



**What Wine?**

# What Problem?

- It can be intimidating looking at a wine list when you're unsure what you'll like
- Not having the right drink to accompany your meal takes away from the dining experience
- The restaurant industry is COMPETITIVE

# What impact?

- Giving restaurant goers the confidence to order wine can potentially lead to more income and better reviews for the restaurant, plus tailored wine recommendations and more enjoyment of the dining experience for the user

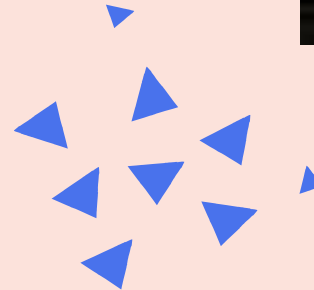
# Solution Paths

Possible ways to orient our solution

- Restaurants
- Patrons
- Hybrid

Risks

- Winery/restaurant/patron cooperation
- Relies on user input



# Methodology

## 01 Data

Data on wine properties  
from UCI research

## 02 EDA

Done in Tableau

## 03 Descriptors

Common terminology  
assigned physiochemical  
values

## 04 Visualization

Done in Tableau

## Portugal



## Wine Choices

268	279	393	441	456	482	496	499
509	829	1062	1091	1222	1293	1297	
1408	1490	1950	1917	1910	1910	1948	
1674	1759	1759	1788	1855	1880	1881	
1911	1930	2034	2037	2042	2198	2210	
2225	2272	2323	2374	2374	2374	2374	2042
2420	2427	2432	2495	24			Quality: 8
2442	2449	2460	2467	24			
2507	2504	2522	2556	2607	2595	2595	
2715	2736	2737	2737	2816	2818	2818	
2866	2883	2906	2933	2936	2944	2945	
2948	2968	3002	3003	3016	3012	3044	
3098	3084	3104	3106	3219	3210	3166	
3215	3212	3270	3270	3337	3350	3351	
3552	3583	3584	3591	3690	3693	3642	
3982	3984	3989	3990	4127	4125	4263	
4348	4350	4353	4374	4375	4376	4395	
4403	4406	4457	4473	4480	4522	4526	
4532	4531	4538	4539	4542	4548	4553	
4558	4610	4629	4630	4662	4669	4670	
4772	4773	4774	4798	4832	4853	4863	
4876	4891	4901	4910	4996	4991	5021	
5022	5045	5049	5061	5069	5070	5073	
5076	5080	5082	5084	5089	5157	5159	
5200	5204	5205	5207	5272	5281		

Red/White

☒ Red

☐ White

Red or White?

Both

Body?

All

Sweetness?

Any

Good or poor rating?

Either



## Casa do Valle 2016 Homenagem Reserva Red (Minho)

Best Buy



Produced from a field blend of old vines, this wood-aged wine is a rarity in the Minho/Vinho Verde region. It has benefited from the well-exposed vines to give a ripe, red-fruit-flavored and densely layered wine. It is ready to drink. —**ROGER VOSS**

### RATING

90

POINTS

### PRICE

\$14. [BUY NOW](#)

### DESIGNATION

Homenagem Reserva

### VARIETY

[Portuguese Red](#)

### APPELLATION

[Minho, Portugal](#)

### WINERY

Casa do Valle

[Print a Shelf Talker Label](#)

ALCOHOL 14%

BOTTLE SIZE 750 ml

CATEGORY Red

IMPORTER Massanolo Imports

DATE PUBLISHED 9/1/2020

USER AVG RATING Not rated yet ([Add Your Review](#))



How We Blind Taste ▶

### Find Ratings & Reviews

Q Keyword or brand name

Wine

Spirit

Beer

All Varietals ▼

\$ 1

TO

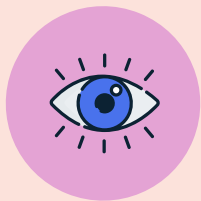
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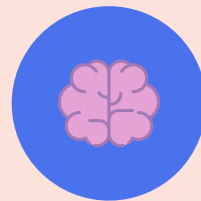
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# Future Features



## Value + features


Seeing prices and having value as a parameter, along with others



## What's popular

Live trends of what people are drinking



The background is a light peach color. It features several abstract shapes: a large light blue blob in the top left, a large light purple blob in the center, and a pink blob in the bottom right. There are also geometric patterns: a cluster of blue triangles in the top right, a cluster of blue dashed lines in the bottom left, and a small blue circle and a small light blue circle near the bottom center.

# 870,000,000

Gallons of wine drank in the US in 2020



Cheers!

