



Data Dashboards Powered by **UNTAPPD**
Case Studies

**Customers have been anonymized in the following case studies

Case Study: Style Trends

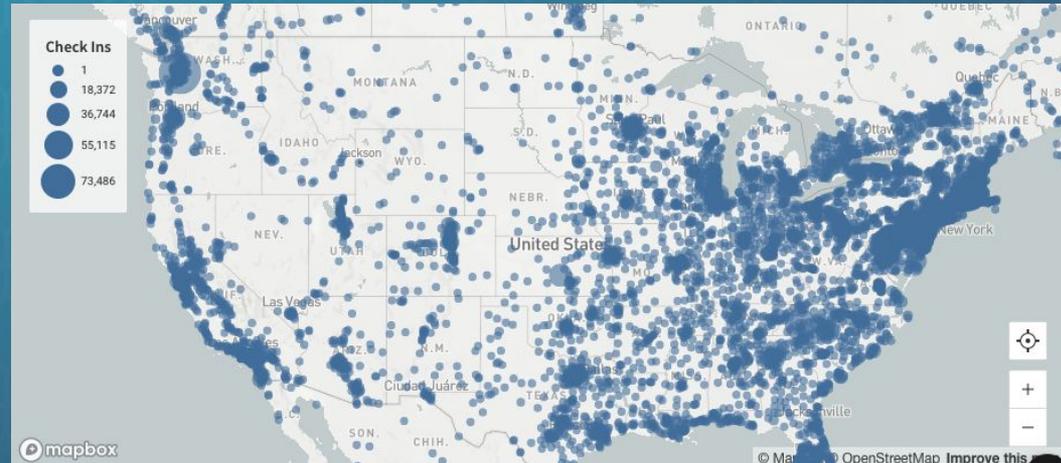
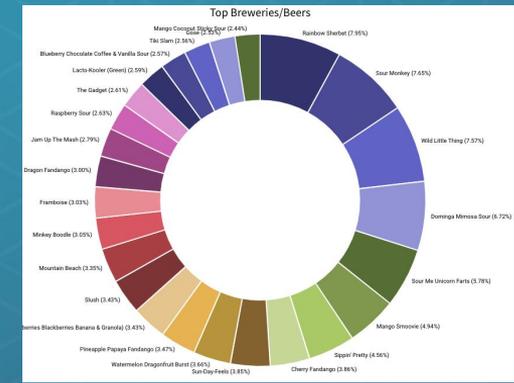
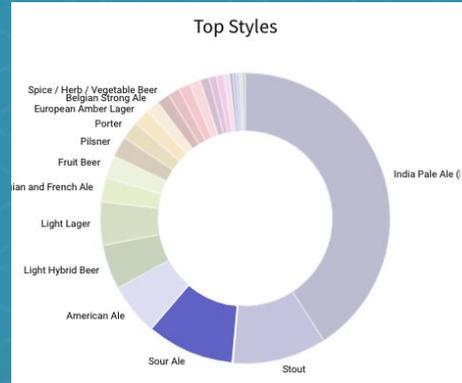


Customer D was looking to enter a new market and had questions about which locations might be receptive to their new styles.

By using the Style Trends Dashboard, **Customer D** identified several markets that not only had a high number of check-ins within their preferred style categories, but higher-than-average ratings for those styles as well.

Using the same dashboard, **Customer D** also identified other successful products and breweries in those markets, which gave them insight into the popularity and portfolios of their potential competition.

By pairing the data from this dashboard with data from the **Commercial Venues Dashboard**, **Customer D** came out of the gate with a list of “good fit venues” to target in their new chosen market.



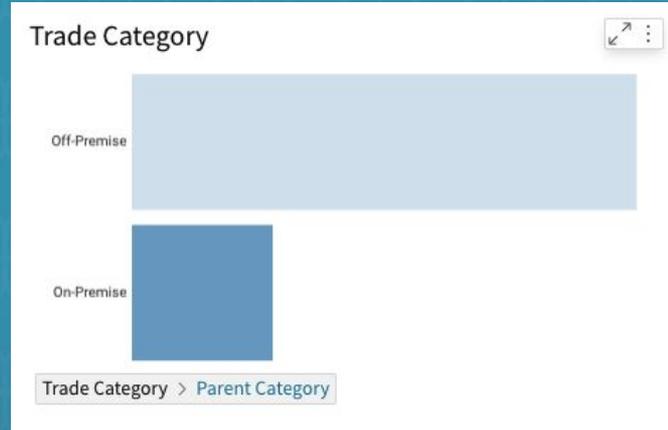
Case Study: Distribution



Using the Distribution Dashboard, **Customer A** was able to identify venues that weren't taking care of their beer.

By filtering to on-premise data and sorting by average rating, **Customer A** could see which venues were consistently serving beer with below-average ratings. In sorting by rating growth, they could find venues where ratings suddenly dropped.

