

World Alcohol Consumption ,A focus on the USA

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Abstract

Alcohol for years on end has been the commodity that is used for social engagements. With the rapid increase in the number of companies producing alcoholic product ,has led to there being a variety to choose from.

The most categories for alcohol are Wine ,Spirits and Beer ,all recording high sales in the world market. Several studies have been conducted to asses the impact of alcohol on the users.

Some of the findings are ; that alcohol has negative impacts such as alcohol dependence and the causing of 2.8 M deaths per year.(Hana et.al ,2018), according to world data :Alcohol leads to global health loss

Introduction

The United States of America is among the top ten consumers of alcoholic products in the world, with China leading the global market. I studied all the 55 states ,alcohol consumption behaviour with respect to the three main brands purchased.

The data was obtained from Kaggle.com,

Objectives

1.1To determine what states love what brand

1.2To determine which year consumption of beer ,spirits and wine was lowest/highest

1.3To showcase the trend of All Beverage consumption

2.0. To find out which gender drinks more?

2.1 To determine the country that leads interms of alcohol consumptions

Methods

I used Python pandas library with Seaborn and Matplotlib as my visualization .In this project I am to derive insights on where the Alcohol companies need to invest ,heavily and where they will throw their prices.

Findings and Discussions

To determine which states love what brand?

The metric for our study was per capita consumption

New Hampshire has consumed the most beer in all the states 73.64 ,utah consumes the least beer 31.62.

New Hampshire has consumed the most spirits over the years in all the states 79.62,West Virginia consumes the least spirit 18.29.

Columbia District loves wine at 36.32 comparatively,West Virginia prefers least wine at 4.12

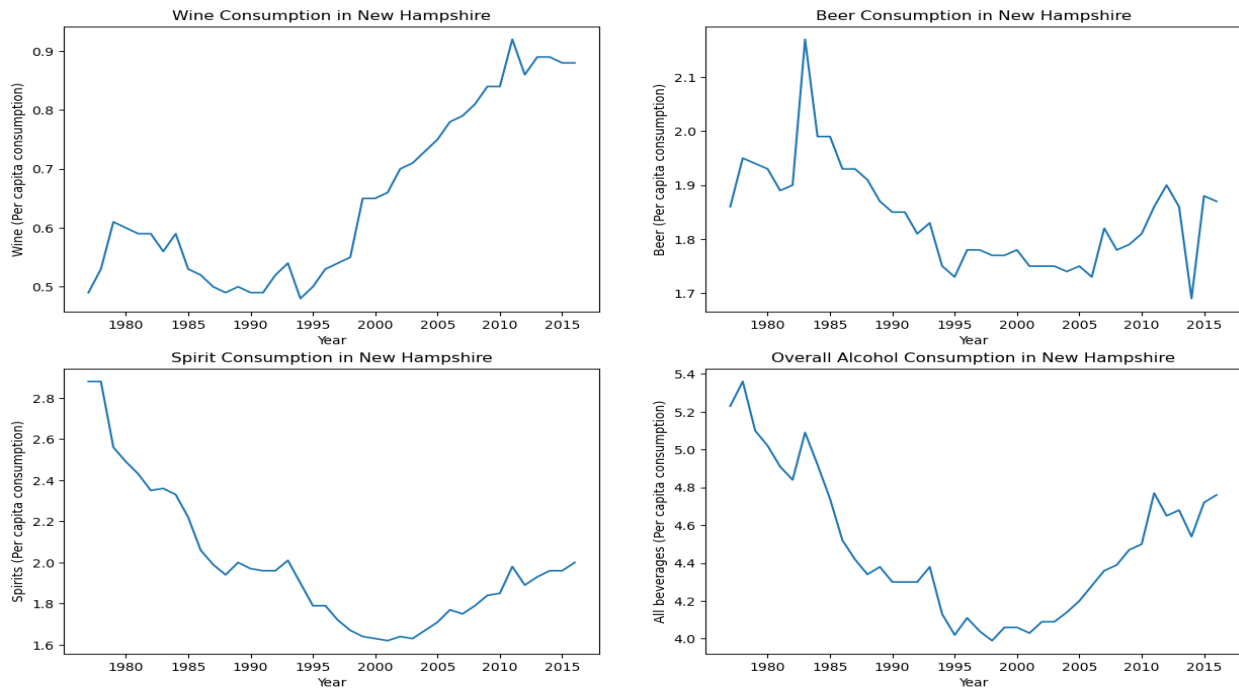
New Hampshire has the most all beverage consumption 79.62 ,Utah has the least purchases ,west virginia too.

