

Why Stealth Analytics

I spent a decade in Arizona Republican politics before starting this firm. Field. Party infrastructure. Survey research. Campaign management. I've seen the data side of campaigns from most of the angles you can see it from. Stealth Analytics exists because of something I kept noticing across all those roles: the gap between gathering quality data and making it useful to a campaign.

The standard polling and modeling cycle looks something like this. Fielding ends, the firm goes quiet for three or four days, and key insights show up the following week, well beyond the shelf life of those same discoveries. By then the news cycle has moved, the opposition has aired a new spot, and the campaign is making decisions on instinct instead of data. That gap is where races get lost. Not because the research was wrong, but because it arrived too late to matter.

The reason it takes that long isn't a mystery. Most political research firms, including the largest and most respected, still do enormous amounts of the work by hand. The weighting. The deliverable production. The math during analysis. As a senior data analyst earlier in my career, I spent countless nights throwing together a quick turnaround only to find my 2am brain had left the work with errors that needed catching the next morning. Manual processes are slow, and they break under deadline pressure. They're prone to human error in a discipline where accuracy is the bare minimum. I wanted to fix both problems at once.

So I built Stealth around closing that gap. We call the pipeline NavX, and I designed it specifically because I was tired of waiting for one. It automates the mechanical parts of survey research, so that the analyst spends their time on analysis. Our Thermal Crosstabs are built to surface the biggest stories in minutes, not hours. A campaign manager wakes up the morning after a poll closes with real insights in their inbox, not waiting on a deck that won't show up until the news cycle has already moved past them.

Stealth is built around Arizona specifically because Arizona research is its own discipline. The state's electorate doesn't behave like a national cross-section, the early-vote calendar bends turnout modeling in ways that surprise out-of-state firms every cycle, and the persuadable middle here is smaller and weirder than most pollsters assume. Campaigns that win Arizona races almost always win them with research built for Arizona.

– Derek Weech, Founder