

# The Borg's

Resistance Is Futile





THE  
**BEERBORG**  
RESISTANCE IS FUTILE .COM



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**James Harding**

Google Customer Engineer  
Google Data Engineer  
Google Cloud Architect  
SMU Data Science Student



**Max Moro**

HR Data Scientist  
HR Program Manager  
Operations Program Mgr  
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**Data Science**

RStudio  
Public Data Sets  
Untappd Data Sets  
Industry Knowledge

# The problem

## Resistance Is Futile

- Popularity & Growth
- Lack of information
  - When do we expand
  - Where do we expand
  - What beer



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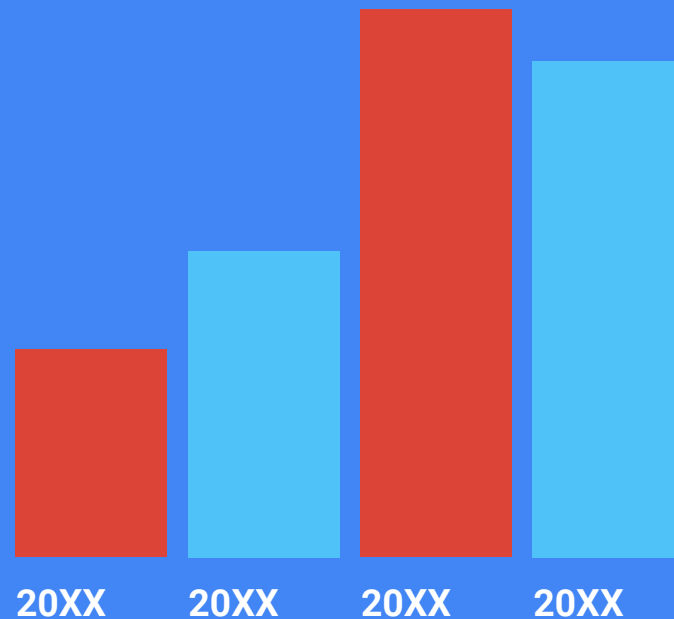
A photograph of a modern industrial brewery. Two large, polished copper brewing kettles are the central focus, each supported by a sturdy metal frame. The kettles are filled with a golden-brown liquid, likely beer. A network of pipes and valves connects the kettles to other parts of the system. In the foreground, a control panel with a digital display is visible. The background shows more industrial equipment and a clean, well-lit environment.

