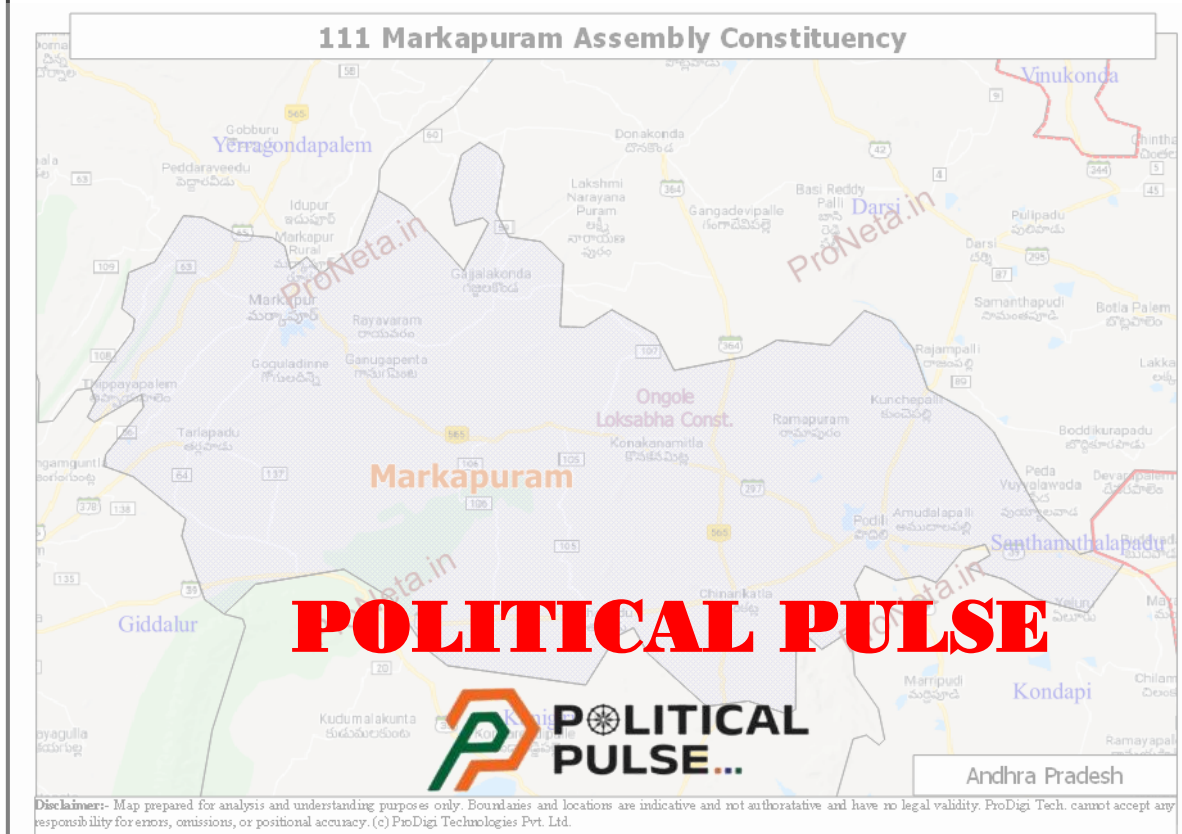


MARKAPURAM CONSTITUENCY DATA ANALYSIS REPORT



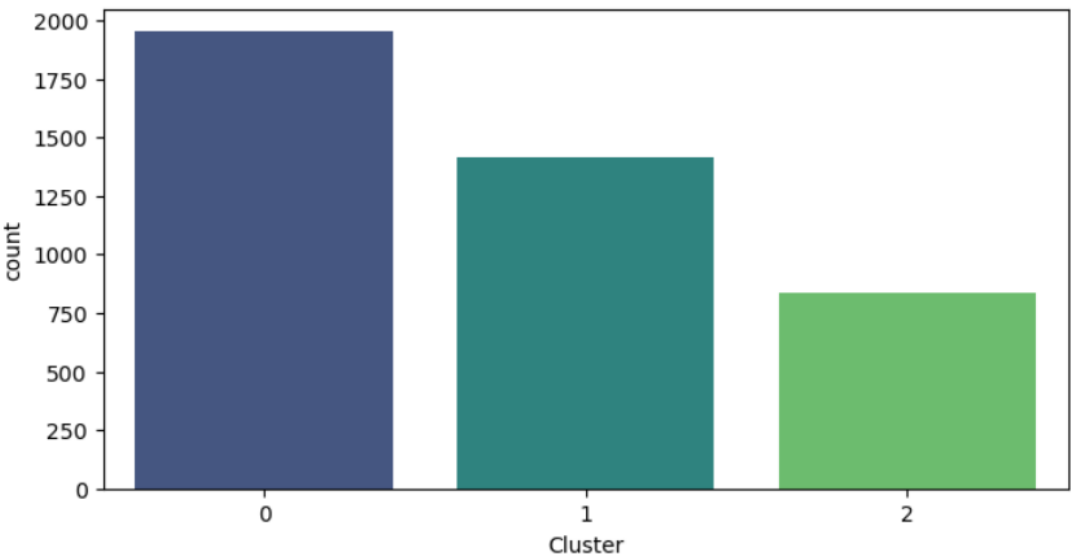
MARKAPURAM CONSTITUTION POLITICAL AGENDA

- To attain public opinion on political parties and nominees we established a survey for upcoming elections.
- We received a vast multitude of responses from the first round of survey sessions in the complete Markapuram Constitution.
- Some of the important metrics obtained from responses to identify and track the candidate and party exposure were obtained.
- Age Group, Gender, caste segmentation, Public opinion and willingness to vote for upcoming elections, Current MLA ruling opinion and Nominee candidates favor.

Mandal	గ్రామం పేరు	Gender	వయస్సు	2024 సార్వత్రిక ఎన్నికల్లో మీరు ఏ పార్టీకి ఓటు వేయాలనుకుంటున్నారు?	కుందూరు నాగార్జున రెడ్డి (ఎంఎల్ఏ) గారి పనితీరు పట్ల మీరు సంతోషిస్తున్నారా?	2024 ఎన్నికలలో మీరు ఎవరికి మద్దతు ఇవ్వాలనుకుంటున్నారు?	2024 సార్వత్రిక ఎన్నికల్లో మీరు ఏ MP అభ్యర్థికి ఓటు వేయాలనుకుంటున్నారు?	ఈ ysrocp ప్రభుత్వంలో మీకు ఏదైనా ప్రభుత్వ పథకం అందుతుందా?	Caste
Markapuram	Ekalavyanagar	1	25 - 36 వయస్సు	TDP + JSP	0	కందుల నారాయణ రెడ్డి	Magunta Srinivas Reddy	1	BC
Markapuram Municipality	Ekalavyanagar	1	25 - 36 వయస్సు	TDP + JSP	0	కందుల నారాయణ రెడ్డి	Magunta Srinivas Reddy	1	BC
Markapuram Municipality	Ekalavyanagar	1	25 - 36 వయస్సు	TDP + JSP	0	కందుల నారాయణ రెడ్డి	Magunta Srinivas Reddy	1	BC
Markapuram Municipality	Ekalavyanagar	1	37 - 49 వయస్సు	TDP + JSP	1	కందుల నారాయణ రెడ్డి	Magunta Srinivas Reddy	1	BC
Markapuram Municipality	Ekalavyanagar	1	37 - 49 వయస్సు	TDP + JSP	1	కందుల నారాయణ రెడ్డి	Magunta Srinivas Reddy	1	BC

CLUSTER CLASSIFICATION

- We obtained by converting the Age metric into Age Groups of 18-24, 25-36, 37-49, 50-65, and 65+.
- To get more insights on the whole level, data is further classified into clusters based on age factors.
- Complete responses are divided into 3 different clusters

