# ALPHA DATA

## Always One Byte Ahead

In Cooperation with Information Resources, Inc.
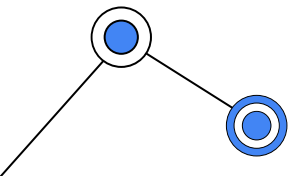
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# Understanding the Problem

## UNDERSTANDING THE PROBLEM

### Changing Behavior

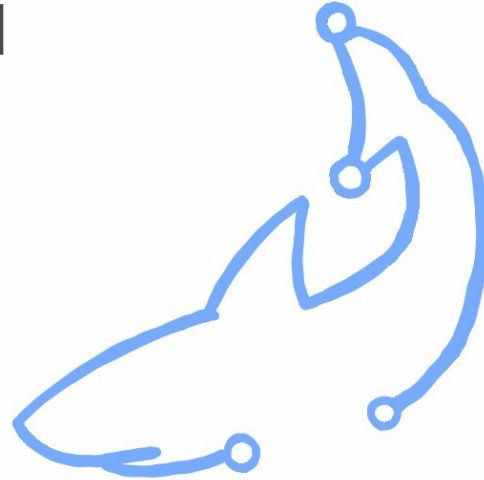Major changes in consumer behavior over the last years
...

Beer?
Sales?
New Generation?

### Future Uncert

Uncertainty future sales to the pander
...

tive
eal
...

**Pandemic?**

# Our Approach

**01**

**Exploratory Analysis**

To identify main
trends and changes

**02**

**Store Clustering**

To identify a better
store segmentation

**03**

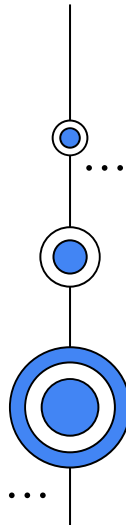**Sales Forecasting**
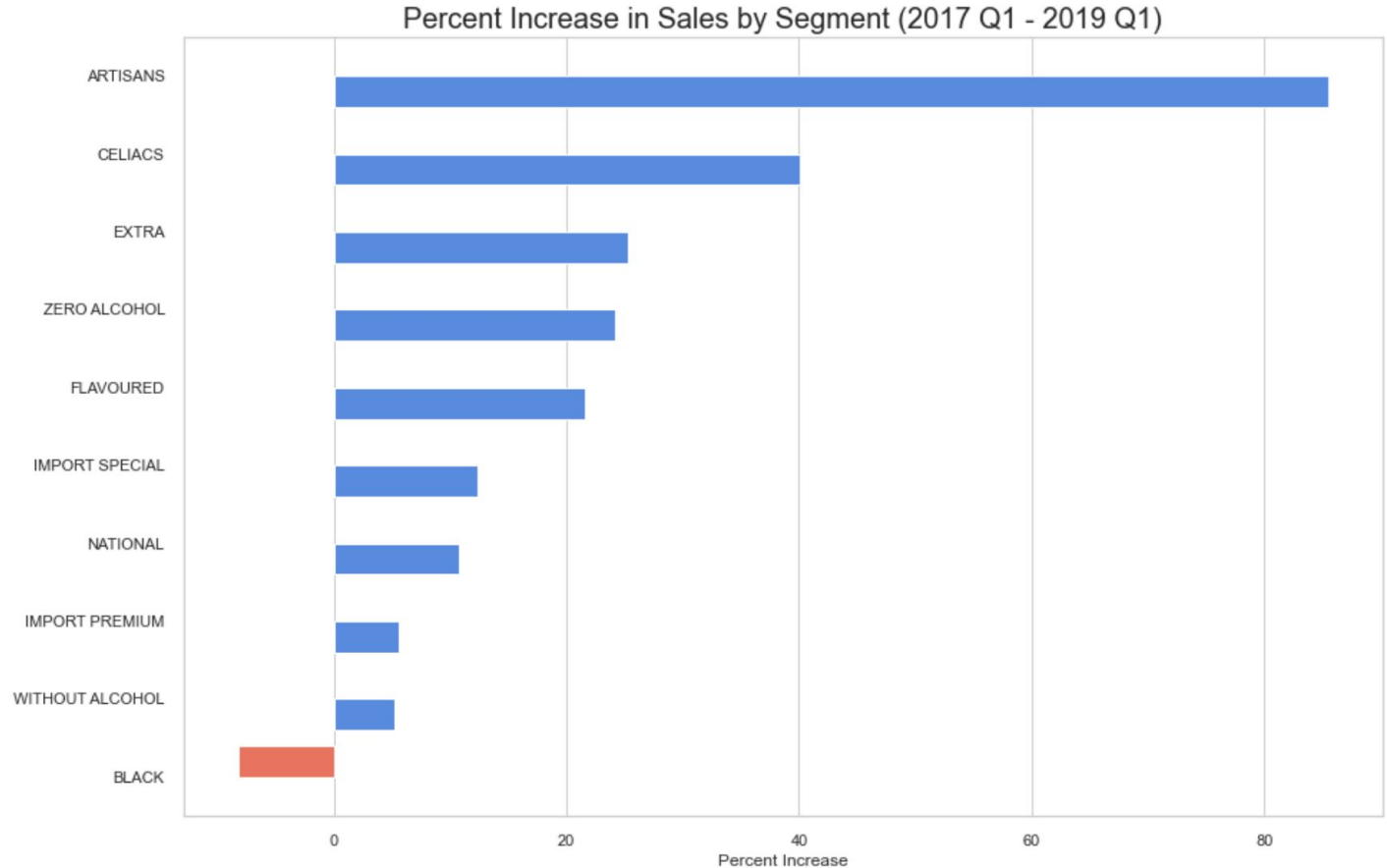
To shed light on what
the future has in store

