

# ONGOLE PARLIAMENT ELECTIONS PREDICTIONS & ACTION PLAN

**Nageswar Rao**

**M V Nikesh**

**POLITICAL PULSE**



# ONGOLE CONSTITUTION POLITICAL AGENDA

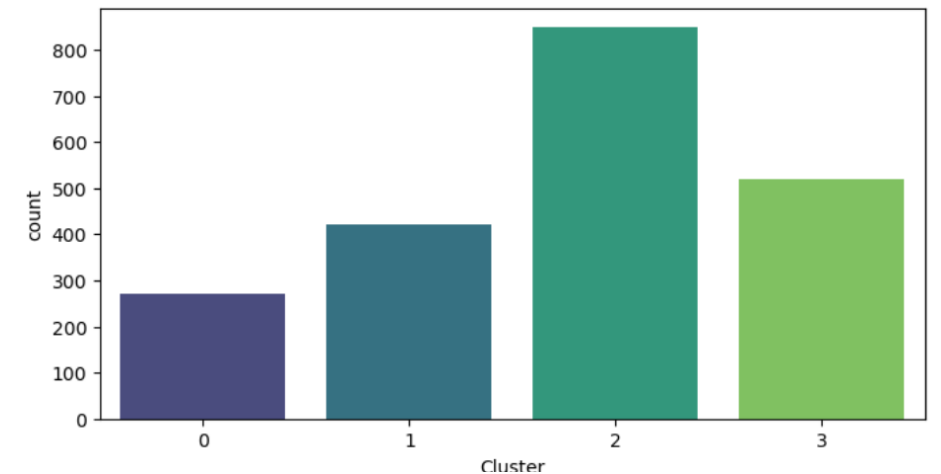
- To attain public opinion on political parties and nominees we established a survey for upcoming elections.
- We received 2000 responses from the first round of survey sessions in the complete Ongole Parliament.
- Some of important metrics obtained from responses to identify and track the candidate 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 పార్లమెంట్ ఎన్నికల్లో మీరు ఏ పార్టీకి ఓటు వేయాలనుకుంటున్నారు?	2024 ఒంగోలు పార్లమెంటరీ నియోజకవర్గ ఎన్నికలకు ఎవరు ఉత్తమ ఎంపిక?	ఏ ఎంపీ గారి పనితీరు మీకు నచ్చింది ?	Age
0	Sai	1	TDP + JSP	మాగుంట శ్రీనివాస్ రెడ్డి	మాగుంట శ్రీనివాస్ రెడ్డి	27
1	Kasimbi	0	TDP + JSP	దామచర్ల జనార్దన్	NaN	27
2	Shaik Mahaboo jani	0	YSRCP	బాలినేని శ్రీనివాస్ రెడ్డి	మాగుంట శ్రీనివాస్ రెడ్డి	27
3	Pawan	1	OTHER'S	మాగుంట రాఘవరెడ్డి	Young leader	27
4	Saikrishna	1	YSRCP	మాగుంట శ్రీనివాస్ రెడ్డి	మాగుంట శ్రీనివాస్ రెడ్డి	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

