**Intended Audience:** Pollsters – they are asking the question “why did we get this certain grade?”

**Who are we/what are we doing?** We are a group of analysts working with a lead external consultant, Jim, in order to help him explain how grades are assigned to Pollsters. He/we will be given old data, namely the data revolving around the 2016 US Presidential election and will be looking at different factors we believe (and will show) have an effect on the assigned grade.

**Who is Jim?** Jim is a 25-year-old external consultant for FiveThirtyEight who has completed his bachelor’s degree in statistics and his masters in political science. He is the leader of our team and has been asked to analyze a given dataset and conduct further research to help explain the pollster grades. With his work, he is hoping to contribute to the next regrading that FiveThirtyEight will be doing. Jim wants to look at the given and found predictors in order to better classify the pollsters and thus the future candidates. Through this analysis, he will be able to explain through visualizations the factors that affect the pollster grades the most.

**Possible factors that affect pollster grades:**

* Pollster bias (mean reverted bias, bias)
* Poll weight
* Frequency – number of polls
* The accuracy of the polls in predicting the outcome of the election – if there is a high grade, did the pollster predict the election correctly?
* Population type (lv, rv, v, a)
* The end date – proximity to the end of the election… will polls that end closer to election day be more accurate than older polls
* The duration of the poll – will a longer poll be more accurate in predicting the outcome of the election
* +/- score
* NCPP/AAPOR/ROPER
* Time of scandal to the duration in between Polls (how did this impact the grade)
* Does the location of the state have a relationship with the grade of the pollster?
* Same pollser different states -> impact on grade (coverage of area)