

The Borg's

Resistance Is Futile





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Data Science

RStudio
Public Data Sets
Untappd Data Sets
Industry Knowledge



THE BEERBORGS
RESISTANCE IS FUTILE
.COM

The problem

Resistance Is Futile

- Alcohol has gone to the dogs
 - Same old song (Coors, Miller)
- Brewery popularity and growth
- Lack of information
 - When do we expand
 - Where do we expand
 - What beer



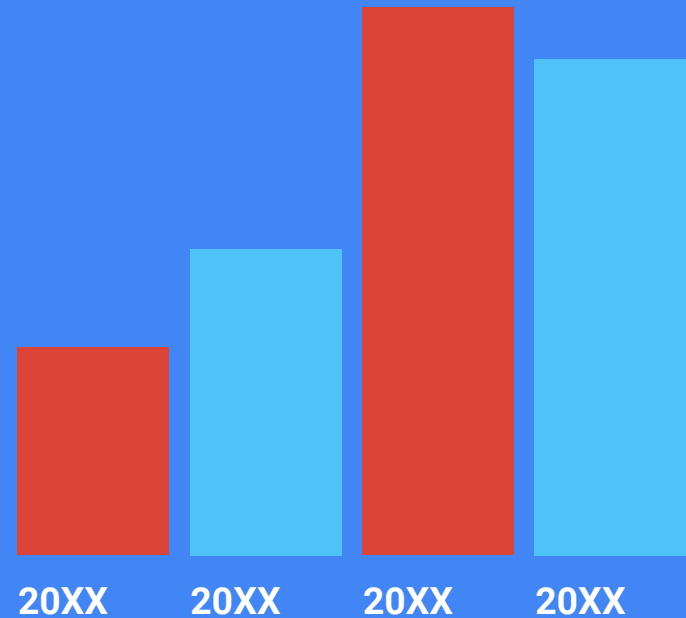
A photograph of a modern industrial brewery. Two large, polished copper brewing kettles are the central focus, each supported by a sturdy metal frame. The kettles are filled with a golden-brown liquid, likely beer. To the left, a control panel with a digital display is visible. The background shows a complex network of pipes and industrial equipment. The word "Expansion" is overlaid in white text on the left side of the image.