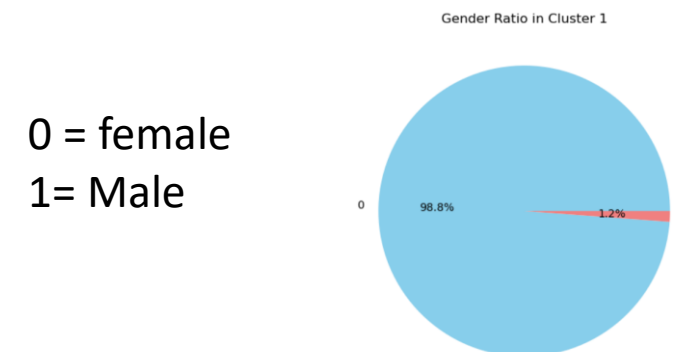
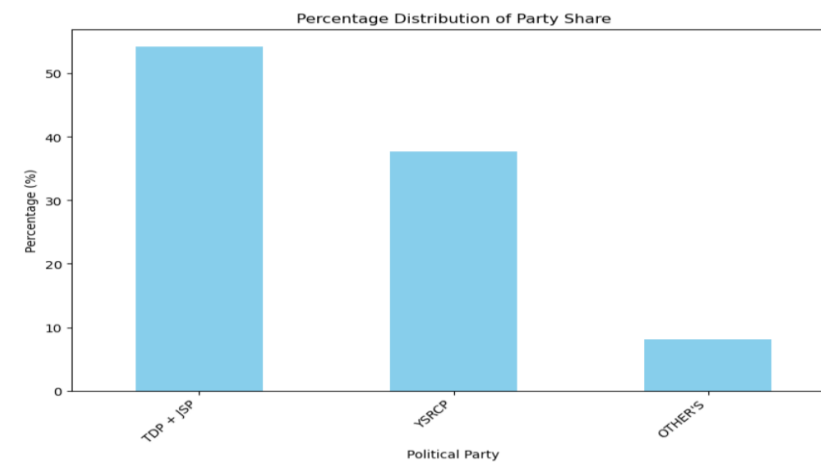
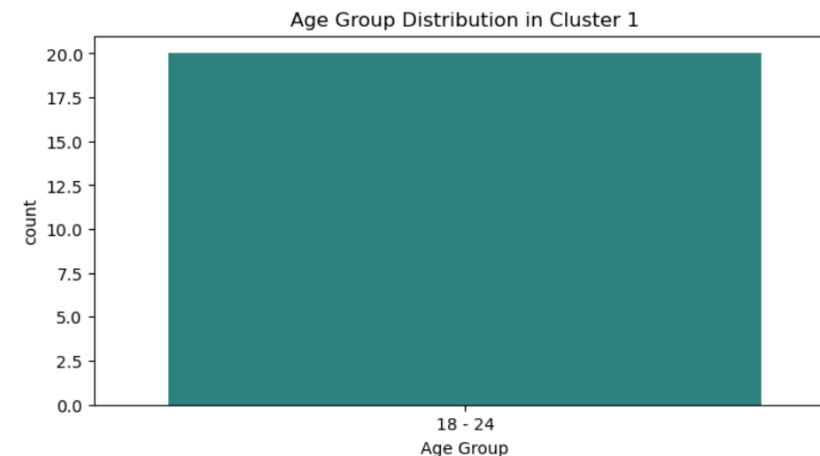
	Name	Gender	2024 ఒంగోలు పార్లమెంట్ ఎన్నికల్లో మీరు ఏ పార్టీకి ఓటు వేయాలనుకుంటున్నారు?	2024 ఒంగోలు పార్లమెంటులో నియోజకవర్గ ఎన్నికలకు ఎవరు ఉత్తమ ఎంపిక?	ఏ ఎంపీ గారి పనితీరు మీకు నచ్చింది ?	Age Group	Cluster
0	Sai	1	TDP + JSP	మాగుంట శ్రీనివాస్ రెడ్డి	మాగుంట శ్రీనివాస్ రెడ్డి	25-34	2
1	Kasimbi	1	TDP + JSP	దామచర్ల జనార్ధన్	NaN	25-34	2
2	Shaik Mahaboo jani	1	YSRCP	బాలినేని శ్రీనివాస్ రెడ్డి	మాగుంట శ్రీనివాస్ రెడ్డి	25-34	2
3	Pawan	1	OTHER'S	మాగుంట రాఘవరెడ్డి	Young leader	25-34	2
4	Saikrishna	1	YSRCP	మాగుంట శ్రీనివాస్ రెడ్డి	మాగుంట శ్రీనివాస్ రెడ్డి	25-34	2



