

# **Political Juggernauts: A Quantitative Analysis of Candidates In** **The 2019 Lok Sabha Elections**

## **PROJECT REPORT**

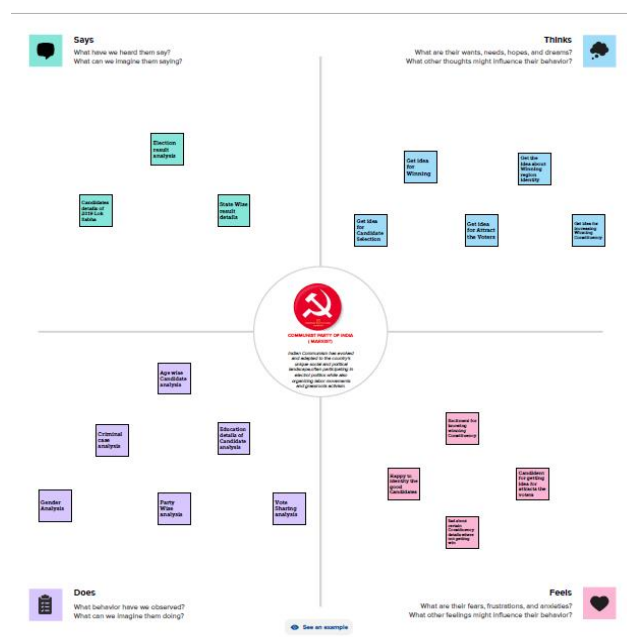
### **1) INTRODUCTION:**

#### **PROJECT DESCRIPTION:**

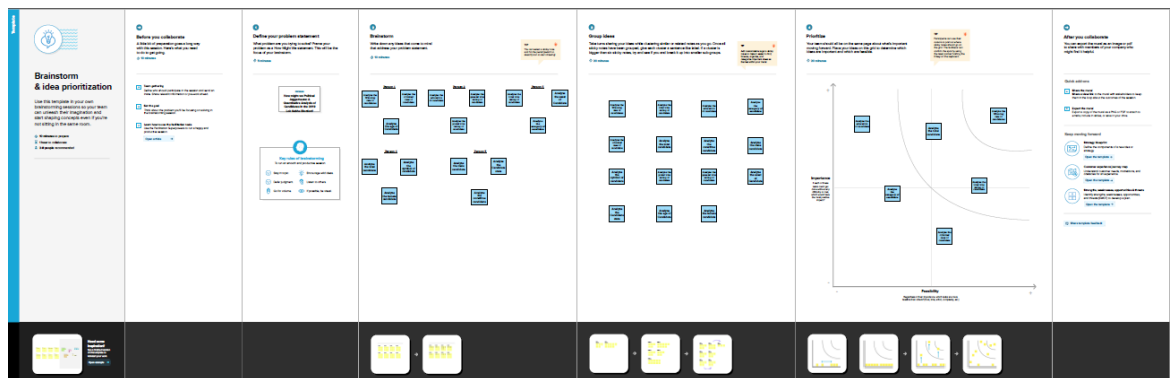
Political Juggernauts This the Lok Sabha is composed of representatives of people chosen by direct election on the basis of Universal Adult Suffrage. The Constitution of India allows for a maximum of 550 members in the House, with 530 members representing the States and 20 representing the Union Territories. The 17th Lok Sabha was formed by the members elected in the 2019 Indian general election. Elections, all across India, were conducted in seven phases from 11 April 2019 to 19 May 2019 by the Election Commission of India. To Extract the Insights from the data and put data in the form Of Visualizations, Dashboards and story we employed Tableau tool.

