**Idea 1: The brewery that wants to launch a new successful beer on the market**

Our team has just been promoted as the new data scientists for a brewery, and in collaboration with the brewers, we are asked to produce a new beer that differentiate itself from the competition and that has all the chances to get at the top of the beers’ rankings. The brewers are out of ideas and want us to help them: What's the most widely consumed type of beer? Do people prefer Ale or Larger beers?  Brown ales or pale ales? What about the smell and the quantity of gas bubbles?

Lots of questions to be answered and the best way to do so is to take the information directly at the source by analyzing user’s reviews from both BeerAdvocate and RateBeer websites. Thus, our strategy would be to analyze the written reviews and link the key words to the grade given to each aspect of the beers to determine which features are the most appreciated.

**Idea 2: Beers and countries a new page in the golden book of the history of relations**

Everything can be related or at least we can always try to find a link or a correlation between two elements, and that’s a challenge we can tackle for beers and countries. What is the most popular beer in each country? Does the country of origin of beer consumers influences their taste? Are brewers influenced by the general beer taste of the country’s citizens when producing a beer? All these questions are in a way interesting in order to understand the relationship that exists between beers, breweries, users and countries. Besides, this analysis isn’t only stuck to the beer industry, it can easily be applied to other industries such as food, cars and many more. What is interesting here is really to understand to which extent does the culture of a country influences people’s taste and how are the companies (here breweries) taking into account this cultural aspect in their corporate strategy. Once again, such analysis can be carried out by using the BeerAdvocate and RateBeer websites but this time by putting the accent on the analysis of the textual reviews, grades and ratings with regard to the user’s and breweries country of origin.

**Idea 3: Humans, easily influenced living beings**

When rating a product or writing a review, often people are easily influenced by what the others say or think which makes people’s opinions sometimes a bit biased and unreliable. Thus, the idea here is to understand to which extent does the reviews that already exist for a given beer influences the next user in his opinion and in the review he’s leaving. To which extent are the used words to describe a beer features similar to those used in previous reviews and finally to which extent are these key words used in the reviews in agreement with the ratings.