

# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

Mercado is a company that produces different varieties of whiskies, with Mercado Red and Black label being the best performing brand on the market. The Company is interested in producing another brand known as Mercado gold using the chemical composition of these two performing brands as a guide. As such the company want her team of analysis to analyze these two brand using data from their physicochemical properties and advise the production and brand manager on the potential new brand.

For the purpose of the task, the team will use two different dataset from the two performing brand i.e. the Mercado red label and Mercado black label. The dataset is grouped into two categories: red label wine and black label wine. With the following information; acidity, volatility level, citric level, sugar concentration, chloride, sulfur, sum of sulfur, density level, PH, sulphate quantity, alcohol level, quality, group and quality label. The CSV was loaded into python and analyzed. I am going to analyze each dataset separately i.e. red label dataset and black label data set after the two dataset was combined and a more rigorous machine learning analysis was performed. It is important to state that the dataset used is a synthetic data generated using the University of California Irvine wine dataset as a guide.

## Mercado Red Label Analysis.

Red wine dataframe output.

|     | acidity | volatility level | citric level | sugar concentration | chloride | sulfur | sum of sulfur | density level | PH   | sulphate quantity | alcohol level | quality |
|-----|---------|------------------|--------------|---------------------|----------|--------|---------------|---------------|------|-------------------|---------------|---------|
| 100 | 8.39    | 0.1793           | 0.269        | 16.50               | 0.039    | 45.0   | 167.0         | 0.9375        | 3.40 | 0.69              | 6.6           | 7       |
| 101 | 8.09    | 0.0493           | 0.219        | 12.60               | 0.033    | 57.0   | 137.0         | 0.9362        | 3.80 | 0.66              | 6.9           | 7       |
| 102 | 6.99    | 0.1393           | 0.139        | 15.10               | 0.029    | 48.0   | 139.0         | 0.9370        | 3.74 | 0.64              | 6.9           | 7       |
| 103 | 8.49    | 0.2343           | 0.299        | 21.90               | 0.038    | 37.0   | 145.0         | 0.9400        | 3.39 | 0.71              | 6.5           | 7       |
| 104 | 8.39    | 0.1793           | 0.269        | 16.50               | 0.039    | 45.0   | 167.0         | 0.9375        | 3.40 | 0.69              | 6.6           | 7       |
| 105 | 8.29    | 0.0593           | 0.219        | 17.40               | 0.030    | 27.0   | 84.0          | 0.9374        | 3.60 | 0.60              | 6.7           | 7       |
| 106 | 8.09    | 0.0493           | 0.219        | 12.60               | 0.033    | 57.0   | 137.0         | 0.9362        | 3.80 | 0.66              | 6.9           | 6       |
| 107 | 8.09    | 0.1593           | 0.249        | 19.50               | 0.019    | 53.0   | 146.0         | 0.9390        | 3.56 | 0.84              | 6.6           | 6       |
| 108 | 8.09    | 0.1593           | 0.249        | 19.50               | 0.019    | 53.0   | 146.0         | 0.9390        | 3.56 | 0.84              | 6.6           | 6       |
| 109 | 7.89    | 0.2593           | 0.179        | 4.30                | 0.030    | 30.0   | 162.0         | 0.9327        | 3.67 | 0.85              | 7.8           | 6       |
| 110 | 7.49    | 0.0993           | 0.439        | 11.50               | 0.061    | 57.0   | 138.0         | 0.9359        | 3.29 | 0.64              | 6.3           | 6       |
| 111 | 8.19    | 0.1993           | 0.359        | 21.75               | 0.031    | 38.0   | 230.0         | 0.9400        | 3.44 | 0.77              | 6.4           | 6       |
| 112 | 8.19    | 0.2393           | 0.399        | 16.30               | 0.035    | 61.0   | 170.0         | 0.9382        | 3.41 | 0.72              | 6.7           | 6       |
| 113 | 7.69    | 0.3393           | 0.239        | 12.20               | 0.028    | 22.0   | 125.0         | 0.9368        | 3.62 | 0.76              | 6.6           | 6       |
| 114 | 7.69    | 0.3393           | 0.239        | 12.20               | 0.028    | 22.0   | 125.0         | 0.9368        | 3.62 | 0.76              | 6.6           | 6       |
| 115 | 6.49    | 0.4143           | -0.101       | 4.50                | 0.044    | 1.0    | 78.0          | 0.9340        | 4.03 | 0.65              | 7.2           | 6       |
| 116 | 6.99    | 0.2393           | 0.139        | 6.30                | 0.020    | 18.0   | 118.0         | 0.9314        | 3.71 | 0.69              | 8.8           | 6       |
| 117 | 7.99    | 0.0693           | 0.299        | 4.70                | 0.014    | 9.0    | 60.0          | 0.9311        | 3.59 | 0.67              | 9.3           | 9       |
| 118 | 8.19    | 0.2393           | 0.399        | 16.30               | 0.035    | 61.0   | 170.0         | 0.9382        | 3.41 | 0.72              | 6.7           | 9       |
| 119 | 8.29    | 0.2493           | 0.379        | 16.30               | 0.039    | 50.0   | 171.0         | 0.9382        | 3.44 | 0.75              | 6.7           | 9       |
| 120 | 6.89    | 0.2893           | -0.061       | 8.70                | 0.025    | 14.0   | 62.0          | 0.9334        | 3.62 | 0.76              | 7.7           | 9       |
| 121 | 8.79    | 0.1693           | 0.219        | 15.20               | 0.033    | 35.0   | 113.0         | 0.9384        | 3.41 | 0.79              | 6.3           | 9       |
| 122 | 8.39    | 0.0893           | 0.209        | 9.85                | 0.038    | 24.0   | 106.0         | 0.9352        | 3.69 | 0.59              | 7.2           | 9       |
| 123 | 7.89    | 0.1193           | 0.179        | 8.00                | 0.037    | 7.0    | 121.0         | 0.9352        | 3.69 | 0.61              | 6.6           | 9       |
| 124 | 7.39    | 0.0593           | 0.369        | 4.60                | 0.071    | 33.0   | 133.0         | 0.9328        | 3.61 | 0.61              | 7.3           | 9       |
| 125 | 7.69    | 0.1193           | 0.259        | 4.10                | 0.005    | 56.0   | 118.0         | 0.9312        | 3.67 | 0.73              | 8.5           | 9       |
| 126 | 8.39    | 0.3193           | 0.129        | 10.00               | 0.012    | 22.0   | 101.0         | 0.9340        | 3.54 | 0.67              | 8.0           | 9       |
| 127 | 7.49    | 0.1693           | 0.219        | 10.60               | 0.017    | 41.0   | 178.0         | 0.9358        | 3.85 | 0.79              | 7.2           | 9       |
| 128 | 7.09    | 0.2293           | 0.459        | 5.80                | 0.023    | 40.0   | 154.0         | 0.9324        | 3.70 | 0.82              | 8.4           | 9       |
| 129 | 7.09    | 0.2293           | 0.459        | 5.70                | 0.025    | 39.0   | 159.0         | 0.9324        | 3.71 | 0.82              | 8.4           | 9       |
| 130 | 6.69    | 0.1893           | 0.149        | 13.40               | -0.001   | 0.0    | 32.0          | 0.9340        | 3.79 | 0.62              | 8.1           | 9       |
| 131 | 7.49    | 0.1693           | 0.219        | 10.60               | 0.017    | 41.0   | 178.0         | 0.9358        | 3.85 | 0.79              | 7.2           | 7       |
| 132 | 7.49    | 0.3543           | 0.299        | 16.10               | 0.017    | 52.0   | 216.0         | 0.9379        | 3.63 | 0.82              | 6.5           | 7       |
| 133 | 7.59    | 0.1693           | 0.169        | 18.80               | 0.014    | 39.0   | 163.0         | 0.9382        | 3.64 | 0.76              | 6.7           | 7       |
| 134 | 7.79    | 0.1993           | 0.119        | 11.10               | 0.013    | 48.0   | 178.0         | 0.9361        | 3.59 | 0.77              | 6.4           | 7       |
| 135 | 7.69    | 0.1993           | 0.209        | 18.70               | 0.015    | 37.0   | 154.0         | 0.9379        | 3.66 | 0.81              | 7.1           | 7       |
| 136 | 9.19    | 0.1593           | 0.299        | 4.20                | 0.006    | 29.0   | 96.0          | 0.9320        | 3.52 | 0.63              | 8.2           | 7       |
| 137 | 8.09    | 0.2993           | 0.569        | 13.50               | 0.024    | 42.0   | 130.0         | 0.9375        | 3.56 | 0.69              | 6.2           | 7       |
| 138 | 7.79    | 0.1193           | 0.259        | 4.90                | 0.014    | 23.0   | 71.0          | 0.9317        | 3.55 | 0.79              | 8.3           | 7       |
| 139 | 9.09    | 0.2093           | 0.289        | 4.90                | 0.008    | 11.0   | 54.0          | 0.9323        | 3.63 | 0.77              | 9.3           | 8       |
| 140 | 7.29    | 0.2393           | 0.239        | 5.20                | 0.024    | 13.0   | 52.0          | 0.9327        | 3.70 | 0.68              | 7.7           | 8       |

