



Analysis of Russian Alcohol Consumption

Pour Decisions

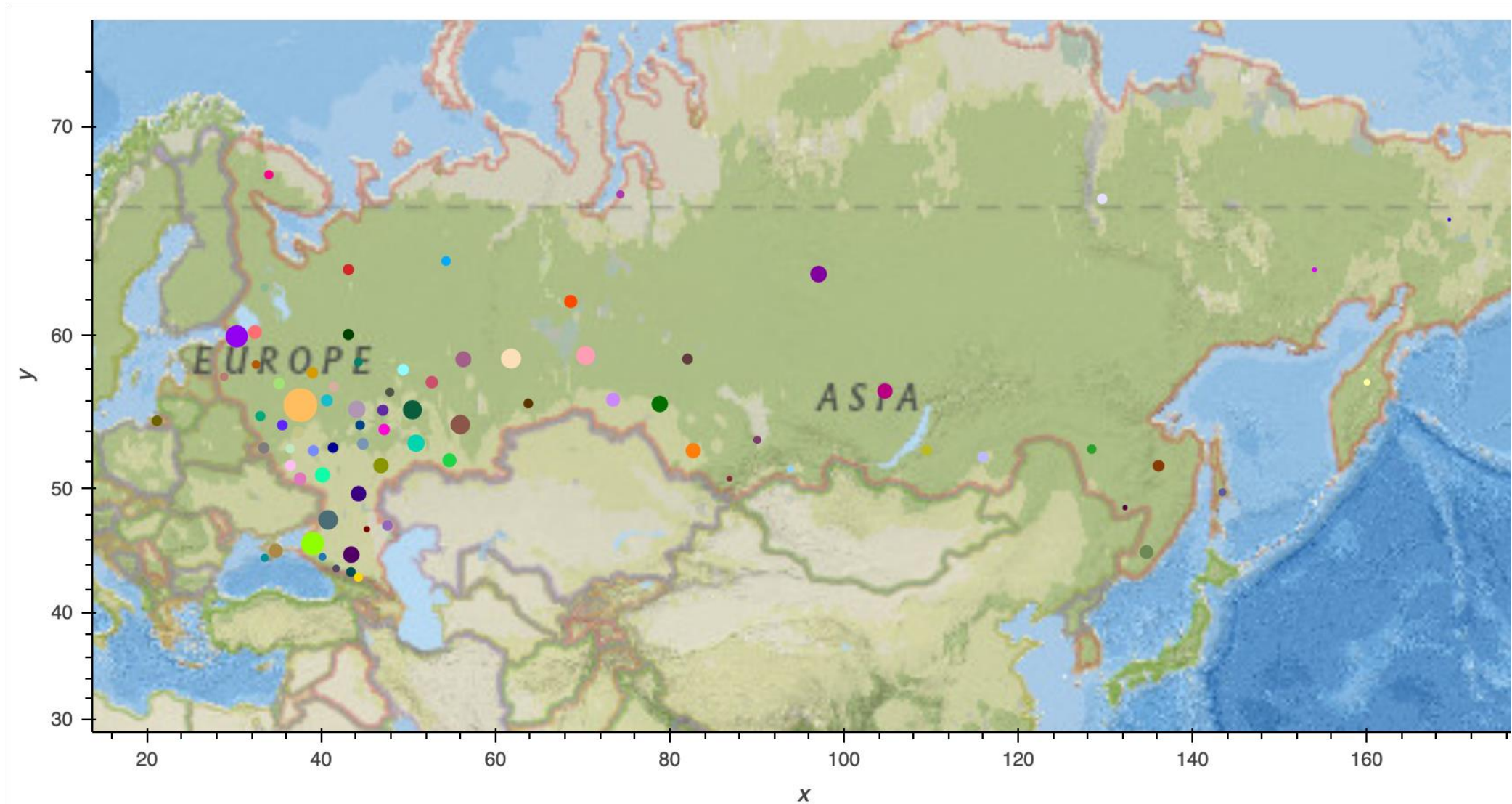
February 2, 2023

Research Questions

- What alcohol type is consumed most in Russia?
- How does alcohol consumption change with economic/unemployment changes?
- Does preferred alcohol type consumption vary with economic/unemployment conditions?
- Can we predict alcohol consumption based on GDP in the future (linear regression)?
- Does alcohol consumption per capita change based on region latitude (linear regression)?



