**Project Title**

A Project

**Please tell us in 1-2 paragraphs the motivation for doing this project, what you are trying to do and which goal you want to achieve. Also include a description about your planned datasets and where you will acquire them.**

This project will focus on the analysis and visualization of 2016 presidential election data. Despite the rich amount of public opinion data available, most major media visualizations of election data focus on horserace comparisons and delegate totals.

Our team will create visualizations that explore more complex relationships between data sources beyond what is typically discussed. In particular, we are interested in exploring the intersections between election polling data, Google Trends data, and information available from the Kaggle 2016 US Election dataset.

Our preliminary data analysis and visualization falls into three parts: (1) county-level voting patterns based on demographic and socioeconomic characteristics, (2) the relationship between candidate favorability (as measured in national opinion polls) and online searches (as measured by Google Trends), and (3) attempted prediction of upcoming primary elections using the data from parts (1) and (2) using statistical modeling and machine learning techniques.

We will use data from three sources. The first source of data is the 2016 US Election dataset produced by Kaggle. This dataset provides primary election outcomes as well as county-level facts that can be mapped onto the election data. The second source is the Huffington Post Pollster API (http://elections.huffingtonpost.com/pollster/api), which compiles hundreds of national polls into standard JSON format. The third source of data is the Google Trends API (https://www.google.com/trends), which provides information about search term volume over time and geography. This is provided in a standard CSV format.