The above table shows the entries for the red wine dataset between the 100th and 138th rows:

```
red_wine_sample = df_red.iloc[100:140]
```

## MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

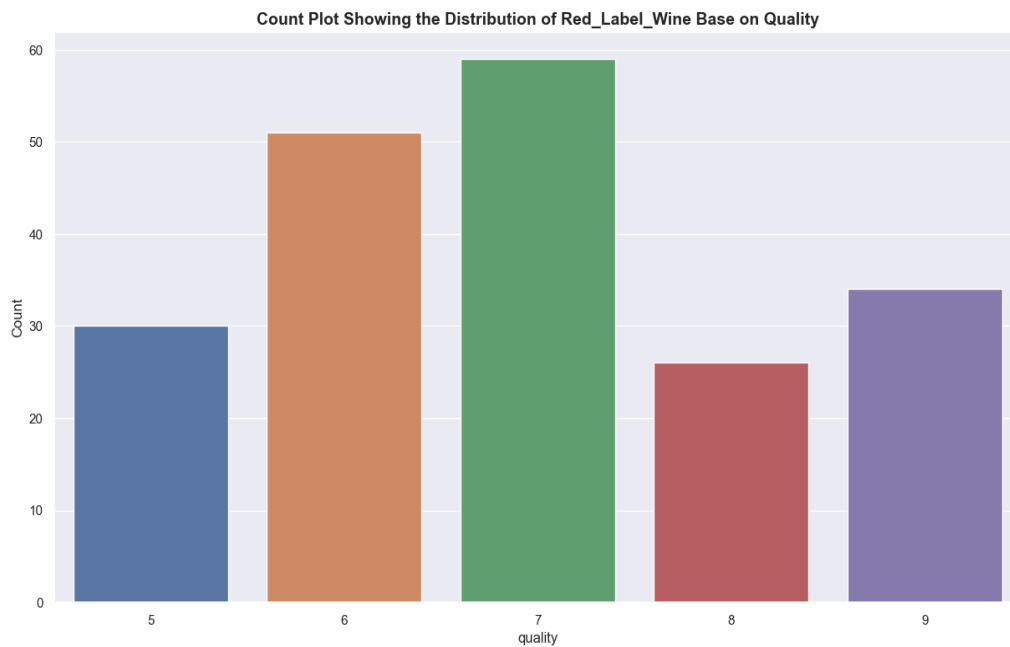
| Count      | acidity   | volatility level | citric level | sugar concentration | chloride  | sulfur    | Sum of sulfur | Density level | PH        | sulphate quantity | alcohol level | quality   |
|------------|-----------|------------------|--------------|---------------------|-----------|-----------|---------------|---------------|-----------|-------------------|---------------|-----------|
| 0<br>200.0 | 200.00000 | 200.00000        | 200.00000    | 200.00000           | 200.00000 | 200.00000 | 200.00000     | 200.00000     | 200.00000 | 200.00000         | 200.00000     | 200.00000 |
| Mean       | 7.922500  | 0.214600         | 0.249250     | 9.801750            | 0.031060  | 31.242500 | 121.072500    | 0.934586      | 3.58210   | 0.717250          | 7.545000      | 6.915000  |
| Std        | 0.710717  | 0.101170         | 0.126059     | 5.4587010           | 0.025505  | 16.784249 | 44.092821     | 0.002831      | 0.14295   | 0.095058          | 1.137473      | 1.29077   |
| Min        | 6.190000  | 0.04930          | 0.101000     | 3.800000            | 0.001000  | 3.000000  | 22.0000       | 0.92920       | 3.2700    | 0.520000          | 6.100000      | 5.000000  |
| 25%        | 7.465000  | 0.15930          | 0.179000     | 4.500000            | 0.019000  | 19.000000 | 86.750000     | 0.932375      | 3.49750   | 0.640000          | 6.600000      | 6.000000  |
| 50%        | 7.890000  | 0.19680          | 0.249000.1   | 8.300000            | 0.027000  | 31.000000 | 124.000000    | 0.9346500.    | 3.58000   | 0.710000          | 7.200000      | 7.000000  |
| 75%        | 8.290000  | 0.24930          | 0.309000     | 13.500000           | 0.34000   | 43.000000 | 148.250000    | 0.936925      | 3.68000   | 0.780000          | 8.300000      | 8.000000  |
| Max        | 10.790000 | 0.59930          | 0.569000     | 25.000000           | 0.1790000 | 74.000000 | 230.000000    | 0.941000      | 4.09000   | 1.090000          | 10.300000     | 9.000000  |

The table above indicates that each column of the Red label win dataset has the same number of entries, 200, which is shown in the row count, and also the values for descriptive statistics.

# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

## Count Plot Showing the Distribution of Red\_Label\_Wine Base on Quality"

From the figure below we can see that the red\_label\_wine is graded on the scale of 5 to 9 as such the graph below show the Distribution of Red\_Label\_Wine Base on Quality. From the figure below most of the red\_label\_wine have a quality score of 7 followed by 6 and 9 respectively while a few wine can be seen in the quality score of 8 and 5 respectively.



In the next figure I used pairplot to showing likely Combination of Columns in Red\_Label\_Dataset

The preceding scattered plots below shows the likely pair of columns. The graph shows some positive correlation between some of the columns and a negative correlation with others, however a heat map in the subsequent graphs will clearly show which columns in the dataset are positively correlated vice versa.

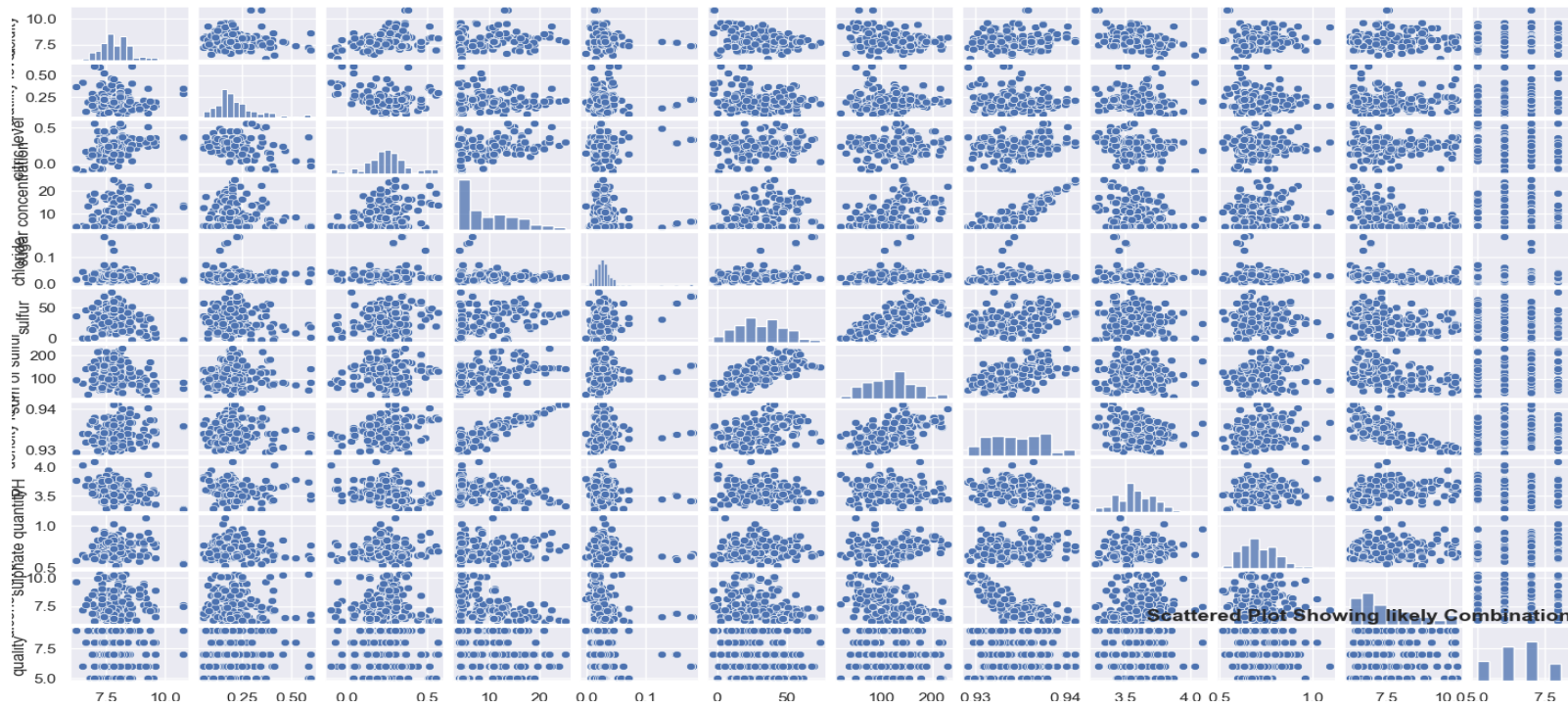
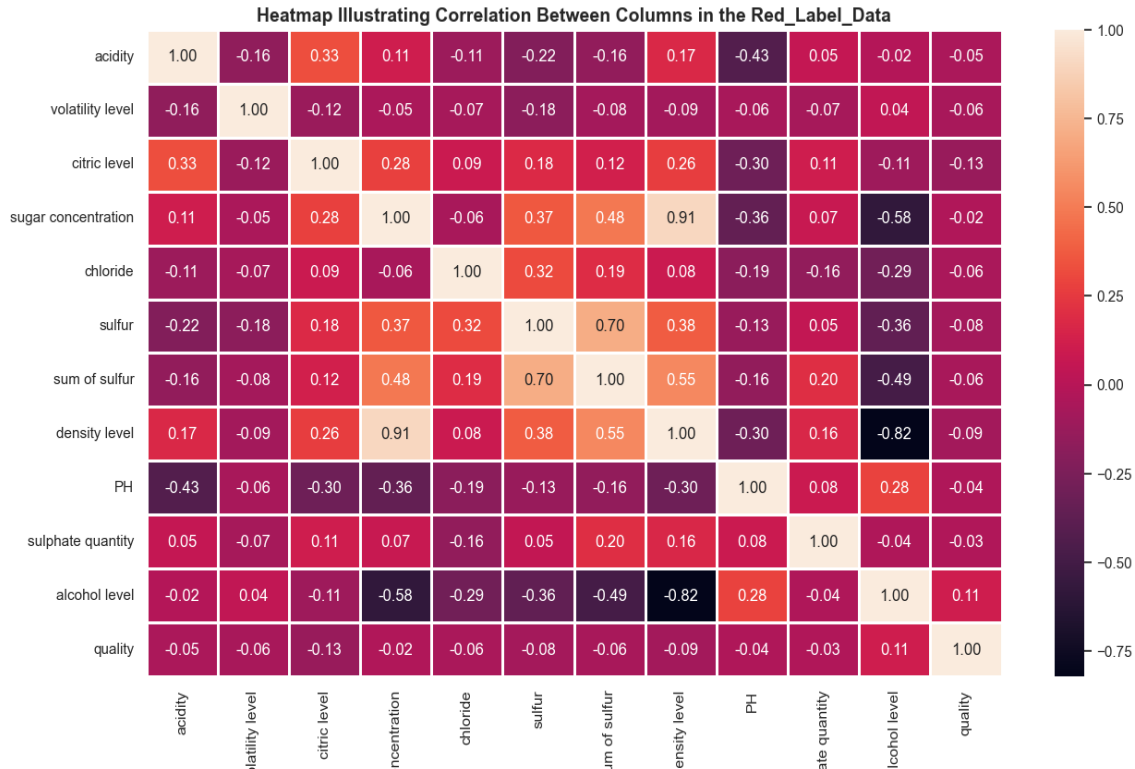


