

# THE NEXT DRINK'S ON THEM!

Recommend their next **favorite** bottle of  
wine for customer happiness and  
retention





# THE PROBLEM

- Lack of customer **loyalty**
- Few **repeat** purchases
- Recommendation system **failing**

# THE ROOT CAUSES



## **Collaborative recommender system**

Niche preferences  
are overlooked



## **Customers aren't usually experts**

Hard to tell from just  
a label if you'll like it



# THE SOLUTION



## Content-based recommender system

Customers have unique preferences



## Beginners welcome

Customers don't have to know **why** they like a bottle



## Concrete features

Varietal, tasting keywords, dryness/sweetness, body



# THE IMPACT

**Customers love their wines**

Expert suggestions  
build trust

**Repeat bottle purchases**

**Customer retention**



Repeat purchases  
per customer



Customers making  
repeat purchases



Purchases per customer



# RISKS AND ASSUMPTIONS

1.

The recommendations won't be great right away

2.

The recommendations are only as good as the data itself

3.

Dependent on customers already being signed up in your system



# EXPLORING WINE FLAVORS

- It's more than varietal!
- Analysis performed on reds scraped from [TotalWine.com](https://www.TotalWine.com)



94



WINERY DIRECT®



Expert Pick

## Amici Cabernet Sauvignon Napa, 2019

750ml



308 reviews

**Taste:** Blackberry, Vanilla, Spice

Wine Advocate-Napa, CA - "Deep garnet-purple in color, it charges out of the gate with loads of blueberry preserves & stewed black plums notes on the nose with faint suggestions of redcurrant jelly and rose hip tea plus a waft of wild sage. Full-bodied & jam-packed with ripe black & blue fruit..." [Read more](#)

[Napa Valley](#)

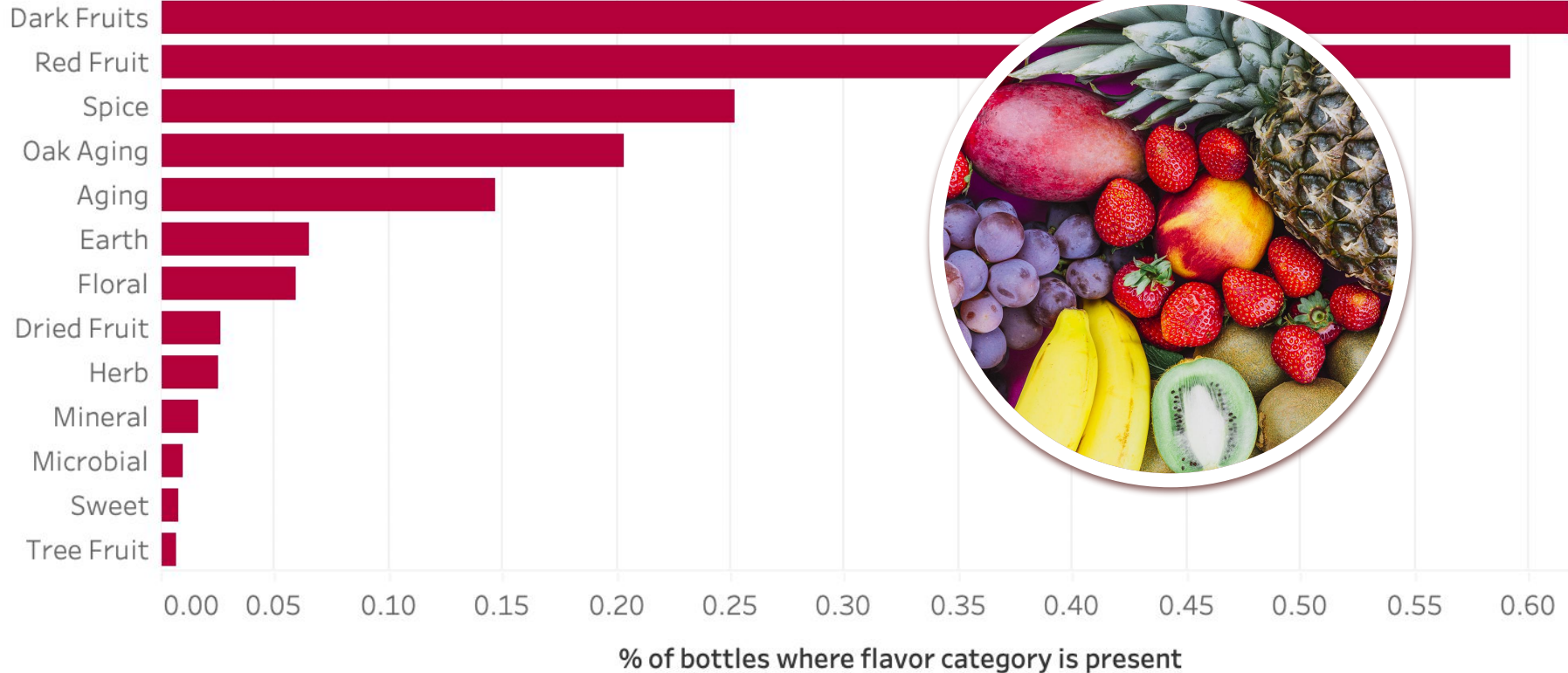
[Red Wine](#)

