REFRESCA
Corona
Familiar
LA CERVEZA MAS FINA
Brewed and Bottled by
CERVECERIA MODELO
MEXICO
12 FL. OZ.
Corona
Light
LA CERVEZA MAS FINA
Brewed and Bottled by
CERVECERIA MODELO
MEXICO
BEER 12 FL. OZ.
Corona
Extra
LA CERVEZA MAS FINA
Brewed and Bottled by
CERVECERIA MODELO
MEXICO
12 FL. OZ.
CERVEZA
Modelo
Especial
CERVEZA
Modelo
Negra
CERVEZA
Modelo
CHELADA
Especial
Victoria

Constellation Brands

A LEGACY OF PUSHING BOUNDARIES

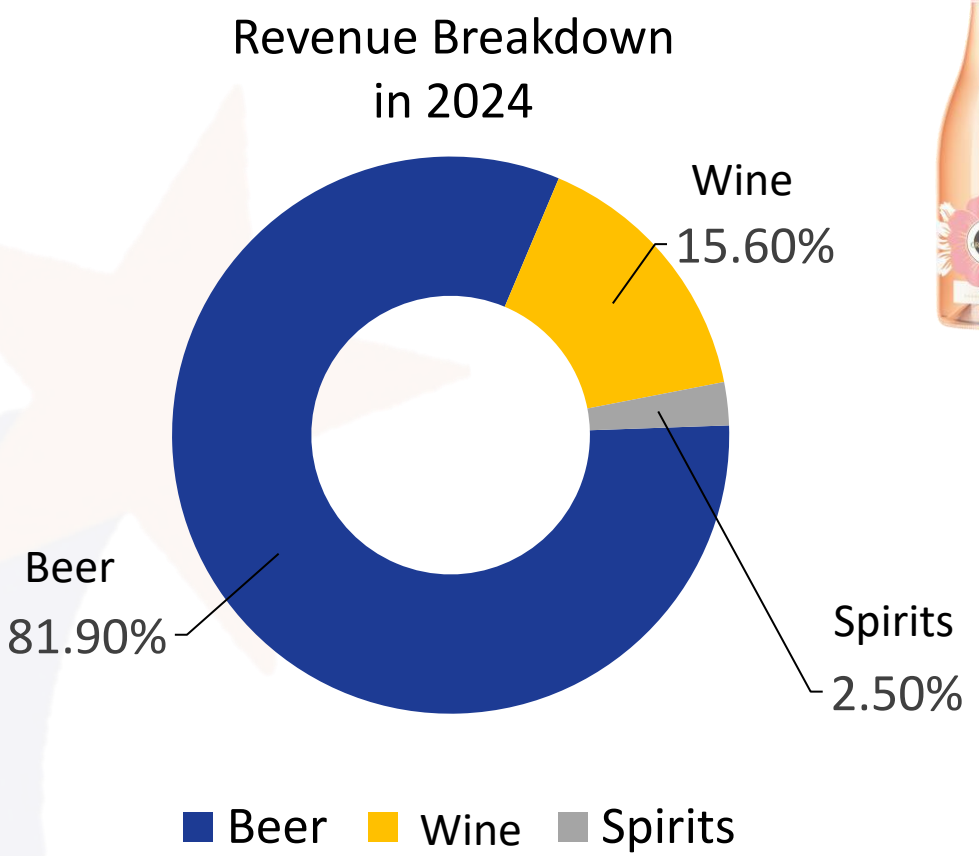
Constellation Brands

Constellation Brands

Problem Statement

Can Reddit topics be effectively utilized as a source of data to predict consumer sentiment towards a specific product?

Revenue Breakdown and Products Examples



Sources: https://ir.cbrands.com/

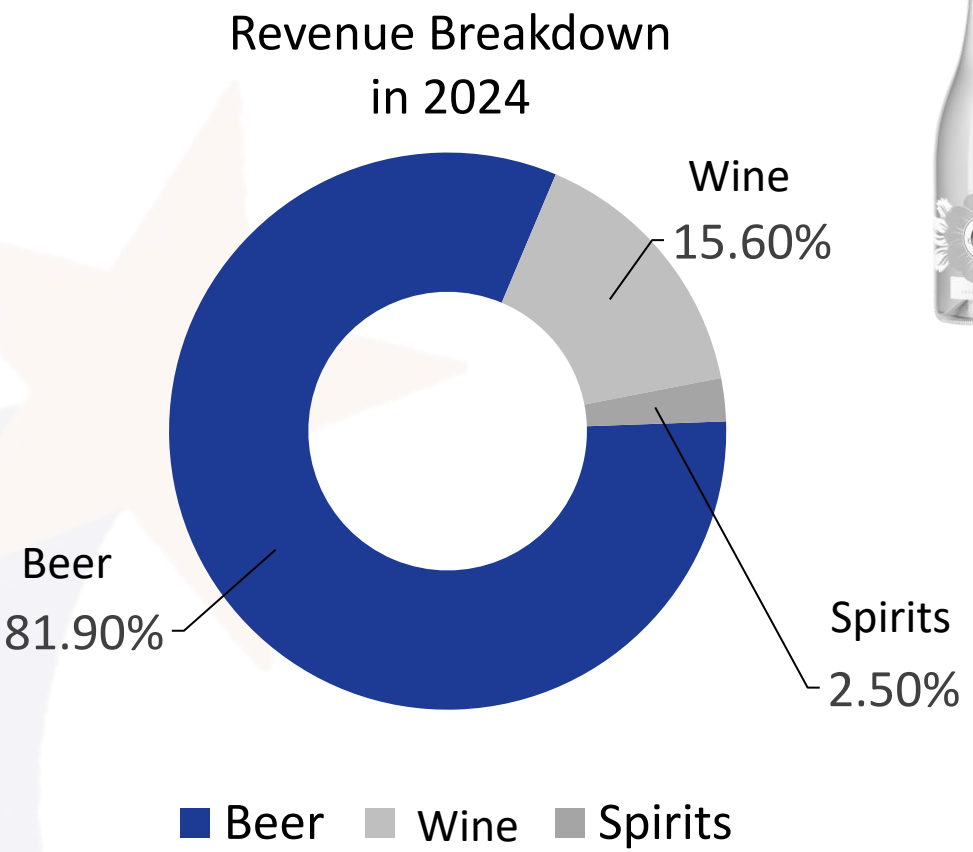
Revenue Breakdown and Products Examples

Constellation Brands

#1

supplier of imported beer

& in the high-end U.S. beer market



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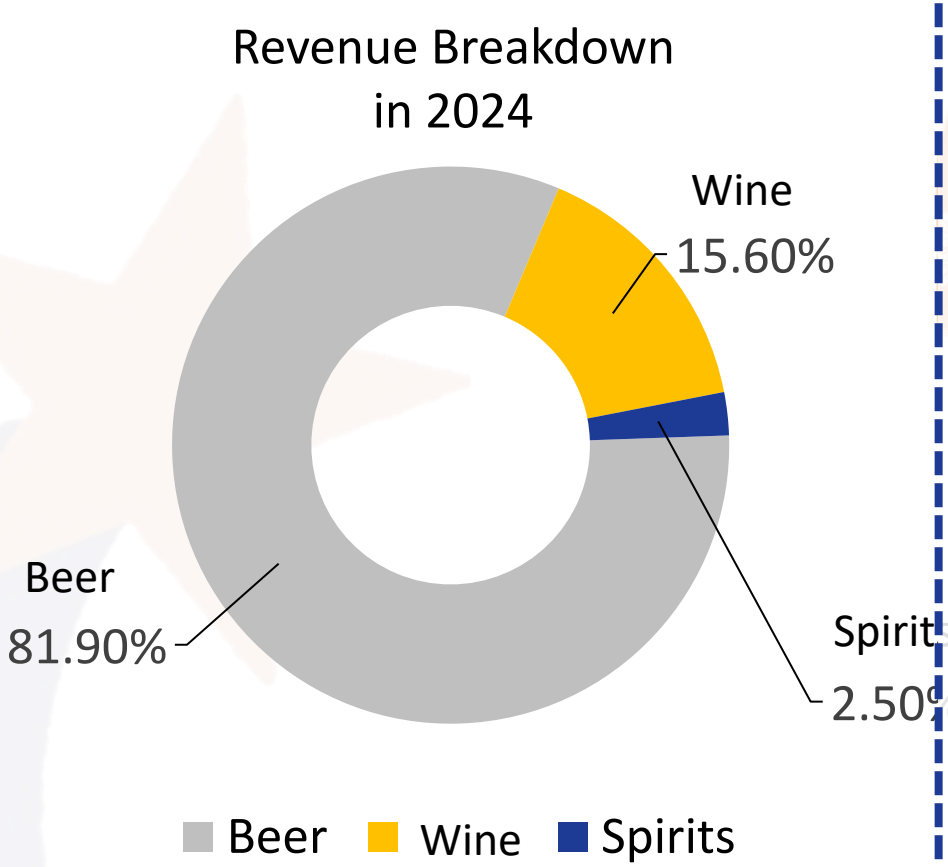
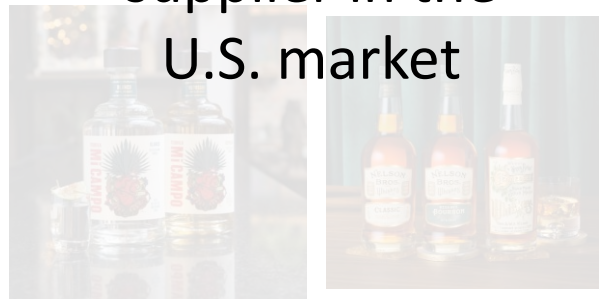
Revenue Breakdown and Products Examples