### **2) PROBLEM DEFINITION & DESIGN THINKING:**

#### **2.1) EMPATHY MAP:**



## 2.2) BRAINSTORMING MAP:



## 3) RESULT:

### 3.1) SHEETS:

#### 3.1.1) KPI's

Sheet 1

Total Winners  
539

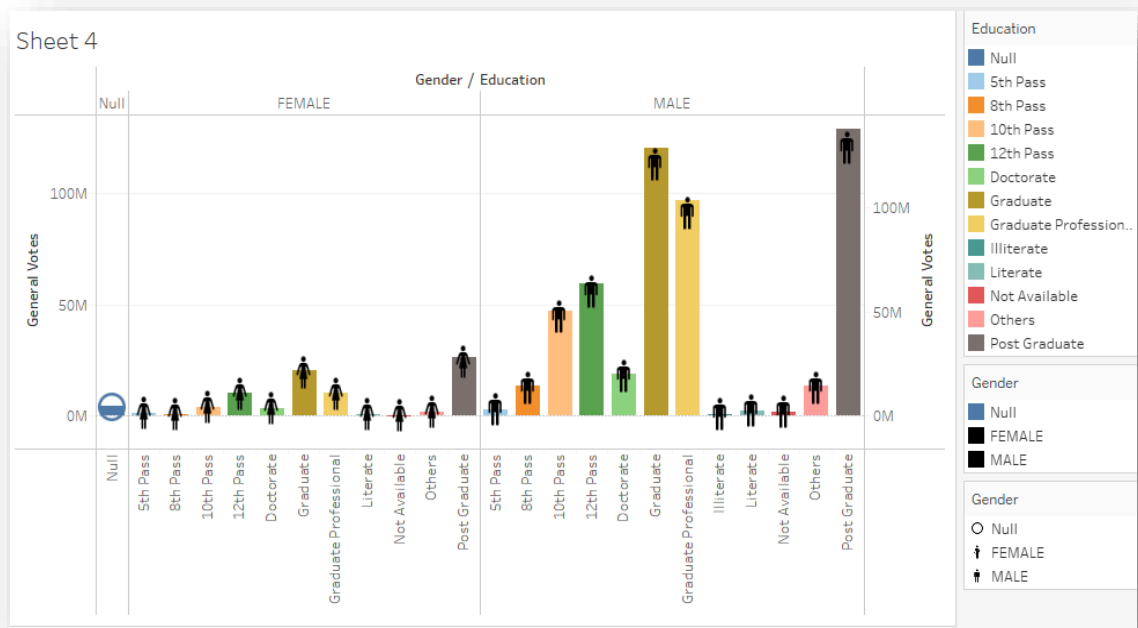
Sheet 3

Total Votes  
59,42,40,703