# CLUSTER1 ANALYSIS

## Intpretation

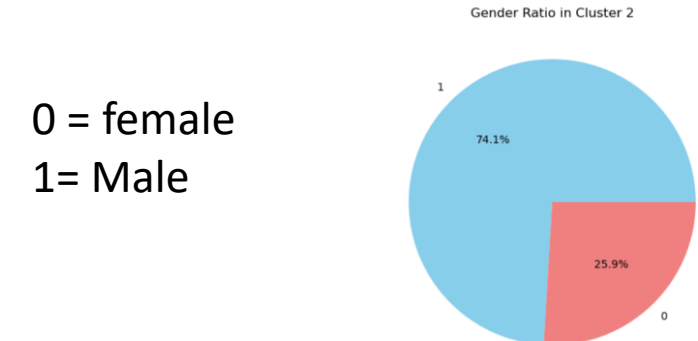
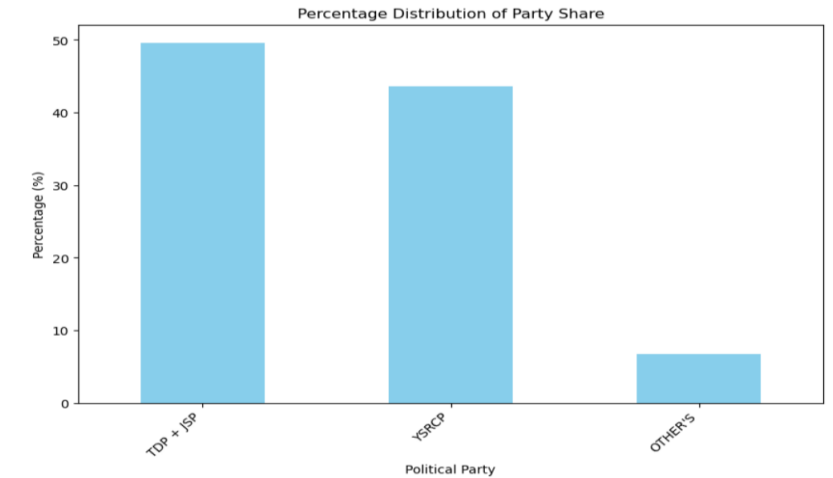
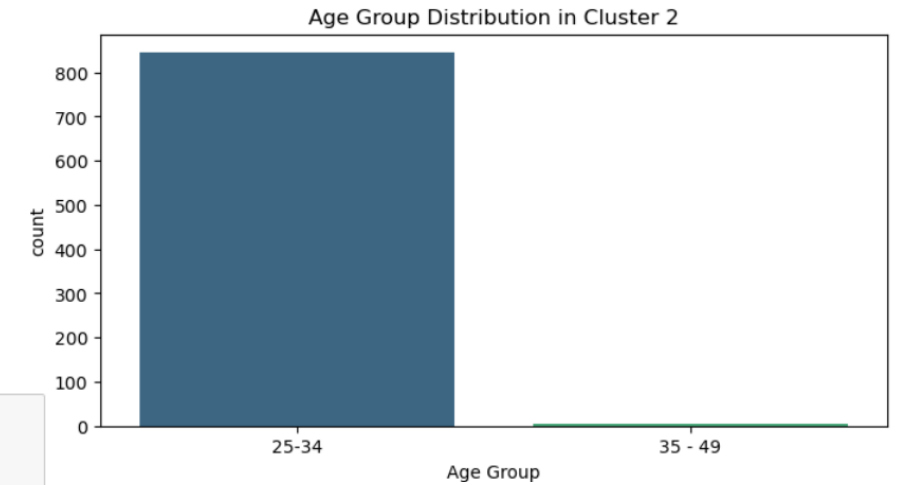
- . Based on variables on Age group and gender of data points, using K Means algorithm to find clusters
- . Total data points consists of 2061.
- . Cluster1 consists of 422 people(data points) of population.
- . Cluster1 consists of Age group of 18-24.
- . Female consists 99% and Male consists of 1%.
- . 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 favourness 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.



# CLUSTER2 ANALYSIS

## Intrepretation

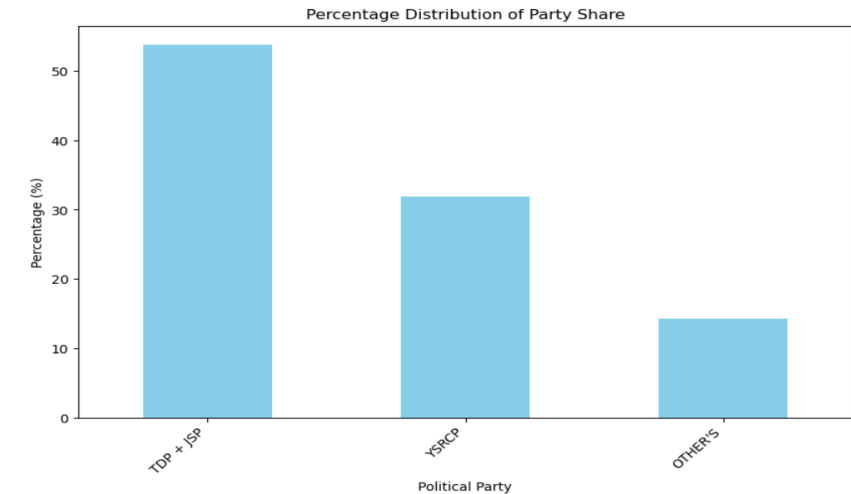
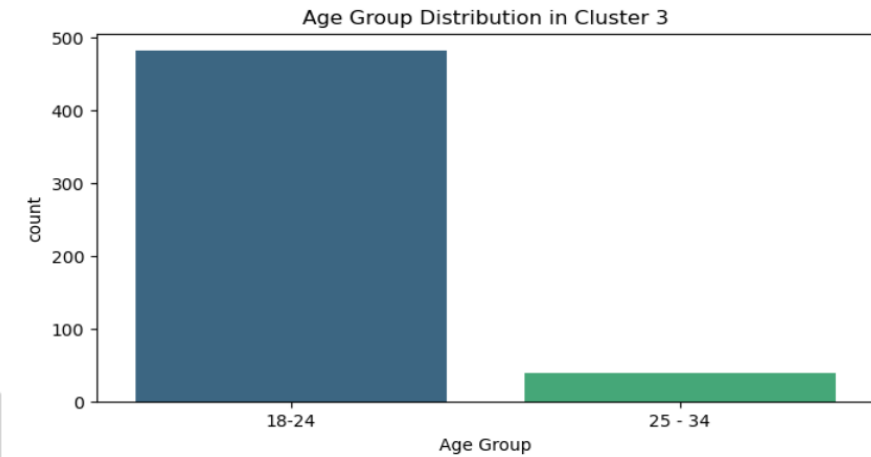
- . Based on variables on Age group and gender of data points, using K Means algorithm to find clusters
- . Total data points consists of 2061.
- . Cluster2 consists of 848 people(data points) of population.
- . Cluster2 consists of Age group of 25-34.
- . Female consists 26% and Male consists of 74%.
- . 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 favourness 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.



