





Modelo

Constellation Brand

A LEGACY OF PUSHING BOUNDARIES



Constellation
Brands

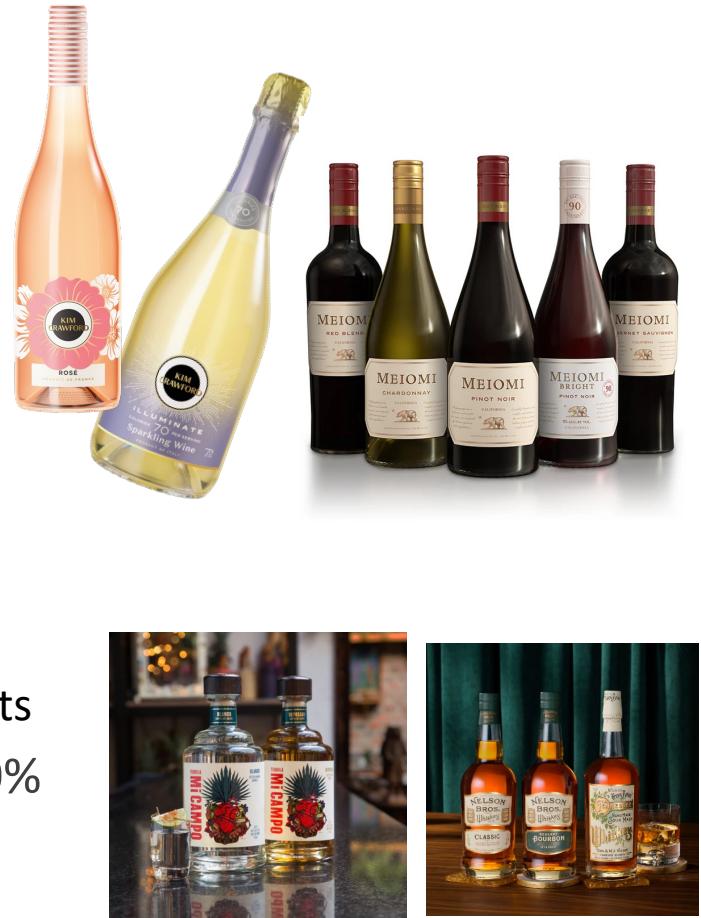
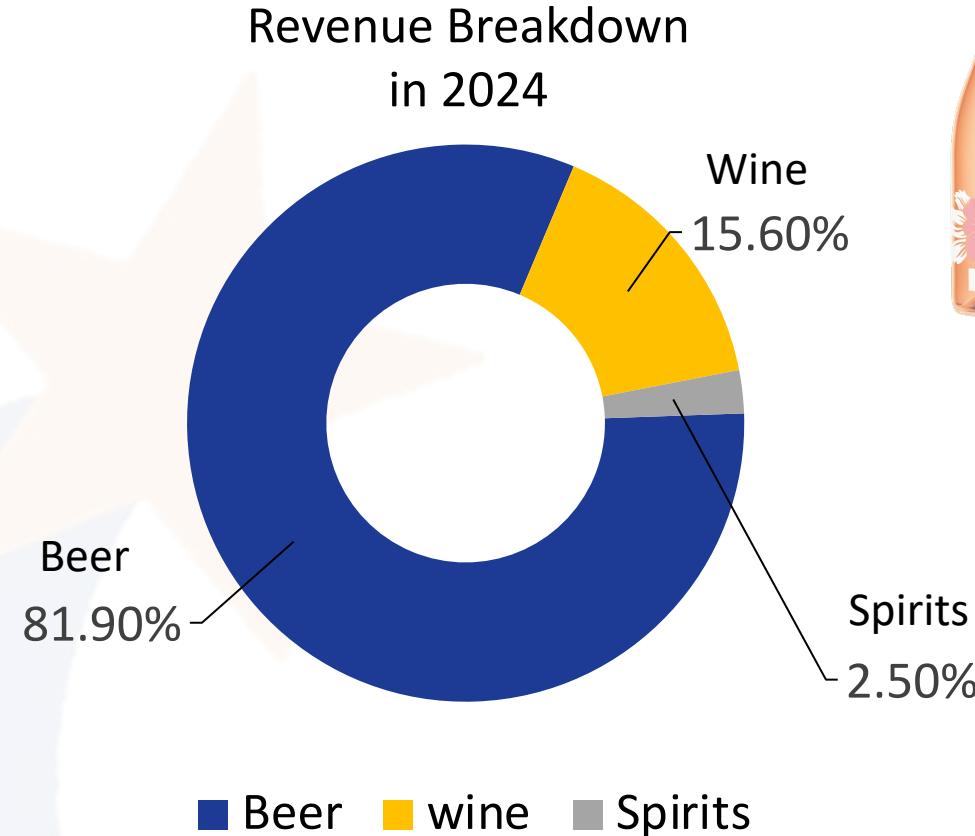