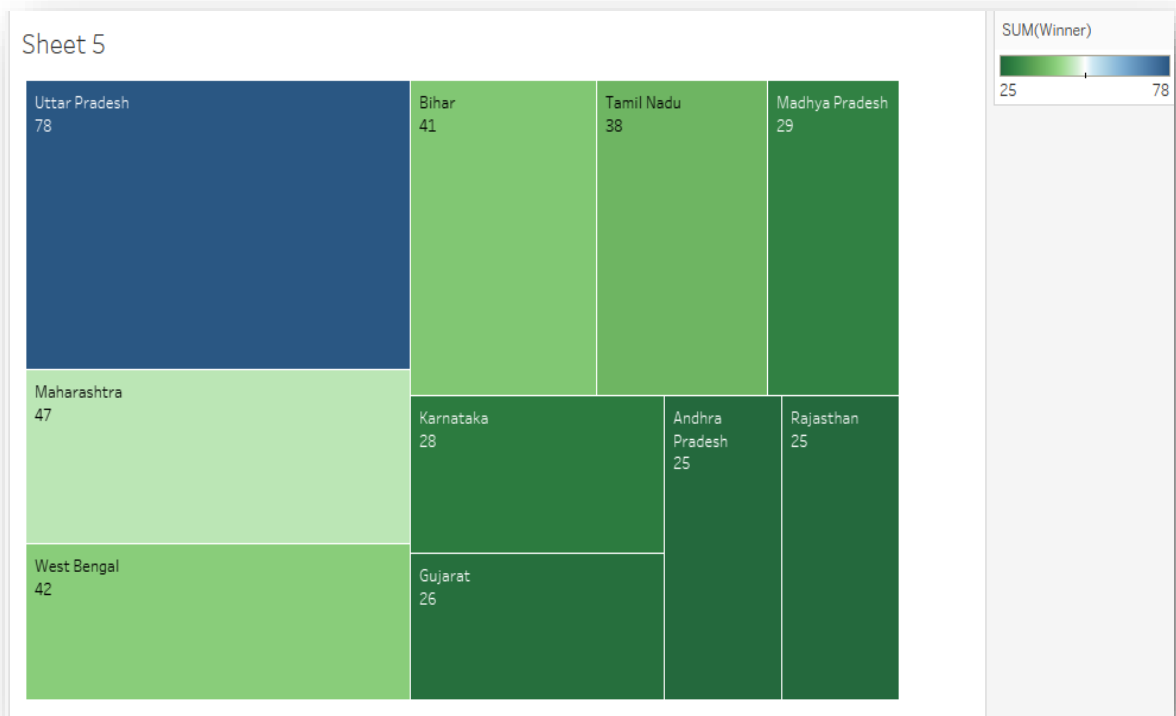
Sheet 2

Total Criminal Cases  
2,018

### 3.1.2) Gender & Educational Wise General Votes

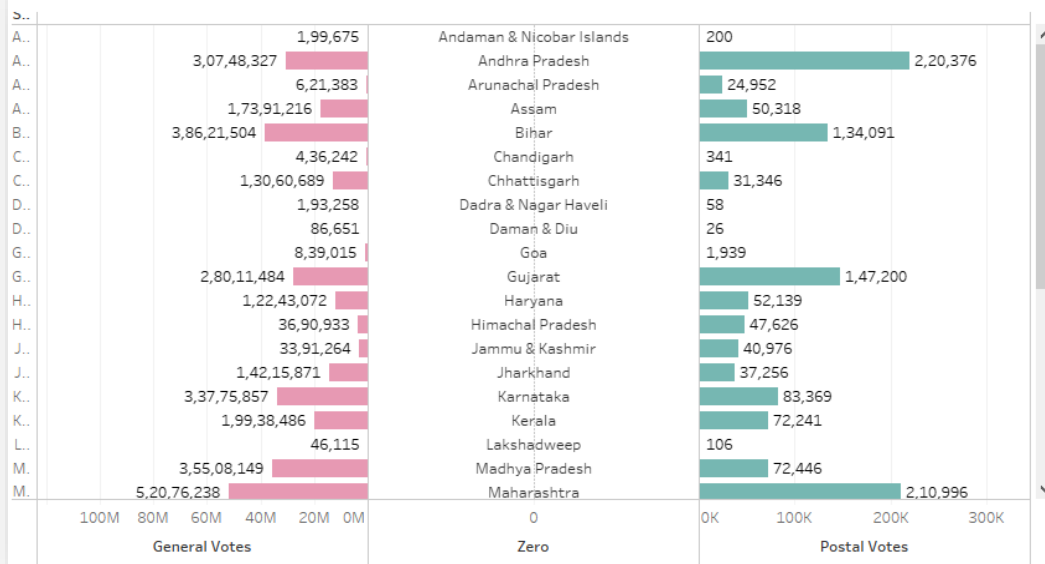


### 3.1.3) State Wise Winner



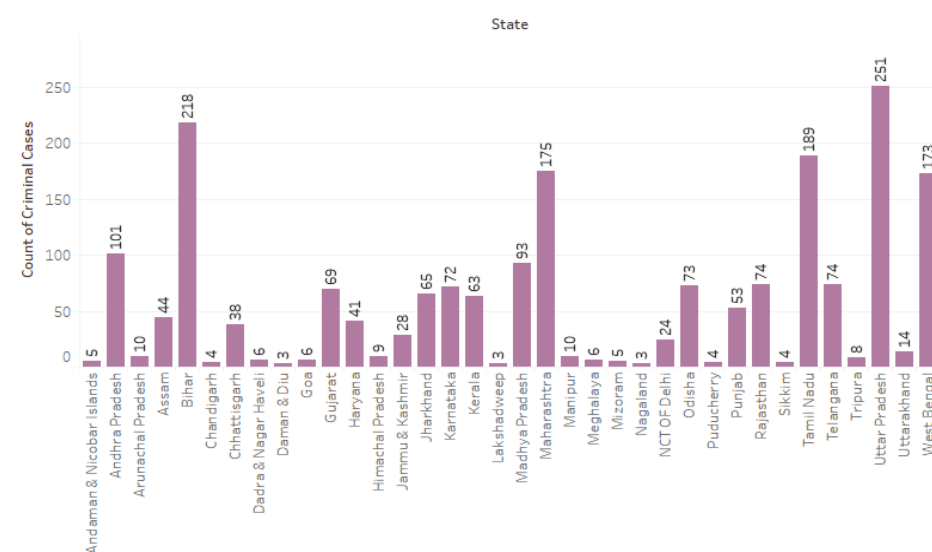
### 3.1.4) State Wise General Votes and Postal Votes

