Presidential Election Analysis by County

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October, 2021

Business Problem

- Building a model to predict presidential elections at a county level

- Help campaigns predict how counties will vote in future elections

Data Acquisition

Election Results by County

Does not include Alaska.
data.world

Alaska Results by County

thecinyc.com

Wikipedia.com

Alaska Additional Information

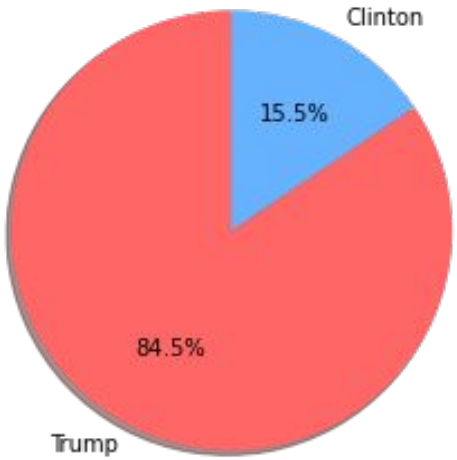
2010 US Census

Race and Income Information

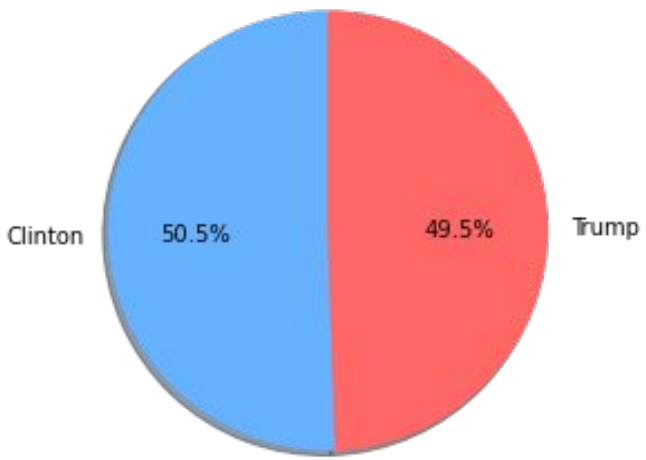
Features by Order of Importance

- 2012 election results
- Asian population
- Population under 18 and in poverty
- Land area
- Density

