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#### **Business Problem**

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







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)



### **Modeling Process**



NLP

Find unique words/phrases to compare beers



Comparison

Compare similarity across ratings and word frequencies

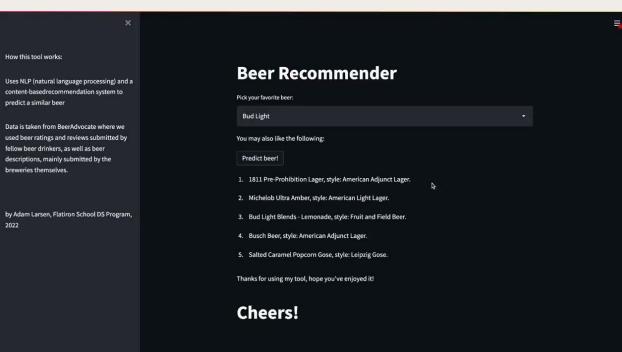


**Prediction** 

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

### Web App



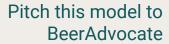




#### **Next Steps?**



Predict based on keywords ie. hoppy, citrus, funky







Increase and update data sources

Collaborate with BeerMenus to show nearest available prediction



## Cheers

**Any Questions?** 





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