



# Beer Recommender

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# Business Problem

- Tired of ordering 'bad' beers
- 'Expensive' mistakes
- Hard to find beers similar to your favorite
- Trying something new



# Data

## Style

India Pale Ale, American Ale,  
German Witbier etc.

## Reviews and Descriptions

Reviews: "...hints of **toasted bran**, with a touch of malt **sweetness** balanced by a slightly heavy handed use of delicate noble hops to finish **crisp** and keep you coming..."

Descriptions: "...a combination of **barley** malts and rice. Its superior drinkability and **refreshing** flavor makes it the world's favorite **light** beer."



## Data (continued)

**Overall**

**Smell**

**Taste**

**Appearance**

**Feel**



# Modeling Process



## NLP

Find unique words/phrases  
to compare beers



## Comparison

Compare similarity across  
ratings and word  
frequencies



## Prediction

Pours out a number of  
beers that you *may* like  
given the input beer

# Web App



How this tool works:

Uses NLP (natural language processing) and a content-based recommendation system to predict a similar beer

Data is taken from BeerAdvocate where we used beer ratings and reviews submitted by fellow beer drinkers, as well as beer descriptions, mainly submitted by the breweries themselves.

by Adam Larsen, Flatiron School DS Program, 2022

## Beer Recommender

Pick your favorite beer:

Bud Light

You may also like the following:

Predict beer!

1. 1811 Pre-Prohibition Lager, style: American Adjunct Lager.
2. Michelob Ultra Amber, style: American Light Lager.
3. Bud Light Blends - Lemonade, style: Fruit and Field Beer.
4. Busch Beer, style: American Adjunct Lager.
5. Salted Caramel Popcorn Gose, style: Leipzig Gose.

Thanks for using my tool, hope you've enjoyed it!

Cheers!



# Next Steps?



Predict based on  
keywords ie. hoppy,  
citrus, funky



Increase and update  
data sources



Pitch this model to  
BeerAdvocate



Collaborate with  
BeerMenus to show  
nearest available  
prediction



# Cheers

Any Questions?



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