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DS4002

16 December 2024

Analyzing the Impact of the 2008 Financial Crisis on Global Alcohol Consumption

The 2008 global financial crisis had rippling effects across the world, disrupting economies, businesses, and daily life. As individuals faced financial strain, one behavior emerged as particularly intriguing: changes in alcohol consumption patterns. Some people may have turned to alcohol as a coping mechanism, while others cut back expenses. This project explores whether the economic downturn caused noticeable changes in global alcohol consumption and, if so, how these changes varied across different regions and types of alcohol.

Understanding these trends is critical for both public health officials and policymakers. By examining consumption data provided by the World Health Organization (WHO) before and after the crisis, you will determine whether alcohol consumption increased, decreased, or remained stable globally. This analysis sheds light on the complex relationship between economic downturns and public health behaviors, offering valuable insights for future policy decisions in times of crisis.

The deliverable for this project will include a clear time series analysis of global alcohol consumption trends surrounding the 2008 crisis. You will produce a report that highlights findings supported by visualizations. This work will help stakeholders better understand how economic stress influences global consumption behaviors and inform strategies to mitigate public health challenges in future economic crises.