Presidential Election Predictive Analytics  
What Went Wrong?  
Nov. 27, 2016

***Disclaimer****: In a predictive metric, I would be classified as an independent that would select a candidate based on social issues, not party. I would more likely vote Democratic, but I could vote Republican. I would unlikely vote 3rd party. I would be slightly likely to vote.*

The Democratic candidate received 47.97% of the national vote and Republican candidate 46.34%. What effect did the Green Party at 1.04% had on calving votes from the Democratic ticket?

No effect. When the voter count is normalized to 0 and 1, assigning Libertarian 3.09% to Republication and Green 1.04% to Democratic, we have 49.03% Democratic and 49.37% Republican. The majority of those who did vote in a normalized 0/1 model voted Republican.

Will Jill Stein, Green Party, recount efforts in Wisconsin, Pennsylvania and Michigan change the electoral college, with vote differences of 27K, 68K, and 11K, respectively?

Historical data on recounts does not support a change. The Bush/Gore Florida recount of 2000 is the previous most current to use as a model. Prior to recount, the difference was 1784 votes for Bush. After a mandatory machine recount the difference was 327 for Bush. After various challenges and recounts, the US Supreme court certified the difference as 537 votes for Bush.

What effect will Jill Stein, Green Party have?

The target audience of the $7 million raised in crowdfunding are mostly democratic voters, who did vote, and feel an injustice occurred. If this group is sub-classified into strongly lean democratic, slightly lean Democratic, likely to vote and slightly likely to vote, then behavioral analytics would reclassify a portion of the most fluid group slightly lean Democratic/slightly likely to vote to slightly lean Democratic and Green, calving a portion of the democratic voters.

The DNC used a home-spun predictive analytics for canvassing, while Trump used a 3rd party predictive analytics company in the UK. The DNC version uses voter related metrics. The UK company claims to have an average of 1800 data points on 250 million Americans, non-voting specific. The company claims that it can predict with high accuracy given a condition, stimuli and choices, what the person will choose.

Did the Trump campaign use the data to target canvassing voters classified as only slightly lean Republican and only slightly likely to vote in states where the electoral votes is disproportionate to the population (“the hidden vote”)?

Did the Trump campaign use the data to frame a message for voters classified as only slightly lean Democratic and only slightly likely to vote to discourage them from going to the polls (“the hidden non-vote”)?

*Was this election won entirely as the result of using non-voting data behavioral analytics?*

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