With this information, **Customer A** was able to quality control their products. They sent staff to questionable locations and found that dirty tap lines were responsible for a poor perception of their product. As a result, **Customer A** pulled their beers from these venues and used the **Commercial Venue Dashboard** to find new venues where similar products earned average or above average ratings.



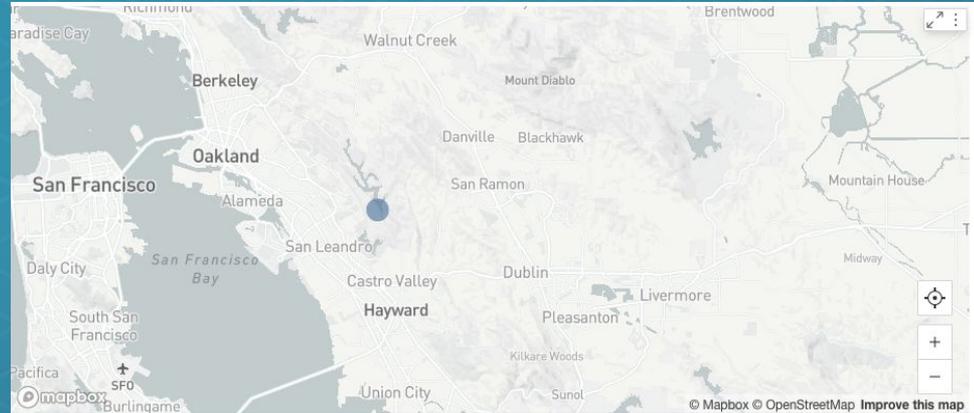
Case Study: Distribution



Using the Distribution Dashboard, **Customer B** was able to quantify the efficacy of a local event on beer sales.

To make this happen, **Customer B** used the Distribution Dashboard to highlight the city where their event was hosted. After pinpointing the event venue in the dashboard, they viewed the check-in growth for their products at the venue from before and after the event. Post-event, **Customer B** was also able to track the increase of check-ins in the area to see if consumers continued purchasing their product.

This information not only allowed **Customer B** to quantify the return on their “liquid to lips” strategy, but helped them pinpoint similar venues for future events.



Commerical Venue	Location	Category	Venue Details	Check Ins	CI G...	F
Sheski's Tiki Hut And Cloud House	San Francisco-Oakland-Berkeley, CA	Tiki Bar	https://app.sig...	4	4	
Ben Thai Cafe	San Francisco-Oakland-Berkeley, CA	Thai Resta...	https://app.sig...	1	1	
BevMol	San Francisco-Oakland-Berkeley, CA	Liquor Store	https://app.sig...	1	1	
Palm House	San Francisco-Oakland-Berkeley, CA	Caribbean ...	https://app.sig...	1	1	
Rock City	San Francisco-Oakland-Berkeley, CA	Trail	https://app.sig...	1	1	
Tam Commons	San Francisco-Oakland-Berkeley, CA	Bar	https://app.sig...	1	1	
Total Wine & More - Pleasant Hill	San Francisco-Oakland-Berkeley, CA	Wine Shop	https://app.sig...	1	1	
Total Wine & More - San Mateo	San Francisco-Oakland-Berkeley, CA	Wine Shop	https://app.sig...	5	1	
Total Wine & More - Fremont	San Francisco-Oakland-Berkeley, CA	Wine Shop	https://app.sig...	1	0	
Total Wine & More - Pleasanton	San Francisco-Oakland-Berkeley, CA	Wine Shop	https://app.sig...	1	0	

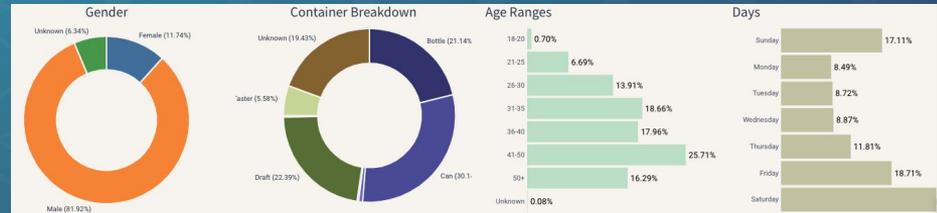
Case Study: Market Overview



Customer C wanted to better understand seasonal demand trends for their products – on an individual beer basis and at the brewery level.

Using the Market Overview Dashboard, **Customer C** was able to compare number of check-ins with ratings over time.

This not only showed them when consumers were most frequently purchasing their products, but how seasonality impacted consumer perception of their brands. With this information, **Customer C** was better able to meet the demands and expectations of their customers.



Case Study: Commercial Venues



Customer E offered kegs of several different SKUs. By using the Commercial Venues Dashboard, they were able to view the top styles at different venues in their target market. This allowed them to easily create a targeted plan of action for their sales team.

Customer E further improved the efficacy of their sales efforts in sorting the top styles list by age range and gender, which allowed them to focus on venues where customers in their target demographics spent the most time.

Using the same dashboard, **Customer E** was also able to identify where its competitors were having success in a new market, and with what products.