Population of Russian Regions

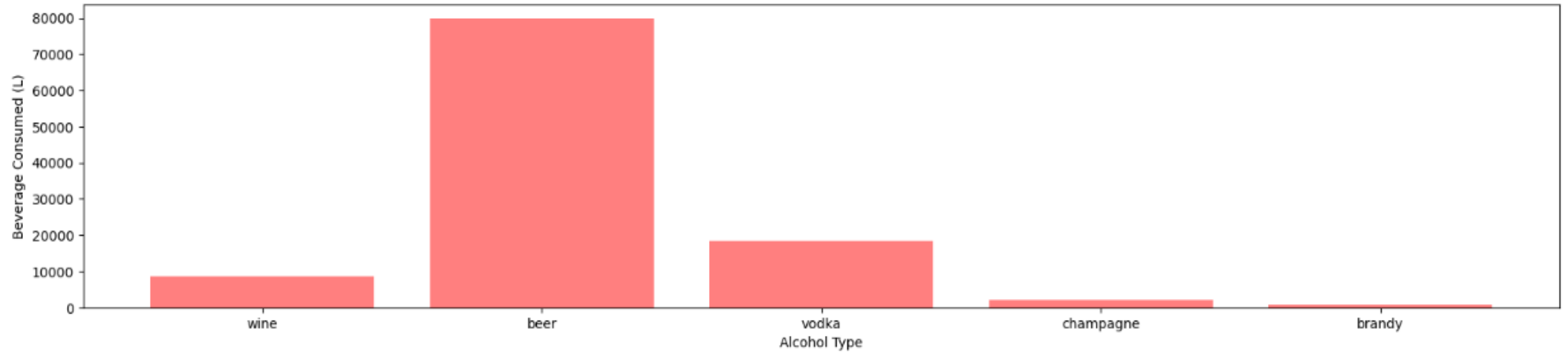


Metadata – Top Consumers by Type

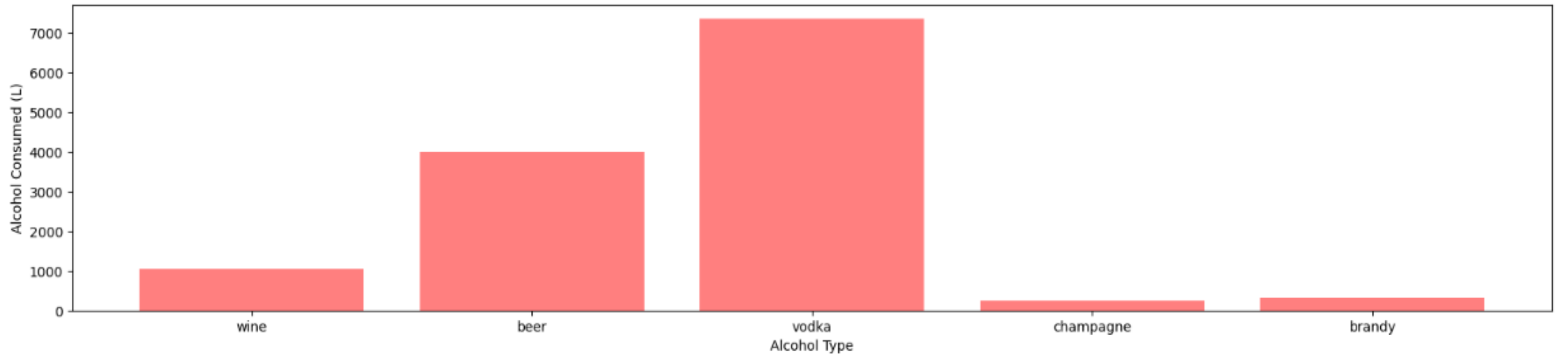


Metadata – Consumption by Type

Total Volume



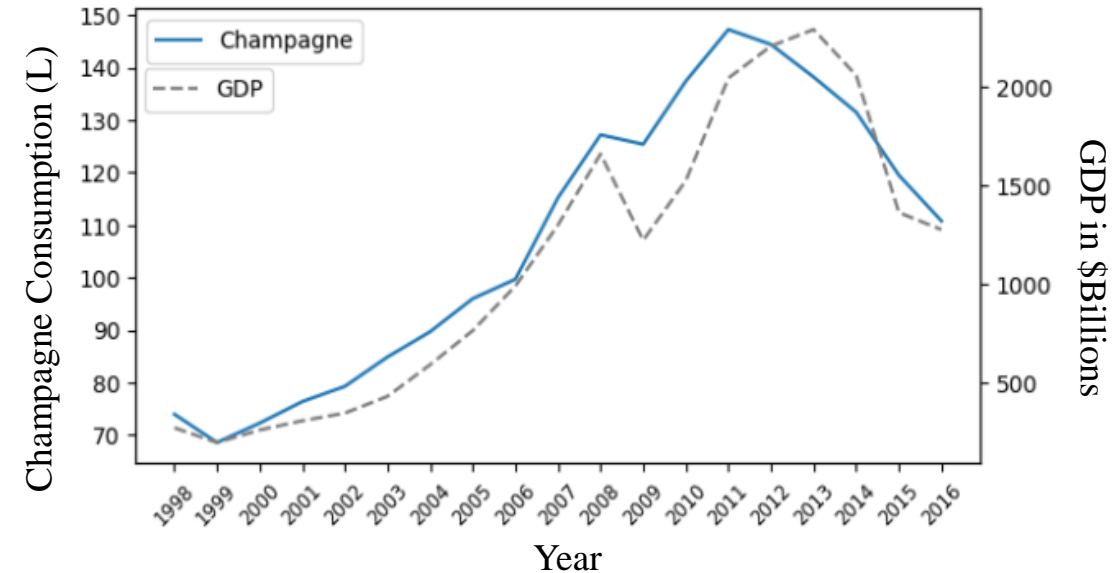
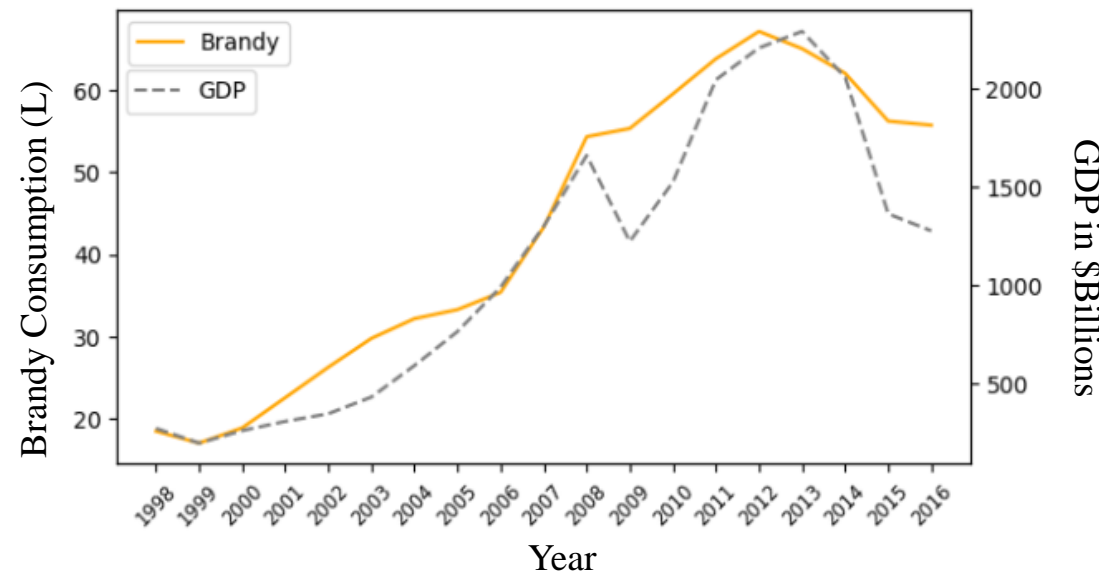
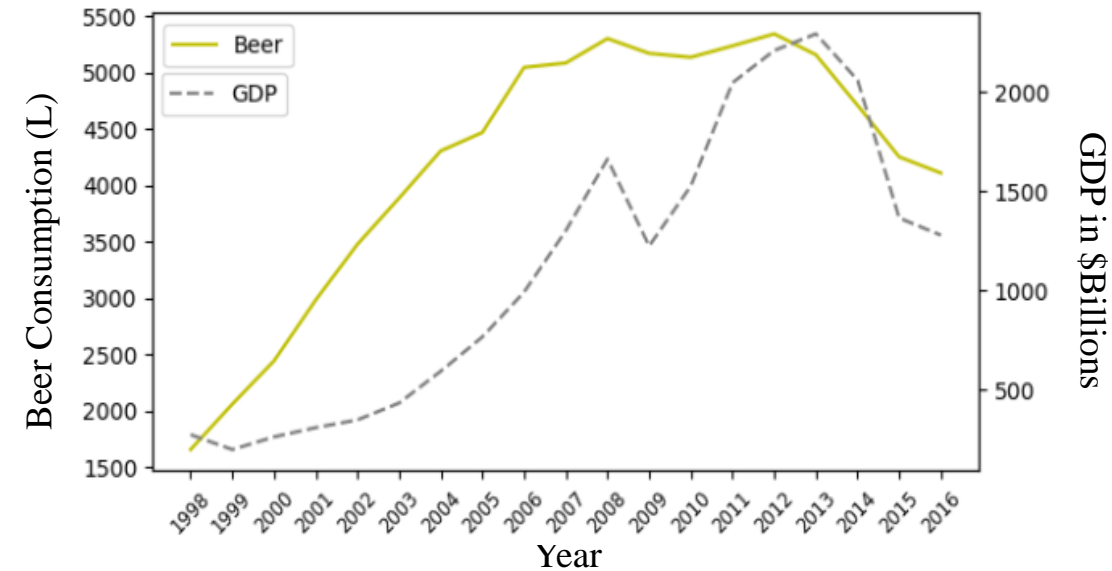
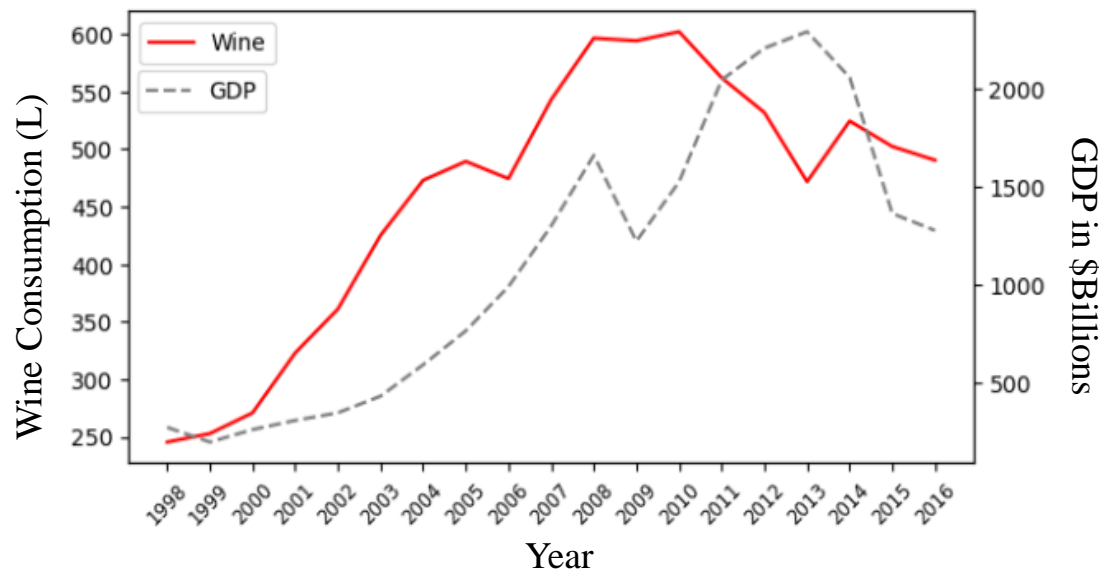
Alcohol Volume (ABV)