# Expansion



The solution

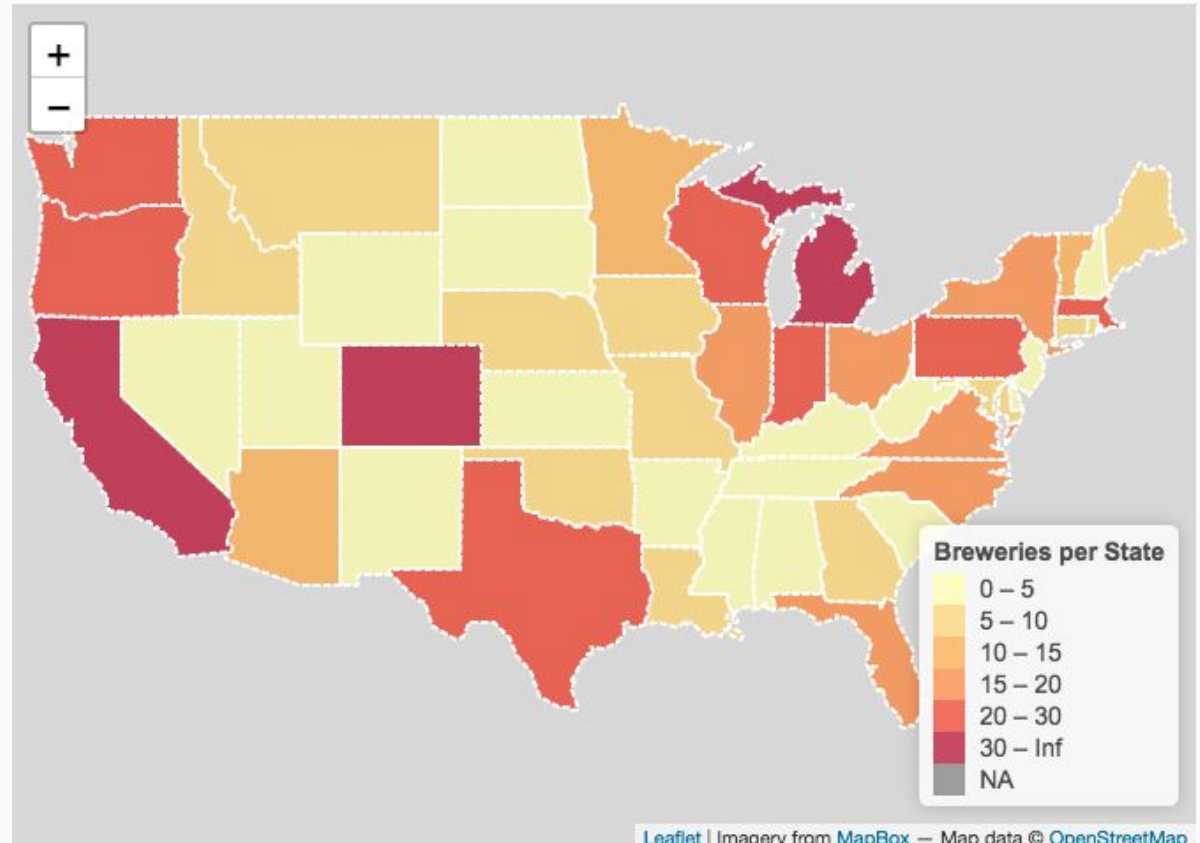
## Beer & Analytics



# Our Focus

## Focus our research

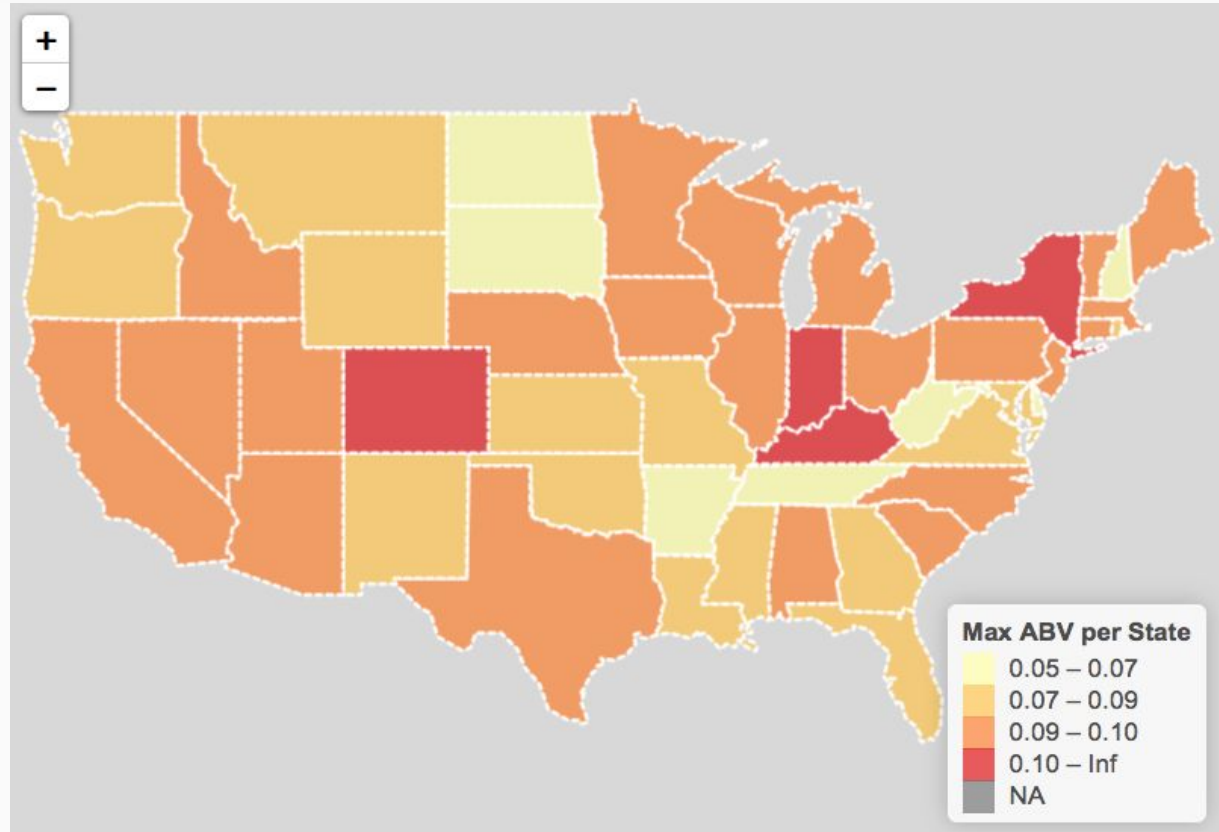
- # Breweries/State
  - Top 10 States
  - Bottom 10 States
- Preference questions
  - Types of beer
  - Alcohol content
  - IBU
- Correlation/Relationships