[Cabernet Sauvignon](#)



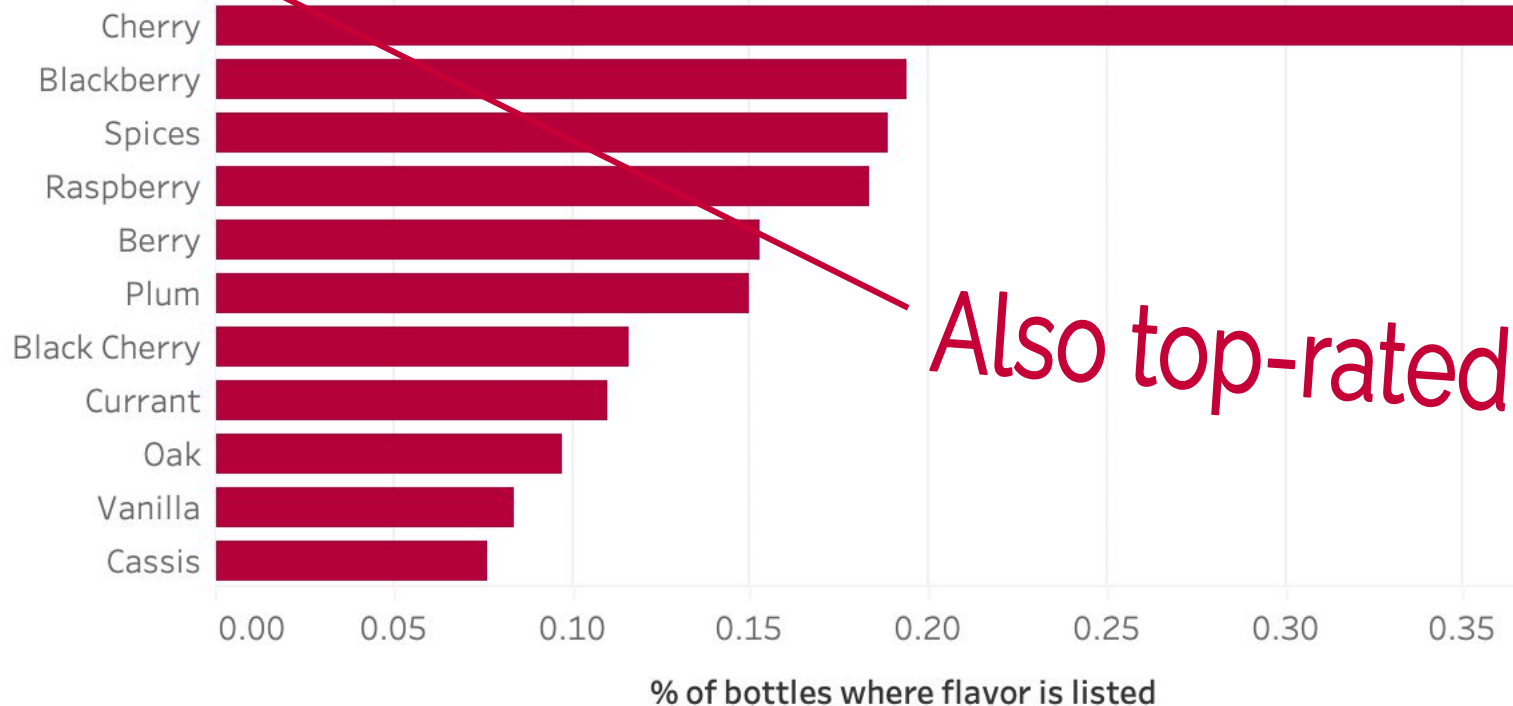
# ESTABLISHED FLAVOR GROUPS

## Flavor Categories



# SPECIFIC TASTES

## Most Frequent Tasting Keywords

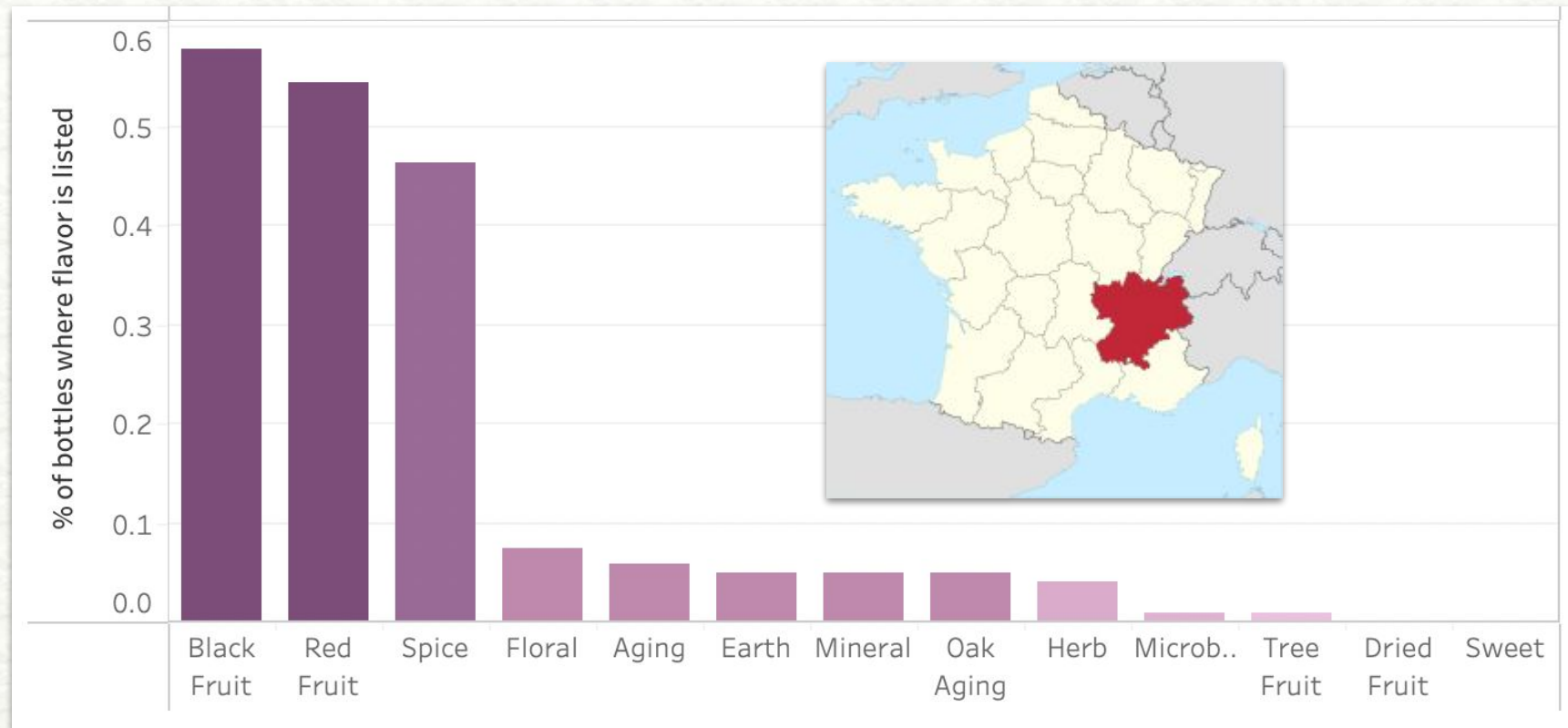




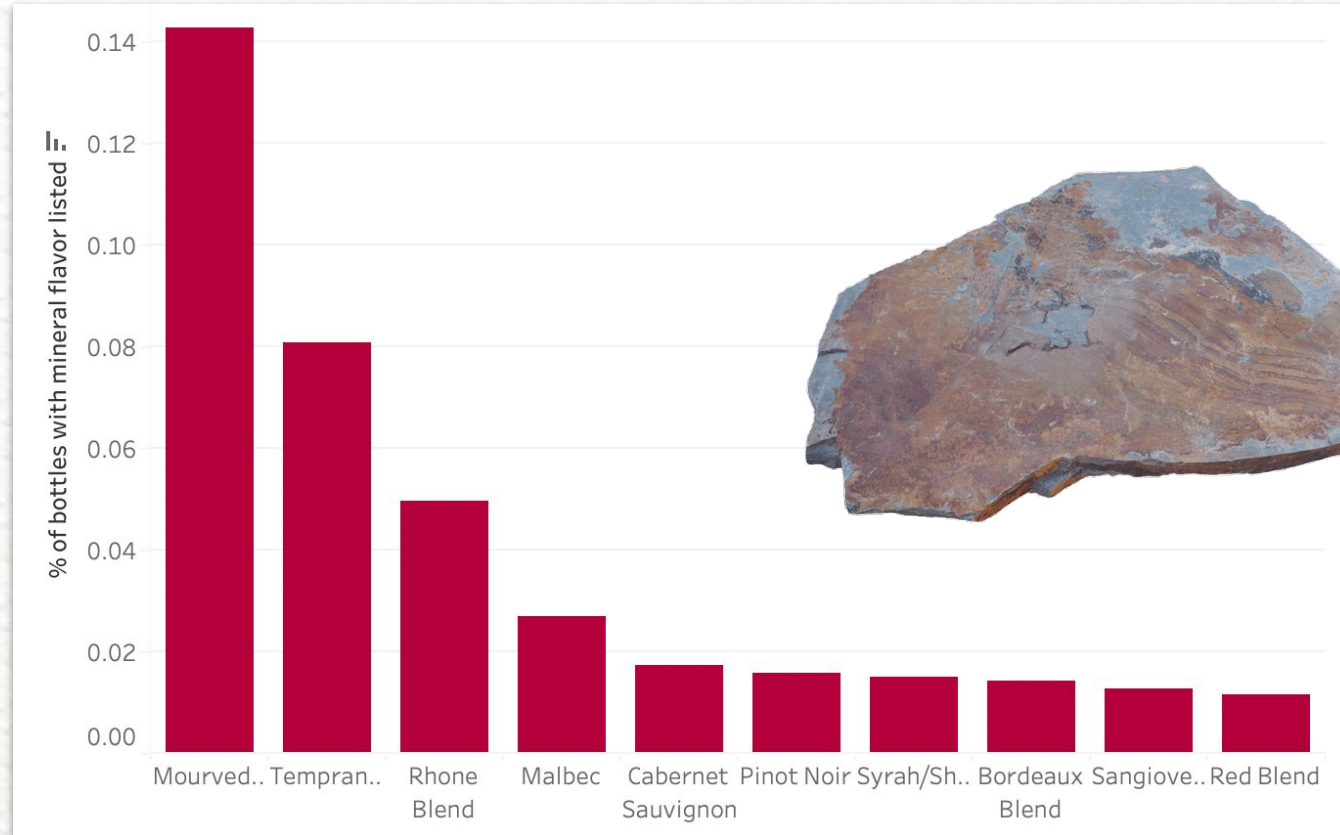
CHERRY



# EXAMPLE: RHONE BLENDS



# EXAMPLE: MINERALITY



# A WINE DRINKER PERSONA

## Sweet / dry

Dry ♥♥♥

Off-dry ♥♡♡

Sweet ♥♡♡

## Body

Light ♥♥♥

Medium ♥♥♡

Full ♥♥♡

## Varietals

Pinot Noir ●●●●●○○

Rhones ●●●●●●○

Cab Franc ●●●○○○○

## Tasting Notes

Mineral ♥♥♥

Jam ♥♡♡

Oak ♥♥♡



