

JCG

2020

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WHO WE ARE

- Multi-National Consulting Group
- 500 Billion in Revenue (2020 YTD)
- Offices:
 - Domestically: All major American cities.
 - Internationally: London, Paris, Berlin, Tokyo, Beijing, São Paulo, etc.

Motto: “*Change happens one node at a time.*”



WHAT WE DO

- Specialties
 - Political Campaigns
 - Senatorial
 - Gubernatorial
 - Presidential
 - International Conflicts



WHY DO IT

- Calming Fears
- Relieving uncertainty
- Life Improvement
- Cutting Edge



THE CLIENT

- The Biden Admin | Campaign
 - 306 | 232 Electoral Victory (270 to win)
 - 50 | 50 Senate (+1 vote from VP)
 - 220 House Dems | 212 House GOP | 3 Vacancies
 - Win re-election
 - Win Georgia
 - Increase majorities in both houses in 2022





TASK

- Achieve:
 - Re-election
 - Increase majorities in both House and Senate
 - Win Georgia

Attributes of Biden Voter





SOURCES

- JCG Conducted University-Wide Poll from 2- 28 October 2020
 - 222 Respondents within the University of Georgia
- Concern for youth vote
 - Effectiveness us youth mobilization
 - Persuasion of family
 - Unique nature of the University within the state of Georgia

