Craft Beer Predictive Analysis:

The problem:

Craft beer is a surging market within the US that has encouraged many local and small breweries to open up across the nation. Craft beer is a unique product because there are a wide variety of styles, names, IBUs (bitterness level), and areas of where it is brewed. Due to craft beer having such a wide variety, breweries may have a difficult time deciding what type of beer to craft and what would make the most business sense. In order to help current and future breweries make better informed decisions of which type of beer to brew and where to open breweries, a predictive analysis of the style of craft beer will be made based off of variables such as localization, IBUs, names, etc.

The Data:

The data that will be used is web scraped from CraftCans.com. This data contains more than 2000 rows of unique craft beers. The columns of interest are Abv (The alcoholic content by volume with 0 being no alcohol and 1 being pure alcohol), IBU (International bittering units, which describe how bitter a drink is.), name of the beer, Beer style (lager, ale, IPA, etc.), Brewery location, Size of beer in ounces. More variables will be feature engineered at a later date.

Deliverables:

A predictive analysis of what type of beer could be based off all relevant variables will be presented with suggestions what beers to brew for breweries. The code that supports my analysis will also be presented.