



Brewski



"Let no man thirst for good beer." –Sam Adams



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The background is a solid blue color. It is decorated with several white and yellow icons: four beer glasses (two tall, two short), a cluster of four yellow leaves, and several small white circles and star-like shapes. The number '01' is prominently displayed in a white circle on the right side.

01

Context



Context



Who are we?

The Data Analytics Team representing **Brewski**.

Our Audience:



Company's **partners, shareholders, and potential investors**.

Our Motive:



To present our company's growth **to gain more investors**.



02

About Brewski





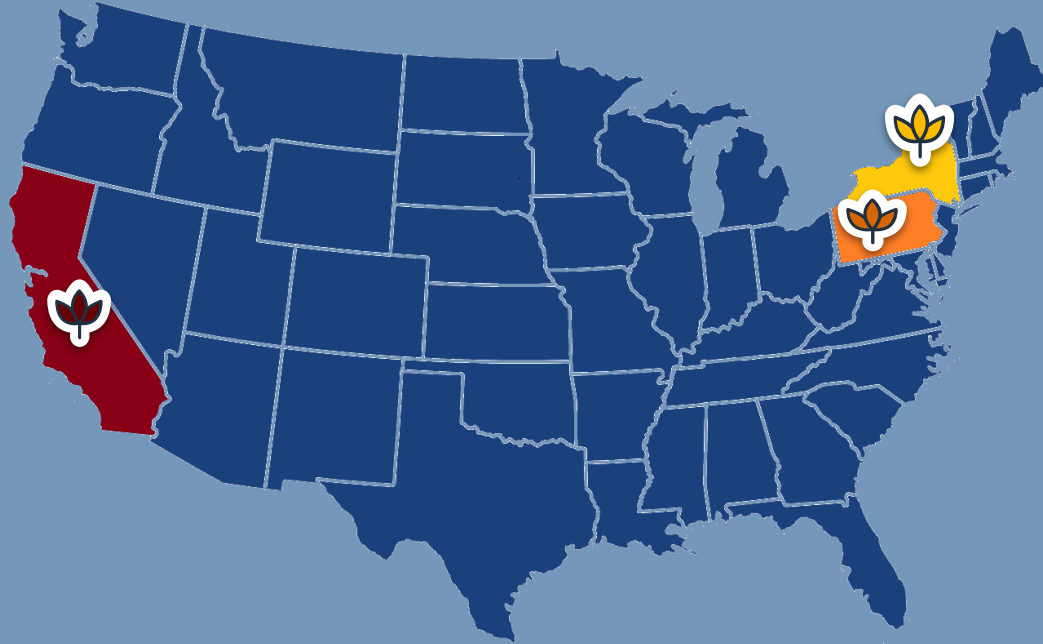
Brewski



5 Million barrels per year on average
in the last 4 years...



Biggest Consumer States



California 

3356134 barrels in 2020

Pennsylvania 

3156073 barrels in 2020

New York 

1257395 barrels in 2020





About Brewski



Customer Base

More than **240 Million** in the
United States.



Craft Beer

10% increase in Craft Beer
in the past 23 years





8,884

Total breweries in the United States.



