



Verde Brewing Co Data

Final Presentation

A large green triangle is located in the bottom right corner of the slide, pointing towards the center.

Agenda

1. Team Introduction
2. Verde Brewing Introduction
3. Challenges
4. Problems that were addressed
5. Steps taken to address problem
6. Results
7. Conclusion
8. Next Steps and Future Considerations

Team Introduction



Sadie Hoberman
*Business Data Analytics and
Economics*



**Aidan
Cumberland**
Business Data Analytics



Linh Pham
*Business Data Analytics and
Computer Information Systems*



Minh Huynh
Business Data Analytics



Alondra Espinoza
Business Data Analytics

About Verde Brewing

- **Founder:** Steve Goetting
- **Location:** Arizona (near I-17 exit ramp, tourist-driven area)
- **Business Type:** Brewery

Key Assets	Marketing Strategy
<ol style="list-style-type: none">1. Small brewery with 12 taps, on-site sales and canning operations2. Food: local, farm-sourced ingredients served alongside beer3. Tourism Focus: Targeting highway traffic and tourists (Sedona, Grand Canyon)	<ol style="list-style-type: none">1. Prominent exit ramp sign for visibility2. Heavy use of Facebook and social media3. Regular events: live music (Friday), trivia (Thursday), and festival

Challenges

Limited Distribution

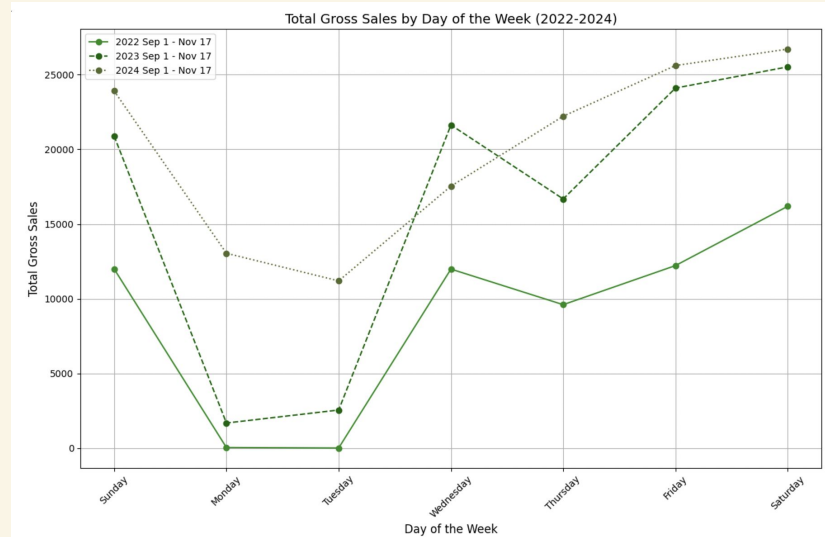
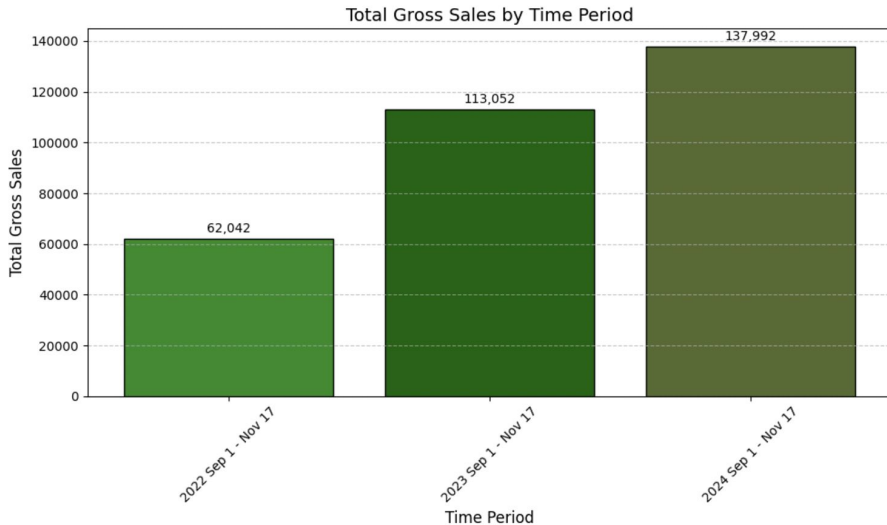
Resource and Supply Chain
Constraints

