The dataset at hands gathers beer reviews from two websites: BeerAdvocate and RateBeer collected from 2001 to 2017. Beers are reviewed by identified users rating across different aspects and providing plain-text feedback. The brewery and additional data about it are also available. Exploiting this dataset can get us some insight on the following points.

**Where is beer brewed in the world?**  Given inputs from users of different countries, we can get an idea on how the beer market is shared worldwide and rather it is dominated by big players internationally. Are there major brewers that export their beer all around the world which can then be found (and rated) abroad. This gives some insight on how the market is structured, around big groups or in a more fragmented way. The international exposure of brewers can be quantified using the nationalities of users rating their beers. Additionally, are those exported beers usually more appreciated than the local beers (produced domestically) based on those ratings/reviews. Why is it so? Danes are known to support their national beers while UK consumers are said to turn towards imported beer, Carling, a Canadian been ranking number one there. This gives indication on how nationalist the market is as well as information on consumer behaviour in different countries.

**What are the most popular beers?** It is a thing to know the name of the most popular beer on the planet but to establish why it is this successful is even more interesting especially for a brand which wants to launch a new product. Is it because of the way it looks, smells, tastes or feels in your mouth? Take the case scenario of a new bar that faces the hazardous question of selecting beers for its menu and that vitally needs to attract a clientele that certainly has its habits elsewhere. It can suggest classic beers that are known to sell a lot (lot of ratings) but also more original less-known beers that would differentiate him from his competitors (not been rated a lot but with good ratings). The influence of the retail price of the beer (not available here) on popularity could also have been interested to analyse. Do we look for cheap beers or high-end market ones, is this behaviour different depending on the country (wealth).

**Are beer preferences specific to countries?** It is interesting to know if people in different countries have similar tastes when it comes to beer. Is there a consensus on a good beer among citizens of this world? If not, among regions of the world that shares similar culture like Europe (Western/Eastern Europe?), Asia or South America. We can first consider which style of beers are mostly produced by the brewers of a specific country. Now given the ratings/reviews of different users from different countries, we can get some information as to which styles are preferred by country. Another interesting analysis would be to see if those tastes are evolving in time.