Figure below *shows* correlation between various columns. Let look at the quality column, the quality column has a positive correlation with only alcohol but negative correlation with sulfates quantity, sugar concentration, citric level, and acidity. Alcohol has a weak positive correlation with the quality of the red wine. Alcohol has a weak positive correlation with the pH value, negative correlation with citric level and density level have positive correlation with acidity. PH has a negative correlation with density level, acidity, citric level, but positive correlation with sulfates quantity.

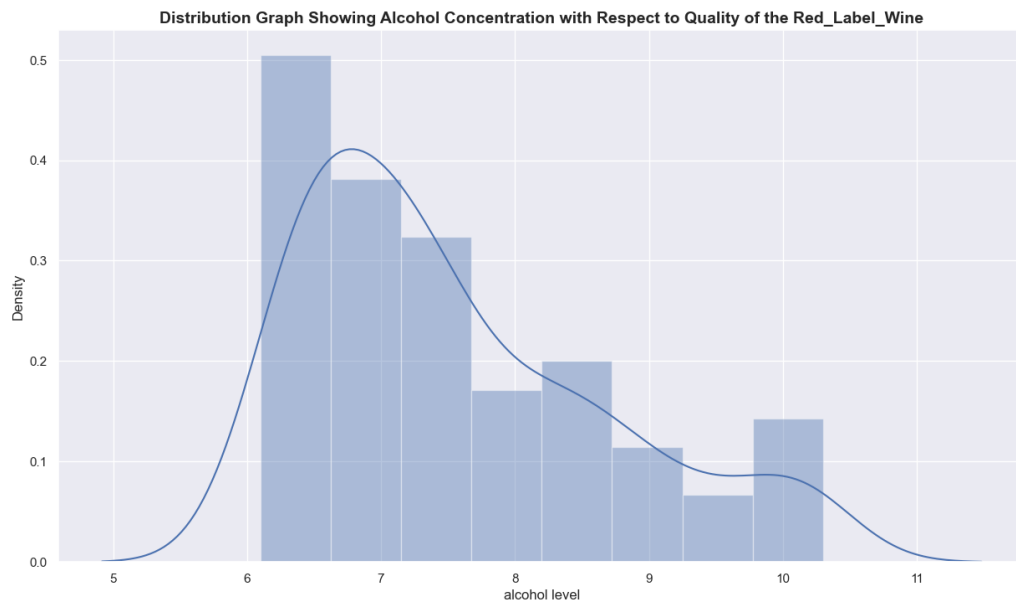
# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT



Using sns.distplot the figure below shows that alcohol distribution is positively skewed with the quality of the red label wine. It means that as the quality of the red wine increases, the distribution of alcohol content tends to have a longer tail on the right side (higher values). In other words, higher-quality red wines are more likely to have higher alcohol content.

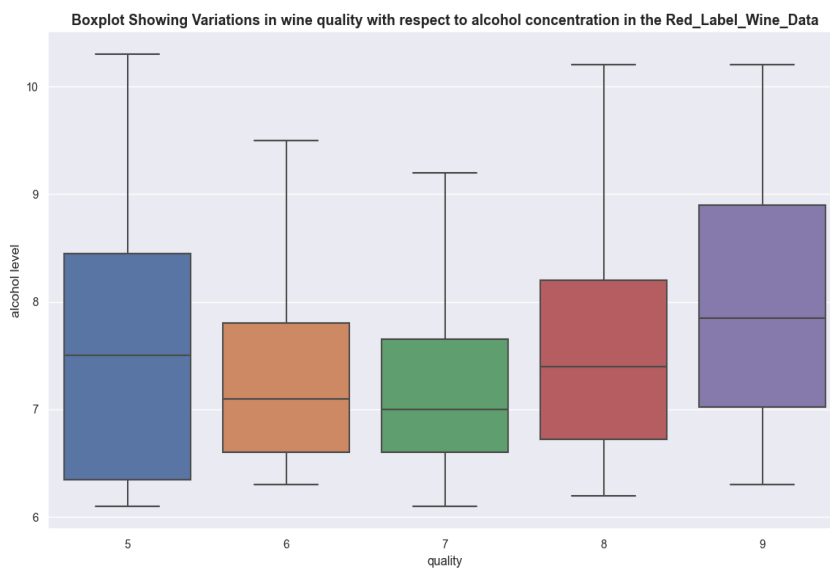
This positive skewness suggests that there may be a positive relationship between alcohol content and wine quality. From the previous figure you can see that alcohol has a positive correlation value of 0.11 with quality.

# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT



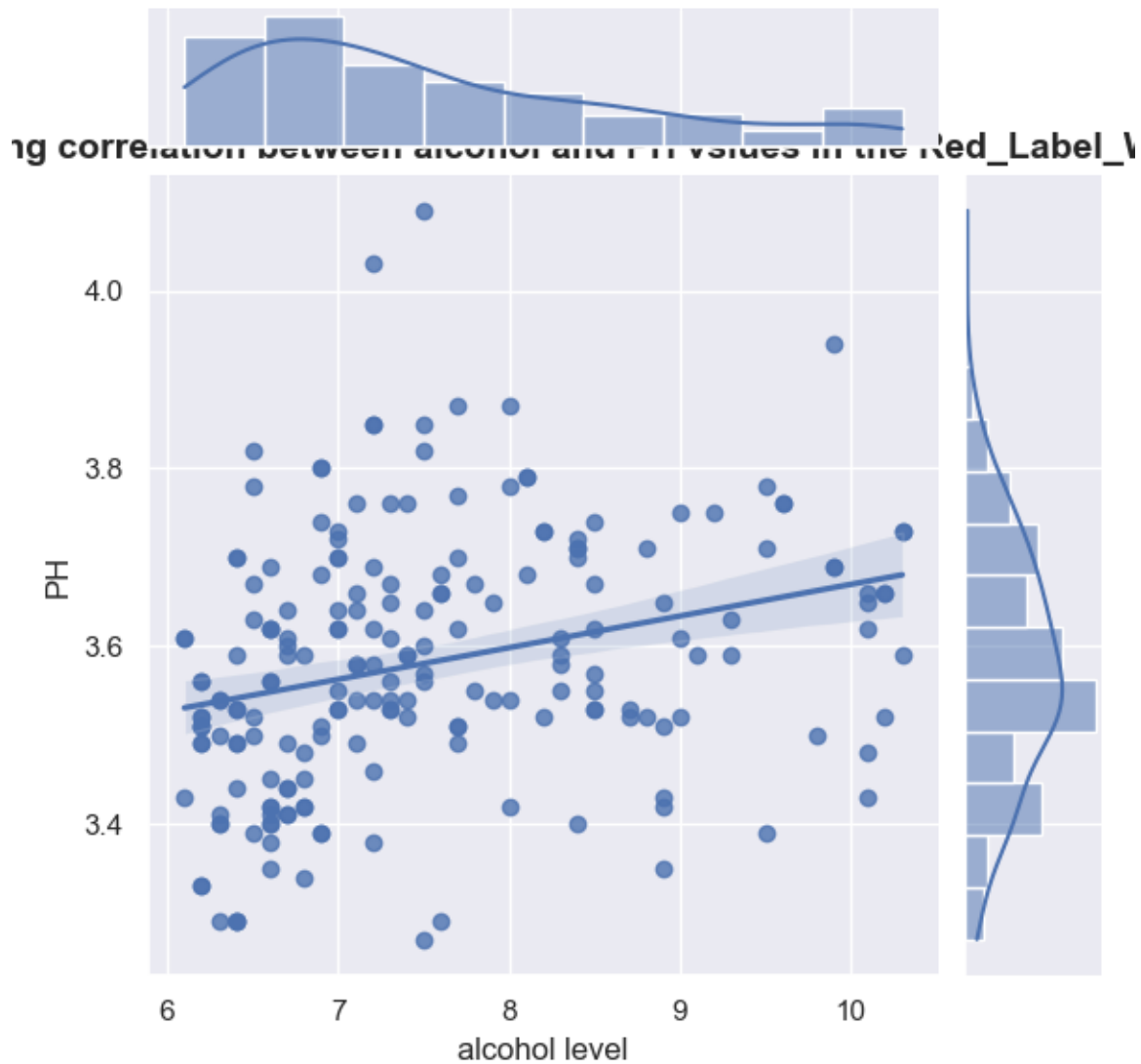
## Alcohol versus quality

Using boxplot from seaborn the next figure shows how the quality of red label wine varies with respect to alcohol level. It seems that as the quality of red label wine increases, so does the Alcohol concentration. Thus the higher the alcohol concentration, the higher the quality of the red label wine.



## MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

Now let's look at how the alcohol column and pH levels relate to one another. Based on the previous plots, we already know they have a weakly positive association. Let's now validate the conclusions from this section: Alcohol and pH levels have a weakly positive correlation, as demonstrated in the graph below. Additionally, the screenshot shows the regression line, which shows how they are correlated.



# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

## Mercado Black Label Analysis

Black wine dataframe output.

|     | acidity | volatility | level | citric level | sugar | concentration | chloride | sulfur | sum of sulfur | density | level | PH | sulphate | quantity | alcohol | level | quality |
|-----|---------|------------|-------|--------------|-------|---------------|----------|--------|---------------|---------|-------|----|----------|----------|---------|-------|---------|
| 100 | 13.8    |            | 0.760 | 0.32         |       | 2.25          | 0.504    | 17     | 53            | 0.9972  | 3.91  |    |          | 0.713    | 10.25   | 7     |         |
| 101 | 13.3    |            | 0.650 | 0.32         |       | 2.05          | 0.495    | 14     | 25            | 0.9959  | 3.82  |    |          | 0.663    | 10.45   | 7     |         |
| 102 | 13.6    |            | 0.695 | 0.20         |       | 2.05          | 0.500    | 19     | 38            | 0.9972  | 3.81  |    |          | 0.693    | 9.05    | 7     |         |
| 103 | 13.6    |            | 0.725 | 0.24         |       | 2.25          | 0.497    | 18     | 68            | 0.9967  | 3.80  |    |          | 0.613    | 9.25    | 6     |         |
| 104 | 12.7    |            | 0.640 | 0.26         |       | 2.35          | 0.490    | 11     | 39            | 0.9960  | 3.84  |    |          | 0.583    | 9.45    | 6     |         |
| 105 | 13.6    |            | 0.725 | 0.24         |       | 2.25          | 0.497    | 18     | 68            | 0.9967  | 3.80  |    |          | 0.613    | 9.25    | 6     |         |
| 106 | 13.3    |            | 0.560 | 0.70         |       | 1.85          | 0.887    | 24     | 72            | 0.9973  | 3.59  |    |          | 1.413    | 9.35    | 6     |         |
| 107 | 11.7    |            | 0.780 | 0.33         |       | 1.85          | 0.508    | 21     | 67            | 0.9969  | 3.97  |    |          | 0.893    | 9.35    | 6     |         |
| 108 | 13.5    |            | 0.480 | 0.55         |       | 2.65          | 0.511    | 24     | 83            | 0.9976  | 3.88  |    |          | 0.903    | 9.65    | 7     |         |
| 109 | 13.6    |            | 0.935 | 0.54         |       | 2.15          | 0.542    | 43     | 156           | 0.9969  | 3.72  |    |          | 0.793    | 9.35    | 6     |         |
| 110 | 13.3    |            | 0.710 | 0.21         |       | 1.95          | 0.524    | 18     | 50            | 0.9964  | 3.70  |    |          | 1.033    | 9.55    | 6     |         |
| 111 | 13.9    |            | 0.770 | 0.11         |       | 2.35          | 0.504    | 17     | 111           | 0.9964  | 3.66  |    |          | 0.763    | 9.85    | 6     |         |
| 112 | 13.9    |            | 0.750 | 0.12         |       | 2.35          | 0.505    | 20     | 114           | 0.9964  | 3.66  |    |          | 0.763    | 9.85    | 6     |         |
| 113 | 15.6    |            | 0.460 | 0.46         |       | 2.45          | 0.500    | 28     | 49            | 0.9988  | 3.83  |    |          | 0.773    | 9.75    | 7     |         |
| 114 | 13.3    |            | 0.710 | 0.21         |       | 1.95          | 0.524    | 18     | 50            | 0.9964  | 3.70  |    |          | 1.033    | 9.55    | 6     |         |
| 115 | 14.9    |            | 0.550 | 0.33         |       | 2.35          | 0.510    | 19     | 65            | 0.9966  | 3.58  |    |          | 0.733    | 10.55   | 7     |         |
| 116 | 13.8    |            | 0.690 | 0.30         |       | 2.05          | 0.497    | 17     | 43            | 0.9978  | 3.90  |    |          | 0.713    | 10.05   | 7     |         |
| 117 | 13.3    |            | 0.710 | 0.14         |       | 2.15          | 0.502    | 13     | 31            | 0.9970  | 3.88  |    |          | 0.603    | 9.45    | 7     |         |
| 118 | 14.3    |            | 0.700 | 0.06         |       | 2.35          | 0.539    | 20     | 59            | 0.9962  | 3.72  |    |          | 0.703    | 10.95   | 7     |         |
| 119 | 12.5    |            | 0.840 | 0.10         |       | 1.95          | 0.517    | 28     | 92            | 0.9959  | 3.85  |    |          | 0.643    | 9.25    | 7     |         |
| 120 | 12.8    |            | 1.220 | 0.11         |       | 1.85          | 0.598    | 16     | 92            | 0.9962  | 3.81  |    |          | 0.673    | 9.05    | 6     |         |
| 121 | 14.3    |            | 0.700 | 0.06         |       | 2.35          | 0.539    | 20     | 59            | 0.9962  | 3.72  |    |          | 0.703    | 10.95   | 7     |         |
| 122 | 12.8    |            | 0.845 | 0.02         |       | 2.65          | 0.495    | 9      | 16            | 0.9980  | 4.00  |    |          | 0.623    | 9.25    | 6     |         |
| 123 | 13.5    |            | 0.860 | 0.02         |       | 2.75          | 0.500    | 17     | 37            | 0.9976  | 3.95  |    |          | 0.633    | 9.55    | 6     |         |
| 124 | 13.3    |            | 0.650 | 0.19         |       | 1.75          | 0.502    | 27     | 105           | 0.9960  | 3.90  |    |          | 0.583    | 9.55    | 6     |         |
| 125 | 14.5    |            | 0.770 | 0.06         |       | 2.05          | 0.566    | 33     | 93            | 0.9984  | 3.67  |    |          | 0.803    | 9.45    | 6     |         |
| 126 | 13.7    |            | 1.480 | 0.02         |       | 1.85          | 0.501    | 9      | 15            | 0.9964  | 4.04  |    |          | 0.593    | 10.95   | 6     |         |
| 127 | 13.6    |            | 1.480 | 0.02         |       | 1.95          | 0.502    | 9      | 15            | 0.9964  | 4.05  |    |          | 0.583    | 10.95   | 6     |         |
| 128 | 13.5    |            | 0.740 | 0.18         |       | 1.95          | 0.485    | 9      | 19            | 0.9962  | 3.93  |    |          | 1.023    | 10.55   | 8     |         |
| 129 | 11.6    |            | 0.530 | 0.17         |       | 1.95          | 0.492    | 12     | 22            | 0.9955  | 3.93  |    |          | 0.673    | 9.45    | 6     |         |
| 130 | 13.5    |            | 0.895 | 0.58         |       | 2.15          | 0.538    | 36     | 137           | 0.9968  | 3.75  |    |          | 0.763    | 9.45    | 6     |         |
| 131 | 11.1    |            | 0.650 | 0.11         |       | 2.45          | 0.469    | 23     | 102           | 0.9937  | 4.14  |    |          | 0.733    | 13.05   | 6     |         |
| 132 | 11.1    |            | 0.650 | 0.11         |       | 2.45          | 0.469    | 23     | 102           | 0.9937  | 4.14  |    |          | 0.733    | 13.05   | 6     |         |
| 133 | 12.1    |            | 0.650 | 0.03         |       | 1.65          | 0.480    | 23     | 29            | 0.9952  | 3.91  |    |          | 0.683    | 9.85    | 7     |         |
| 134 | 13.4    |            | 1.190 | 0.07         |       | 2.35          | 0.504    | 19     | 32            | 0.9959  | 3.73  |    |          | 0.653    | 9.95    | 7     |         |
| 135 | 13.9    |            | 0.895 | 0.13         |       | 2.05          | 0.510    | 22     | 66            | 0.9965  | 3.70  |    |          | 0.923    | 9.65    | 6     |         |
| 136 | 13.8    |            | 0.865 | 0.17         |       | 1.95          | 0.509    | 16     | 55            | 0.9968  | 3.74  |    |          | 0.873    | 9.55    | 6     |         |
| 137 | 12.7    |            | 0.565 | 0.30         |       | 2.15          | 0.501    | 19     | 48            | 0.9972  | 3.99  |    |          | 0.743    | 9.25    | 6     |         |
| 138 | 13.3    |            | 0.710 | 0.21         |       | 2.25          | 0.501    | 21     | 108           | 0.9962  | 3.84  |    |          | 0.643    | 9.55    | 6     |         |
| 139 | 13.3    |            | 0.710 | 0.21         |       | 2.15          | 0.501    | 23     | 111           | 0.9962  | 3.83  |    |          | 0.643    | 9.55    | 6     |         |
| 140 | 13.9    |            | 0.895 | 0.13         |       | 2.05          | 0.510    | 22     | 66            | 0.9965  | 3.70  |    |          | 0.923    | 9.65    | 6     |         |