Branding and Expansion

Open 7 Days a Week

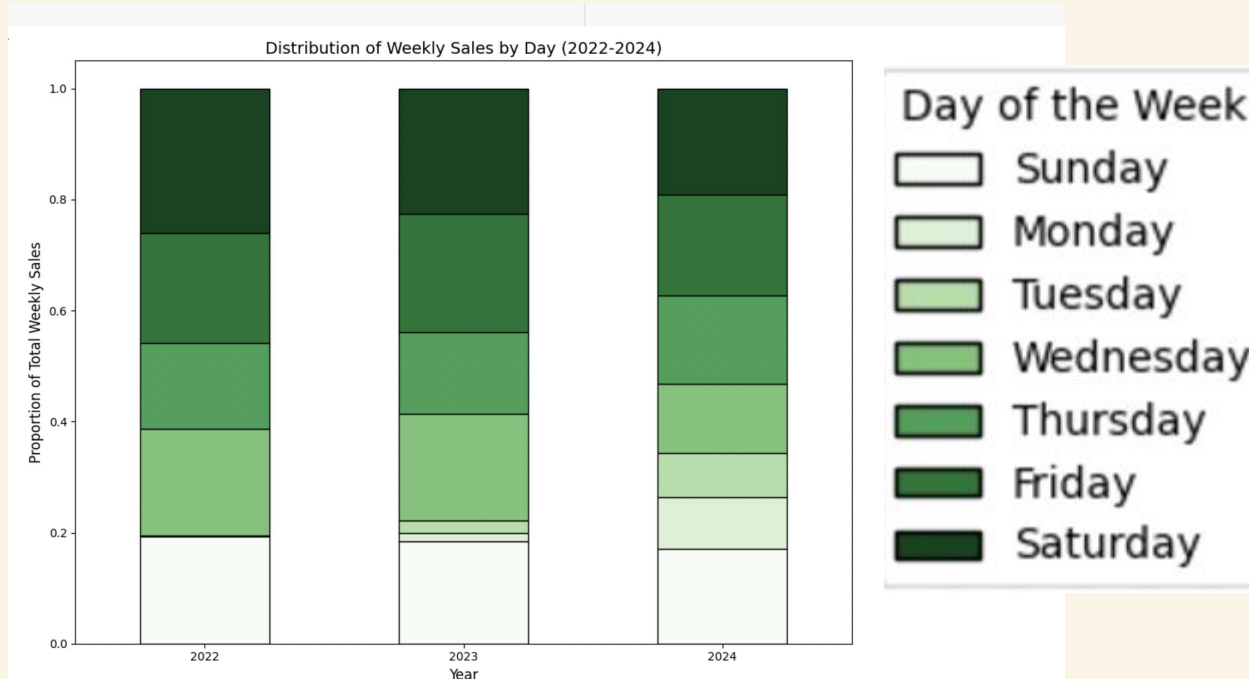
Impact of Additional Operation Days

- September 2, 2024 (Monday, Tuesday) 11am-9pm
- Testing: September 1st - November 17th (2022,2023,2024) ~ 3 months
 - Consistent, avoid bias

