

TODO: Think of Clever Title

Anheuser-Busch Marketing Consultation

A large, dark blue, diagonal shape that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

K n A Marketing Consultants

Our Expertise:

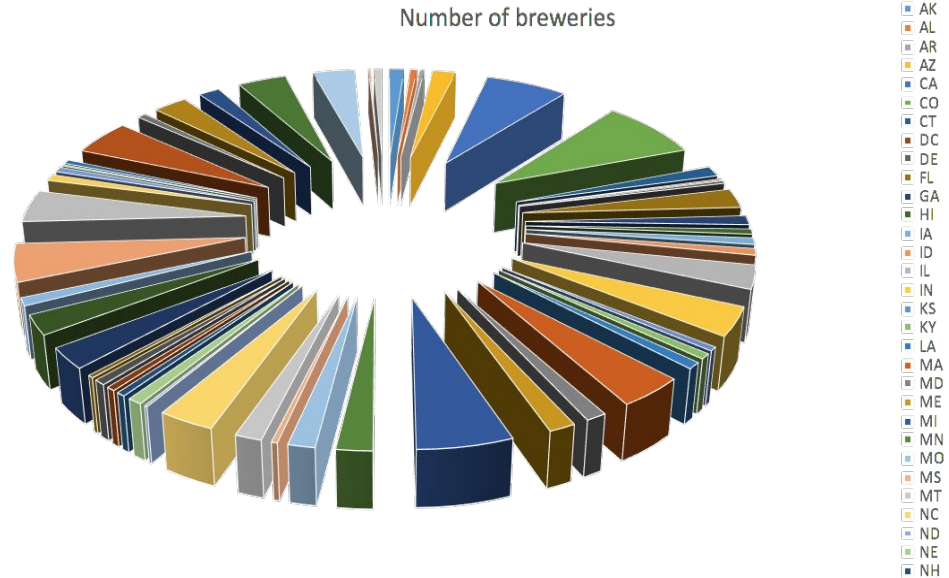
- Study and apply data analytics
- Recommend marketing solutions based on the outcome
- Go to market strategies as well as monitoring competition
- Consumption Analytics – pricing and promotions
- Sales growth

Our Client: Anheuser-Busch Ltd.

- Headquartered in St. Louis, MO
- One of the top brewers in US
- Brews more than 100 brands
- Flagship – “Budweiser” and “Bud Light” brands
- Owns 23 breweries
- Has several craft partners, agricultural facilities and can lid plants
- 14 Billion in revenue per year

Brewery Facts

- All states have breweries
- Vast local resources to tap in for breweries
- Customer satisfaction localized
- Most breweries concentrated in top 10 beer producing states