# 01

## Main Trends

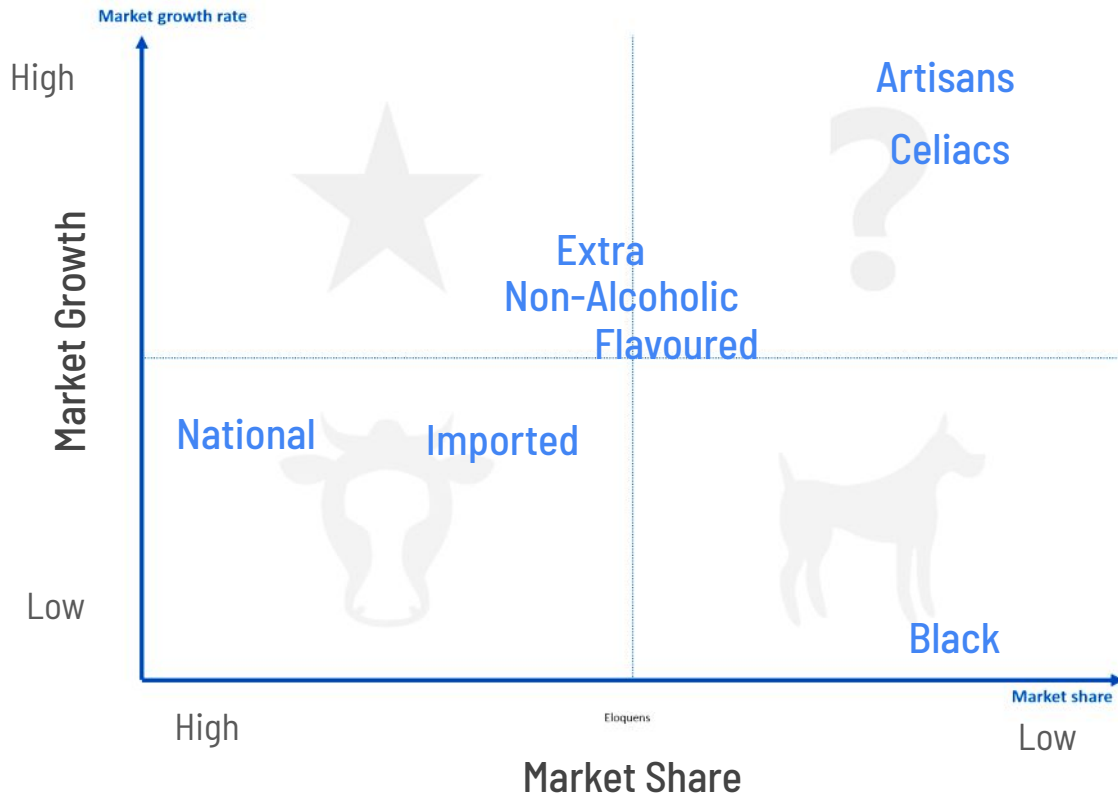What are the main trends of the beer market in the last 3 years?