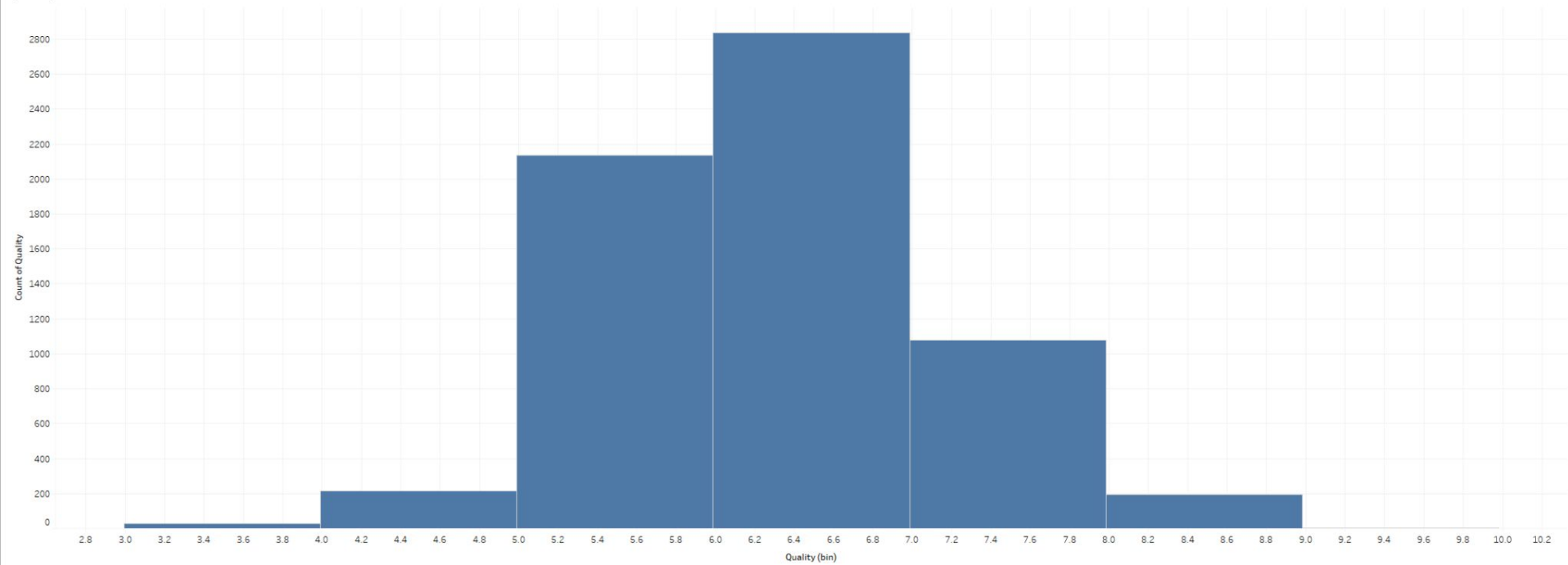
# Appendix

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Wine ID	Red/White	fixed acidity	volatile acidity	citric acid	residual sugar	chlorides	free sulfur dioxide	total sulfur dioxide	density	pH	sulphates	alcohol	quality
1	Red	7.4	0.7	0	1.9	0.076	11	34	0.9978	3.51	0.56	9.4	5
2	Red	7.8	0.88	0	2.6	0.098	25	67	0.9968	3.2	0.68	9.8	5
3	Red	7.8	0.76	0.04	2.3	0.092	15	54	0.997	3.26	0.65	9.8	5
4	Red	11.2	0.28	0.56	1.9	0.075	17	60	0.998	3.16	0.58	9.8	6
5	Red	7.4	0.7	0	1.9	0.076	11	34	0.9978	3.51	0.56	9.4	5
6	Red	7.4	0.66	0	1.8	0.075	13	40	0.9978	3.51	0.56	9.4	5
7	Red	7.9	0.6	0.06	1.6	0.069	15	59	0.9964	3.3	0.46	9.4	5
8	Red	7.3	0.65	0	1.2	0.065	15	21	0.9946	3.39	0.47	10	7
9	Red	7.8	0.58	0.02	2	0.073	9	18	0.9968	3.36	0.57	9.5	7
10	Red	7.5	0.5	0.36	6.1	0.071	17	102	0.9978	3.35	0.8	10.5	5
11	Red	6.7	0.58	0.08	1.8	0.097	15	65	0.9959	3.28	0.54	9.2	5
12	Red	7.5	0.5	0.36	6.1	0.071	17	102	0.9978	3.35	0.8	10.5	5
13	Red	5.6	0.615	0	1.6	0.089	16	59	0.9943	3.58	0.52	9.9	5
14	Red	7.8	0.61	0.29	1.6	0.114	9	29	0.9974	3.26	1.56	9.1	5
15	Red	8.9	0.62	0.18	3.8	0.176	52	145	0.9986	3.16	0.88	9.2	5
16	Red	8.9	0.62	0.19	3.9	0.17	51	148	0.9986	3.17	0.93	9.2	5
17	Red	8.5	0.28	0.56	1.8	0.092	35	103	0.9969	3.3	0.75	10.5	7
18	Red	8.1	0.56	0.28	1.7	0.368	16	56	0.9968	3.11	1.28	9.3	5
19	Red	7.4	0.59	0.08	4.4	0.086	6	29	0.9974	3.38	0.5	9	4
20	Red	7.9	0.32	0.51	1.8	0.341	17	56	0.9969	3.04	1.08	9.2	6
21	Red	8.9	0.22	0.48	1.8	0.077	29	60	0.9968	3.39	0.53	9.4	6
22	Red	7.6	0.39	0.31	2.3	0.082	23	71	0.9982	3.52	0.65	9.7	5
23	Red	7.9	0.43	0.21	1.6	0.106	10	37	0.9966	3.17	0.91	9.5	5
