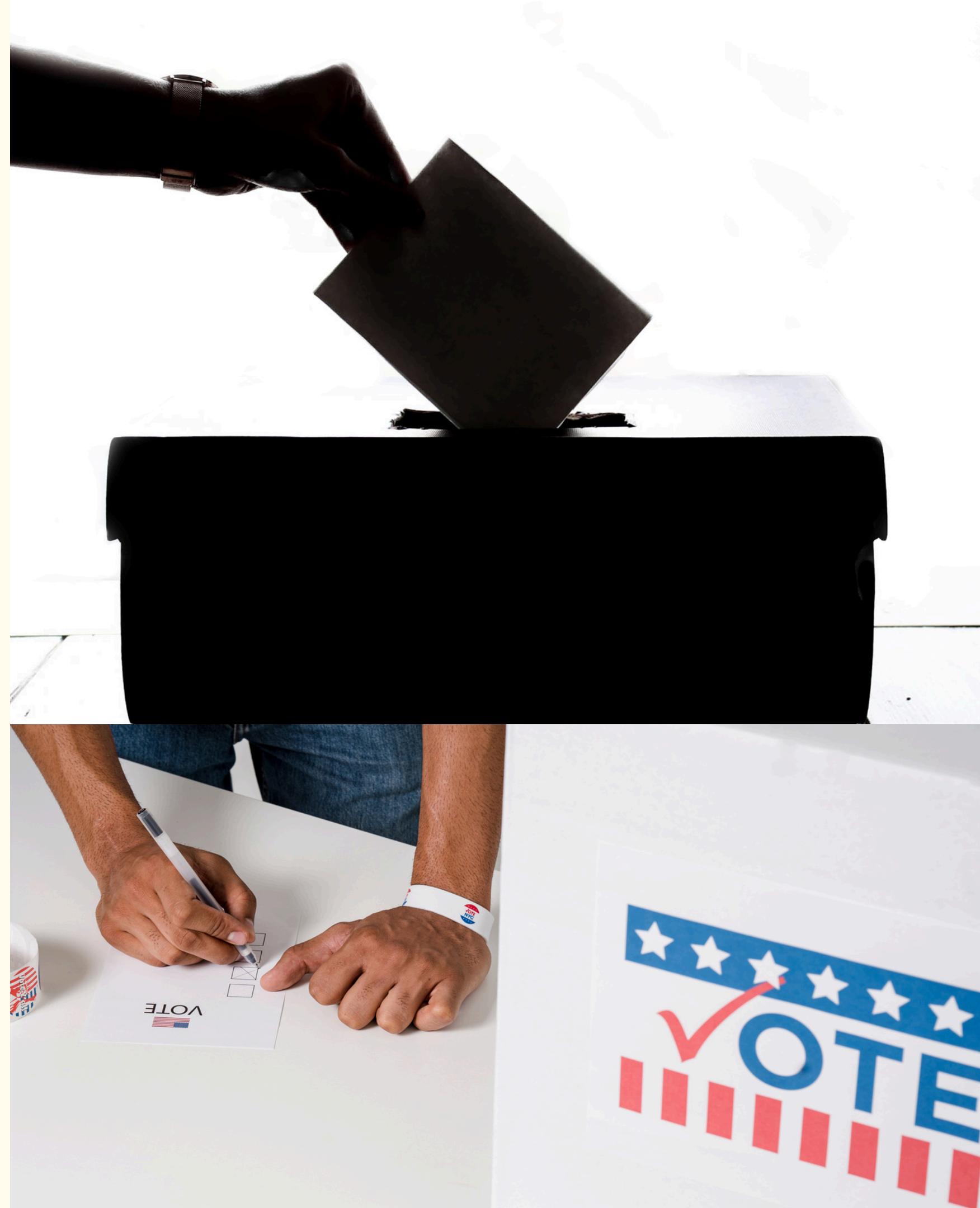




U.S. Elections Analysis/ Modeling

Overview and Recommendations



Summary

Analysis and predictive modeling of winning political party by Congressional district.