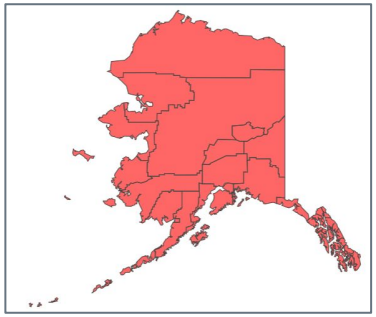
2016 Election Results by County

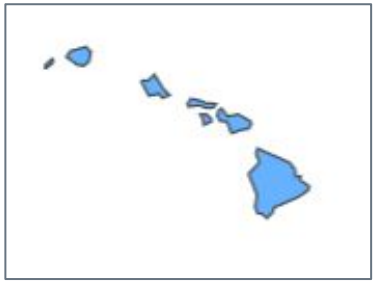


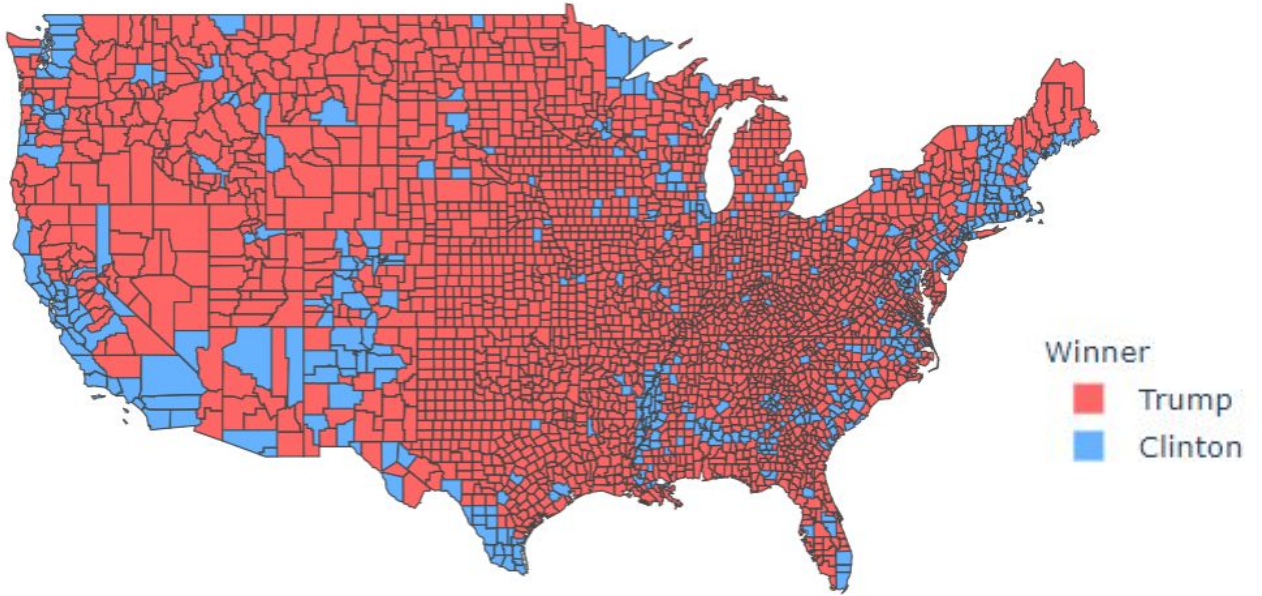
2016 Election Results by Popular Vote



