To Drink or Not to Drink? That is the question: Analyzing Alcohol Data with JMP 15

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True confession …

Drink Choice: Wine … After water of course!

What does “Top shelf “ mean?

- of a high quality; excellent.

Photo of The Grape and Ale in Oak Island, NC

Alcohol information

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Is "top shelf" alcohol healthier?

In other words is [the same amount of consumed] top shelf alcohol healthier than the cheap stuff?

Answer: Any consumed amount of X% Ethanol will have the same effect on your body, regardless of brand.

Alcohol information

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Why this subject?

- Social House Vodka – Kinston, NC (2017)
- Connection with Board Members
- “Hey, they need JMP to evaluate their data”
- North Carolina – evaluate sales per county
- Explore possibilities for marketing enhancements
- Compare to Titos, Greygoose, etc. & other spirits – look at overall vodka trends
- JMP 15 Features

Alcohol information

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Social House Vodka Distillery

Some of the story …
- started at NC State
- tour in Kinston in the future

Alcohol information

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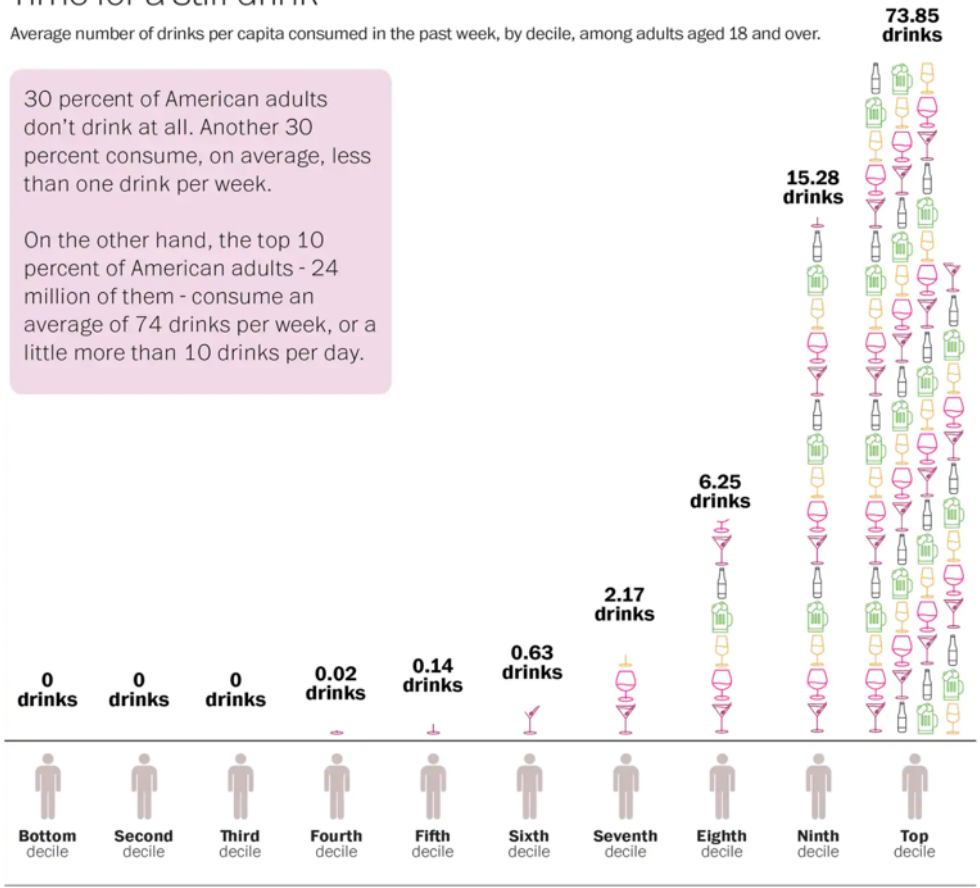
Time for a stiff drink

Average number of drinks per capita consumed in the past week, by decile, among adults aged 18 and over.

30 percent of American adults don't drink at all. Another 30 percent consume, on average, less than one drink per week.

On the other hand, the top 10 percent of American adults - 24 million of them - consume an average of 74 drinks per week, or a little more than 10 drinks per day.



WASHINGTONPOST.COM/**WONKBLOG**

Source: "Paying the Tab," by Philip J. Cook

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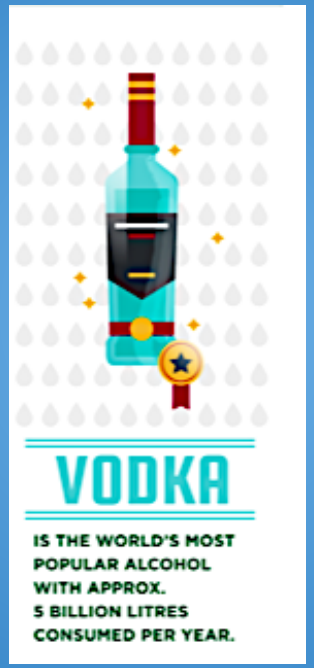

Fun facts about Alcohol

- Although “The quick brown fox jumps over the lazy dog” is considered to be the shortest sentence that includes all the letters of the alphabet, alcohol lovers came up with one of their own “Pack my box with five dozen liquor jugs.”
- Distilled spirits such as brandy, gin, rum, vodka, etc. contain no carbohydrates, no fats and no cholesterol of any kind.
- Spraying your clothes with Vodka can eliminate odors…just be careful not to overdo it as it might stain.
- Vodka is the world’s most popular alcohol with approximately 5 billion liters consumed per year.

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JMP 15 New Features

New Favorite things …

- Import Data
  - Google Sheets – importing data
  - PDF file import
- Value Order – column property enhanced to allow for customizing sort order name change from “Value Ordering”
- Rows > Row Selection > Select Where provides Save Script red triangle option
- Data table
  - Copy Table Script (No Data)
  - Histograms in column headers (Preferences setting)
  - Colored cells in data table – borders of selected cells bolded & formatted gray – Columns > Clear Cell Colors
- Data visualization – hover label graphlet images
- Virtual Join
  - Auto Open option
  - New Hover tip to reference virtually joined table name

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JMP 15 New Features

.. And a few more!

- Recode – Extract Segment
  - Preferences – Recode, new recode selections and settings
  - Select rows in recode window, selects rows in data table
- Columns – Utilities –> Recode Column Names
- Save Script to Source Table option – Tables Summary, Subset, Sort, Join, Transpose, Split and Stack
- **JMP LIVE **
- Preferences – Show Histograms and Bars, Recode, Data Filter

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National Institute on Alcohol Abuse and Alcoholism

