

GitHub Link: <https://github.com/ARAVINDH-20/Sensegrass-Assignment>

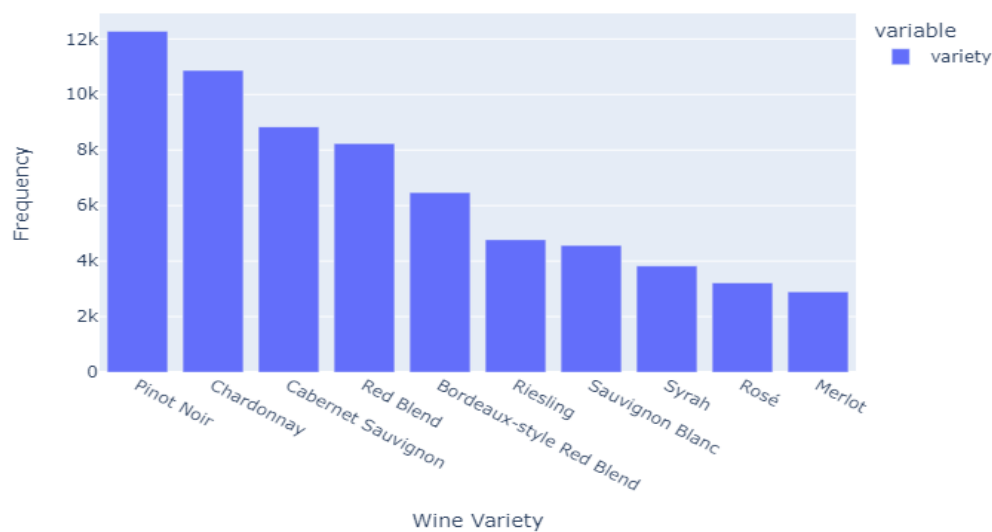
Demo Video: https://youtu.be/5-WS_q1IMrs

Top five actionable Insights from the Data

1. Identify the most popular wine varieties

Analyse the frequency of different wine varieties mentioned in the reviews to determine which ones are most commonly purchased or reviewed by customers.