**The**
**New**
**Game**
**& Not**

Percent Increase in Sales by Segment (2017 Q1 - 2019 Q1)

ARTISANS
CELIACS
EXTRA
ZERO ALCOHOL
FLAVOURED
IMPORT SPECIAL
NATIONAL
IMPORT PREMIUM
WITHOUT ALCOHOL
BLACK

Percent Increase

# BCG Matrix (Entire Market)



Market growth rate

High

**Market Growth**

**Artisans**

**Celiacs**

**Extra**
**Non-Alcoholic**
**Flavoured**

**National**    **Imported**

Low

**Black**

High                    Eloquens                    Low

Market share

**Market Share**

Weekly Artisan and Celiac Beer Sales

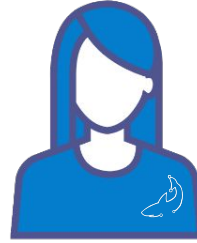Is **New** always Better?
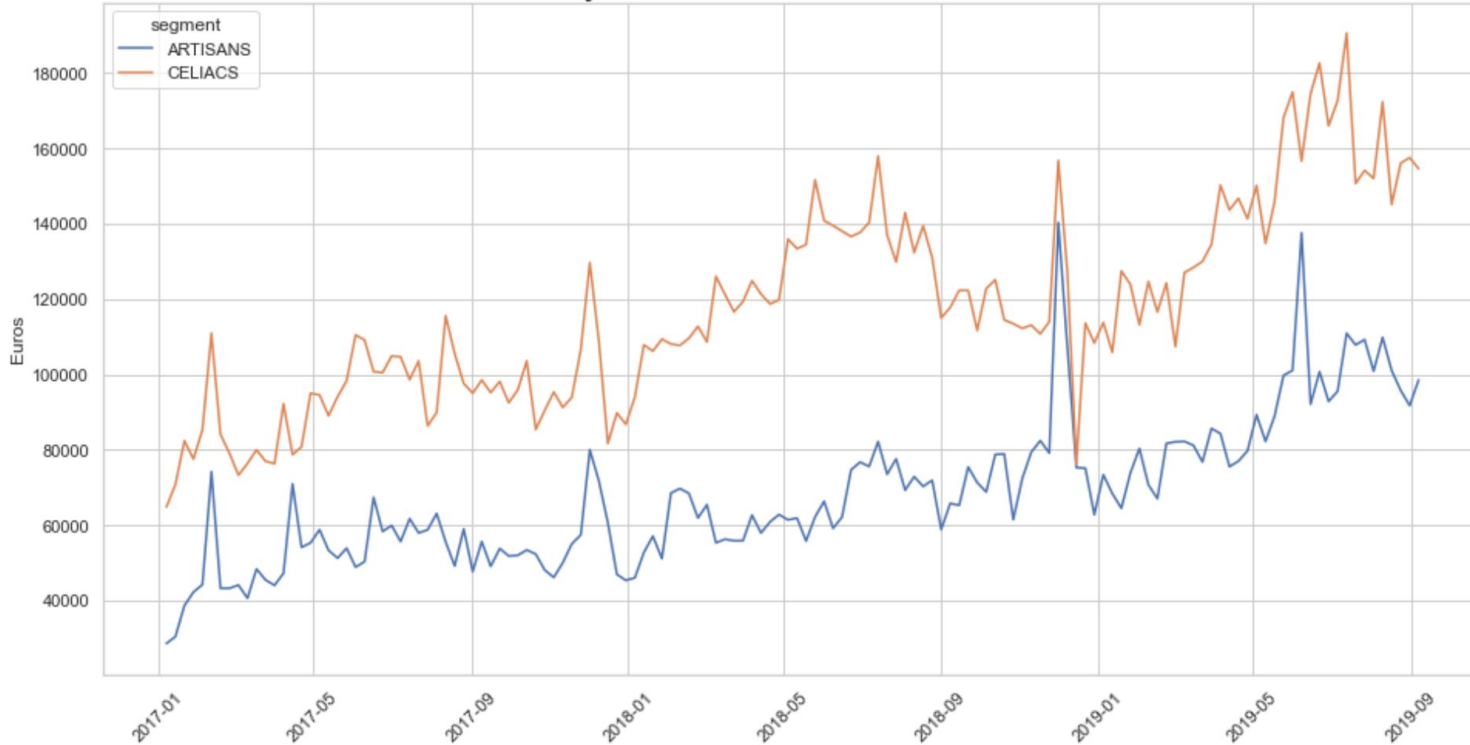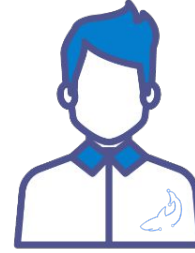
# Customer Persona (Spain)