Expansion



The solution

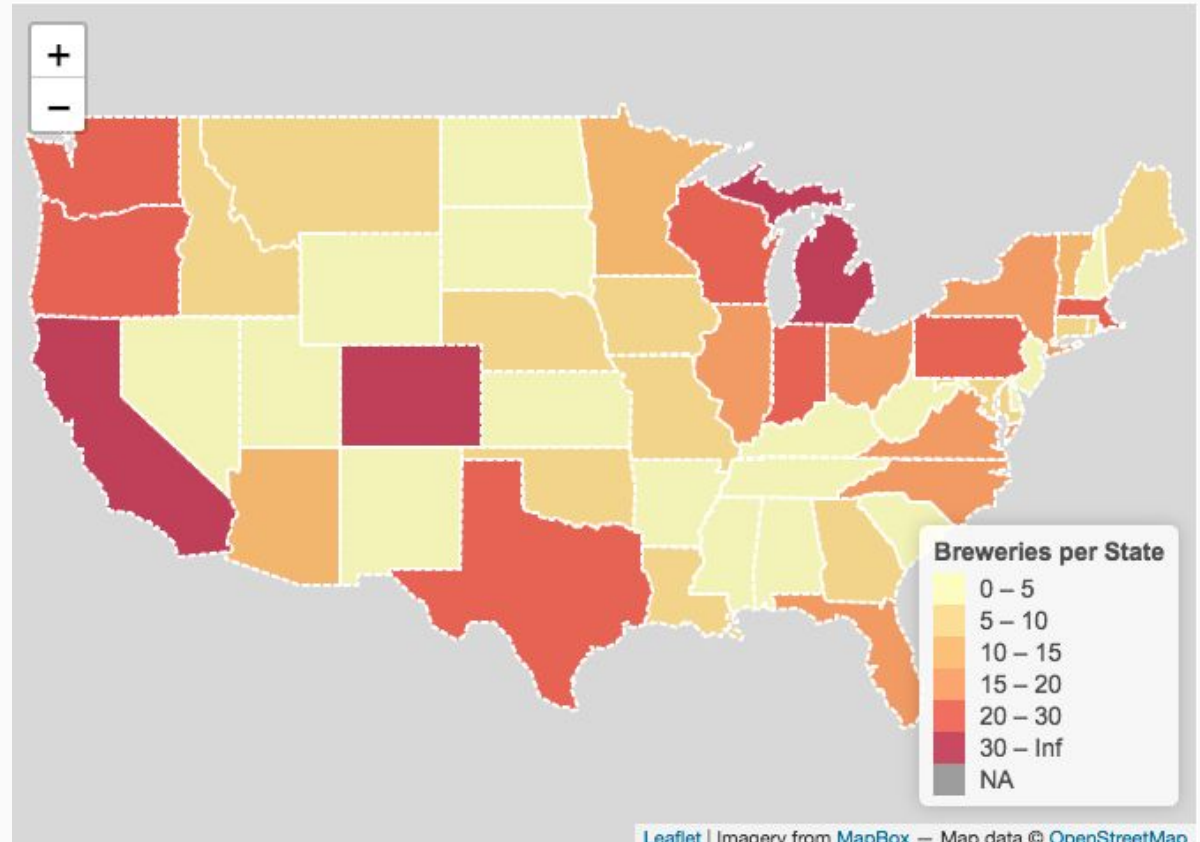
Beer & Analytics



Our Focus

Focus our research

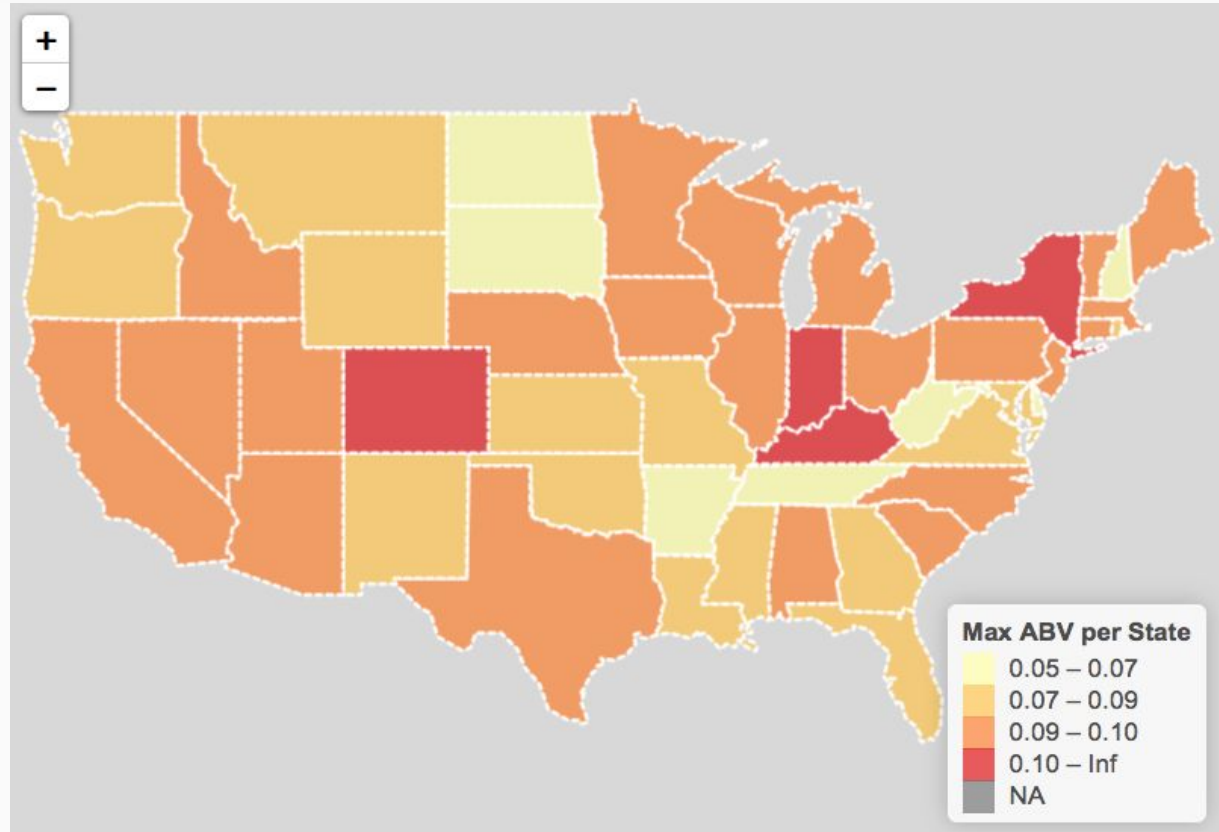
- # Breweries/State
 - Top 10 States
 - Bottom 10 States
- Preference questions
 - Types of beer
 - Alcohol content
 - IBU
- Correlation/Relationships