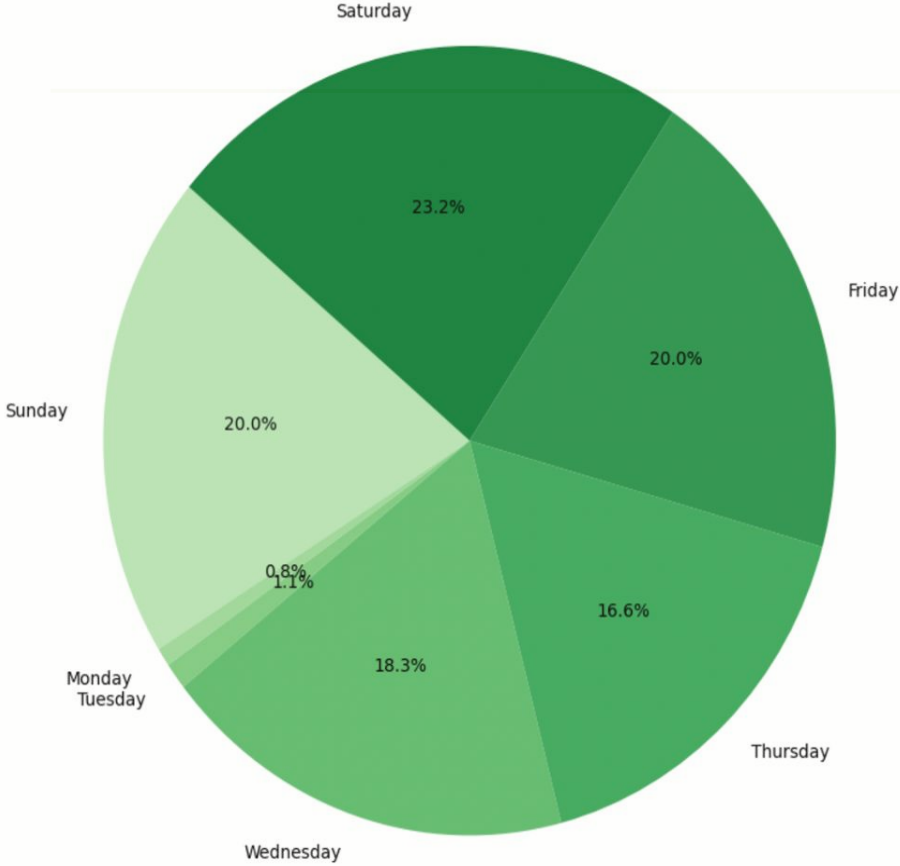


Are the Additional Days Efficient?

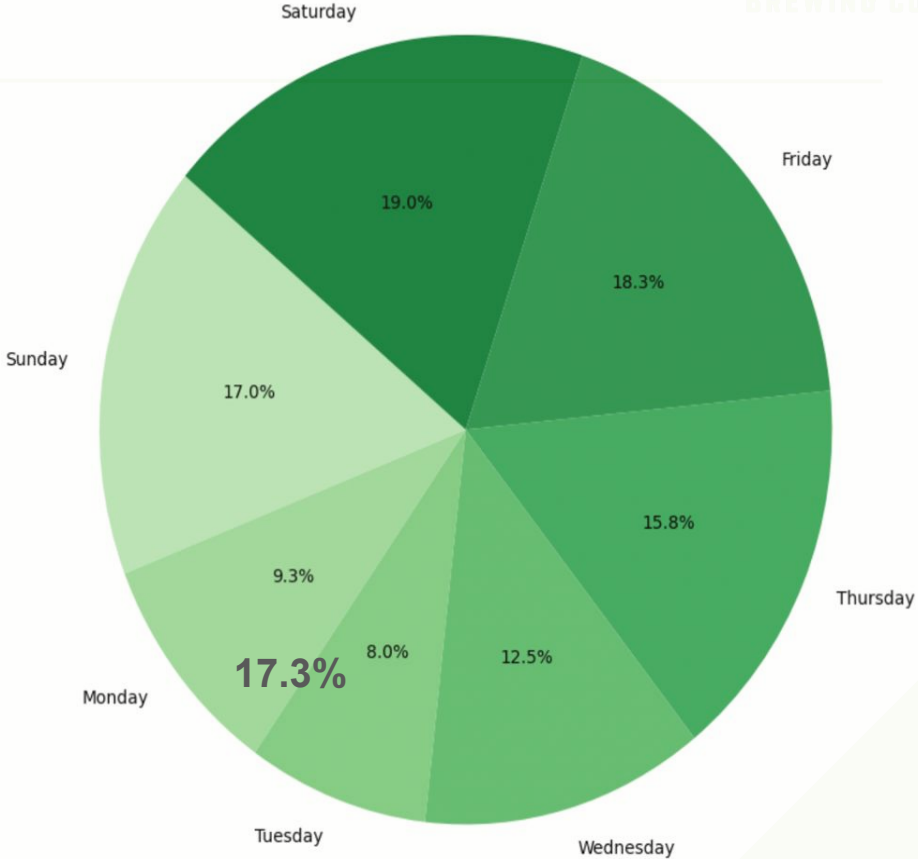
- How are total sales were distributed throughout the week?
 - Redistribution of customer traffic