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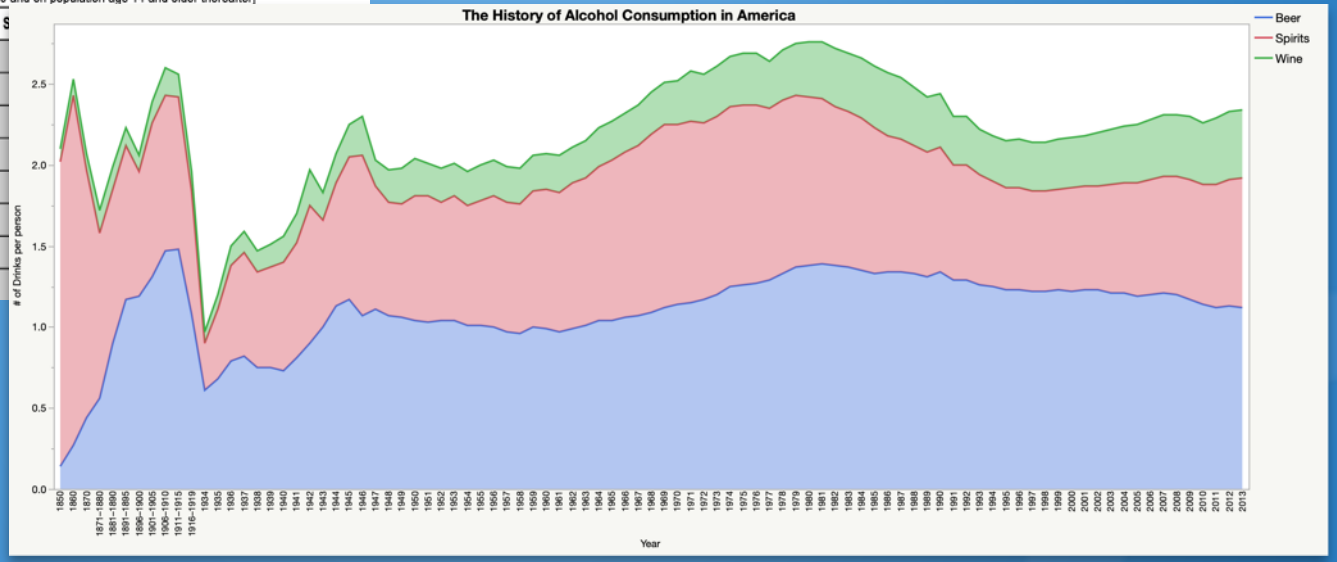
Home » Publications » Surveillance Reports » Surveillance Report #102

Table 1. Apparent per capita ethanol consumption, United States, 1850–2013.
[Gallons of ethanol, based on population age 15 and older prior to 1970 and on population age 14 and older thereafter]

Year	Beer	Wine	S
2013	1.12	0.42	
2012	1.13	0.42	
2011	1.12	0.41	
2010	1.14	0.38	
2009	1.17	0.39	
2008	1.20	0.38	
2007	1.21	0.38	
2006	1.20	0.37	



Note: Prohibition period, 1919-1934

National Institute on Alcohol Abuse and Alcoholism

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Value Order

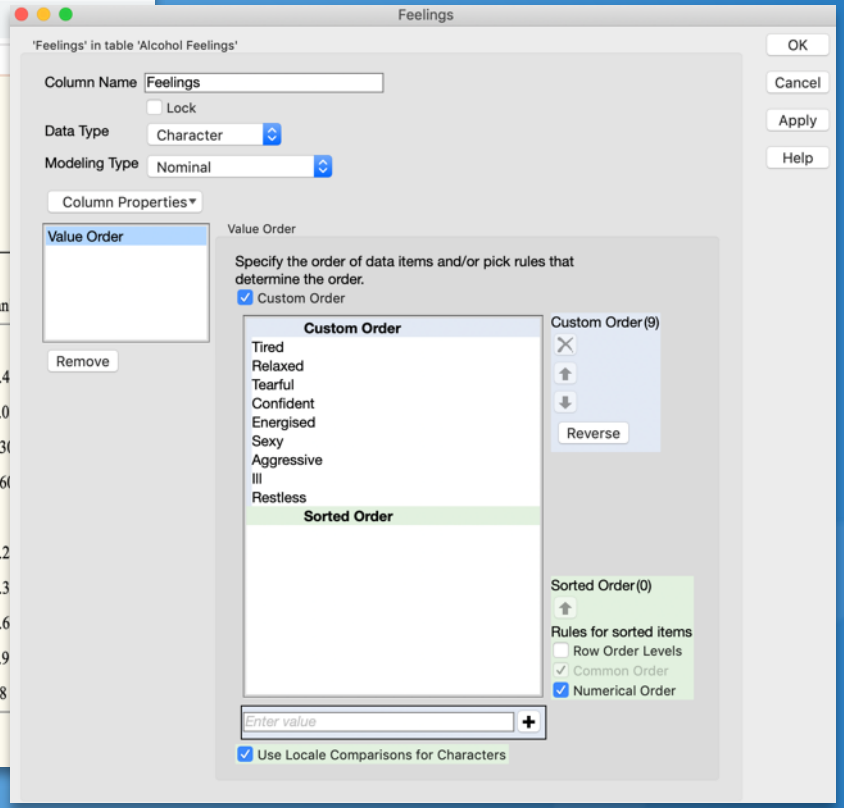
PubMed Central, Table 1: BMJ

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5701978/table/T1/?report=objectonly

Table 1

Overall reported emotions by individual type of alcoholic drink (%)

	n	Drink type								
		Spirits	95% CI	Red wine	95% CI	White wine	95% CI	Beer	95% CI	Cochran
Positive emotions										
Energised	29 836	58.36	57.80 to 58.92	7.14	6.84 to 7.43	15.07	14.66 to 15.47	24.76	24.27 to 25.24	23 610.4
Confident	29 836	59.08	58.52 to 59.63	27.88	27.37 to 28.39	28.27	27.76 to 28.78	44.54	43.97 to 45.10	11 885.0
Relaxed	29 836	20.15	19.70 to 20.61	52.80	52.23 to 53.37	32.67	32.14 to 33.20	49.87	49.30 to 50.43	9578.23(
Sexy	29 836	42.42	41.85 to 42.98	25.20	24.71 to 25.70	23.73	23.24 to 24.21	18.86	18.41 to 19.31	6261.86(
Negative emotions										
Tired	29 836	15.33	14.92 to 15.74	60.08	59.52 to 60.63	18.44	18.00 to 18.88	38.92	38.36 to 39.47	17 024.2
Aggressive	29 836	29.83	29.31 to 30.35	2.57	2.39 to 2.75	2.74	2.55 to 2.92	6.73	6.44 to 7.01	17 467.3
Ill	29 836	47.82	47.26 to 48.39	19.29	18.84 to 19.74	14.50	14.10 to 14.90	16.71	16.28 to 17.13	13 032.6
Restless	29 836	27.81	27.30 to 28.32	5.18	4.93 to 5.43	6.43	6.15 to 6.71	9.34	9.01 to 9.67	11 329.9
Tearful	29 836	22.24	21.77 to 22.71	17.10	16.67 to 17.52	9.96	9.62 to 10.30	9.88	9.54 to 10.22	3551.28



How does Alcohol make us feel?

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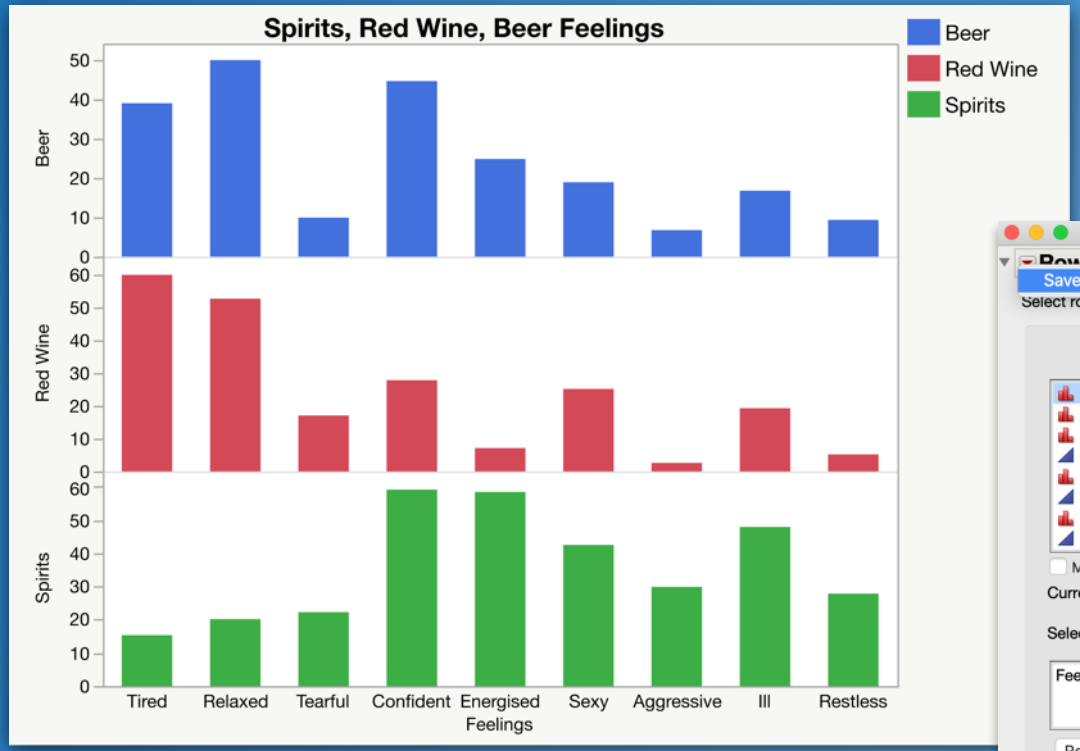