The above table shows the entries for the black label wine dataset between the 100th and 140th rows:

```
red_wine_sample = df_red.iloc[100:140]
```



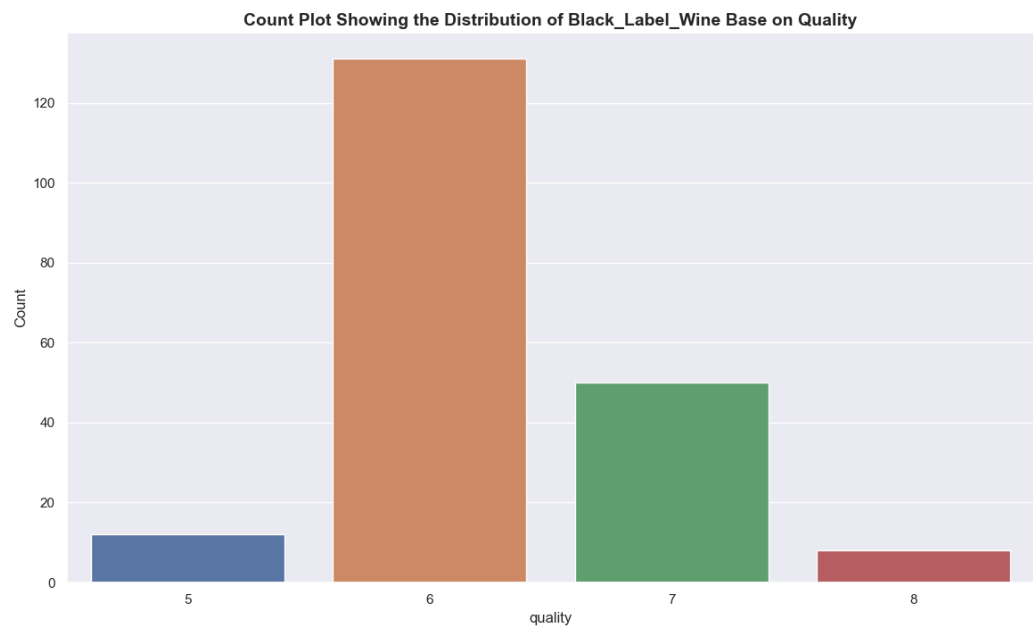
# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

## The Descriptive output of the Dataset

|                       | acidity    | volatility level | citric level | sugar concentration | chloride   | sulfur     | sum of sulfur     | density level | PH         | sulphate quantity | alcohol level | quality    |
|-----------------------|------------|------------------|--------------|---------------------|------------|------------|-------------------|---------------|------------|-------------------|---------------|------------|
| count                 | 201.000000 | 201.000000       | 201.000000   | 201.000000          | 201.000000 | 201.000000 | 201.000000        | 201.000000    | 201.000000 | 201.000000        | 201.000000    | 201.000000 |
| mean                  | 13.103980  | 0.723085         | 0.236269     | 2.513184            | 0.518682   | 21.577114  | 63.348259         | 0.996626      | 3.843980   | 0.783000          | 9.898756      | 6.268657   |
| std                   | 1.021021   | 0.178068         | 0.182539     | 1.216311            | 0.072378   | 9.382179   | 38.088950         | 0.001175      | 0.158196   | 0.266919          | 0.838398      | 0.630446   |
| min                   | 10.100000  | 0.370000         | 0.020000     | 1.350000            | 0.465000   | 9.000000   | 11.000000         | 0.991600      | 3.250000   | 0.433000          | 9.050000      | 5.000000   |
| 25%                   | 12.600000  | 0.600000         | 0.090000     | 1.950000            | 0.493000   | 15.000000  | 32.000000         | 0.996200      | 3.740000   | 0.643000          | 9.450000      | 6.000000   |
| 50%                   | 13.200000  | 0.710000         | 0.200000     | 2.150000            | 0.501000   | 20.000000  | 55.000000         | 0.996800      | 3.850000   | 0.693000          | 9.550000      | 6.000000   |
| 75%                   | 13.600000  | 0.810000         | 0.330000     | 2.450000            | 0.512000   | 25.000000  | 92.000000         | 0.997200      | 3.930000   | 0.823000          | 10.150000     | 7.000000   |
| max                   | 17.000000  | 1.480000         | 1.020000     | 10.850000           | 1.030000   | 58.000000  | 156.000000        | 0.999600      | 4.410000   | 2.103000          | 14.050000     | 8.000000   |
| black wine describe:  |            |                  |              |                     |            |            |                   |               |            |                   |               |            |
|                       | acidity    | volatility level | citric level | sugar concentration | ...        | PH         | sulphate quantity | alcohol level | quality    |                   |               |            |
| count                 | 201.000000 | 201.000000       | 201.000000   | 201.000000          | ...        | 201.000000 | 201.000000        | 201.000000    | 201.000000 |                   |               |            |
| mean                  | 13.103980  | 0.723085         | 0.236269     | 2.513184            | ...        | 3.843980   | 0.783000          | 9.898756      | 6.268657   |                   |               |            |
| std                   | 1.021021   | 0.178068         | 0.182539     | 1.216311            | ...        | 0.158196   | 0.266919          | 0.838398      | 0.630446   |                   |               |            |
| min                   | 10.100000  | 0.370000         | 0.020000     | 1.350000            | ...        | 3.250000   | 0.433000          | 9.050000      | 5.000000   |                   |               |            |
| 25%                   | 12.600000  | 0.600000         | 0.090000     | 1.950000            | ...        | 3.740000   | 0.643000          | 9.450000      | 6.000000   |                   |               |            |
| 50%                   | 13.200000  | 0.710000         | 0.200000     | 2.150000            | ...        | 3.850000   | 0.693000          | 9.550000      | 6.000000   |                   |               |            |
| 75%                   | 13.600000  | 0.810000         | 0.330000     | 2.450000            | ...        | 3.930000   | 0.823000          | 10.150000     | 7.000000   |                   |               |            |
| max                   | 17.000000  | 1.480000         | 1.020000     | 10.850000           | ...        | 4.410000   | 2.103000          | 14.050000     | 8.000000   |                   |               |            |
| [8 rows x 12 columns] |            |                  |              |                     |            |            |                   |               |            |                   |               |            |

The table above is the output of the `pd.describe()` method, indicates that each column of the Black Label win dataset has the same number of entries, 201, which is shown in the row count, and also the values for descriptive statistics.

## Count Plot Showing the Distribution of Black\_Label\_Wine Base on Quality''



## **MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT**

From the figure above we can see that the black\_label\_wine is graded on the scale of 5 to 8 as such the graph below show the Distribution of black\_Label\_Wine Base on Quality. From the figure below most of the black\_label\_wine have a quality score of 6 followed by 7 followed by 5 and 8 respectively.

