Data Gathering and Defining Stakeholders + KPIs

* Problem to Solve:
  + Use lobbying data to try and outperform the market (in different sectors)
* Datasets:
  + Lobbying data published in accordance with the Lobbying Disclosure Act (Govt API - Rahul)
  + Processed lobbying data from same source (OpenSecrets)
  + Stock data (yfinance python package)
* Stakeholders:
  + Companies that Lobby:
    - Would have a (zeroth-order) idea of how much lobbying is enough to maximize returns
  + Lobbying Firms:
    - Can use results to convince companies to lobby with them
  + Politicians:
    - Can use results to identify companies that are lobbying too much or too little
* Key Performance Indicators:
  + “The Ratio” - lobbying costs / net worth (of stock / sector)
    - Q: What is the range of companies that out/down-perform the market in each sector?
    - Q: What is the optimal ratio that maximizes returns from investment?