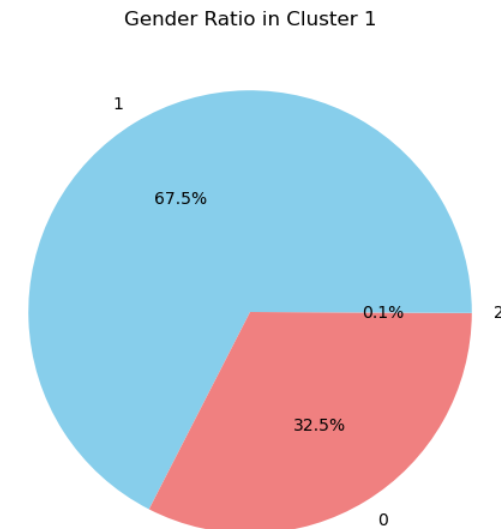
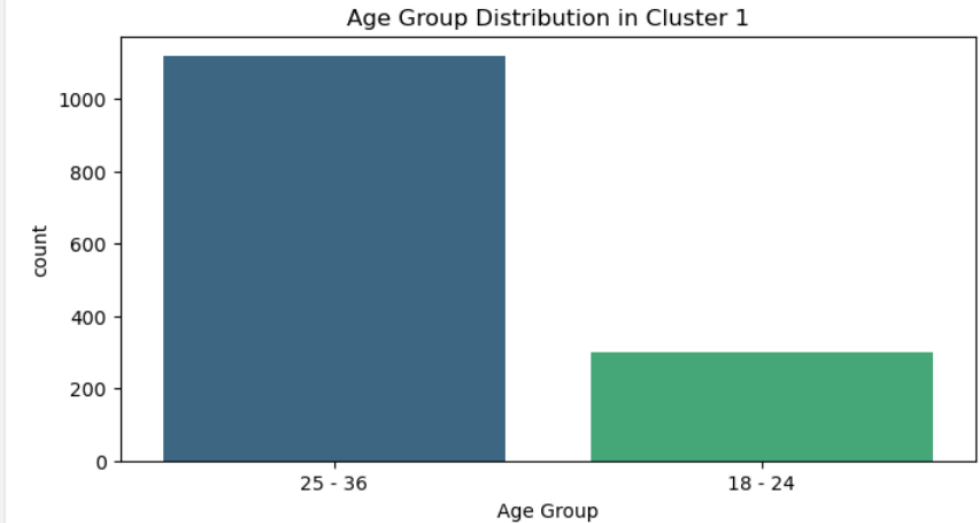


	Mandal	Gender	2024 సార్వత్రిక ఎన్నికల్లో మీరు ఏ పార్టీకి ఓటు వేయాలనుకుంటున్నారు?	కుందూరు నాగార్జున రెడ్డి (ఎంఎల్ఏ) గారి పనితీరు పట్ల మీరు సంతోషంగా ఉన్నారా?	2024 ఎన్నికలలో మీరు ఎవరికి మద్దతు ఇవ్వాలనుకుంటున్నారు?	2024 సార్వత్రిక ఎన్నికల్లో మీరు ఏ MP అభ్యర్థికి ఓటు వేయాలనుకుంటున్నారు?	ఈ yrsrep ప్రభుత్వంలో మీకు ఏదైనా ప్రభుత్వ పథకం అందుతుందా?	Caste	Age Group	Cluster
0	Markapuram	1	TDP + JSP	0	కందుల నారాయణ రెడ్డి	Magunta Srinivas Reddy	1	BC	25 - 36	1
1	Markapuram Municipality	1	TDP + JSP	0	కందుల నారాయణ రెడ్డి	Magunta Srinivas Reddy	1	BC	25 - 36	1
2	Markapuram Municipality	1	TDP + JSP	0	కందుల నారాయణ రెడ్డి	Magunta Srinivas Reddy	1	BC	25 - 36	1
3	Markapuram Municipality	1	TDP + JSP	1	కందుల నారాయణ రెడ్డి	Magunta Srinivas Reddy	1	BC	37 - 49	0
4	Markapuram Municipality	1	TDP + JSP	1	కందుల నారాయణ రెడ్డి	Magunta Srinivas Reddy	1	BC	37 - 49	0

CLUSTER ANALYSIS

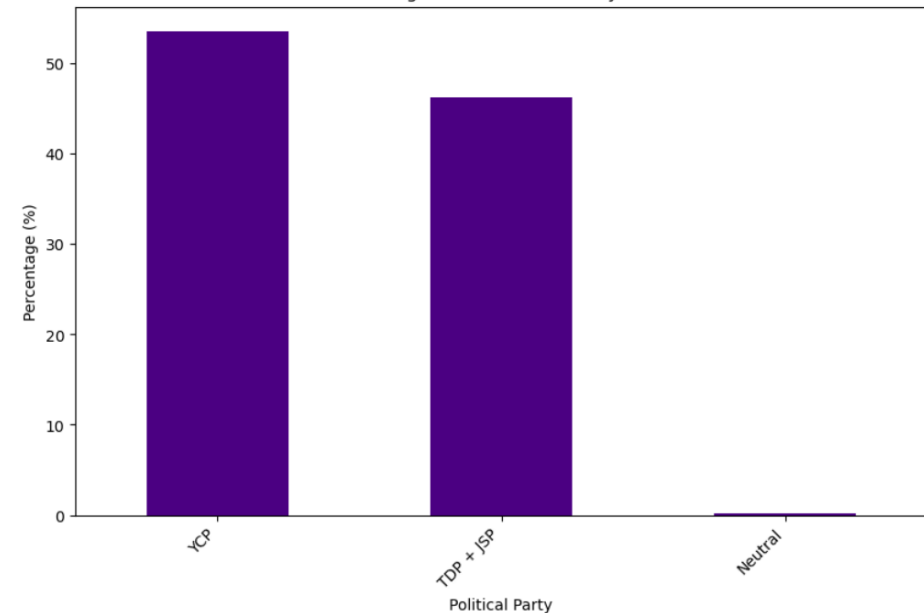
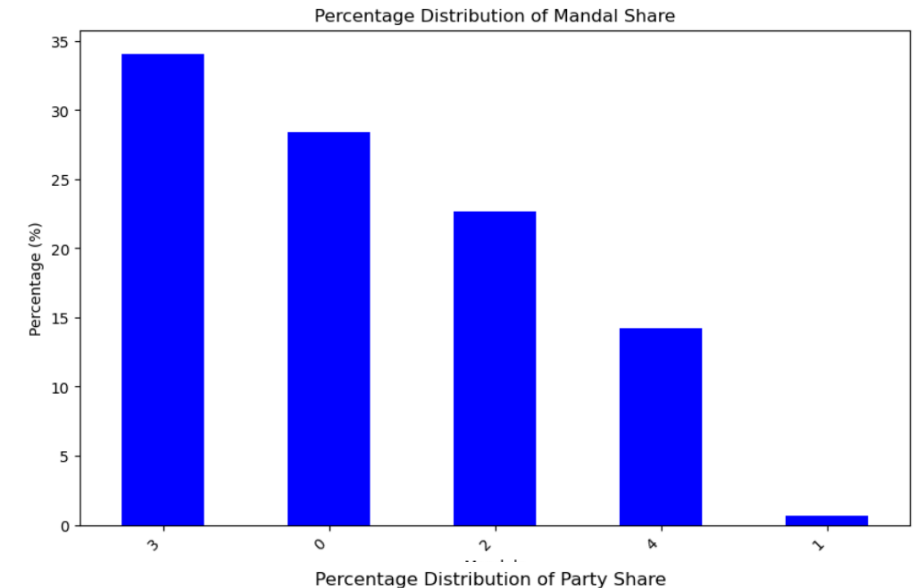
- Based on variables on Age group of data points, using K Means algorithm to find clusters
- Total data points consist of 4021 people.
- Cluster 1 consists of 1417 people(data points) of the population.
- Cluster 1 consists of the Age group of 25-36, 18-24.
- Majority of the population lies in the age group of 25-36.
- Male consists 67.5% and Female consists 32.5% Others consist of 0.1%.