Revenue Distribution: 2022-2023 (5-Day)



Revenue Distribution: 2024 (7-Day)



Understanding Specific Products

Growlers

Recommendations

1. Consider canning Bullpen Stout
2. Look into increasing Redneck can advertising, or eliminating the cans of that beer

Product	Growlers	Cans
wildflower	234	1123.0
gold buckle	202	1214.0
bullpen stout	104	NaN
redneck	83	168.0
dark lager	81	535.0
blue sky hazy	71	592.0
raspberry sour	43	NaN
scotch	38	252.0
cherry berry sour	25	NaN

Weekday	
Wednesday	611
Saturday	164
Friday	127
Sunday	110
Thursday	73
Tuesday	9
Monday	6

Market Basket Analysis - Customer Purchase Patterns

01

**Strongest likelihood
But low transaction**
Sodas & Nachos

Bundling or Cross-selling deal

02

Most bought combination
Nachos & Gold Buckle

Promote. Strategic in-store placement

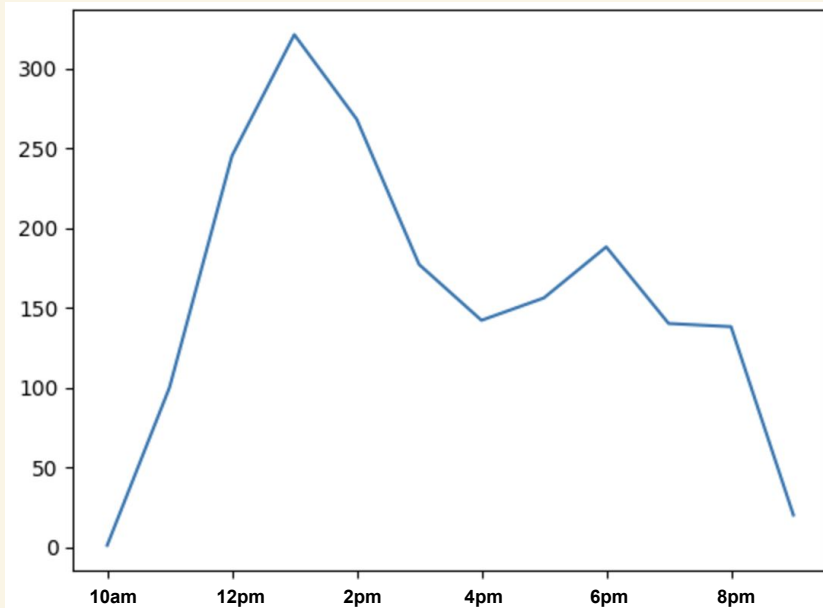
03

**Lower likelihood
But still notable**
Gold Buckle & BBQ Pork

Seasonal promotion &
Limited time deal

Kids-Friendly Opportunities

Number of 'Kids' By Hour
Nachos + Soda



Weekday	
Saturday	431
Sunday	395
Friday	391
Thursday	377
Wednesday	246
Monday	32
Tuesday	24

