



VOTERS' BEHAVIOUR ANALYTICS

Developing Strategies for an Effective Election Campaign

Case Study

Background



Opportunity

Data Refining
Sales Analytics



Why Visualr

Conversant Persuasive
Visualization
Low TCO
Scalability



Data Sources

Voter's Analytics:
Google Form
Survey Programs

Enterprise wide:
MS Excel

The client company is a leading provider of IT-based survey and mass campaigning solutions. While its bouquet of services comprises of a variety of even-oriented utilities and solutions, the firm was still lacking a tool that could help them analyse voter behavior, tendency and trends with respect to the Uttar Pradesh Legislative elections scheduled to take place in the year 2017.

Opportunity: Voters Analytics

With a population of around 19.95 crore (according to the 2011 census data), Uttar Pradesh is the biggest state of India in terms of demography. The company aimed at extensively tracking trends across all the legislative constituencies within the state of U.P. in the wake of Legislative Assembly polls slated to take place in the year 2017. Primary points of observation during the analysis were popularity of different candidates among the voters, grievances and expectations they had with the current and next regime, and the commitments of priority they wanted to be included within the manifestoes of different political parties contesting the electoral mega event.

The company had already conducted a slew of survey programs, under which the reactions and interactions with respondents belonging to different strata of the population had been recorded, keeping a key factors such as their assessment of the present regime in the state, expectations and aspirations from the next government, their favorite candidates in respective Legislative constituencies etc. The entire procedure of collecting, processing and analyzing the data being used by the company was very cumbersome, labor-intensive and complex.

Data was gathered through survey agents who moved door to door, and recorded the response from voters who were further differentiated according to their locations of residence caste, creed and religion. Overall size of the entire dataset turned out to be considerably huge, that made it quite a daunting and cumbersome task to analyze it and fetch useful insights and predictions out of it. "We needed a solution that could easily combine and analyze data and also provide the candidates with helpful insight for developing strategies for enhanced and aggressive campaigning," said an IT Manager at the client's company.

The Game Changing Logics



Insights for Campaign

On the basis of mass survey responses and voter interactions, it was found that the voter turnout in the constituency of the certain candidate was going to be around 60% to 65% (much lower than what he expected) due to a certain number of reasons. Also, it was observed that his vote share among this was going to lie within the range 12% to 15%, which meant he still needed to put in extra effort to gain the confidence among the voters.



Campaign Strategies

Across all the constituencies, total voter turnout was predicted to remain within the range of 58% to 63%. The data suggested that the political party to which the candidate himself belonged would not be able to get more than 18% to 21% out of this turnout, largely due to the anti-incumbency factor playing its role. The rival parties would score a share of 68% to 72% out of the total turnout, while the independent candidates would get a total vote share of around 8% to 12%, the study suggested.



Political Dynamics

Candidate's popularity generally transcended the boundaries of caste based difference as well, and if he could balance the things a bit more well, those extra votes could help him fare better in the 2017 Legislative Assembly polls

Primary Outcomes

Transcending Popularity



Political Dynamics



Effective Campaigning



Key Performing Metrics



Taking the performance of a sample candidate into account, the key findings before and after deployment and implementation of Visualr were as follows:

The candidate expected 70% to 80% votes to be cast in his constituency, out of which he was sure of grabbing at least 20%.

He assumed that on an average, around 65% to 75% votes will be casted across all the constituencies, out of which his own party would draw around 30% to 35% vote share, 50% to 65% would go into the account of rival parties while 10% to 15% would be grabbed by the independent candidates.

The candidate also wanted to get a more precise idea of his acceptance among the voters not belonging to his own caste, and the percentage of votes he could fetch from them through additional efforts.

Key Benefits



Comprehensive view
into the preference
based behavior and
trend of entire voter
ethnicity



Effective and far
reaching strategies of
campaigning to the
candidate



Gain a deeper insight
into the overall
political dynamics
taking place across
longer durations

About Visualr

Visualr is a state-of-the-art data visualization tool, which allows you to see through your data and gain useful insights that might be of great help to you in realizing the status, issues and demands of your business in a better way.