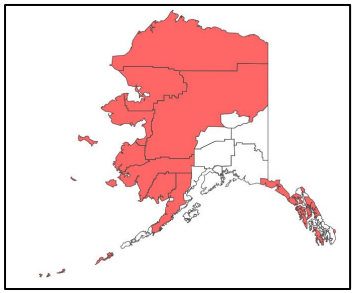
2016 Election Results

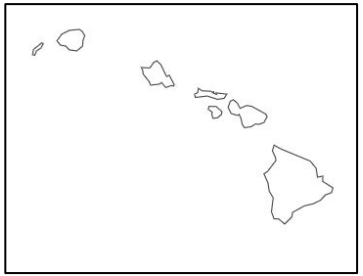


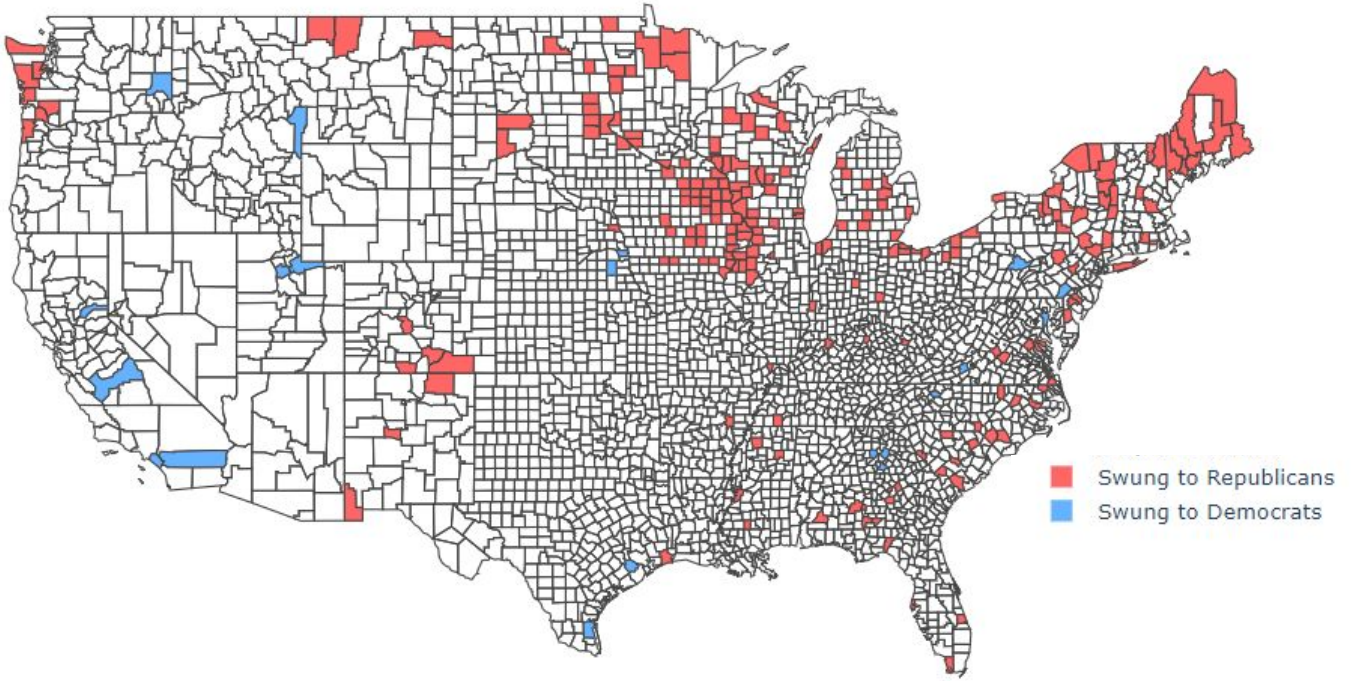




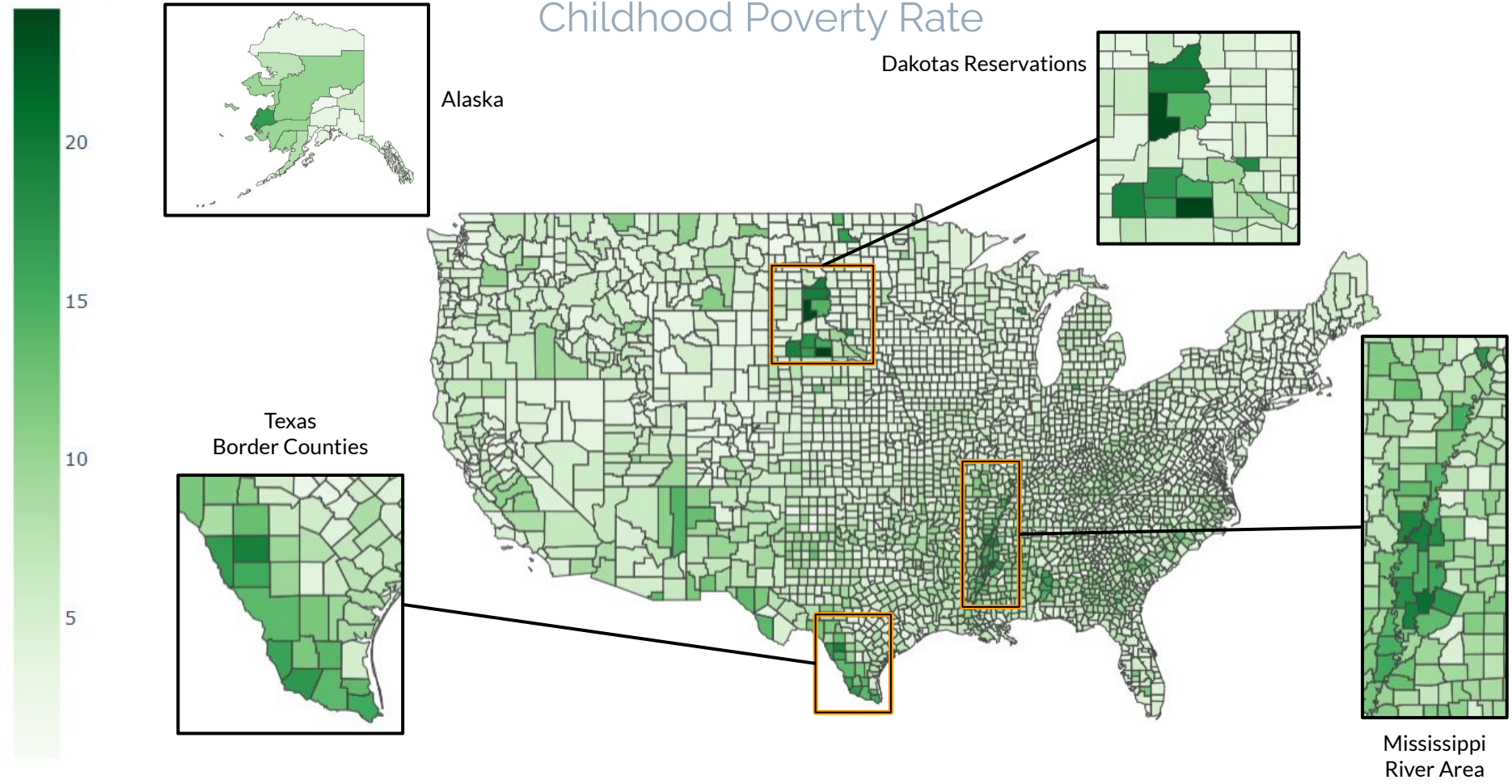
Swing Counties



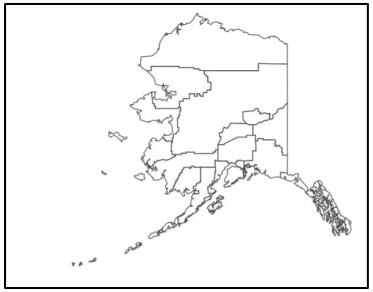