Electoral Outcome

Strongest Indicators of winning party

Dynamics of each district

Recommendations



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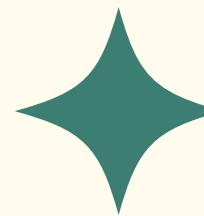




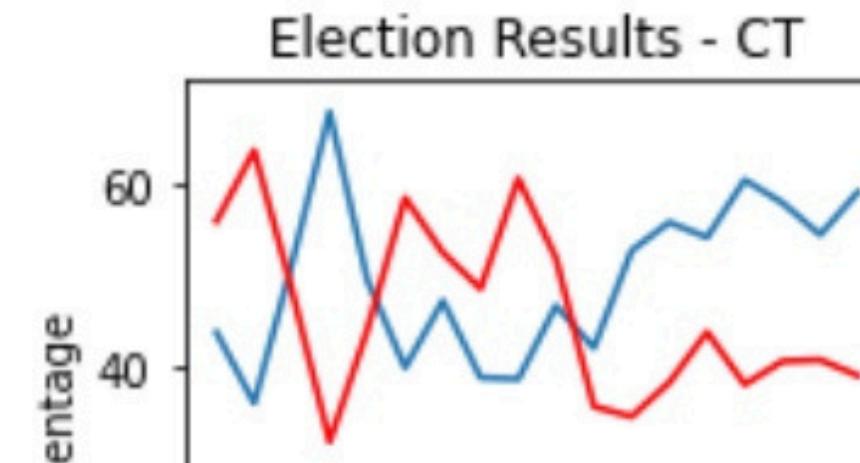
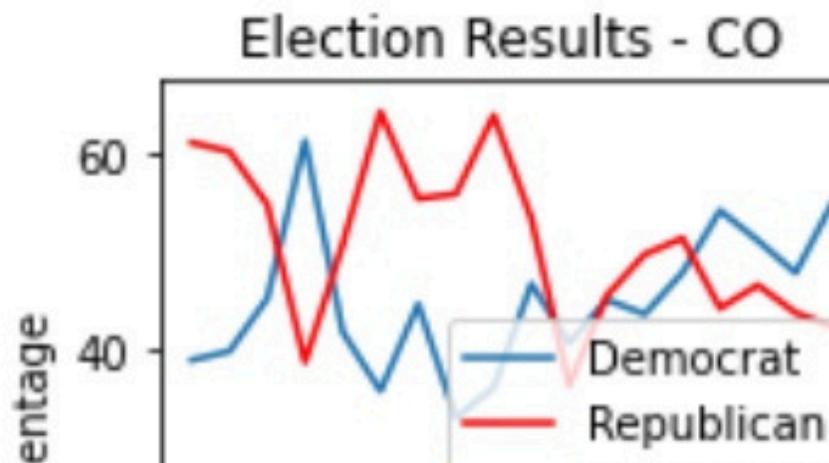
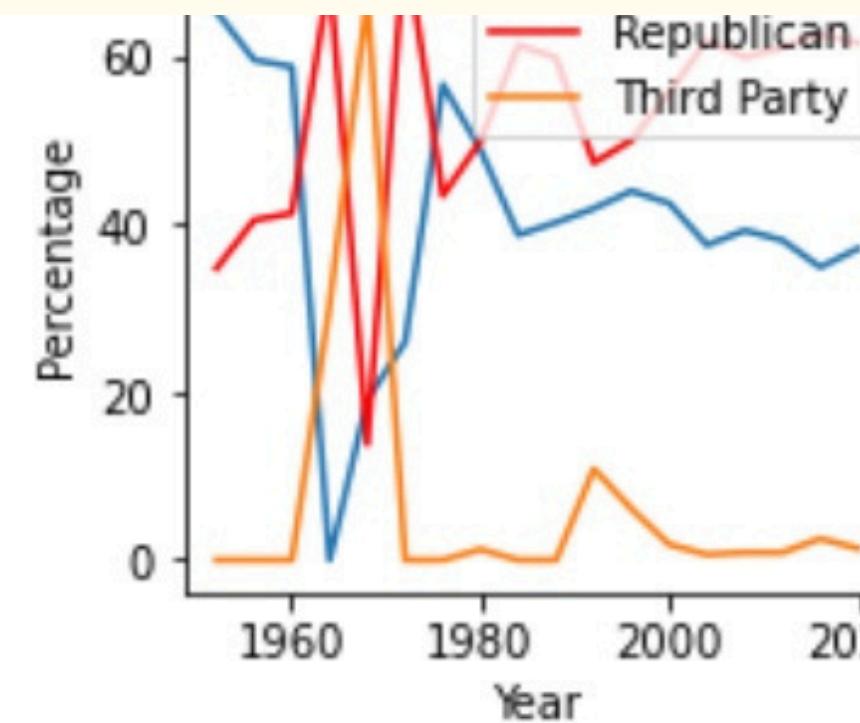
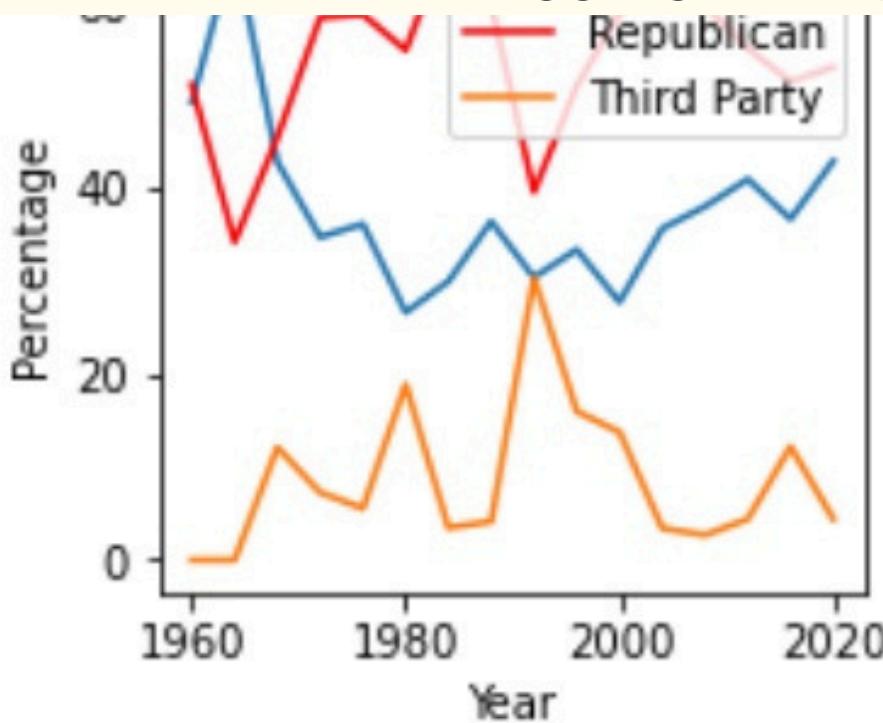
Business Problem

