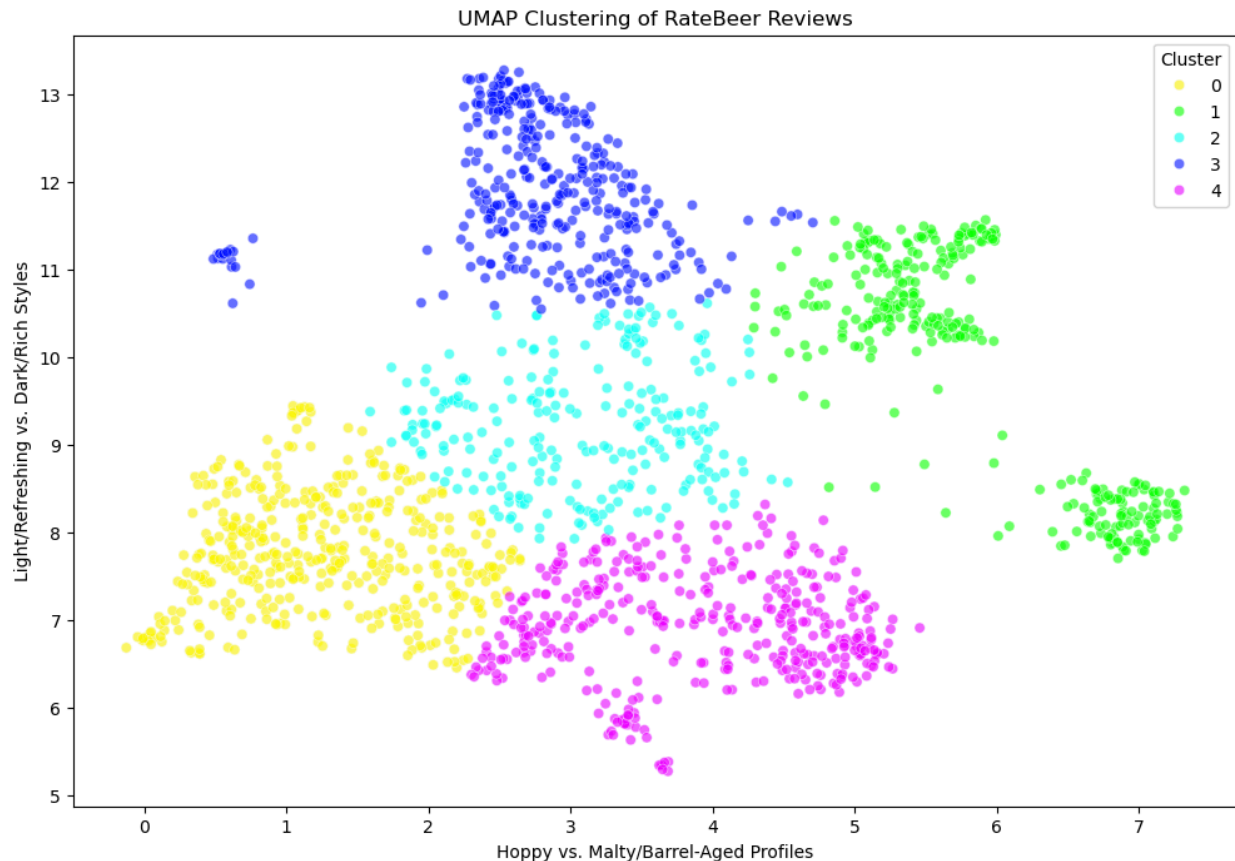


## SMALL REPORT TO HELP WITH PUTTING IT INTO THE WEB

### CLUSTER PROFILING

Output of the UMAP with profiled axis



#### Cluster 0: The Hop-Heads

- **Key Words:** hops, hop, citrus, pine, grapefruit, malt, orange, carbonation, finish.
- **Profile:**
  - This cluster is dominated by IPA lovers and hop-forward beer fans. Frequent mentions of "hops," "citrus," "pine," and "grapefruit" highlight a preference for bold, resinous, and fruity hop flavors.
  - Terms like "carbonation" and "finish" suggest a focus on the effervescent and lingering qualities of these beers.
  - The presence of "malt" and "sweet" indicates a balanced appreciation for malt backbones that complement hoppy bitterness.

#### Cluster 1: The Bourbon Barrel-Aged Connoisseurs

- **Key Words:** bourbon, vanilla, oak, barrel, dark, brown, sour, chocolate, caramel, smooth.
- **Profile:**
  - This cluster is focused on complex, barrel-aged beers with descriptors like "bourbon," "oak," "vanilla," and "barrel." These terms point to beers that have been aged in bourbon barrels, often imparting rich, boozy flavors.
  - Words like "dark," "brown," and "caramel" suggest darker beer styles, such as barrel-aged stouts or strong ales.
  - The frequent mention of "sour" indicates that some beers may fall into the barrel-aged sour category.
  - Words like "smooth" and "great" reflect the luxurious and well-received nature of these beers.

### Cluster 2: The Belgian and Malty Enthusiasts

- **Key Words:** head, alcohol, dark, sweet, belgian, malt, carbonation, yeast, glass, aroma, brown.
- **Profile:**
  - This cluster emphasizes Belgian-style beers and malty profiles. The frequent mention of "belgian," "yeast," and "carbonation" suggests a focus on traditional Belgian brewing characteristics, such as effervescence and fruity/spicy yeast-driven flavors.
  - Words like "dark," "sweet," and "malt" indicate a preference for beers like dubbels, tripels, or other malty, high-alcohol beers.
  - Reviewers also focus on the aroma, color, and mouthfeel, indicating an appreciation for sensory details.

### Cluster 3: The Dark and Roasty Lovers

- **Key Words:** coffee, chocolate, dark, black, roasted, stout, creamy, mouthfeel.
- **Profile:**
  - This cluster is devoted to dark beers, particularly stouts and porters. Words like "coffee," "chocolate," "roasted," and "stout" dominate, highlighting the rich, robust, and roasted flavors these drinkers enjoy.
  - Words like "dark," "black," and "creamy" suggest beers with thick, opaque appearances and smooth textures.
  - The focus on mouthfeel and aroma shows an appreciation for the sensory experience of these beers.
  - The occasional mention of "alcohol" implies that these beers may include imperial stouts with higher ABVs.

### Cluster 4: The Wheat Beer and Light-Flavor Fans

- **Key Words:** light, banana, wheat, clove, white, carbonation, sweet, mouthfeel.
- **Profile:**

- This cluster represents fans of wheat beers and lighter styles, such as hefeweizens and witbiers. The frequent mention of "banana," "clove," and "wheat" is characteristic of the yeasty, spicy, and fruity flavors typical of these beers.
- Words like "light," "white," and "carbonation" suggest an appreciation for refreshing, easy-drinking beers.
- Reviewers in this cluster focus on mouthfeel and aroma, indicative of the sensory delicacy in wheat beer styles.

## Summary of Cluster Profiles

1. **Cluster 2:** Belgian-style enthusiasts with a preference for malty, yeast-forward, and aromatic beers.
2. **Cluster 0:** Hop-forward IPA lovers focusing on citrus, piney, and bitter flavor profiles.
3. **Cluster 4:** Fans of light, wheat-based beers with fruity and spicy yeast flavors.
4. **Cluster 1:** Barrel-aged beer connoisseurs who appreciate complex, boozy, and dark beers.
5. **Cluster 3:** Devotees of dark, roasted beers like stouts and porters with coffee and chocolate notes.