Constellation
Brands

Business Overview

Revenue Breakdown and Products Examples

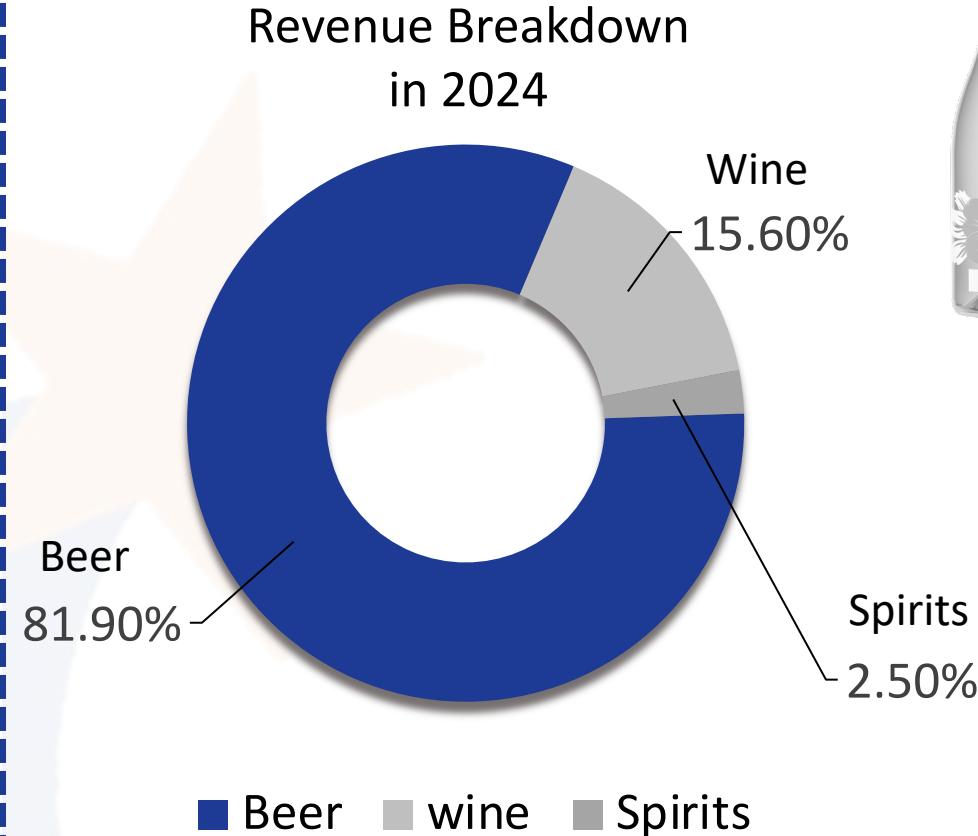


Sources: <https://ir.cbrands.com/>



Business Overview

Revenue Breakdown and Products Examples



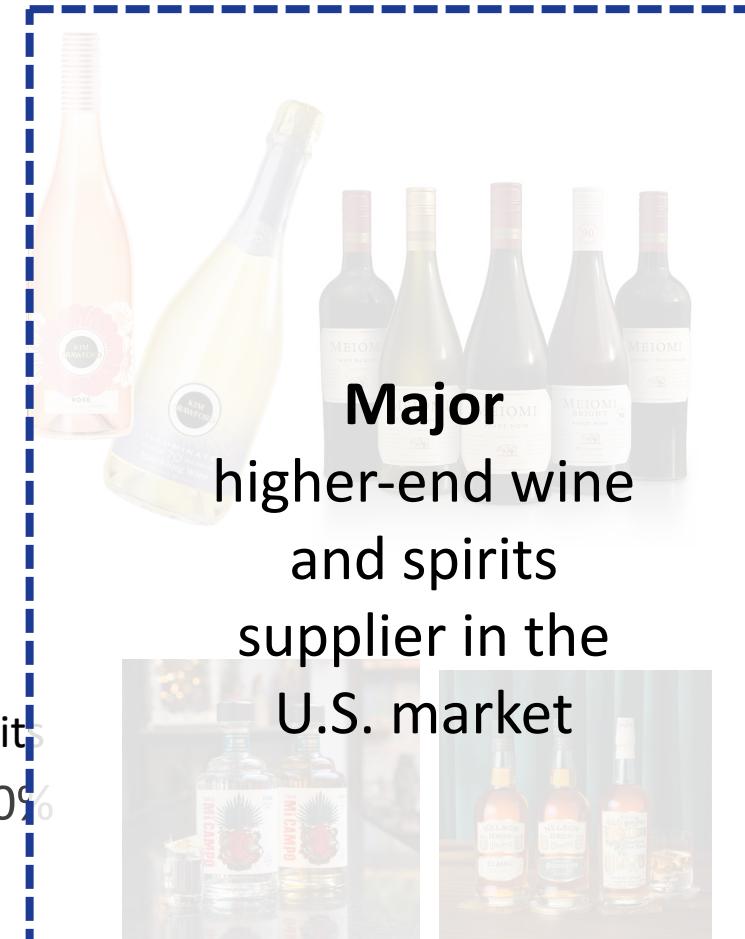
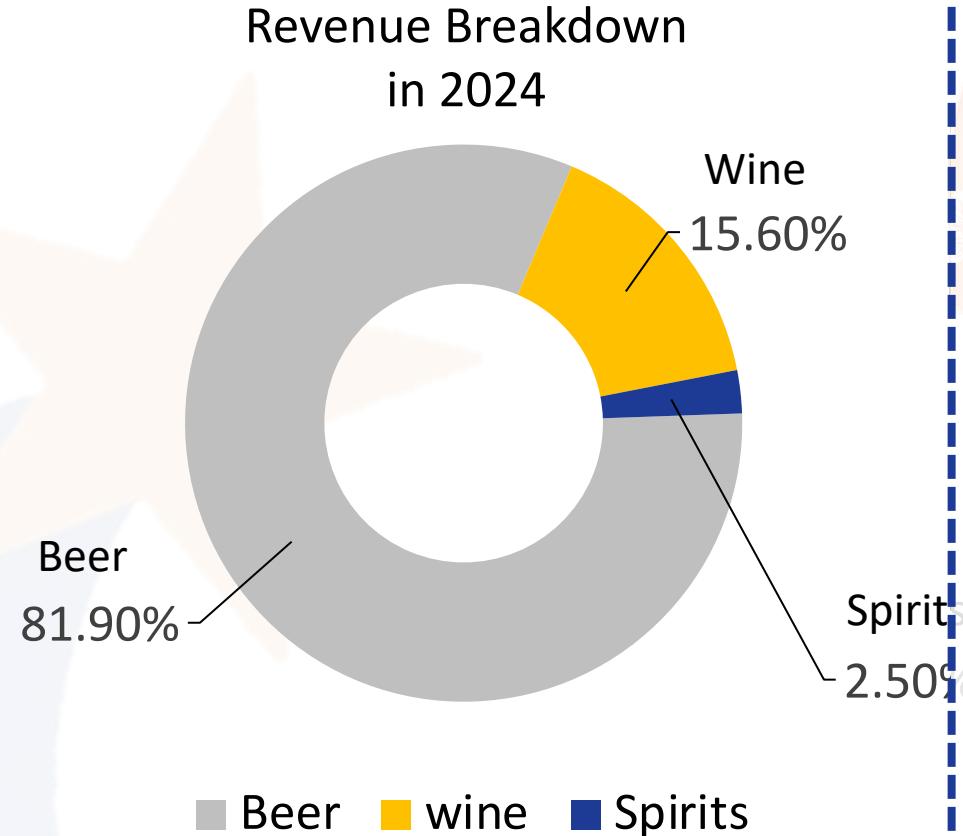
Sources: <https://ir.cbrands.com/>



