**Executive summary**

The new FrankenBeer has provided the company an opportunity to break into three markets that are ripe to expand. We have analyzed these markets and the viability of expansion based on the Alcohol by Volume (ABV), International Bitterness Units (IBUs), beer ratings, and breweries in the state. The markets targeted for expansions are San Antonio Texas, Salt Lake City Utah, and Boston MA.

**Problem Statement**

There are over 1200 beers in the 50 states of varying ABV and IBU levels. It is imperative we accurately predict the performance of the beer in the three markets we are planning to expand.

Current Condition-The FrakenBeer is a 12% ABV with a 33 IBU it has a tested rating of 4.7 only distributed in Seattle WA.

Target Condition-Expand the FrankenBeer to at least one favorable market to allow sales growth.

Problem Statement- The FrankenBeer has distinct qualities that make it appealing to a certain demographic of beer drinkers. This indicates that a thorough analysis must be done to establish the ideal location to expand sales of this beer. The viability of this expansions relies on a few data points:

* How many breweries per state?
* What is the mean ABV and IBU per state?
* Are there any states with a much higher ABV or IBU that would affect the reception of the beer
* Is there a relationship between bitterness and alcohol content we need to be aware of?

**Background**

The FrankenBeer has been seeing increasing sales ever since the initial roll out 2 years ago. The feedback is that in the market there is no other beer like it. This uniqueness has garnered much acclaim in Seattle to the point of other established chains requesting we allow the beer to be produced and sold closer to their markets. To investigate the possibility of this occurring we have decided to investigate the ability to expand into other markets.

1. Phase 1 – Market Research-Determine what markets would do well if FrakenBeer was introduced.
2. Phase 2 – Site selection- Determine which cites to pilot the brewing and distribution of the beer.
3. Phase 3 – Expansion- Based on the tests select more cities that will provide higher sales for FrakenBeer and expand to at least one city in each region.

**Metrics Review**

**Breweries by State**

* **Highest**
  + Conclusion

**What is the mean ABV and IBU per state**

* **Highest**
  + Conclusion

**ABV/IBU Outliers**

* **Highest**
  + Conclusion

**Correlation Between ABV and IBU**

* **Highest**
  + Conclusion

**Best Reason to Not Launch**

* **No City shows a high probability of success.**

**Conclusion**

* **The data says this is the picture.**
  + Take this action.