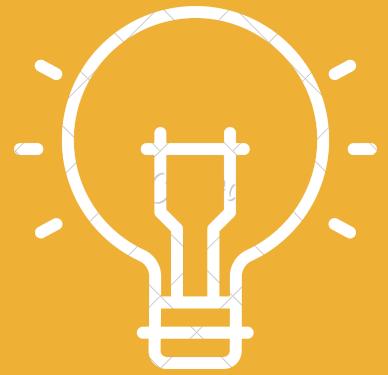


Case Study Round



1

Introduction



Understanding the business challenges at AB InBev

2

Approach



Data-driven and innovative problem-solving methodology

3

Solution



Optimized processes for operational excellence

4

Conclusion



Delivering sustainable growth and value creation

1

Introduction



**Understanding the business
challenges at AB InBev**

UK Beer Market Landscape & Consumer Behavior

Statement: "The UK beer market is experiencing a shift in consumer preferences, with emerging trends in craft and premium segments"

Analysis : 1. No of beers topics that gained scores or popularity: 9
No of beers topics that lost score: 7

TOP 3 HIGHEST POSITIVE DIFFERENCES GAINED POPULARITY



TOP 3 HIGHEST NEGATIVE DIFFERENCES THAT LOST POPULARITY

Competitive Analysis & Performance

Statement:

"Top-performing beer brands demonstrate strong correlation between people's preference and market share growth"

Analysis

==== Top 4 Performers (Highest Growth) ====

Beer Name	2023 Sales	2024 Sales	Difference	% Change
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CARLING	106686744.26	122667701.45	15980957.18	14.98%
FOSTERS	93402501.30	106733502.07	13331000.77	14.27%
PRIVATE LABEL	83849887.94	96992158.89	13142270.95	15.67%
SAN MIGUEL	74794282.44	84949135.70	10154853.26	13.58%

==== Top 4 Decliners (Largest Decrease) ====

Beer Name	2023 Sales	2024 Sales	Difference	% Change
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CRUZCAMPO	22035869.33	1451184.68	-20584684.65	-93.41%
BUD LIGHT	21350993.69	12752042.01	-8598951.68	-40.27%
CARLSBERG PILSNER	65899919.25	59277184.26	-6622734.98	-10.05%
HEINEKEN (5%)	50043087.20	44672474.20	-5370613.00	-10.73%



Digital Strategy & Consumer Engagement

== Detailed Metrics ==

Platform Sentiment Analysis:

Platform	Positive comments (%)	Negative comments (%)	Neutral comments (%)
facebook	0.18	0.28	0.40
instagram	0.55	0.11	0.25
twitter	0.00	0.00	0.00

Content Type Performance:

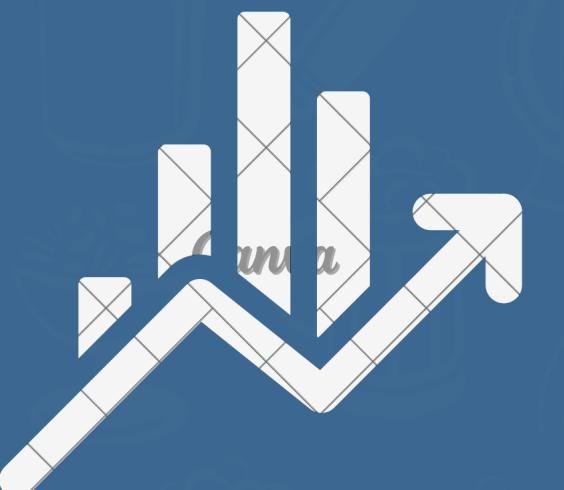
Content type	Total interactions	Total reach	Engagement Rate (Custom)
post	523.81	10795.95	0.01

Engagement Distribution:

Total comments	20.74
Total shares	4.22
Saves	26.19
dtype: float64	-

Statement:

"Platform-specific content strategies significantly impact brand engagement and consumer perception"



Digital Strategy & Consumer Engagement

--- Social Media Content Strategy Analysis ---

Content Strategy Analysis Summary:

1. Platform Performance:

- Average engagement rates by platform

Platform

facebook 0.00

instagram 0.01

twitter 0.00

2. Content Type Effectiveness:

- Best performing content types by engagement

Content type

post 0.01

3. User Interaction Patterns:

- Average interaction metrics

Total comments 20.74

Total shares 4.22

Saves 26.19

4. Key Insights:

- Most engaging platform: instagram
- Top content type: post
- Primary user reaction: like



Strategic Recommendations & Market Opportunities

Statement: "Data-driven insights reveal clear opportunities for market share growth through targeted engagement and premium positioning"

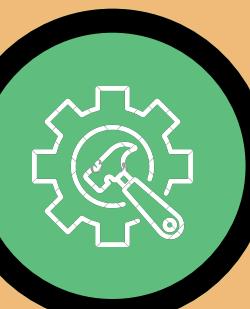
MARKET DYNAMICS



CONSUMER BEHAVIOR
PATTERNS



GROWTH VECTORS



KEY FINDINGS & OPPORTUNITIES

Strategic Recommendations & Market Opportunities

Market Dynamics

- Premium segment shows resilience with Private Label growing 15.67% YoY
- Traditional mainstream brands (Carling, Fosters) maintain strong growth trajectory
- Significant market share available from declining brands (93.41% decline in Cruzcampo)

Strategic Recommendations & Market Opportunities

Consumer Behavior Patterns

- Instagram emerges as primary engagement platform (0.55% positive sentiment)
- Strong saving behavior (26.19 average saves) indicates high content value
- Limited Twitter engagement suggests opportunity for platform expansion

Strategic Recommendations & Market Opportunities

Growth Vectors

Premium Segment Expansion

- Capitalize on 15.67% growth in Private Label sector
- Target consumers shifting from declining mainstream brands
- Focus on quality perception and brand storytelling

Strategic Recommendations & Market Opportunities

Digital Engagement Optimization

- Leverage Instagram's high positive sentiment (55%)
- Increase post frequency based on 0.01 engagement rate
- Develop saveable content formats (26.19 average saves)

Market Share Capture

- Target market share from declining brands (Cruzcampo, Bud Light)
- Focus on regions with strong premium beer performance
- Leverage positive growth momentum in mainstream segment

Action Items

Action Items

1

Develop premium positioning strategy



Action Items



2

Create Instagram-first content strategy

Action Items

3

Implement targeted campaigns in high-opportunity regions



Action Items

4

**Launch consumer retention program
focusing on quality perception**



The
End