Constellation
Brands

Business Overview

Revenue Breakdown and Products Examples



Major
higher-end wine
and spirits
supplier in the
U.S. market

Sources: <https://ir.cbrands.com/>



Constellation
Brands

Business Overview

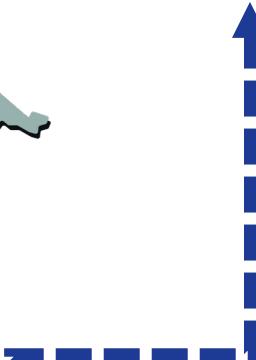
Exporting to countries around the world



Delivering
products to
markets
in more than

60

countries
around
the world



Sources: <https://ir.cbrands.com/>



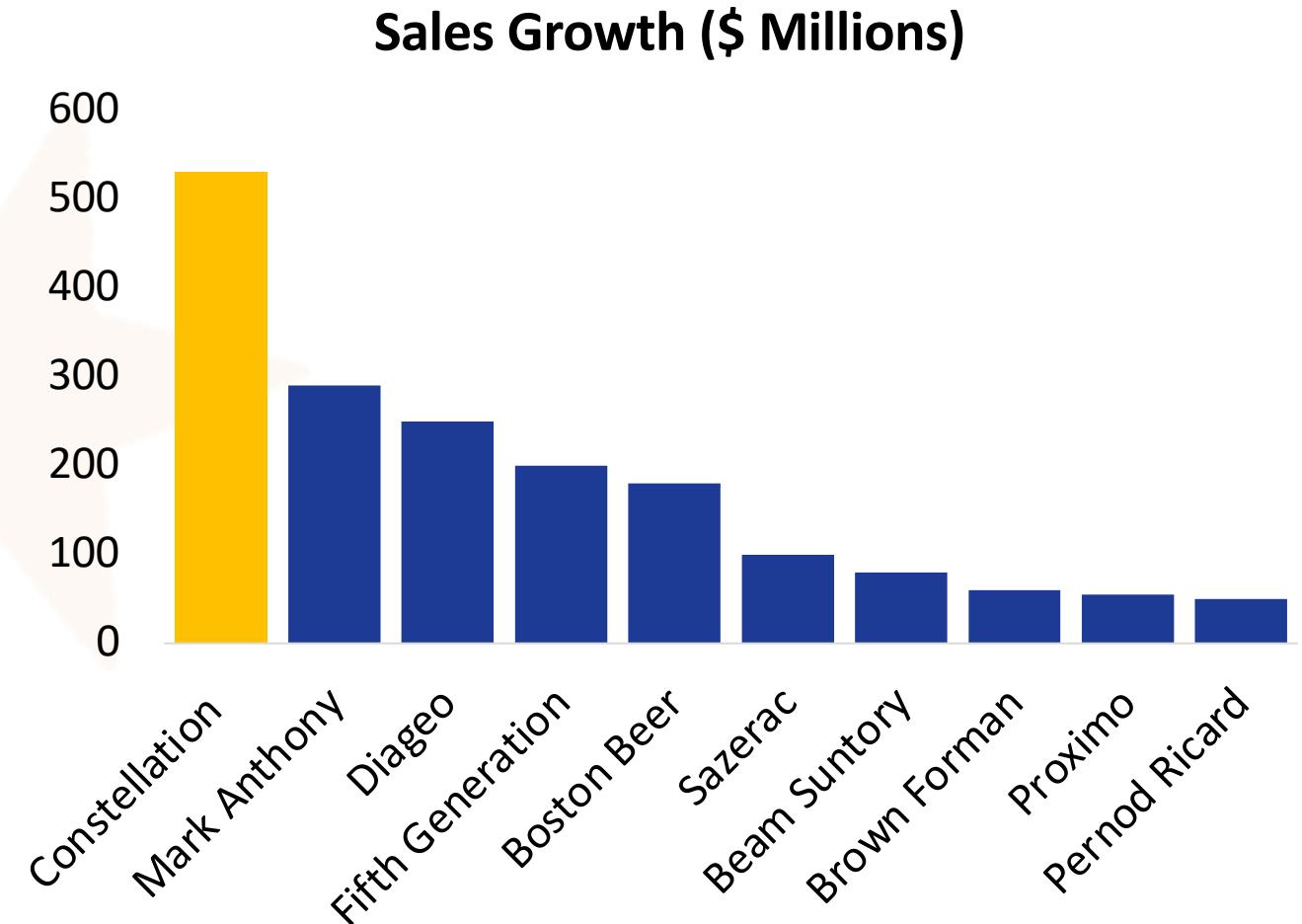
Business Overview

Number 1 market share in the U.S.'s alcoholic beverage market

Constellation brands is

1

in retail dollars sales
growth contributing
almost **25%** of TBA*
growth



*Remark: TBA stands for Total Beverage Alcohol

Sources: <https://ir.cbrands.com/>

EARNINGS RESULTS

Constellation Brands books large loss on wine and spirits, but beer sales rise

Modelo, Corona beer brewer tops profit expectations, after excluding \$2.25 billion impairment charge

By [Tomi Kilgore](#) [Follow](#)

Last Updated: Oct. 3, 2024 at 1:50 p.m. ET

First Published: Oct. 3, 2024 at 7:49 a.m. ET

<https://www.marketwatch.com/story/constellation-brands-books-large-loss-on-wine-and-spirits-business-but-stock-rises-after-adjusted-profit-beats-eae99bff>



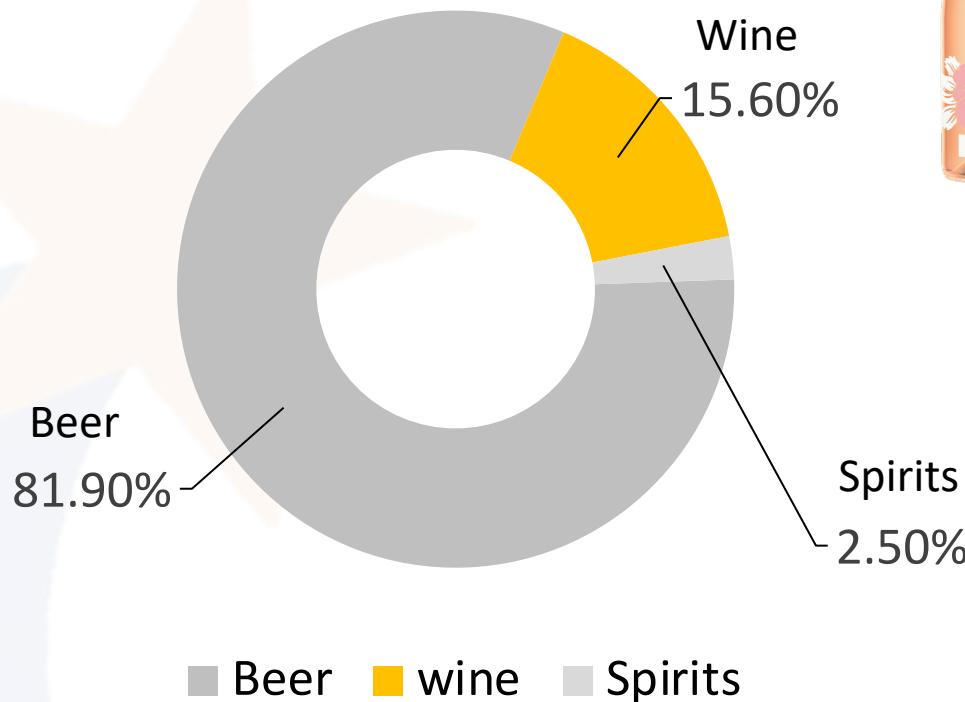
Constellation
Brands

Business Overview

Focus Product: Wine Segment



Revenue Breakdown
in 2024

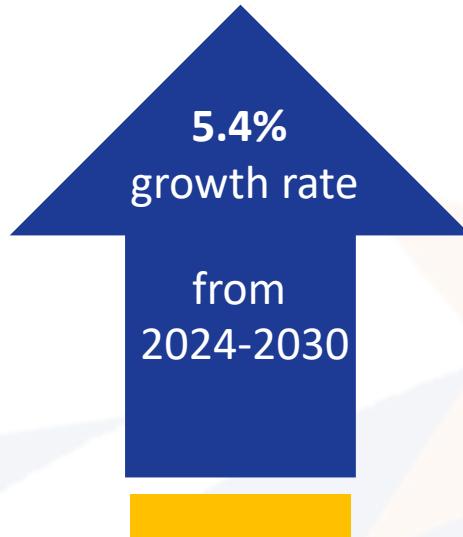


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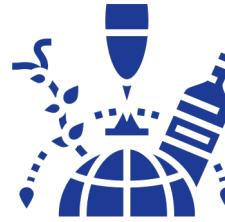


Industry and market overview

A Positive Wines Market Growth in the US.



