

Lightning Round - Ross Fortney
“Brews, sunlight, and rustbelt woes”

DS-SF-29

Craft Breweries

- Problem
 - Craft beer has seen record growth in the U.S., however this began to slow down in 2016
 - 16% growth first half of 2016, 18% in 2014
 - Still plenty of room for growth in the market - only accounted for 12.2% share of beer sales in the U.S.
 - Overall beer sales down 0.2%
 - Industry 'goal' of 20% market share by 2020.
- Data
 - Brewers association database
 - State economic reports
- Hypothesis
 - We can predict the success of new microbreweries in different U.S. states based on supporting economic data.

Residential Solar

- Problem
 - Despite record growth on a national level, residential solar success is still largely concentrated within a few states.
 - California alone makes up 44% of PV capacity within the U.S.
 - Solar energy can be effective in far more than a few states and it's important to understand what spurs homeowner adoption.
- Data
 - SEIA
 - FTC
 - State level utilities
- Hypothesis
 - A certain \$ per KWH threshold will lead to greater demand for residential solar arrays as a means to reduce costs

Regional Politics

- Problem
 - A key demographic of the democratic coalition defected to Donald Trump in the 2016 election - unless this is understood and reversed it will greatly limit the ability of a democratic nominee to secure 270 electoral votes.
- Data
 - State and county level voter data
 - Economic and industrial information of these counties and states
 - Pennsylvania, Michigan and Wisconsin
- Hypothesis
 - Economic and employment numbers had a larger impact on voters than in previous years - converting many counties previously won by the democrats