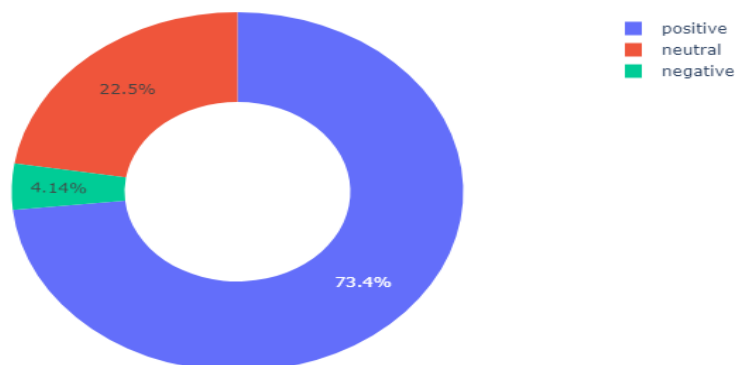
Top 10 Most Popular Wine Varieties



2. Discover key factors influencing customer satisfaction

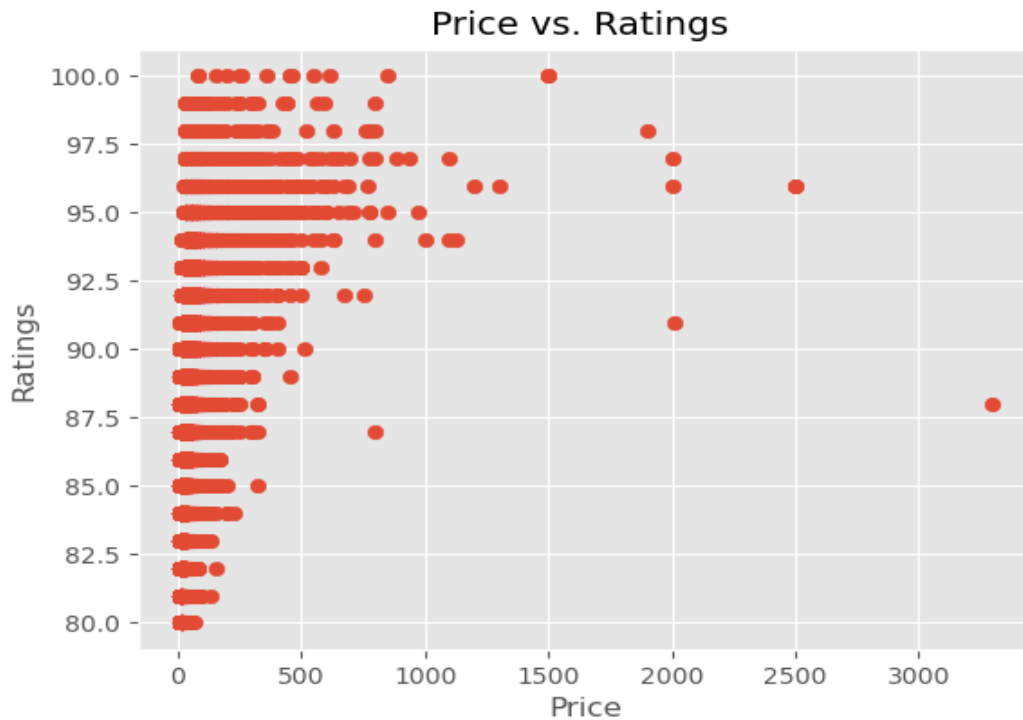
Perform sentiment analysis on the reviews and identify the aspects that are strongly correlated with positive or negative sentiment. For example, you might find that taste, price, or customer service significantly impact customer satisfaction.

customer satisfaction based on Reviews



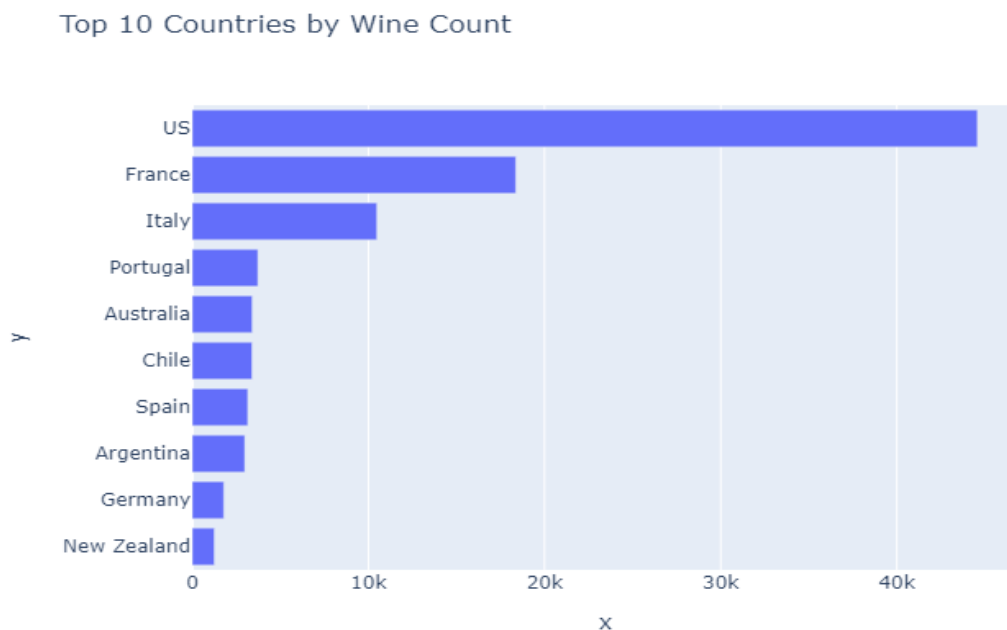
3. Price Optimization

Analyse the relationship between wine prices and customer ratings (points) to identify the price ranges that offer the best value for customers. This insight can guide pricing strategies and help optimize the price-quality relationship for different wine varieties



4. Identify the most popular country

Analyse the frequency of different Wine distribution by country mentioned in the dataset.



5. Regional Preferences

Analyse the reviews to identify preferences for wines from specific regions or countries. Determine which regions or countries receive the most positive reviews and have a loyal customer base. This insight can aid in sourcing decisions, focusing on wines from popular regions, and targeting marketing efforts accordingly

