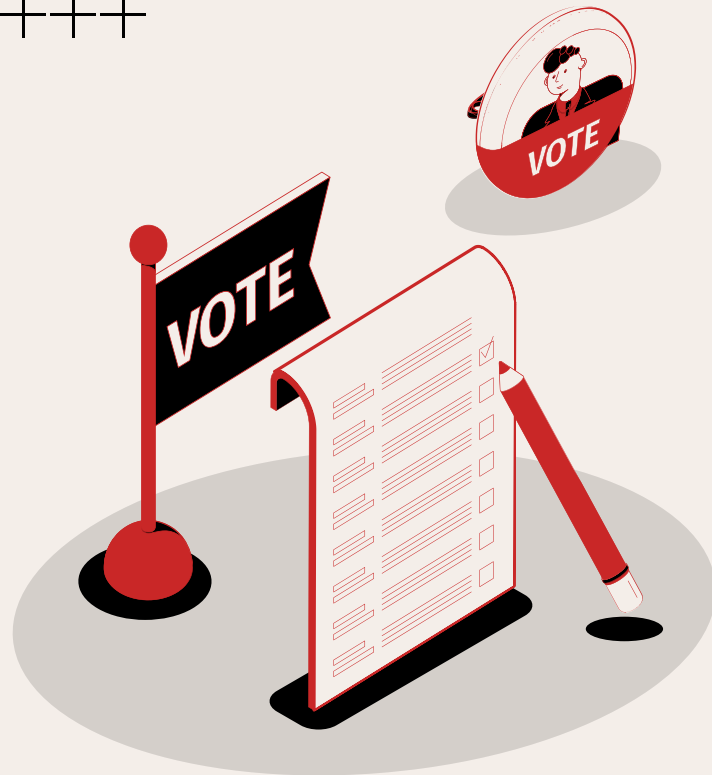# Predicting Vote Choice in U.S. Presidential Elections

Bobby Gerberick

Overview

01 Introduction

02 Business problem

03 The Data

04 Modeling

05 Results & Analysis
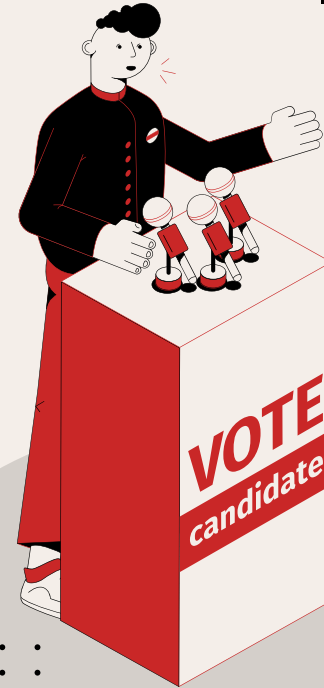
06 Next Steps

Business Problem
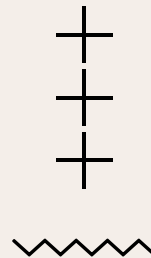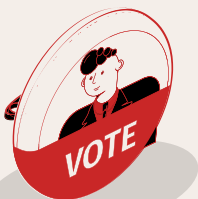
Model vote choice

Analyze prediction factors

The Data

American National Election Study: 2020

+ National voter survey
+ Curated by Inter-university Consortium for Political and Social Research
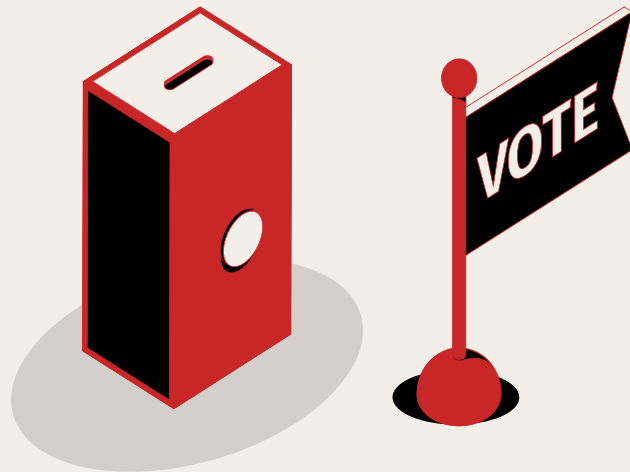
VOTE

