

Project Three Questions and Answers:

- 1.** How does this business have any effect on those who do not drink beer/alcohol?
 - a.** The breweries provide jobs, contribute to the tax base, and provide a local hangout for those in the community along with a place to host events. While the business is doing well, it increases the local revenue.
- 2.** With the current pandemic, has the industry changed or been affected at all?
 - a.** As with many other businesses, the industry has been affected during this time, but some breweries are finding other ways to bring in business. Many breweries are utilizing the 'to-go' option for beer and food while others are unfortunately closing.
- 3.** Does the level of alcohol in a beverage have anything to do with its popularity?
 - a.** With many breweries existing in one city and/or state, the level of alcohol is not a concern of popularity.
- 4.** Based on the model used, can you predict any additional measurements?
 - a.** The model chosen to be used could also be used to predict the style based on IBU (if one exists) and the brewery id.
- 5.** How do the states with the least number of breweries compare economically to those with the most?
 - a.** There was not a direct set of data that was found to determine this specifically; however, it is known that breweries have provided long term jobs for people, revenue for the town it is located in, and a contribution to the federal and state governments.
- 6.** Are the beer types location specific?
 - a.** No. There are many different types of beer and some are derived from others. They are often found in many locations across the world and not only in one location.
- 7.** What obstacles, if any, were faced when looking for results?
 - a.** The models fitted for the project were not providing the best results. The closest I was able to get was 83%. Looking for additional data posed a challenge as well and was unable to be located.
- 8.** What were the key factors for this project?
 - a.** Knowledge of the industry and craft beer.
- 9.** What is the biggest impact for a community/city for having a brewery?
 - a.** To me, this would be the jobs it brings and opportunities to those living in the community.
- 10.** How can breweries target generations other than millennials to bring in more revenue?
 - a.** Generations that follow millennials can continue to use the same ways such as social media to bring in their business. For those that are before millennials, word of mouth is a bigger seller than social media as well as local newspapers.