0 – Female, 1 – Male 2 - Others



MANDAL SHARE & PUBLIC WILLINGNESS ON PARTY

- Under Markapuram Constituency responses from Mandals
 - markapuram rural(3) 34%
 - konakamitla(0) 28%
 - markapuram municipality(2) 23%
 - tarlupadu (4) 14%
 - markapuram (1) 1%
- Cluster1 population registered 53% for YSCP 46% for TDP and 1% for Neutral of willingness to cast a vote for upcoming elections

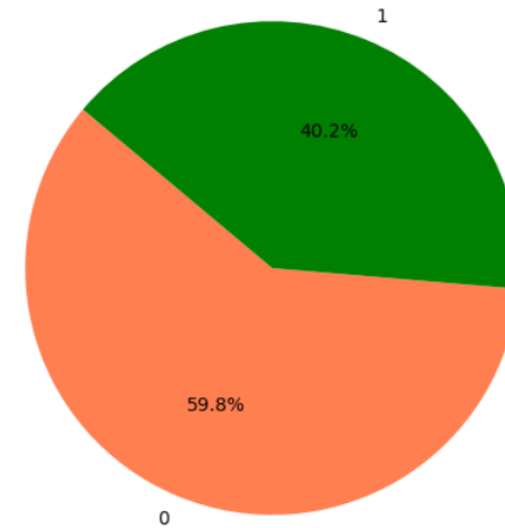


PUBLIC OPINION ON RULING PARTY

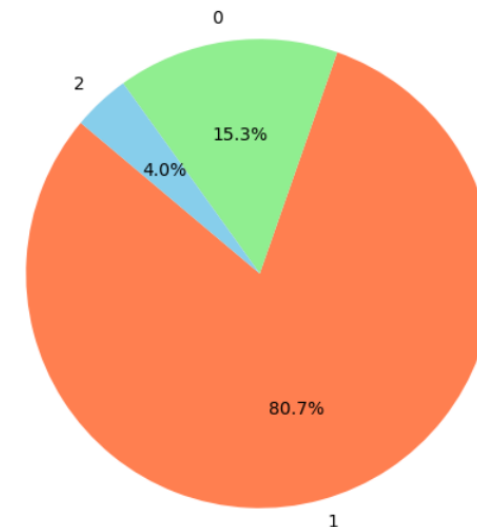
- Public shared opinion on the current MLA ruling with 59.8% not satisfied, and 49.2% being satisfied.
- Cluster1 population express their opinion on Ruling Party performance and Incentives being provided to public
- 15.3% were not satisfied, 80.7% were Satisfied and 4% were neutral.

0 – Not satisfied 1- Satisfied 2- Neutral

Ruling MLA Opinion

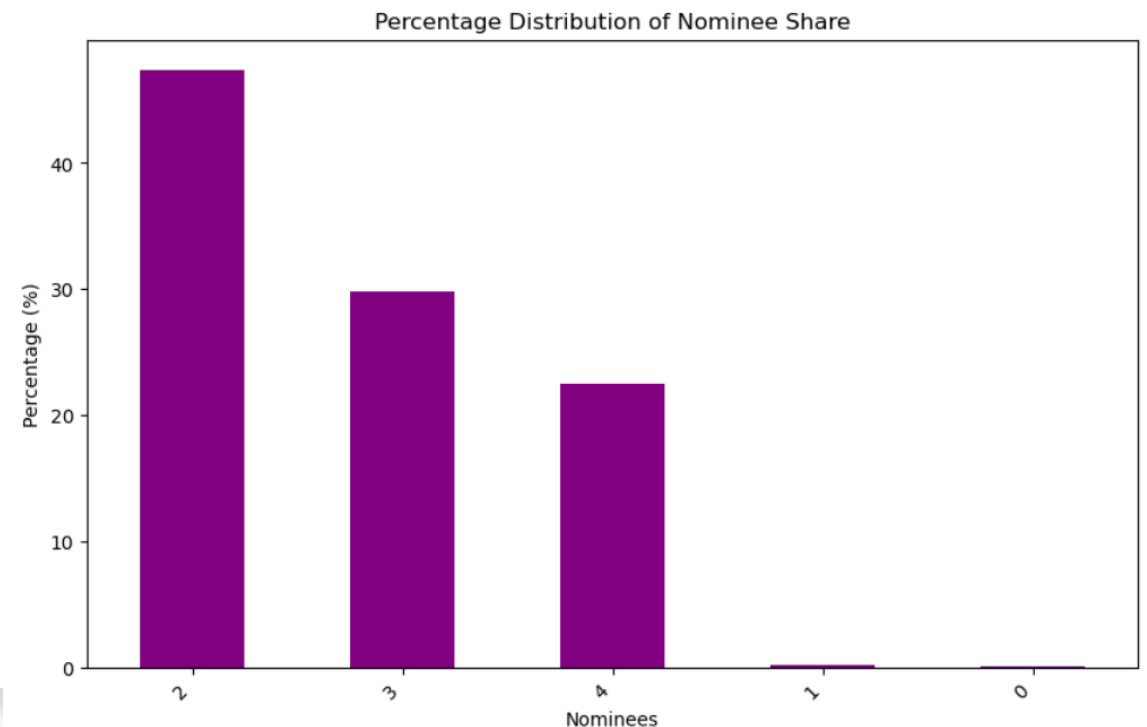


Current Government Incentives/Facilities were being provided



POLITICAL MLA NOMINEE FAVOR

- Irrespective of Political Party, candidates expressed their favourness among the MLA nomination candidates.
 - MLA Nomination candidates were encoded with labels as
 - 0 = Sidha Raghava Rao
 - 1 = Neutral
 - 2 = Kandula Narayana Reddy
 - 3 = Kunduru Nagarjuna Reddy
 - 4 = Janke Venkata Reddy
 - Among the Prominent nominees in Cluster1
- | | | |
|---|----------------------------|-----|
| • | Kandula Narayana Reddy(2) | 47% |
| • | Kunduru Nagarjuna Reddy(3) | 30% |
| • | Janke Venkata Reddy(4) | 22% |



POLITICAL MP NOMINEE FAVOR

- Irrespective of Political Party, candidates expressed their favorness among the MP nomination candidates.

- MLA Nomination candidates were encoded with labels as

- 0 = Balineni Srinivas Reddy

- 1 = Maddisetty Venugopal

- 2 = Magunta Srinivas Reddy

- 3 = Neutral

- 4 = Nukasani Balaji

- 5 = Sidha Raghava Rao

- 6 = Y V Subba Reddy

- 7 = YCP

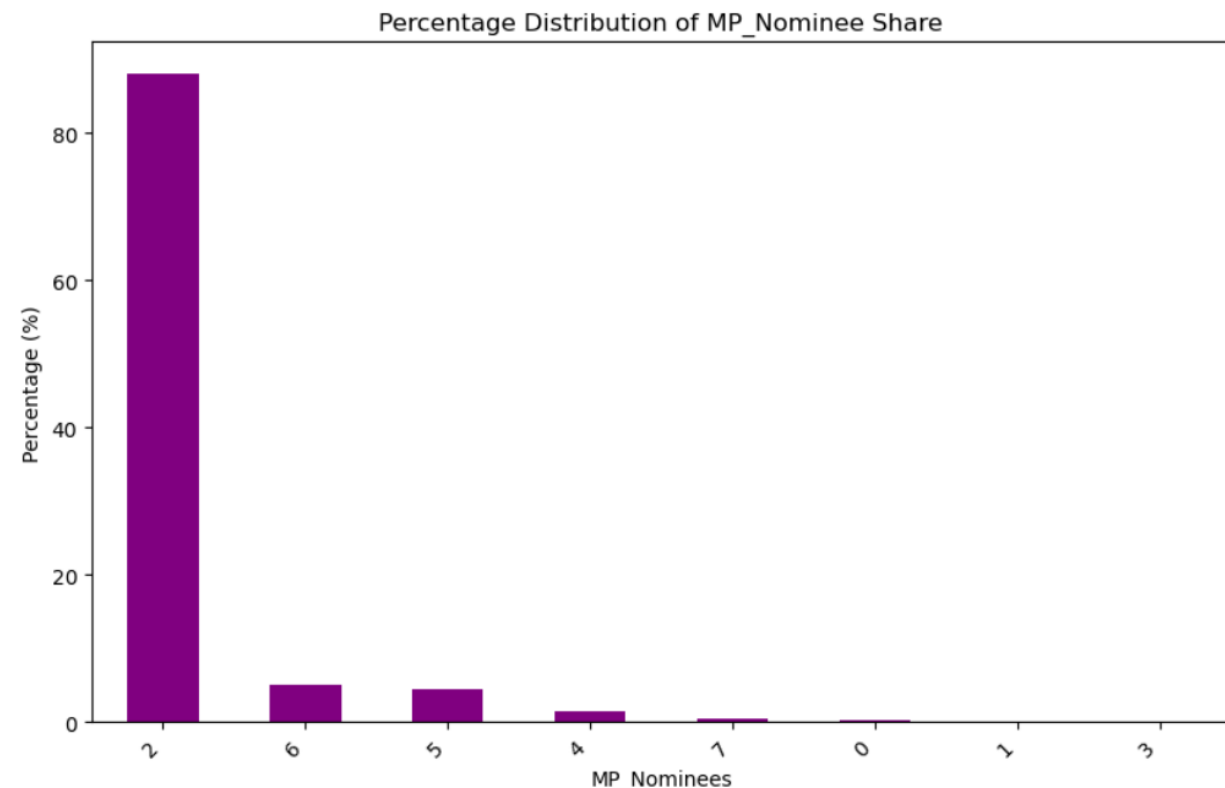
- Among the Prominent nominees in Cluster1