Missing Values

- IBU: 1005 NAs
- ABV: 62 NAs
- Remaining variables: 0 NAs

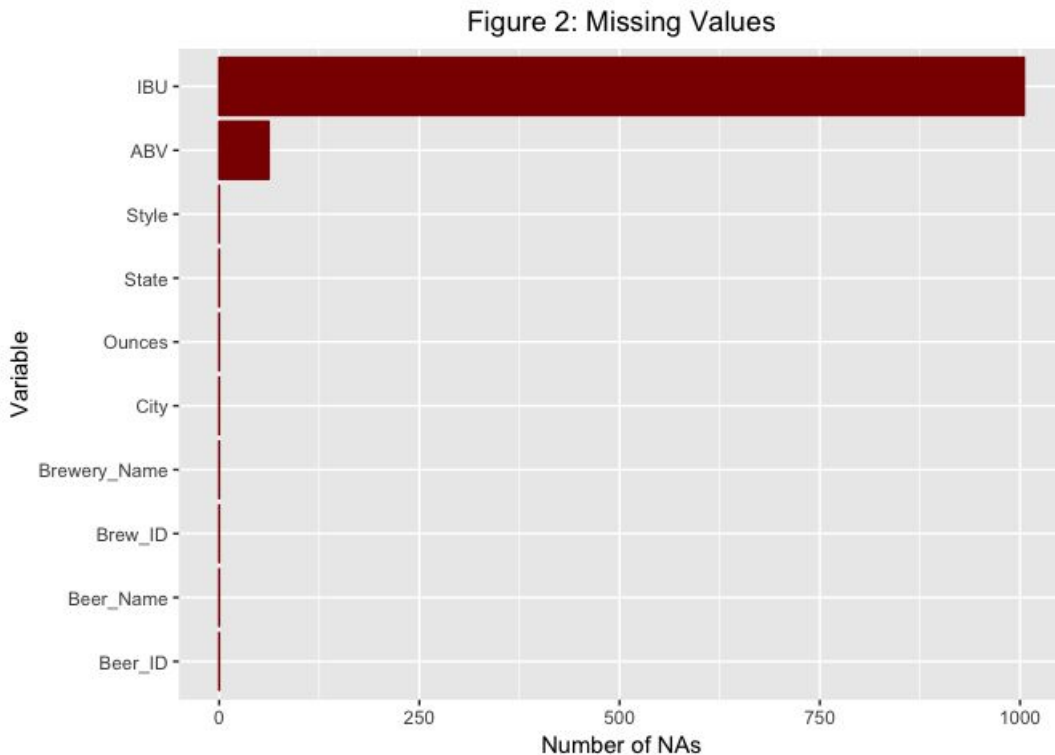


Figure 3: Median Alcohol Content of Beers by State

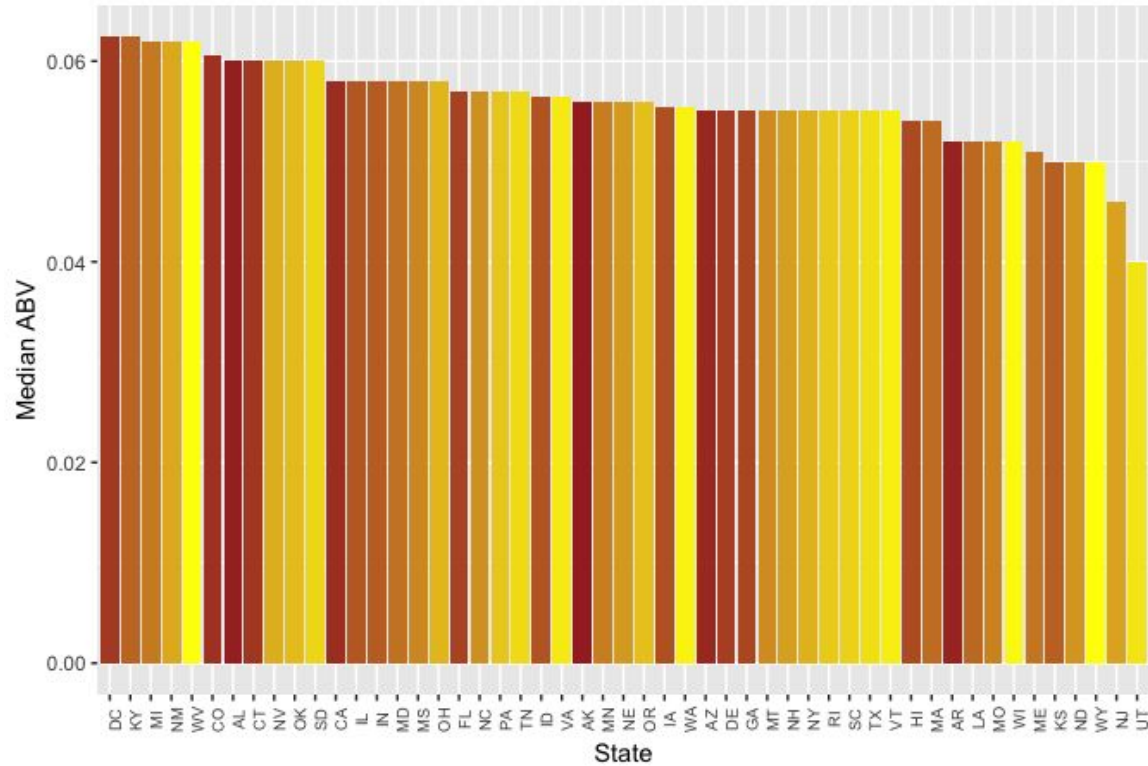
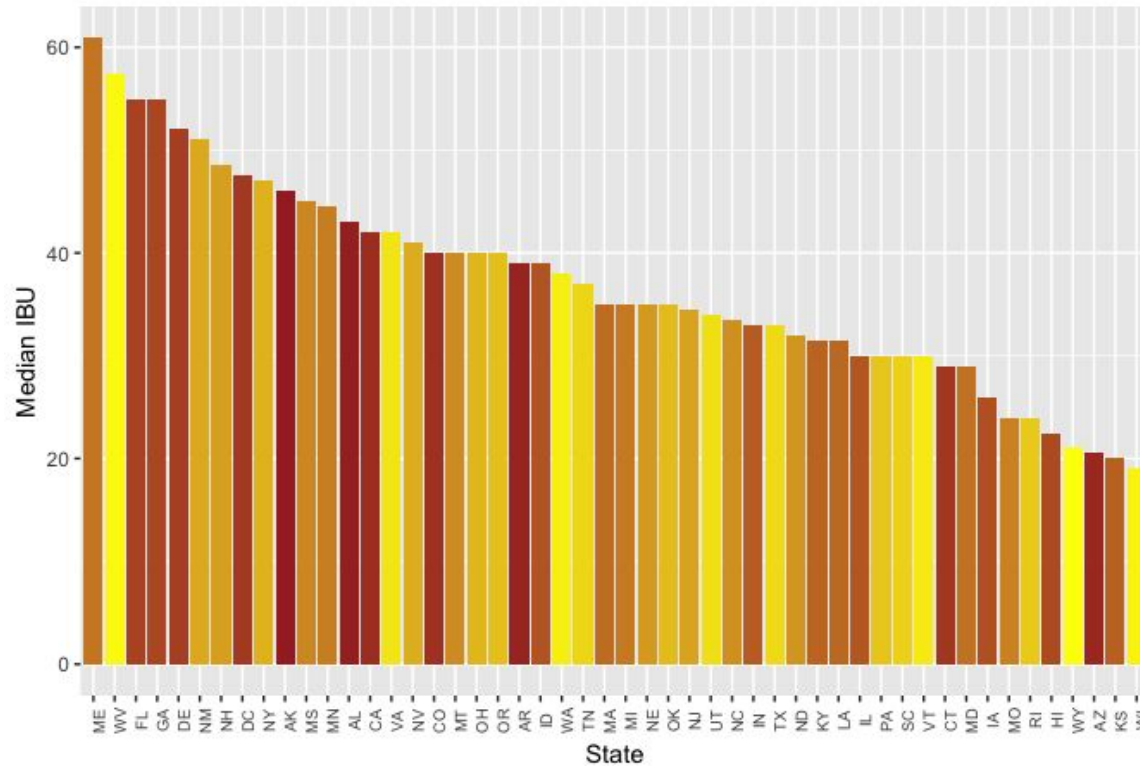


