

Project 1

Team Members:

Regan Maher

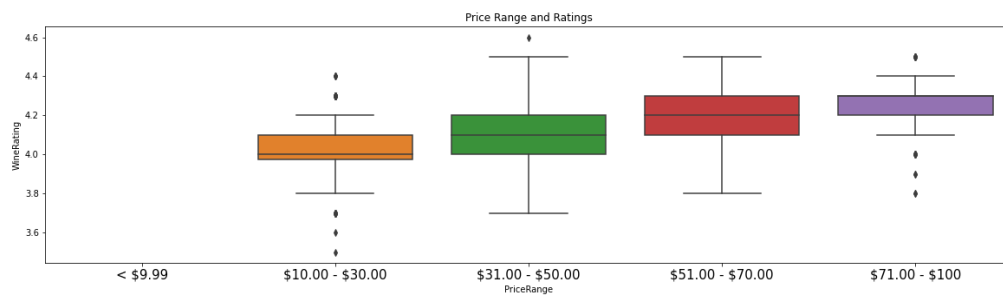
Kristian Soriano

Rosalind White

White Wines – How Consumer Ratings Effect Pricing Below \$100

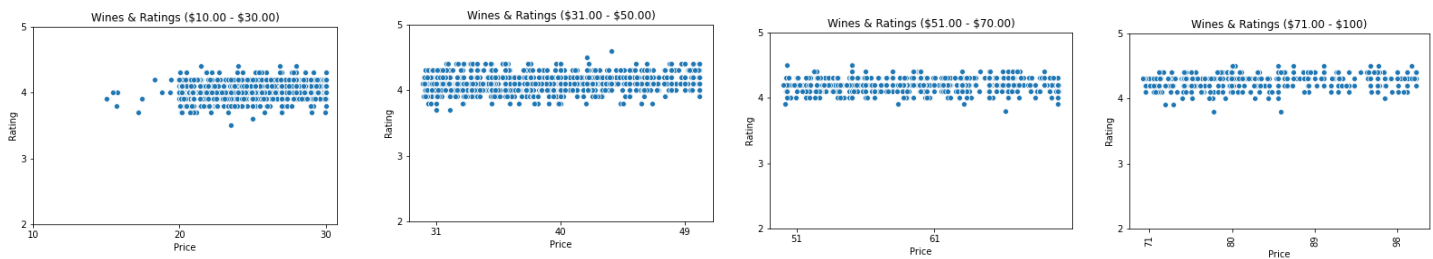
Do wine ratings have an impact on the wine price?

Our findings showed that there were slightly positive statistical impact on the prices of wines based on how they were rated. Wines at a higher price point tend to rate higher than those at a lower price point. There was less of a difference between in ratings for wines between \$50 and \$100. There was definitely a visual difference of wines priced between \$10-\$30 and \$31-\$50 as represented below.



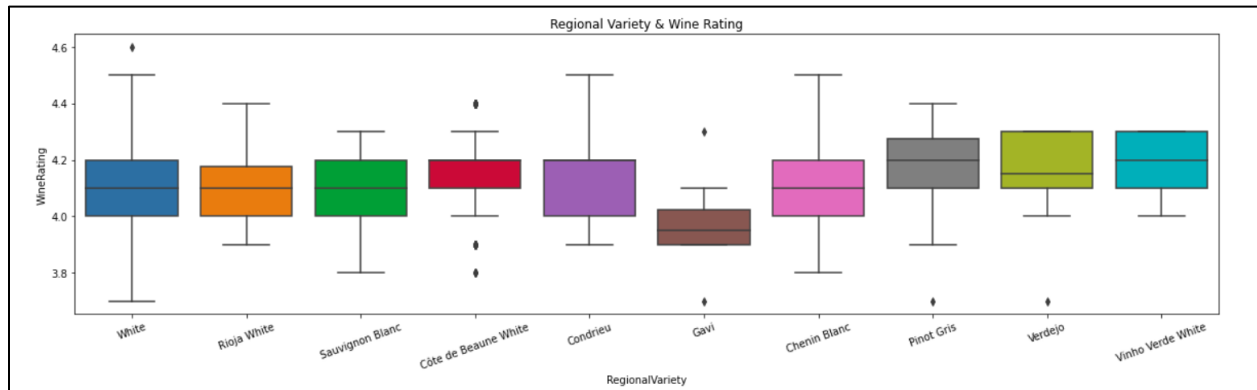
Do lower price points rate lower than higher price points?

Our group did come to the conclusion that the lower the price point, the lower the overall average rating was. While the higher that price point, the higher the overall average rating was as well.



What impact does variety and country have on ratings?

Among the top 10 varieties that were reviewed there was very little variance on the ratings. With the exception of one Gavi.



The countries in the study were fairly flat in their average ratings hovering between 4.0 and a 4.2 which is consistent with the overall average price versus rating of 4.11. That being said there were countries that were higher than the average, those being the US, Argentina, and Portugal.