Sheet 6

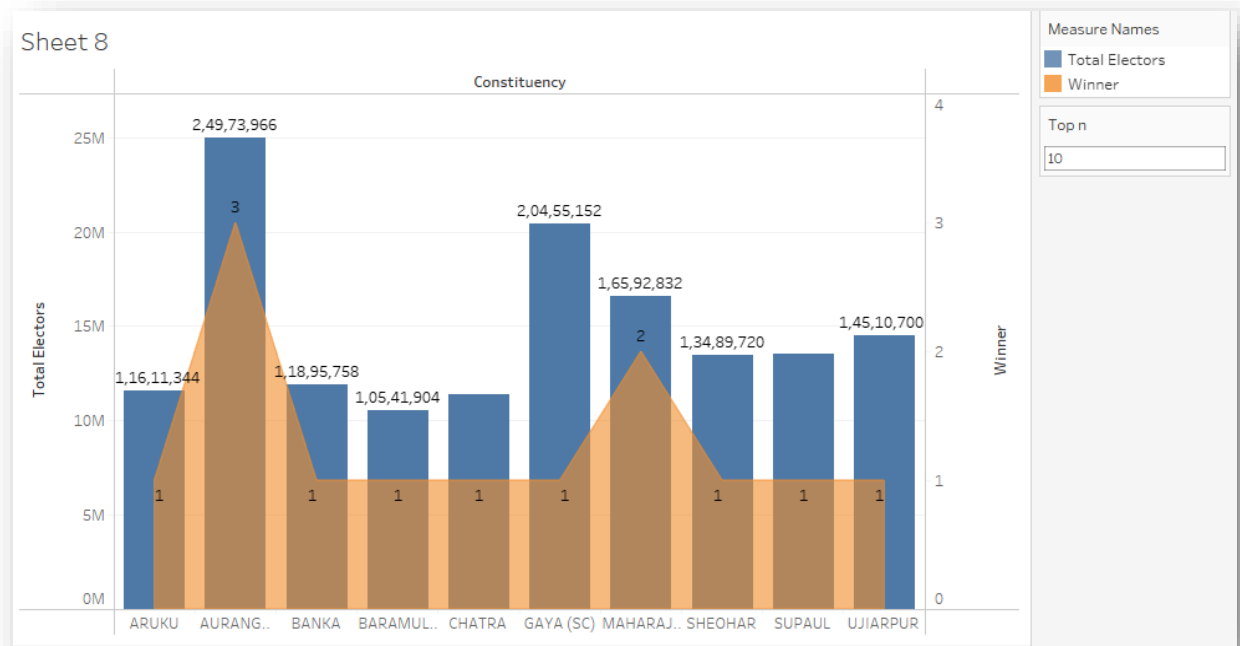


### 3.1.5) State wise Criminal Cases

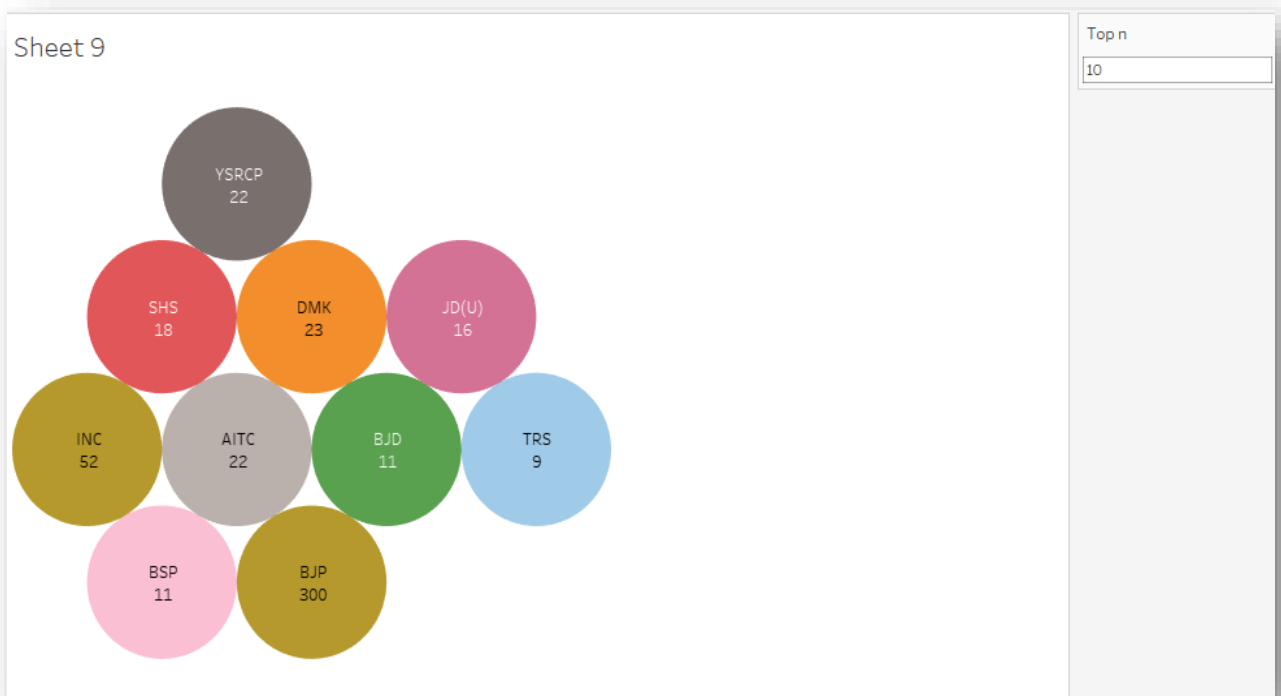
Sheet 7



### 3.1.6) Constituency wise Winners and Electors



### 3.1.7) Party Wise Winner



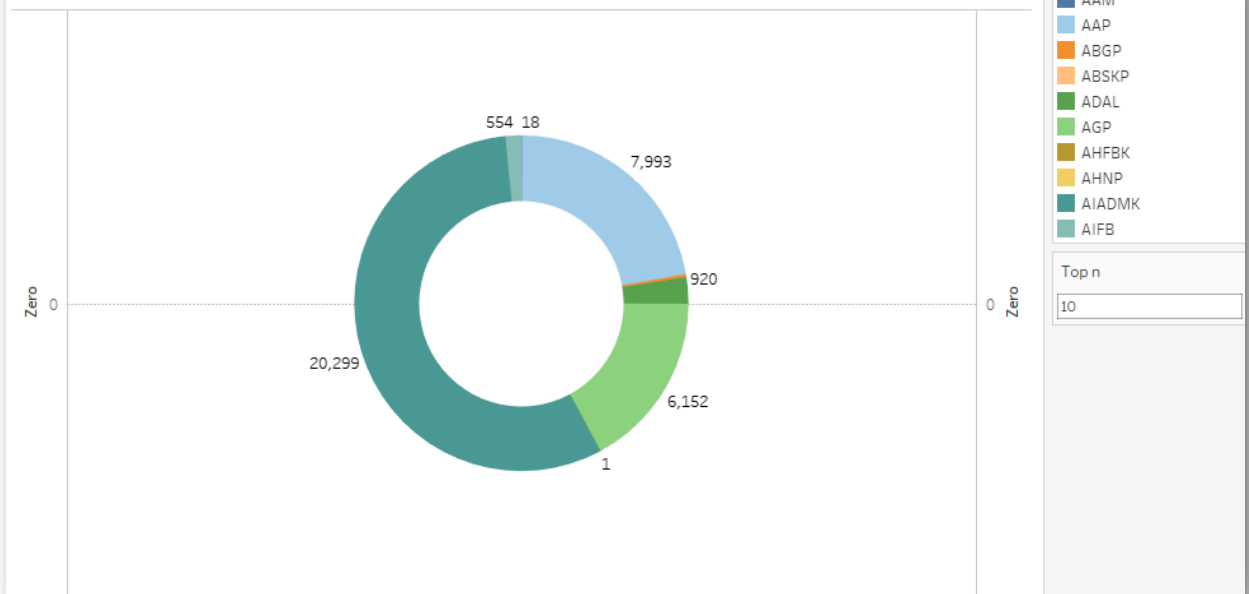
### 3.1.8) Winners by Education and Category

Sheet 10

Category	Education										Not		Post Gra	
	Null	5th Pass	8th Pass	10th Pass	12th Pass	Doctora..	Gradua..	Graduat e Profe..	Illiterate	Literate	Available	Others	duate	
Null	0													
GENERAL		2	8	35	49	17	103	73	1	1	0	14	96	
SC		1	3	8	10	6	18	12	0	1	0	1	25	
ST		1	1	2	10	0	11	14	0	0		2	14	