Modeling

Tree Based models

+ Decision Tree
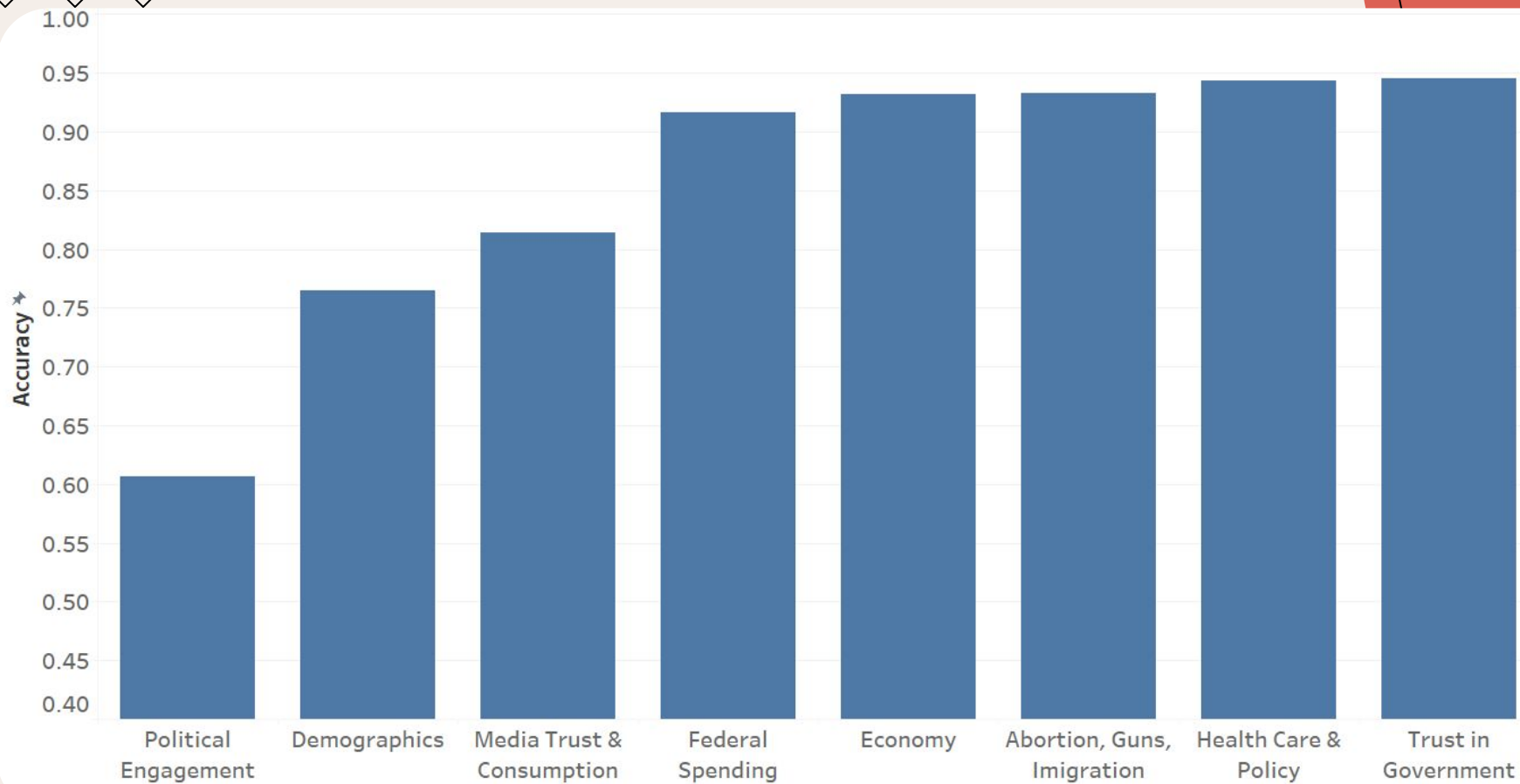+ Random Forest
+ XGBoost

