

Greater Houston Area Mixed Beverage Receipt Trends

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Project Motivations & Summary

Mission:

To determine which city in the Greater Houston Area to place a potential establishment that sells adult beverages, which beverage to sell and whether or not to charge a cover based on individual sales, cover charge receipts, and sales per capita.



Data Questions and Inferences

Questions:

- Which alcoholic beverage (liquor, wine, beer) is the most popular in the top cities in the greater Houston area?
- What is the average receipt sales per beverage per city?
- What is the percentage breakdown of beverage types with the highest total receipts by Houston Area?
- Is there a correlation between locations that charge a cover and their sales?

Data Inferences and

Assumptions:

- Assumes that people live where they buy adult beverages
- Assumes that all receipts in the data represent open businesses
- Did not consider expenses such as real estate, taxes and permits into decision
- Did not consider unreported, under reported or illegal liquor sales



Data Cleanup and Exploration

- The primary source for alcohol related sales and receipts is Texas Alcohol and Beverage Commission (TABC) website
- The TABC dataset is greater than 2.3 million lines for the entire state of Texas - this led us to choose Houston and certain surrounding cities which allowed us to have just over 375,000 lines of data for analysis
- Unfortunately we were unable to locate a government website that listed the populations of all the cities selected for export - therefore we exported a list from another online source



Data Links

- Data Links
 - **The TABC website**
<https://data.texas.gov/Government-and-Taxes/Mixed-Beverage-Gross-Receipts>
 - **Population Data**
https://en.wikipedia.org/wiki/List_of_cities_in_Texas_by_population



Data Insights and Issues

Data Issues

- There is no report end and begin date to perform a sales analysis per annum
- The dataset was too large to load and we experienced data size errors that prevented remote pulls and pushes - we had to use the web platform to merge and add files at the end of the project

Data Insights

- Sugar Land and Katy are drunk.

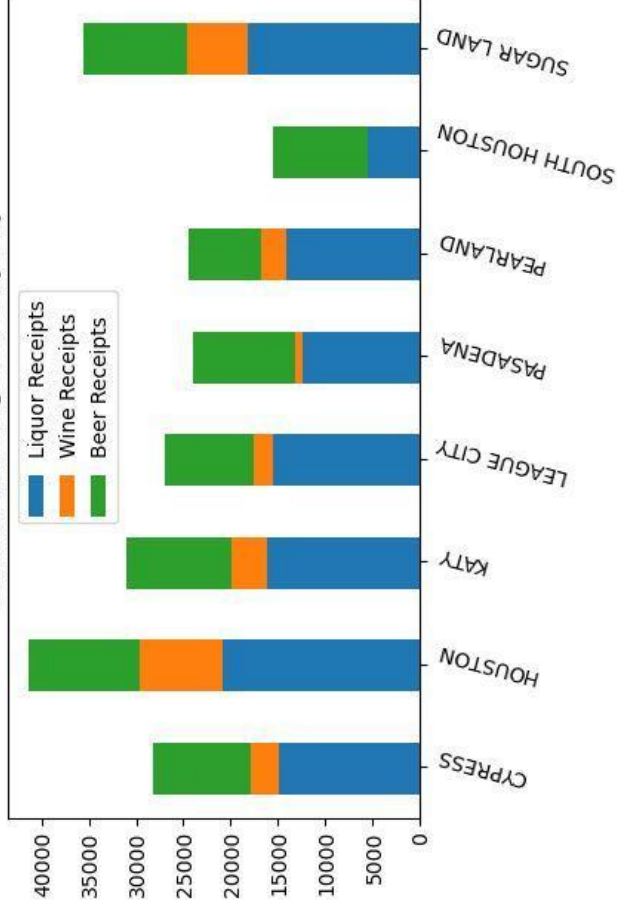


Data Analysis - Average Sales

- Average sales shows that Houstonians prefer liquor over beer and wine
- Sugar Land is significantly smaller than Houston, but was closely paced in average sales in all categories
- Beer receipts in Katy are almost even to those in Houston
- Wine is not popular in South Houston