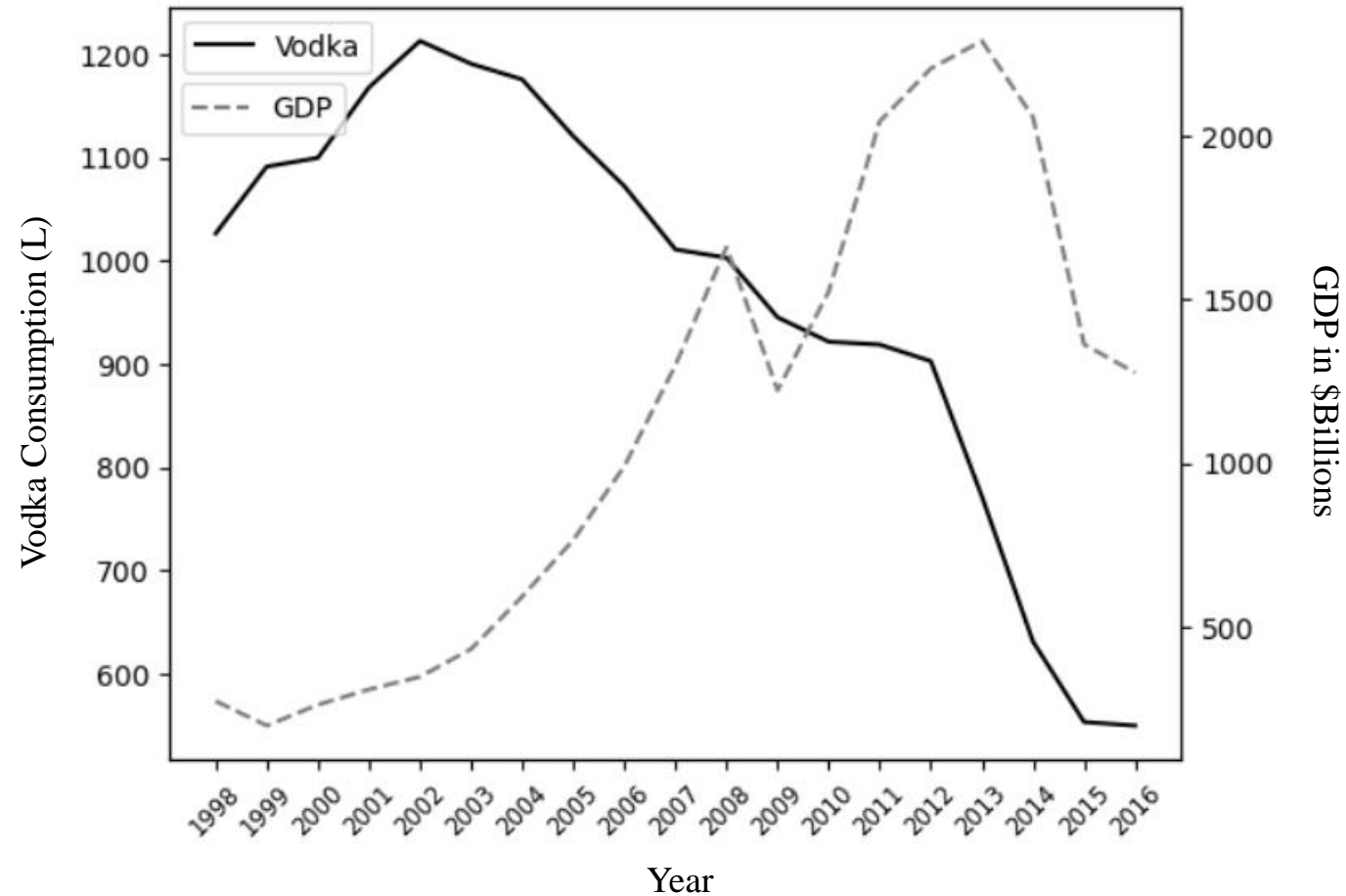
Economic Factors – GDP and Unemployment Rate



Economic Factors – GDP and Consumption by Type

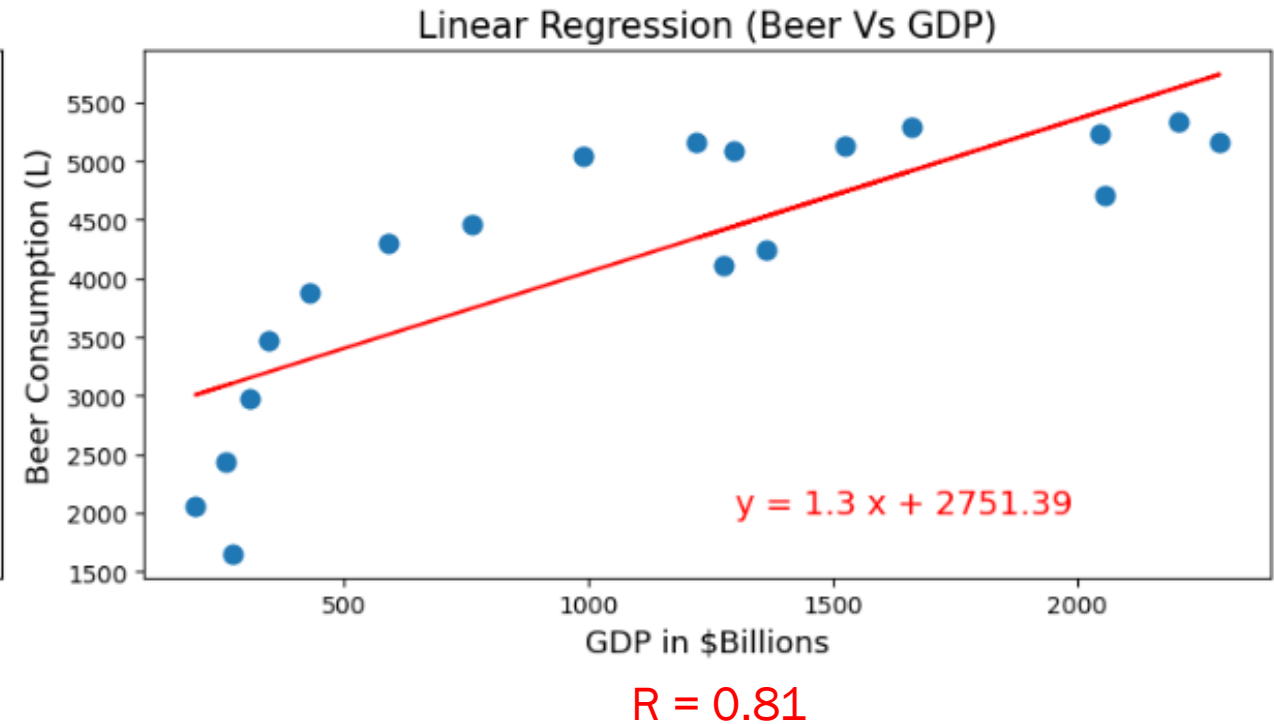
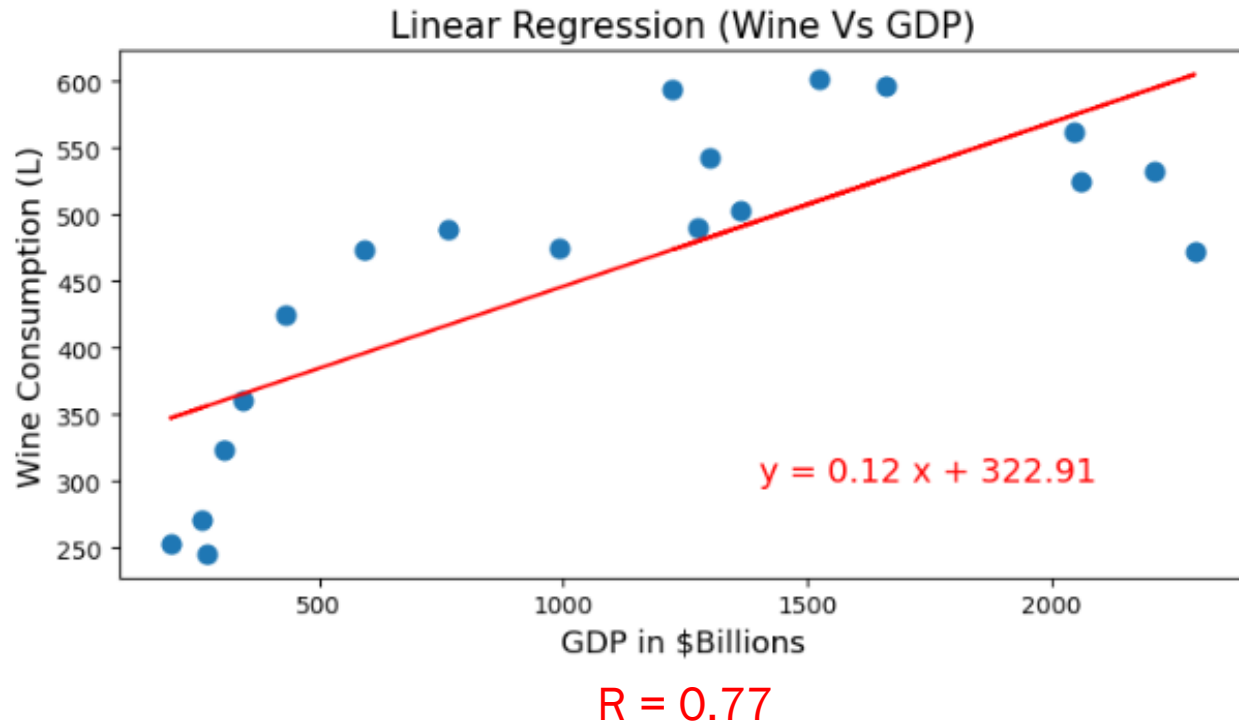