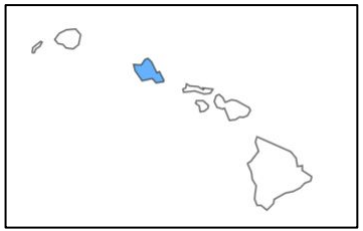


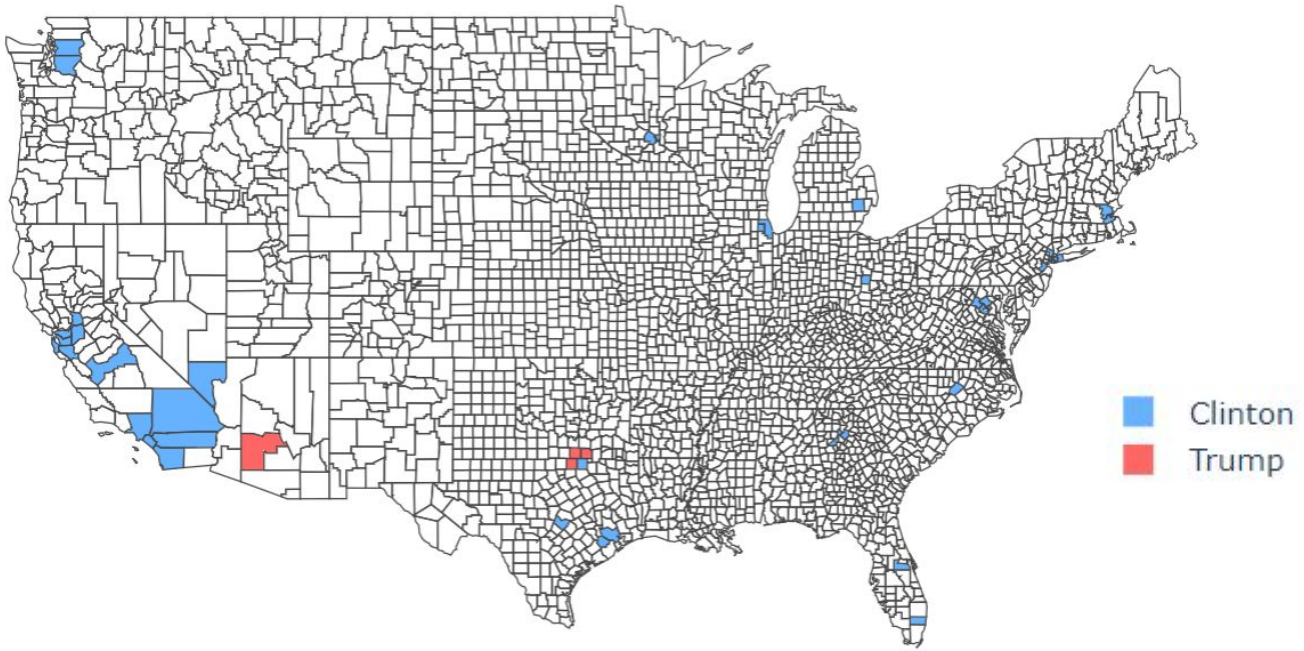
Childhood Poverty Rate



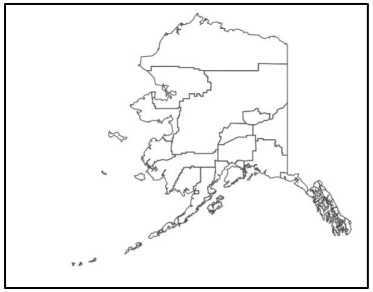
50 Counties with Highest Population of Asian Descent

