

# **Craft Beer - Data Challenge 5**

**USA Market Analysis**

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# Dashboard : Tableau Link

- The most commonly available Beer Style is American Pale Ale with almost 245 different options available in the market. This seems to be the most popular.
- The avg ABV is 5.98% with the highest being 12.80% and the lowest 0.10%. We could use them when comparing our avg abv of the current products.
- Avg size of the beer can is 400ml. This seems to sell the most.
- The majority of the breweries are located in Colorado, Pennsylvania, Texas, Oregon and California.
- States with the least breweries are Dist. Of Columbia, North Dakota, South Dakota and West Virginia. These could be our prime target markets with fewer local breweries.