## Sergio
### The Connoisseur

Age: 39
Income: 30.000€
Financial Manager
CBB: Occasionally
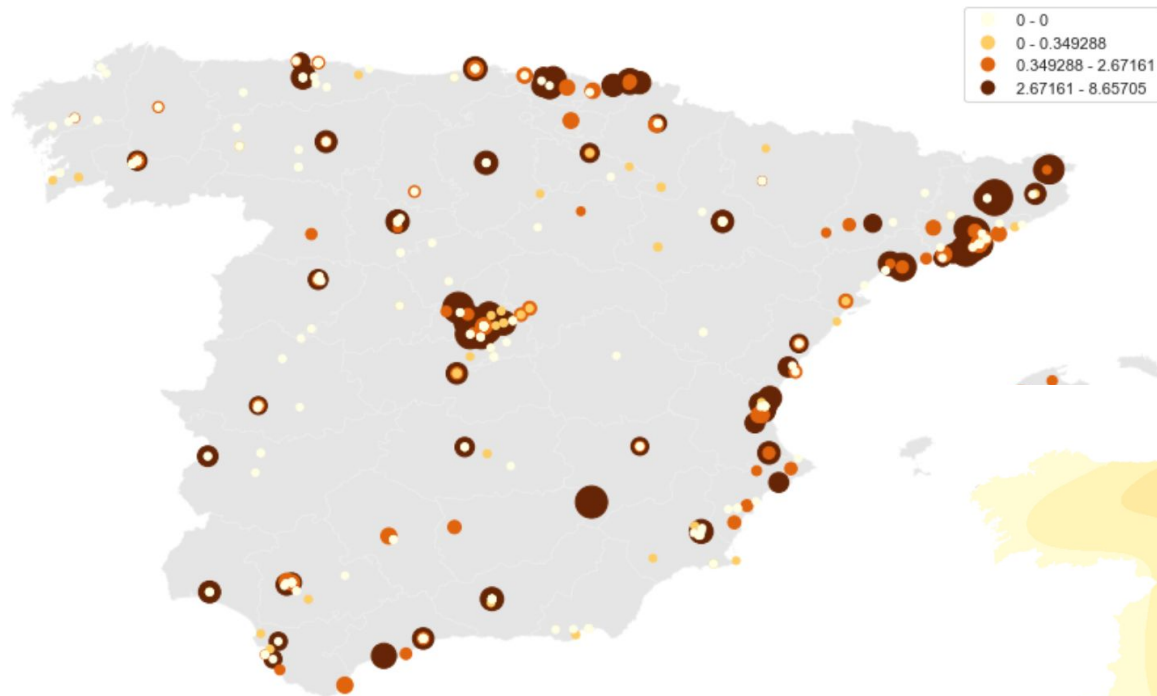
## Luna
### The Tinker

Age: 24
Income: 2000€
Marketing + Social
Media Influencer
CBB: Erratically

## Pablo
### The Novice

Age: 19
Income: 600€
University Student
CBB: Commonly

Percentage of Artisan Beer Sales of Each Store

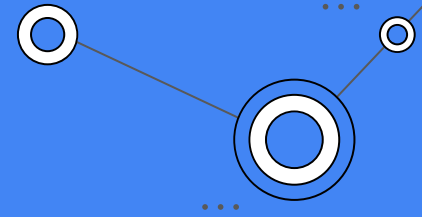| | |
|---|---|
| | 0 - 0 |
| | 0 - 0.349288 |
| | 0.349288 - 2.67161 |
| | 2.67161 - 8.65705 |

Artisan Beers are **popular** in the Cities

Stores Selling Artisian Beers

# Most Trending Brands

Measured by Percent Increase in Weekly Sales
(Jan 2017 to Sep 2019)