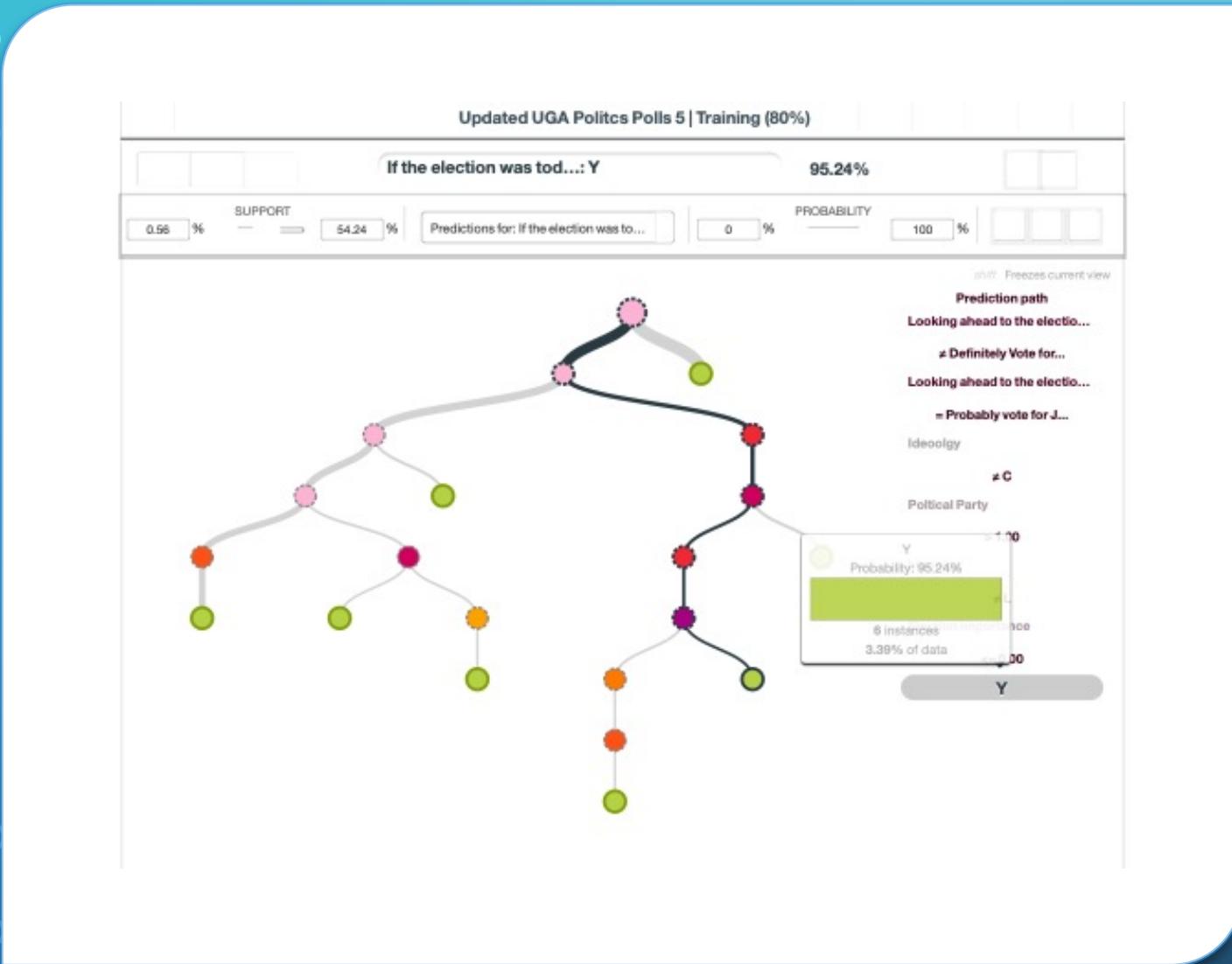


ANALYSIS COMPLETED



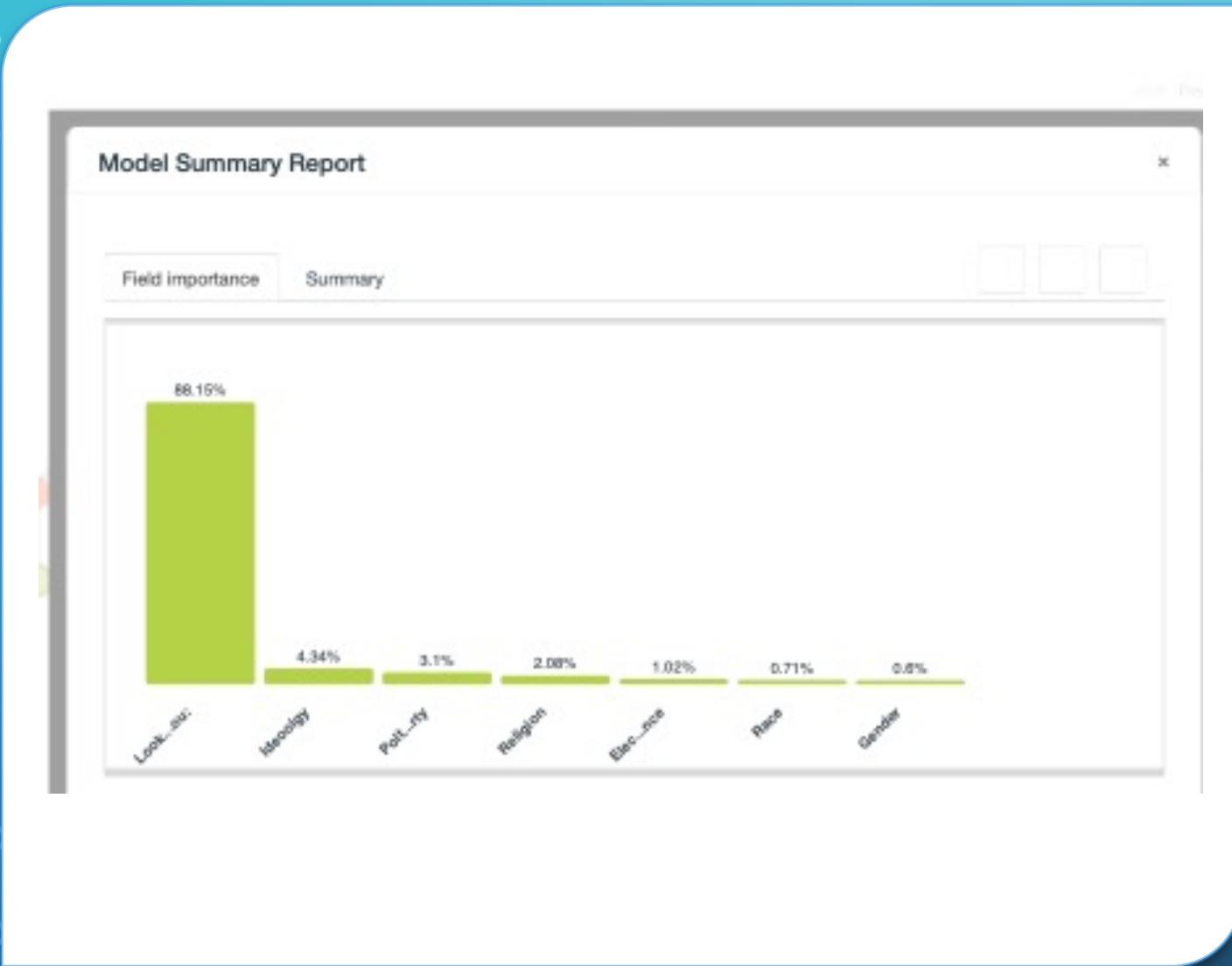
- Decision Trees
- Summary Reports
- Confusion Matrix
- Ensembles