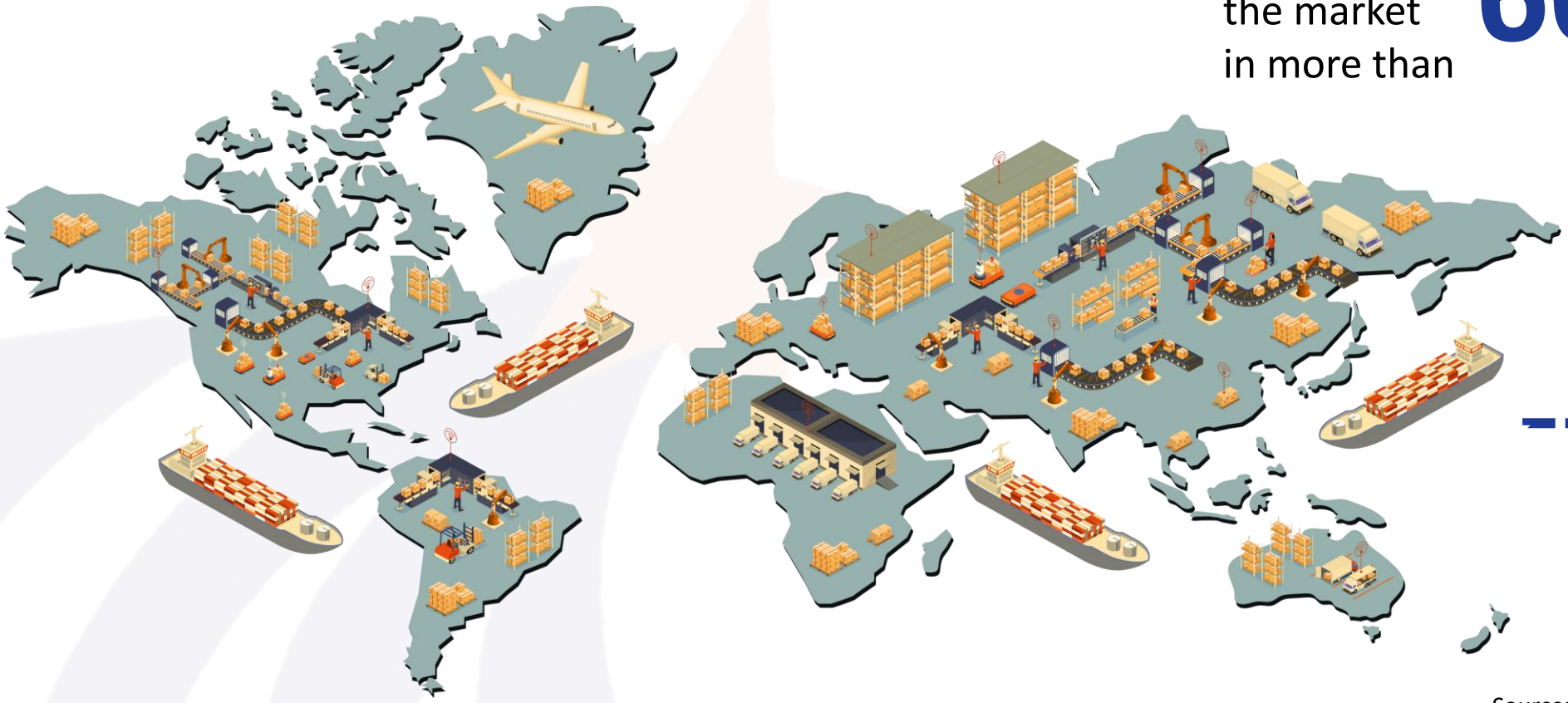
Major higher-end wine and spirits supplier in the U.S. market



Sources: https://ir.cbrands.com/

Exporting to countries around the world

Delivering products to the market in more than **60** **countries** around the world



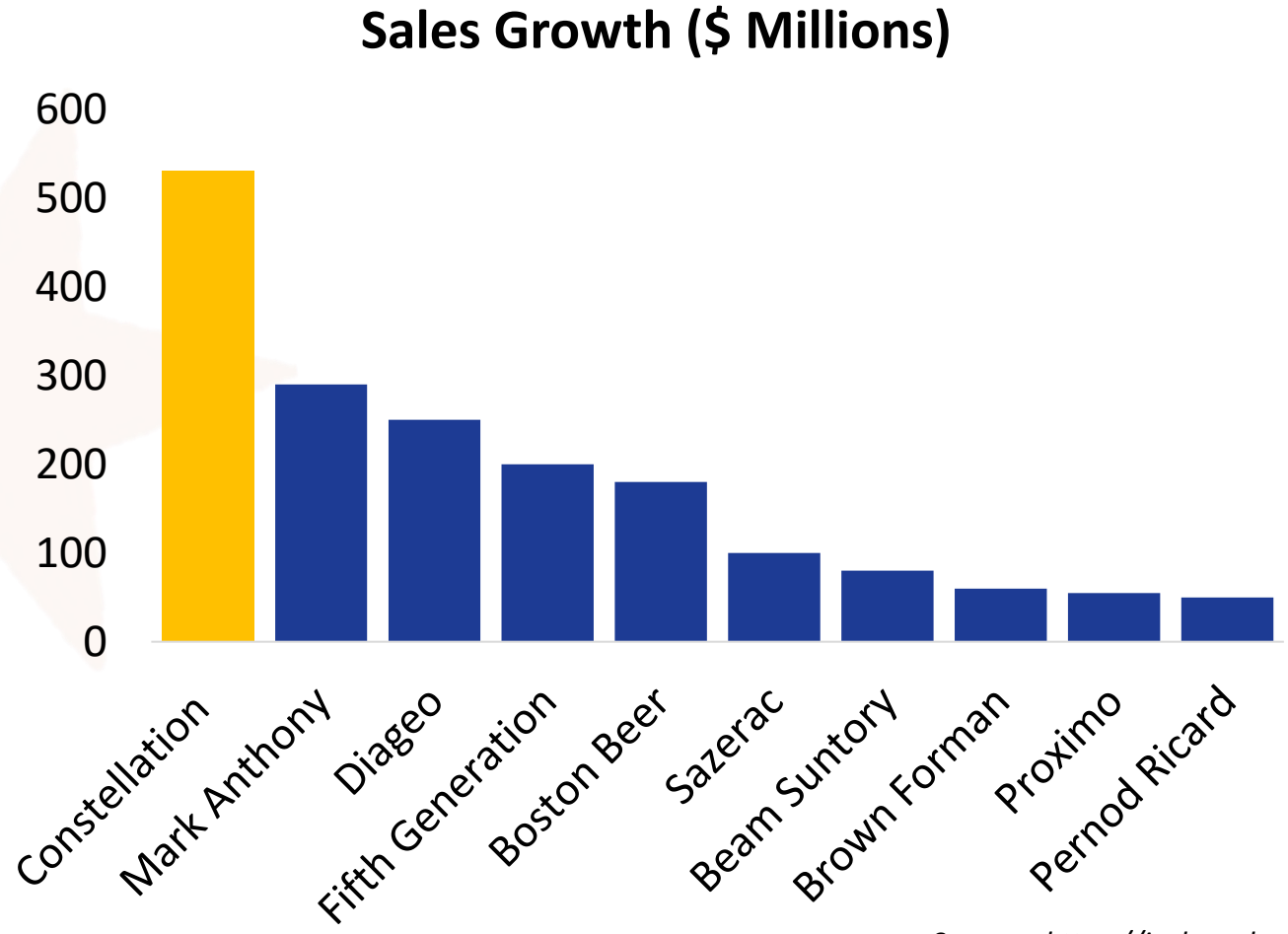
Sources: https://ir.cbrands.com/

Number #1 Market Share in the U.S. Alcoholic Beverage Market

Constellation brands is

#1

in retail dollars sales **growth** contributing almost **25%** of TBA* growth



**Remark: TBA stands for Total Beverage Alcohol*

Sources: https://ir.cbrands.com/

EARNINGS RESULTS

Constellation Brands books large loss on wine and spirits, but beer sales rise

Modelo, Corona beer brewer tops profit expectations, after excluding $2.25 billion impairment charge

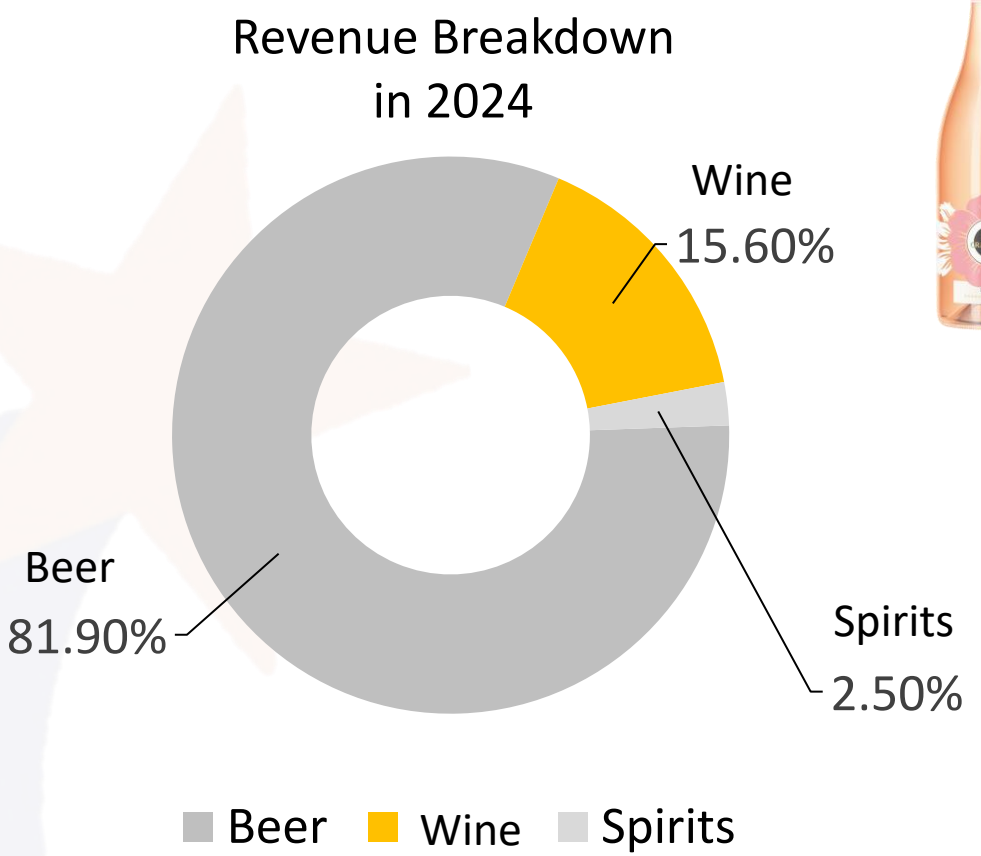
By Tomi Kilgore Follow

Last Updated: Oct. 3, 2024 at 1:50 p.m. ET

First Published: Oct. 3, 2024 at 7:49 a.m. ET

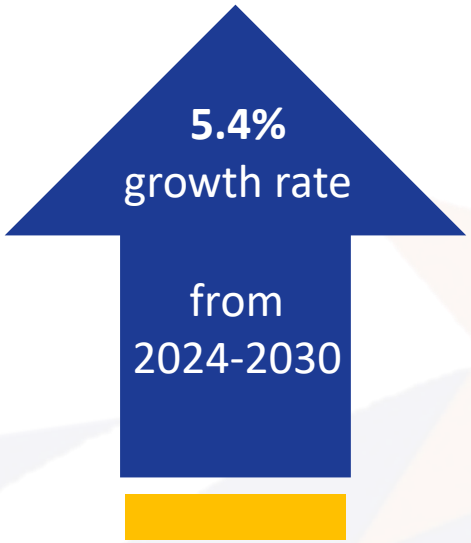
https://www.marketwatch.com/story/constellation-brands-books-large-loss-on-wine-and-spirits-business-but-stock-rises-after-adjusted-profit-beats-eae99bff

Focus Product: Wine Segment



Sources: https://ir.cbrands.com/

Positive Wine Market Growth in the U.S.