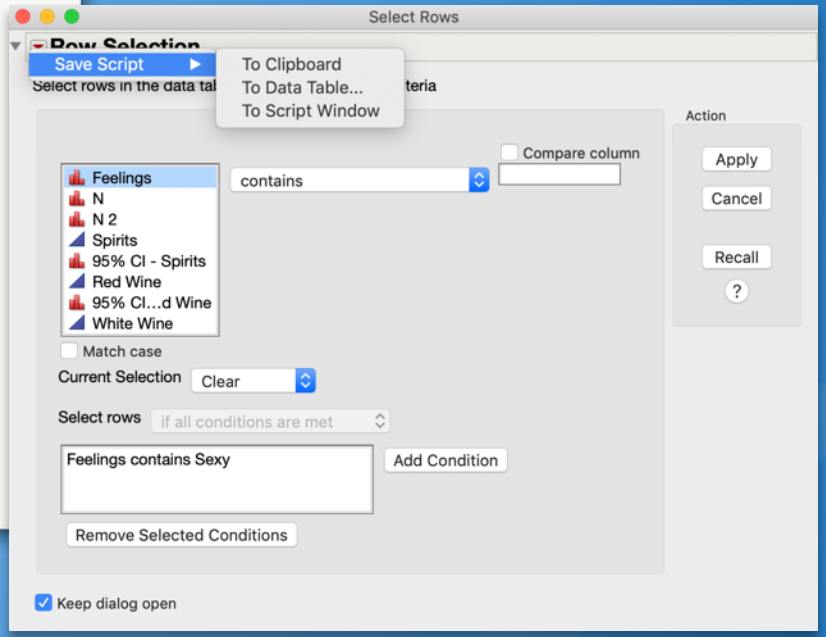

Value order Feelings, Rows > Select where script

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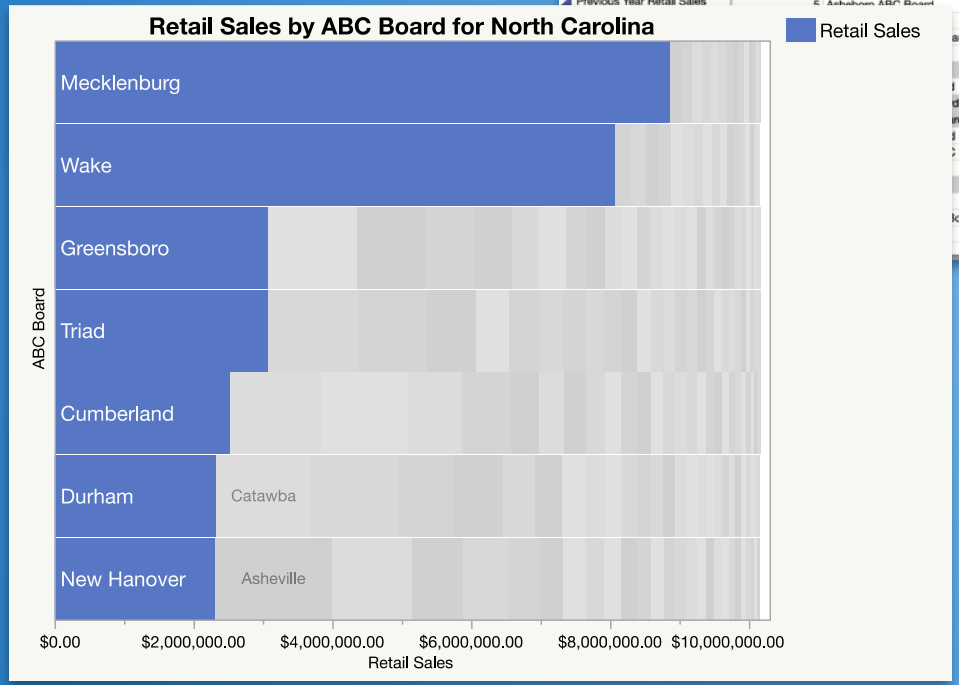

Revenue

Revenue
Source
Retail Sales by County

Columns (12/0)
Board
County
Retail Sales
Mixed Bev Sales
Total Sales
% Change
Previous Year Retail Sales

	Board	County	Retail Sales	Mixed Bev Sales	Total Sales	% Change	Previous Year Retail Sales	Previous Mixed Bev
	Alamance Municipal ABC Board	Alamance	$8,850,451.90	6.3M	15.2M	45.7	7.68M	
	Albemarle ABC Board	Albemarle						
	Andrews ABC Board	Andrews						
	Angier ABC Board	Angier						
	Asheboro ABC Board	Asheboro						
	164 others	164 others	$18,332.00	0	18.3k	-16	0	
1	Alamance Municipal ABC Board	Alamance	$982,679.89	185205.75	1167885.64	8.9378215397	903280.02	1687
2	Albemarle ABC Board	Albemarle	$224,979.20	33869.7	258848.9	10.902296953	205890.75	27
3	Andrews ABC Board	Andrews	$50,484.85	2401.9	52886.75	-5.552966094	52904.65	30
4	Angier ABC Board	Angier	$170,265.00	815	171080	11.229584937	153430	
		Asheboro	$233,314.05	30446.95	263761	8.1296228867	215910.46	280
		Asheville	$1,691,474....	972440.11	2663914.21	8.3039953134	1574150.4	8855
	ard	Beaufort	$406,877.15	29364.01	436241.16	8.5007651169	377777	242
		Belmont	$165,028.30	47792.99	212821.29	45.716217709	116738.19	29
		Belville	$331,779.50	1499.65	333279.15	17.238867767	282203.97	20
		Bertie	$61,077.80	0	61077.8	-0.492748075	61050.15	
	d	Bessemer City	$43,324.35	4067.9	47392.25	18.99306865	36250.49	35
	rd	Black Mountain	$168,347.04	20616.9	188963.94	12.203603492	150325	180
		Blowing Rock	$60,829.53	45697	106526.53	7.4413826289	59294.36	398
	Board	Boiling Spring Lakes	$62,556.70	742.5	63299.2	9.8124663879	57643	
		Boone	$389,706.55	119906.75	509613.3	6.8018714569	366976.95	110
		Brevard	$228,526.40	31069.55	259595.95	10.714772673	205714.65	287
		Brunswick	$44,634.00	0	44634	22.720167828	36370.55	
	oard	Brunswick County	$176,532.95	35438.75	211971.7	9.7879550988	153961.6	391
		Bryson City	$127,145.63	8755.9	135901.53	7.0361327548	116865.4	10
		Bunn	$66,475.90	0	66475.9	6.4427622704	62452.25	