DECISION TREES



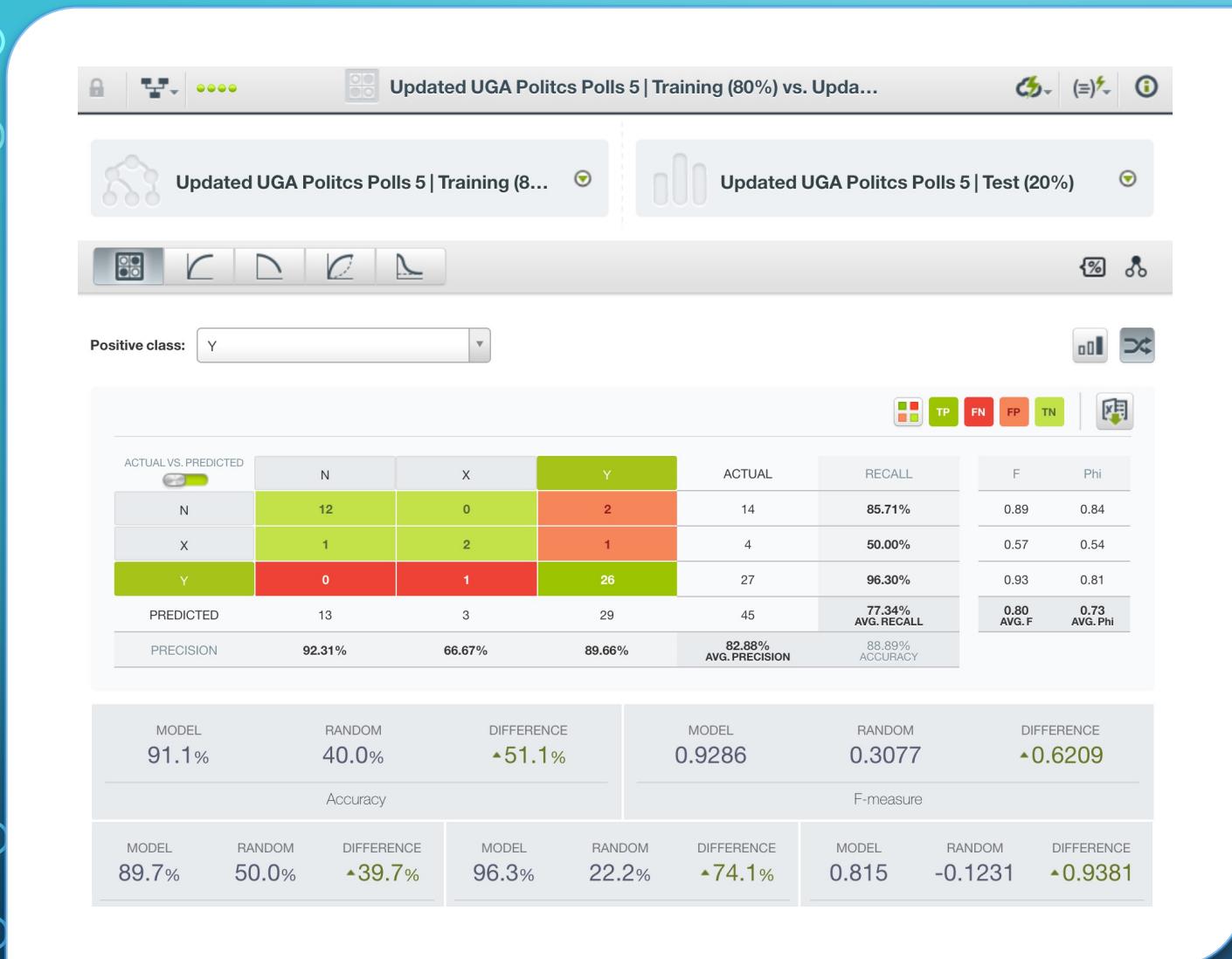
- What it displays
- What it means
- This voter voting in our favor