From these findings ,it is clear that New Hampshire is the state that longs for alcohol more often.Wine consumption per capita was the least as compared to other beverages/

To determine which year had the lowest beer ,wine and spirits

I used New Hampshire since it had the majority of sales across all drink purchases

The Alcohol Consumption New Hampshire story



The data ranges from the Year 1980-2015 .

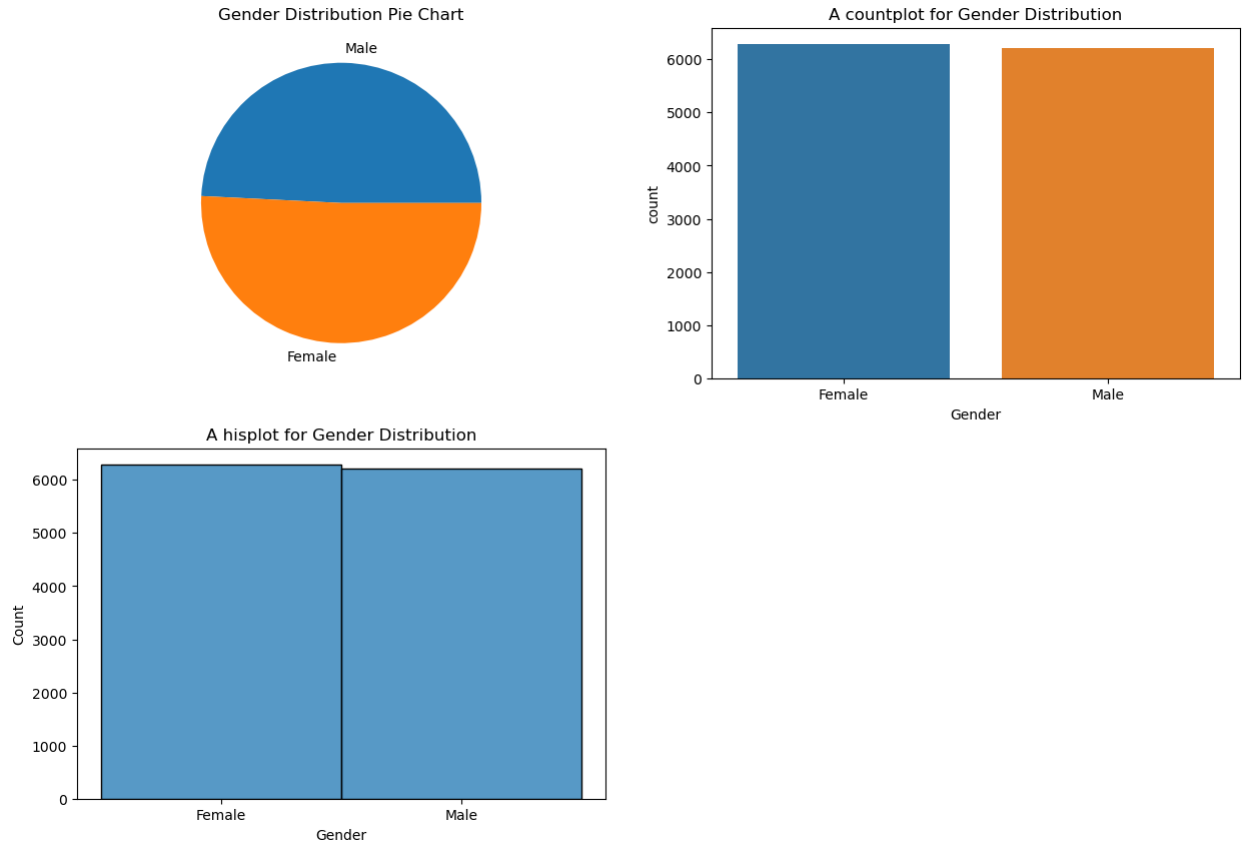
Wine consumption has been on the rise since the year 1995 ,this is due to the change in user preferences .In 1995 ,all the drinks saw a reduction in consumption .This we can link to the ban on production and importation of alcohol .Also in that year there was a major bombing which might have disrupted the markets.

Beer consumption has been rampantly reducing as evidenced with the lowest sales being in 2007.Spirits are no longer preferable to the population.