Growing U.S. Wine Market

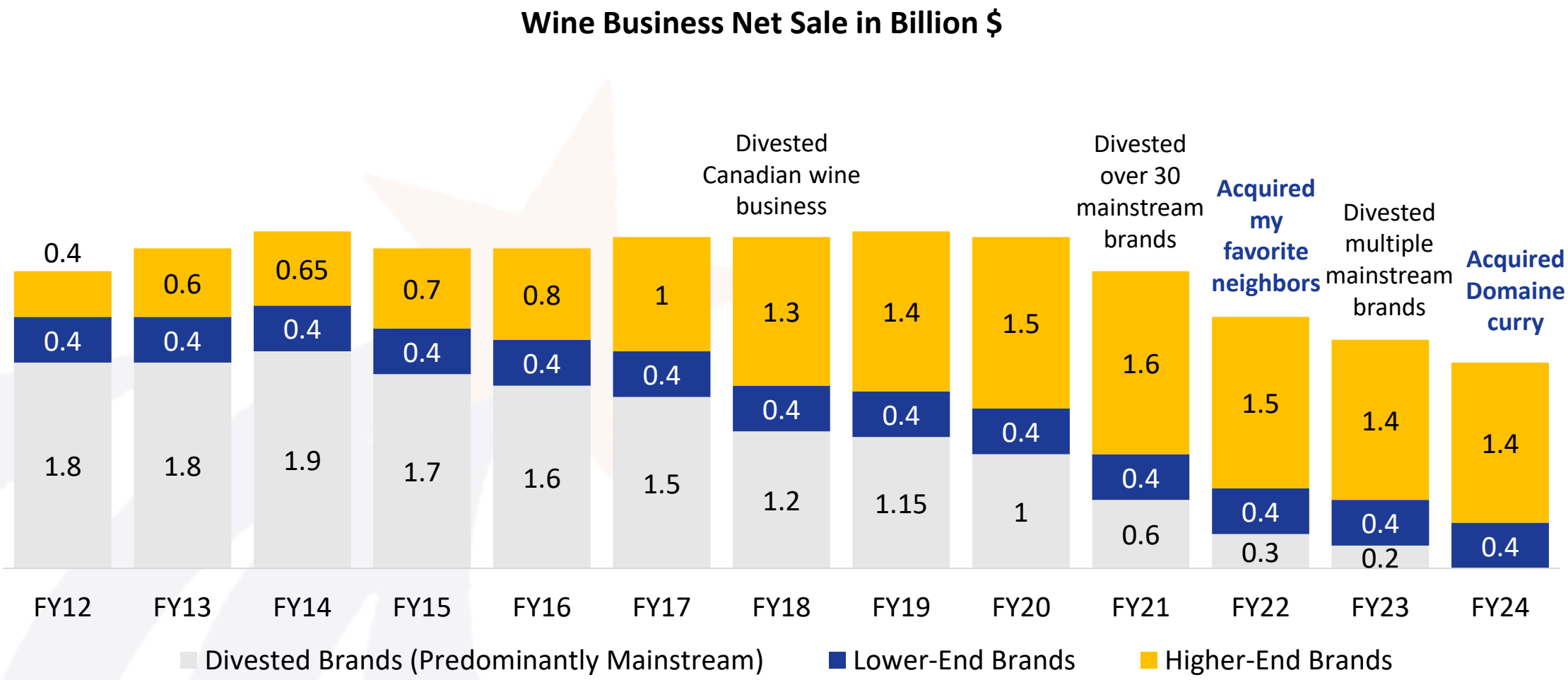
Growing Wine Tourism:
Providing immersive vineyard experiences

Changing Lifestyles and Preferences:
Shift from hard liquor to milder alcoholic

Premiumization and Innovation:
Brands are focusing on premium wine offerings

Source: https://www.grandviewresearch.com/industry-analysis/us-wine-market

What is the Constellation Brand Doing?



What is the Constellation Brand Doing?

Constellation Brands

Sales Dropped!!

No growth after divesting low-end brands

Constellation Brands

Problem Statement

Can Reddit topics be effectively utilized as a source of data to predict consumer sentiment towards a specific product?

Methodology

Data Collection: Reddit

45%

of wine consumers use **social media** platforms to seek information about wines, wineries, and wine-related events.

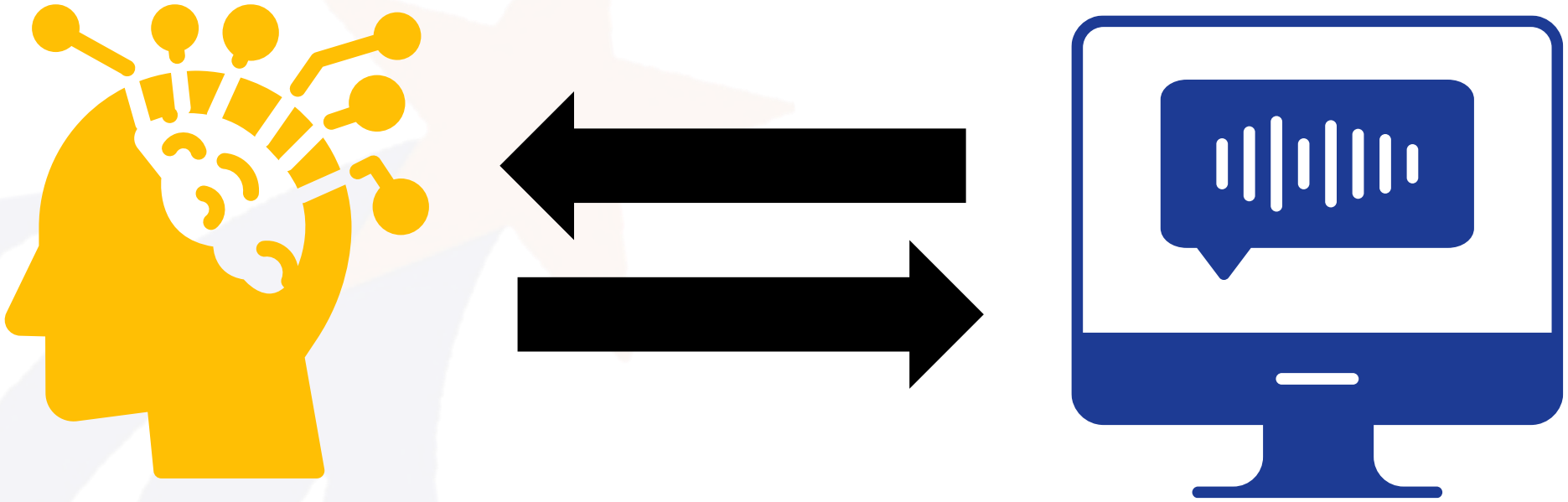
> 240K

Reddit users are on r/wine

Constellation Brands

NLP

Natural Language Processing



Road map of the process

Data Collection

- 2 sub-Reddits (1000 each)
- Sub-Reddit r/beer, r/wine

Data Preprocessing

- Cleaning
- Drop duplicate id
- Drop nan record
- Merged files

Exploratory Data Analysis (EDA)

- Select two features (title & body)

Model Selection

- Word Normalization
- Vectorization, Frequency
- Sentiment Analysis

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Data Collection

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- Sub-Reddit r/wine

Data Preprocessing

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- Drop duplicate id
- Drop nan record
- Merged files

Exploratory Data Analysis (EDA)

- Select two features (title & body)

Model Training

- Model selection by GridSearch over
  - vectorization,
  - machine learning model,
  - Normalization (Lemmatizing & Stemming)
- Further Tuning

Road map of the process

Data Collection

- 2 sub-Reddits (1000 each)
- Sub-Reddit r/wine

Data Preprocessing

- Cleaning
- Drop duplicate id
- Drop nan record
- Merged files

Exploratory Data Analysis (EDA)

- Select two features (title & body)
- Generate word list

Model Selection

- Word Normalization Lemmatizing
- Vectorization, Frequency
- Sentiment Analysis,

Road map of the process

Data Collection

- 2 sub-Reddits (1000 each)
- Sub-Reddit r/wine

Data Preprocessing

- Cleaning
- Drop duplicate id
- Drop nan record
- Merged files

Exploratory Data Analysis (EDA)

- Select two features (title & body)

Model Selection

- Word Normalization
- Vectorization, Frequency
- Sentiment Analysis

We have used

- **Word Normalization**
  - WordNetLemmatizer
- **Vectorizer**
  - CountVectorizer
- **Sentiment Analysis**
  - Vader