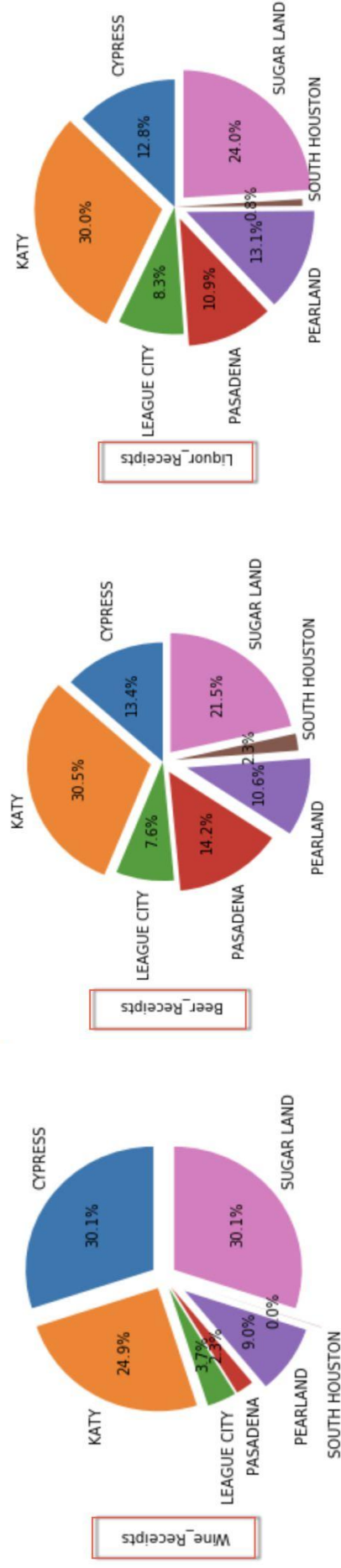


Combined Average Sales by City



Location	City	Liquor Receipts	Wine Receipts	Beer Receipts
	HOUSTON	\$20,774.75	\$8,819.39	\$11,856.18
	SUGAR LAND	\$18,173.24	\$6,454.85	\$10,905.61
	KATY	\$16,145.23	\$3,799.41	\$11,023.39
	LEAGUE CITY	\$15,534.43	\$1,964.48	\$9,532.02
	CYPRESS	\$14,840.85	\$2,981.80	\$10,407.04
	PEARLAND	\$14,065.85	\$2,740.41	\$7,642.50
	PASADENA	\$12,418.68	\$737.87	\$10,859.26
	SOUTH HOUSTON	\$5,469.92	\$74.26	\$9,940.32

Data Analysis - Percent Sales



%Wine Receipts %Beer Receipts %Liquor Receipts

Location City

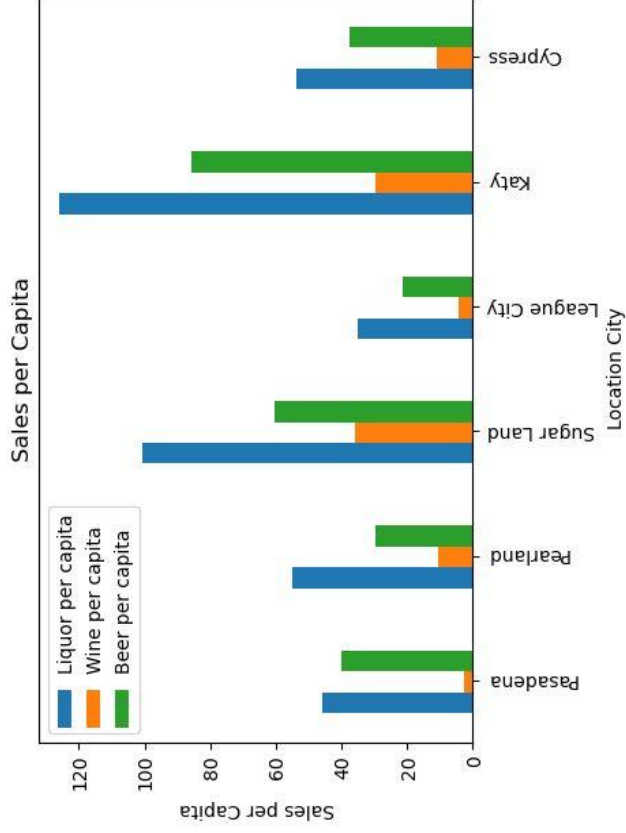
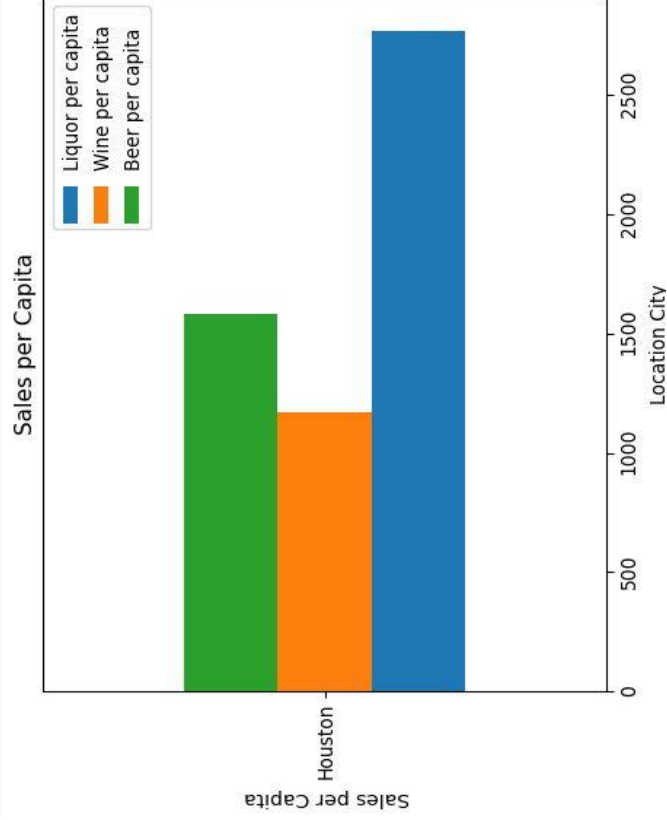
HOUSTON	92.600204	84.883890	86.860923
SUGAR LAND	2.814683	3.242651	3.155663
KATY	2.330261	4.610109	3.943195
CYPRESS	0.849669	2.022111	1.684010
PEARLAND	0.840701	1.598707	1.718334
LEAGUE CITY	0.346573	1.146671	1.091332
PASADENA	0.214104	2.148571	1.434938
SOUTH HOUSTON	0.003805	0.347290	0.111604