## Man 3 - Brand 3 - Extra

99%

1. Price
2. Packaging
3. Promotions

## Man 4 - Brand 1 - Flavoured

80%

1. Promotions
2. Packaging
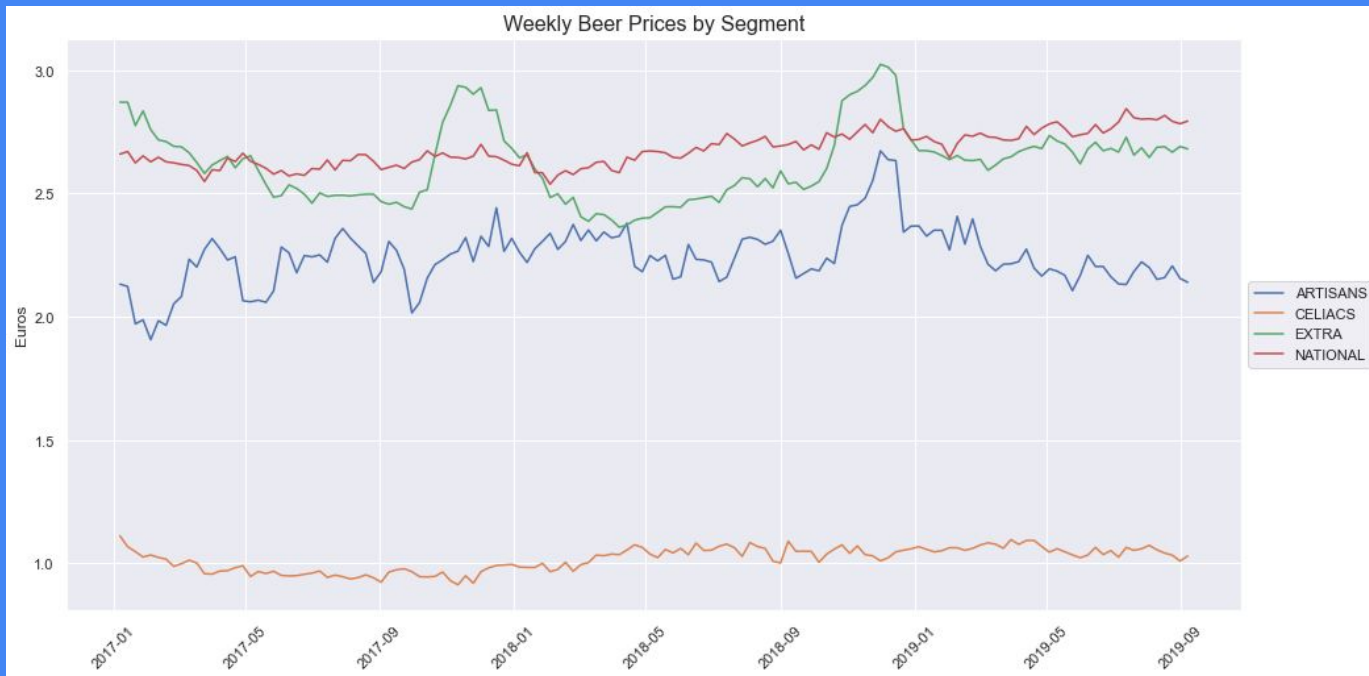3. Price

## Man 6 - Brand 1 - Import Special

73%

1. Packaging
2. Promotions
3. Price
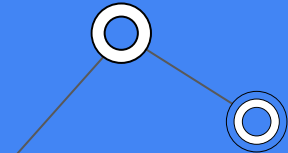
Weekly Beer Prices by Segment

# 02

## Store Segmentation

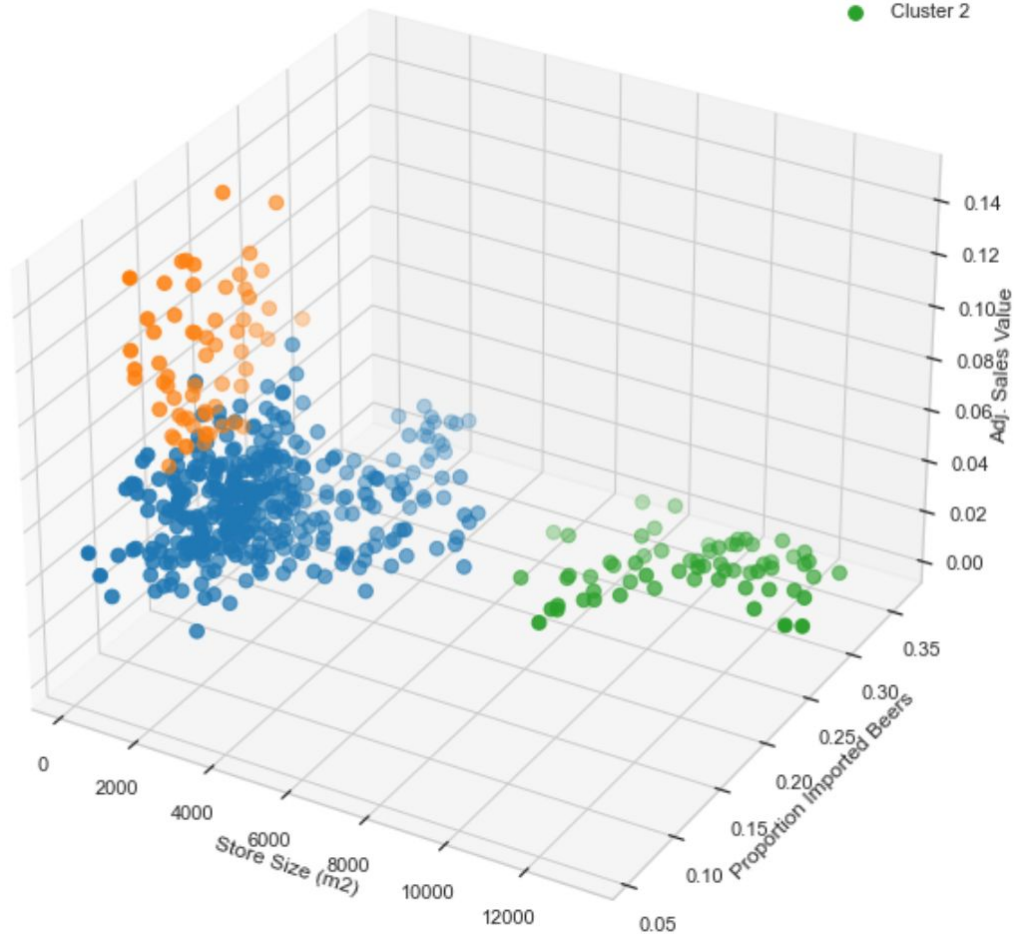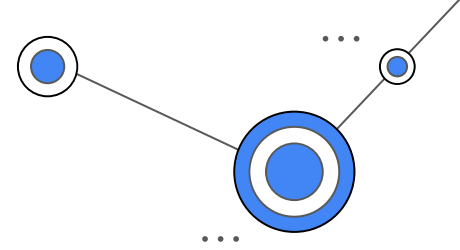What is a better way to cluster the stores?