SUMMARY REPORTS



- What it displays
- What it means
- Which variables were relevant

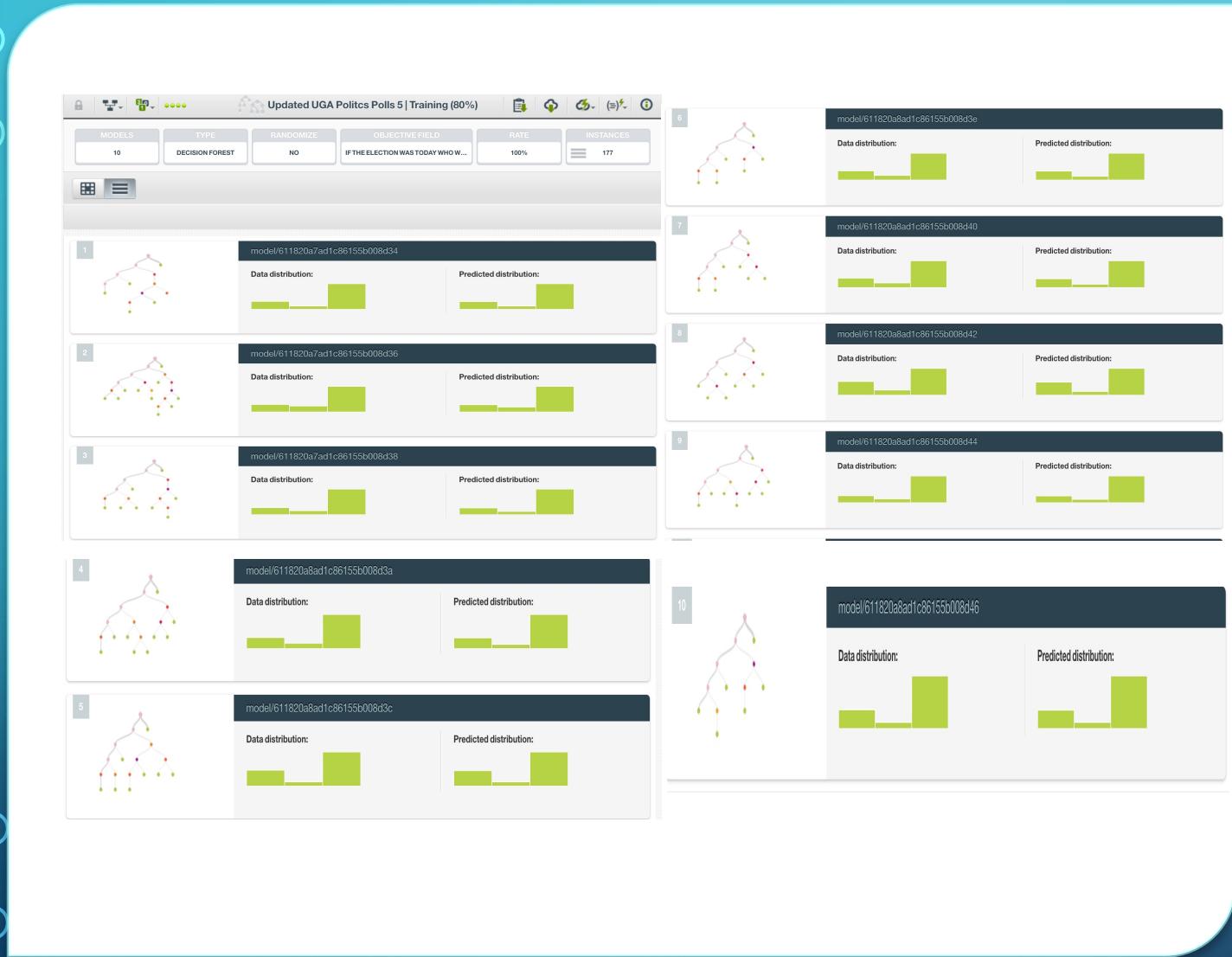
CONFUSION MATRIX



- What it displays
- What it means
- Accuracy of our model

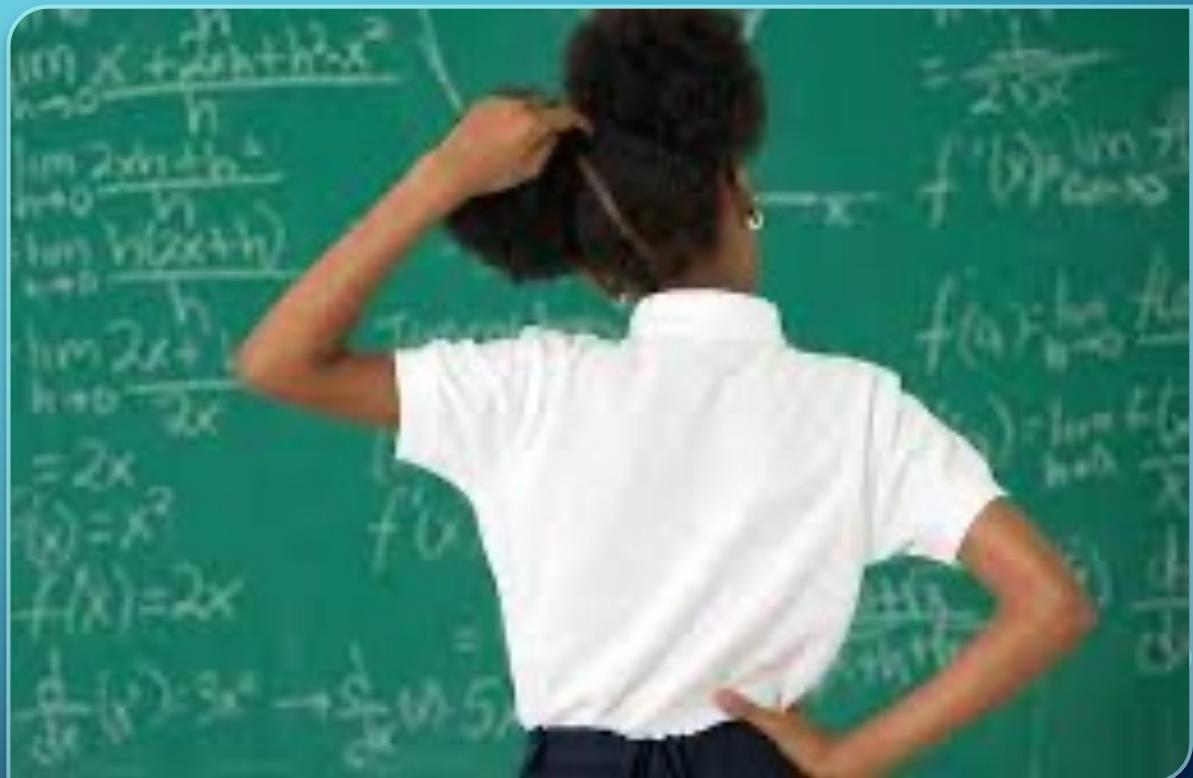
ENSEMBLE

- What it displays
- What it means
- The Strength of our data



WHAT THIS MEANS | OUR LOGIC

- Our sources are solid
- Economy
- Successes
- Build Back Better





WHY DOES THIS MATTER

- Winning
- Increasing Majorities
- Ensuring that we win Georgia



CONCLUSION

- Why we do what we do
- Solutions
- Success
- Mission Accomplished





THANK YOU





SOURCES

- “UGA Politics 5 - Ensemble | BigML.” BigML.com - Machine Learning made easy. Accessed August 15, 2021.
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<https://bigml.com/dashboard/model/6118206999dfe7073foo1a75>.
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<https://bigml.com/dashboard/model/6118206999dfe7073foo1a75>.