Datafiles

|  |  |
| --- | --- |
| **Filename** | **Notes** |
| data/political\_ads.csv | Do not push to repo given file size |
| data/all\_political\_ads.pickle | Pickled version of above – more efficient to read in than csv  Created in:  Political\_TV\_Ads\_EDA\_Cleaning\_Feature\_Engineering.ipynb |
| data/pres\_raw\_data.pickle | all\_political\_ads.pickle filtered for dates (8/1/16-11/8/16) and limited to presidential race  Created in:  Political\_TV\_Ads\_EDA\_Cleaning\_Feature\_Engineering.ipynb |
| data/pres\_sorted\_data.pickle | Intermediate stage of feature engineering – super-ceded by later files – do not push to repo  Created in:  Political\_TV\_Ads\_EDA\_Cleaning\_Feature\_Engineering.ipynb |
| data/sponsors\_list.csv | Exported sponsors\_list from python/pandas to csv to manipulate in excel  Created in:  Political\_TV\_Ads\_EDA\_Cleaning\_Feature\_Engineering.ipynb |
| data/sponsors\_list\_annotated.csv | Manipulated csv file with annotations on sponsors – to read in excel only |
| data/sponsors\_list\_final.csv | To be read into: Political\_TV\_Ads\_EDA\_Cleaning\_Feature\_Engineering.ipynb |
| data/pres\_sorted\_with\_sponsors\_and\_party.pickle | Primary cleaned dataset – used as basis for the following notebooks:  State\_Daily\_Ad\_Counts\_by\_Party\_7DMA.ipynb  State\_Daily\_Ad\_Mix\_by\_Party\_7DMA.ipynb  Created in:  Political\_TV\_Ads\_EDA\_Cleaning\_Feature\_Engineering.ipynb |
| data/political\_tv\_ads\_cleaned\_for\_visuals.pickle | Only difference with above is this version removes ‘NY’ observations.  Used as basis for:  Political\_TV\_Ads\_Visualizations\_April\_21.ipynb  Created in:  State\_Daily\_Ad\_Counts\_by\_Party\_7DMA.ipynb notebook. |
| data/state\_party\_ad\_counts\_7DMA.pickle | Used as basis for:  State\_Time\_Series\_Visualizations\_April\_21.ipynb  Created in:  State\_Daily\_Ad\_Counts\_by\_Party\_7DMA.ipynb notebook. |
| data/state\_party\_neg\_ad\_mix\_7DMA.pickle | Used as basis for:  State\_Time\_Series\_Visualizations\_April\_21.ipynb  Created in:  State\_Daily\_Ad\_Mix\_by\_Party\_7DMA.ipynb |
| data/rcp\_state\_polls\_amended.csv | Read in by:  State\_Time\_Series\_Visualizations\_April\_21.ipynb  To be joined with state\_party\_df to generate time series data |

Notebooks

|  |  |
| --- | --- |
| **Notebook** | **Description** |
|  |  |
| Political\_TV\_Ads\_EDA\_Cleaning\_Feature\_Engineering.ipynb | Main notebook for preliminary EDA, cleaning and feature engineering.  Generates primary pickled dataframe used in time series and visualization notebooks |
| State\_Daily\_Ad\_Counts\_by\_Party\_7DMA.ipynb  State\_Daily\_Ad\_Mix\_by\_Party\_7DMA.ipynb | These notebooks generate time series data that will be combined with polling data to generate the State by State Time Series Visualizations.  State\_Time\_Series\_Visualizations\_April\_21.ipynb |
| Political\_TV\_Ads\_Visualizations\_April\_21.ipynb | Visualization Notebook for dataset as a whole (not grouped by states) – contains bar charts and time series charts |
| State\_Time\_Series\_Visualizations\_April\_21.ipynb | Visualization Notebook for State time series + polling data |

**Pictures (all in nv\_revised\_pics folder)**

***State\_Time\_Series\_Visualizations\_April\_21.ipynb \*png***

State time series charts are just the names of the states

***Political\_TV\_Ads\_Visualizations\_April\_21.ipynb \*.png***

**Basic Bar Charts for Dataset**

nv\_revised\_pics/ads\_by\_dow.png

nv\_revised\_pics/ads\_by\_hour.png

nv\_revised\_pics/ads\_by\_state.png

nv\_revised\_pics/ads\_by\_program\_type.png

nv\_revised\_pics/ads\_by\_message\_type.png

nv\_revised\_pics/ads\_by\_sponsor\_type.png

nv\_revised\_pics/ads\_aired\_by\_org.png

nv\_revised\_pics/top\_20\_ad\_subjects.png

**Stacked Bar Charts – Message by State**

nv\_revised\_pics/dem\_ads\_by\_message\_and\_state.png

nv\_revised\_pics/rep\_ads\_by\_message\_and\_state.png

**Democrat Time Series Stacked Bar Mix Charts**

nv\_revised\_pics/dem\_ads\_by\_message\_type\_pct.png

nv\_revised\_pics/dem\_ads\_by\_sponsor\_type.png

nv\_revised\_pics/dem\_neg\_ads\_by\_sponsor\_type.png

nv\_revised\_pics/dem\_pac\_ads\_by\_message\_type.png

**Republican Time Series Stacked Bar Mix Charts**

nv\_revised\_pics/rep\_ads\_by\_message\_type\_pct.png

nv\_revised\_pics/rep\_ads\_by\_sponsor\_type.png

nv\_revised\_pics/rep\_neg\_ads\_by\_sponsor\_type.png

nv\_revised\_pics/rep\_pac\_ads\_by\_message\_type.png

**Lead Chart: Presidential Ads by Party | Democrat Ad Advantage | Negative Ad Advantage**

nv\_revised\_pics/pres\_ads\_by\_party\_plus\_party\_ad\_adv.png