Lunch Colloquium Series

Wednesday, October 28
1:00-2:00pm

Register here:

Political Data: Behind the Scenes of a Campaign

Over the last several years, advances in data have revolutionized the way political campaigns operate. Data now drives many of the most critical decisions ranging from who to contact, what to say, and where to spend resources. Nicholas Marchio from the Mansueto Institute for Urban Innovation, a veteran of the Bernie 2020 campaign and former political data scientist at Civis Analytics, will share his frontline perspective about the latest tools, trends, and data that drive campaign strategy in 2020, particularly headed into the general election.

Nicholas Marchio is a Research Data Scientist with the Mansueto Institute. He holds a multi-disciplinary background in data science and urban research with a strong interest in harnessing advances in data and machine learning, which he is now applying to gain deeper insights into the science behind cities. In the past, he worked at Civis Analytics as a Senior Data Scientist where he combined predictive modeling and survey research to provide actionable guidance to organizations in the technology, local government, and political spaces. Before moving to Chicago, he spent six years at the Brookings Institution as an Associate Fellow, publishing numerous reports on global trade and urban development patterns and engineering new data resources to fill gaps in public data. Nico holds a Bachelor of Arts in Economics and International Studies from Macalester College and a Master of Science in Applied Economics from the University of Minnesota.