Findings for wine

Constellation Brands

Wine Categories

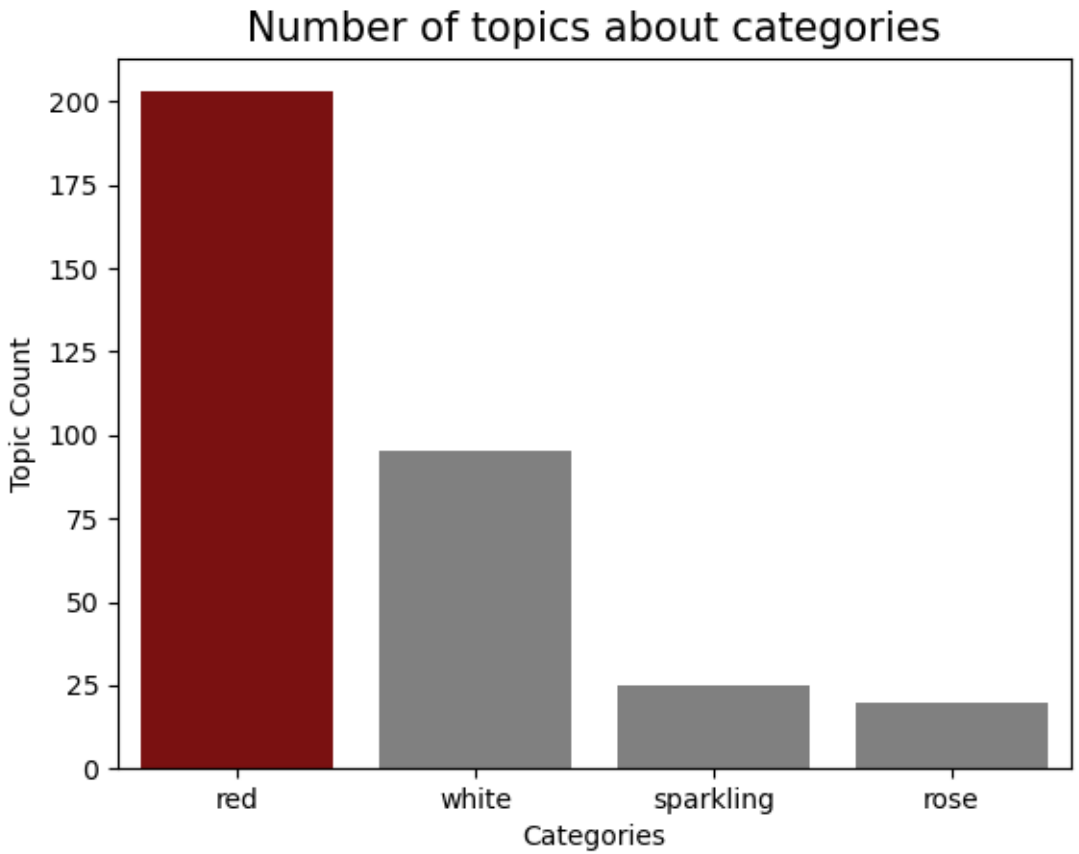
Wine Taste

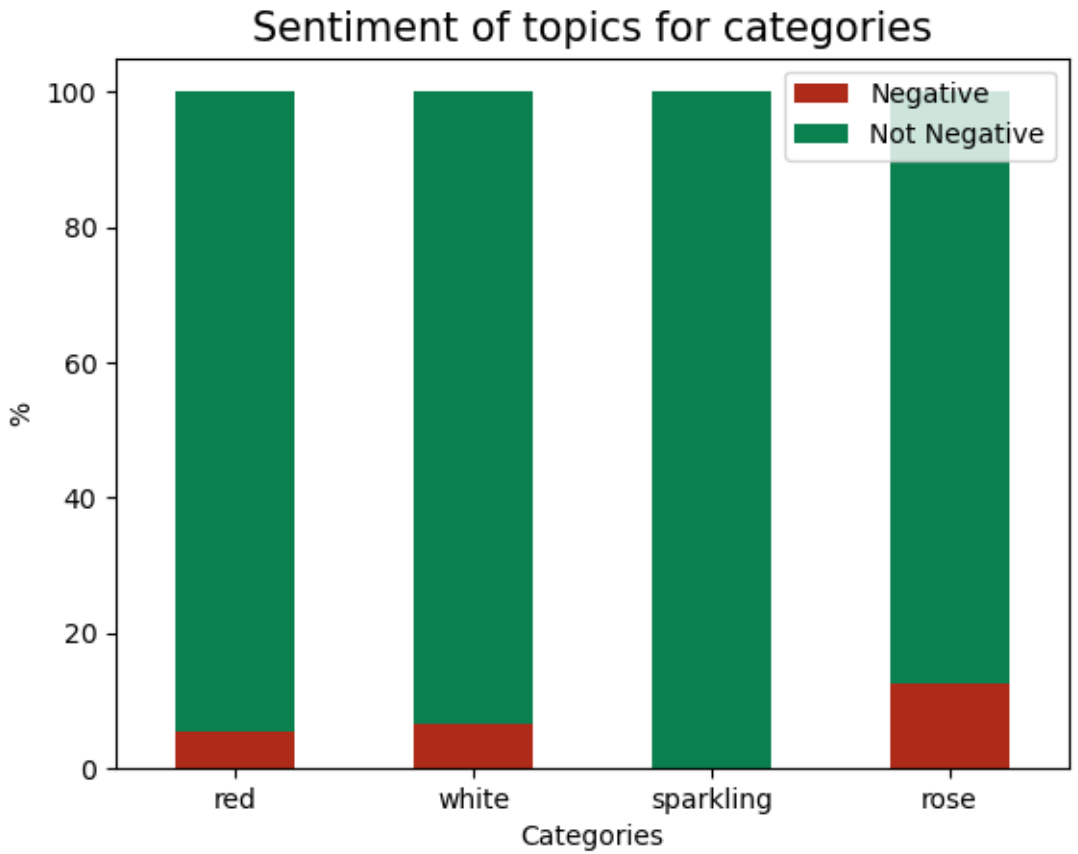
Wine Character

Wine Varieties

Findings and Insights

Red wine is the most popular talking topic on Reddit





Constellation Brands

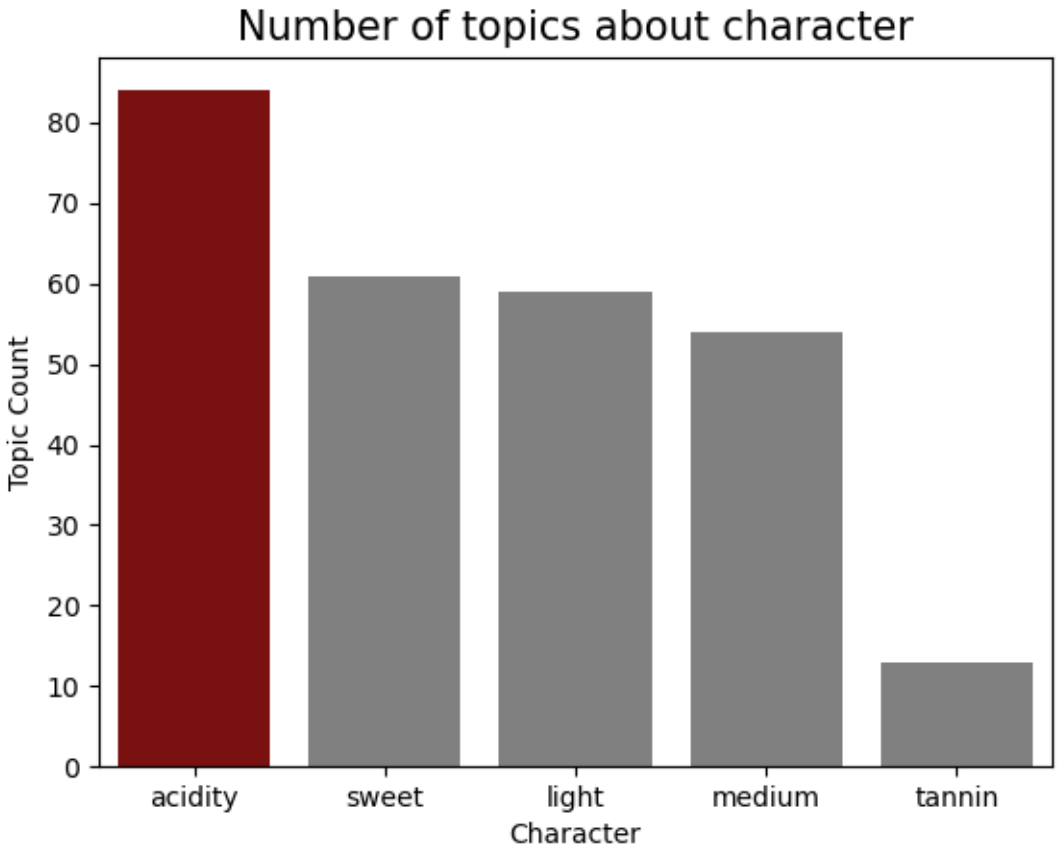
Wine Categories

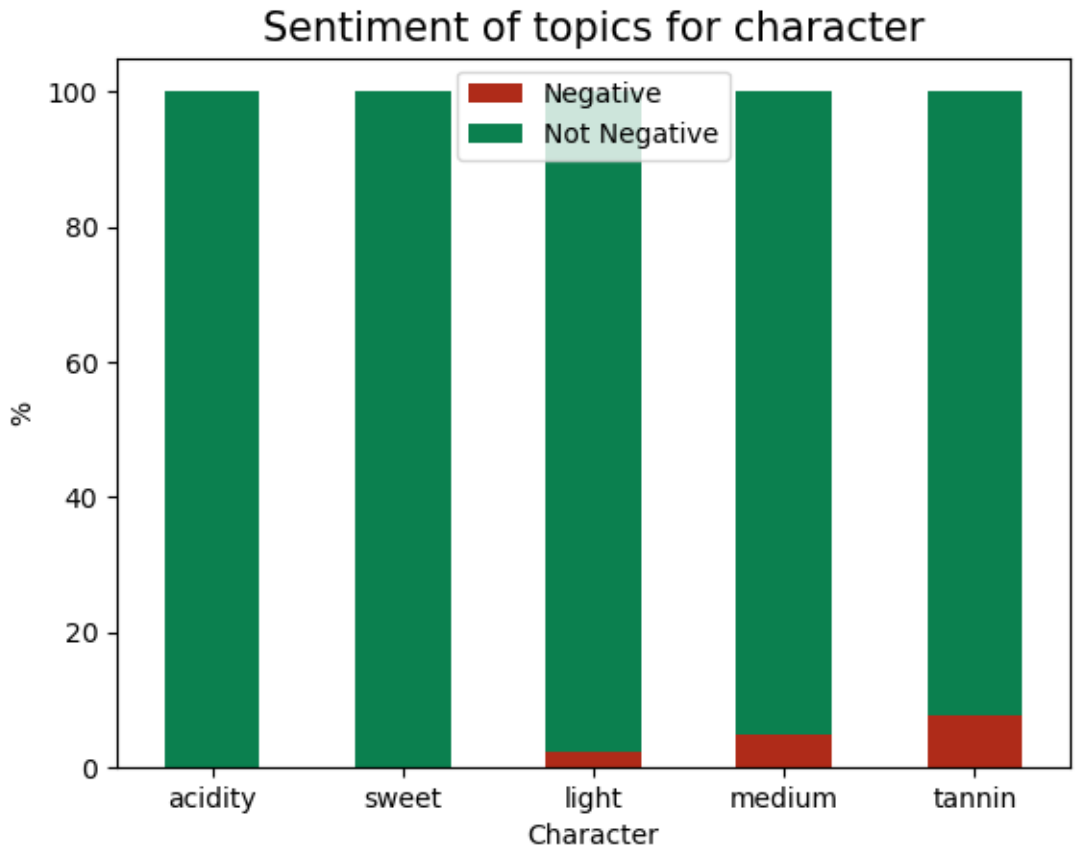
Wine Taste

Wine Character

Wine Varieties

Acidity wine widely discussed on Reddit





Constellation Brands

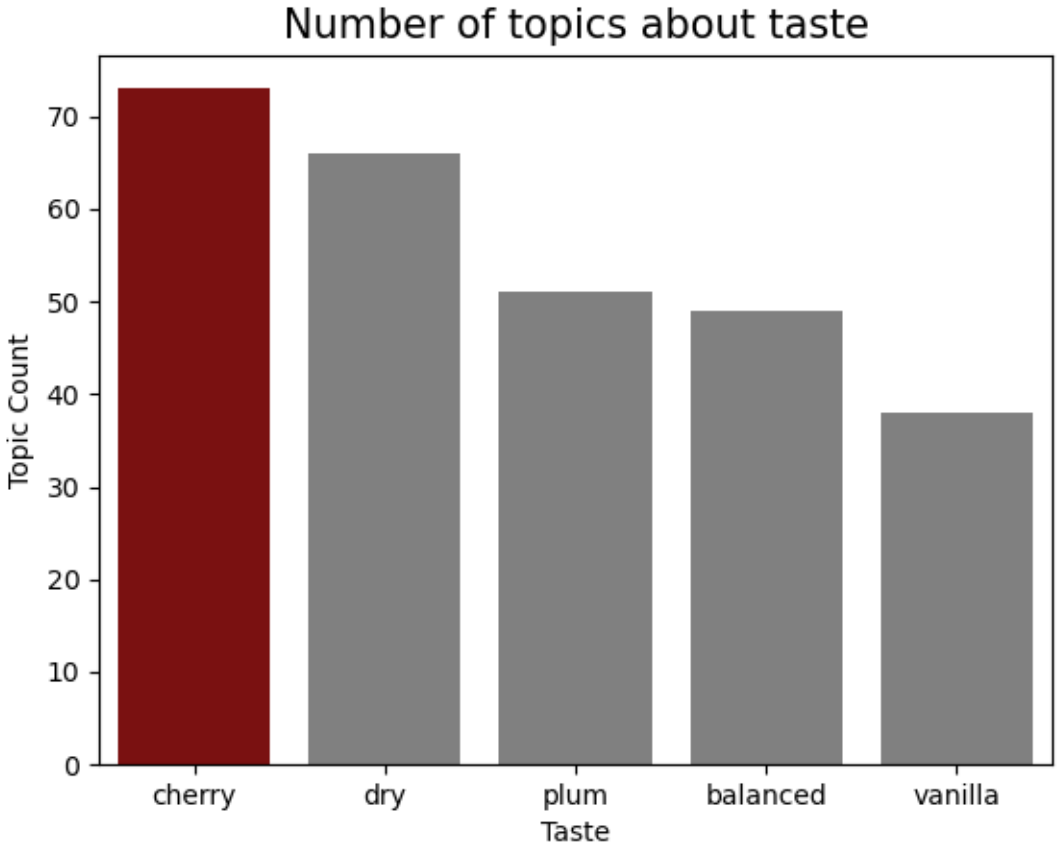
Wine Categories

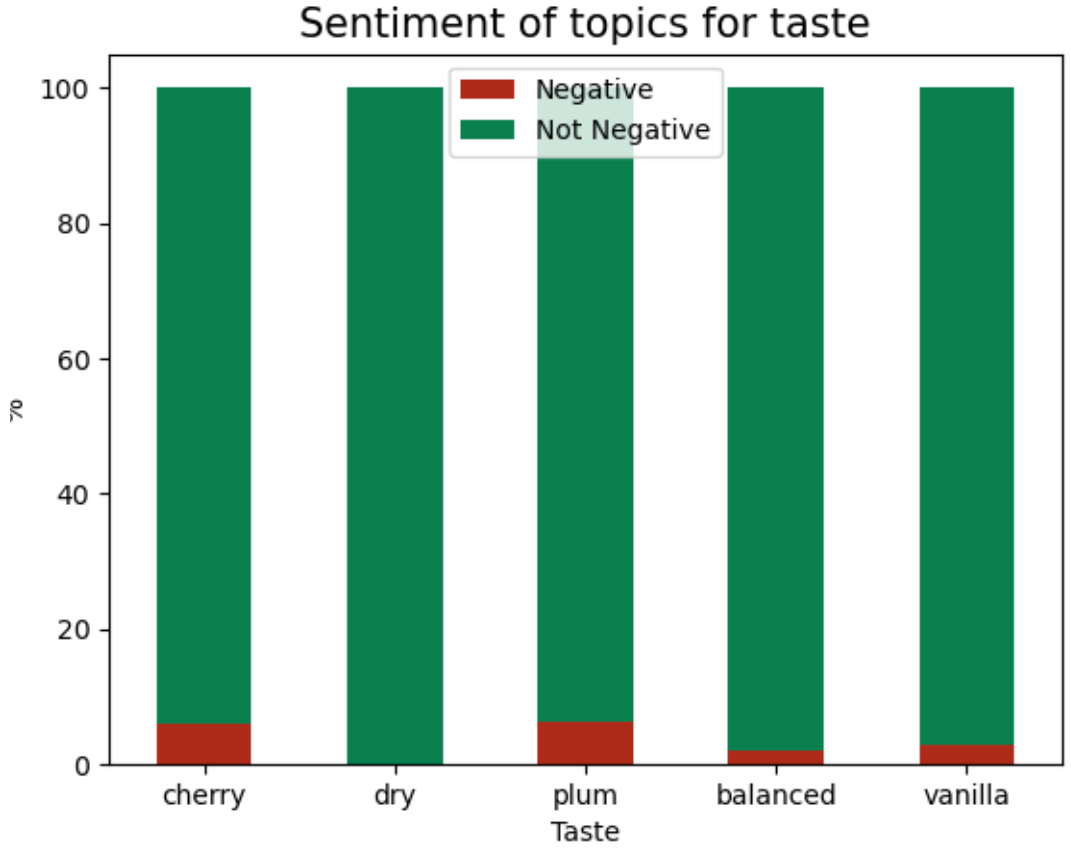
Wine Taste

Wine Character

Wine Varieties

Cherry is the most popular wine taste





