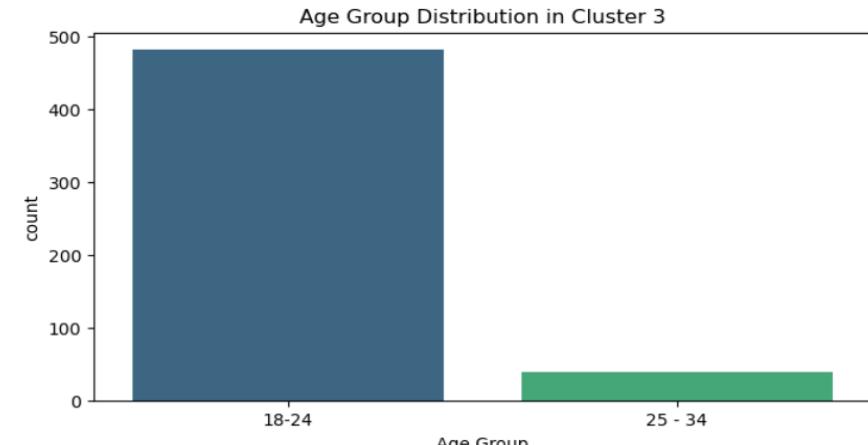
0 = female
1= Male



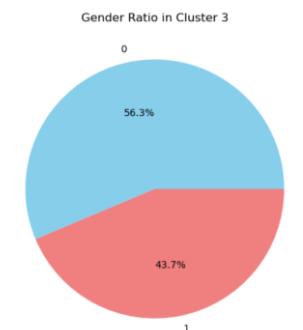
CLUSTER3 ANALYSIS

Intrepretation

- . Based on variables on Age group **and** gender of data points, using K Means algorithm to find clusters
- . Total data points consists of **2061**.
- . Cluster3 consists of **520** people(data points) of population.
- . Cluster3 consists of Age group of **18-24, 25-34**.
- . Female consists **56%** **and** Male consists of **43%**.
- . Majority of the population lies **in** age group of **18-24**.
- . Cluster3 population registered **55% for TDP , 32% for YSCP and 12% for others** of willingness to cast vote **for** upcoming elections
- . Irrespective of Political Party, candidates expressed their favournness among the nomination candidates.
- . Nomination candidates were encoded **with** labels **as**
- . **25 - Magunta Raghava Reddy**
- . **24 - Balineni Srinivas Reddy**
- . **22 - Damacharla Janardhan**
- . **26 - Magunta Srinivas Reddy**
- . **23 - Nukasani Balaji**
- . **27 - Y V Subbareddy**
- . **21 - Karanam Balaram**
- . Among the Prominent nominees **in** Cluster3
 - Damacharla Janardhan(**22**) secures **35%**
 - Balineni Srinivas Reddy(**24**) **18%**
 - Magunta Srinivas Reddy(26)** **14%**
 - Karanam Balaram(**21**) **11%**
 - Y V Subbareddy(27)** **7%**
 - Nukasani Balaji(**23**) **4%**
 - Magunta Raghava Reddy(12)** **3%**
- . Cluster3 population expressed their inclination towards TDP Party **with** Damacharla Janardhan, Balineni Srinivas Reddy **and** Magunta Srinivas Reddy **as** top priority **in** terms of candidates.