**Image showing correlation between columns in the Black Label Dataset**

# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

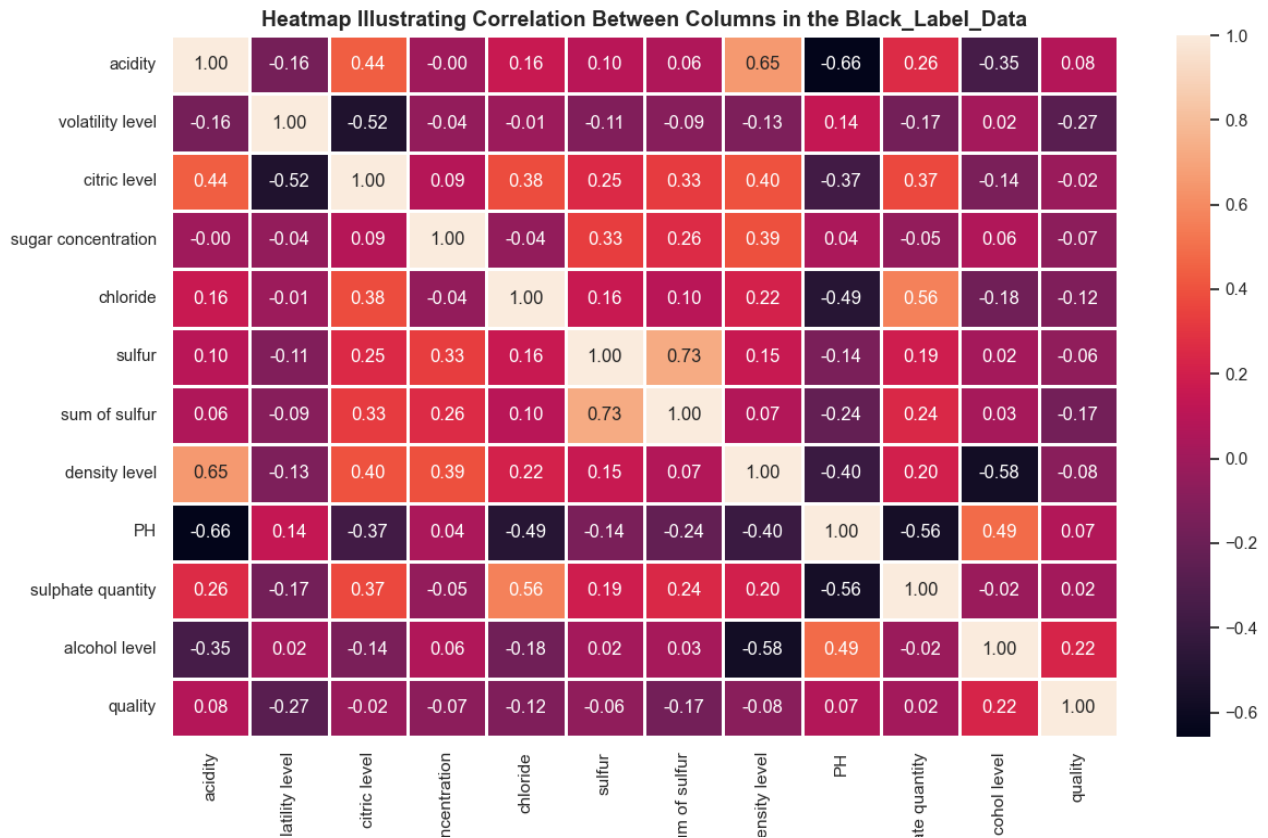
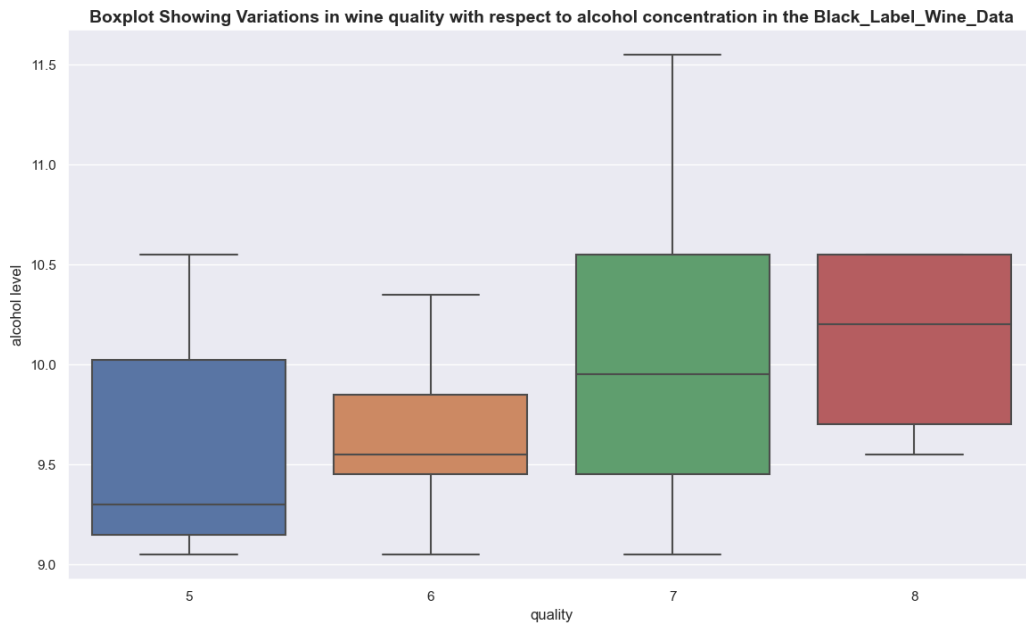


Figure above *shows* correlation between various columns. Let look at the quality column, the quality column has a positive correlation with alcohol, sulphate, PH and acidity but negative correlation with density level, sugar concentration, citric level, and acidity. Alcohol has a weak positive correlation with the quality of the red wine. Alcohol has a weak positive correlation with the pH value, negative correlation with citric level and density level have positive correlation with acidity. PH has a negative correlation with density level, acidity, citric level, but positive correlation with alcohol level.

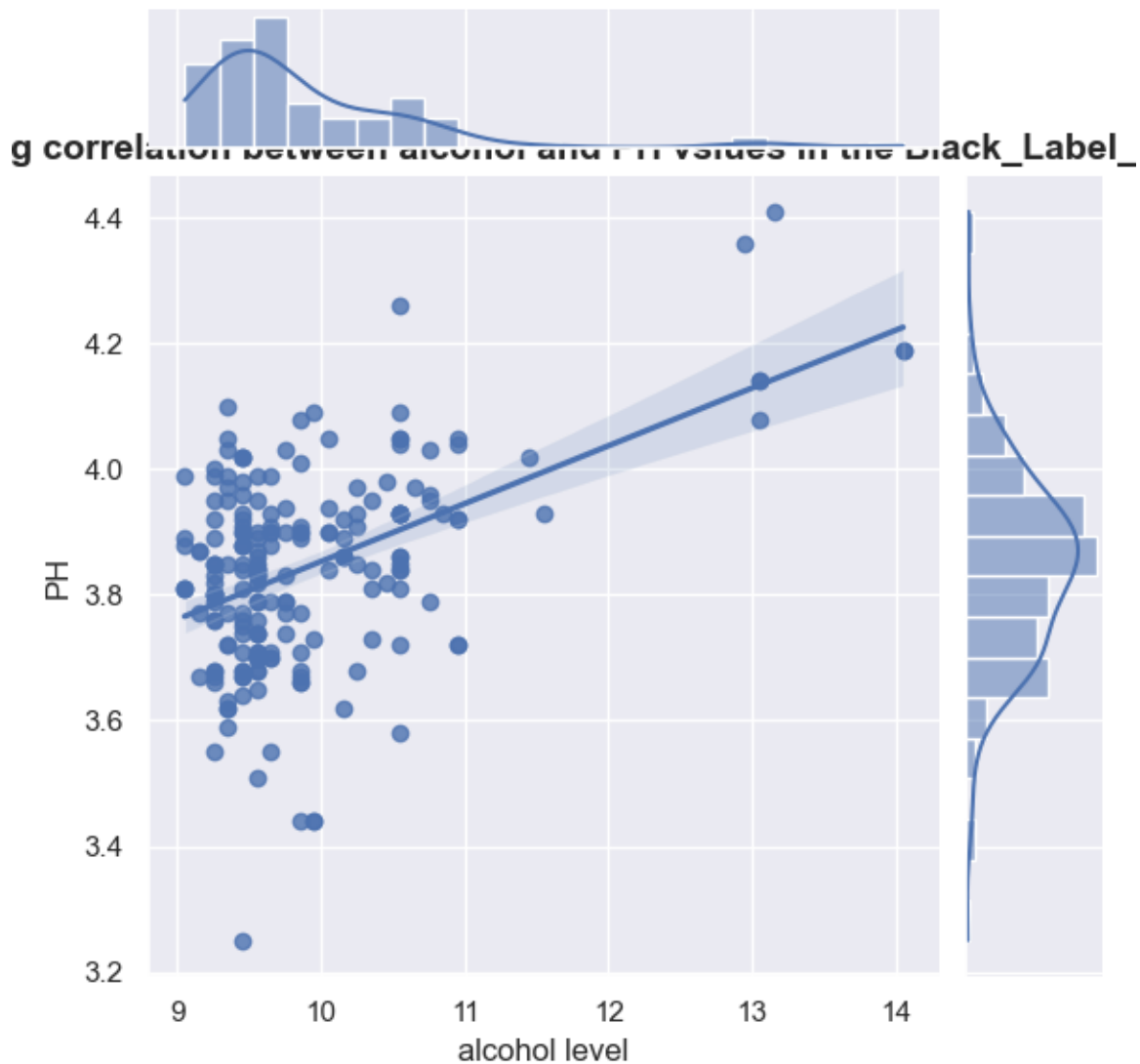
# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

## Alcohol versus quality



Using boxplot from seaborn the figure above shows how the quality of black label wine varies with respect to alcohol level. It seems that as the quality of red label wine increases, so does the Alcohol concentration. Thus the higher the alcohol concentration, the higher the quality of the black label wine.

## MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT



Let's now examine the relationship between the pH levels and the alcohol column in the black label dataset. We already know they have a weakly positive correlation from the earlier graphs. Now let's verify the findings from this section: The graph below shows the weakly positive association between alcohol and pH levels. Furthermore, the regression line illustrating their correlation is displayed in the screenshot above.

# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

## Converting into a categorical column

In the next stage I concatenated the two dataframe (Black wine and Red wine) but first let first convert the numerical values (quality column) into categorical values (quality\_label column) and add a price column to the datasets before concatenating the two dataframe. Let give a breakdown of the parameters we used to create the categorical column and added the price

```
#parameters used in changing numerical column to categorical column
```

```
low_value= "<=5"
```

```
medium="<=7"
```

```
High=">7"
```

```
df_black['quality_label'] = df_black['quality'].apply(lambda x: 'low' if x < 7 else ('medium' if x == 7 else 'high'))
```

```
df_red['quality_label'] = df_red['quality'].apply(lambda x: 'low' if x < 7 else ('medium' if x == 7 else 'high'))
```

```
# Adding price column
```

```
def map_quality_to_price(label):
```

```
    if label=='low':
```

```
        return 10
```

```
    elif label == 'medium':
```

```
        return 15
```

```
    elif label == 'high':
```

```
        return 20
```

```
    else:
```

```
        return None
```

```
df_black['price']=df_black['label'].apply(map_quality_to_price)
```

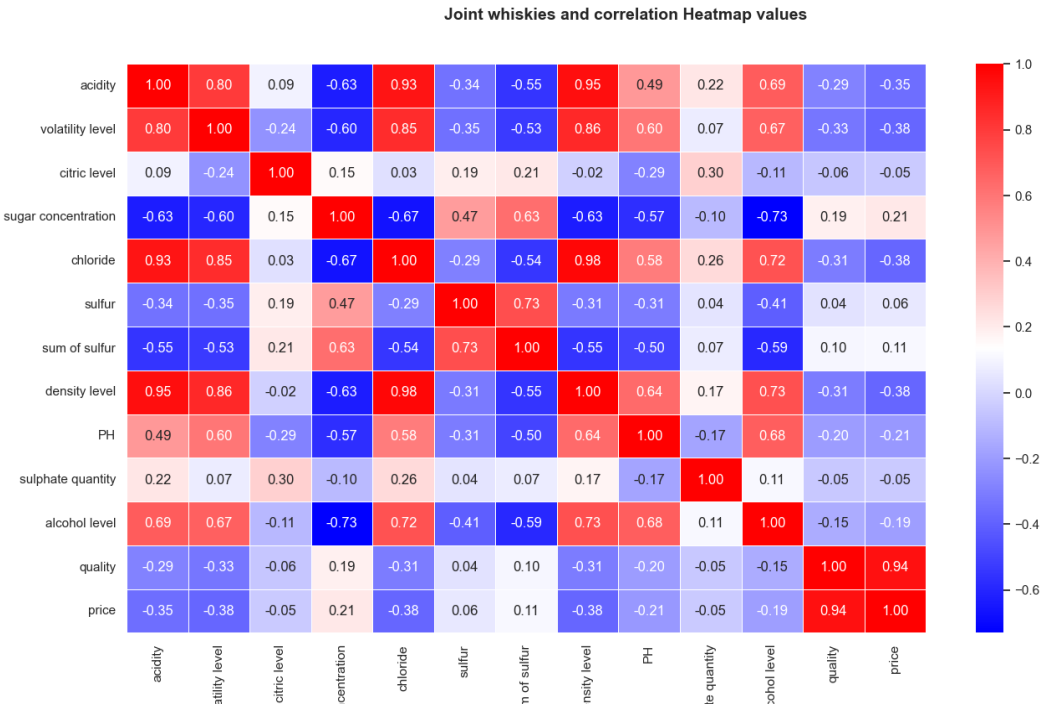
```
df_red['price']=df_red['label'].apply(map_quality_to_price)
```

After converting the numerical column into categorical column and adding a price column in the two dataframes, they were concatenated and the screenshot below shows the result of the concatenation.

# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

|       | acidity | volatility level | citric level | sugar concentration | chloride | sulfur | sum of sulfur | density level | PH   | sulphate quantity | alcohol level | quality | group       | label  |
|-------|---------|------------------|--------------|---------------------|----------|--------|---------------|---------------|------|-------------------|---------------|---------|-------------|--------|
| price |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 0     | 8.09    | 0.3593           | 0.509        | 14.80               | 0.024    | 47.0   | 130.0         | 0.9374        | 3.51 | 0.700             | 6.20          | 5       | red label   | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 1     | 7.79    | 0.1493           | 0.209        | 4.40                | 0.032    | 27.0   | 89.0          | 0.9329        | 3.79 | 1.020             | 8.10          | 8       | red label   | high   |
| 20    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 2     | 12.40   | 0.7550           | 0.140        | 10.85               | 0.493    | 46.0   | 86.0          | 0.9993        | 3.96 | 0.623             | 9.45          | 7       | black Label | medium |
| 15    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 3     | 9.09    | 0.1993           | 0.309        | 4.45                | 0.012    | 4.0    | 38.0          | 0.9308        | 3.39 | 0.810             | 9.50          | 6       | red label   | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 4     | 13.20   | 0.6400           | 0.280        | 2.05                | 0.482    | 15.0   | 34.0          | 0.9966        | 3.90 | 0.743             | 9.65          | 6       | black Label | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 5     | 11.80   | 0.4500           | 0.500        | 1.95                | 0.489    | 24.0   | 64.0          | 0.9959        | 3.95 | 0.883             | 10.35         | 7       | black Label | medium |
| 15    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 6     | 7.49    | 0.2093           | 0.179        | 11.50               | 0.026    | 47.0   | 185.0         | 0.9362        | 3.49 | 0.790             | 6.40          | 7       | red label   | medium |
| 15    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 7     | 10.50   | 1.1700           | 0.060        | 1.55                | 0.465    | 47.0   | 88.0          | 0.9938        | 4.26 | 0.583             | 10.55         | 5       | black Label | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 8     | 7.59    | 0.1993           | 0.309        | 4.30                | 0.031    | 9.0    | 117.0         | 0.9351        | 3.82 | 0.720             | 7.50          | 5       | red label   | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 9     | 13.70   | 1.4800           | 0.020        | 1.85                | 0.501    | 9.0    | 15.0          | 0.9964        | 4.04 | 0.593             | 10.95         | 6       | black Label | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 10    | 13.00   | 0.6500           | 0.380        | 6.25                | 0.491    | 23.0   | 105.0         | 0.9978        | 3.86 | 0.903             | 10.55         | 6       | black Label | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 11    | 7.39    | 0.1493           | 0.459        | 17.50               | 0.034    | 20.0   | 134.0         | 0.9380        | 3.38 | 0.650             | 6.60          | 9       | red label   | high   |
| 20    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 12    | 15.70   | 0.5700           | 0.590        | 3.55                | 0.490    | 10.0   | 13.0          | 0.9971        | 3.55 | 0.733             | 9.65          | 6       | black Label | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 13    | 13.20   | 0.8400           | 0.240        | 2.05                | 0.504    | 24.0   | 97.0          | 0.9961        | 3.82 | 0.583             | 9.55          | 6       | black Label | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 14    | 11.10   | 0.6500           | 0.110        | 2.45                | 0.469    | 23.0   | 102.0         | 0.9937        | 4.14 | 0.733             | 13.05         | 6       | black Label | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 15    | 13.00   | 0.6400           | 0.220        | 2.75                | 0.752    | 14.0   | 17.0          | 0.9968        | 3.72 | 1.003             | 10.55         | 7       | black Label | medium |
| 15    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 16    | 7.79    | 0.1293           | 0.489        | 3.90                | 0.126    | 31.0   | 107.0         | 0.9330        | 3.45 | 0.630             | 6.60          | 7       | red label   | medium |
| 15    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 17    | 8.09    | 0.1093           | 0.259        | 4.40                | 0.022    | 24.0   | 62.0          | 0.9298        | 3.66 | 0.620             | 10.20         | 8       | red label   | high   |
| 20    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 18    | 9.29    | 0.0693           | 0.239        | 4.10                | 0.021    | 0.0    | 22.0          | 0.9334        | 3.87 | 0.650             | 7.70          | 5       | red label   | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 19    | 7.99    | 0.1993           | 0.259        | 23.70               | 0.024    | 38.0   | 145.0         | 0.9410        | 3.40 | 0.700             | 6.30          | 6       | red label   | low    |
| 10    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 20    | 12.30   | 0.9350           | 0.020        | 2.55                | 0.524    | 20.0   | 33.0          | 0.9966        | 4.03 | 0.653             | 10.75         | 7       | black Label | medium |
| 15    |         |                  |              |                     |          |        |               |               |      |                   |               |         |             |        |
| 22    | 11.10   | 0.7550           | 0.300        | 1.85                | 0.500    | 24.0   | 102.0         | 0.9937        | 4.14 | 0.733             | 13.05         | 6       | black Label | low    |