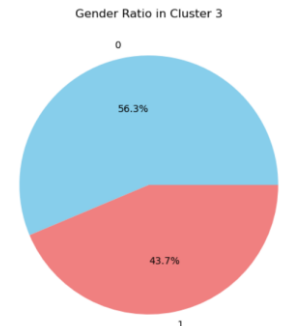
# CLUSTER3 ANALYSIS

## 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 YSRCP and 12% for others of willingness to cast vote for upcoming elections
- . Irrespective of Political Party, candidates expressed their favourness 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.



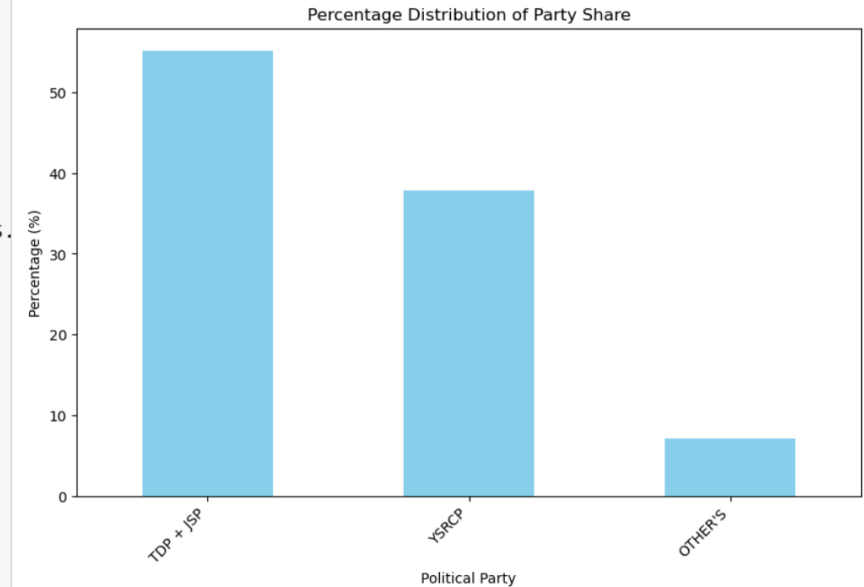
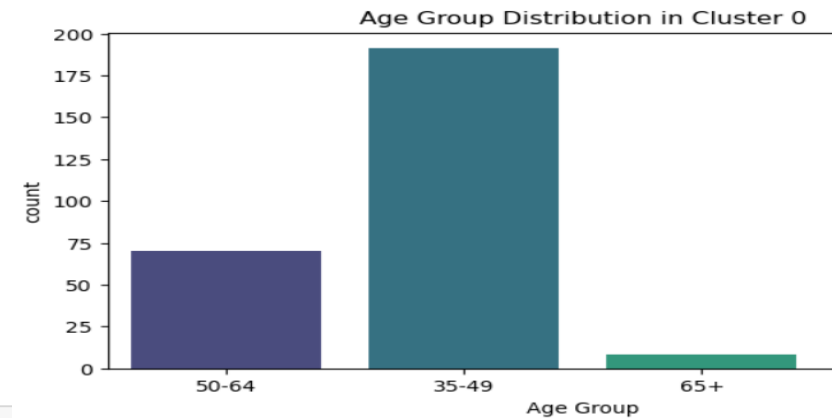
0 = female  
1 = Male



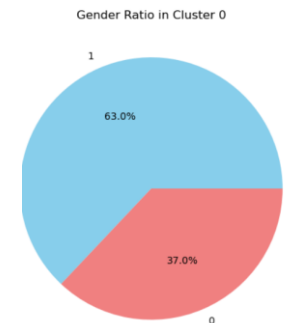
# CLUSTER4 ANALYSIS

## 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.
- . 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 favourness 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.