- Magunta Srinivas Reddy(2) 84%

- Y V Subba Reddy(6) 5%

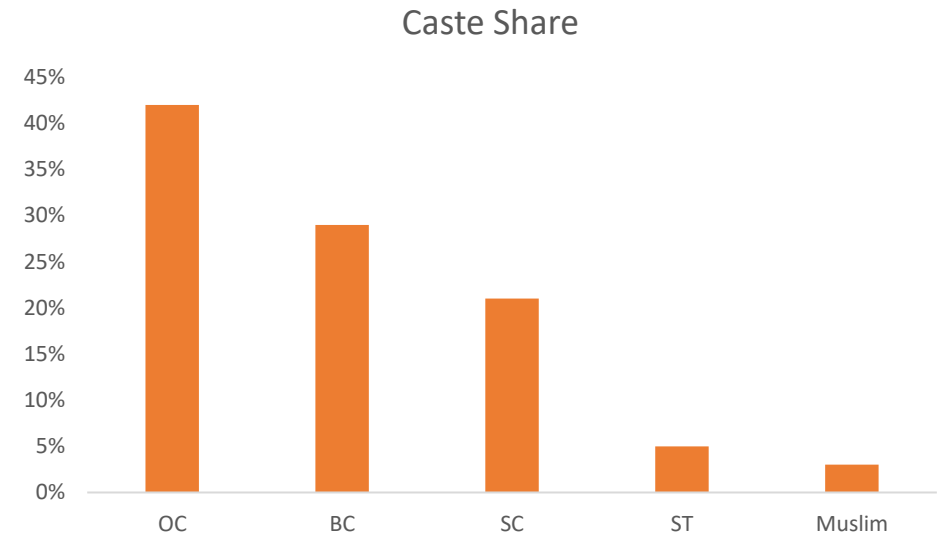
- Sidha Raghava Rao(5) 4%

- Nukasani Balaji(4) 2%



CLUSTER WISE CASTE DISTRIBUTION

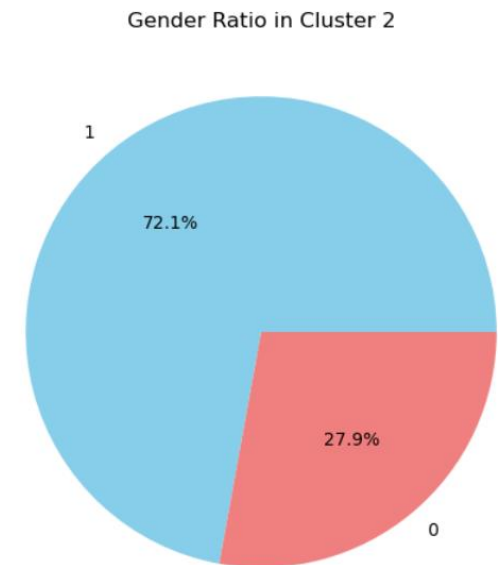
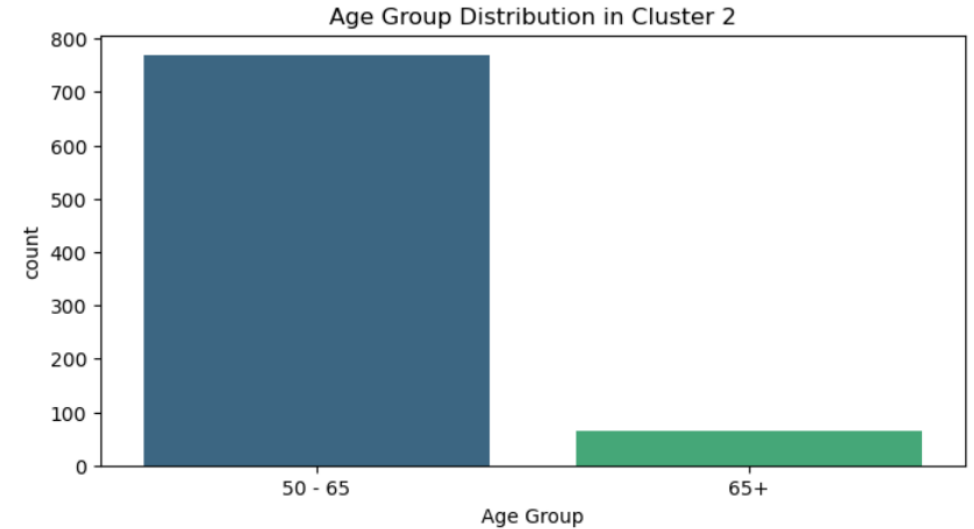
- Cluster 1 consists of caste distribution as
 - OC 42%
 - BC 29%
 - SC 21%
 - ST 5%
 - Muslim 3%
- General consists people not willing to share their caste
So factorize with the majority.



CLUSTER ANALYSIS

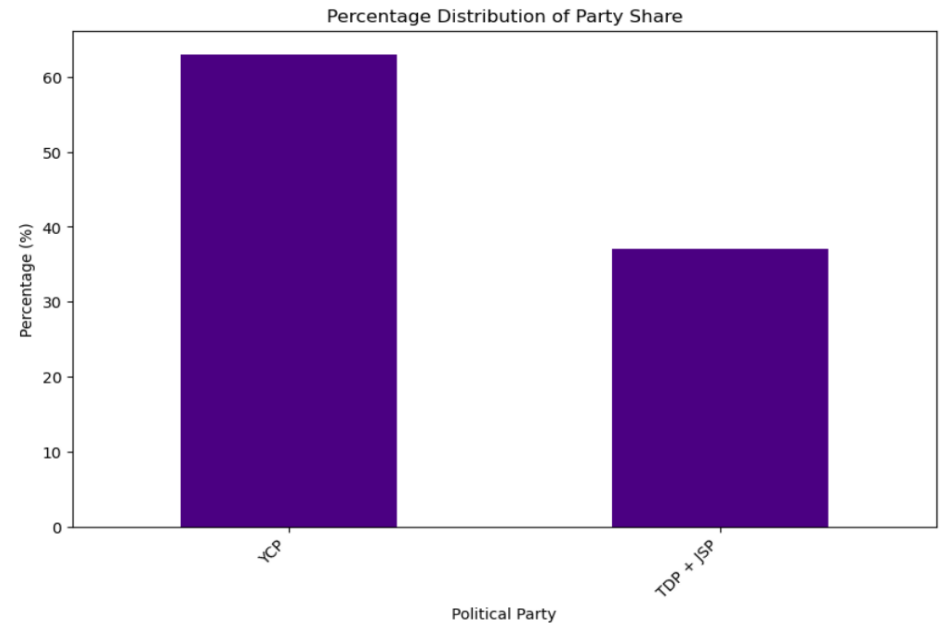
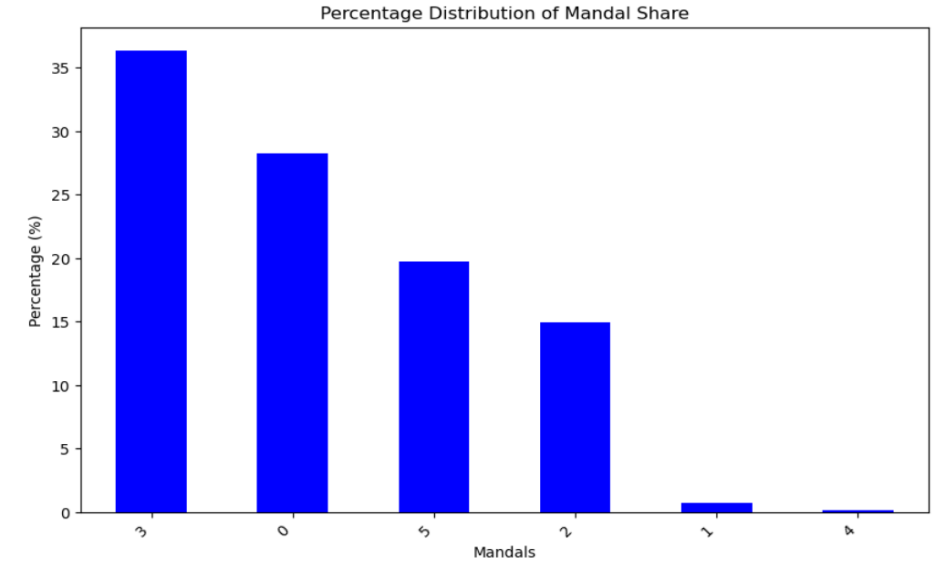
- Based on variables on Age group of data points, using K Means algorithm to find clusters
- Total data points consist of 4021.
- Cluster 2 consists of 833 people(data points) of the population.
- Cluster 2 consists of the Age group of 50-65, and 65+.
- Majority of the population lies in the age group of 50-65.
- Male consists 72.1% and Female consists 27.9%.

