**BUSINESS UNDERSTANDING**

-Our client needs a strategy that will help pinpoint geographic areas to focus during a presidential campaign. This is with the aim of minimizing the campaign cost.

**DATA UNDERSTANDING**

-Having two data sets to draw our insights on the best strategy. The datasets for population and grand electors are to be used in the analysis.

-Both having two columns and an identical column for states. Our datasets don’t have any missing values but different in the capitalization of the states.

**DATA PREPARATION**

-We capitalize on the dataset with states as small letters and join the tables on the states column to have one holistic table to do our analysis.

-For convenience, the state district of Columbia is changed DC and now our data is ready for analysis

**Modeling**

-Technique used to analyze this data is dependent on the population and the grand electors. We find the grand electors per capita that is per person and order this ration in descending order to know which states have the least number of people per grand elector.

-Winning the election is granted from earning the most number of grand electors so we target the break-even point in our running total then add an extra state’s data to exceed the median point.

**EVALUATION**

-Our model reveals that we will focus on 40 states which is 78.43% of the total number of states. It is evident that this proportioning was not a real reflection of acquiring the optimal strategy since the rationing of grand electors to the population is not linear. A good example is focusing on California alone will free us from 14 states. We hereby conclude that this analysis doesn’t give desirable results since the geographic area to focus on will not be cost-effective.