# Methodology

- Sales Surface (m2)
- Proportion of sales with promotion
- Proportion of sales of imported beers
- Sales in terms of value, units, and volume adjusted by size of the store (€/m2)

Main 3 Seperating Characteristics of Stores Visualized
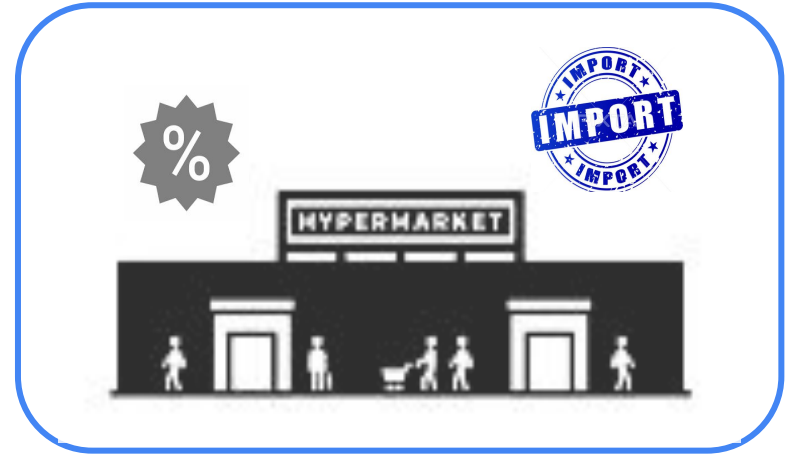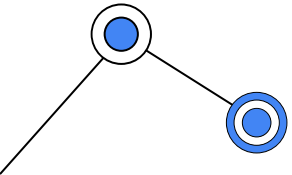
- Cluster 0
- Cluster 1
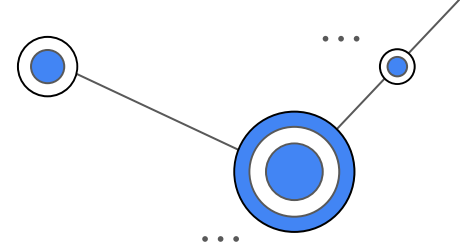- Cluster 2
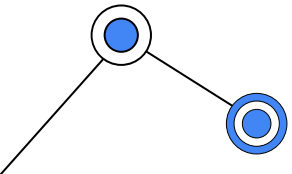
# The 3 Store Types