Figure 4: Median Bitterness of Beers by State



Maximum ABV and IBU

Table 4: Highest ABV

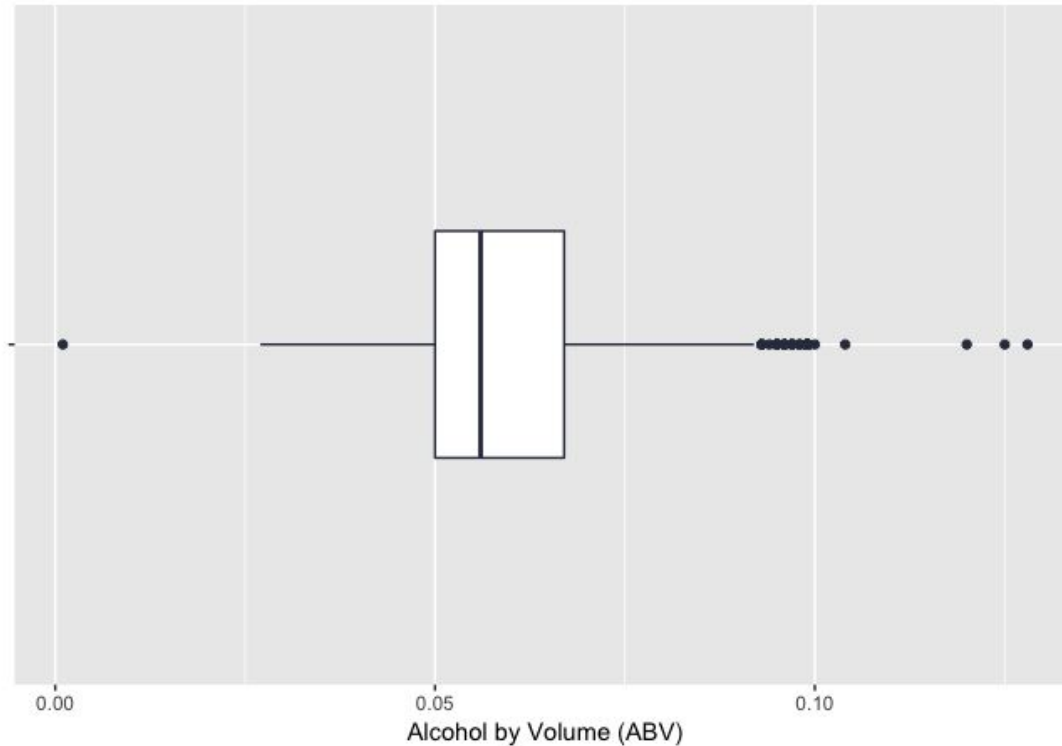
State	Beer_Name	ABV	Brewery_Name
CO	Lee Hill Series Vol. 5 - Belgian Style Quadrupel Ale	0.128	Upslope Brewing Company
KY	London Balling	0.125	Against the Grain Brewery
IN	Csar	0.120	Tin Man Brewing Company