Economic Factors – GDP and Consumption by Type



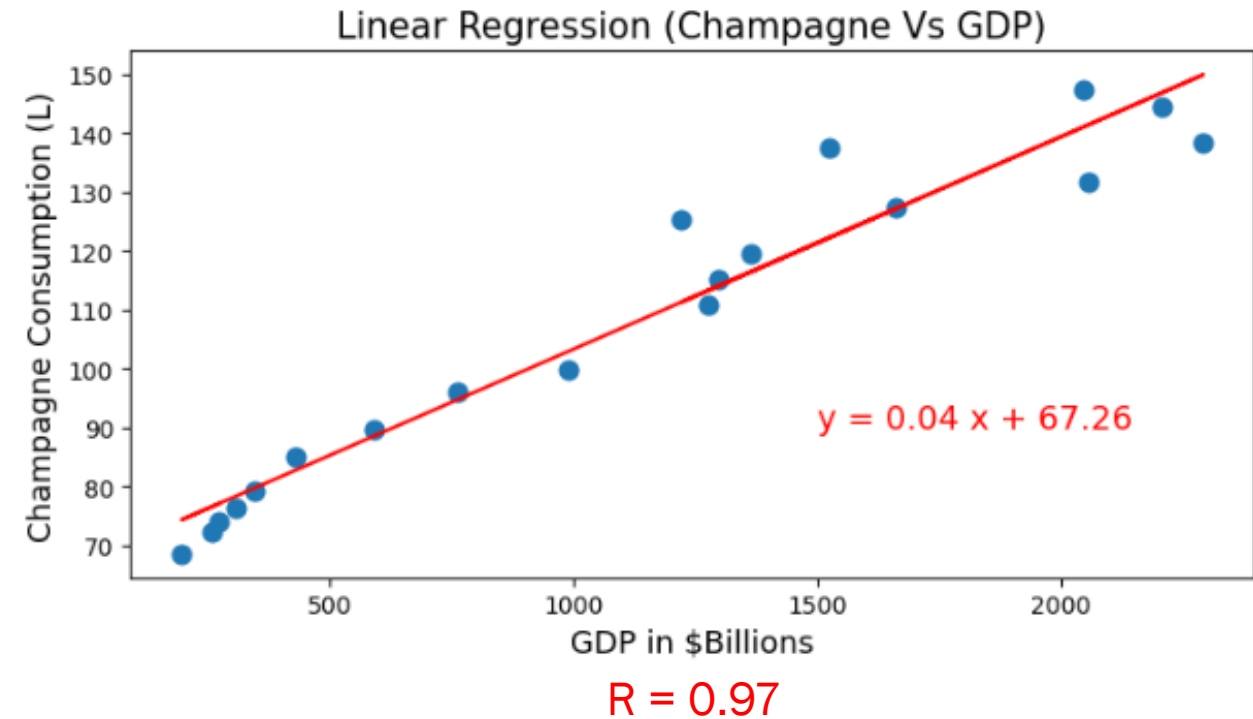
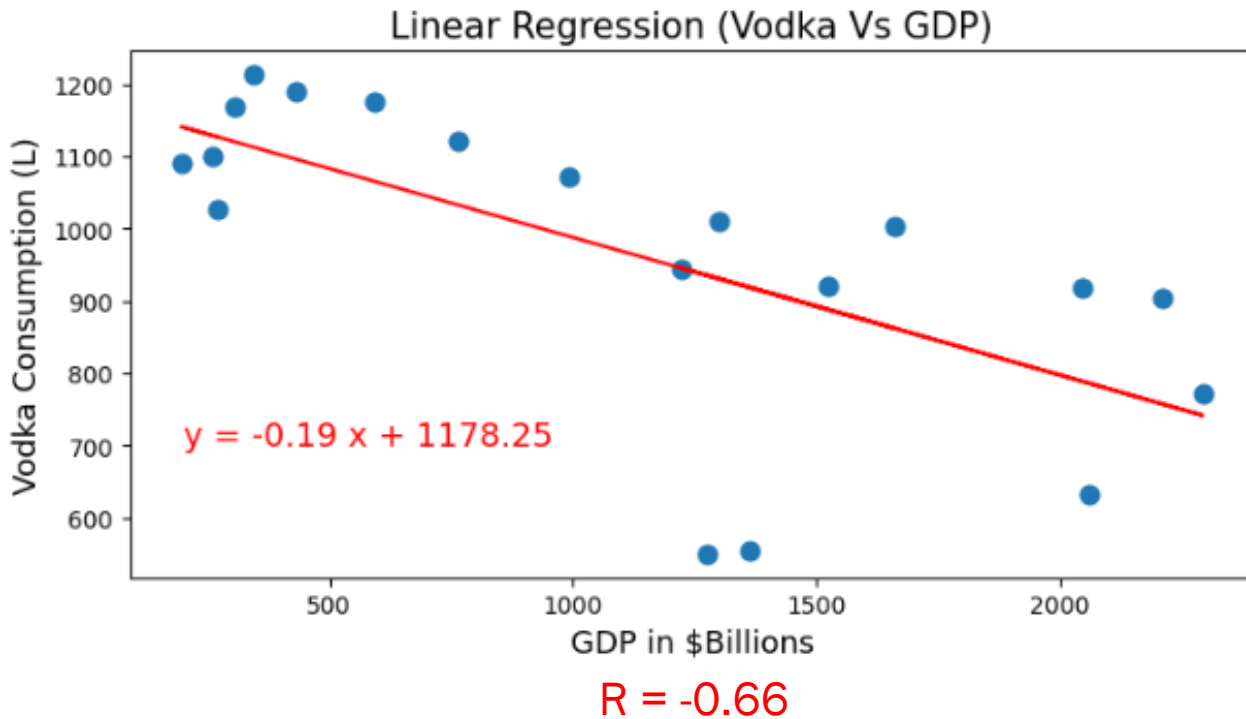
Modeling –

