



Global Vineyard Investor Analysis

Data Visualization & Presentation by:

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OBJECTIVE

We were approached by international investors who are interested in purchasing a vineyard anywhere in the world to enter the “high-end” segment of the marketplace. They are also requesting information on the most popular or highly rated varietals as well as an analysis of the countries which command the highest average prices per bottle.

We analyzed our dataset to visualize the following:

TOP (10) COUNTRIES PRODUCING WINE

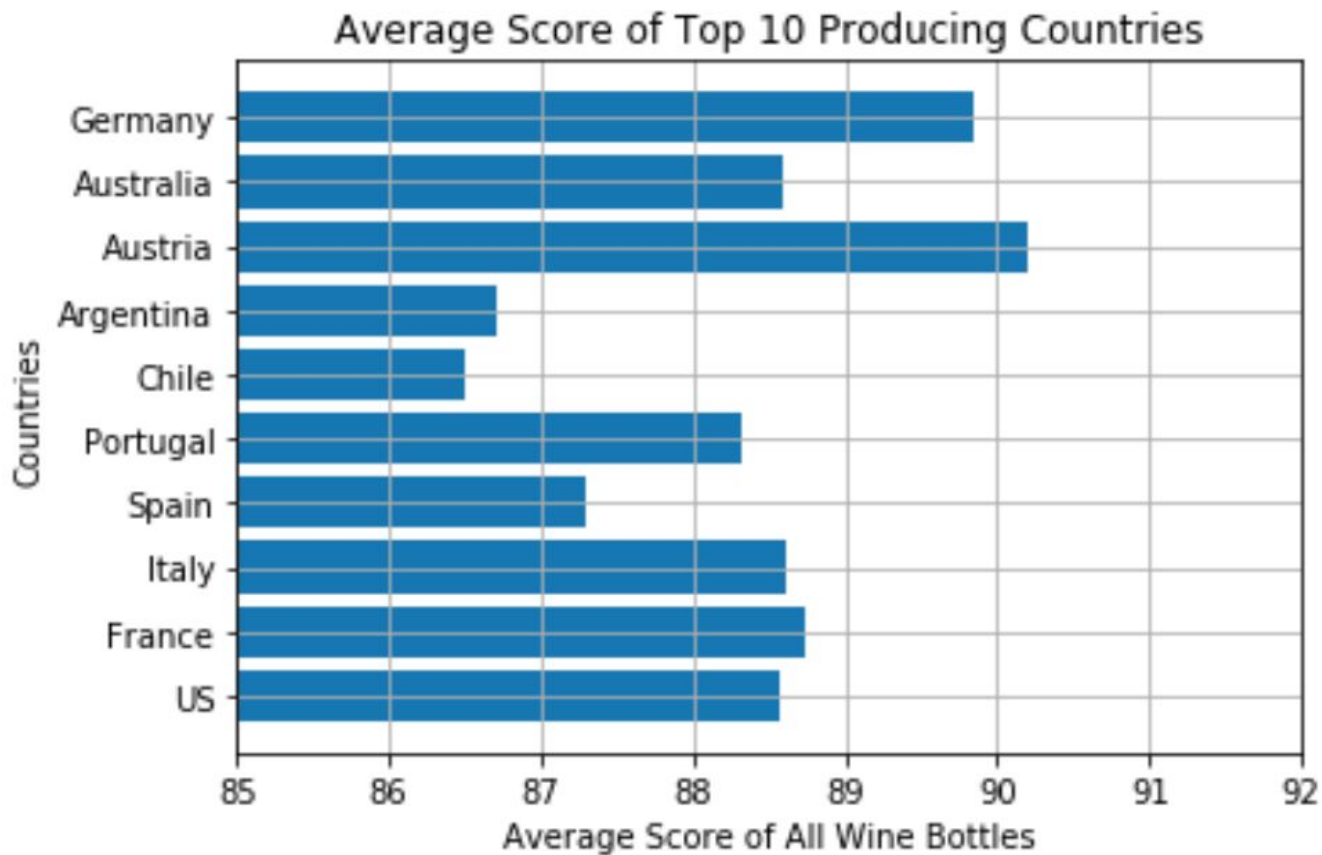
TOP (10) VARIETALS BASED ON PRODUCTION TOTALS