63 Stores

376 Stores

63 Stores

# Where to Distribute What Products?

**41%** increase in Artisan beer sales (2017-2018)

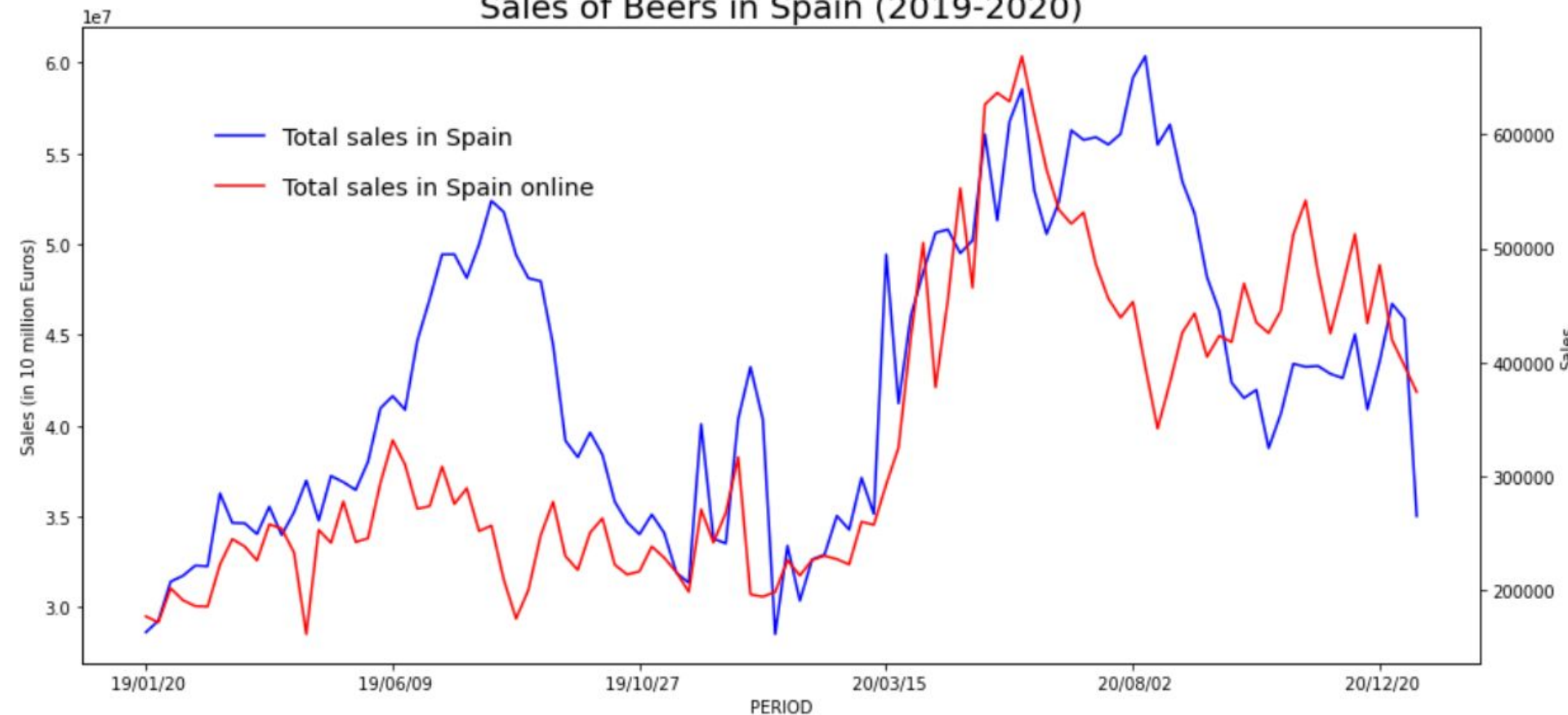**66%** increase in Celiac beer sales (2017-2018)

# 03

## Sales Forecasting

What to expect in the future?
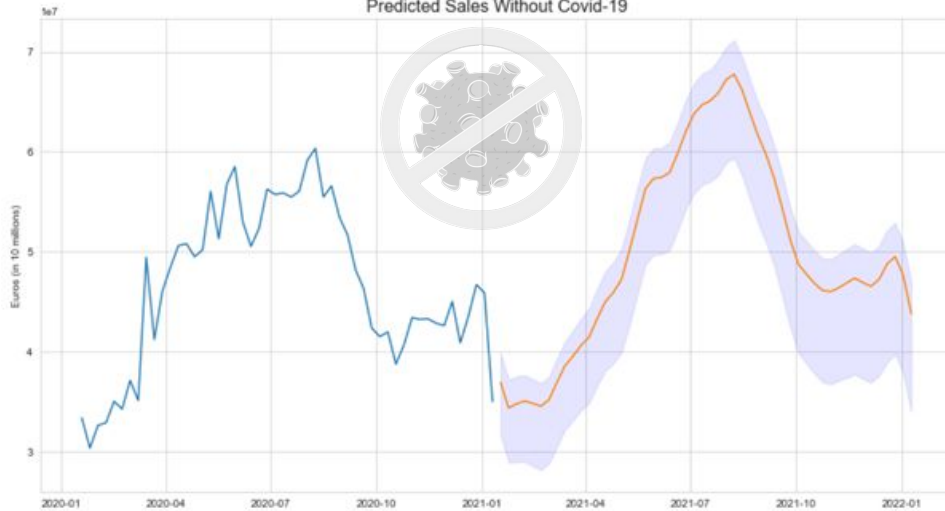
Sales of Beers in Spain (2019-2020)

