Bluebonnet Data

THE PROBLEM

Currently, most campaign data analytics are carried out by full-time, in-house data science staff or big consulting firms. These options often require campaigns to have large budgets, making them unavailable to most down-ballot candidates or candidates outside of traditionally competitive districts.

OUR MISSION

Bluebonnet Data's mission is two-fold:

1) Provide low-cost data analytics solutions to down-ballot Democratic campaigns.

2) Recruit and train students to make an impact in the progressive political tech space.

OUR HISTORY

Bluebonnet Data, founded at Harvard in 2018, spun off from the first in-house data team of the Beto for Texas campaign. What began as a grassroots effort to connect statistics and computer science students with campaigns who needed their expertise became a start-up that aims to improve the way that Democratic campaigns interact with and benefit from data analytics.

SERVICES

Bluebonnet Basics: This tool visualizes data from the voter file to show projected vote models and voter target universes, helping campaigns define voter-targeting strategies.

Bluebonnet Fields: This tool visualizes target voters by demographic traits on an interactive map interface, helping inform strategic targeting decisions and track targeting progress.

Custom Bouquet: Bluebonnet Data works to meet the unique needs of each campaign by developing custom tools and providing tailored analytical support.

OUR TEAM

Our team is led by cofounders Nathán Goldberg, Lisa Vo, Joe Garvey, Ben Herndon-Miller, and Michael DeMarco. Currently, our full team consists of 20+ student volunteers.

EXPERIENCE