The U.S.
wine market size



Growing Wine Tourism:
providing immersive vineyard
experiences

Premiumization and Innovation:
Brands are focusing on
premium wine offerings

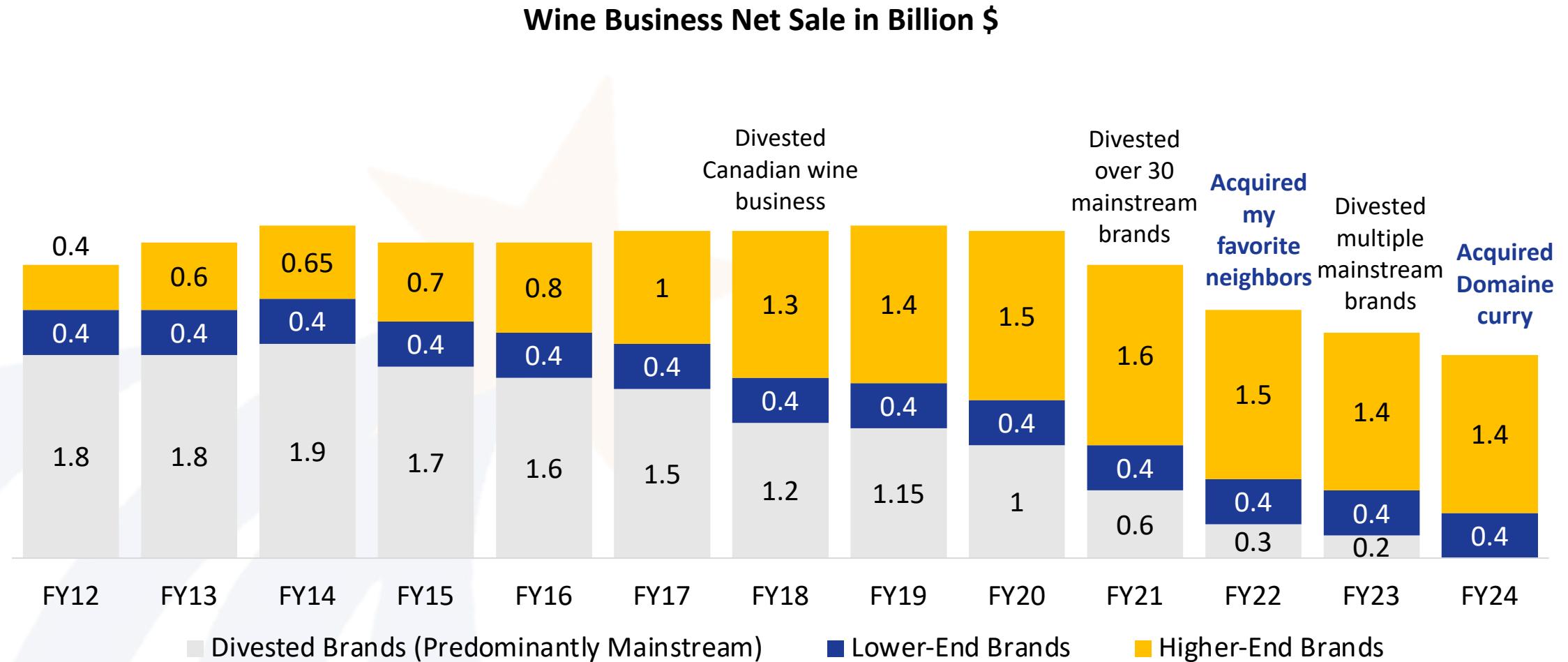
Changing Lifestyles and Preferences:
shift from hard liquor
to milder alcoholic

Source: <https://www.grandviewresearch.com/industry-analysis/us-wine-market>



Constellation Brands Strategy

What is the Constellation Brand Doing?





Constellation Brands Strategy

What is the Constellation Brand Doing?





Constellation
Brands

Problem Statement

Can Reddit topics be effectively utilized as a source of data to predict consumer sentiment towards a specific product?





Methodology



Approaches

Data Collection: Reddit

45%
of wine consumers use **social media** platforms to seek information about wines, wineries, and wine-related events.



> 240K

Reddit users are on r/wine



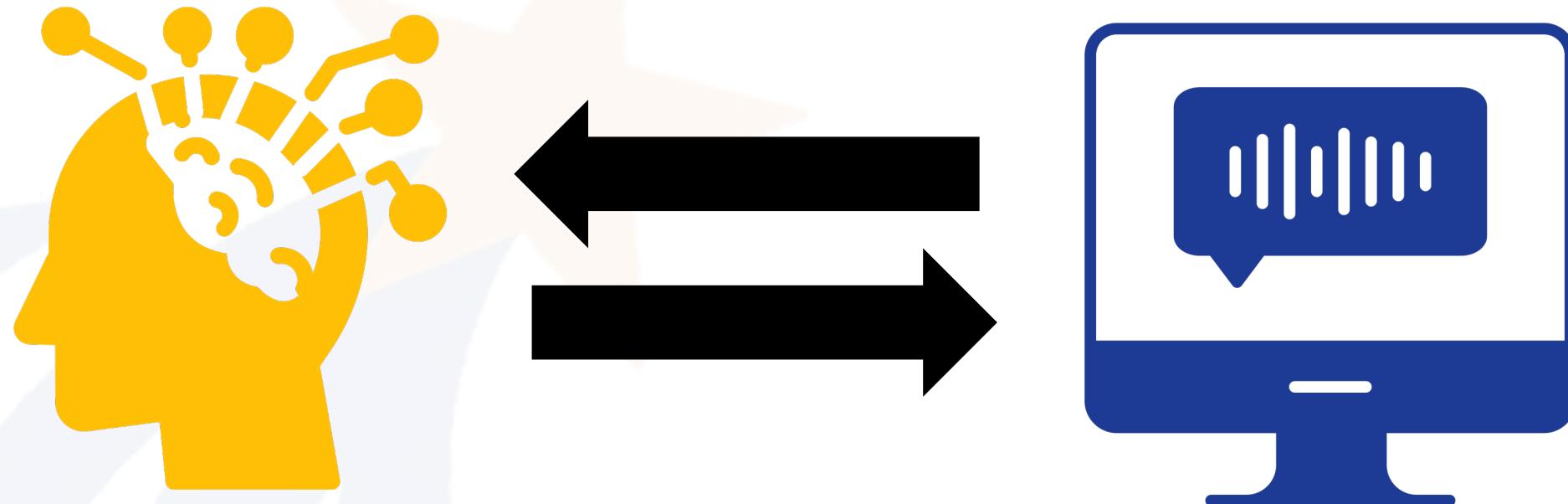
Constellation
Brands

Approaches

Methodology

NLP

Natural Language Processing





Approaches

Road map of the process

Data Collection

- 2 sub-Reddit (1000 each)
- Sub-Reddit r/wine

Data Preprocessing

- Cleaning
- Drop duplicate id
- Drop nan record
- Merged files

Exploratory Data Analysis (EDA)

- Select two features (title & body)

Model Training

- Model selection by GridSearch over
 - vectorization,
 - machine learning model,
 - Normalization (Lemmatizing & Stemming)
- Further Tuning



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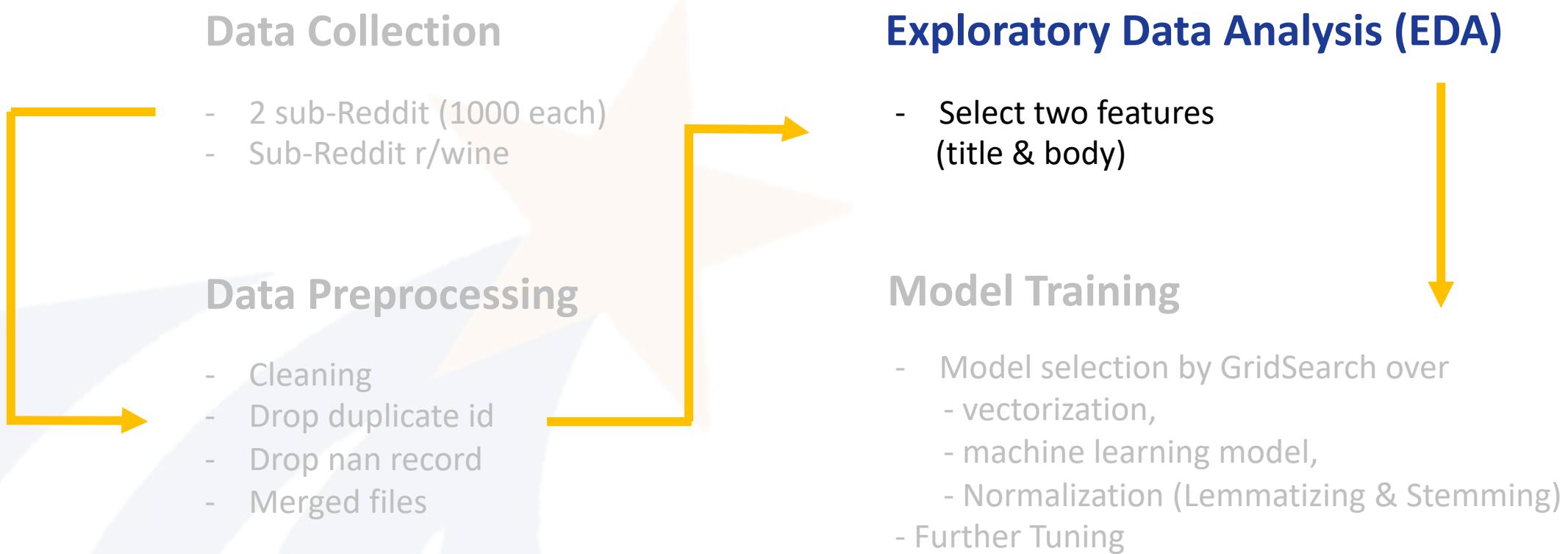
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Approaches