24	Red	8.5	0.49	0.11	2.3	0.084	9	67	0.9968	3.17	0.53	9.4	5
25	Red	6.9	0.4	0.14	2.4	0.085	21	40	0.9968	3.43	0.63	9.7	6
26	Red	6.3	0.39	0.16	1.4	0.08	11	23	0.9955	3.34	0.56	9.3	5
27	Red	7.6	0.41	0.24	1.8	0.08	4	11	0.9962	3.28	0.59	9.5	5
28	Red	7.9	0.43	0.21	1.6	0.106	10	37	0.9966	3.17	0.91	9.5	5
29	Red	7.1	0.71	0	1.9	0.08	14	35	0.9972	3.47	0.55	9.4	5
30	Red	7.8	0.645	0	2	0.082	8	16	0.9964	3.38	0.59	9.8	6
31	Red	6.7	0.675	0.07	2.4	0.089	17	82	0.9958	3.35	0.54	10.1	5
32	Red	6.9	0.685	0	2.5	0.105	22	37	0.9966	3.46	0.57	10.6	6
33	Red	8.3	0.655	0.12	2.3	0.083	15	113	0.9966	3.17	0.66	9.8	5
34	Red	6.9	0.605	0.12	10.7	0.073	40	83	0.9993	3.45	0.52	9.4	6
35	Red	5.2	0.32	0.25	1.8	0.103	13	50	0.9957	3.38	0.55	9.2	5

Quality Dist



## Pivot table

Quality 	Red/White	Avg. Alcohol	Avg. Chlorides	Avg. Citric Ac..	Avg. Density	Avg. Fixed Ac..	Avg. Free Sulfur Di..	Avg. P H	Max. Residual..	Avg. Sulphates	Avg. Total Su..	Avg. Volatile ..
3	Red	10.0	0.1	0.2	1.0	8.4	11.0	3.4	5.7	0.6	24.9	0.9
	White	10.3	0.1	0.3	1.0	7.6	53.3	3.2	16.2	0.5	170.6	0.3
4	Red	10.3	0.1	0.2	1.0	7.8	12.3	3.4	12.9	0.6	36.2	0.7
	White	10.2	0.1	0.3	1.0	7.1	23.4	3.2	17.6	0.5	125.3	0.4
5	Red	9.9	0.1	0.2	1.0	8.2	17.0	3.3	15.5	0.6	56.5	0.6
	White	9.8	0.1	0.3	1.0	6.9	36.4	3.2	23.5	0.5	150.9	0.3
6	Red	10.6	0.1	0.3	1.0	8.3	15.7	3.3	15.4	0.7	40.9	0.5
	White	10.6	0.0	0.3	1.0	6.8	35.7	3.2	65.8	0.5	137.0	0.3
7	Red	11.5	0.1	0.4	1.0	8.9	14.0	3.3	8.9	0.7	35.0	0.4
	White	11.4	0.0	0.3	1.0	6.7	34.1	3.2	19.3	0.5	125.1	0.3
8	Red	12.1	0.1	0.4	1.0	8.6	13.3	3.3	6.4	0.8	33.4	0.4
	White	11.6	0.0	0.3	1.0	6.7	36.7	3.2	14.8	0.5	126.2	0.3
9	White	12.2	0.0	0.4	1.0	7.4	33.4	3.3	10.6	0.5	116.0	0.3