Constellation Brands

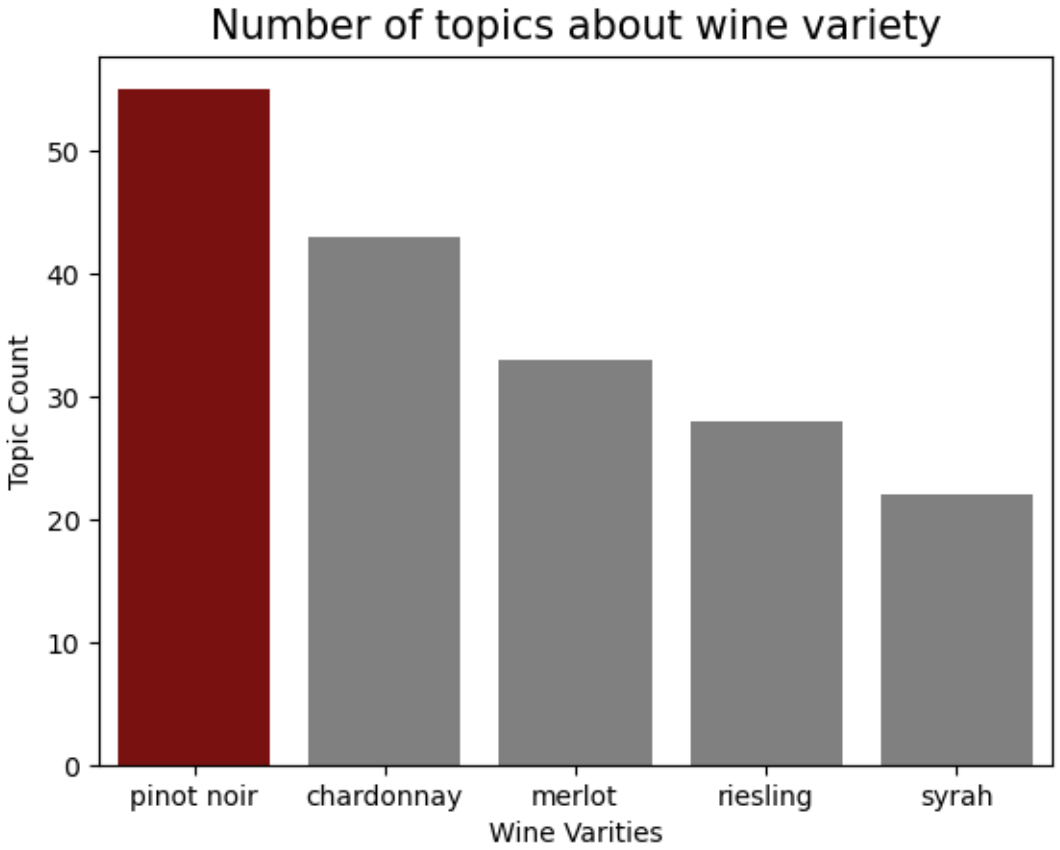
Wine Categories

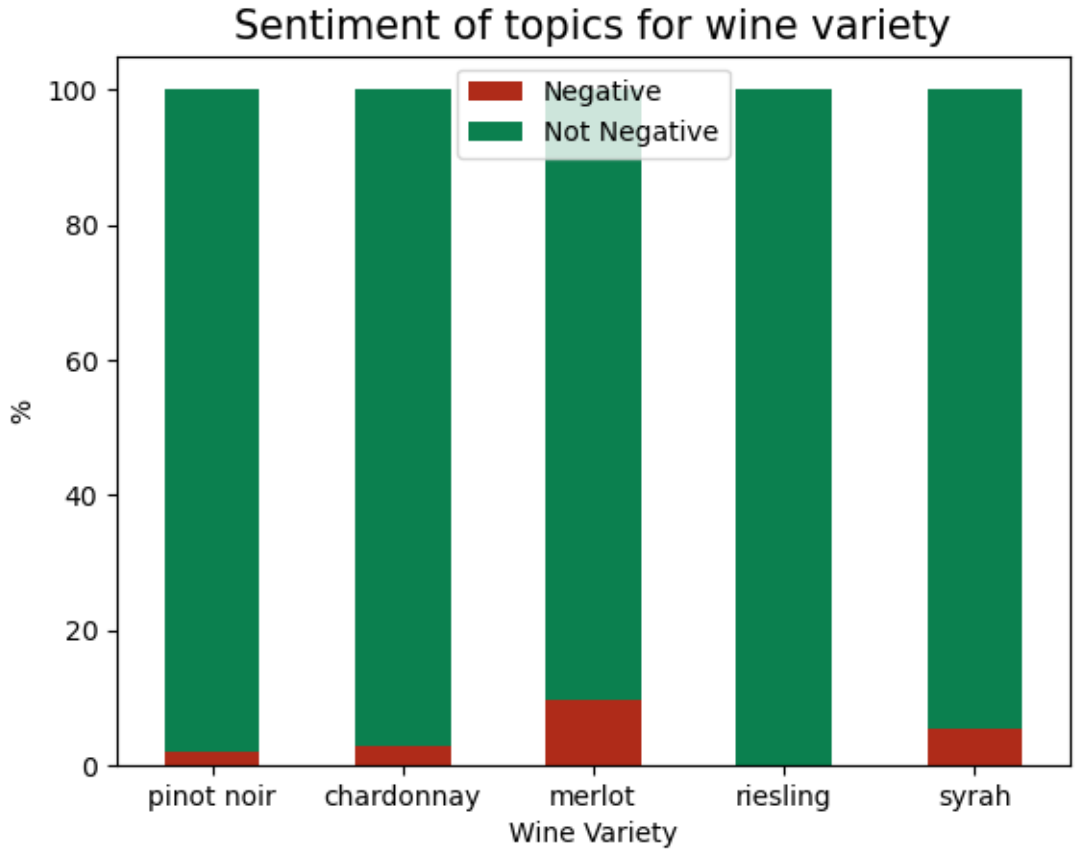
Wine Taste

Wine Character

Wine Varieties

Chardonnay is the most popular wine type





Recommendation

Chardonnay

Cool Climate

Body

Light — Full

Acidity

Low — High

Alcohol

Low — High

Notes:

Warm Climate

Body

Light — Full

Acidity

Low — High

Alcohol

Low — High

Notes:

Chardonnay

Recommendation

Constellation Brands

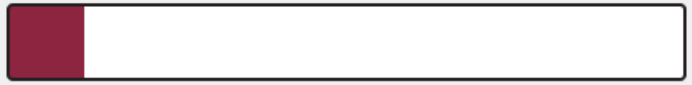
Body

Light — Full

Pinot Noir grapes have thinner skins

Sweetness

Dry — Sweet



Pinot Noir contains one to three grams of residual sugar per glass.

