**Project Title:** Drunk on Data

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**Description/Outline:** We, Pour Decisions, are a Sales & Marketing Consultant serving the Russian Food and Beverage sector. We’re conducting a study aimed at predicting alcohol consumption trends based on key economic indicators. We will analyze alcohol consumption data from 85 regions in Russia during the years 1998-2016. The dataset contains info on the sale of wine, beer, vodka, champagne, and brandy per capita, per year, and per region. We will analyze total alcohol consumption by region and by type. We will also consider the unemployment rate and GDP in Russia during the years 1998-2016 to determine if there are any correlations with the amount of alcohol consumed.

**Research Questions:**

What is the preferred alcohol type in Russia? Does preferred alcohol type/strength vary by region in Russia?

How does alcohol consumption change with economic/unemployment changes?

Does preferred alcohol type consumption vary with economic/unemployment conditions?

Does region population impact alcohol consumption per capita?

Can we predict alcohol consumption based on unemployment rate in the future (linear regression)?

**Datasets to be Used:**

“Alcohol Consumption in Russia (1998-2016)” <https://www.kaggle.com/datasets/dwdkills/alcohol-consumption-in-russia>

“GeoApify” <https://apidocs.geoapify.com/>

<https://www.who.int/data/gho/data/themes/global-information-system-on-alcohol-and-health>

FRED Economic Data <https://fred.stlouisfed.org/series/LMUNRRTTRUM156S>

**Rough Task Breakdown:**

* Clean Russia Alcohol Consumption data
* Extract and merge relevant data from WHO global info system on alcohol and health
* Pull economic data for Russia during analysis years and merge with consumption data
* Pull latitude, longitude, and population data from GeoApify, and merge with consumption data
* Create visualizations (including geo maps) to answer research questions