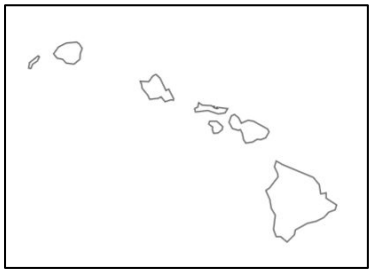


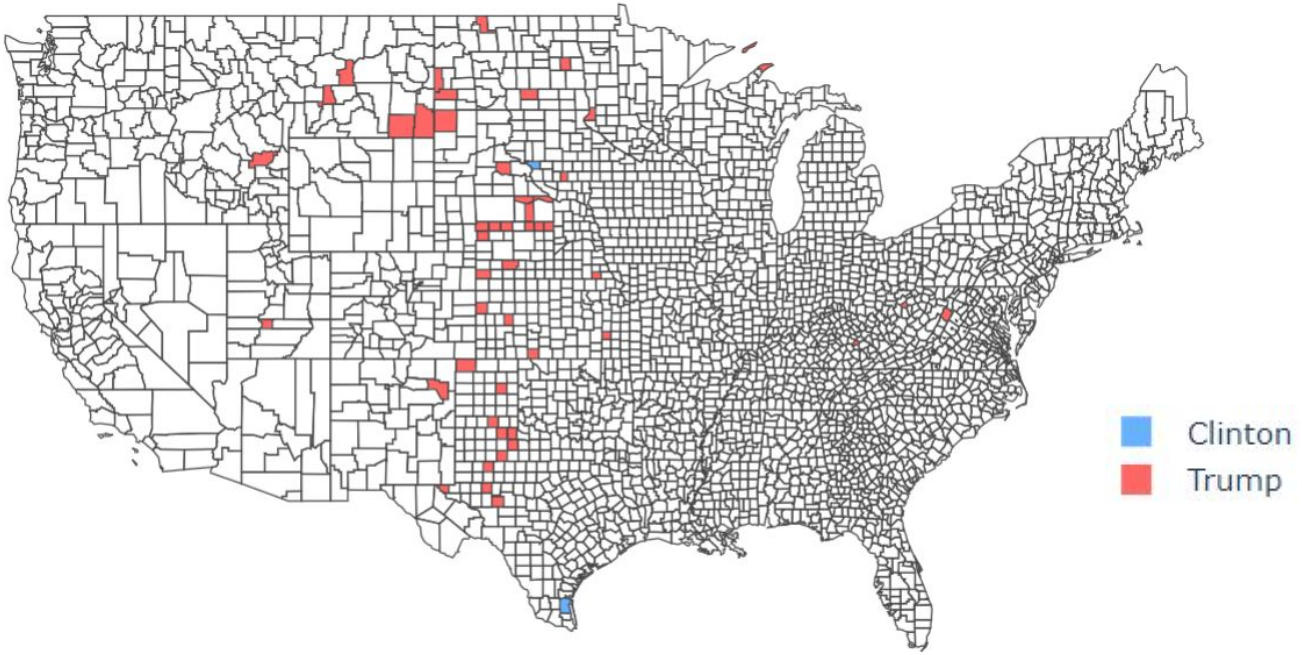




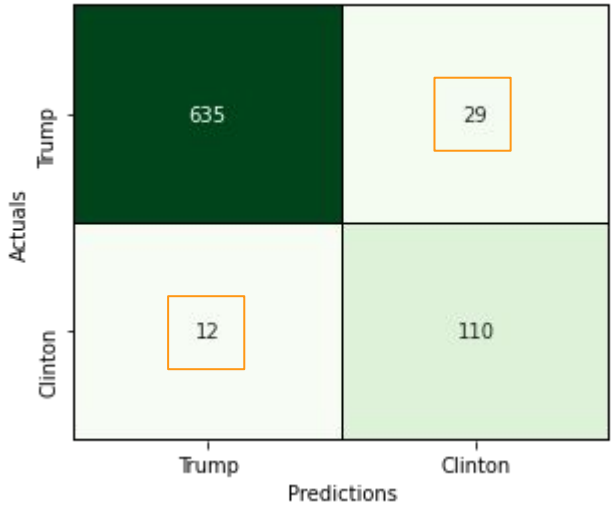
50 Counties with Lowest Population of Asian Descent







Best Performing Model



Classifier	Scaler
Logistic Regression	Standard Scaler
Balanced class weight	with_mean and with_std = False

Conclusions

- Previous election results, population of Asian descent, childhood poverty, and density are key predictors

- Many of the key features tend to have clusters of counties strongly affected

Next Steps

- Additional demographic data acquisition
- Further exploratory data analysis
- Add rates to model

Thank you!

I am Angie Rincon

Data Scientist

- GitHub
- LinkedIn