- ◆ Present an electoral organization with a path to victory for the presidency and house majority.
- ◆ Identify the pivotal districts in the swing states, and through analysis and modeling, determine the strongest indicators of a lean towards democrats or republicans.

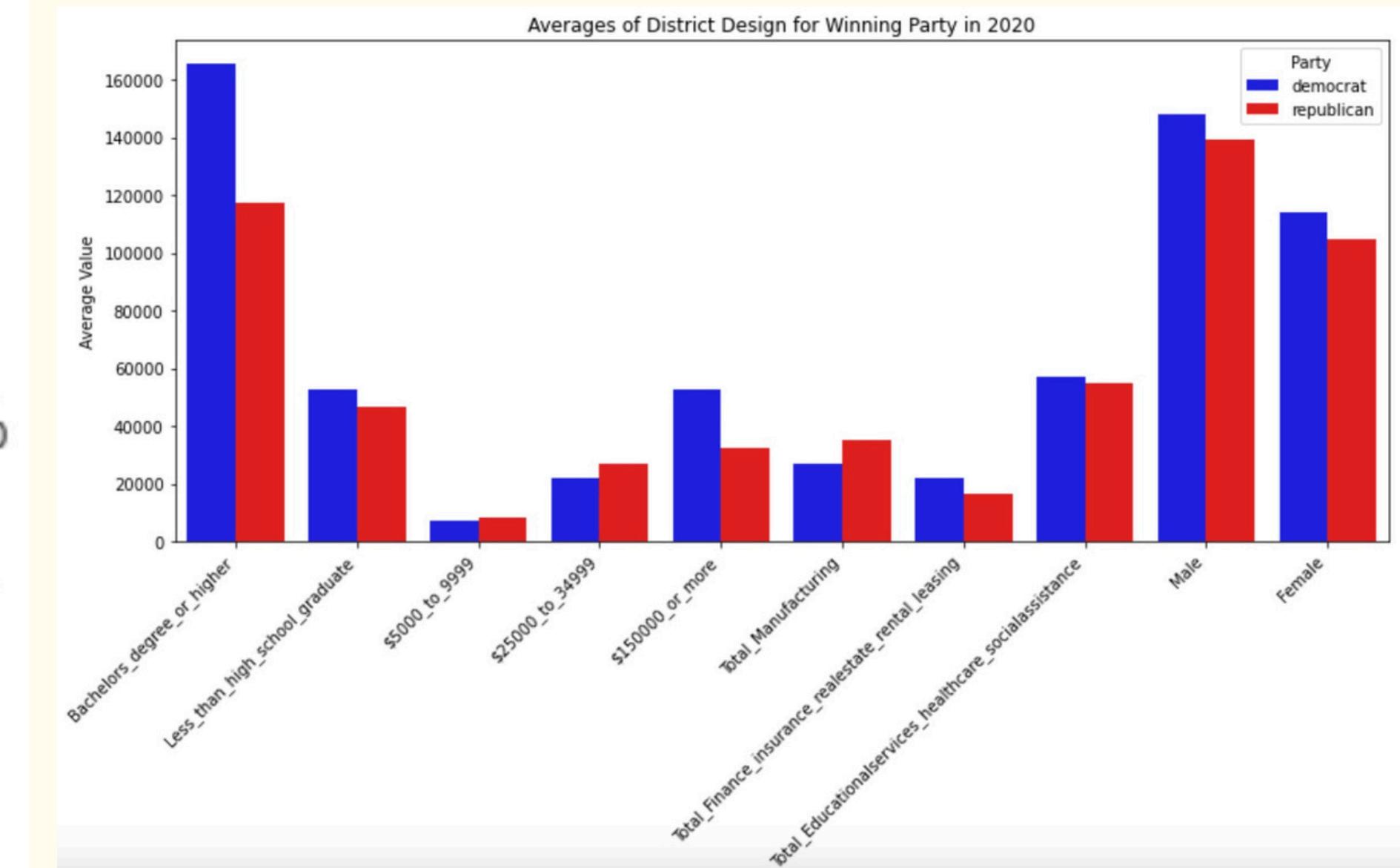
Data & Methods



Dataset includes winning party by district from 1952-2020, grouped together and aggregated by state.