Histograms in column headers

Colored cells in table
Columns > Clear Cell Colors

From NC ABC Board- Revenue

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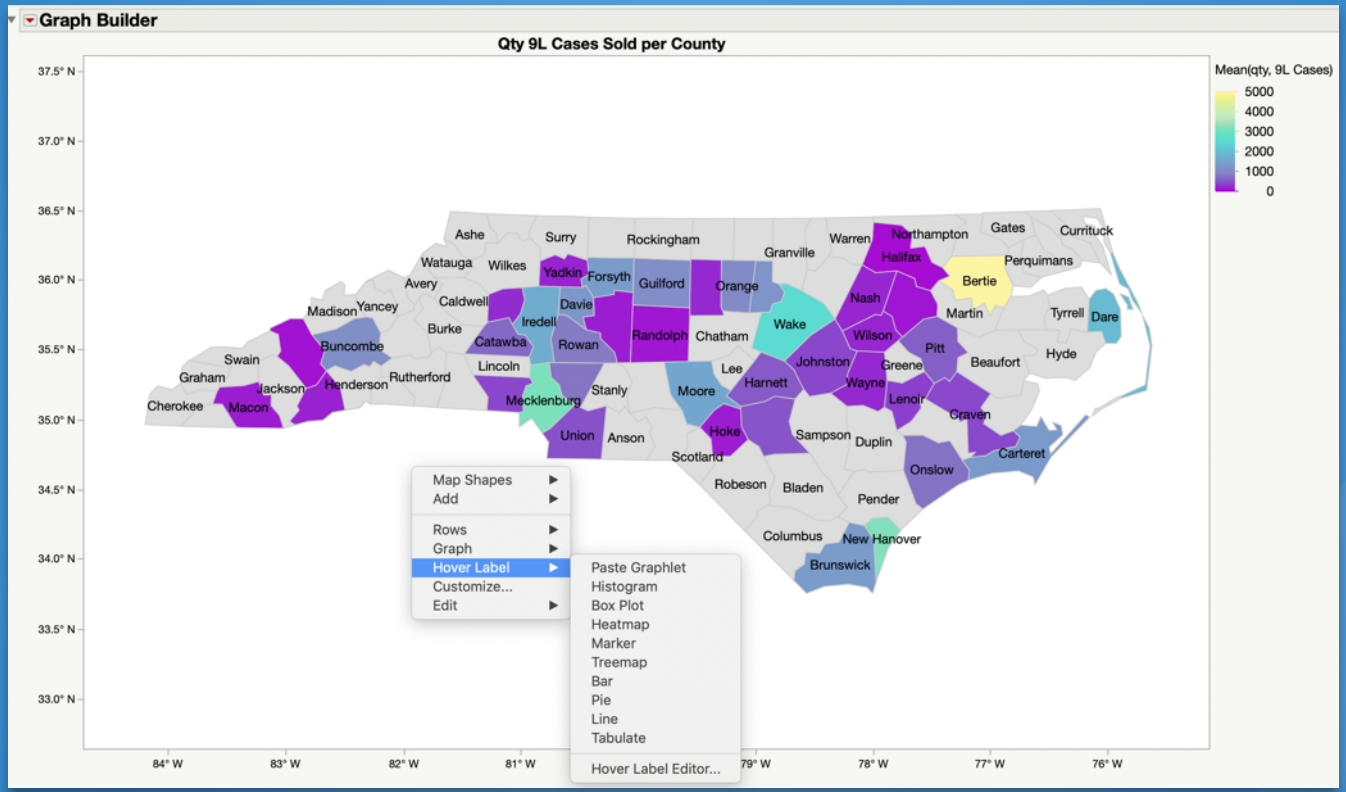
Social House Vodka Trends, Forecast



Graphlet, Hover label

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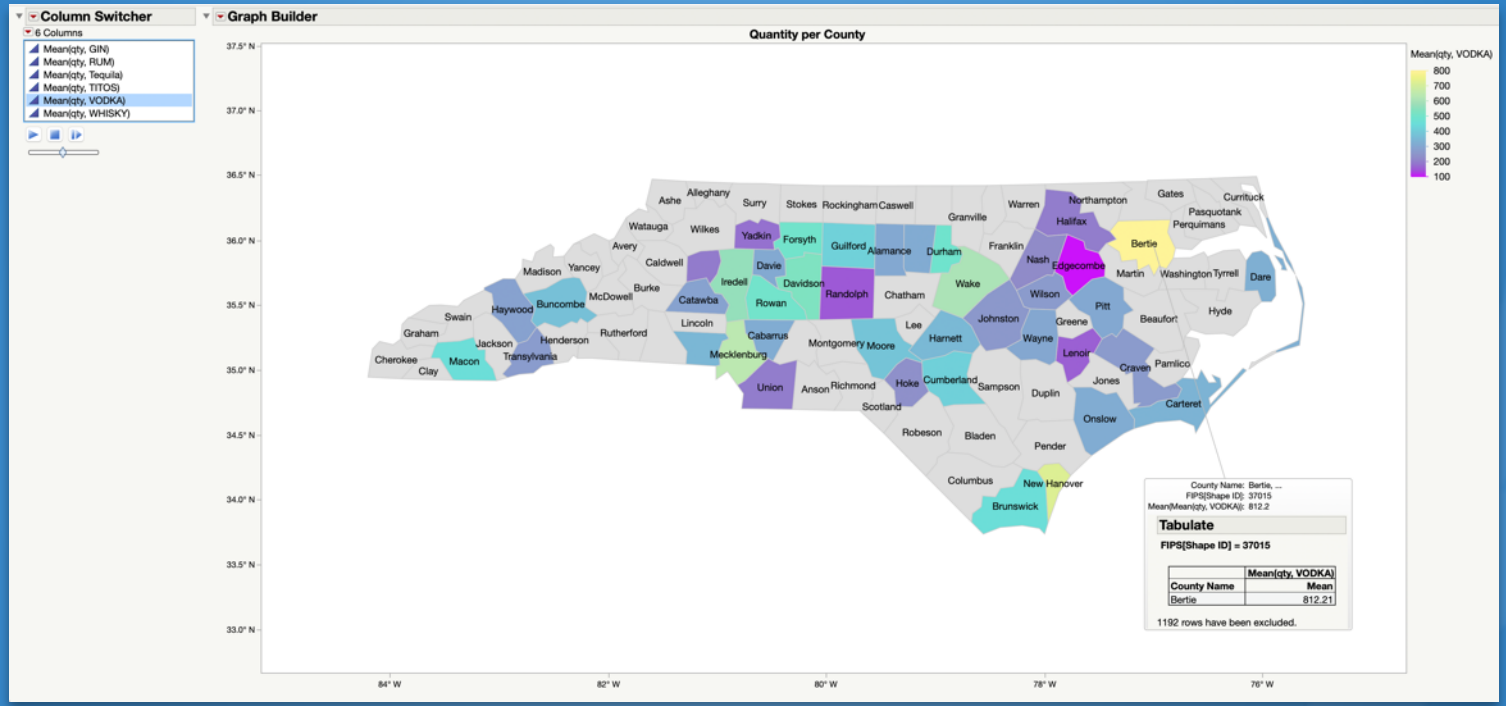
Qty per County, Vodka, Whiskey, GIN, etc.