1/ Default kids menu combo w/
smaller portion

2/ Offer specials on the
weekdays
→ Attract Traffic &
Build Customer Loyalty

Kids Happy Hour
After School Hours: 3-6pm
“The Snack Duo”

Sales Forecasting for 2025

Random Forest Regression

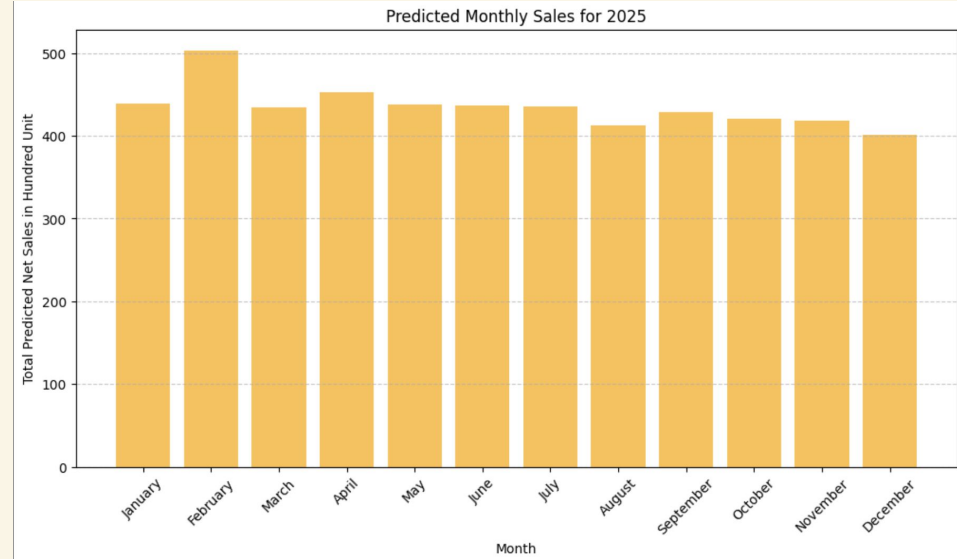
Original Features:

'Qty', 'Discounts', 'DayOfWeek',
'Month', 'Year', 'Weekend'



Derived Features:

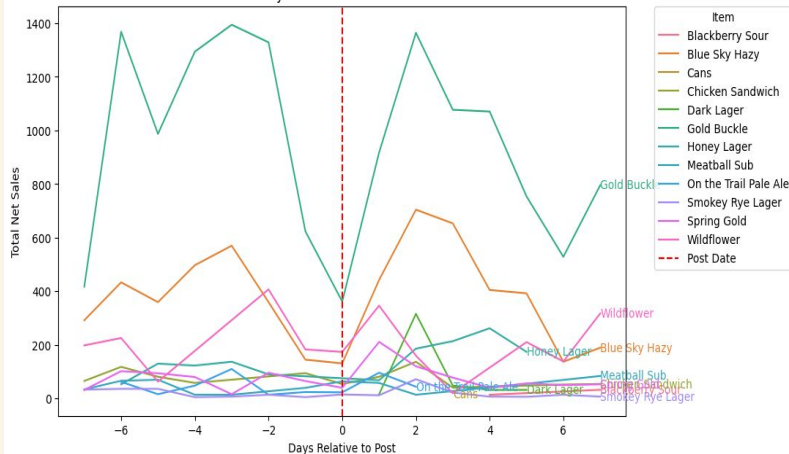
'Discount_Effect' = Discount /
Gross Sales
'Category_Avg_Sales'
'DayOfWeek_Avg_Sales'