*Due to size Houston was removed from the pie representations of percent sales

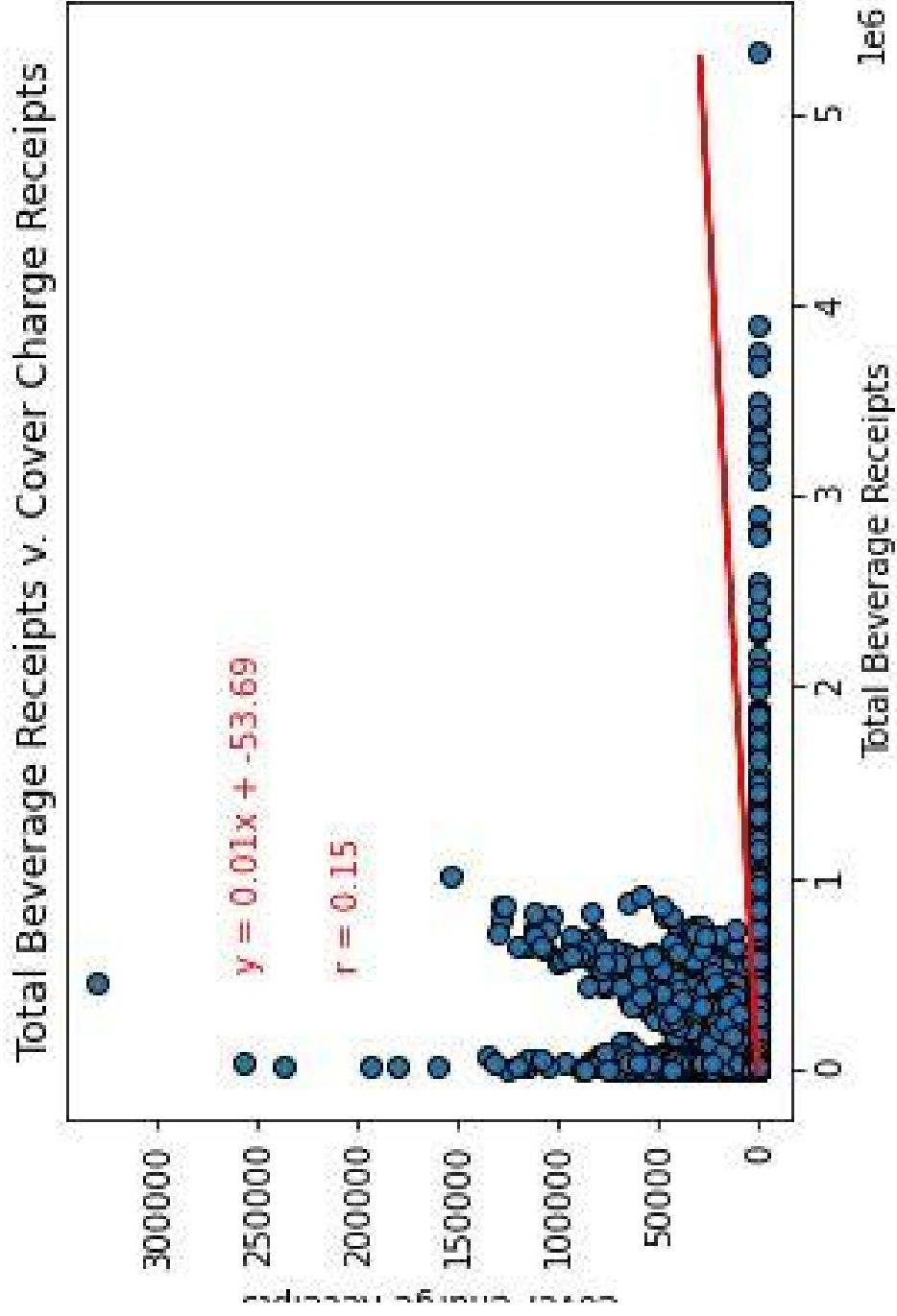


Data Analysis - Sales per Capita

Rank	Location City	Liquor	Wine	Beer	2019 Census Estimates	2010 Census	% Change	Liquor per capita	Wine per capita	Beer per capita	
0	1	Houston	6453690370	2736345615	3693453599	2325502	2099451	10.77%	2775.181604	1176.668786	1588.239270
1	19	Pasadena	1064777798	6326538	93107326	153219	149043	2.80%	45.787016	2.720504	40.037517
2	29	Pearland	127506901	24841772	69279232	122149	91252	31.44%	54.829839	10.682327	29.791087
3	31	Sugar Land	234162156	83170769	140518763	118600	78817	50.48%	100.693165	35.764652	60.425131
4	37	League City	80980972	10240838	49690440	106244	83560	25.54%	34.823007	4.403711	21.367619
5	69	Katy	292599960	68856618	199776953	21729	14102	35.10%	125.822278	29.609357	85.907023
