




Verde Brewing Co Market Insights

Phase I: Uncovering Client Goals and Requirements

A large green triangle is located in the bottom right corner of the slide.

Agenda

- Team Introduction
- Organization Introduction
- Problem Explanation
- Deliverables Steps
- Challenges
- Anticipated Issues

#1 Restaurant in Camp Verde, AZ

- Founded in 2013
- CEO: Steve Goetting
- Camp Verde, AZ
 - Right off I-17, easy access for traffic
- Monday-Sunday, 11am-9pm
- “Verde Valley brewing experience, incorporating local resources and ingredients into every craft beer”
- Focused on sustainability, quality, community
- At least 8 beers on tap at any given time, and sells cans of their beer in store

Verde Brewing Co strives to deepen customer insights

Client's Goals

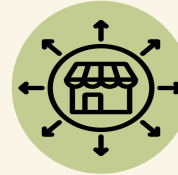
- Predict sales that are affected by external factors
 - Increase customer engagement and reach

Success Over Time



Sales Growth

Increase
Year-over-Year
Sales Growth



Location Launch

Expand a second
retail location

The team aims to present two deliverables



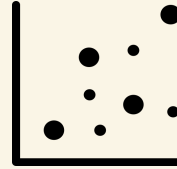
Sales Prediction

Multiple Regression

- traffic, weather, events, etc

Factors that affect sales

Predict upcoming sales



Consumer Insights

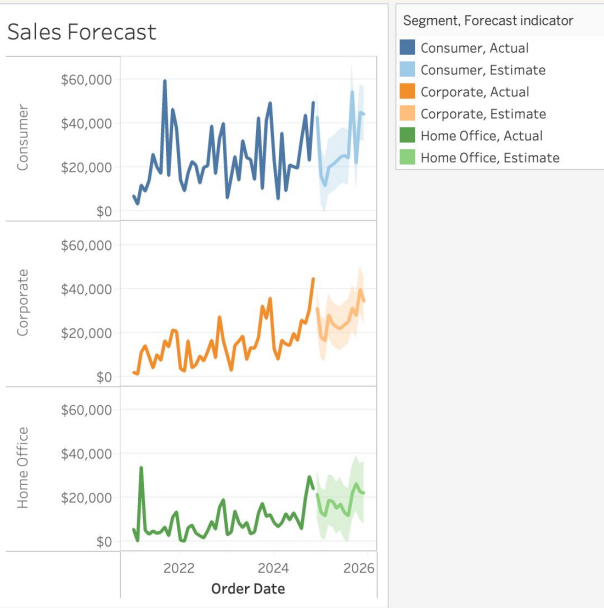
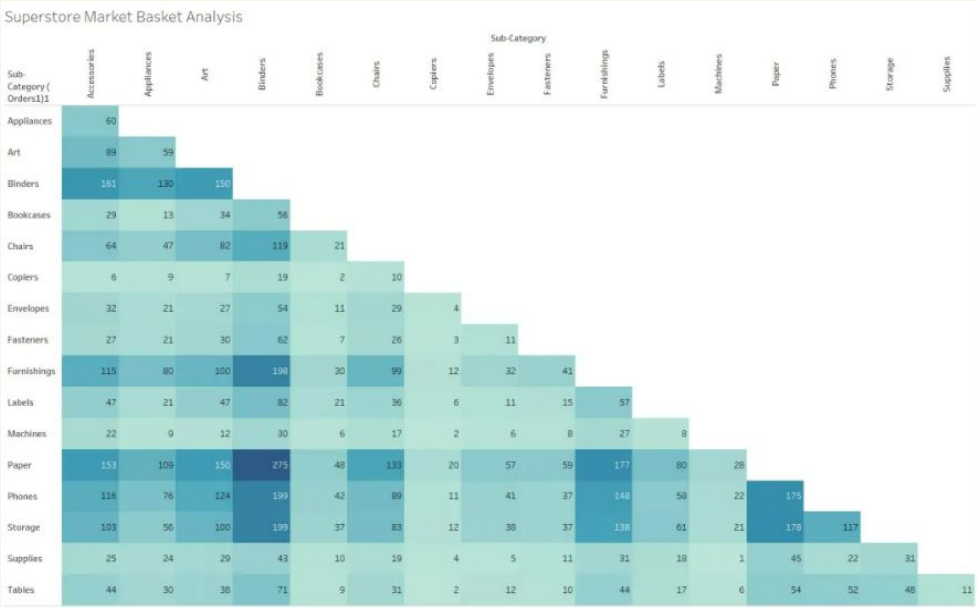
Customer Mindspace

- Perception and Association toward client: buying patterns

Market Basket Analysis

- Cans versus Beers
- Merchandise versus Beers

Desired Visualization



Steps to Address Verde's Problem

Problem Identification

- Assess current problems & challenges
- Understand client needs

Data Acquisition

- Collect POS data and marketing data from digital platforms (Facebook, Website)
- Gather secondary traffic and weather data

Data Analysis

- Data cleaning & integration
- Analyze customer engagement (Market Basket Analysis)
- Predict sales based on internal and external data

Reporting

- Visualize data via Tableau interactive dashboard
- Communicate findings and deliver recommendations

Facing challenges with data acquisition and tracking

01

Unavailable POS Data

- Awaiting for owner's updates and data sharing

02

Can't track Cash Sales

- Work with what is provided
- Offer data-driven solution moving forward

03

Issue with External Data

- Perform thorough research

04

Issue with Coding

- Conduct code review
- Implement pair programming

Thank you