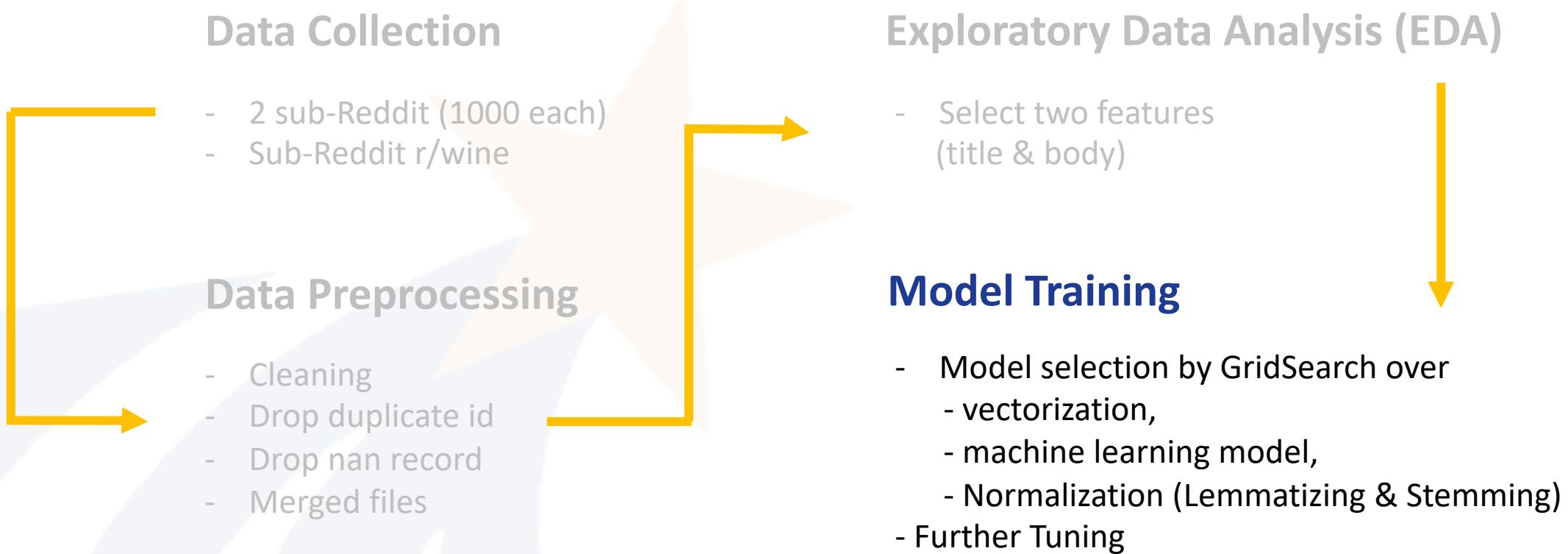
Road map of the process





Approaches

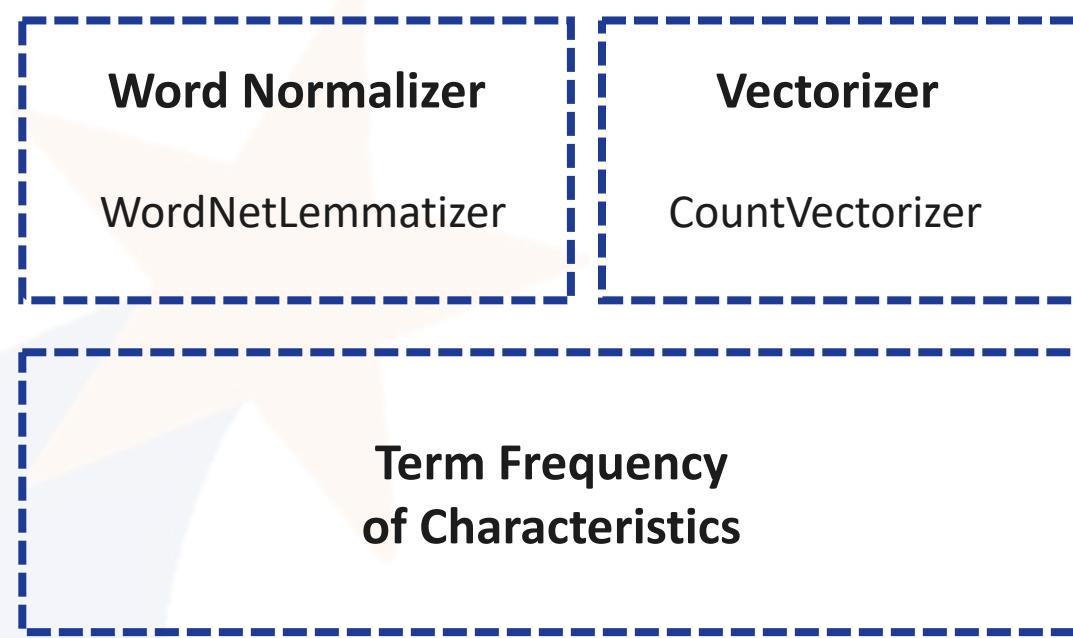
Road map of the process





Modeling

We have got the best model through running GridSearch



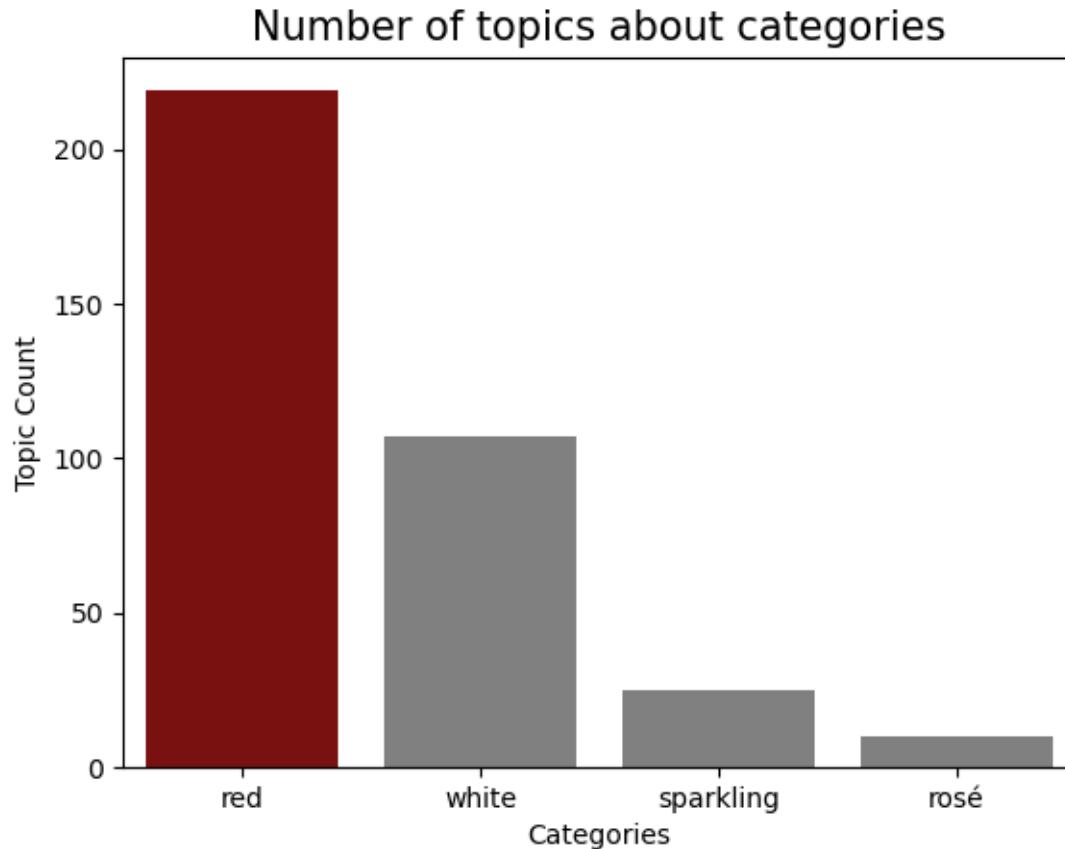


Findings for wine



Findings and Insights

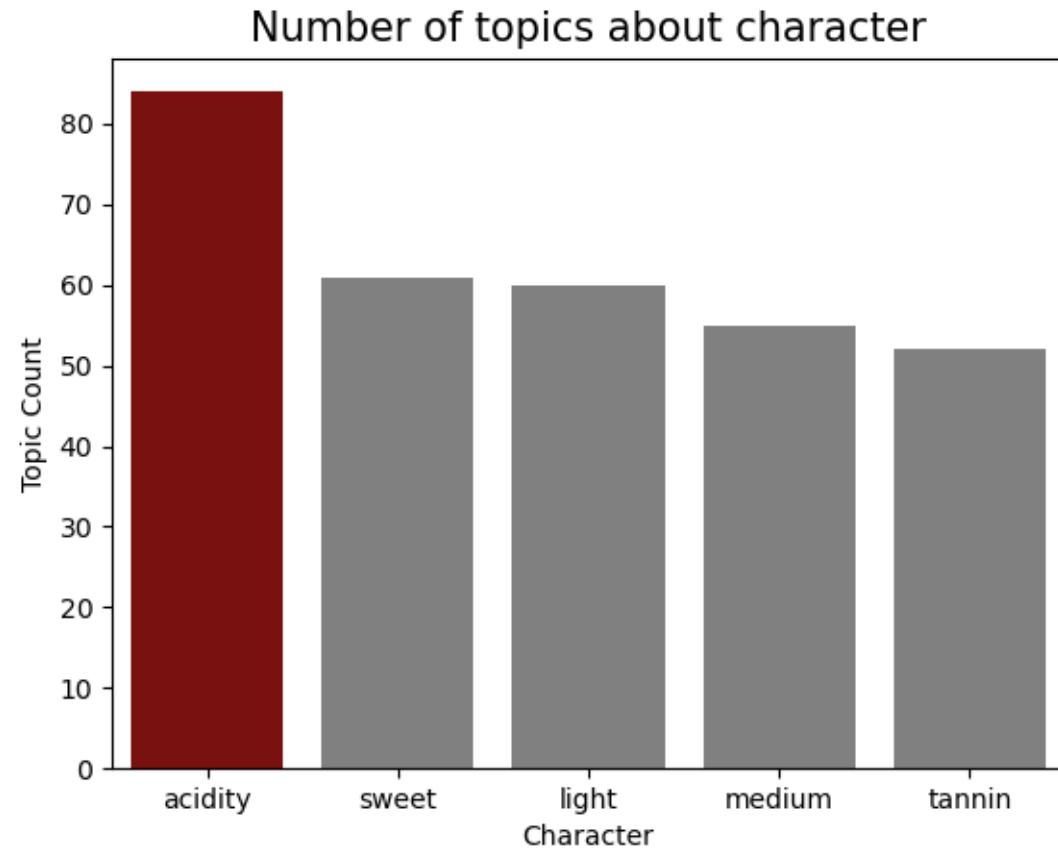
Red wine is the most popular talking topic on Reddit





Findings and Insights

