* Classer bière par rating décroissant (première bière = plus populaire)

(prendre bières qui ont au minimum 10 ratings (de personnes différentes? )

* Bière associée à une brewerie/ prendre chaque brewerie et toutes les bières associées

( prendre average des ratings par brewerie pour voir quelle est la bière la plus populaire de la brewerie)

(prendre average des ratings pour toute les brewerie pour voir quelle brewerie est la plus populaire)

* Chaque bière est associée à une brewerie qui est associée à un pays

(prendre toutes les bières d’un certain pays et trouvée la plus populaire : la bière française la plus populaire est :…)

Top des bières françaises les plus populaires – les 100 styles des bières francaises les plus populaires. Les bières francaises de style … sont les plus appréciées.

* Style de bières appréciés par les anglais :

(prendre tous les ratings de bières notées par les anglais, si des ratings sur la même bière average les ratings, sorte tous les ratings correspondant à une bière unique, parmi les 100 bières les plus populaires, combien sont de style nanana ou nanana)

Les anglais préfèrent les Euro Pale Lager ou je ne sais pas.

Problème : A beer might have been rated 1000 times by 1000 British consumer but another one by a few British consumer. (threshold of considering a beer if it has received at least 10 ratings or..)

* Si une bière a recu nbr ratings, proportions des nationalités de ces ratings. 50% d’Américains, 20% d’Anglais, 30% de Brésiliens 🡪 donne une idée ou cette bière est commercialisée et consommée (et apprécié ?)

(on fait l’hypothèse qu’un americain a autant de chance de laisser un commentaire qu’un autre)

Chaque nationalité qui a noté cette bière, average rating par nationalité, meilleure note pour les Américains puis les Français, les Anglais etc.

En moyenne les Americains lui ont donné cette note, les Anglais celle-ci etc.

Cette bière est préférée par les Américains plus que par les bresiliens qui lui donnent une très mauvaise note.

Le style de cette bière est :

Correlation entre le style de cette bière et le fait que les Americains l’ai préféré.

Another analysis could be. For each beer, one can compute the proportion of the different nationalities of the users that rated it (for example 50% users from US, 30% Belgium, 20% Brazilians). This gives an idea of how international is the beer (and thus the brewer)

* Prendre toutes les bières commercialisées par la brewerie, quantifier le pourcentage de ratings étrangers vs rating de la nationalité de la brewerie), si plus de 50% des ratings sont d’utilisateurs étrangers, brewer international orientés vers l’export à l’international) – groupe présent sur le marché international qui exporte. Intérêt ?

The international exposure of brewers can be quantified in the following way. For each brewer, one can gather all the ratings of the different beers produced by the brewer. Based on the nationalities of the user rating those beers, one can then infer if the brewer is present on the international market. If more than a certain percentage of the ratings come from foreign buyers (buyers that are not of the same country of where the brewer is from), it means that the brewer is an international exporter of beers. Moreover, one also knows the countries to which it mainly exports.

To analyse consumer behaviours across different countries, one can do as follows.

For a given nationality, one can gather all the ratings from the users of this nationality. Given than a beer might have been rated several times, one averages the different ratings to get an overall rating. The beers are then being sorted by their ratings and the most popular beer are being retrieved. Several aspects could then be analysed:

* The countries where those beers come from (based on the country of the brewer): are exported beers usually more appreciated than the local beers
* The styles of beers preferred in the country.

It is then interesting to compare those results between countries of similar regions of the world (Europe, Asia, South America) to see if similar culture entails similar tastes.

We can also, for a given country, analyse which styles of beers are mostly produced by the national brewers and compare them with the favourite styles of the population as found above. It is interesting to see if they match (production might be meant for domestic consumption or exports).

(I don’t know if that is a problem, but some beers might have been rated 1000 times by 1000 consumers but another one by a few consumers).

PROBLEMATIC: Do people’s preferences depend on the country they live in?

IDEAS: Some ideas to develop to go around our problematic.

* Are some breweries/beers more popular than others
* Do some countries like a higher variety of beers than others (variety in style, breweries, countries of origin…. correlation to the size of the country? Or region?)
* Have these preferences evolved through time? (Might observe a convergence between countries with the globalisation)
* Do people from the same country as the beer tend to prefer beers from their own country, are they harsher to other countries/regions? (Could analyse the ratings and lexicon employed for e.g.)
* Does the level of expertise of the users depend on the country as well? And does it have an influence on the preferences as well.

EARLY ANALYSIS:

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1. Is this problematic sufficiently rich for an interesting project? Is it too general?
2. Should we pick one problematic and several ideas deriving from it or several problematics illustrating different ideas.
3. Are the ideas presented above interesting to exploit?
4. Is the early analysis heading the right way?
5. What do you think overall?