Tasting Notes

Cranberry | Cherry | Forrest Floor

Red wine

Findings for beer

Beer Categories

Raw Material

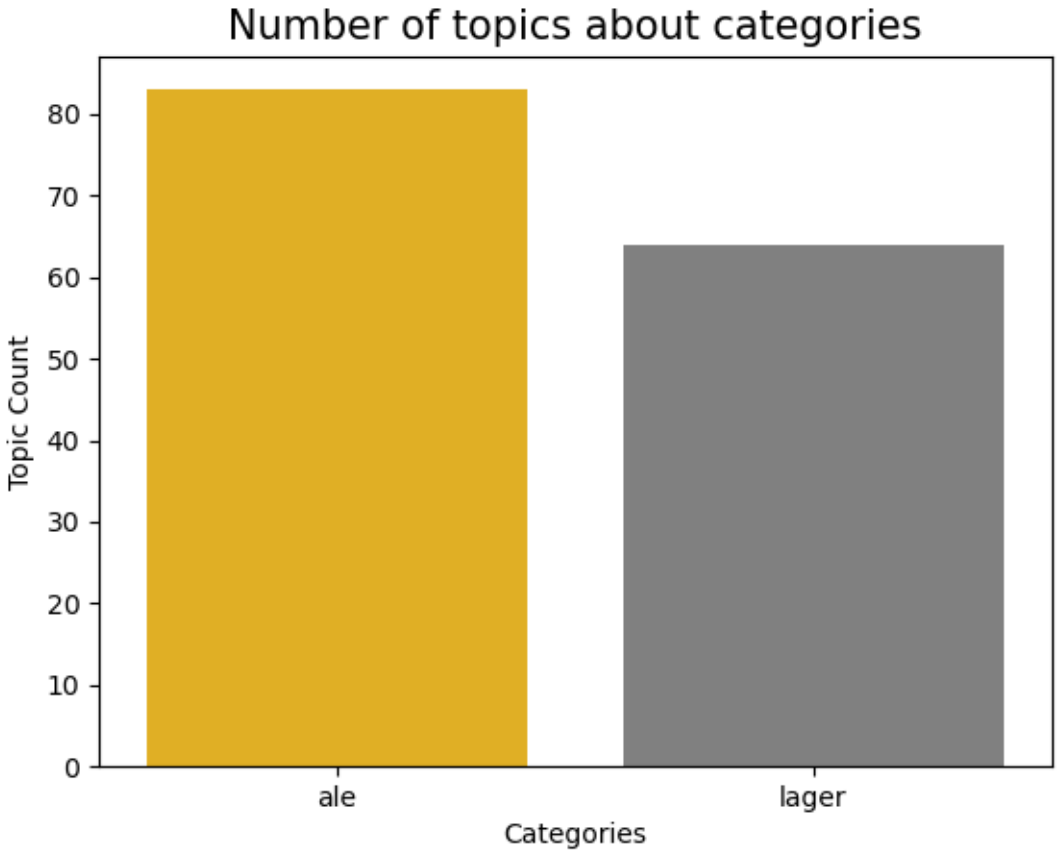
Mouthfeel

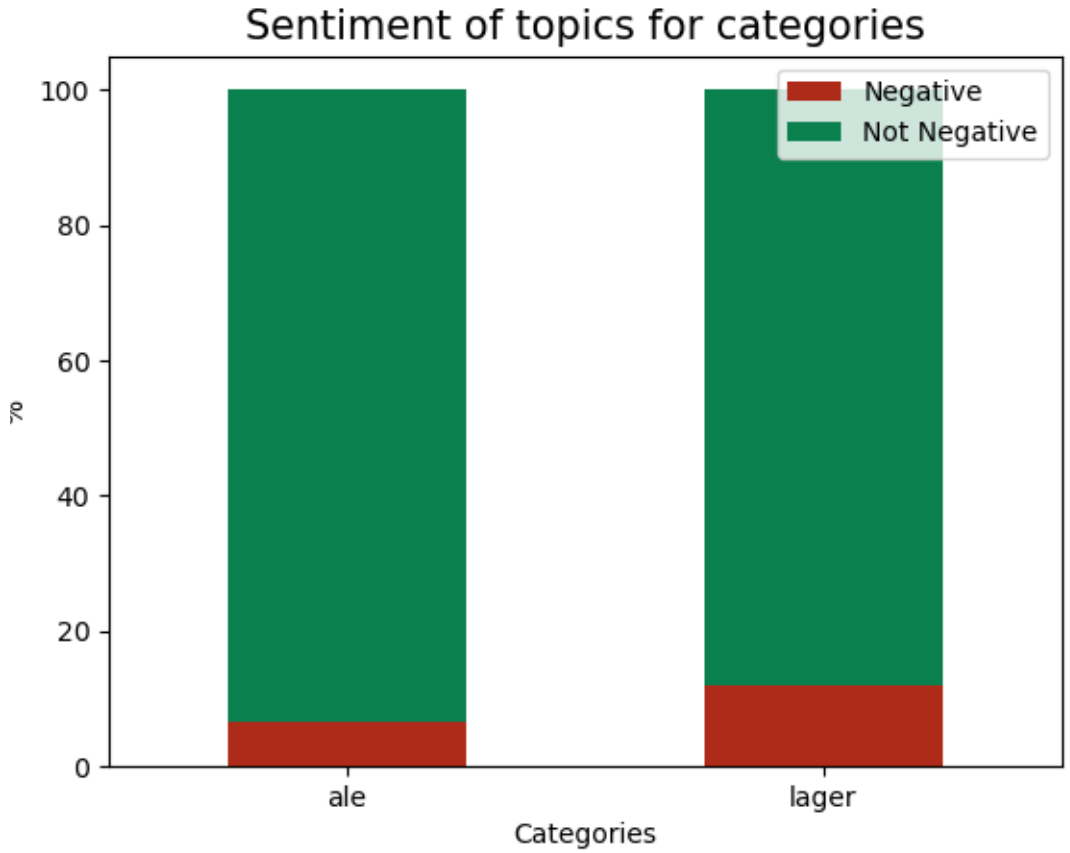
Beer Appearance

Beer Taste

Findings and Insights

Most popular type of beer discussed is **Ale**





Constellation Brands

Beer Categories

Raw Material

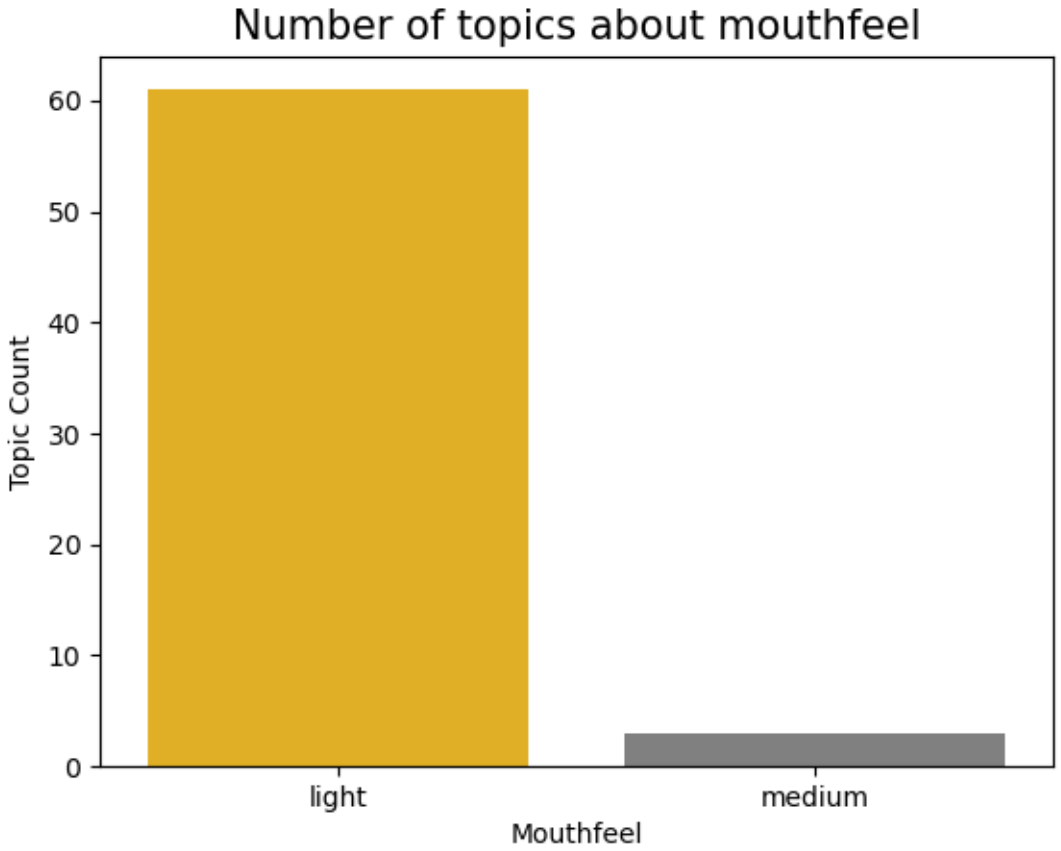
Mouthfeel

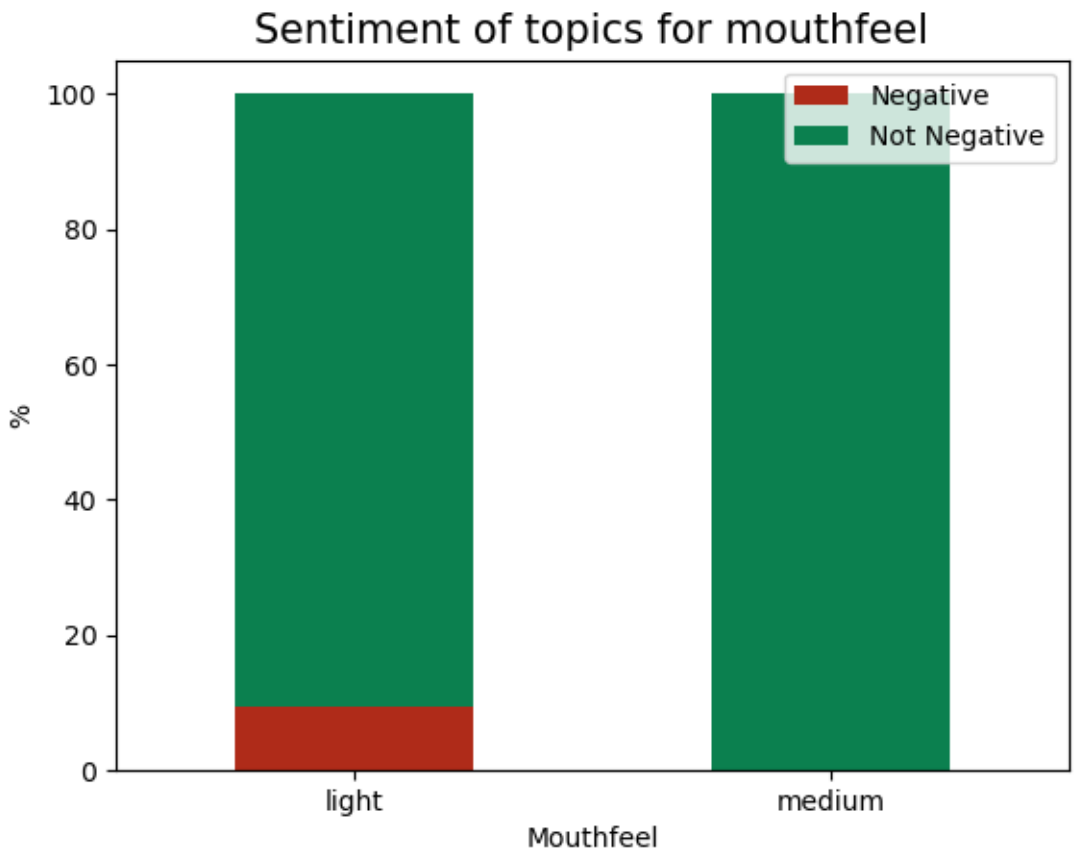
Beer Taste

Beer Appearance

Findings and Insights

More than 60 topics on Reddit mentioned LIGHT beer





Constellation Brands

Beer Categories

Raw Material