Virtual Join

- Column switcher
- Pasted Graphlet

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```
email = "mandy1chambers@gmail.com"; //Replace this with your email
spreadsheet =
"https://docs.google.com/spreadsheets/d/1AXv8aTWIVa0qa7...";
Google Sheet Import(
    Email( email ),
    Spreadsheet( spreadsheet ),
    // Sheets( "Sheet1", "Sheet2" ),
    Sheet Settings(
        Has Column Headers( 1 ),
        Data Starts on Row( 2 ),
        //Cell Range( "A1:C2" ),
        Import Cell Colors( 0 ),
        //Suppress Empty Columns( 1 )
    )
);
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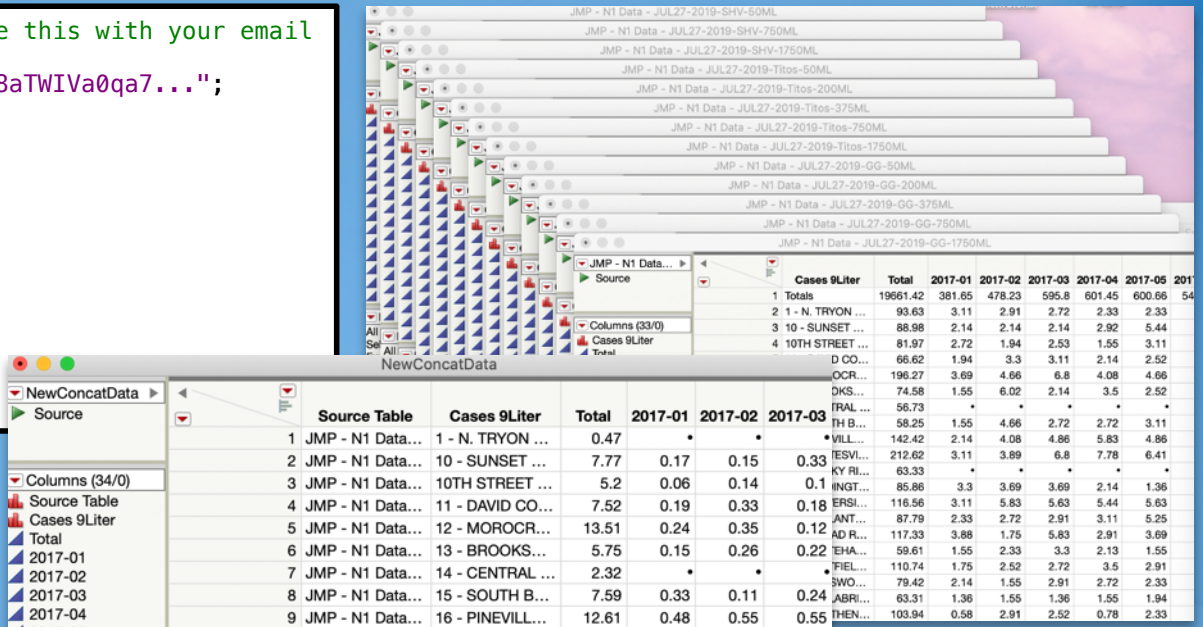

Google Sheets – Import data

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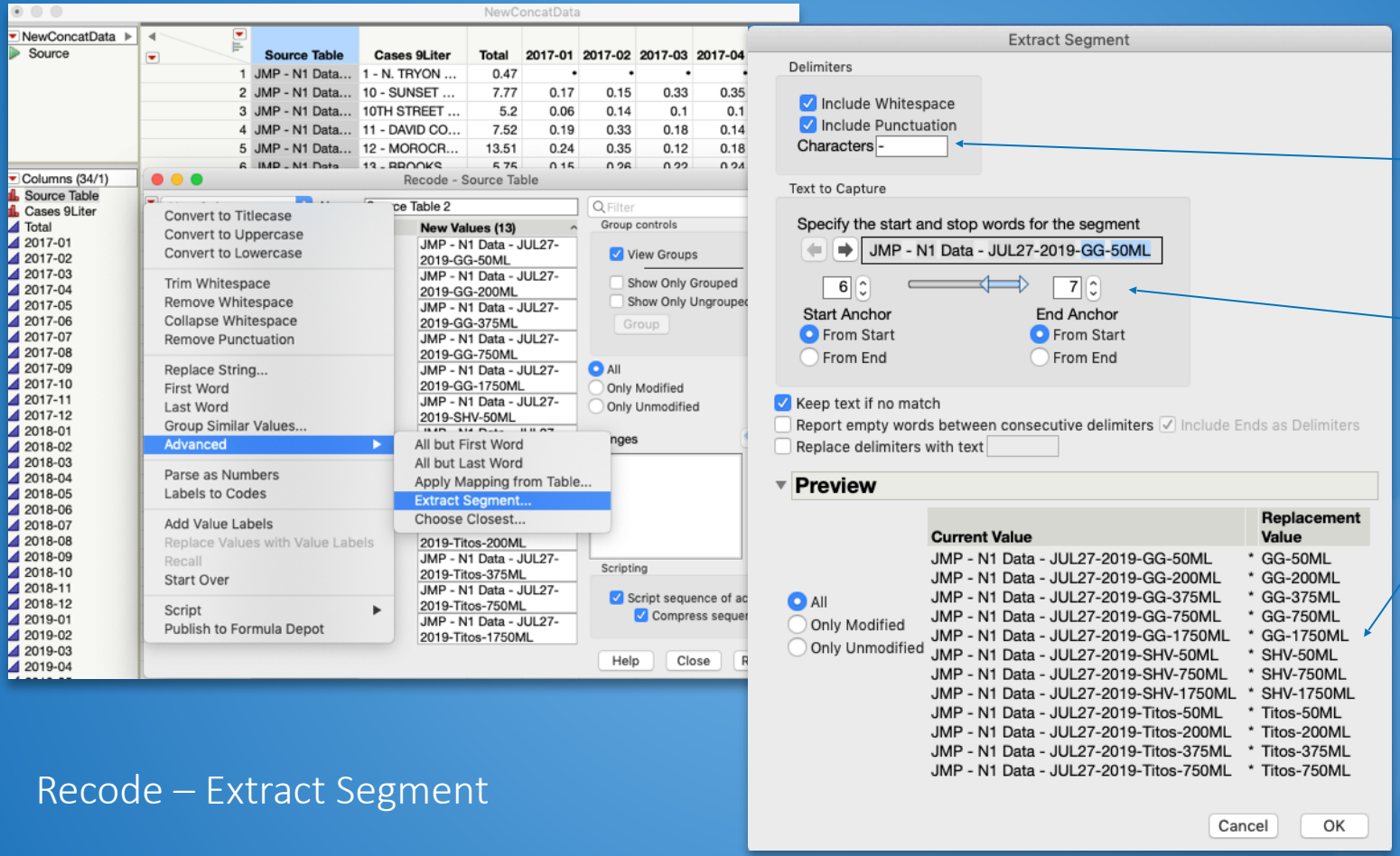

Recode – Extract Segment

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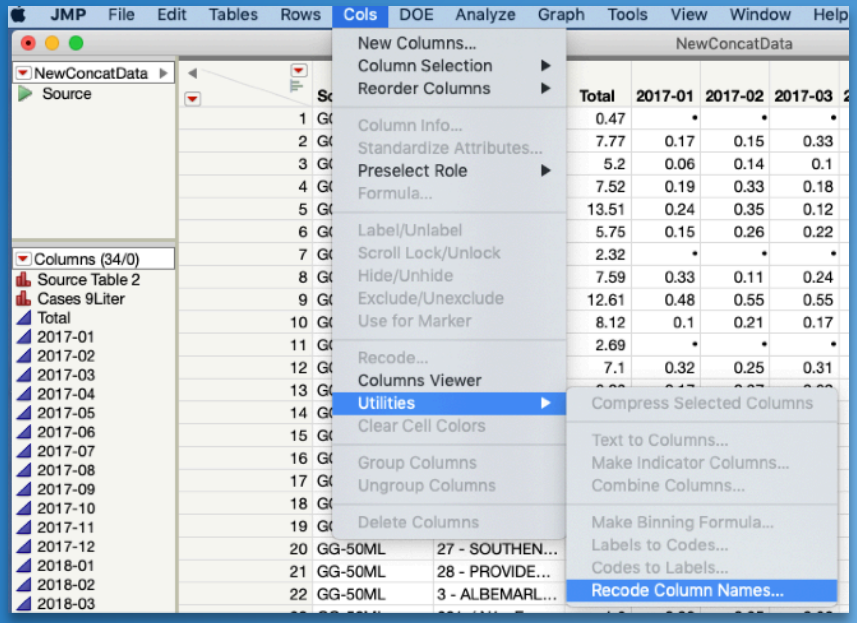