0 – Female, 1 – Male 2 - Others



MANDAL SHARE & PUBLIC WILLINGNESS ON PARTY

- Under Markapuram Constituency responses from Mandals
 - Markapuram Rural(3) 36%
 - konakamitla (0) 28%
 - Tarlupadu (5) 20%
 - Markapuram Municipality (2) 14%
 - Markapuram (1) 1%
 - Podili(4) 1%
- Cluster 2 population registered 62% for YSCP and 38% for TDP of willingness to cast a vote for upcoming elections.

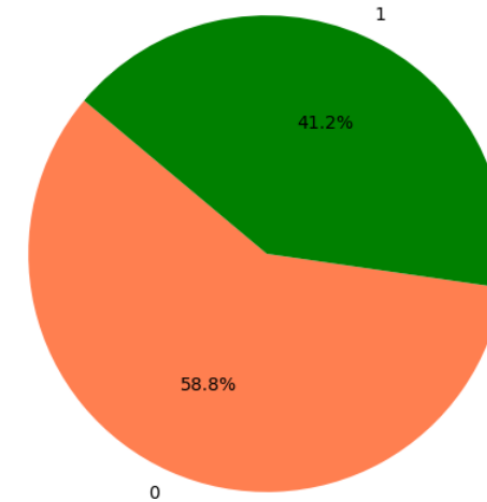


PUBLIC OPINION ON RULING PARTY

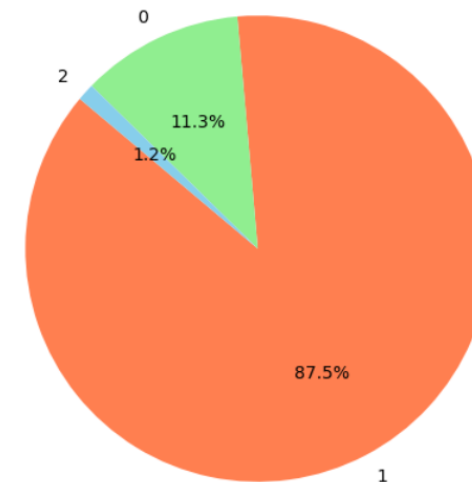
- Public shared opinion on the current MLA ruling with 58.8% were not satisfied, and 41.2% were satisfied.
- Cluster2 population express their opinion on the Ruling Party's performance and Incentives being provided to the public.
- 11.3% were not satisfied, 87.5% were Satisfied and 1.2% were neutral.

0 – Not satisfied 1- Satisfied 2- Neutral

Ruling MLA Opinion



Current Government Incentives/Facilities were being provided

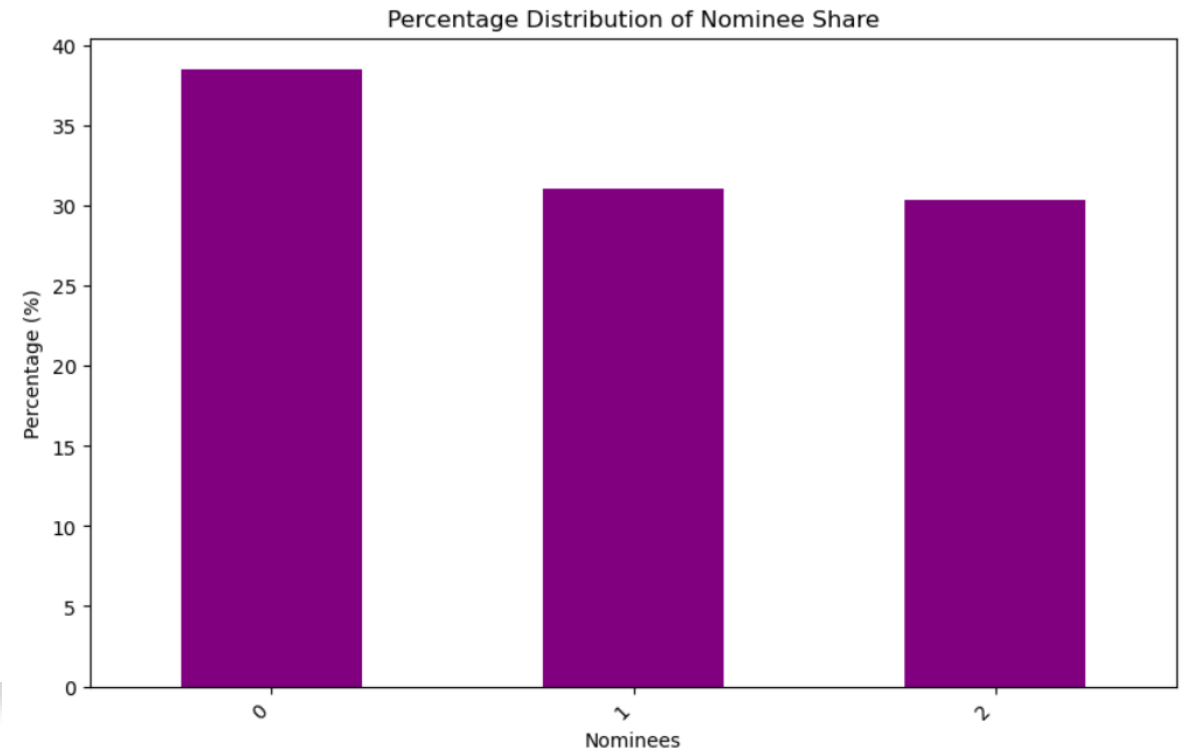


POLITICAL MLA NOMINEE FAVOR

- Irrespective of Political Party, candidates expressed their favorness among the MLA nomination candidates.
- MLA Nomination candidates were encoded with labels as

- 0 = Kandula Narayana Reddy
- 1 = Kunduru Nagarjuna Reddy
- 2 = Janke Venkata Reddy
- Among the Prominent nominees in Cluster1

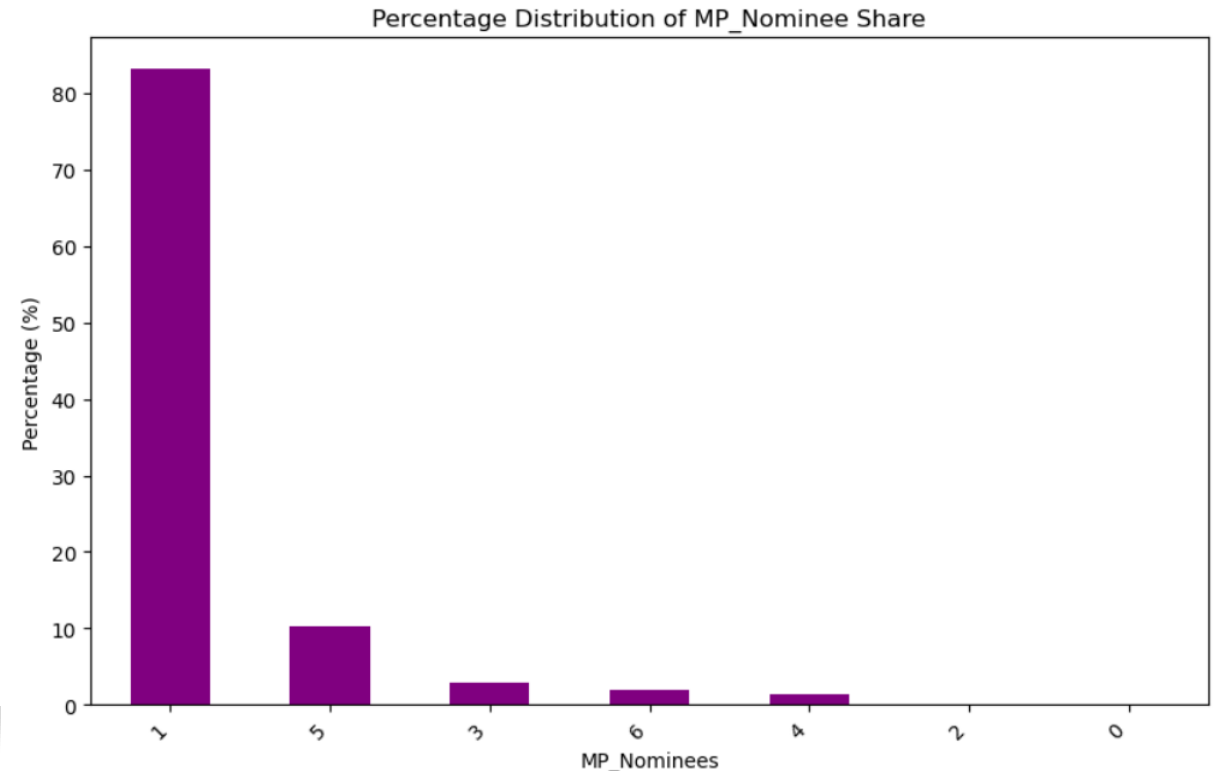
- Kandula Narayana Reddy(0) 39%
- Kunduru Nagarjuna Reddy(1) 31%
- Janke Venkata Reddy(2) 30%