0 = female
1= Male

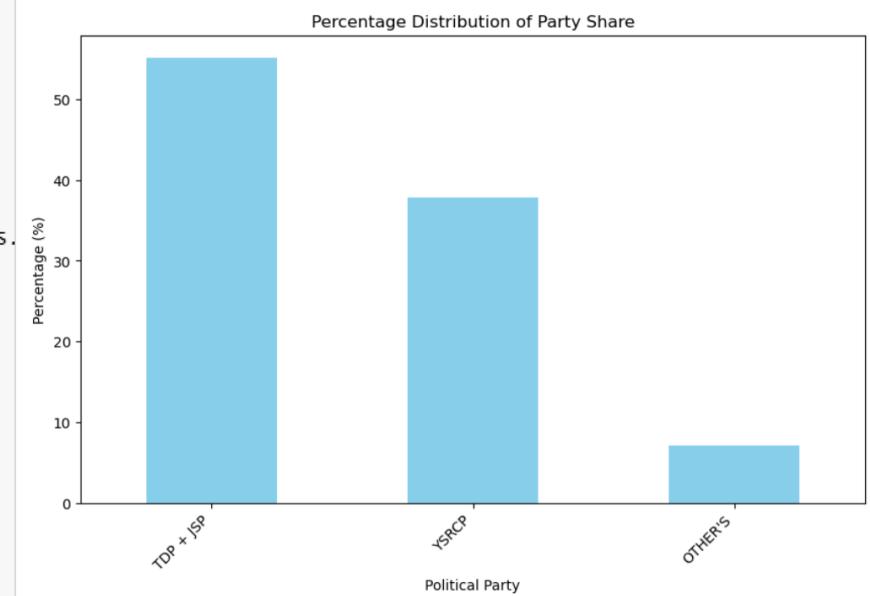
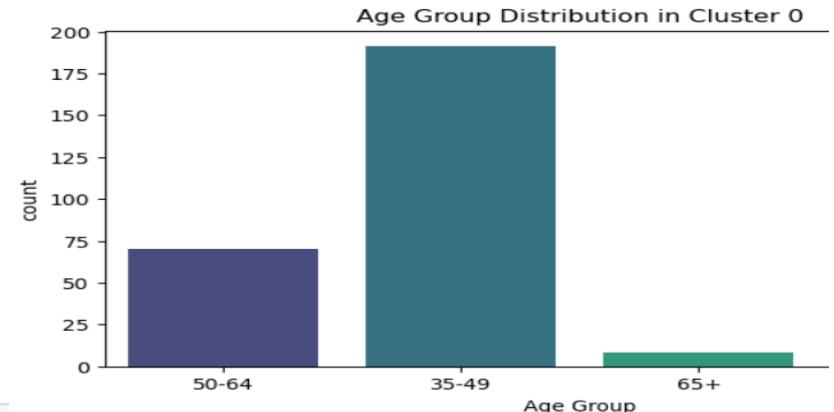


CLUSTER4 ANALYSIS

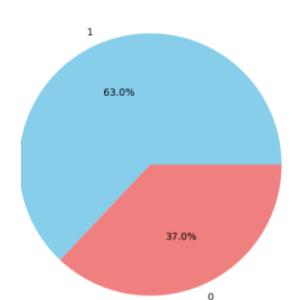
Interpretation

- . Based on variables on Age group **and** gender of data points, using K Means algorithm to find clusters
- . Total data points consists of **2061**.
- . Cluster0 consists of **270** people(data points) of population.
- . Cluster0 consists of Age group of **35-49, 50-64, 65+**
- . Female consists **37%** **and** Male consists of **63%**.
- . Majority of the population lies **in** age group of **35-49**.
- . Cluster0 population registered **55% for TDP** , **38% for YSCP** and **7% for others** of willingness to cast vote **for** upcoming elections.
- . Irrespective of Political Party, candidates expressed their favournness among the nomination candidates.
- . Nomination candidates were encoded **with** labels **as**
- . **12** - Magunta Raghava Reddy
- . **11**- Balineni Srinivas Reddy
- . **9** - Damacharla Janardhan
- . **13** - Magunta Srinivas Reddy
- . **10**- Nukasani Balaji
- . **14**- Y V Subbareddy
- . Among the Prominent nominees **in** Cluster0

Damacharla Janardhan(9)	secures	26%
Magunta Srinivas Reddy(13)		25%
Nukasani Balaji(10)		23%
Balineni Srinivas Reddy(11)		13%
Y V Subbareddy(14)		7%
Magunta Raghava Reddy(12)		5%
- . Cluster0 population expressed their inclination towards TDP Party **with** Damacharla Janardhan **and** Magunta Srinivas Reddy **as** top priority **in** terms of candidates.



0 = female
1= Male



ACTION PLAN & INSIGHTS

- Cluster 2, Cluster 3 consists majority population with 848, 520 people.
- Age groups in Cluster 2, and 3 are 25-34 and 18-24.
- Male population consists majority of both clusters.
- TDP secures a major share in all clusters for Public willingness of Political party.
- Female population occupies Cluster 1, Cluster 3 major pie.
- Male population occupies Cluster2, Cluster4 respectively.
- Magunta Srinivas Tops in Cluster 2 and Cluster 4 areas.