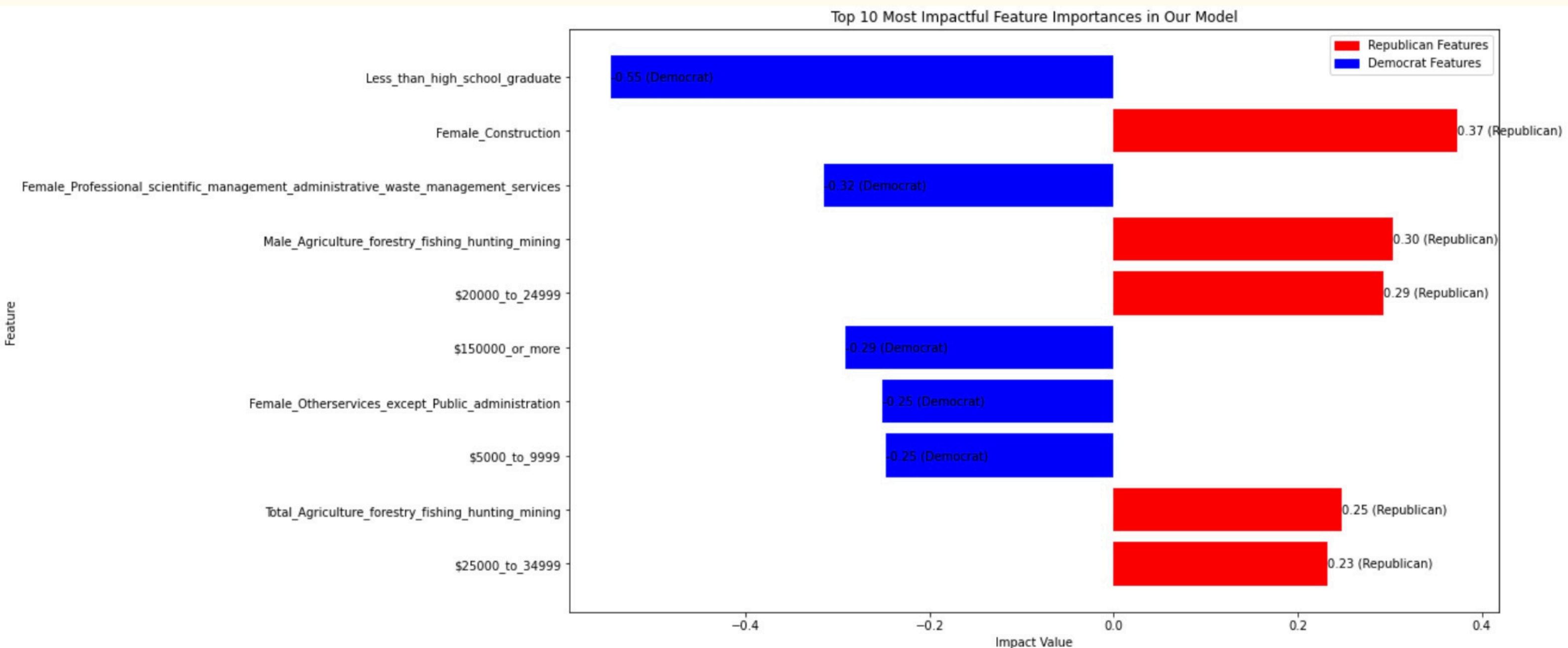
Additional data included census information about each district, which was combined with the elections data.



Results

The count of people who did not graduate high school indicated a likelier Democrat victory

Higher agricultural jobs indicated a likelier Republican victory



Conclusions

Focus on opportunities in education.

