

 **Says**

 **Thinks**

We aim to uncover patterns and insight from candidate data

We want to understand the dynamics that shape election outcomes.

Quantitative analysis can reveal trends and correlation in the election landscape.

Analyzing candidates can shed light on the factors influencing votes' choices.

We aim to provide accurate and insight election coverage.

We want to make informed choices during elections.

Data-driven analysis can enhance our reporting and offer a deeper understanding.

Understanding candidates positions.



Political Juggernautes

Collects and analyzes candidate data, designs algorithms and prepares reports for publication.

Engages with analysis reports discusses findings online/offline, and shares insights with peers.

Excited about contributing to informed political discussions.

Curious about the impact of data-driven insights on the political process.

Studies analysis results, adapts campaign strategies, and considers policy adjustments.

Interview analysts, references data-driven insight, and presents analysis findings to a wider audience.

Eager to learn from data to refine messaging and outreach efforts.

Motivated to present well-researched perspectives to the public

 **Does**

 **Feels**

 [See an example](#)