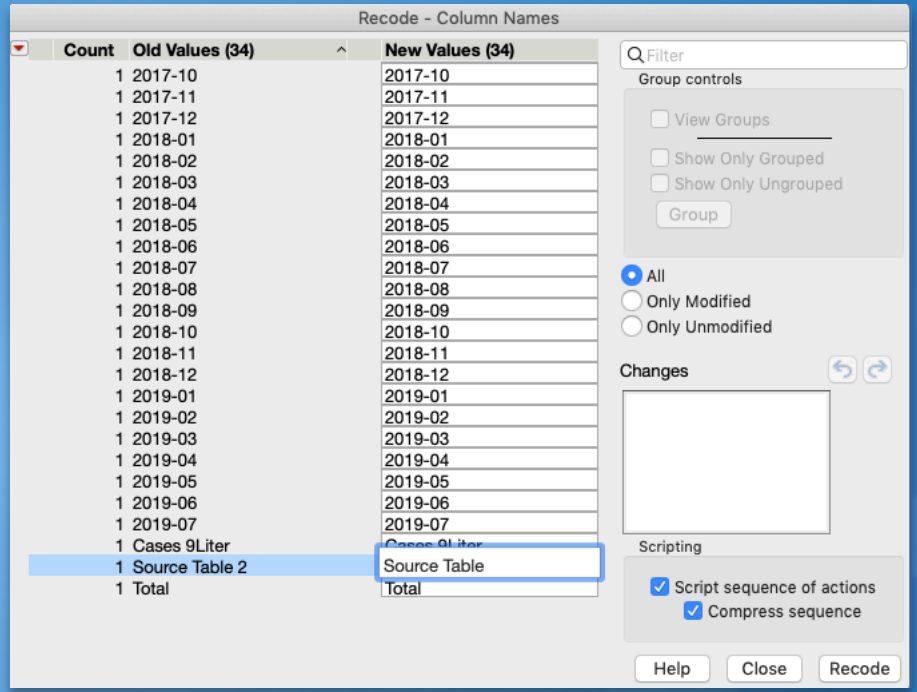

Columns > Utilities > Recode Column Names

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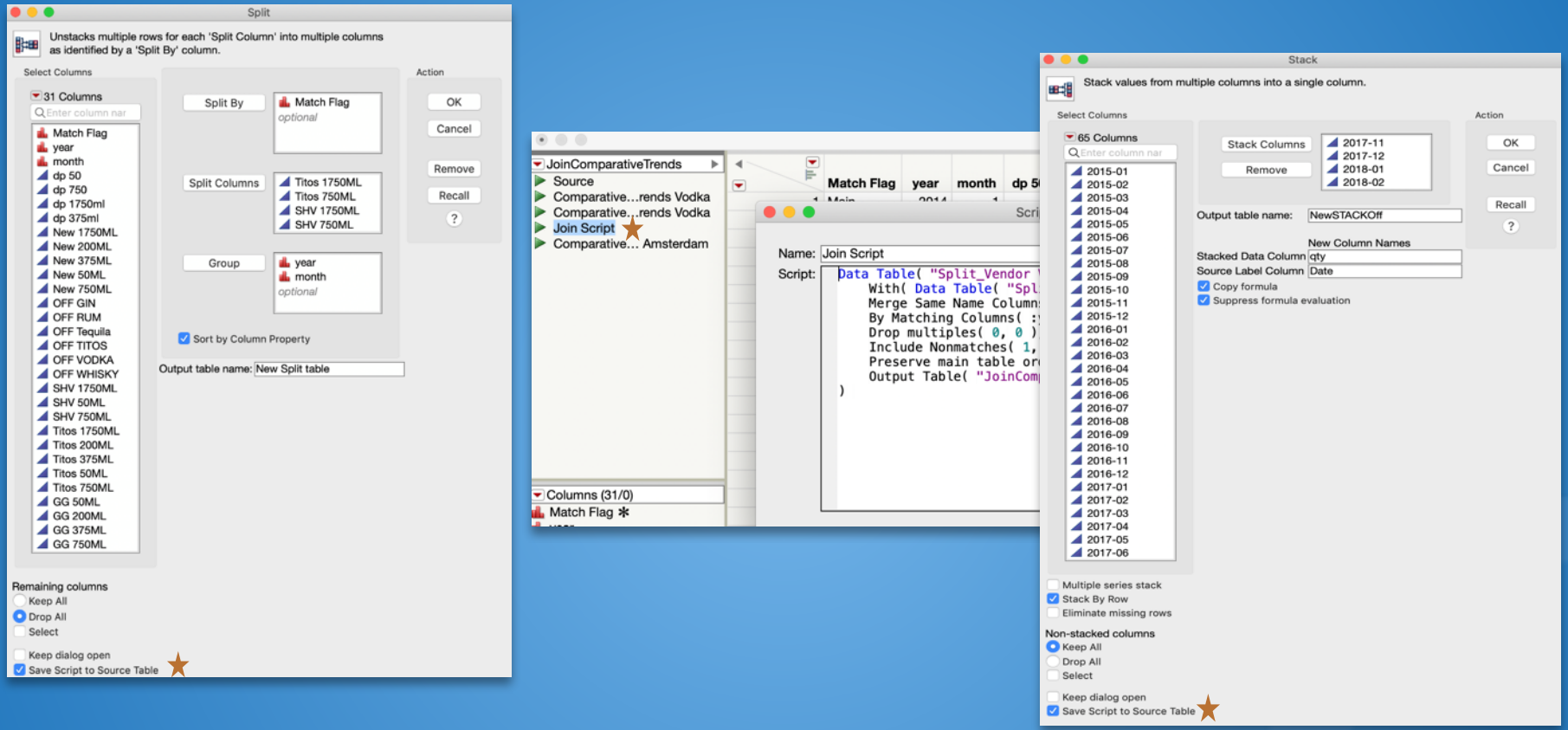

Tables > Split/Join/Stack, etc. > Save Script to Source Table

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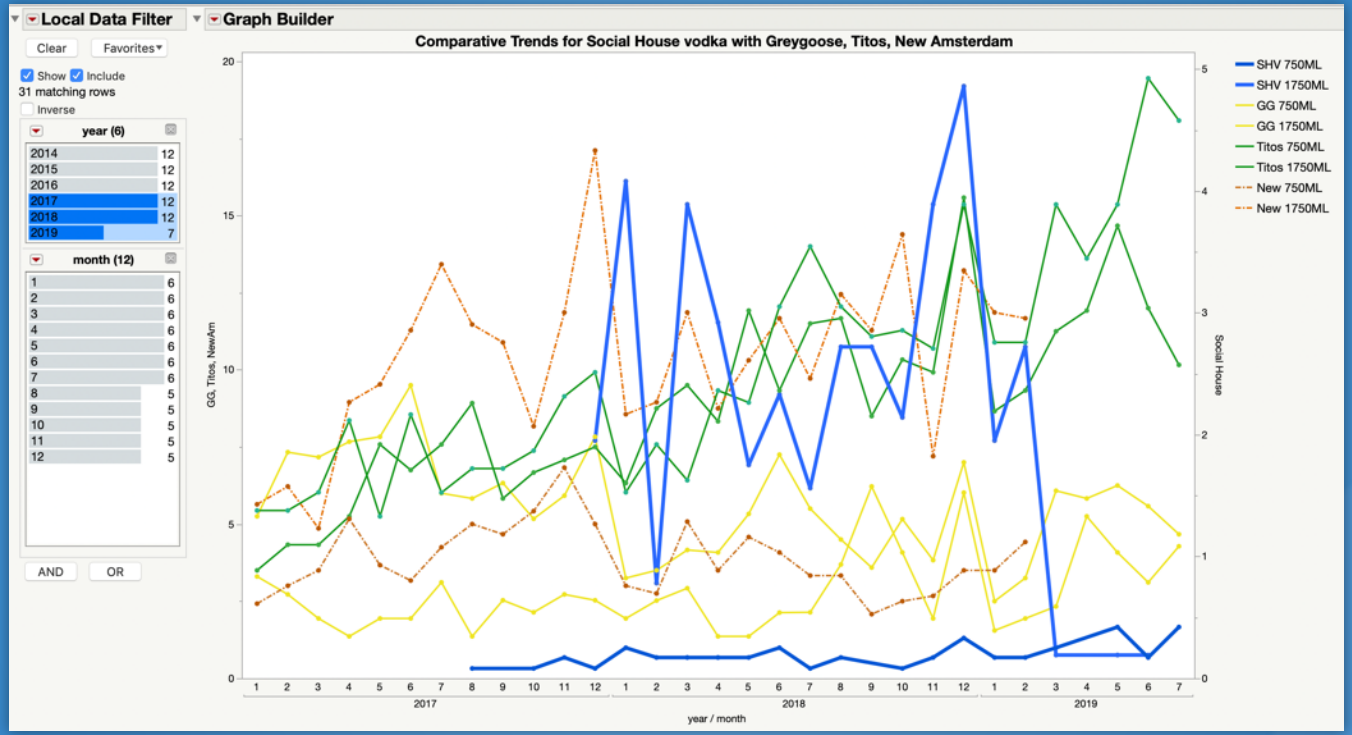