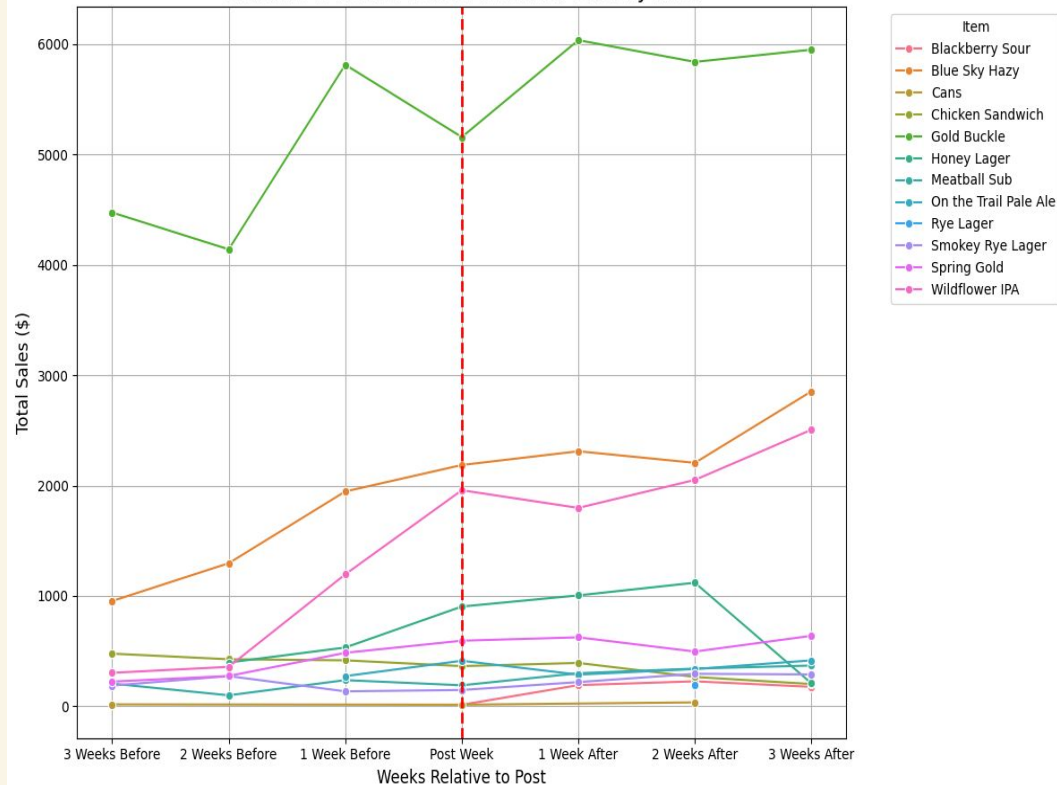
Marketing and Effects

Total Sales relative to Social Media Post Date

Sales Trend 7 Days Before and After Social Media Posts



Sales for 3 Weeks Before and After Post by Item



Day of the Week	Total posts on this day
Tuesday	27
Wednesday	14
Thursday	9
Monday	9
Friday	4
Sunday	3
Grand Total	66

Actions to take

- Maintain Gold Buckle advertising
- Slightly increase Wildflower IPA, and Blue Sky Hazy
- Pick one or two of the lower items to majorly increase advertising on.
 - Honey Lager
 - On The Trail Pale Ale
 - Smokey Rye Lager
 - Spring Gold
- Heavily increase Happy Hour advertising
- Advertise beers soon to be going off tap

Additional Recommendations

- Remain open 7 days a week; look at employee schedules to adjust for the redistribution in sales over the course of the week
- Consider canning Bullpen Stout; potentially eliminate Redneck Rodeo cans or greatly increase their marketing
- Consider promotions for children relating to soda and nacho purposes
- Suggest launching targeted marketing campaigns or promotions in February to capitalize on the peak sales next year.
- Optimize operations by leveraging stable sales trends to refine supply chains, cut costs, and boost profitability year-round.

Thank you