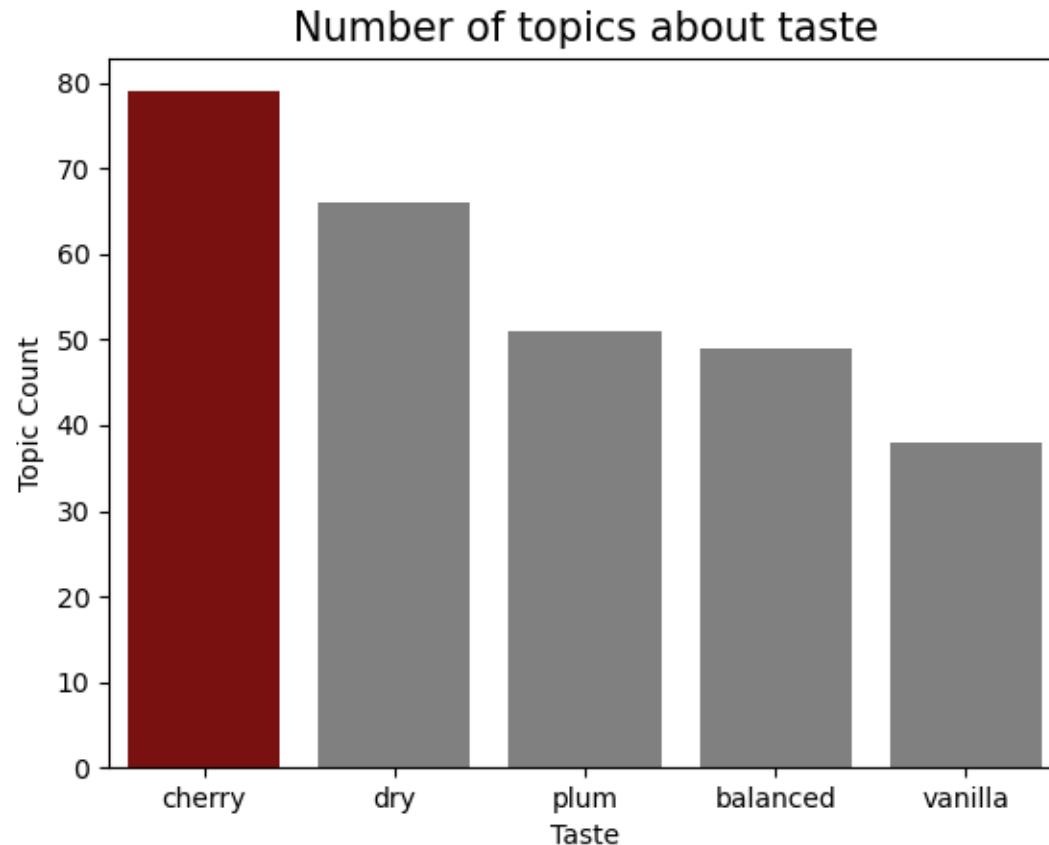
Acidity wine widely discussed on Reddit





Findings and Insights

Cherry is the most popular wine taste





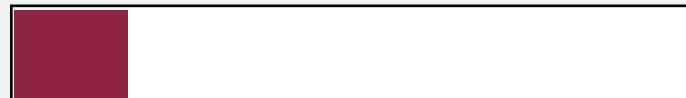
Recommendation



Body

Light

Full



Pinot Noir grapes have thinner skins

Tasting Notes



Cranberry



Cherry



Forrest Floor

Sweetness

Dry

Sweet



Pinot Noir contains one to three grams of residual sugar per glass.