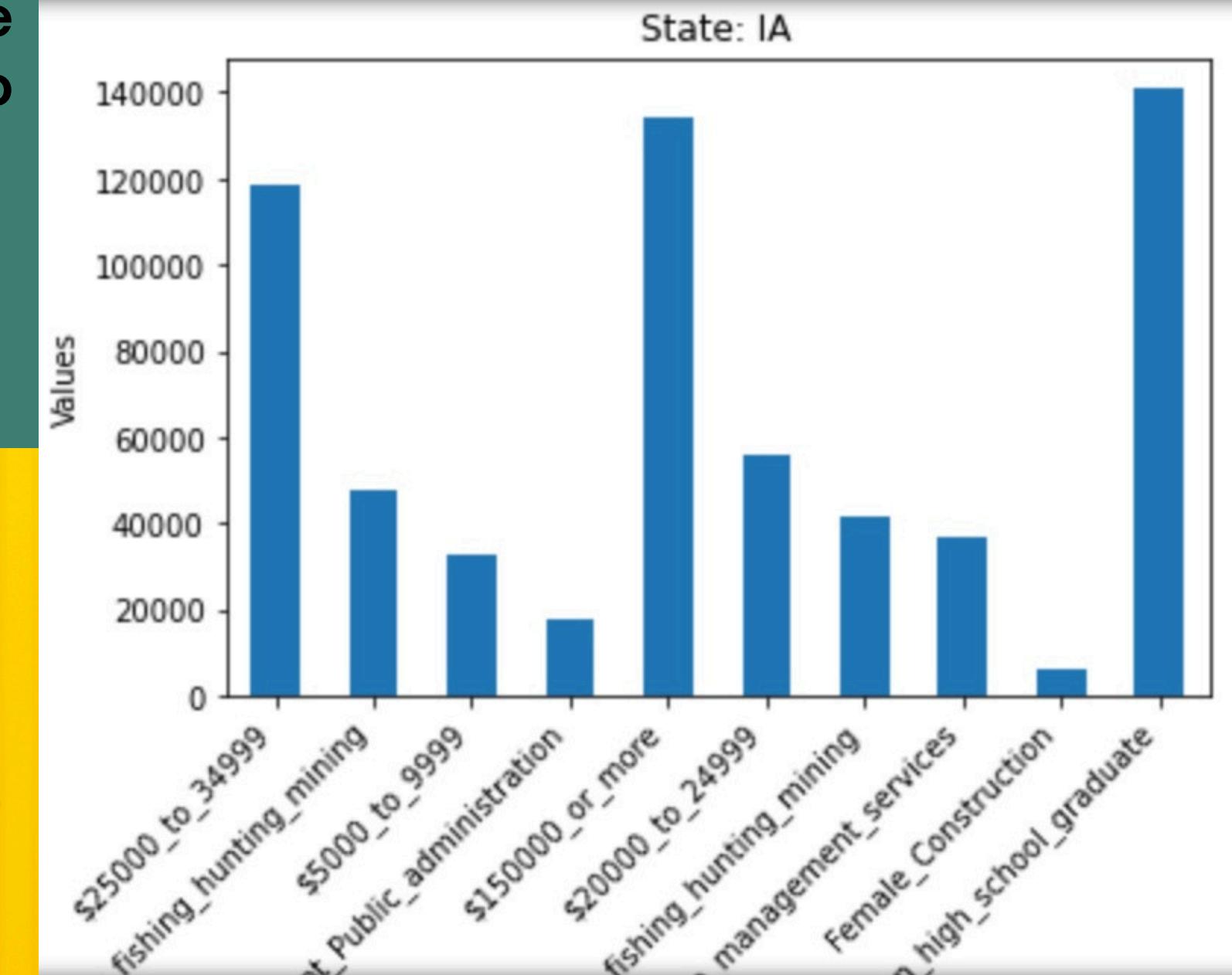
1

Focus on ways to craft a better economic/environmental message that can appeal to agricultural workers

2

Focus on states that have features matching a Democrat appeal. Iowa may be gettable.

3



Next Steps

- Find more data to improve the model's performance.
- A deeper analysis of the Census data is necessary, as there can be underlying factors that explain these trends in a deceptive way.
- Gathering Census data from election years prior to 2020 will help further identify trends and factors to focus on.



A photograph of the White House in Washington D.C. The building is white with a prominent portico of Corinthian columns. It is surrounded by green lawns, red flower beds, and large trees. A fountain is visible in the foreground. The sky is blue with some clouds.

Thank you!

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