**Project Title:**

An Exploration into the Craft Beer Industry Data Driven Results

**Strange Brew Team Members:**

Pauly Richmeier April Prospero Garcia

Charles Stephens

**Project Outline:**

The project will use data collected from breweries in the United States through 2017. The aim of the project is to answer several brewery and beer related questions from the multiple datasets used. Research findings could be applied to for market research in the brewing industry. Relatedly, findings may be used to aid beer producers where to focusing production efforts to satisfy consumer demands. The research may also be useful for brew-process suppliers with where to stage their own operations.

**Potential Research Questions to Answer:**

* What are the most popular beer styles nationwide and by state?
* What is the number of breweries in each state?
* What are the top cities for breweries?
* What are the cities with the most breweries per person?
* What style of beer has the most alcohol content by style?

**Datasets to Be Used:**

* Data.World - *https://data.world/datafiniti/breweries-brew-pubs-in-the-usa*
* Kaggle - *https://www.kaggle.com/nickhould/craft-cans*
* U.S. Census - *https://www.census.gov/en.html*

**Breakdown of Tasks:**

The team will subdivide tasks as they relate to each primary research question answered. April Prospero Garcia will focus on the datasets to answer questions related to number of breweries in each city and state. Pauly Richmeier will comb and refine data as it relates to breweries per capita and alcohol content for popular beers. Charles Stephens will query datasets to ascertain the most popular beer styles nationwide as well as by state.

After primary questions have been answered, the group will further subdivide tasks based on project need and expertise. However, each group member will contribute equally to answering the main research questions, project analysis composition, and presentation development.