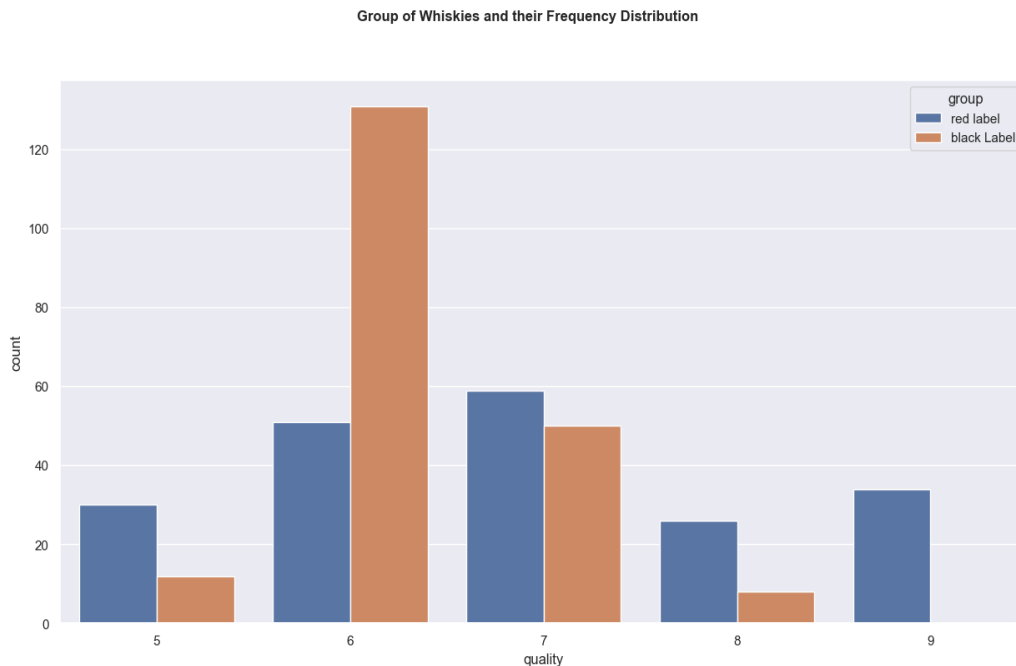
The image below is a multivariate analysis on the combined dataframe.



# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

The figure above *shows* correlation between various columns. Let look at the quality column, the quality column has a strong positive correlation with price and sugar concentration, but negative correlation with density level, citric level, and acidity. Alcohol on the other hand has a strong positive correlation with the PH, chloride and density level but a weak negative correlation with quality but strong negative correlation with sugar concentration and sum of sulfur in the combined data frame (Join whiskies)

## Categorizations of group of whiskies based on the quality

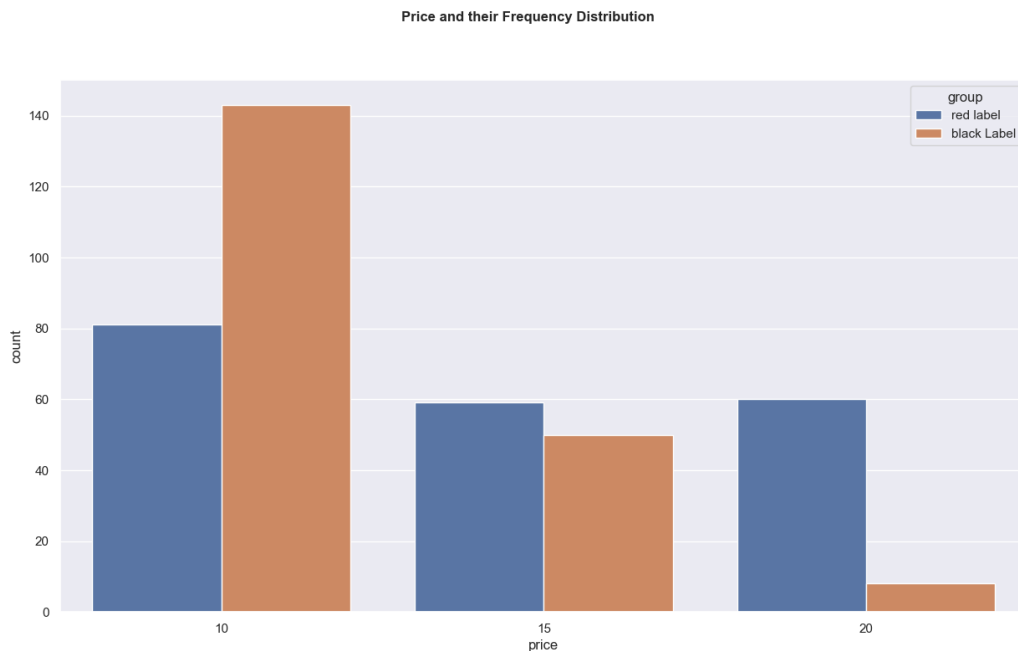


The accompanying figure displays the frequency distributions for various wine group based on quality categorization [5, 6, 7, 8, and 9] across a beautiful count plot. For end users, it is a more understandable illustration. From the graph, about 130 of the black wine belong to the quality group of 6, while around 50 are counted in the quality group of 7 followed by 10 and around 5 for 5 and 8 respectively. With no record for quality group of 9 for black wine. On the other hands, the red wine has more count for quality group 7 followed 6 with about 50 count. Around 35 of the red wine are within the quality mark of 9 followed by 5 and 8 respectively.



# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

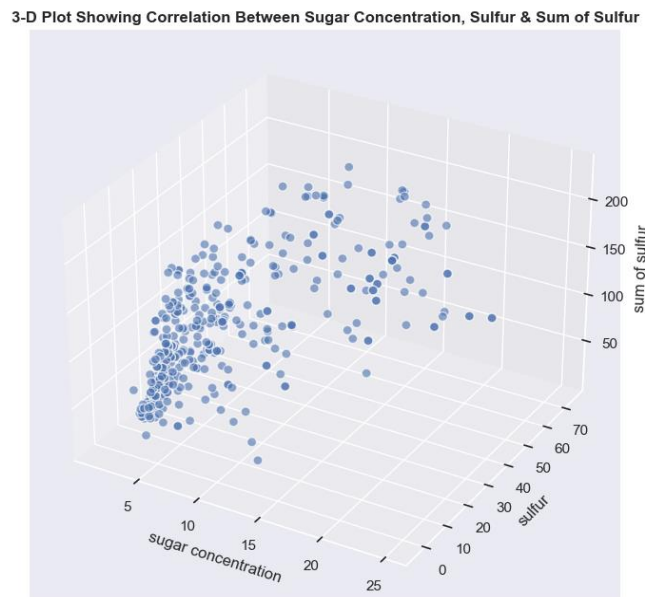
## Categorizations of group of whiskies based on the Prices



The accompanying figure above displays the frequency distributions for various wine prices [10, 15, and 20] across a beautiful count plot. For end users, it is a more understandable illustration, from the figure more of the black label wine about 150 are in the 10 dollar price column followed by 15 dollars and finally 20 USD while on the other hands, majority of the red label wine about 80 are priced at 10 USD followed by 10 and 15 USD respectively.

# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

## Three Dimensional visualization of three variables (sum of sulfur, sugar concentration and sulfur)



Using the Matplotlib library to generate the 3D dimension visualization, the figure above illustrate that the three variables show a positive correlation with respect to one another.

### Model development and evaluation

The final part of the work dealt into model development specifically logistic regression and evaluation. Using model to classify or predict a variable. First using label encoding I encode the quality label column i.e. from categorical variable to numeric then split the dataset into a training set and test set. The data was grouped into x, y i.e. X representing the predictor in this case, **X\_classification** consists of all features except the 'alcohol level', why the Y represent the outcome or classify In this case, **classification** represents the label column. After this the model was initialized and trained the logistic model was fixed

# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT

on the split variables for prediction of the Y variable. After this the accuracy score and the mean of square error was computed. The following screenshot is the result.

|     | Actual | Predicted |
|-----|--------|-----------|
| 285 | 1      | 1         |
| 281 | 1      | 1         |
| 33  | 1      | 1         |
| 211 | 1      | 1         |
| 93  | 1      | 1         |
| 84  | 3      | 3         |
| 390 | 3      | 3         |
| 94  | 1      | 1         |
| 225 | 1      | 1         |
| 126 | 1      | 1         |
| 9   | 1      | 1         |
| 362 | 2      | 2         |
| 56  | 2      | 2         |
| 72  | 1      | 1         |
| 132 | 3      | 3         |
| 42  | 1      | 1         |
| 255 | 1      | 1         |
| 277 | 1      | 1         |
| 232 | 2      | 3         |
| 208 | 1      | 1         |
| 77  | 3      | 2         |
| 15  | 2      | 2         |
| 392 | 2      | 2         |
| 349 | 2      | 2         |
| 0   | 1      | 1         |

Prediction score/accuracy: **0.9917355371900827**

A prediction score of 0.9917 suggests that the model's accuracy is approximately 99.17%.

Mean Squared Error: **0.008264462809917356**

A Mean Squared Error of 0.0083 suggests that, on average, the squared difference between the model's predictions and the actual values is approximately 0.0083. A Lower values indicating a high performance.

**THANK YOU!**

# MERCADO WINE MARCHING LEARNING ANALYSIS PROJECT