Linear Regression on GDP and Consumption by Type



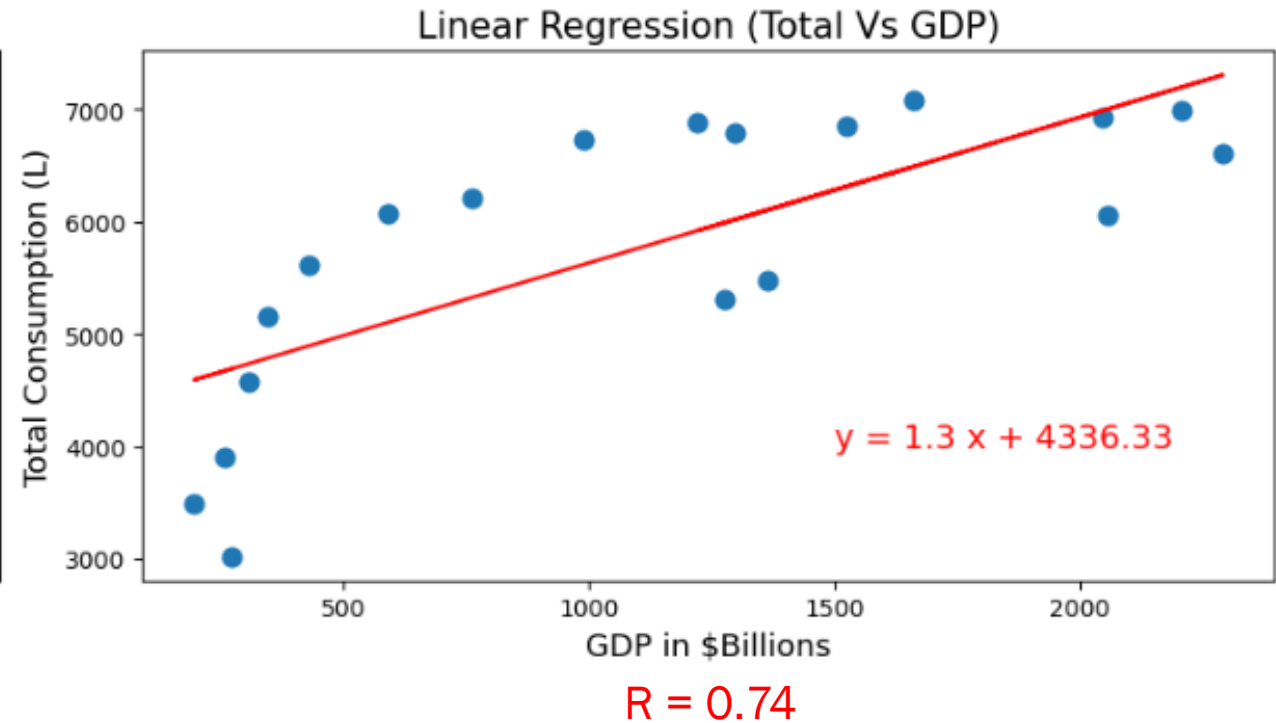
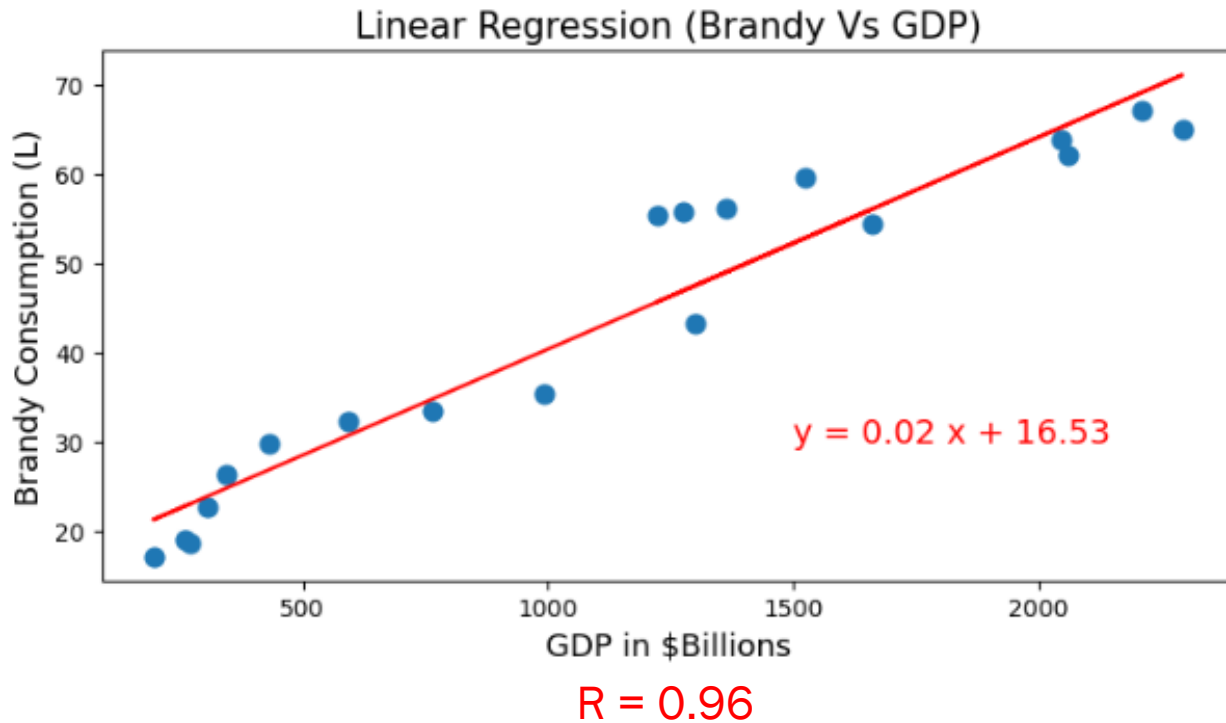
Modeling –