Comparative Trends

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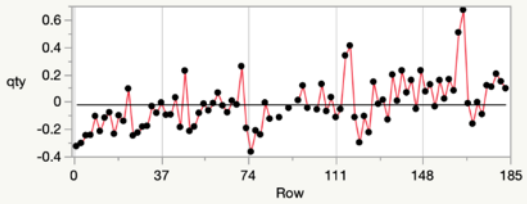
More Trends shared with Social House

TimeSeriesVodkaData - Time Series

Where(:SHV == "Mean(Qty (Standardized), 0)")

Time Series qty

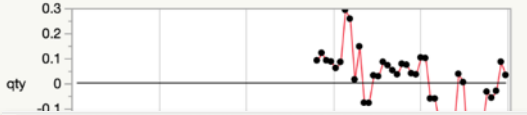


Mean	-0.019173
Std	0.1801321
N	88
Zero Mean ADF	-5.996463
Single Mean ADF	
Trend ADF	

Time Series Basic Diagnostics

Where(:SHV == "Mean(Qty (Standardized), 1)")

Time Series qty



Mean	
Std	
N	
Zero Mean ADF	
Single Mean ADF	
Trend ADF	

Tabulate

		year						
		2014	2015	2016	2017	2018	2019	All
GG 50ML	Mean	.	.	.	0.13	0.12	0.12	0.12
GG 200ML	Mean	.	.	.	0.59	0.72	0.90	0.71
GG 375ML	Mean	.	.	.	2.34	2.37	1.88	2.25
GG 750ML	Mean	.	.	.	6.82	4.76	4.88	5.59
GG 1750ML	Mean	.	.	.	2.30	3.03	3.22	2.79
New 1750ML	Mean	9.97	8.09	7.75	9.95	10.70	11.77	9.37
New 200ML	Mean	.	.	0.28	0.64	0.63	0.42	0.54
New 375ML	Mean	0.95	1.64	1.31	1.62	1.84	2.30	1.58
New 50ML	Mean	0.30	0.44	0.56	0.53	1.03	1.71	0.61
New 750ML	Mean	2.80	3.68	3.01	4.34	3.37	3.96	3.46
SHV 1750ML	Mean	.	.	.	1.95	2.80	1.05	2.27
SHV 50ML	Mean	.	.	.	0.02	0.16	0.12	0.14
SHV 750ML	Mean	.	.	.	0.10	0.18	0.27	0.19
Titos 1750ML	Mean	2.58	3.27	4.80	7.09	10.40	14.81	6.59
Titos 200ML	Mean	.	0.10	0.11	0.14	0.29	0.49	0.20
Titos 375ML	Mean	.	.	0.88	1.56	2.13	2.99	1.85
Titos 50ML	Mean	4.04	5.84	9.16	0.19	0.22	0.34	3.52
Titos 750ML	Mean	1.47	2.48	3.63	6.28	10.14	11.14	5.46
OFF GIN	Mean	44.45	41.50	45.73	48.07	47.07	47.24	45.42
OFF RUM	Mean	207.87	199.02	218.24	238.34	247.96	211.13	221.92
OFF Tequila	Mean	51.38	50.82	59.58	64.47	78.34	70.29	61.22
OFF TITOS	Mean	4.04	5.84	9.16	15.19	23.17	23.31	11.86
OFF VODKA	Mean	446.64	439.54	453.65	475.86	489.18	473.75	461.39
OFF WHISKY	Mean	228.86	230.82	236.03	255.79	291.59	296.22	250.15

Local Data Filter

Clear | Favorites

Show Include

31 matching rows

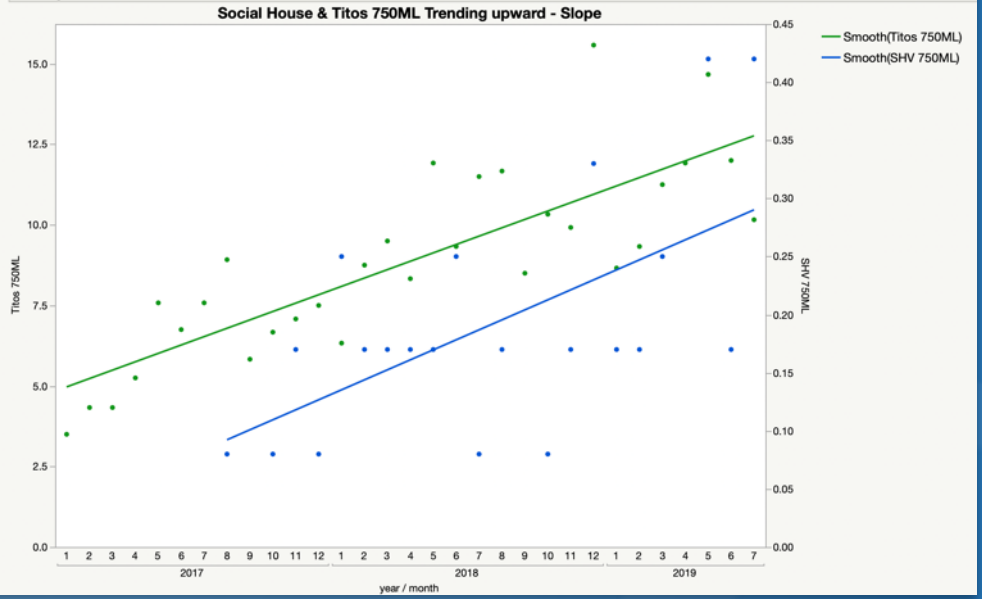
Inverse

year (6)