CROSS-REFERENCE TOP (10) COUNTRIES VERSUS TOP (10) VARIETALS

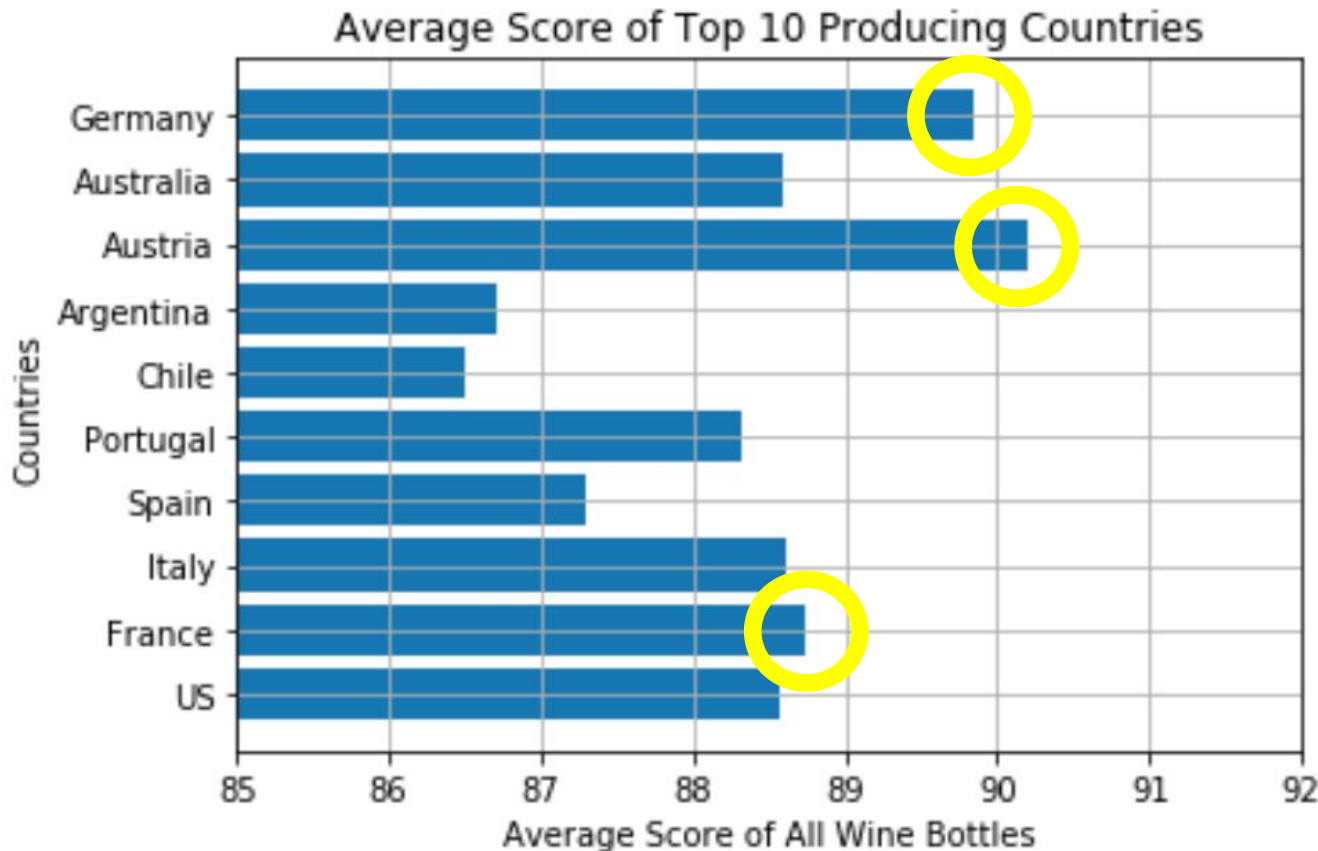
ANALYZE PRICE PER BOTTLE FOR OUR TOP (10) COUNTRIES

PRODUCE A FINAL ANALYSIS RECOMMENDING (3) COUNTRIES + (3) VARIETALS

TOP TEN COUNTRIES BY SCORE



TOP TEN COUNTRIES BY SCORE