6	70	Cypress	124959916	25106779	87627246	182459	122803	32.69%	53.734598	10.796284	37.681002



Data Analysis - Cover Charge Regression



Findings

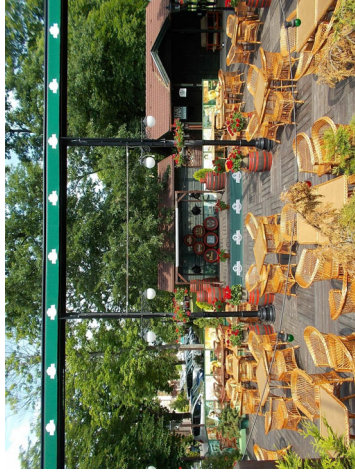
- Houstonians prefer liquor over beer and wine
- Katy and Sugar Land are the biggest adult beverage markets per capita outside of Houston
- Average sales in Sugar Land market lean heavily toward mixed beverage and liquor sales
- Average sales in Katy market lean heavily toward beer sales
- There is no evidence that a cover charge is a factor in adult beverage sales



Post Mortem

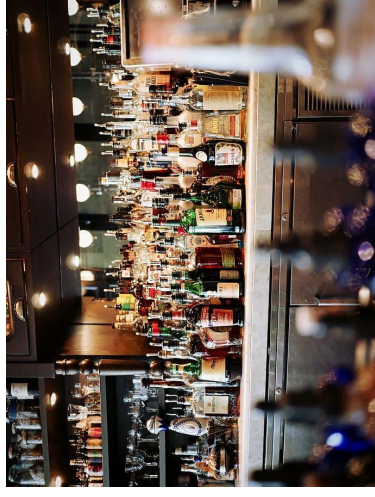
A budding entrepreneur interested in opening an adult beverage establishment should open either:

A Beer Garden in Katy



OR

A Bar in Sugar Land



Questions

