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Data Driven Analysis

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## Survey

### Introduction

My business is a craft beer brewery located in Guatemala City. The beer itself is intended to be a light beer, combining the characteristics of craft beer with the light beer trend.

### Business Problem

The craft beer industry, in Guatemala, does not serve the need for a complex beer (aroma, flavor, body, foam...). The majority of options are strong or heavy beers.

### Solution Hypothesis

Beer focused on keeping the hop, grain bill, yeast and processes common to artisan beer, but with a lighter body and ABV will serve the need for an easy drinking craft beer.

### Survey

#### What is your age?

Age is relevant in the beer industry, given its relation to drinking culture, social context and possibly a relation to income.

#### What is your gender?

Gender matters, its related to branding, marketing.

#### How often do you drink beer?

The frequency at which the product could be consumed is important, also it helps understand the behavior from the possible consumers.

#### How many beers do you drink at a time?

Given the nature of the product (light beer), the amount of consumption can be different from its substitutes. It being more easily drinkable.

#### I'd rather have a beer than any other alcoholic beverage?

Liquor is a substitute and competitor to beer, the preference for beer in the craft beer market sometimes demands certain characteristics such as aging, ABV, etc...

#### Would you rather drink a light ( $\leq 5\%$ ) beer or a strong beer ( $> 5\%$ )?

The product is trying to maintain a low alcohol volume, its important to know if this is the actual preference for the consumers.

The color of the beer matters to me?

In the process of making the beer lighter, the color can be affected. It is known that consumers sometimes do have color preferences. Its important to understand how to go about the recipe in that regard.

I like generally more bitter beers

Bitterness is one of the most important characteristics taken into account in beer. Lighter beers are harder to keep in the higher bitterness spectrum due to the body/alcohol/bitterness ratio balance.

Which do you enjoy more (Body)

The “body” of the beer relates to the density of the liquid. Less dense beers or lighter body beers, are easier to drink.

How aromatic do you like your beer?

Aromas are a really sought-after trait in craft beer, its important to know if people who prefer lighter beer also prefer aromatic beer. Given that the light beer in the market has no focus on this trait.

Do you enjoy thick foam on your beer?

Crafty Beer carbonation can vary a lot depending on the style, however if the brand is trying to make lighter versions of the stylers. We need to understand if the carbonation and foam traits remain or should be changed.

**Results**

Participant	What is your age?	What is your gender?	How often do you drink beer?	How many beers do you drink at a time?
Respondent 1	24	Male	3 times a week	2 or 3
Respondent 2	53	Female	Every other week	1
Respondent 3	25	Female	1 or 2 times a week	3 to 6
Respondent 4	29	Female	1 or 2 times a week	2 or 3
Respondent 5	34	Male	1 or 2 times a week	1
Respondent 6	31	Male	3 times a week	1
Respondent 7	28	Male	1 or 2 times a week	3 to 6
Respondent 8	28	Male	1 or 2 times a week	3 to 6
Respondent 9	24	Male	1 or 2 times a week	3 to 6
Respondent 10	24	Female	1 or 2 times a week	3 to 6

Participant	I'd rather have a beer than any other alcoholic beverage?	Would you rather drink a light (<=5%) beer or a strong beer (>5%)?	The color of the beer matters to me?
Respondent 1	Yes	Light	Agree
Respondent 2	No	Light	Agree
Respondent 3	No	Light	Agree
Respondent 4	No	Light	Disagree
Respondent 5	No	Light	Agree
Respondent 6	Yes	Light	Agree
Respondent 7	Yes	Strong	Agree
Respondent 8	Yes	Strong	Strongly Agree
Respondent 9	Yes	Light	Agree
Respondent 10	Yes	Light	Agree

Participant	I like generally more bitter beers	Which do you enjoy more	How aromatic do you like your beer?	Do you enjoy thick foam on your beer?
Respondent 1	No	Light "Body"	Aromatic	Yes
Respondent 2	Yes	Heavy "Body"	Highly aromatic	Yes
Respondent 3	No	Light "Body"	Aromatic	No
Respondent 4	No	Light "Body"	Aromatic	Yes
Respondent 5	No	Light "Body"	Aromatic	No
Respondent 6	No	Light "Body"	Aromatic	No
Respondent 7	Yes	Heavy "Body"	Highly aromatic	Yes
Respondent 8	Yes	Heavy "Body"	Highly aromatic	Yes
Respondent 9	Yes	Light "Body"	Aromatic	No
Respondent 10	No	Light "Body"	Not Aromatic	No