

1. Introduction

1.1 Background

Continuing the traditions of American creativity, entrepreneurship and innovation, the Brewer's Association reports 4,522 microbreweries were operating in the United States in 2018, a 15% increase from 2017. With the craft beer industry still going strong, many microbreweries look for every opportunity to build and retain loyal customers through various branding strategies. Sour Glass Ale Works is one such microbrewery located in Southern California where the company specializes in locally sourced, small-batch artisan beer.

1.2 Problem

The Strategic Planning team of Sour Glass Ale Works understands that in a highly competitive craft beer industry, building brand awareness through pleasurable experiences is vital toward a lasting relationship with its customers. Therefore, to successfully share its unique story directly to consumers, a major strategic initiative is to increase brand awareness in the Southern California region by opening a tasting room in San Diego, California. The Strategic Planning team has requested an analysis on consumer expenditure, and nearby competition around the location of interest.

1.3 Stakeholders

The Strategic Planning team of Sour Glass Ale Works is comprised of four members. Each member, along with a short description of their role, is summarized below:

- Chief Executive Officer: Sets, drives, and enforces the strategic vision as well as directing the execution of operating plans and company goals.
- Director of Operations: Oversees all areas of production, packaging and distribution.
- Director of Marketing: Oversees the design and implementation of brand consistency, presence, and strategic alignment to business objectives.
- Regional Sales Manager: Responsible for the development and execution of growth sales strategies and building customer relationships.

2. Data

2.1 Data Sources

The United States Bureau of Labor Statistics provides consumer expenditure information for major metropolitan areas including San Diego, California. Updated on a yearly basis, the latest available data on consumer expenditures were averaged over the 2016-17 time period. The data will be used to examine the percentage of average annual expenditures allocated to alcoholic beverages in the San Diego area. Below is a sample of the data set:

	Category	United States	San Diego
0	Food	12.7	12.5
1	Alcoholic beverages	0.9	1.4
2	Housing	33.0	35.9
3	Apparel and services	3.1	3.2
4	Transportation	15.9	13.3

Percent Distribution of Average Consumer Expenditures for 2016-17

Foursquare is a popular social networking application which enables users to discover and share information about businesses and locations of interest in a given geographical area. The company offers an API which we will leverage in order to retrieve data and conduct an analysis on brewery location and their popularity in the San Diego area. Below is a sample of this data:

	name	categories	address	cc	city	country	crossStreet	distance	formattedAddress
0	Board & Brew at Petco Park	Sandwich Place	100 Park Blvd	US	San Diego	United States	NaN	1363	[100 Park Blvd, San Diego, CA, United States]
1	Home Brew Mart / Ballast Point Brewery	Brewery	5401 Linda Vista Rd	US	San Diego	United States	at Mollie St.	6295	[5401 Linda Vista Rd (at Mollie St.), San Diego, CA, United States]
2	The Brew Project	Bar	1735 Hancock St	US	San Diego	United States	at Washington	3256	[1735 Hancock St (at Washington), San Diego, CA, United States]
3	Occam's Lazer Brew Lab	Lounge	1670 Kettner Blvd	US	San Diego	United States	NaN	828	[1670 Kettner Blvd, San Diego, CA 92101, United States]
4	Zoo Brew	Beer Garden	Easy St	US	San Diego	United States	NaN	2269	[Easy St, San Diego, CA 92101, United States]
5	Deja Brew Lounge	Coffee Shop	2528 University Ave	US	San Diego	United States	NaN	4231	[2528 University Ave, San Diego, CA 92104, United States]
6	Brew30 California Taps	Beer Bar	1 Market Pl	US	San Diego	United States	NaN	938	[1 Market Pl, San Diego, CA 92101, United States]
7	Karl Strauss Brewery & Restaurant	Brewery	1157 Columbia St	US	San Diego	United States	at W B St	414	[1157 Columbia St (at W B St), San Diego, CA 92101, United States]
8	Resident Brewing	Brewery	1065 4th Ave	US	San Diego	United States	NaN	206	[1065 4th Ave, San Diego, CA 92101, United States]
9	Half Door Brewing Company	Brewery	903 Island Ave	US	San Diego	United States	9th Ave	985	[903 Island Ave (9th Ave), San Diego, CA 92101, United States]
10	Melvin Brewing	Pub	634 14th St	US	San Diego	United States	Market	1170	[634 14th St (Market), San Diego, CA 92101, United States]

List of Breweries in San Diego, California