Red wine

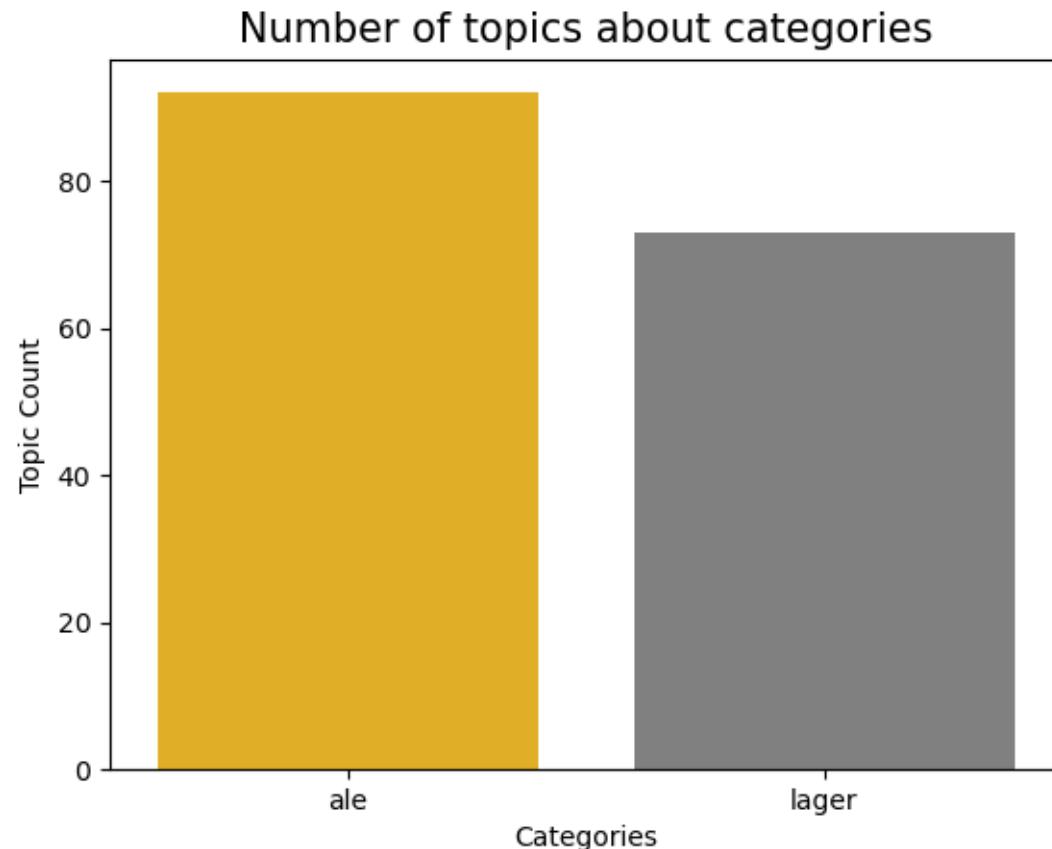
A close-up photograph of two hands holding glasses filled with beer. The glasses are clear with condensation on the outside. The beer has a golden color with white foam at the top. The background is blurred, showing a bar counter and some lights.

Findings for beer



Findings and Insights

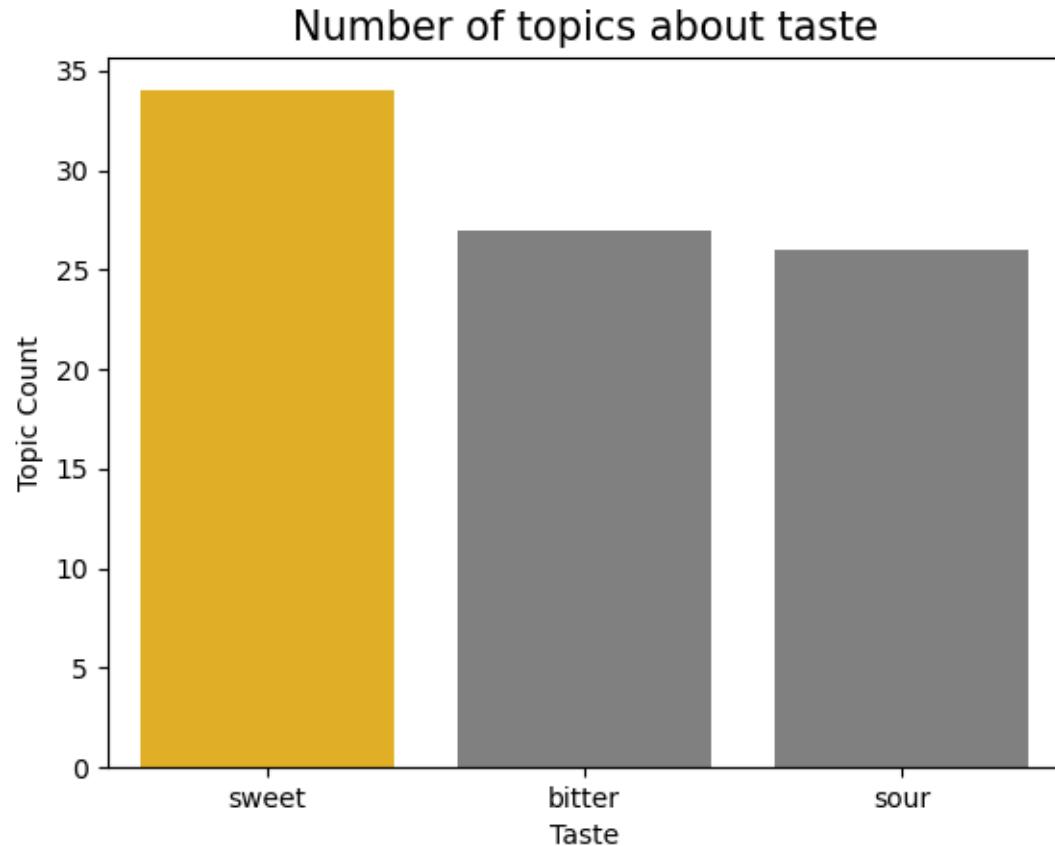
Most popular type of beer discussed is **Ale**





Findings and Insights

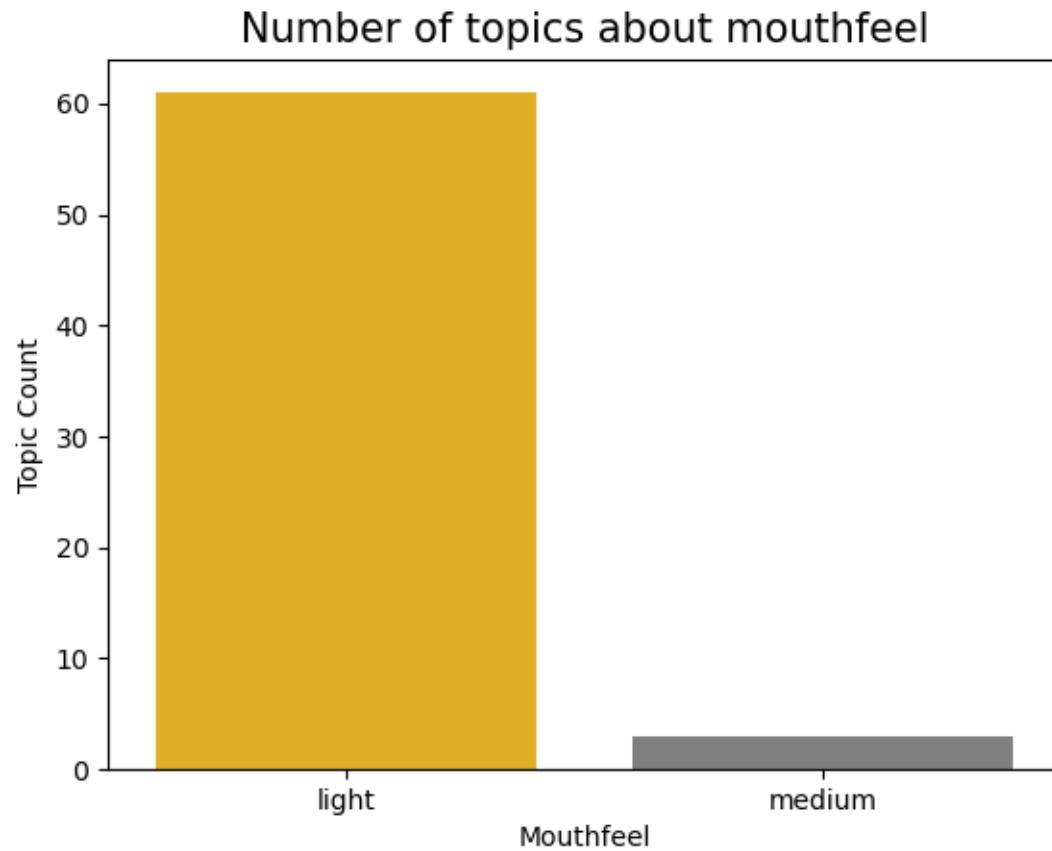
Sweet beer is most talk among users on Reddit