ANALYSIS RESULTS:

The top (10) wine producing countries were identified based on quantity of production reviews.

This constituted 115k bottles out of a total dataset of 130k bottles reviewed.

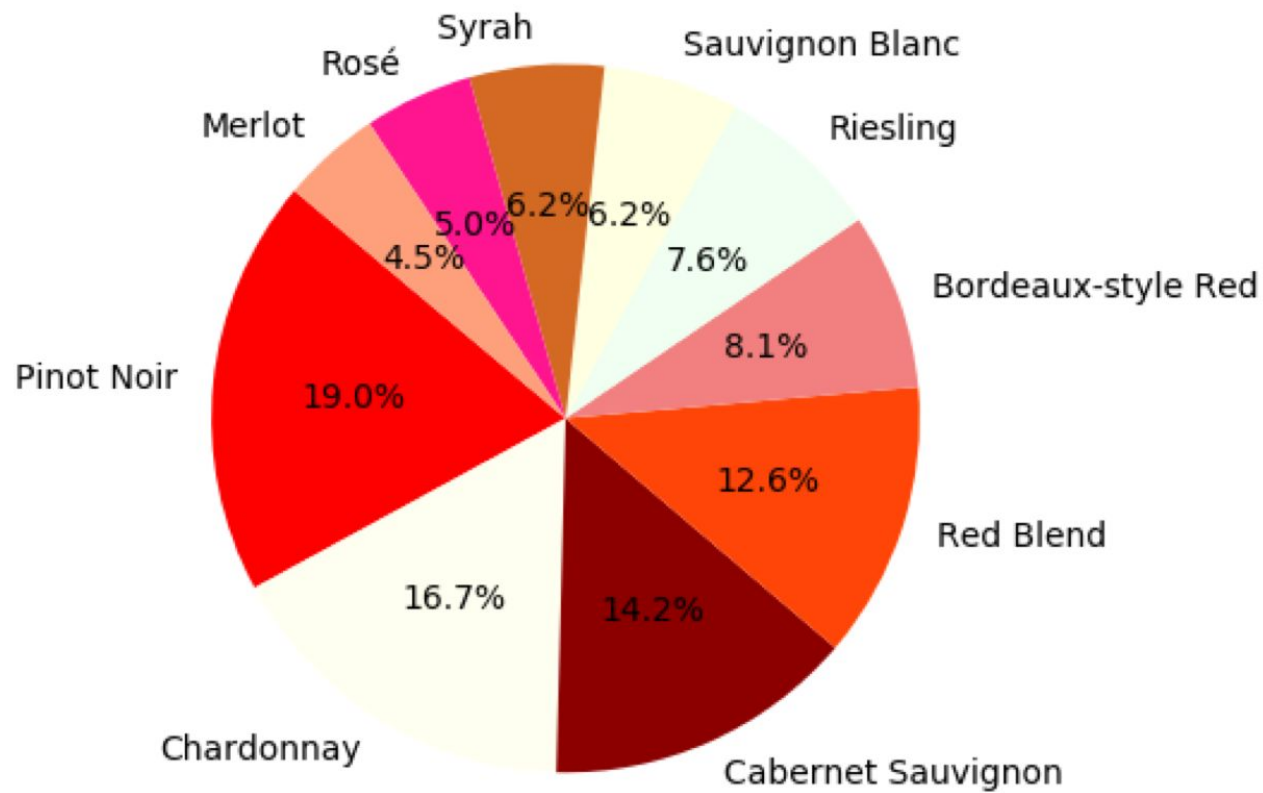
Further, the top (3) countries based on average high scores were:

AUSTRIA - 90.2

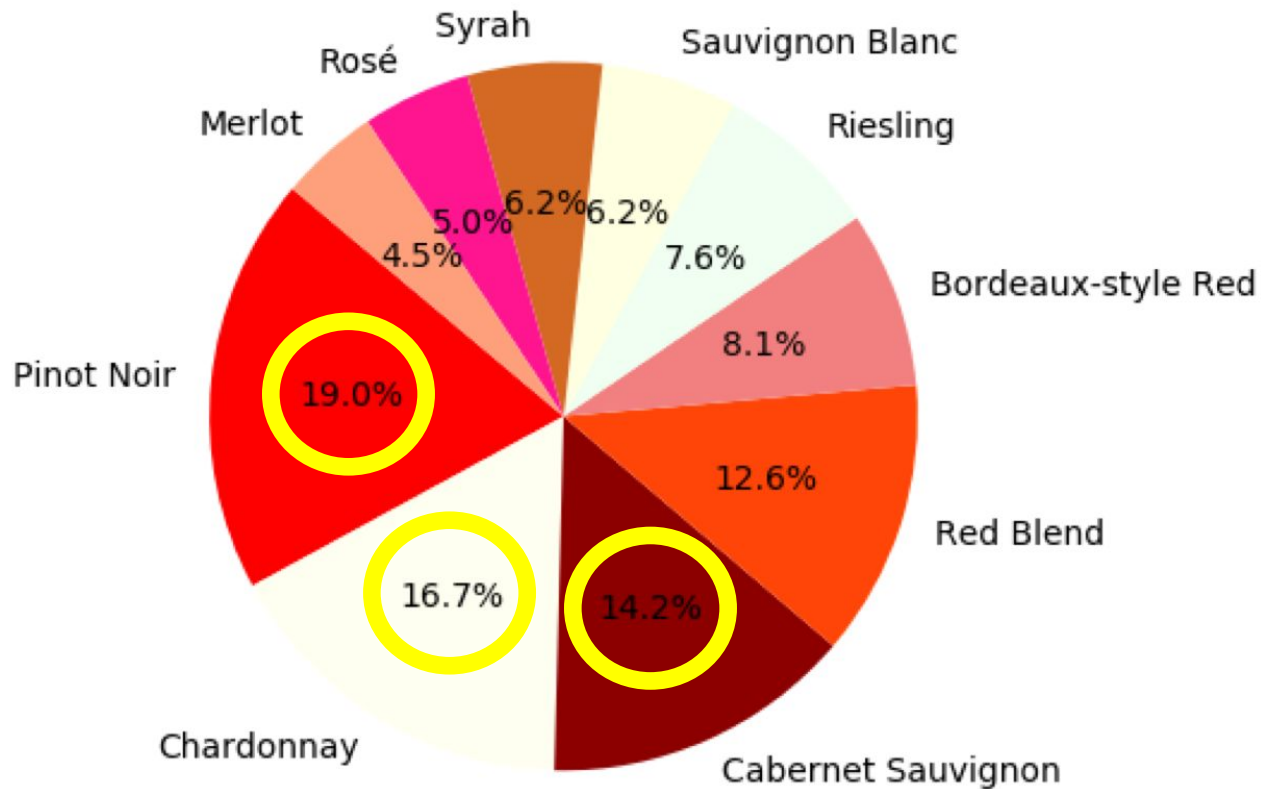
GERMANY - 89.8

FRANCE - 88.7

TOP TEN VARIETALS BY PRODUCTION



TOP TEN VARIETALS BY PRODUCTION



ANALYSIS RESULTS:

The top (10) varieties were identified based on total production.

Higher production may correlate with higher popularity.