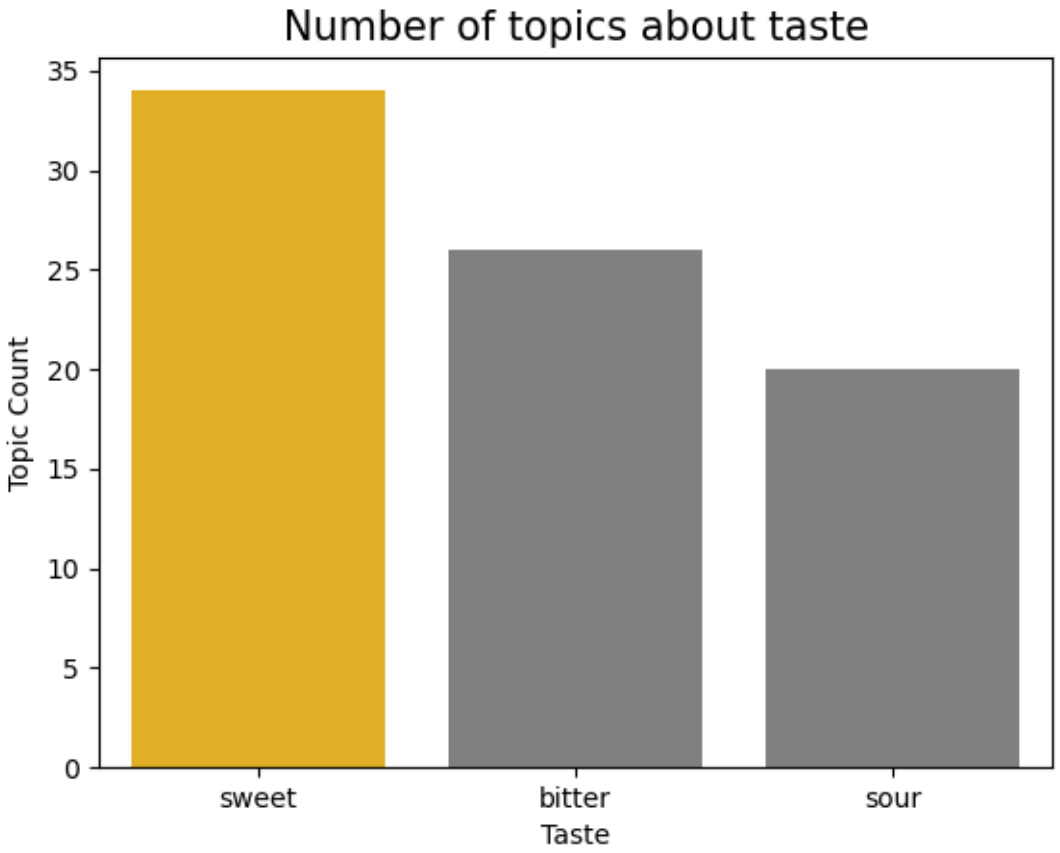
Mouthfeel

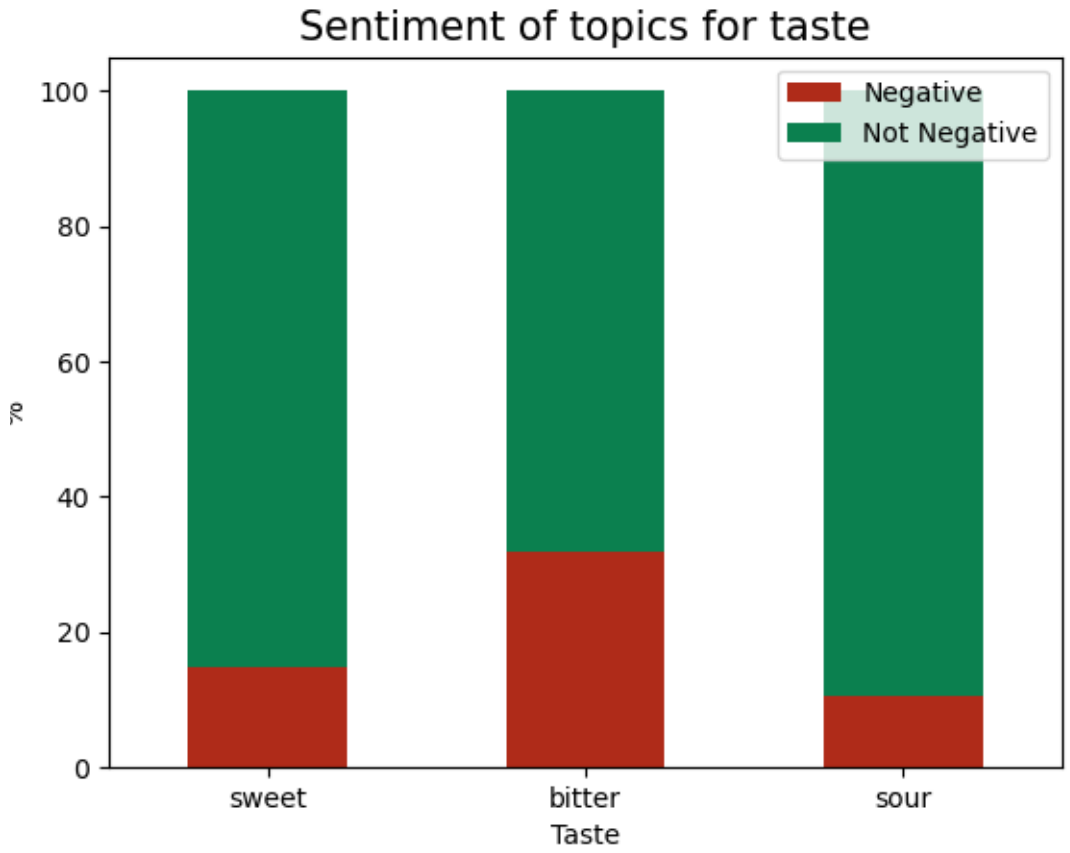
Beer Taste

Beer Appearance

Findings and Insights

Sweet beer is the most talked about topic among Reddit users





Constellation Brands

Beer Categories

Mouthfeel

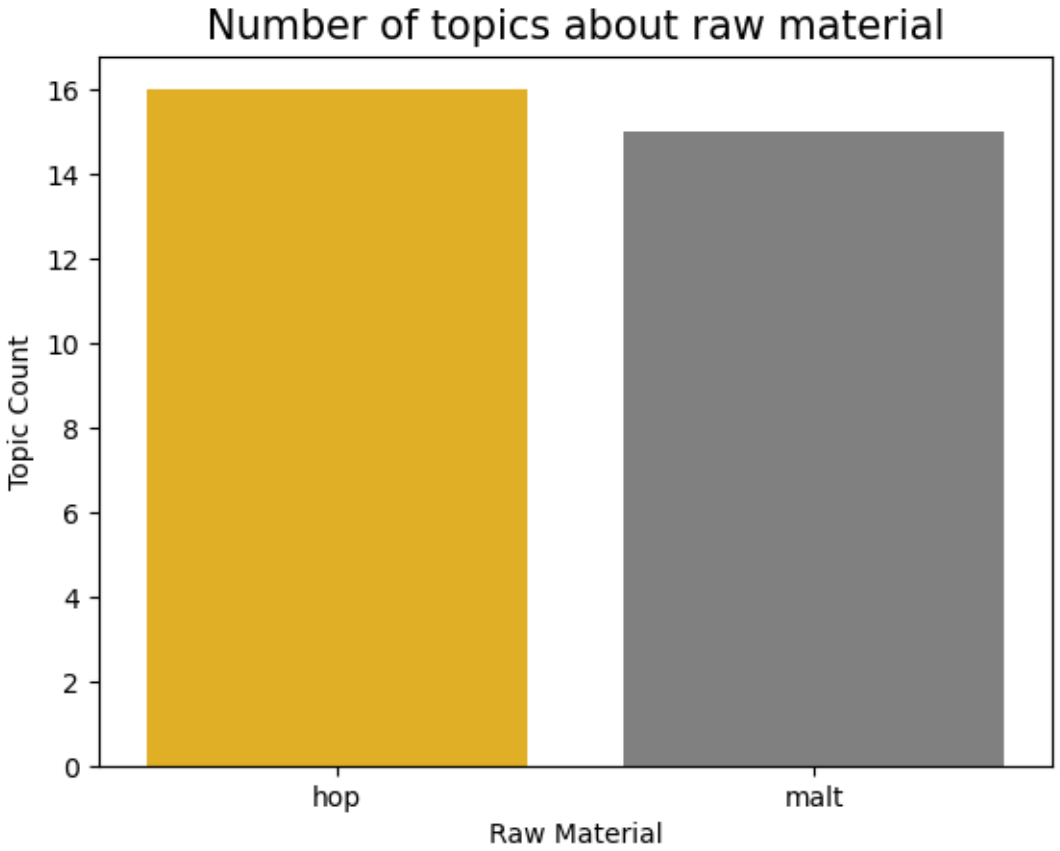
Beer Taste

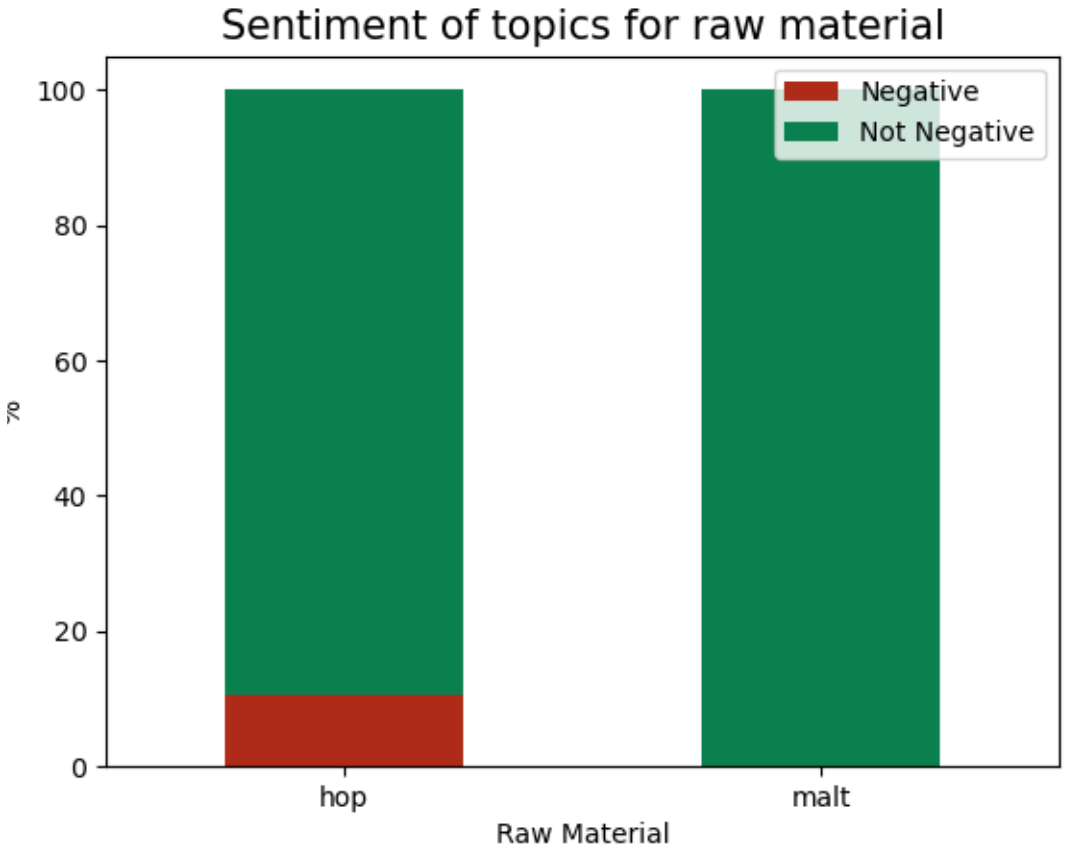
Raw Material

Beer Appearance

Findings and Insights

Hops are the most popular raw material for beer





Constellation Brands

Beer Categories

Raw Material

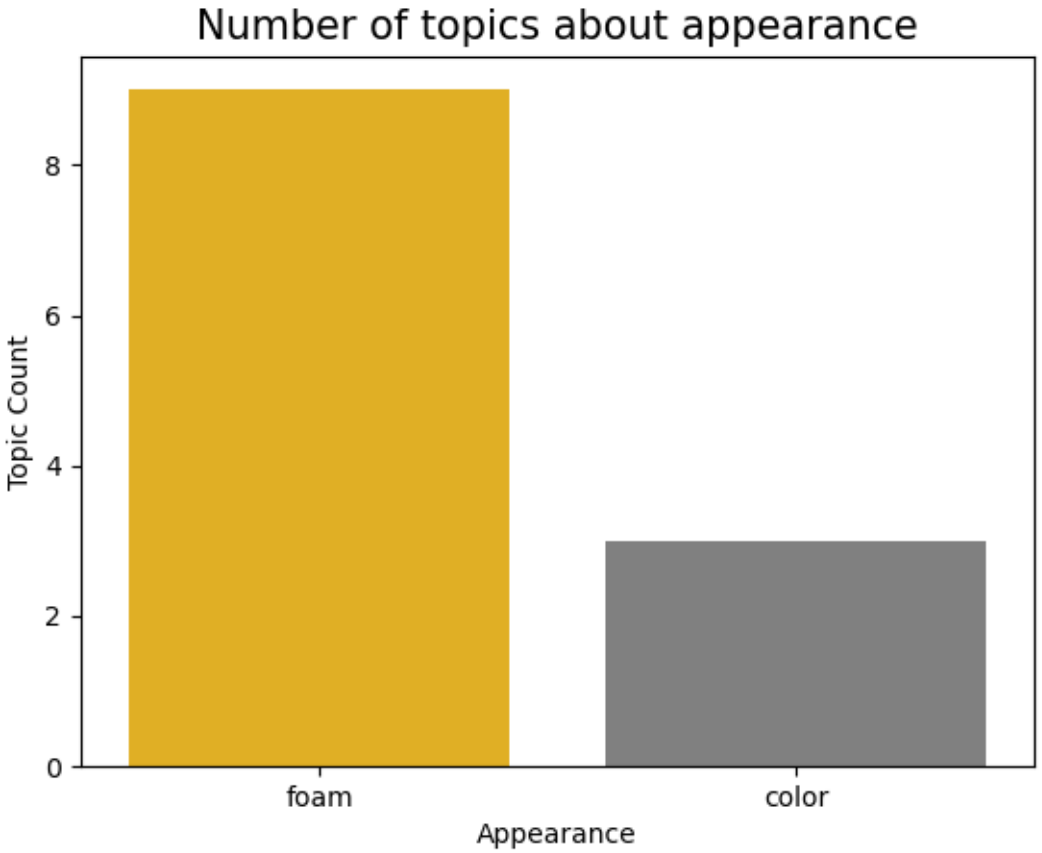
Mouthfeel

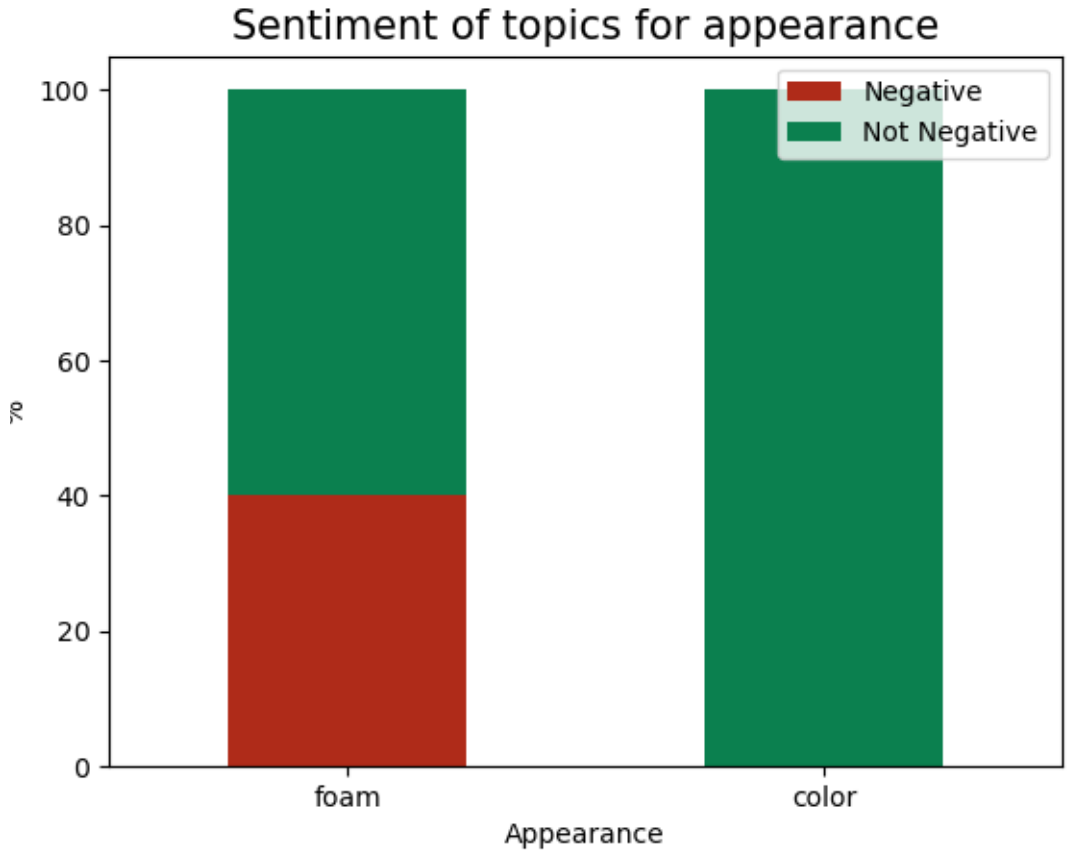
Beer Taste

