

Actionable Insights from the Data

1. Adjust pricing strategy

Based on the correlation coefficient of 0.4156 between wine price and rating, it's important to note that customers may not always be willing to pay more for higher-rated wines. The scatter plot shows that wines in the lower price range have a wide range of ratings, whereas the medium price range has higher ratings. This suggests that there may be opportunities to adjust pricing strategies to better match customer preferences. For example, we could consider increasing prices for highly rated wines that are in high demand, or lowering prices for wines that are not as popular to increase their sales volume. By using these insights, we can make data-driven decisions to optimize our pricing and better meet our customers' needs.



2. Focus on popular wine varieties

Based on the data, it's clear that certain wine varieties like Champagne Blend, Bordeaux-style Red Blend, Sangiovese, Syrah, Cabernet Sauvignon, Portuguese Red, Merlot, Chardonnay, and Bordeaux-style White Blend are highly popular among online customers. We may want to focus on these varieties by increasing their visibility on our website, creating targeted marketing campaigns around them, and offering promotions or discounts on these wines to encourage customers to try them. Additionally, consider offering recommendations or pairing suggestions for these wines to help customers make informed purchasing decisions.

3. Consider customer sentiment

:By analyzing the sentiment polarity of customer reviews, we found that the average sentiment polarity of reviews in our dataset is 0.157 which is positive, which is a good sign. This suggests that customers generally enjoy our wines. However, it's important to monitor sentiment over time to ensure that we continue to meet customers' expectations. Additionally, negative feedback should be addressed promptly to maintain customer satisfaction and loyalty. We may also consider using sentiment analysis more regularly to track changes in customer sentiment over time and make necessary adjustments to our product and marketing strategies.

4. Leverage popular wine regions

As an online wine store, we have the advantage of featuring wines from different regions across the globe. However, certain regions like Napa Valley, Columbia Valley (WA), and Russian River Valley are more popular among customers. By prominently featuring wines from these regions on our website and in our marketing materials, we can potentially attract more customers and increase sales. In addition to promoting popular wine regions, we may also want to consider offering educational resources for customers who are interested in learning more about different wine regions and varietals. This can help differentiate our online store from competitors and establish our brand as a go-to resource for wine enthusiasts.

5. Use common language in marketing materials

It's important to use language that resonates with customers and highlights the unique characteristics of our wines. By analysing customer reviews, we can gain valuable insights into the words and phrases that customers use to describe their experience with our products. Incorporating these common terms into our marketing materials can help us appeal to customers looking for specific flavor profiles and enhance the overall customer experience. Additionally, using common language can help us establish ourselves as experts in the industry and build trust with our customers.

In conclusion, these insights can help us make data-driven decisions to optimize our pricing, product, and marketing strategies to better meet the needs of our customers and increase sales.

For the code snippets and more details mentioned in jupyter code file you can visit the link to GitHub: <https://github.com/DripYeager/WineData-analytics.git>