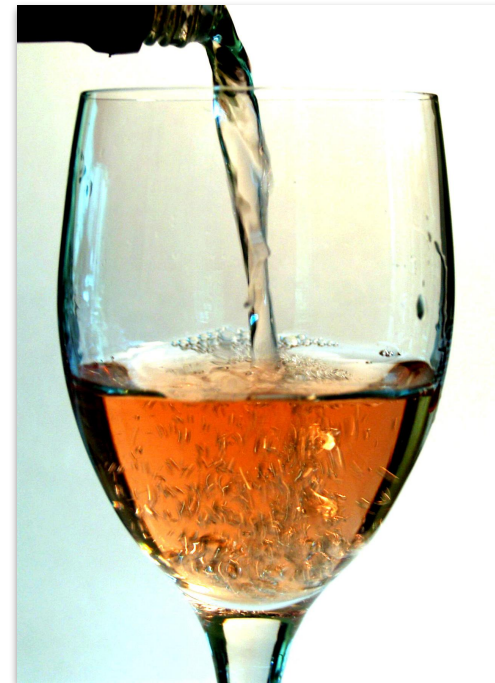
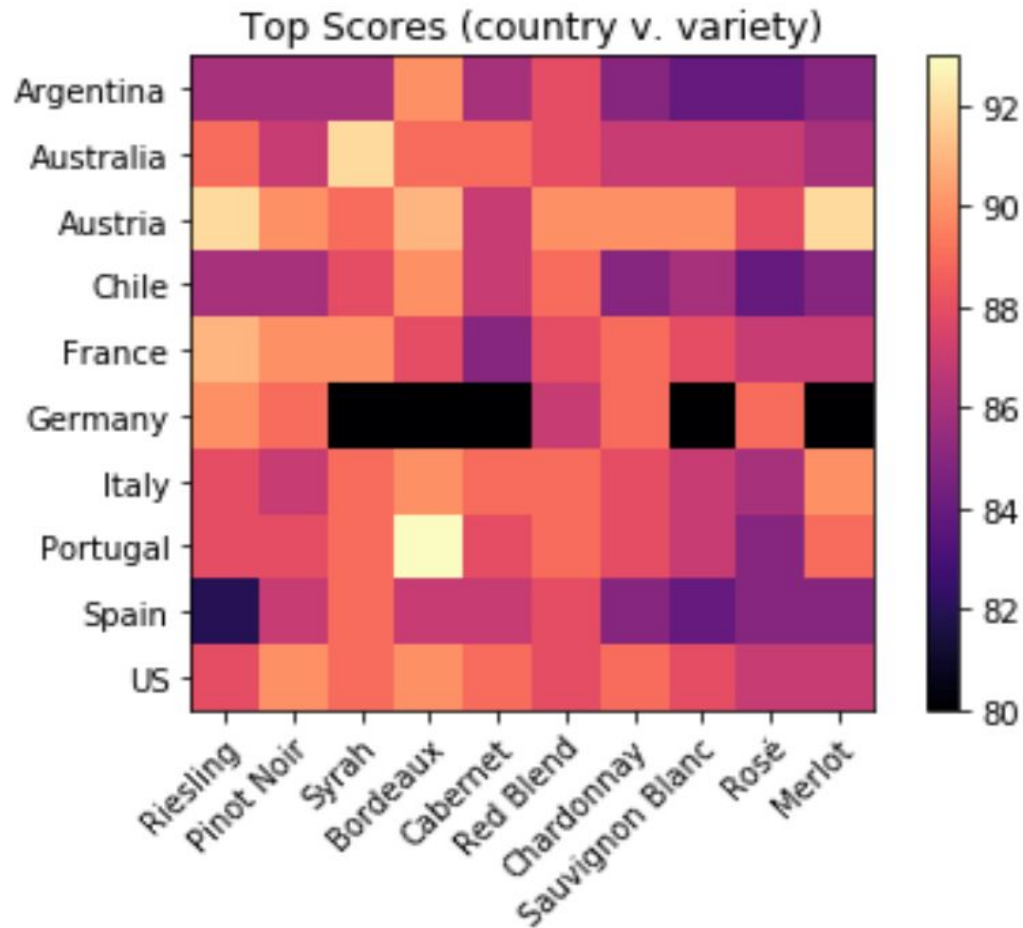
Further, the top (3) varieties based on production were:

