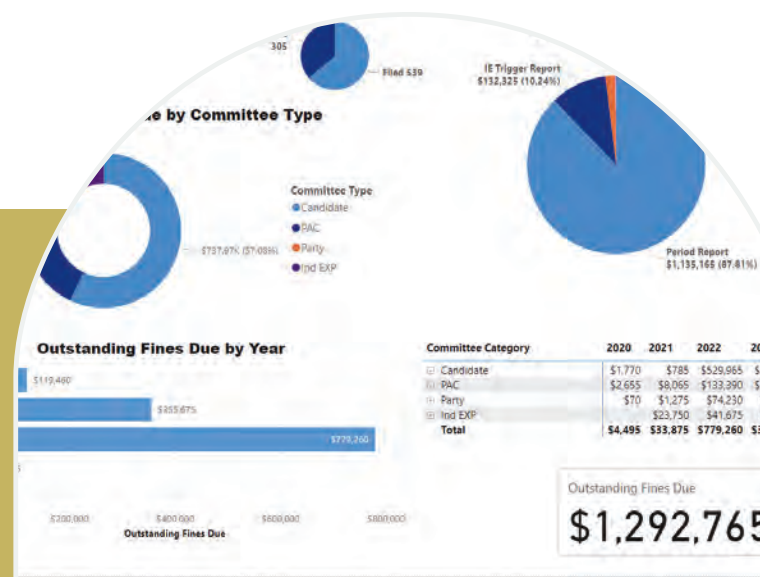# MERCURIO
ANALYTICS

CAMPAIGN FINANCE

FROM DATA CHAOS TO COMPLIANCE CLARITY

How AZ Clean Elections and the AZ Secretary of State Uncovered $1.3M in Fines & Identified Campaign Finance Non-Compliance

CHALLENGE

The Arizona Clean Elections Commission and Secretary of State's Office faced the challenge of managing a vast volume of complex data related to campaign finance filings. Their existing systems could generate reports for specific periods or committees, but lacked the ability to provide a comprehensive, time-series analysis of non-compliance across all committees. This limited their enforcement capabilities, making it difficult to efficiently identify those meriting review and prioritize resources.

AT A GLANCE

Challenges
- Enforcement Blindspots
- Hidden Violations
- Inefficient Enforcement
- Massive Data Volume
- Data Quality
- Data Fragmentation
- Manual Analysis

Benefits
- Data-Driven Enforcement
- Optimized Resource Allocation
- Improved Transparency
- Increased Accountability
- Regulatory Compliance
- Enhanced Decision-Making
- Strengthened Public Trust

BENEFITS

✅ **Data-Driven Decision Making**
Real-time data analysis streamlines enforcement workflows, initially identifying $1.3 million in potential fines and maximizing the agency's impact with data-driven insights.

✅ **Streamlined Workflow**
The solution's visualizations replaced a time-consuming, manual process, dramatically streamlining the agency's enforcement workflow.

✅ **Enhanced Transparency**
The increased focus on non-compliance reinforced the agency's commitment to fair and transparent campaign finance practices.

✅ **Unveiling Hidden Non-Compliance**
Proactively identifies committees failing to file entirely, eliminating enforcement blind spots and ensuring comprehensive campaign finance oversight.

SOLUTION

Mercurio Analytics successfully partnered with the agencies to rapidly develop a targeted data analysis solution. Through close collaboration, we built a highly efficient PowerBI analytics solution designed for streamlined deployment and customization, now available to all agencies with an implementation time of less than 30 minutes. Our compliance solution empowers agencies to:

- **Aggregate and Visualize Data:** The system's flexible data ingestion framework accommodates disparate sources common to Secretary of State offices, including campaign finance records, voter registration databases, and business filings. Customizable dashboards present critical metrics, trends, and anomalies with drill-down capabilities.

- **Pinpoint Non-Compliance:** Working with the agencies, we tailored algorithms and dashboards to detect state-specific non-compliance patterns. Users can filter data by committee type, filing period, and specific violation indicators, expediting investigations.

- **Optimize Enforcement:** Recognizing varying enforcement priorities across jurisdictions, the solution allows agencies to prioritize actions based on the severity of non-compliance, the potential financial impact, historical patterns, and state-specific statutes. It generates detailed reports to support case documentation.

"The data analysis is key to informing the best use of our limited resources to ensure we efficiently pursue enforcement.

It gives us a visual, holistic, and granular view of the entire universe altogether, which is something that was missing with our record keeping system."

Amy Chan
General Counsel
AZ Secretary of State