**Be-er
yourself**



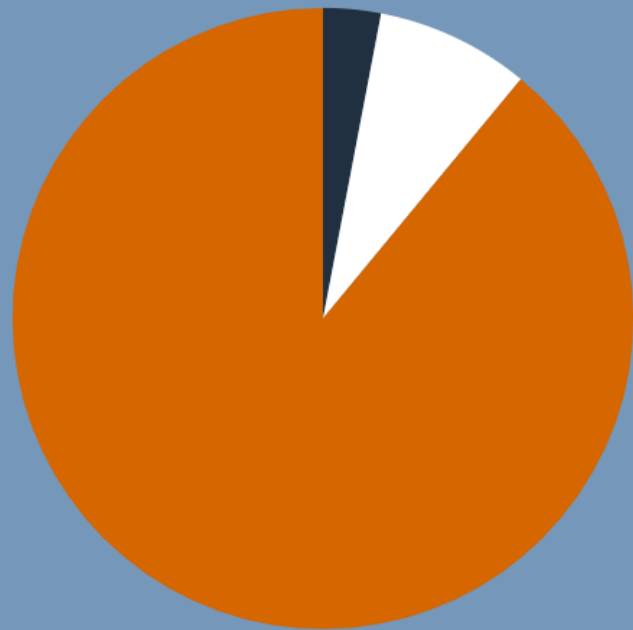
03

The Craft Beer Market





Beer category percentage 1998



2.63% Craft Beer

8.41% Import Beer

88.96% US Non-Craft Beer





Beer category percentage 2020



12.3% Craft Beer



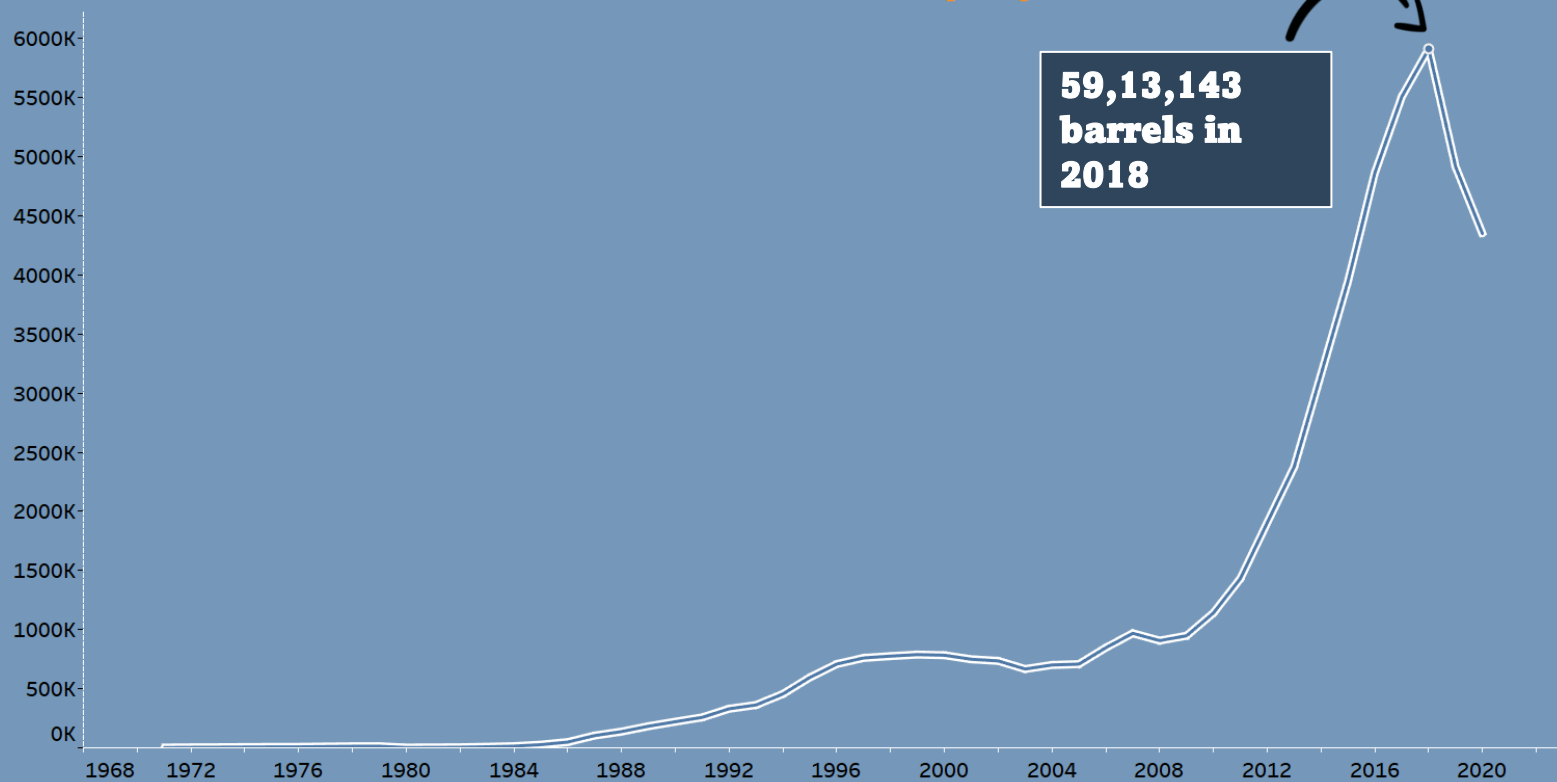