Findings and Insights

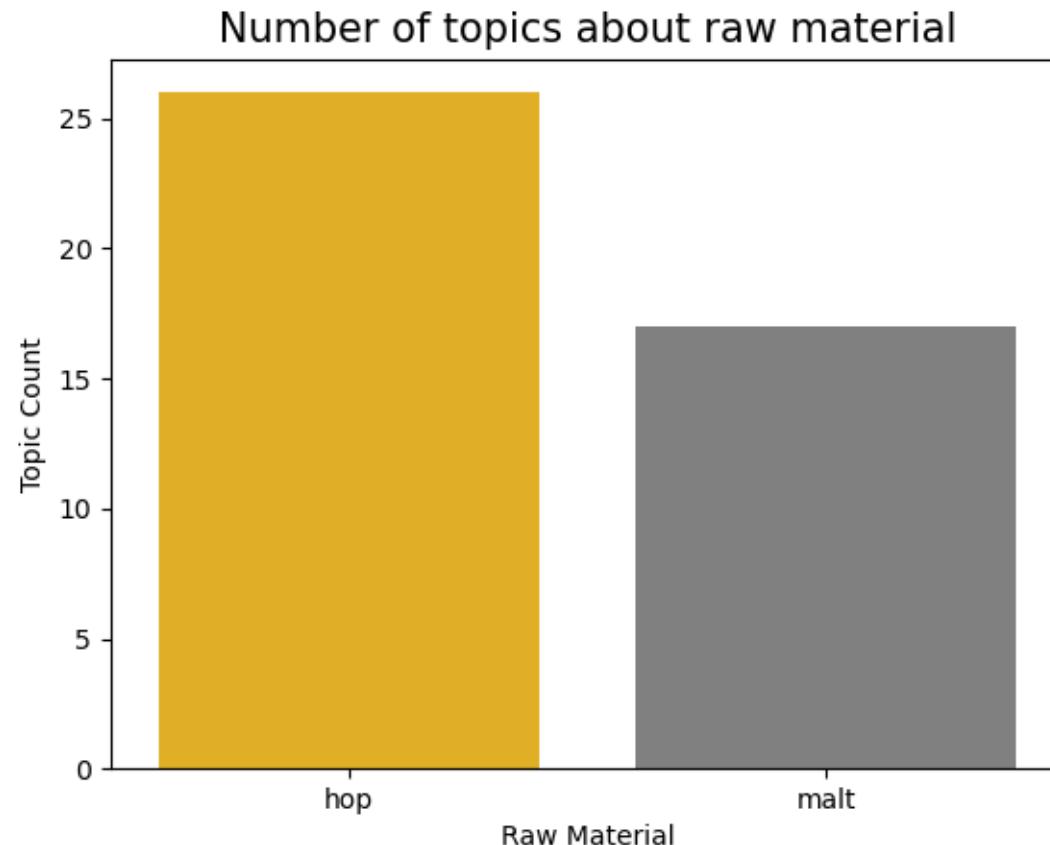
More than 60 topics on Reddit mentioned about **LIGHT** beer





Findings and Insights

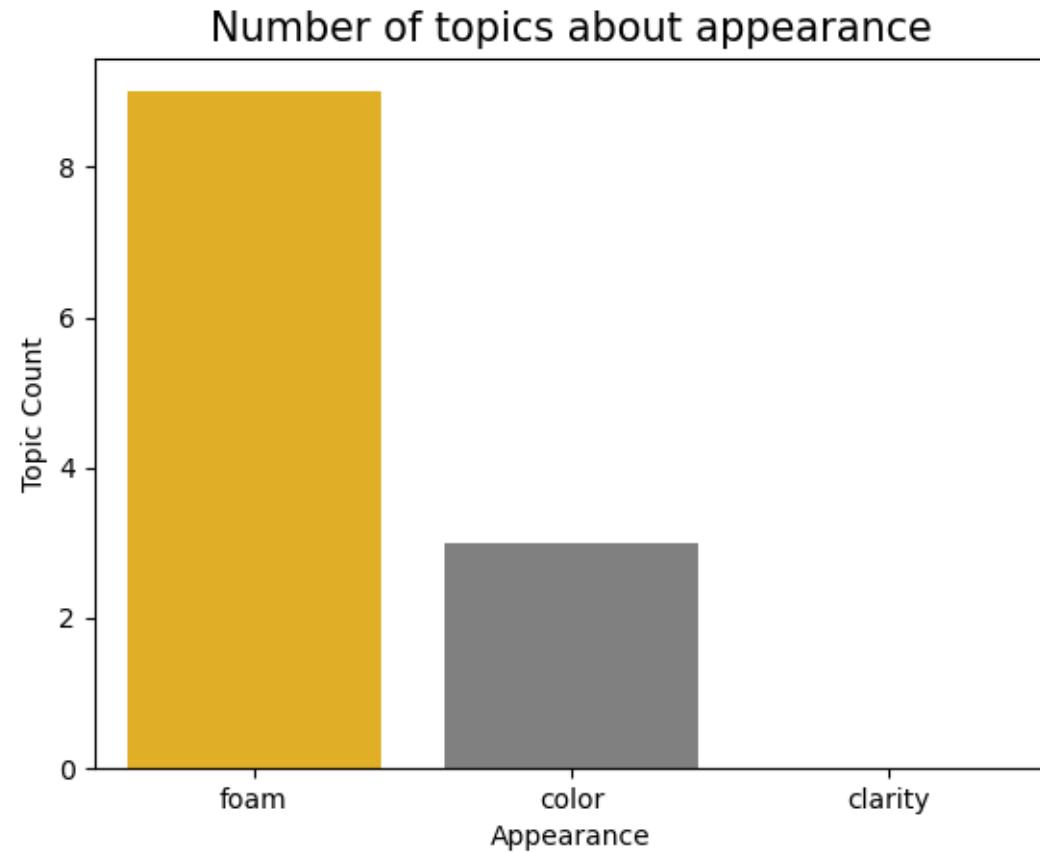
Hop is the most popular raw material for beer





Findings and Insights

Foam is the most appearance Reddit users are talking





Conclusion



Problem Statement

Can Reddit topics be effectively utilized as a source of data to predict consumer sentiment towards a specific product?

Answer

We did get some **insights** from Reddit



Conclusion

Limitations:

- Limited data from Reddit
- Not all wine drinkers are on Reddit

Further research

- High-end market of wine
- Access more information on other social media platform





Thank you