Linear Regression on GDP and Consumption by Type

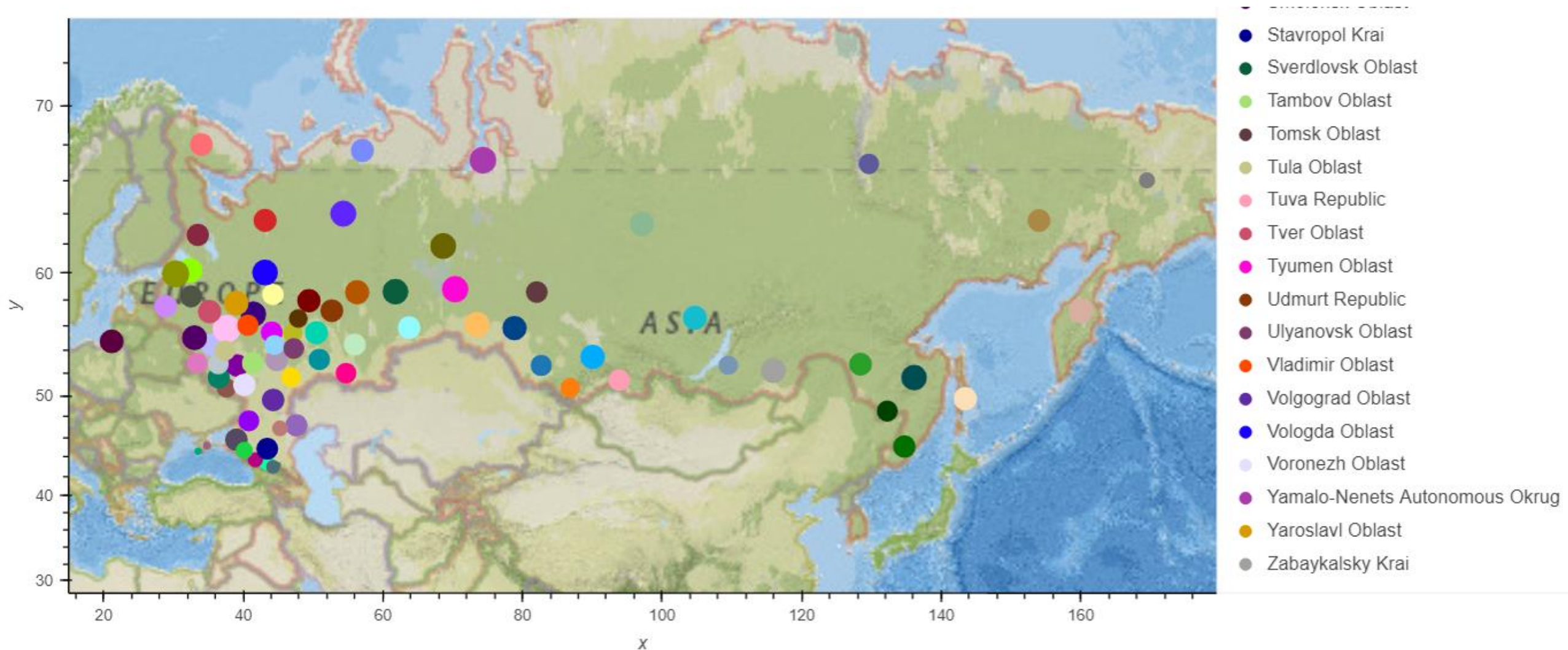


Modeling –

Linear Regression on GDP and Consumption by Type

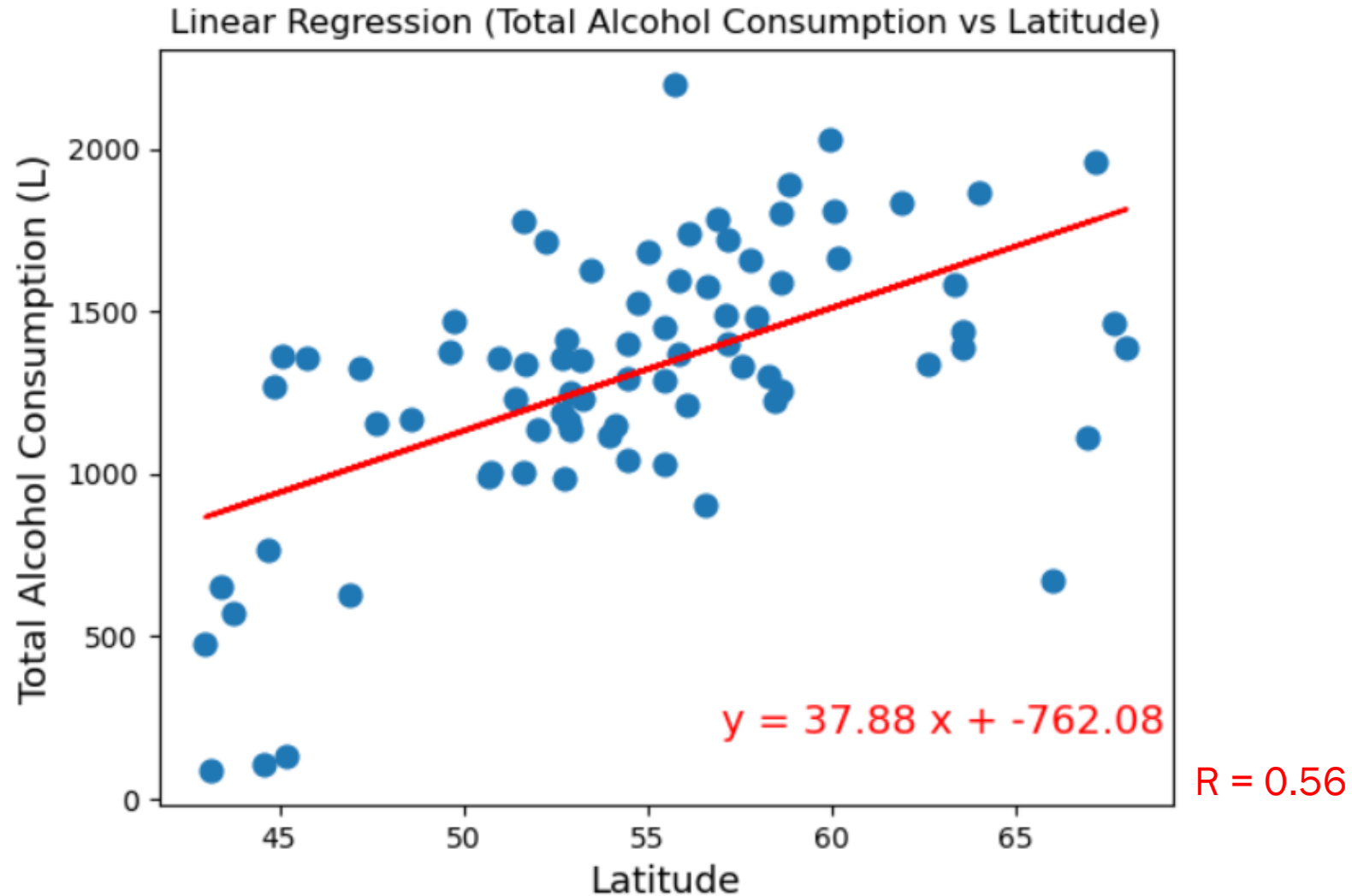


Total Consumption per Capita by Region



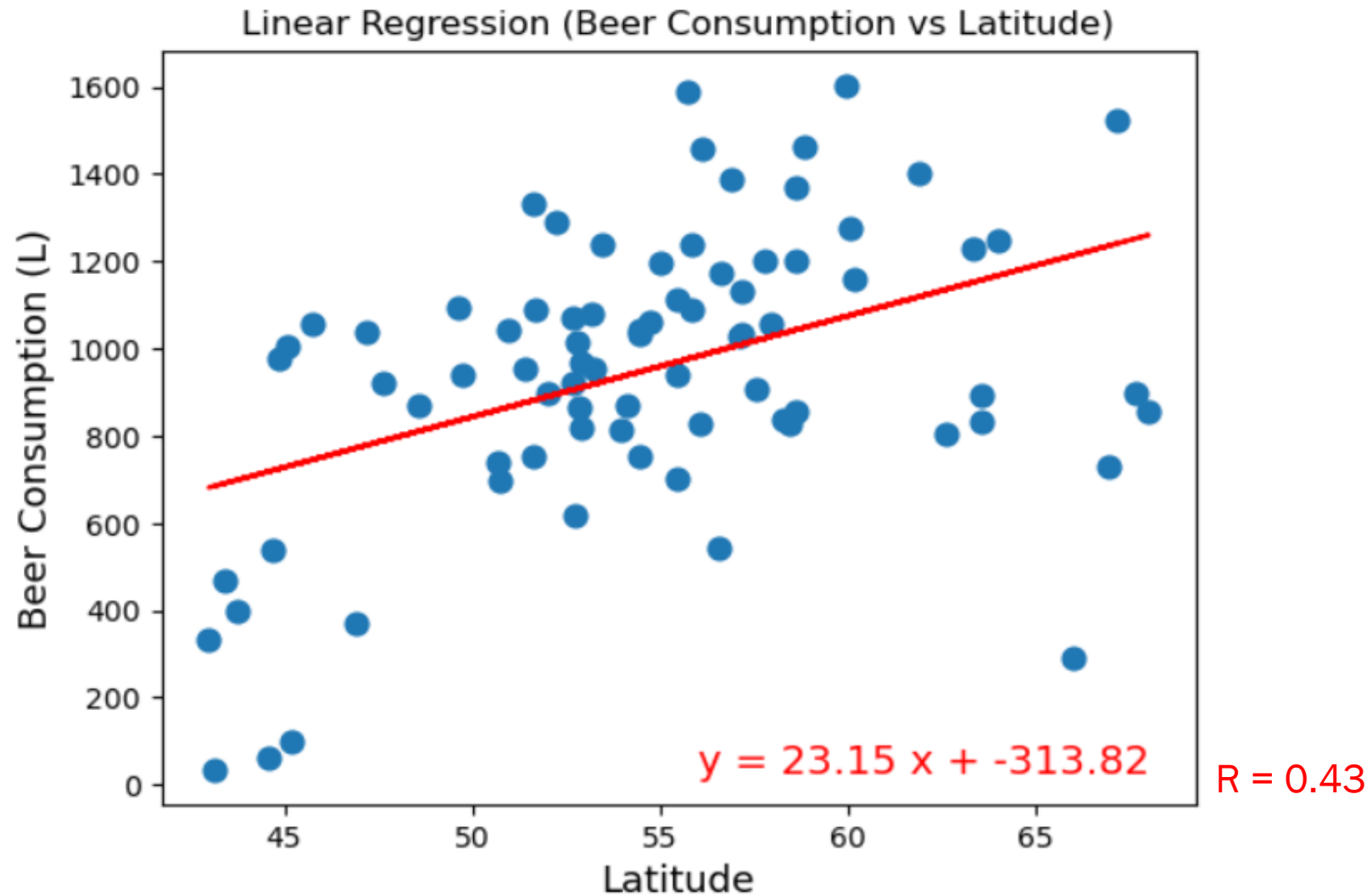
Modeling –

Linear Regression on Total Alcohol Consumption vs Region Latitude



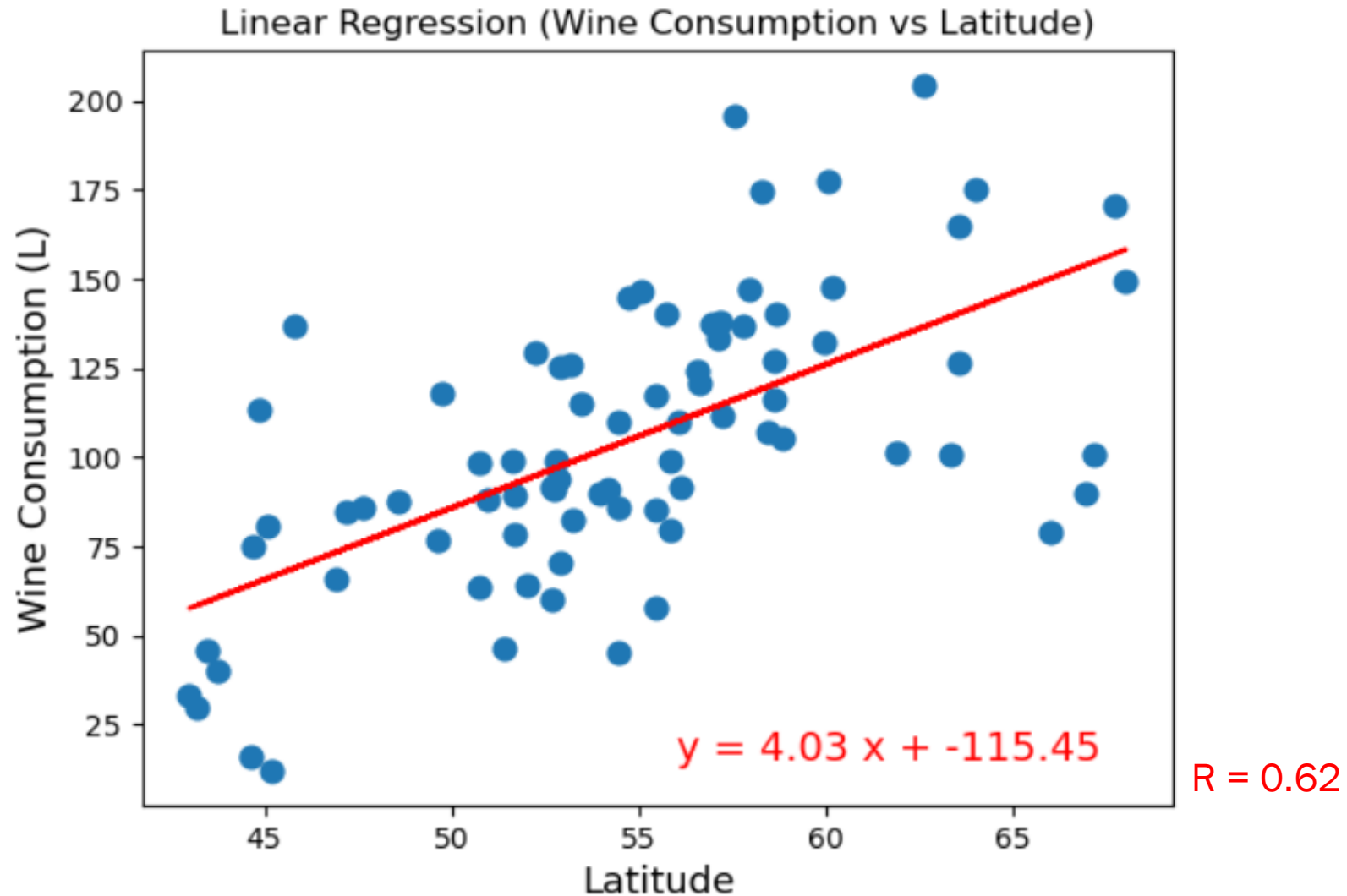
Modeling –

Linear Regression on Beer Consumption vs Region Latitude



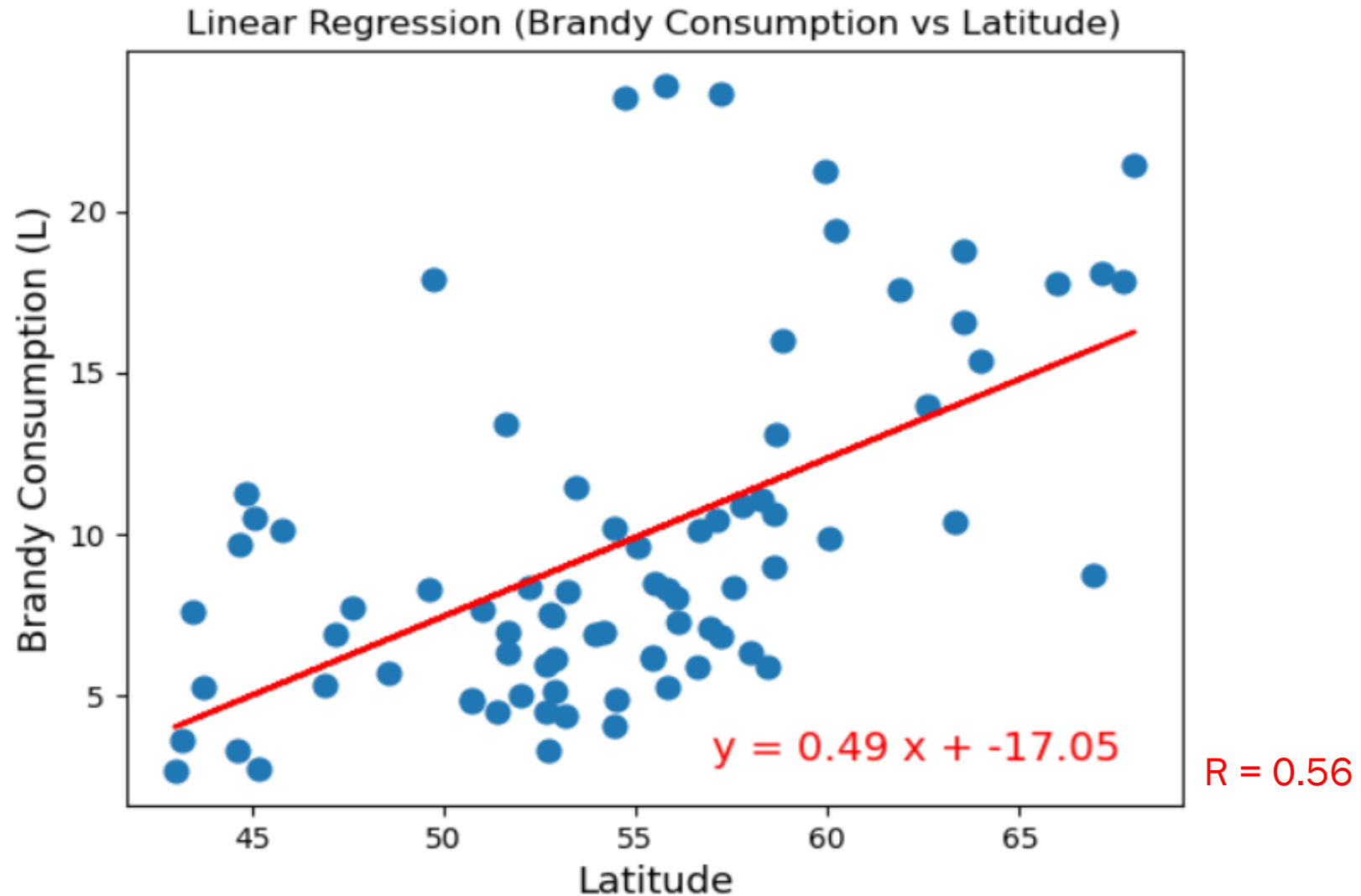
Modeling –