19.5% Import Beer

68.2% US Non-Craft Beer





Total Number of Barrels per year

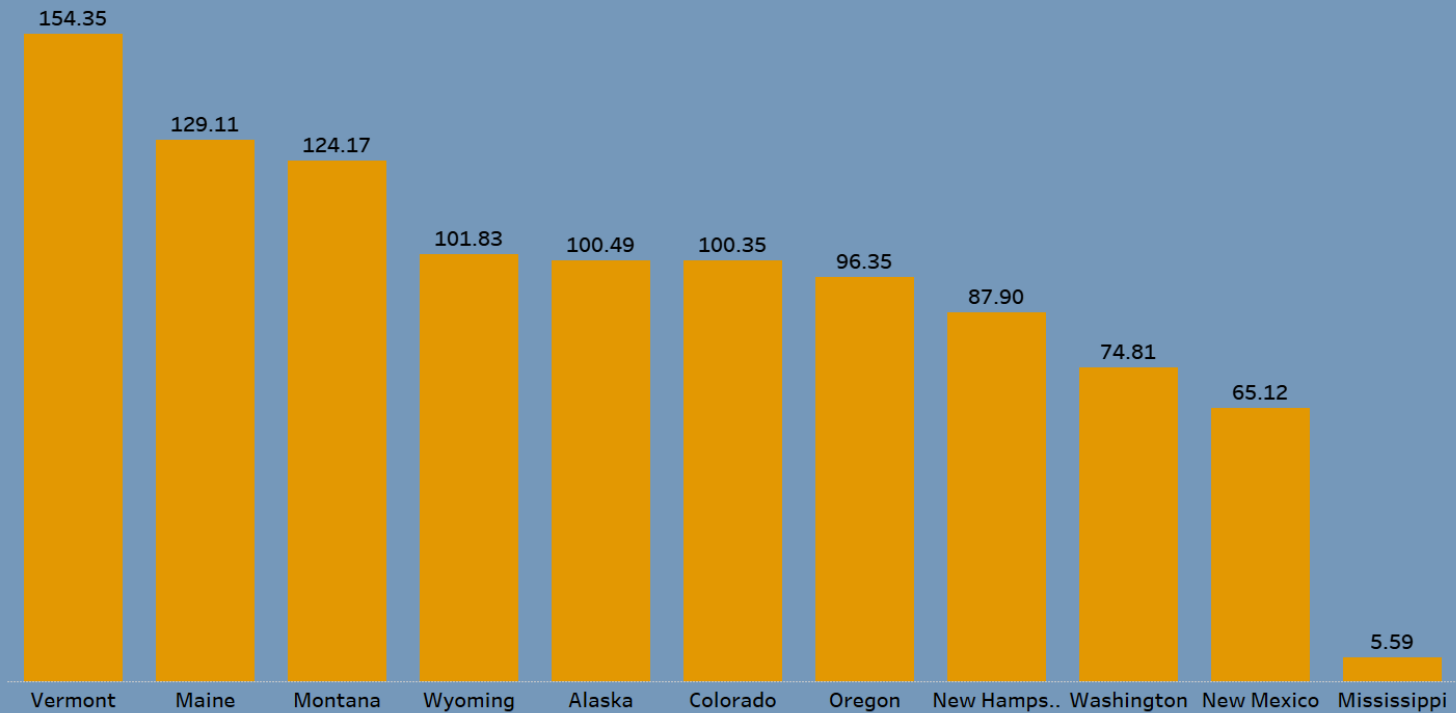


**59,13,143
barrels in
2018**





Craft Breweries per capita in the US ($\times 10^{-6}$)





"For a quart of Ale is a dish for a king."

