**Springboard Data Science Bootcamp Martin Wipf**

**Capstone 2 Project Proposal: Whiskey Recommendation Tool**

**Problem Statement:**

Customers at liquor stores have a wide range of different whiskies they can choose from but are faced with the problem of having to spend a relatively big amount of money without having the opportunity to taste and therefore know if they will like a new bottle of whiskey, especially if it’s a type of whiskey they are unfamiliar with. A prediction tool to propose a list of whiskies matching an individual's preferences would allow a store to tailor recommendations for specific whiskies to individuals customers based on their preferences

**Context:**

Whiskey is one of the most popular liquors in the world created out of a range of grains and distilled all over the world. The annual global revenue is close to USD 95M. The proposed project would build a model to predict which whisky someone would prefer based on preferred tasting notes. Additionally a price range could be included.

**Criteria for Success:**

Model needs to have a ‘good’ match with customer preferences and the suggested list should not be ‘too long’ (<10?). This might potentially be reduced to specific distilleries or types of whiskies instead of specific whiskies.

**Scope of solution space:**

Assess different models that give the most user friendly and optimized recommendations.

**Constraints:**

Available data sheet contains ~2200+ ratings and tasting notes.

**Data Sources:**

Main data source is: <https://www.kaggle.com/koki25ando/22000-scotch-whisky-reviews>

Additional data source that could be used specifically for scotch whisky: <https://www.kaggle.com/koki25ando/scotch-whisky-dataset>

**Approach to build Model:**

The suggested approach to this problem is to extract keywords from the descriptions and create a catalogue. Based on all the available data build a model that creates recommendations for which whiskey to try.

**Deliverables:**

GitHub Repository with all the notebooks containing the work on this project

Project report

Final presentation with corresponding slides