# Methodology

- Select Exogenous Variables

- Fit forecasting models: Arimax and Prophet

- Create hybrid models combining the two approaches

- Test predictive accuracy
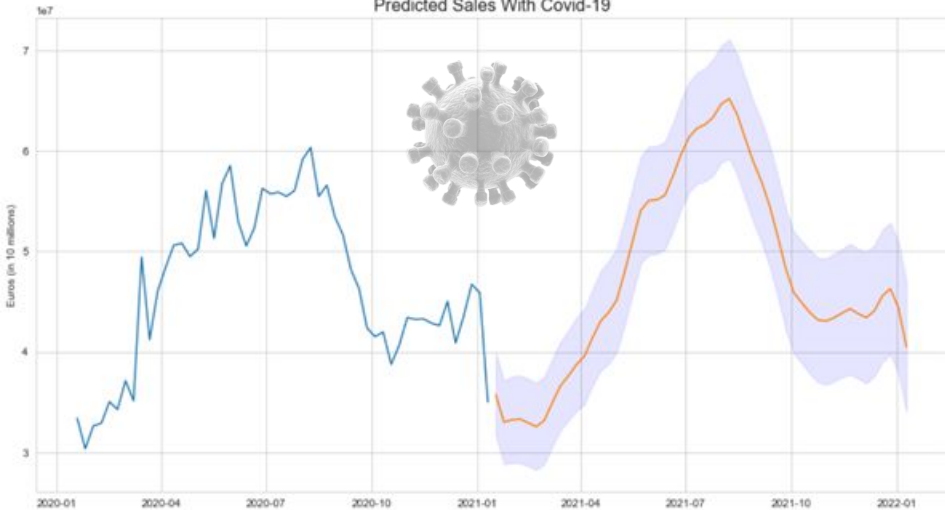
- Make predictions for 2021

**Without Covid-19 regular sales are expected to increase by:**

# 6.6%

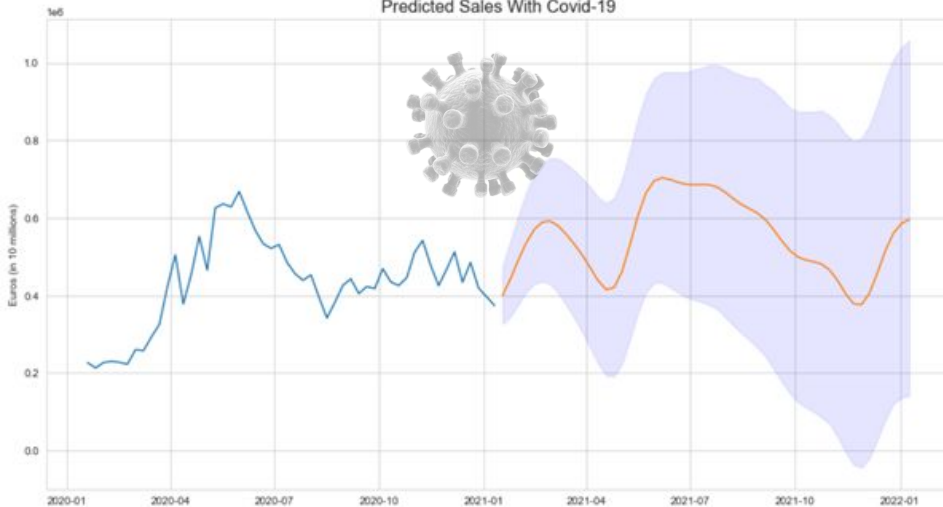**With Covid-19 regular sales are expected to increase by:**

# 1.3%

**Without Covid-19 online sales are expected to increase by:**

# 14.6%

**With Covid-19 online sales are expected to increase by:**

# 25.3%

# Our Proposed Strategies

**01**

## Product Diversification

Market presents opportunity to diversify into Artisan and Celiac beer segments

**02**

## Effective Promotion

Promotional insights present opportunity to optimize promotions by segment etc.

**03**

## Online Distribution

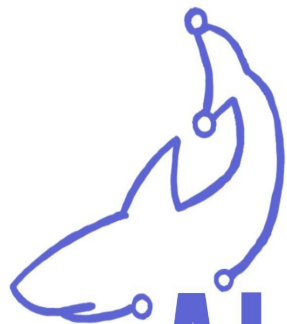Online sales are expected to continue high growth, no matter the Covid-19 situation

**04**

## Effective Distribution

New store segmentation presents opportunity to more effectively target stores

THANK YOU!