POLITICAL MP NOMINEE FAVOR

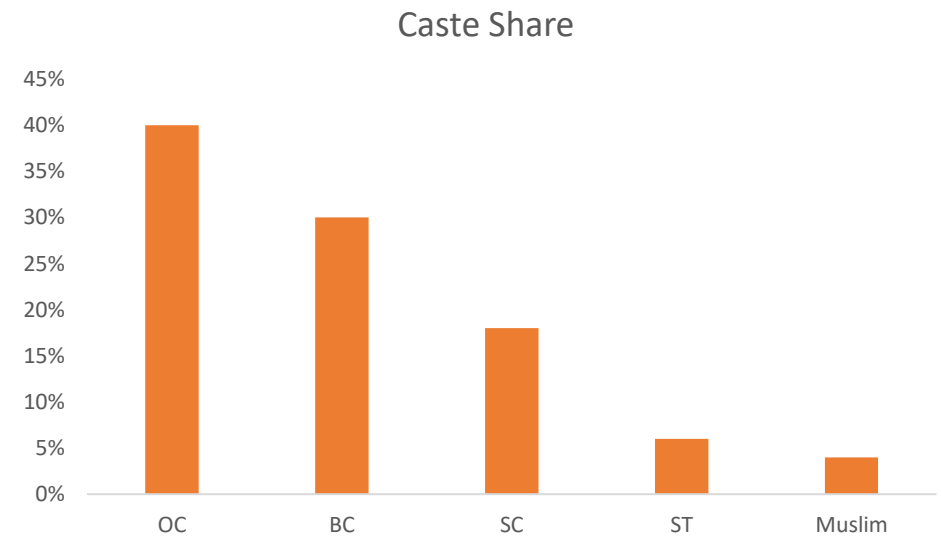
- Irrespective of Political Party, candidates expressed their favorness among the MP nomination candidates.
- MP Nomination candidates were encoded with labels as
- 0 = Maddisetty Venugopal
- 1 = Magunta Srinivas Reddy
- 2 = Neutral
- 3 = Nukasani Balaji
- 4 = Sidha Raghava Rao
- 5 = Y V Subba Reddy
- 6 = YCP
- Among the Prominent nominees in Cluster1

- Magunta Srinivas Reddy(1) 81%
- Y V Subba Reddy(5) 10%
- Nukasani Balaji(3) 2%



CLUSTER WISE CASTE DISTRIBUTION

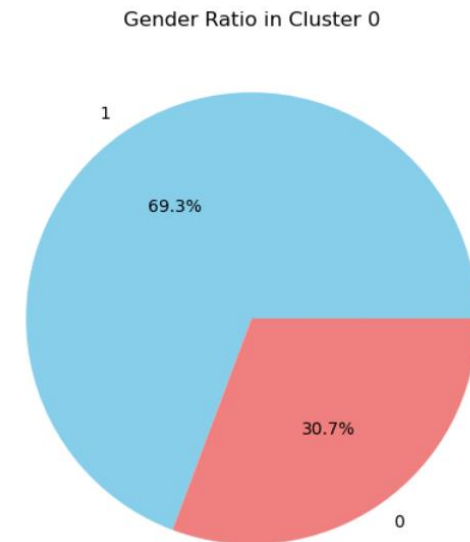
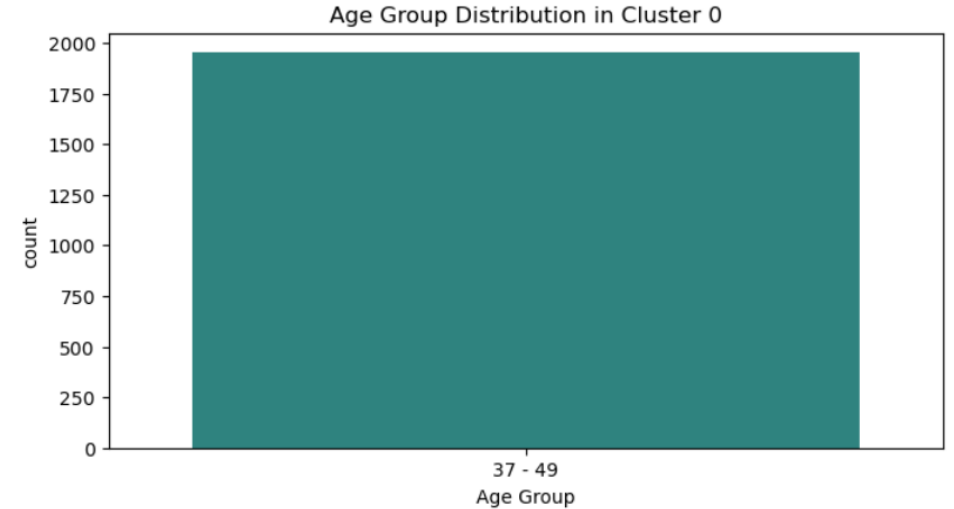
- Cluster 2 consists of caste distribution as
 - OC 40%
 - BC 30%
 - SC 18%
 - ST 6%
 - Muslim 4%
- General consists of people not willing to share their caste. So factorized according to share.



CLUSTER ANALYSIS

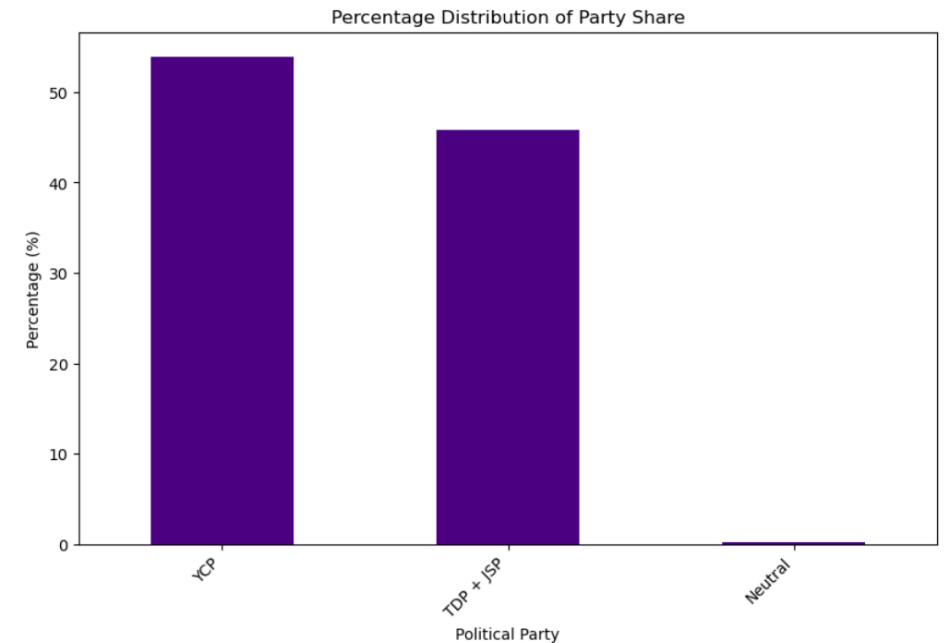
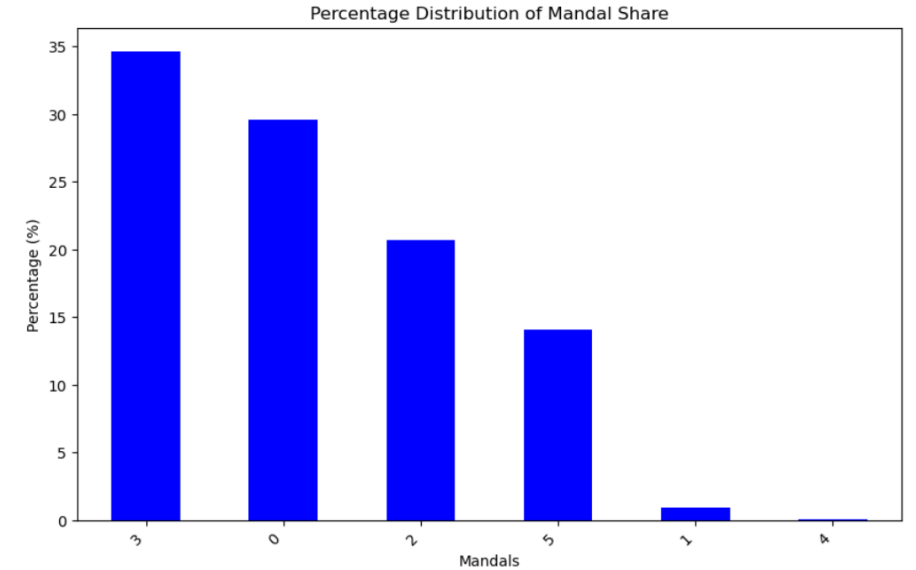
- Based on variables on Age group of data points, using K Means algorithm to find clusters
- Total data points consist of 4021 people.
- Cluster 3 consists of 1951 people(data points) of the population.
- Cluster 3 consists of the Age group of 37 - 49.
- Majority of the population lies in the age group of 37 - 49.
- Male consists of 69.3% and Female consists of 30.7%.