Linear Regression on Wine Consumption vs Region Latitude



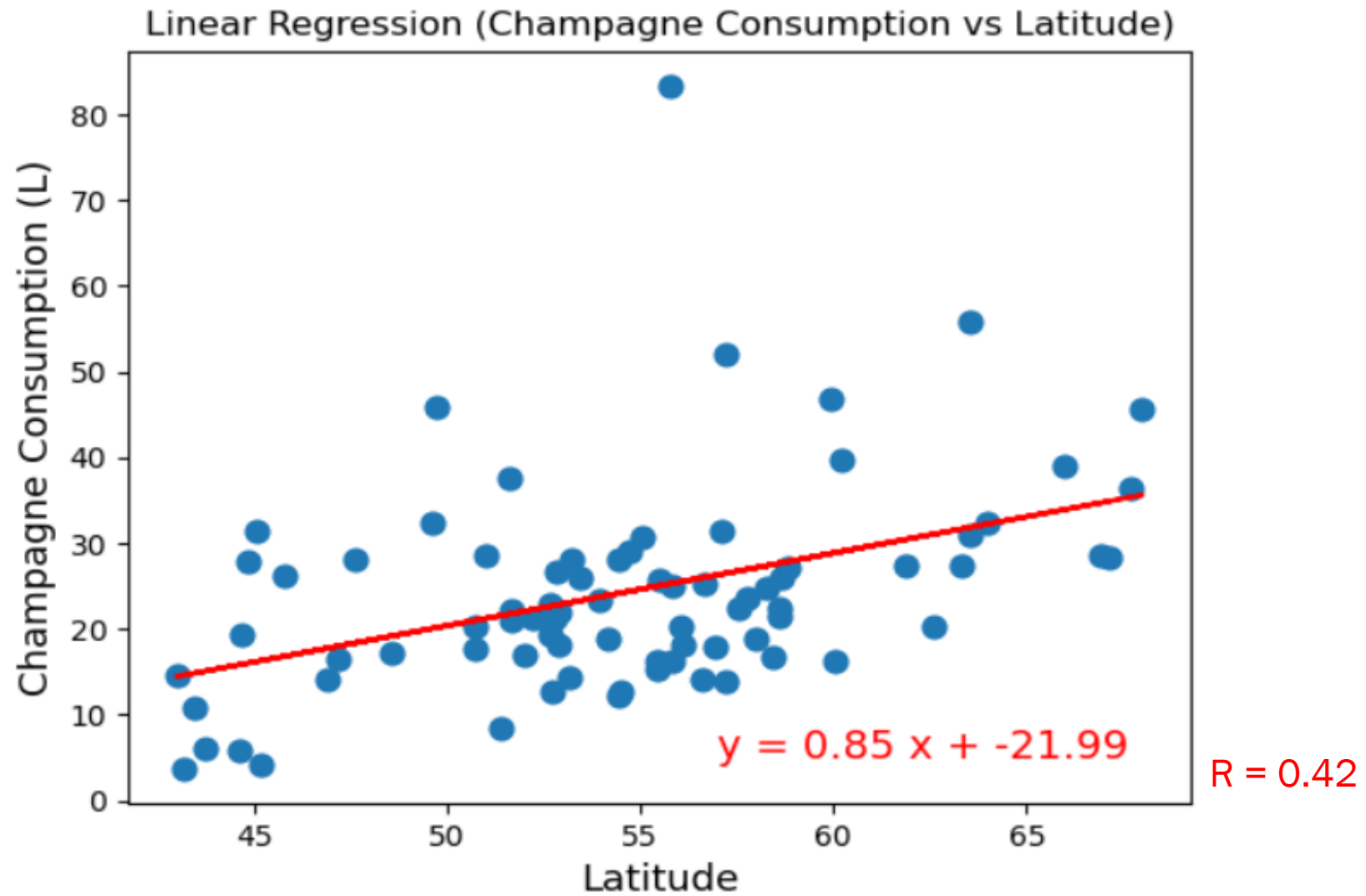
Modeling –

Linear Regression on Brandy Consumption vs Region Latitude



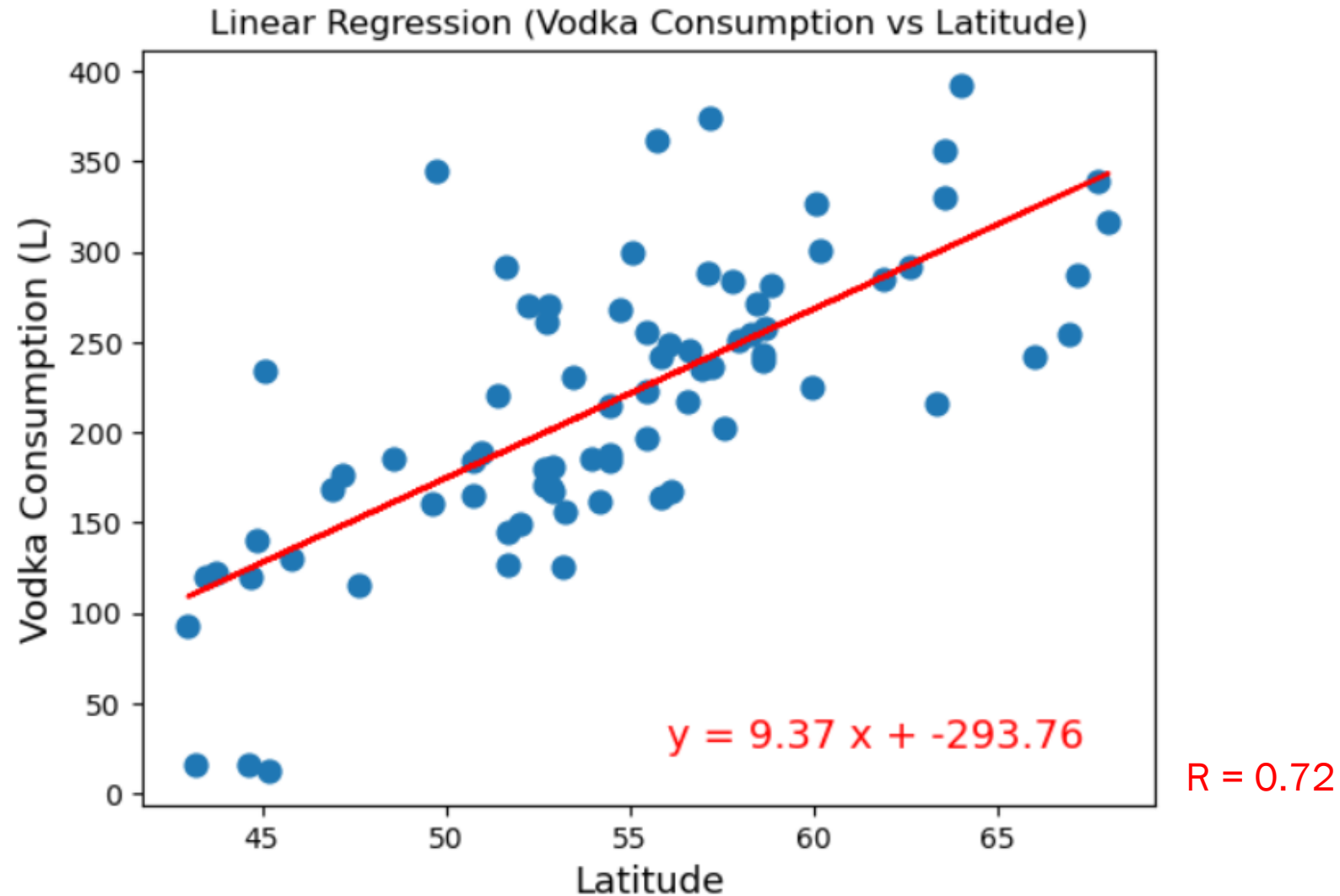
Modeling –

Linear Regression on Champagne Consumption vs Region Latitude



Modeling –

Linear Regression on Vodka Consumption vs Region Latitude



Conclusions

Most consumed alcohol in Russia?

Beer by total volume, vodka by volume of alcohol

Does per capita consumption vary with region latitude?

There are strong correlations suggesting that regions in higher latitudes consume more alcohol per capita... especially in the case of Vodka!

Can we predict consumption trends based on economic conditions?

Based on our linear regressions, we are confident that total alcohol consumption will increase in Russia during times of economic gain. However, evidence suggests that Vodka is being phased out by the other alcohol types (beer, wine, champagne, and brandy).



Thank you!

Questions?

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