



IN VINO, VERITAS?

PREDICTING WINE PRICES

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BACKGROUND

- Client: combo wine store / wine bar
- Looking to boost underrated wines while making a profit
- Quality, not hype!





\$6.99

NAPA VALLEY, CA



QUESTIONS

- Why are some wines priced higher than others?
- How would you go about finding quality wines that overperform for their price point?



TOTALWINE.COM

Scraped info on over **3,500**
bottles with Selenium and
BeautifulSoup



0

CATEGORIES



VINTAGE

Which year were the grapes harvested?



AGE

How long ago?



REGION

Wine-growing region



GRAPE

The grape variety or blend



REVIEWS

Do customers like it?



RATINGS

The 100 point scale

VINTAGE AND AGE



2000

Oldest wine in
the dataset



2005

Oldest wine *kept*
in the dataset



2018

Most common
year



2020

They usually don't
specify!

WILLAMETTE VALLEY, OR



CATEGORIES



VINTAGE

Which year were the grapes harvested?



AGE

How long ago?



REGION

Wine-growing region



GRAPE

The grape variety or blend



REVIEWS

Do customers like it?



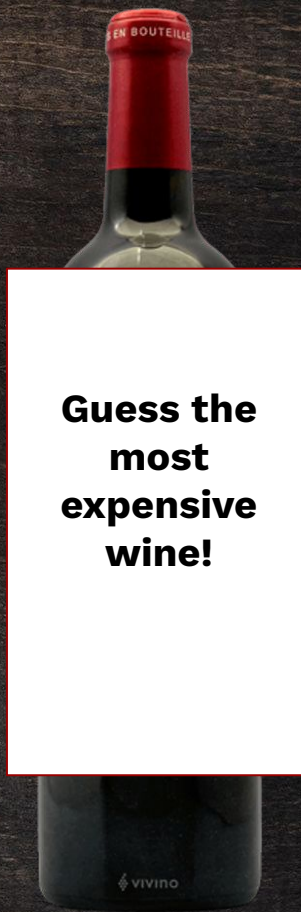
RATINGS

The 100 point scale

?

- Region
- Vintage
- Grape
- Rating
- Reviews

**Guess the
most
expensive
wine!**

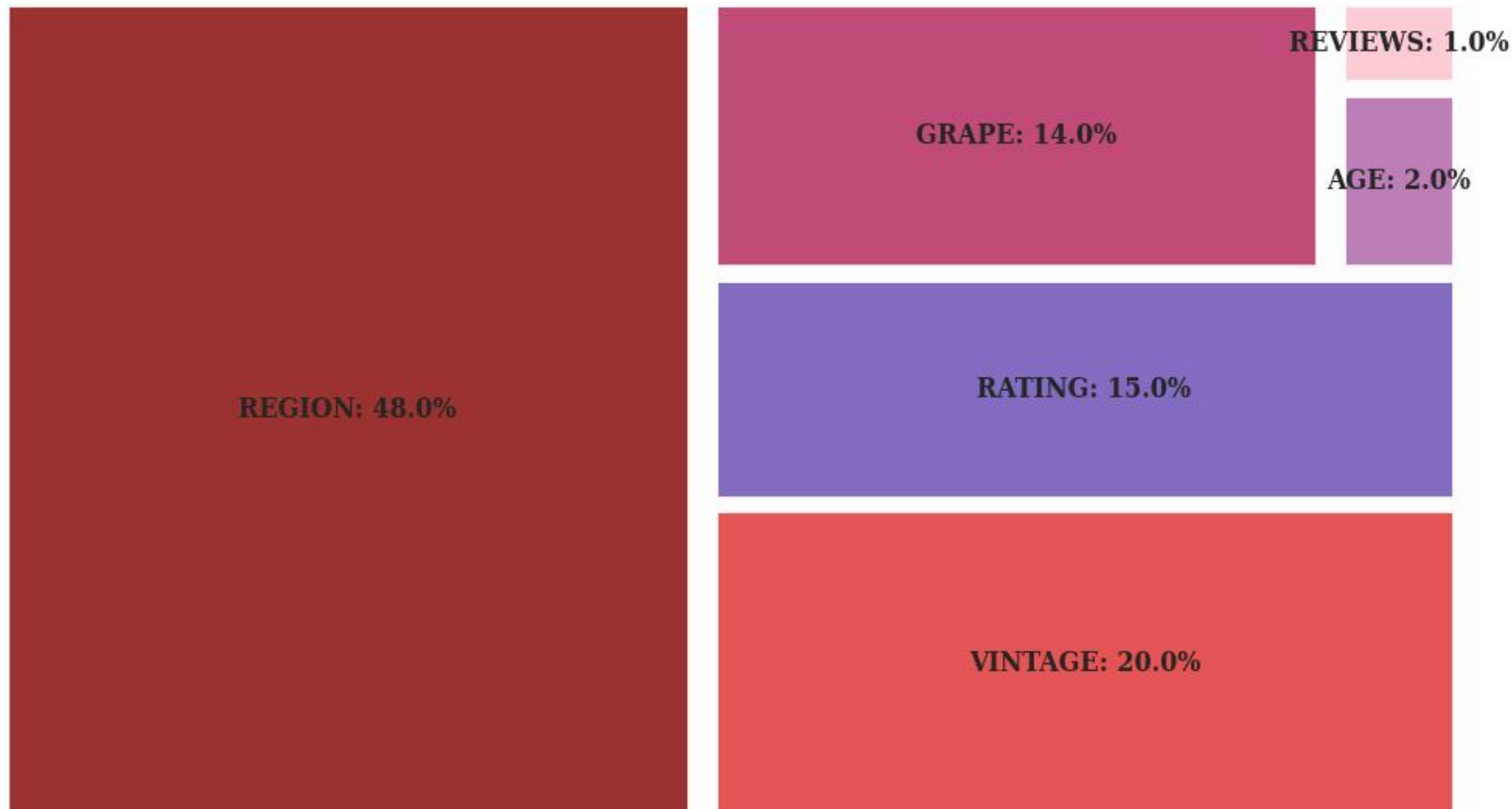




RESULTS

R2: .53

REGION HAS THE BIGGEST IMPACT ON WINE PRICES



PAUILLAC, BORDEAUX, FRANCE



RIOJA, SPAIN



RECOMMENDATIONS

	AVOID	BIGGEST AREAS FOR OPPORTUNITY
REGION	Pauillac, Pessac-Liognan, Barossa, Napa Valley	Rioja, Walla Walla, Sonoma Coast, Central Valley
RATINGS	Highly rated wines	Unrated wines
VINTAGE	2009, 2010	2018
GRAPE	Barbera, Nebbiolo, Bordeaux Blends	Rhone blends, red blends

\$8,499.97 FOR A BOTTLE!

- Bordeaux Blend
- Pomerol
- 2005
- 100 rating
- 4.2 stars



WHAT'S NEXT?

- More data
- Feature interactions
- Whites, sparkling



SOURCE

<https://www.TotalWine.com>

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THANK YOU