Results

Best Model

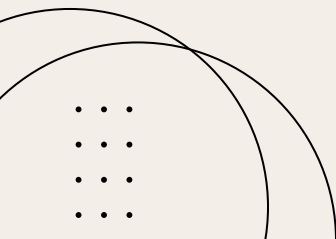+ XGBoost Classifier
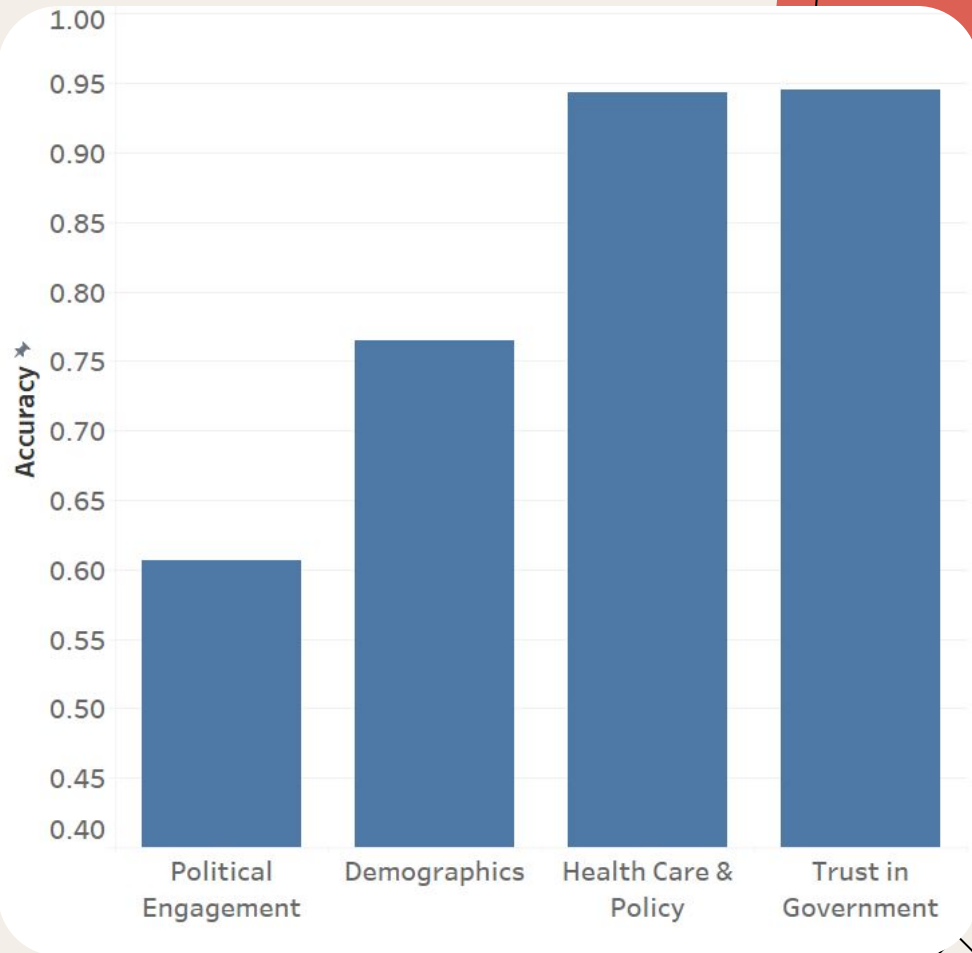+ Accuracy of 96.8% on testing data

Analysis

Analysis

Least Predictive

+ Political Engagement
+ Demographics

Most Predictive

+ Health Care & Policy
+ Trust in Government

Next Steps

+ 2012 and 2016
+ Demographic Data
+ Senate Elections

Thank You

Do you have any questions?

Github