0 – Female, 1 – Male 2 - Others



MANDAL SHARE & PUBLIC WILLINGNESS ON PARTY

- Under Markapuram Constituency responses from Mandals
 - Markapuram Rural(3) 34%
 - konakamitla(0) 29%
 - Markapuram Municipality(2) 21%
 - Tarlupadu(5) 14%
 - Markapuram (1) 1.8%
 - Podili (4) 0.2%
- Cluster 3 population registered 54% for YSCP, 45% for TDP, and 1% for others willing to cast a vote for upcoming elections.

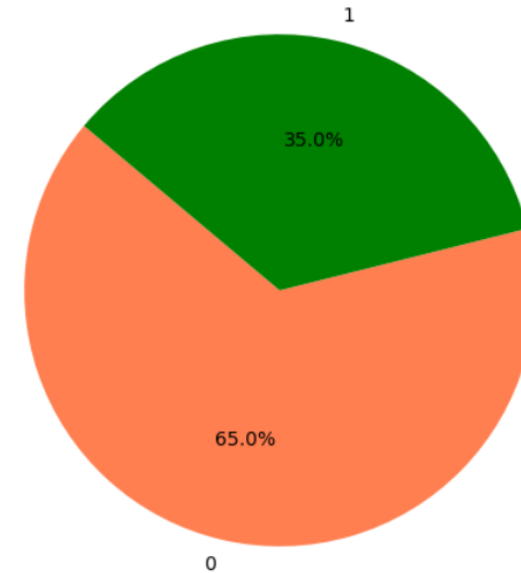


PUBLIC OPINION ON RULING PARTY

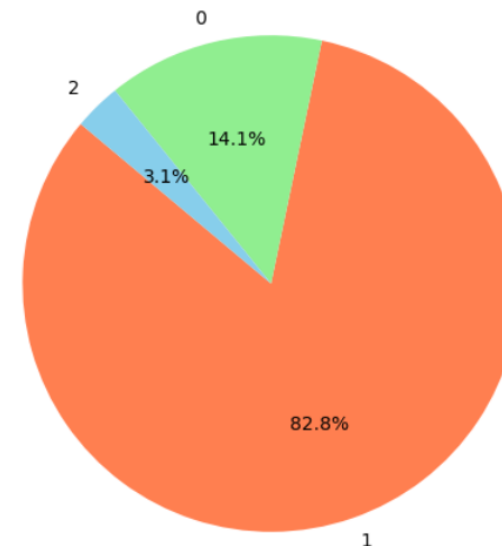
- Public shared opinion on the current MLA ruling with 65% not satisfied, and 35% satisfied.
- Cluster3 population express their opinion on Ruling Party's performance and Incentives being provided to the public
- 14.1% were not satisfied, 82.8% were Satisfied and 3.1% were neutral.

0 – Not satisfied 1- Satisfied 2- Neutral

Ruling MLA Opinion



Current Government Incentives/Facilities were being provided



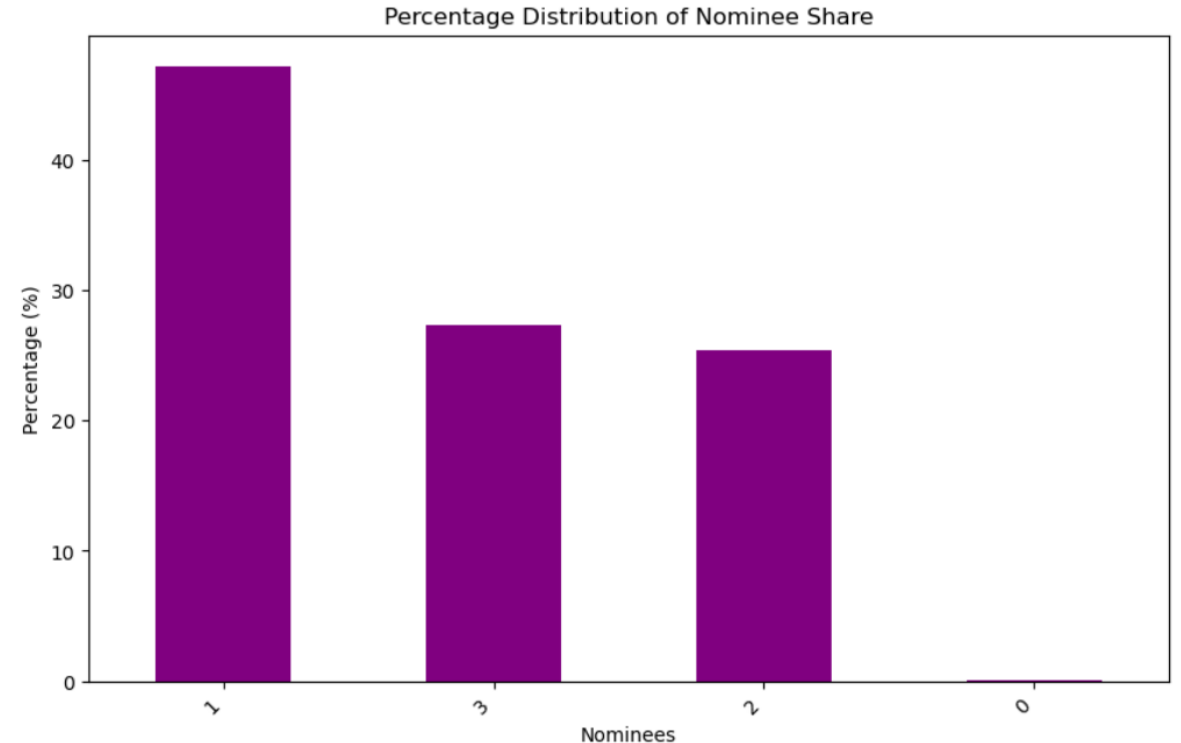
POLITICAL MLA NOMINEE FAVOR

- Irrespective of the Political Party, candidates expressed their favorness among the MLA nomination candidates.

