Data and Analytics for the Presidential Elections

Rayid Ghani
University of Chicago & Edgeflip

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Data Sources

- Demographic Data
- Voting History Data
- Online Data
- Fundraising Data
- Volunteer Data
- Social media Data
- Polling Data

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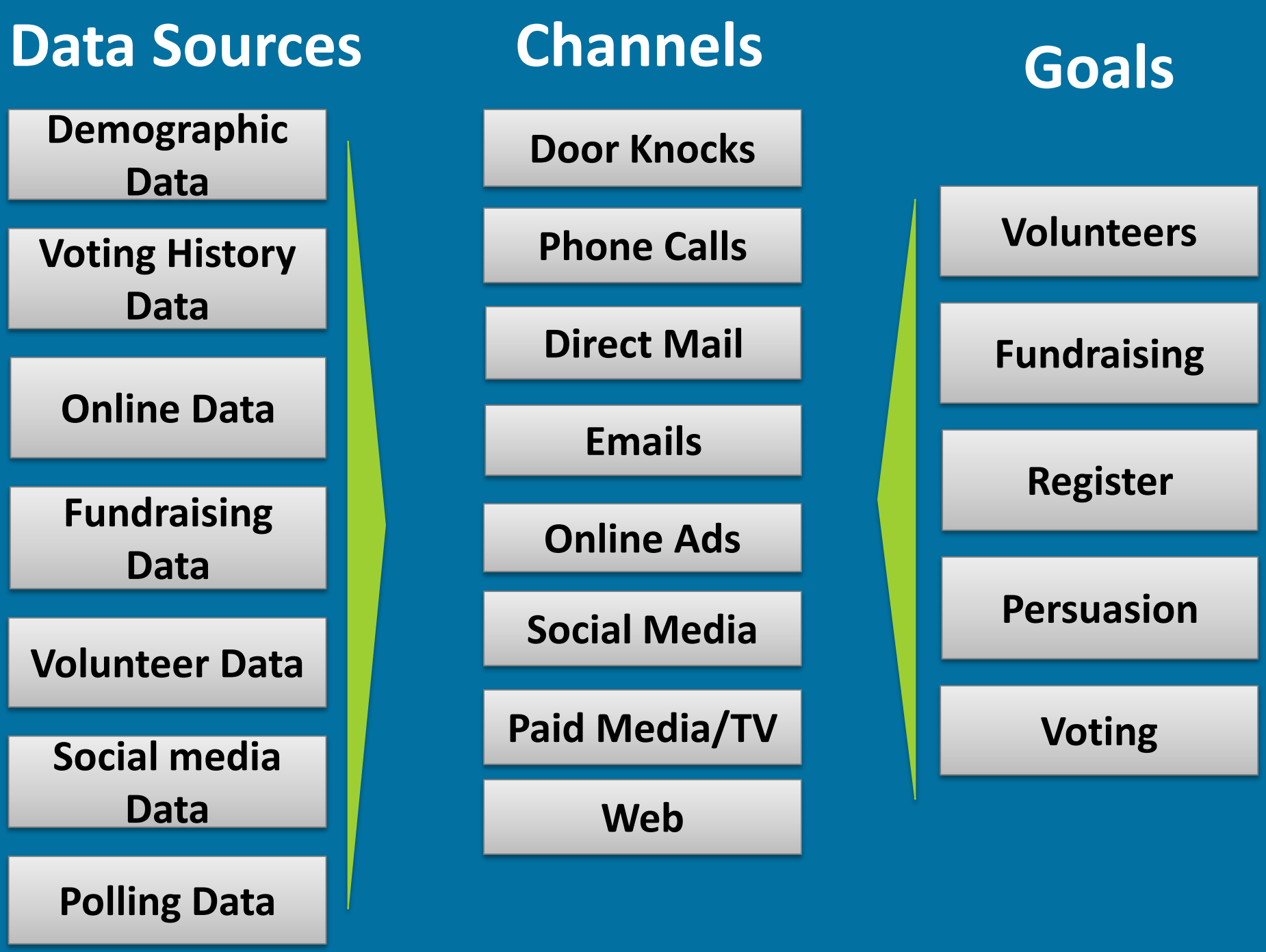
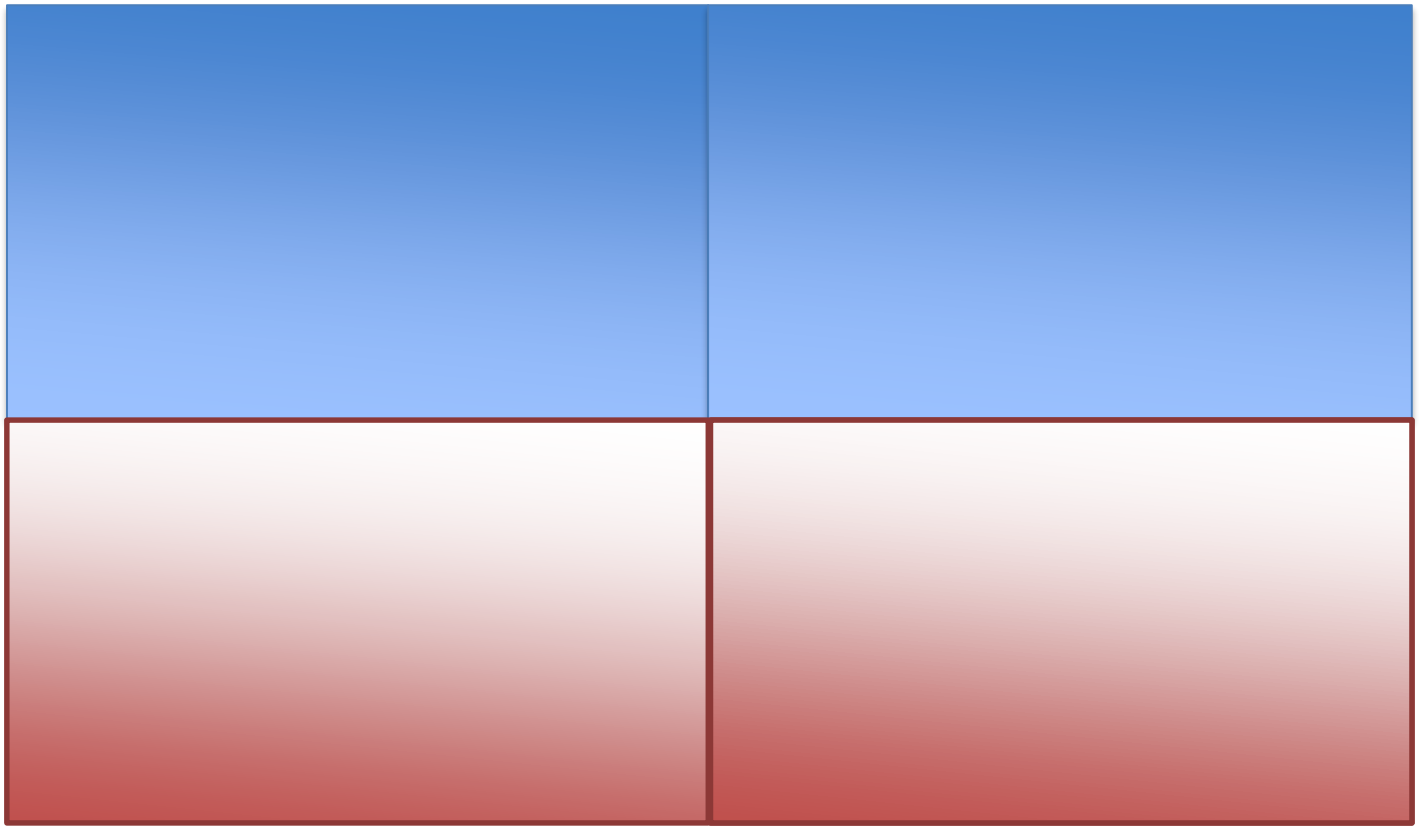
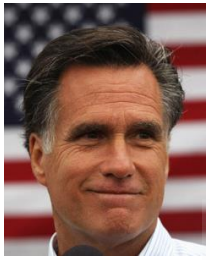
Goals

- Volunteers
- Fundraising
- Register
- Persuasion
- Voting


Data Sources
Demographic Data
Voting History Data
Online Data
Fundraising Data
Volunteer Data
Social media Data
Polling Data
Channels
Door Knocks
Phone Calls
Direct Mail
Emails
Online Ads
Social Media
Paid Media/TV
Web
Goals
Volunteers
Fundraising
Register
Persuasion
Voting





VOTE

VOTE

American
Red Cross
Disaster Relief
NO STEP

The Eric & Wendy Schmidt

Data Science for Social Good

Summer Fellowship

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Summer Fellowship
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