2014	12
2015	12
2016	12
2017	12
2018	12
2019	7

AND OR

Graph Builder



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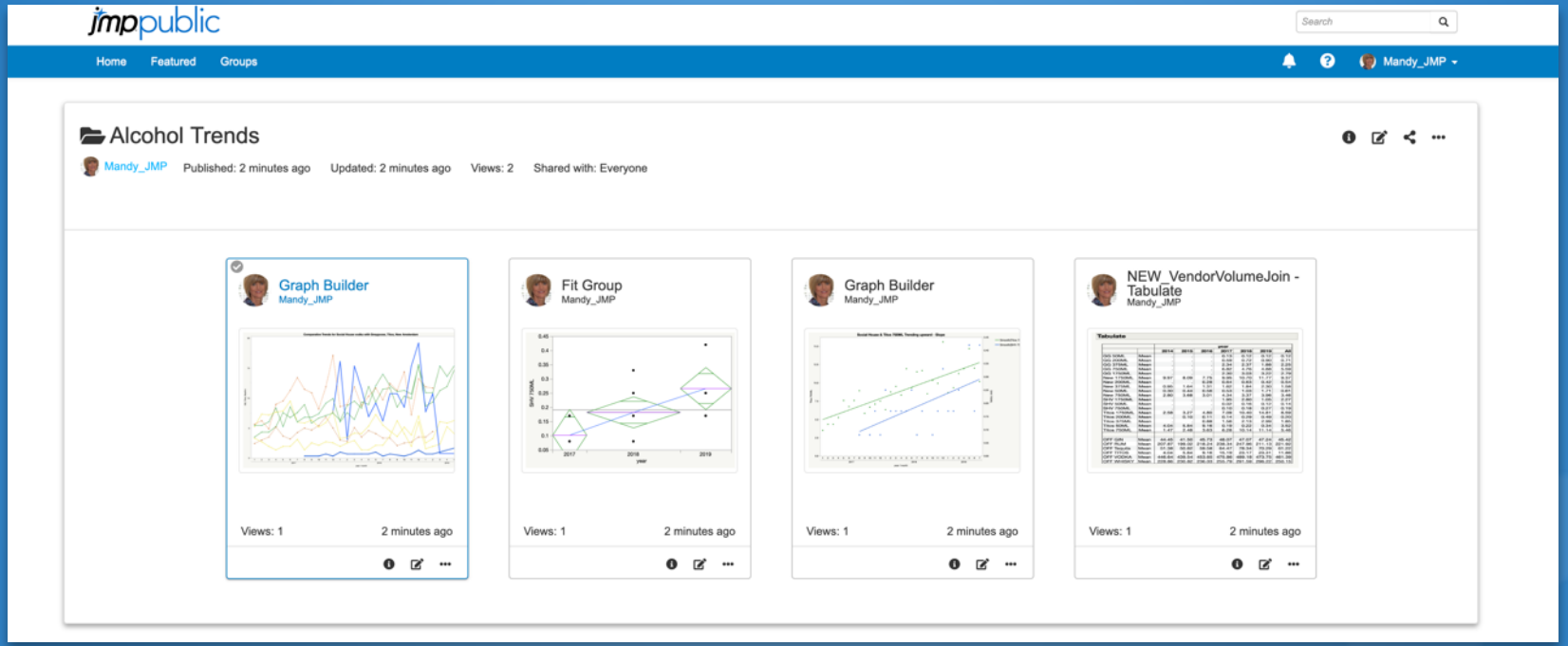

Publishing to JMP Live

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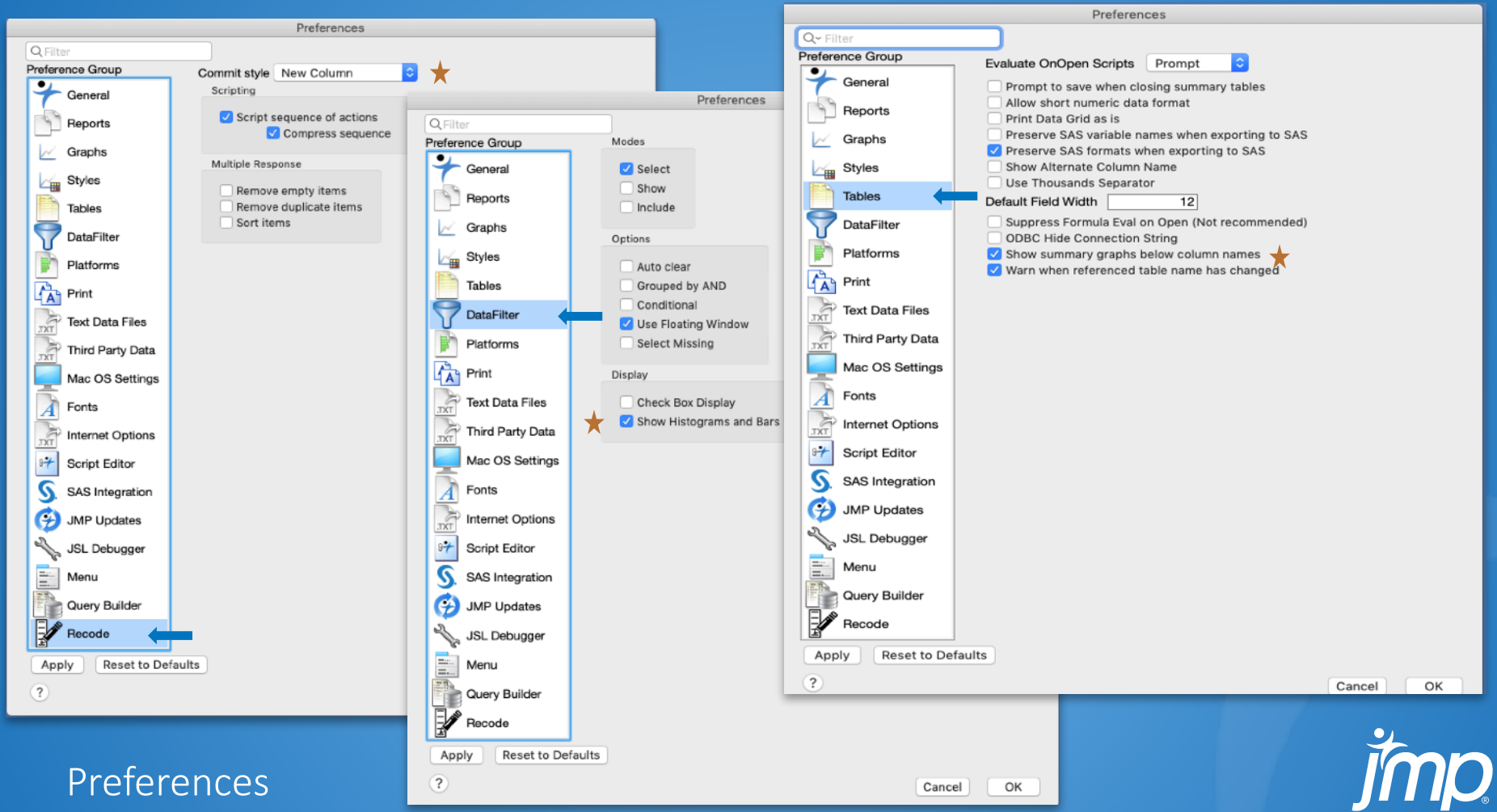

Preferences

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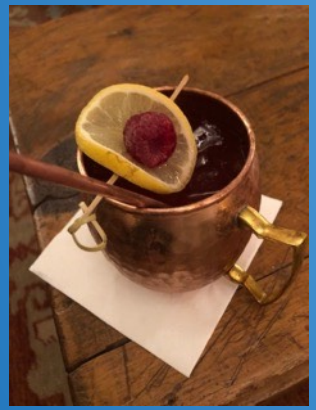
DEMO



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Social House Vodka …

- Inventory low, supply issue
- Seasonality plays a big role
- January – people NOT drinking nationally
- New hires, marketing strategy for 2020

Next …

- Survey data that JMP can analyze
- Additional data, next year

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JMP 15 is full of great New Features!

- Data Table
- Recode
- Importing data – google sheets, PDF
- Value order
- Tables > Save scripts with Join, Split, Stack, etc.

.. And much more!

New confession …

New favorite drink is a “Salty Dog”
Recipe cards on the way out!

Stay safe out there and …
… Don’t drink too much!

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Questions?

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