- MLA Nomination candidates were encoded with labels

- 0 = Sidha Raghava Rao
- 1 = Kandula Narayana Reddy
- 2 = Kunduru Nagarjuna Reddy
- 3 = Janke Venkata Reddy
- Among the Prominent nominees in Cluster1

- Kandula Narayana Reddy(1) 47%
- Janke Venkata Reddy(3) 28%
- Kunduru Nagarjuna Reddy(2) 25%



POLITICAL MP NOMINEE FAVOR

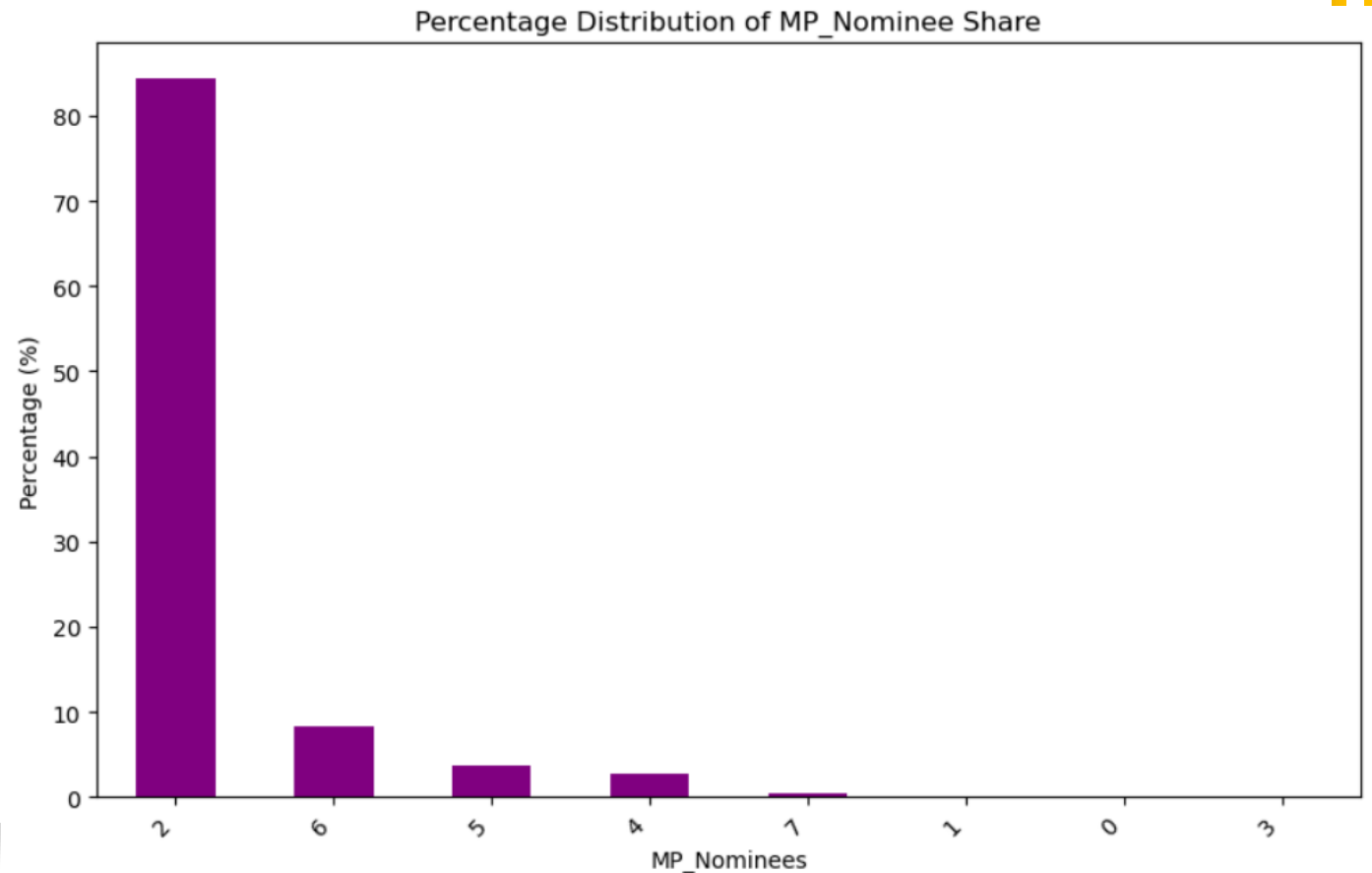
- Irrespective of Political Party, candidates expressed their favourness among the MP nomination candidates.

- MP Nomination candidates were encoded with labels as

- 0 = Balineni Srinivas Reddy
- 1 = Maddisetty Venugopal
- 2 = Magunta Srinivas Reddy
- 3 = Neutral
- 4 = Nukasani Balaji
- 5 = Sidha Raghava Rao
- 6 = Y V Subba Reddy
- 7 = YCP

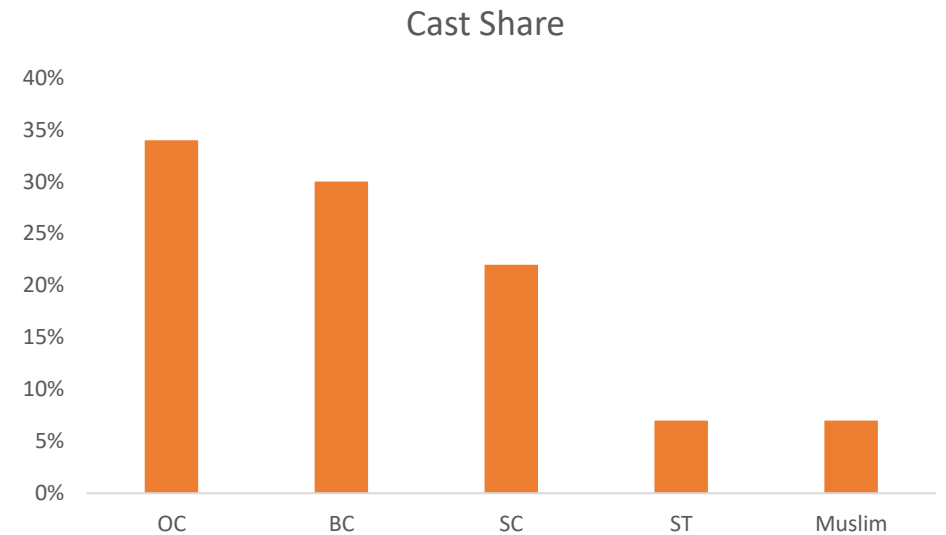
- Among the Prominent nominees in Cluster1

- Magunta Srinivas Reddy(2) 84%
- Y V Subba Reddy(6) 9%
- Sidha Raghava Rao(5) 4%
- Nukasani Balaji(4) 3%



CLUSTER WISE CASTE DISTRIBUTION

- Cluster 3 consists caste distribution as
 - OC 34%
 - BC 30%
 - SC 22%
 - ST 7%
 - Muslim 7%
- General consists of people not willing to share their caste. So factorized according to share.





CLUSTER WISE INSIGHTS

- Cluster1 population expressed their inclination towards the YSCP Party with Kandula Narayana Reddy, and Kunduru Nagarjuna Reddy as top priority in terms of MLA Nominee candidates.
 - Cluster1 population expressed their inclination towards the YSCP Party with Magunta Srinivas Reddy, Y V Subba Reddy, and Sidha Raghava Rao as top priority in terms of MP Nominee candidates.
 - Cluster 2 population expressed their inclination towards the YSCP Party with Kandula Narayana Reddy, Kunduru Nagarjuna Reddy, and Janke Venkata Reddy as top priority in terms of MLA Nominee candidates.
-



CLUSTER WISE INSIGHTS

- Cluster 2 population expressed their inclination towards the YSCP Party with Magunta Srinivas Reddy, Y V Subba Reddy, and Nukasani Balaji as top priority in terms of MP Nominee candidates.
 - Cluster 3 population expressed their inclination towards the YSCP Party with Kandula Narayana Reddy, Janke Venkata Reddy, and Kunduru Nagarjuna Reddy as top priority in terms of MLA Nominee candidates.
 - Cluster 3 population expressed their inclination towards the YSCP Party with Magunta Srinivas Reddy, Y V Subba Reddy, and Sidha Raghava Rao as top priority in terms of MP Nominee candidates.
-

ACTION PLAN & INSIGHTS

- Cluster 1, Cluster 3 consists majority population.
- Age groups in Cluster 1, 3 are 37-49 and 25-36, 18-24.
- YSCP secures a major share in All clusters with avg 50%.
- TDP secures a second position respectively.
- Cluster1, Cluster2, and Cluster 3 expressed not satisfied with the current ruling MLA with > 50% population.
- Cluster 1, cluster 2, and Cluster 3 expressed their satisfied with government Incentives and facilities.
- Kandula Narayana Reddy secures avg. 45% in Cluster1, Cluster2 and Cluster 3 as MLA Nominee.
- Magunta Srinivas Reddy secures avg 82% in Cluster1, Cluster2 and Cluster3.
- OC secures avg share of 40% in the overall constituency followed by BC and SC categories.