# Max ABU per State

Interpret Max ABU

- Say something here

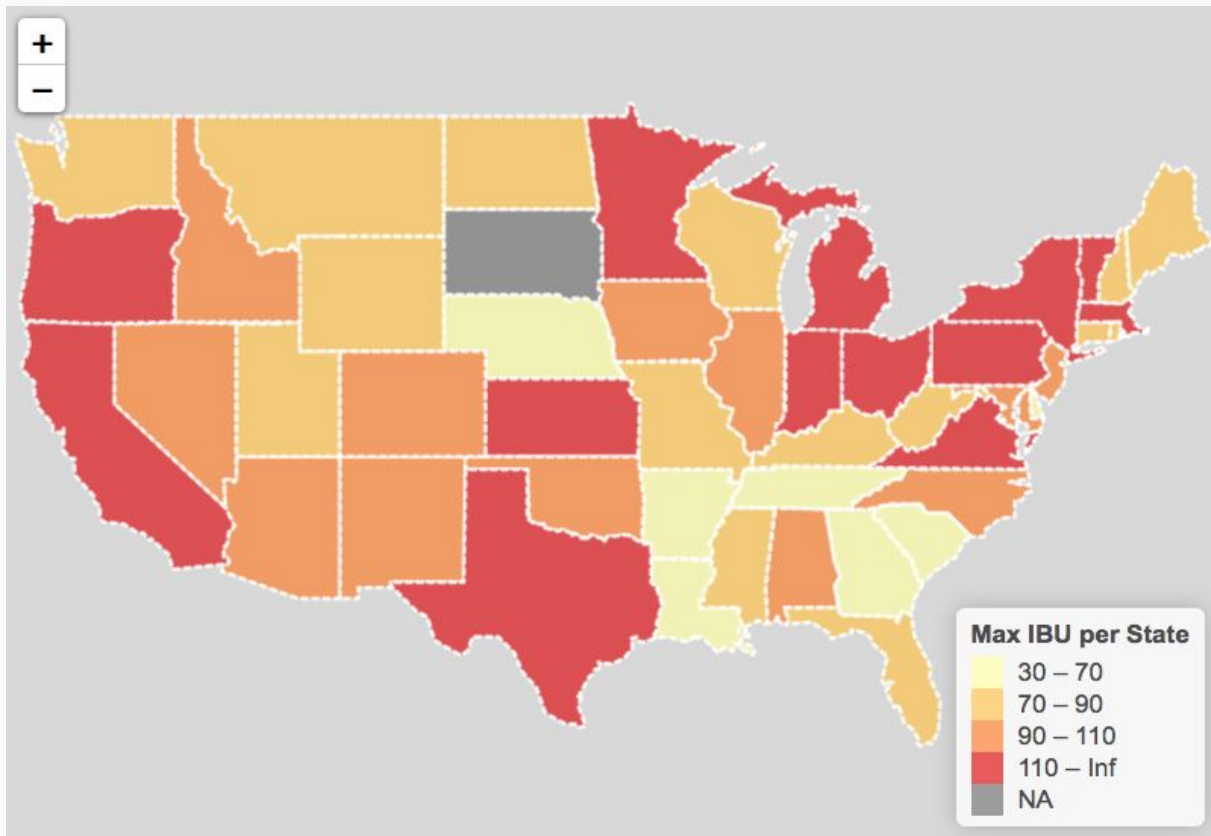




# Max IBU per State

Interpret Max IBU

- Say something here

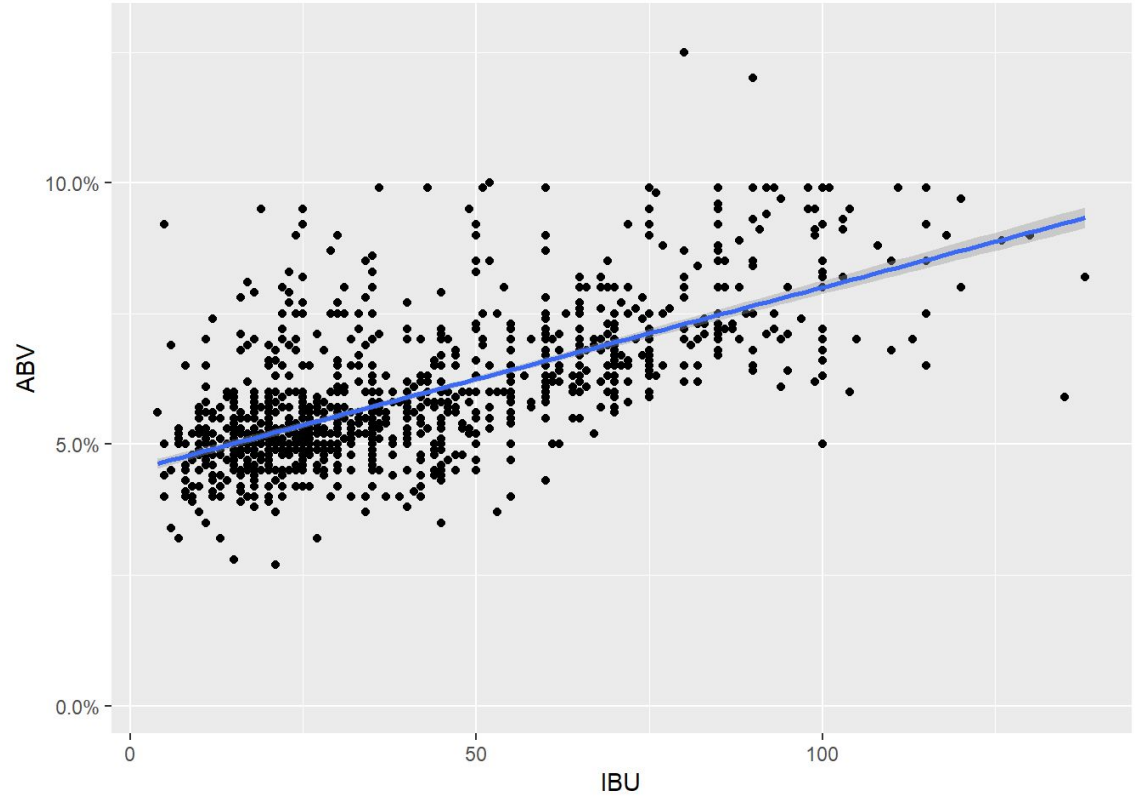




# ABU / IBU

## Correlation

- Say something here



# Next Steps

## **Team Expansion**

- Increase team size (finance, real estate, legal, marketing)

## **Data Analysis**

- What do we need to know
- Purchase Untappd Data Set
- Optional Survey

# Milestones

*Agility, Acceleration, Beer*