Beer Appearance

Findings and Insights

Foam is the visual feature most discussed by Reddit users





Conclusion

Constellation Brands

Problem Statement

Can Reddit topics be effectively utilized as a source of data to predict consumer sentiment towards a specific product?

Answer

We did get some **insights** from Reddit

Constellation Brands

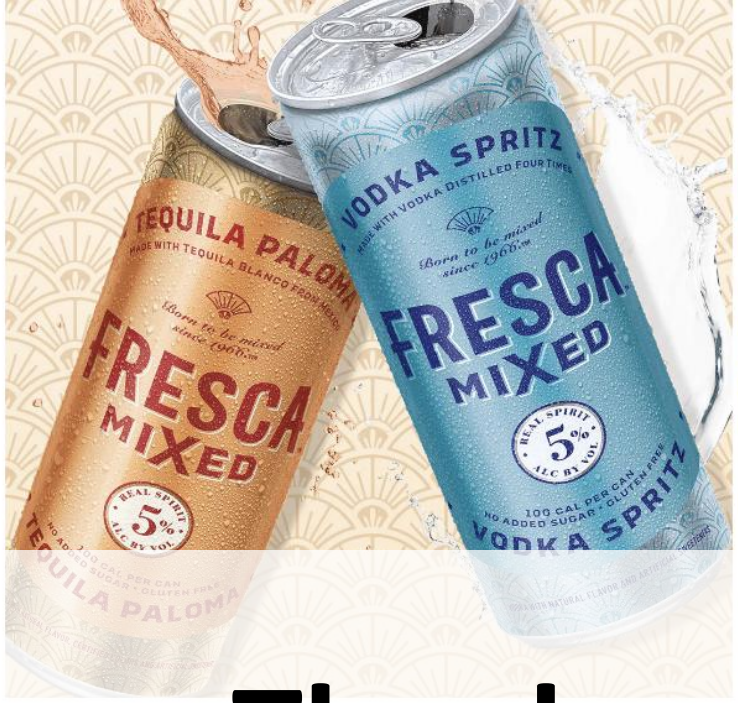
Limitations:

- Limited data from Reddit
- Not all wine drinkers are on Reddit

Further research:

- Study the high-end market of wine
- Access more information on other social media platforms

Constellation Brands



Thank you