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Team Craft Beer: Users and Uses

Stakeholders

- Beverage Industry
    - Beer companies can track and forecasting trends in beer, and contribute their innovations to this table
    - Marketing teams can better target advertising and promotions
    - Agriculturalists can focus on popular strains more fit to industry trends
- Beer Shoppers
    - Adventurous beer drinkers will be able to find beer they like in any region
    - Beer lovers can discover new beers with similar qualities of their favorites
- Other Industry
    - Restaurants can compare flavors with their cuisines to determine pairings
    - Companies that make other foods to complement beer, such as cheese, roasted nuts, crackers, etc, can use this to guide them in product development

User Story: Shop Owner

Database considered for story: https://www.kaggle.com/nickhould/craft-cans

Goal	User Story
Find comprehensive data in individual products available by geographic location	"I am a craft beer shop owner and I came to this repository to see what beers are available from local breweries."
Find information about individual product characteristics	"As a craft beer shop owner I want to know the general label characteristics behind several beers so I can provide better customer service."

Consider products based on price options.	"As a craft beer shop owner I want to know the relative retail price of each beer available in my area."
Find products by flavor profiles.	"I am a craft beer shop owner and I would like to know the Ciceronic qualities of each beer."
Search products by lifetime of availability.	"As a craft beer shop owner I would like to know if a product is a limited, seasonal, or permanent release."
Search products based on specific ingredients.	"As a craft beer shop owner I would like to know products that share the same ingredients--such as Cascadian hops or Tuscan barley."

The database listed above is adequate to address the first two goals--that the database is capable of sorting and displaying products by label qualities (e.g. Alcohol by Volume, International Bittering Units, and ounces) and the database is also capable of finding breweries/beers based on location. The database https://www.kaggle.com/datafiniti/breweries-brew-pubs-in-the-usa supplements these locations by providing more exact address information. Our fourth database https://public.opendatasoft.com/explore/dataset/open-beer-database/table/?disjunctive.style_name&disjunctive.cat_name&disjunctive.name_breweries&disjunctive.country provides international locations to further supplement this need.

Ingredient listings are not on the database, and due to potential proprietary information, it may not be easy to find a database that sufficiently covers ingredient variables. The only Ciceronic quality the database is able to cover is the style of beer the products are (e.g. pilsner, India Pale Ale, etc.), and fails to meet finer details of flavor and aroma profiles. The database also lacks pricing for each individual product, as well as its lifetime of availability. Our separate database of https://www.kaggle.com/applied-computing/beers can supplement this last point, providing variables on aroma, appearance, taste, and palate.