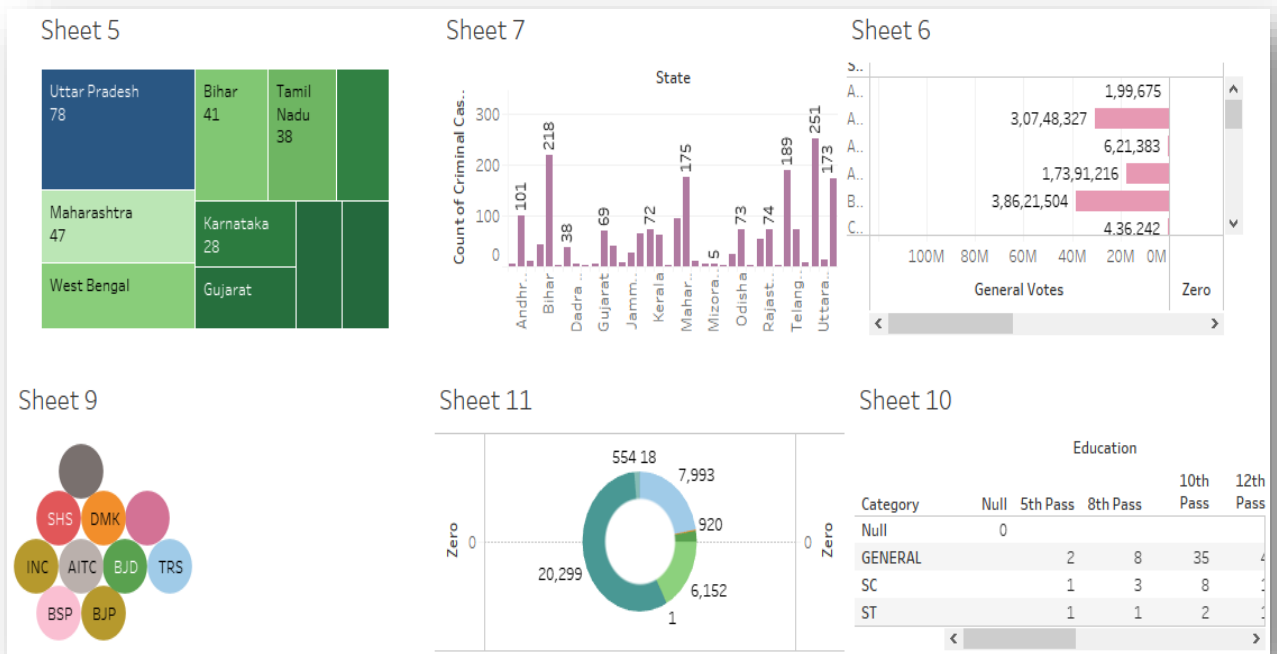
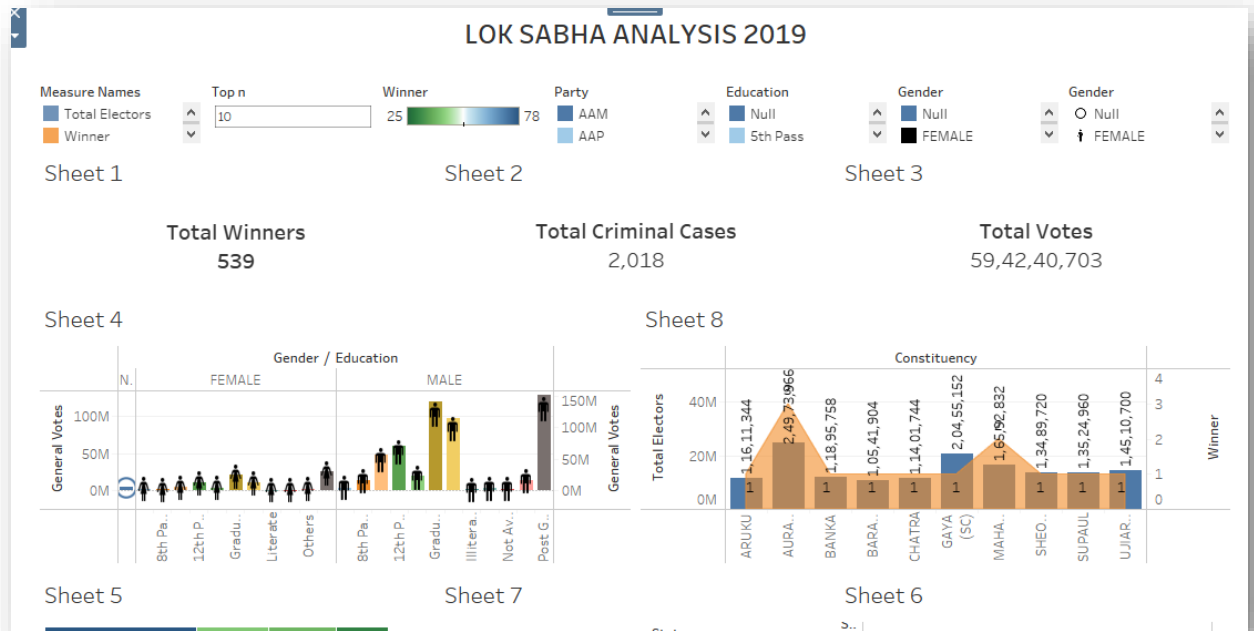
### 3.1.9) Party Wise Postal Votes