—William Shakespeare

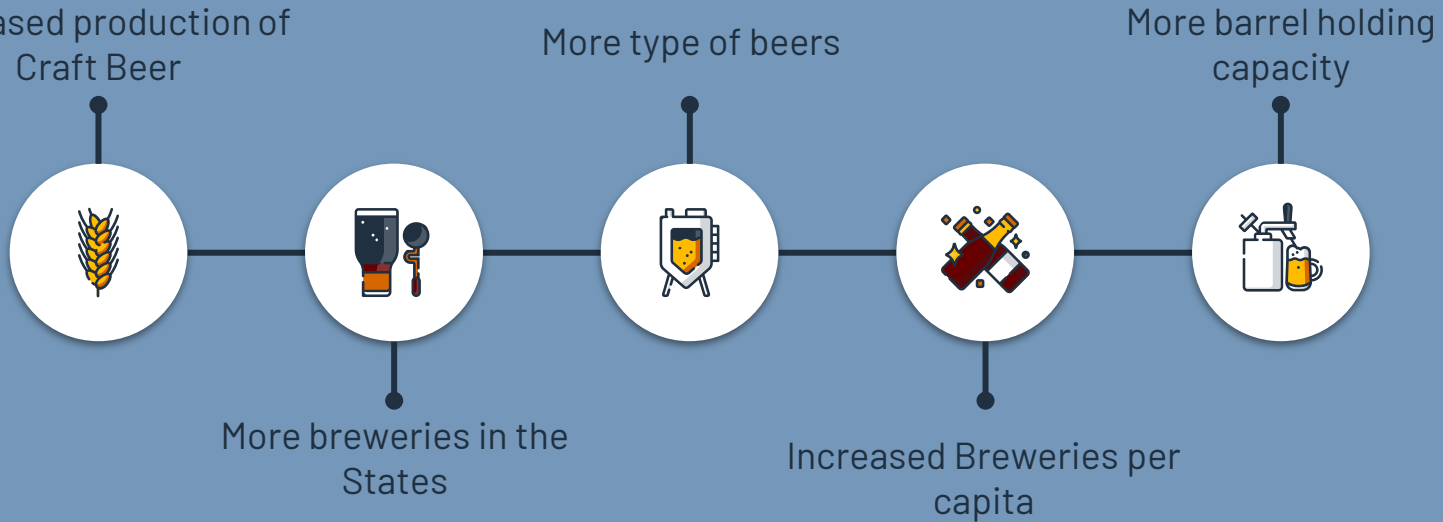
04

Our Vision



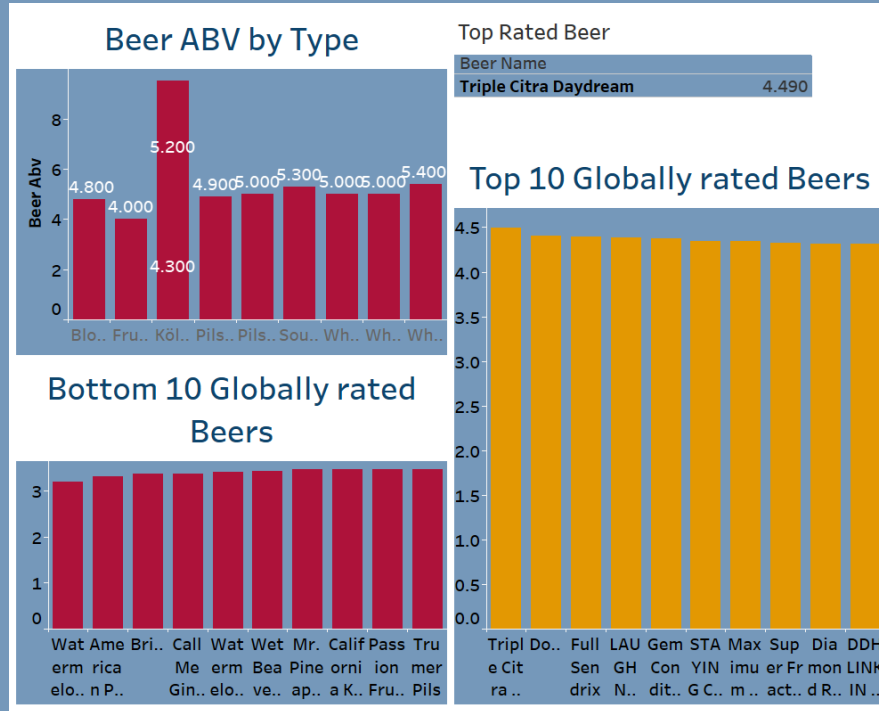


To conclude, we plan on...





Here's a dashboard to access data from the Consumer Behavior sheet at once...



(Will need highlighters on the live dashboard to check individual graphs)



Thanks!





References



- <https://en.wikipedia.org/wiki/Beer>
- <https://vinepair.com/beer-101/>
- <https://www.britannica.com/topic/beer>
- <https://www.craftbeer.com/beer/beer-styles-guide>
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