Max ABU per State

Interpret Max ABU

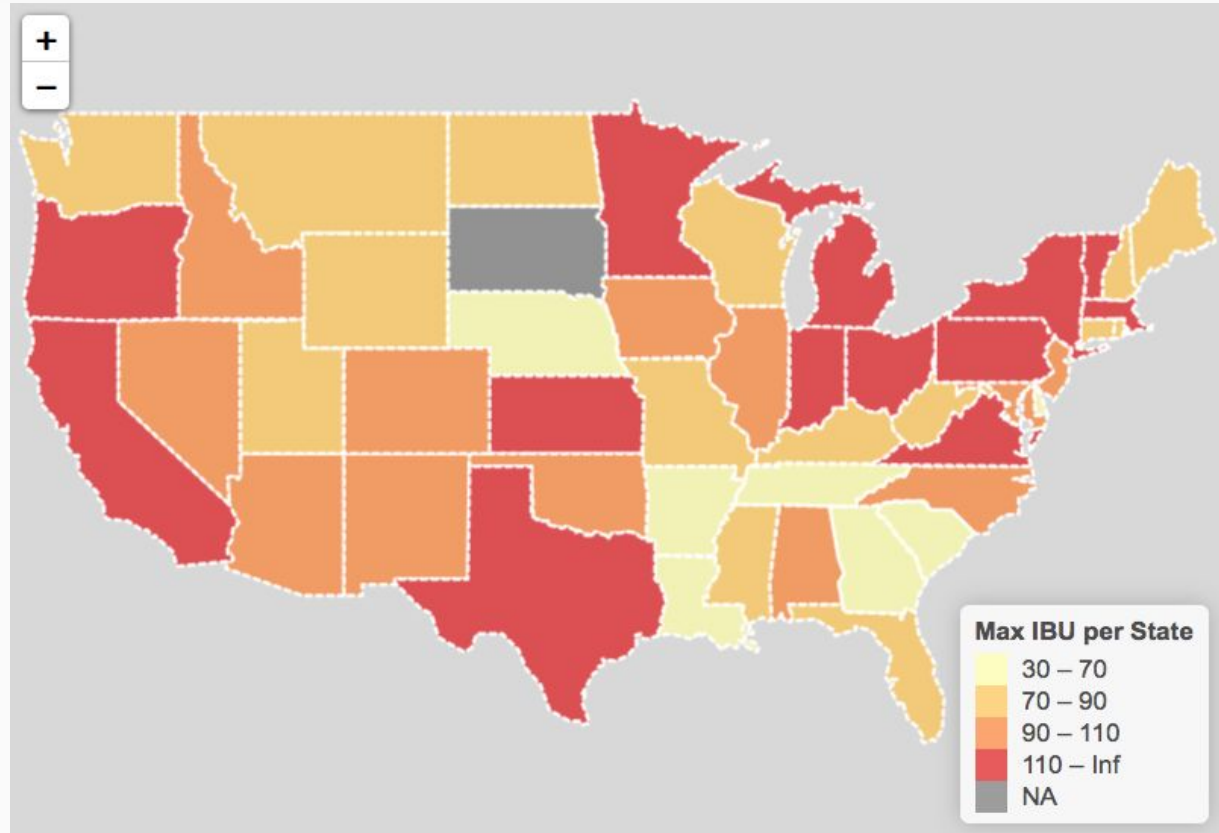
- Say something here



Max IBU per State

Interpret Max IBU

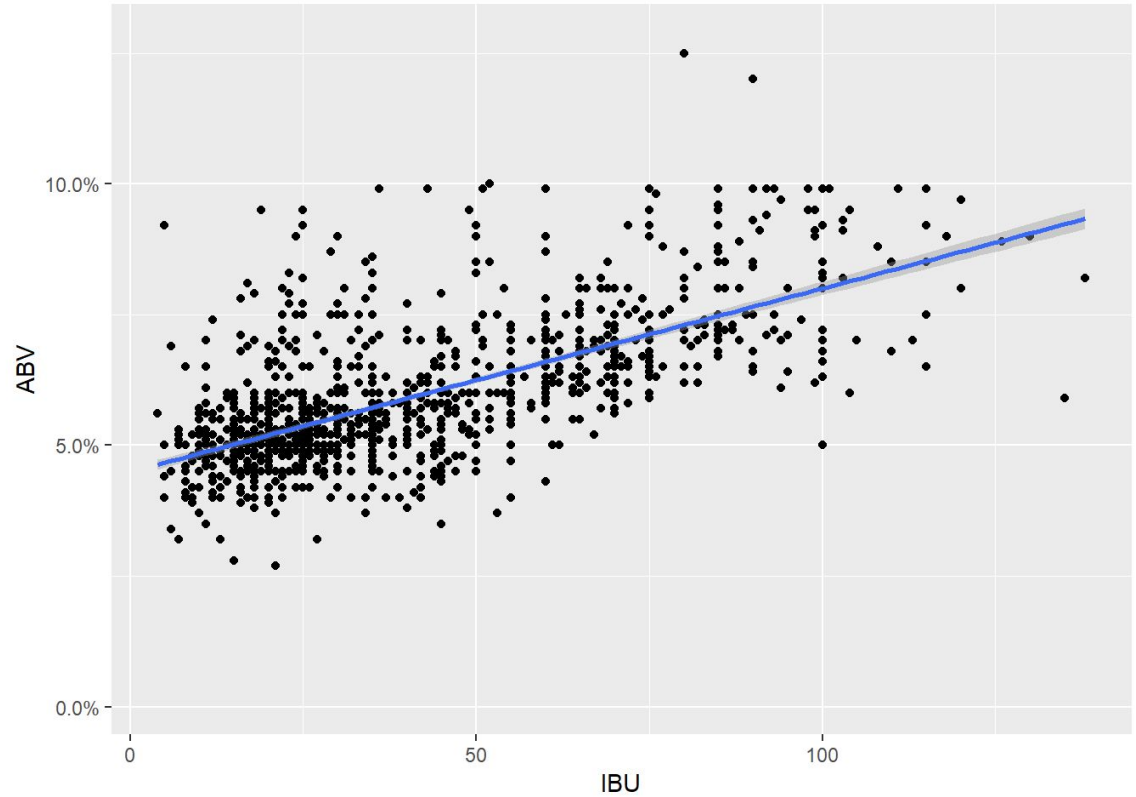
- Say something here



ABU / IBU

Correlation

- Say something here





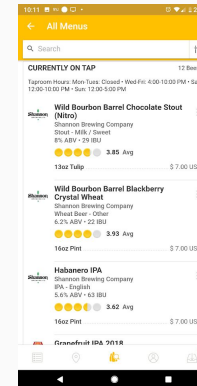
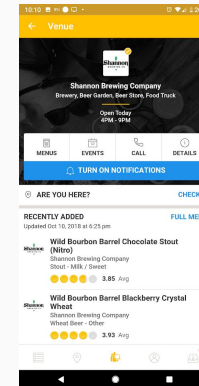
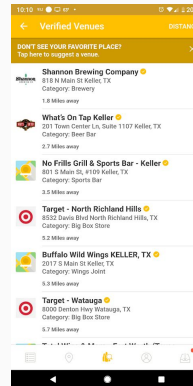
Next Steps

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, Assimilate