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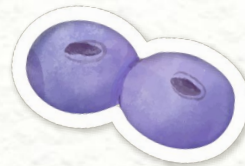
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Oak ♥♥♡





# THE PLAN

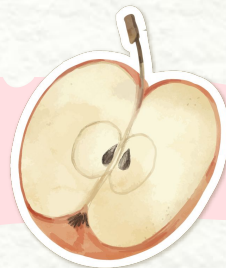


Develop new  
content-based  
recommender system

A/B test old system vs. new  
system with select groups

## MODEL

## TESTING



## EMAILS

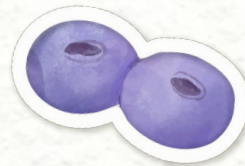
## LAUNCH

Create new marketing  
email campaign

Launch new model and  
email campaigns



# FOR BEST RESULTS...



## Data

The better the data, the better the results

## Model

Keep improving the model

## Focus groups

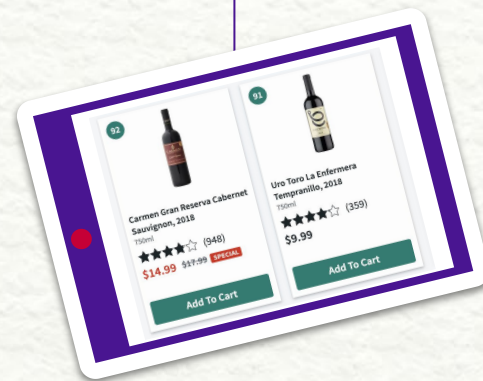
Test out model recommendations in person

## Transparency

Tell users why the wine is recommended

## Encourage sign-ups

In-store iPads to recommend wines





I THANK  
YOU



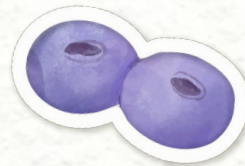
**“The best wine is the wine you like.”**

**—KEVIN ZRALY**





# APPENDIX



[https://public.tableau.com/app/profile/emma3974/viz/Wine\\_Keywords/WineFlavors](https://public.tableau.com/app/profile/emma3974/viz/Wine_Keywords/WineFlavors)