Table 5: Highest IBU

State	Beer_Name	IBU	Brewery_Name
OR	Bitter Bitch Imperial IPA	138	Astoria Brewing Company
VA	Troopers Alley IPA	135	Wolf Hills Brewing Company
MA	Dead-Eye DIPA	130	Cape Ann Brewing Company

ABV Summary Statistics

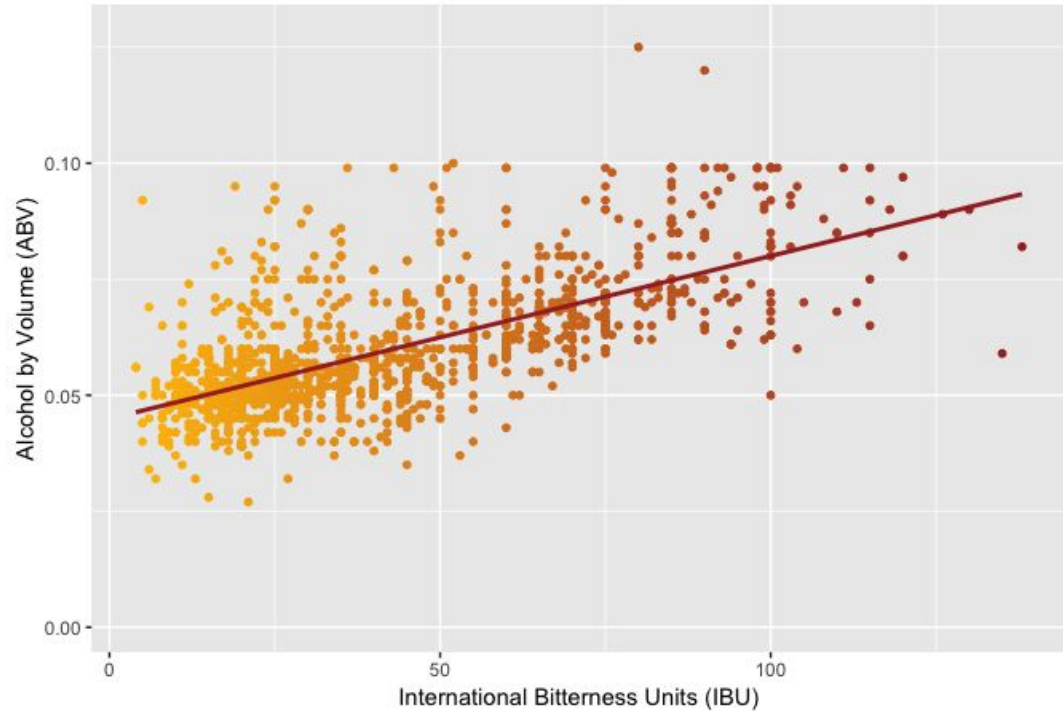
Figure 5: Alcohol Content Summary



ABV and IBU Relationship

- Positive linear relationship
- Correlation coefficient: 0.67
- Significant correlation ($p < 0.0001$)
- Clustered around IBU less than 50 and ABV around 5%

Figure 6: Alcohol Content vs. Bitterness of Beers



Informed Decision

- Launch new product or tweak existing product with new flavors
- Initially introduce in top 10 consuming states
- Catchy advertisement (NFL halftime commercial)
- IBU less than 50 and ABV around 5% or less
- Collaboration with the craft beer breweries in local area
- Future follow-up