Sheet 11



### 3.2) DASHBOARD

## LOK SABHA ANALYSIS 2019



### 3.3) STORY:

#### 3.3.1)

##### Story 1

<	Total Winners	Total Criminal Cases	Total Votes in LG	General Votes divided by their Educational Qualification&Gender	Total Electors & Total Winners in each Constituency	Total Posatal Votes in Each Party	Top	>
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Total Winners  
539

#### 3.3.2)

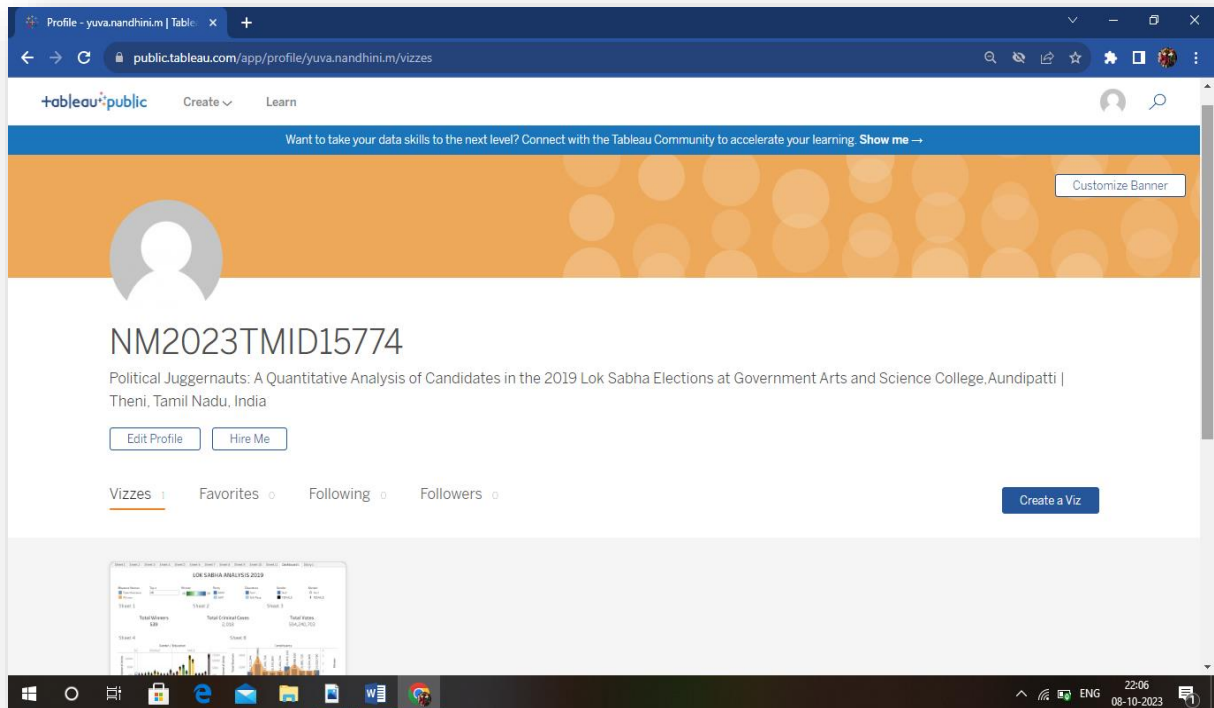
##### Story 1

<	al	Total Posatal Votes in Each Party	Top 10 winners States	Total Postal Votes&General Votes Bv State Wise	Criminal Cases By State Wise	Top 10 winnerd By Party Wise	Winners By Category &Educational Qualification	>
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Category	Education												
	Null	5th Pass	8th Pass	10th Pass	12th Pass	Doctora..	Gradua..	Graduat e Profe..	Illiterate	Literate	Available	Not Others	Post Gra duate
Null	0												
GENERAL		2	8	35	49	17	103	73	1	1	0	14	96
SC		1	3	8	10	6	18	12	0	1	0	1	25
ST			1	1	2	10	0	11	14	0	0	2	14



### 3.4) TABLEAU ACCOUNT:



## 4) ADVANTAGES AND DISADVANTAGES

### 4.1) Advantages:

1. **Data-Driven Insights:** The quantitative analysis can provide data-driven insights into the performance and characteristics of candidates, helping political analysts and researchers make informed conclusions.
2. **Objective Evaluation:** Quantitative analysis reduces bias and subjectivity, allowing for a more objective evaluation of candidates' performance and factors influencing election outcomes.
3. **Comparative Analysis:** Researchers can compare candidates from different parties and constituencies, enabling a better understanding of regional and party-specific trends.

