1. What your ultimate question is (i.e., what do you want to predict about the world?)
   * Why Hillary Clinton Lost WI or Michigan or maybe North Carolina
   * Chance of either party in the next congressional elections based on some variables such as:
     + President job approval
     + Economic situation
     + Vote in 2016
     + …
2. Why should we care / why do *you* care?
   * Democratic Party needs to know what did go wrong in the last election to win the upcoming elections
3. What data do you have available to answer it? What do you have in hand?
   * R2 Voter Files (I have to buy it)
   * Exit Polls
   * <http://www.edisonresearch.com/election-polling/#toggle-id-1>
   * Cook political report index
   * Some poll regarding of the generic ballot
   * Gallop polls