The overall consumption has declined in major amounts due to the population changing their habits (world data)

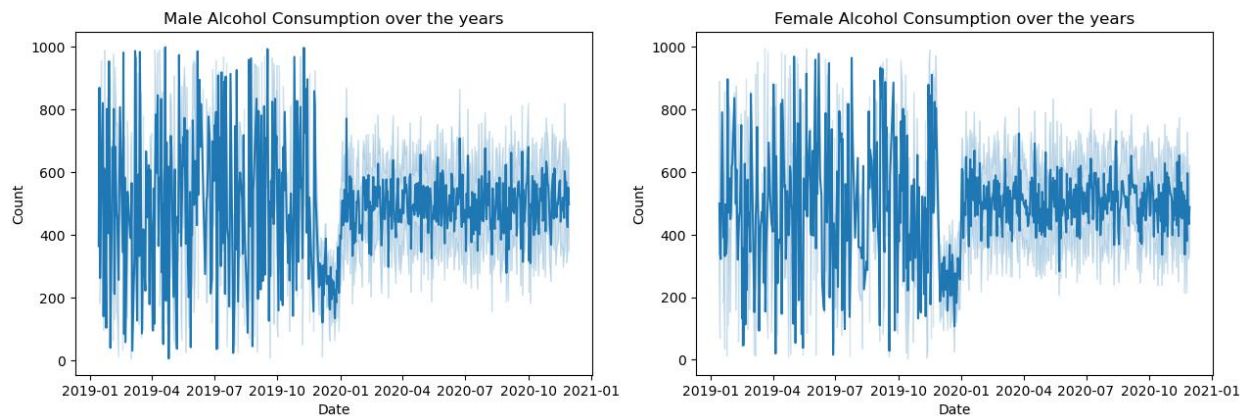
Gender and Alcohol

It is mind boggling to know that gender determines alcoholic consumption. A common misconception is that men drink more than women ,which is a perfect assumption I may say.



Women drink a slightly higher percentage 51% compared to Men 49% .This result disagrees with (world data) who concluded that men drink more than women. Women prefer alcohol for social engagements and for special occasions such as Valentines and or Birthdays . Men on the other hand drink mainly for pleasure and do not do much of social occasions. Consumption has generally reduced for both sexes.

Comparing Male and Female alcohol consumption over time

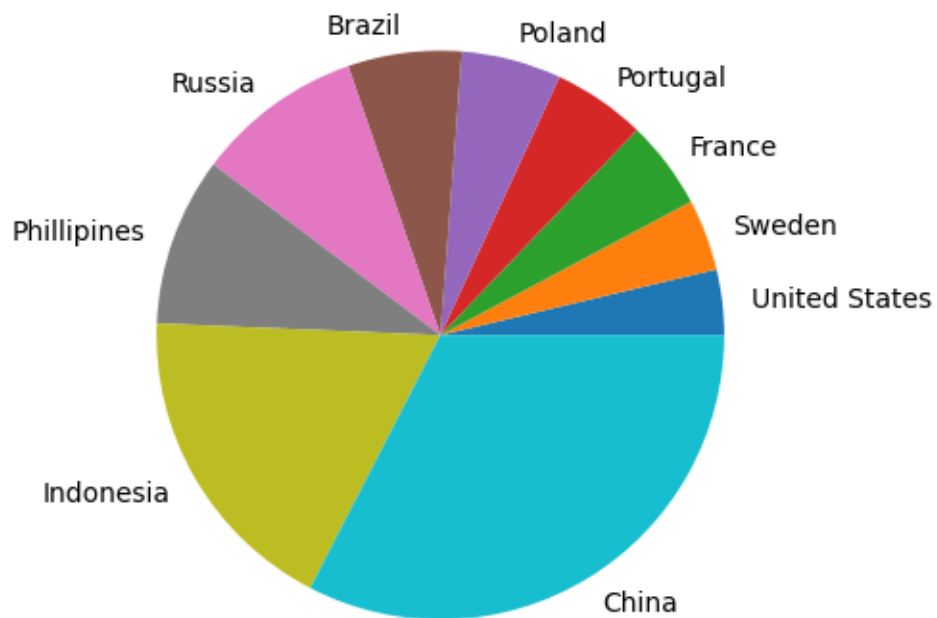


World Alcohol consumption giants

I studied the overall world consumption and these were the result :

China was the leading consumer ,followed by Russia ,USA closed the list .

Top Ten Countries interms of Alcohol consumption



Conclusion and Recommendations

Contrary to gender misconceptions ,Women drink more than Men. On paper women prefer wine and that may account to the steady increase in wine consumption overall. For any investor stocking wine will generate revenue with time . Beer companies need to strategize to regain their once dominance of the market . Overall consumption has reduced significantly because of people opting for better and healthy lifestyles . New Hampshire is the best bet to supply alcohol because of its market availability ,Utah on the other hand needs outreach.

I recommend fitting Autoregressive Models using ensemble models.