4. Policy Implications: Findings from the analysis can inform policymakers about the factors that influence electoral success, potentially leading to better-targeted policies.
5. Transparency: By using a quantitative approach, the analysis can be more transparent, as the methodology and data sources are clearly defined and replicable.

#### **4.2) Disadvantages:**

1. Data Limitations: The Quality and availability of data can be a limitation as not all relevant information may be easily accessible or accurate.
2. Simplification: Quantitative analysis may oversimplify complex political dynamics, overlooking qualitative factors that influence elections.
3. Contextual Factors: The analysis may not fully capture the nuances of local and regional politics, which can be crucial in Indian elections.
4. Lack of Causation: While Quantitative analysis can show correlations, it may struggle to establish causation between variables and election outcomes.
5. Potential Biases: The choice of variables biases, impacting the validity of the analysis.
6. Ethical Concerns: There may be ethical concerns related to data privacy and consent when using personal data for political analysis.

## **5) APPLICATION:**

1. Election Strategy: Analyzing candidate performance and factors contributing to electoral success or failure.
2. Policy Formulation: Understanding the issues and demographics that influence voters, aiding in policy formulation.
3. Campaign Planning: Providing insights for more targeted and effective political campaigns.
4. Voter Behavior Analysis: Examining voter preferences and behavior to shape political messaging.
5. Political Research: Contributing to academic and research efforts in the field of political science.
6. Media Coverage: Informing media outlets about key trends and insights for better election coverage.
7. Election Commission: Assisting election authorities in refining electoral processes.
8. Political Consulting: Supporting political consultants and parties in candidate selection and strategy.

## **6) CONCLUSION:**

1. Demographic Trends: We observed that the candidate pool was diverse, representing various age groups, genders, and educational backgrounds. This reflects the inclusive nature of Indian democracy.
2. Incumbency Advantage: Incumbent candidates enjoyed a substantial advantage, often securing re-election. This underscores the significance of name recognition and political experience in Indian politics.
3. Party Affiliation: Party loyalty played a significant role, with candidates from major parties having a better chance of success. However, independent candidates also made their mark in specific constituencies.

4. **Criminal Records:** A noteworthy revelation was the prevalence of candidates with criminal records. This highlights a concerning aspect of Indian politics that warrants further attention and reform.
5. **Educational Background:** Candidates with higher levels of education tended to perform better electorally, indicating the importance of education in political success.
6. **Gender Disparity:** Despite progress, gender disparity in candidate selection persists, with fewer women candidates fielded by major parties.
7. **Regional Variations:** The electoral dynamics varied significantly across states and regions, emphasizing the need for a nuanced understanding of local politics.

### **FUTURE SCOPE:**

1. **Incorporating Social Media Data:** Analyzing candidates' social media activity and sentiment to gauge their online influence and public perception.
2. **Geospatial Analysis:** Incorporating geospatial data to understand regional variations in candidate popularity and voting patterns.
3. **Demographic Analysis:** Examining voter demographics and candidate appeal to different age groups, genders, and socioeconomic backgrounds.
4. **Temporal Analysis:** Studying how candidates' popularity and performance evolved over the course of the election campaign.
5. **Comparison with Previous Elections:** Comparing 2019 election data with previous Lok Sabha elections to identify trends and changes in candidate selection and voter behavior.
6. **Machine Learning Predictions:** Implementing predictive models to forecast election outcomes based on candidate data, voter sentiments, and historical trends.
7. **Visualizations:** Creating interactive data visualizations to make the analysis more accessible to a wider audience.

8. Qualitative Analysis: Complementing quantitative data with qualitative analysis, such as candidate interviews or surveys, to provide a more comprehensive view.
9. Candidate Profiling: Developing detailed profiles of each candidate, including their educational background, criminal records, and political affiliations.
10. Impact Assessment: Assessing the impact of election results on policy changes and governance.