PINOT NOIR - 19%

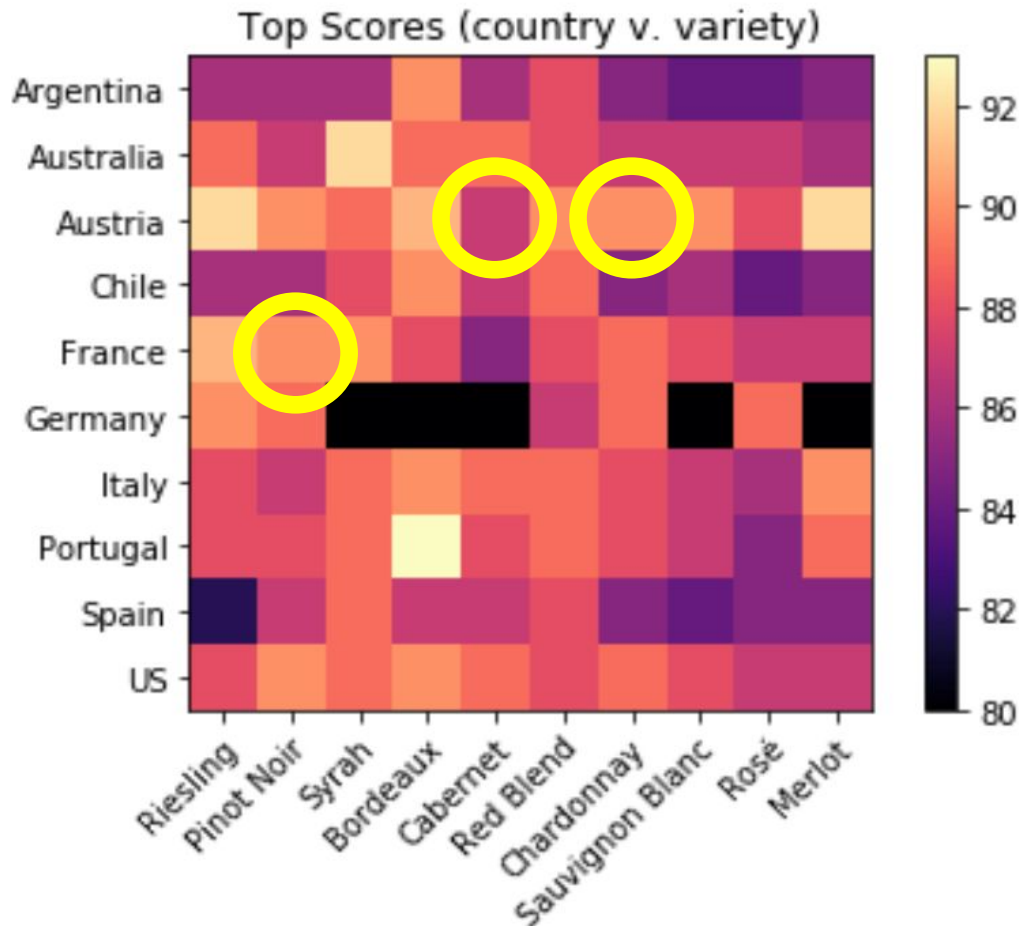
CHARDONNAY - 17%

CABERNET - 14%

TOP TEN COUNTRIES / VARIETALS BY SCORE



TOP TEN COUNTRIES / VARIETALS BY SCORE



ANALYSIS RESULTS:

By cross-referencing the top (10) countries against the top (10) varieties we are able to visualize a number of options:

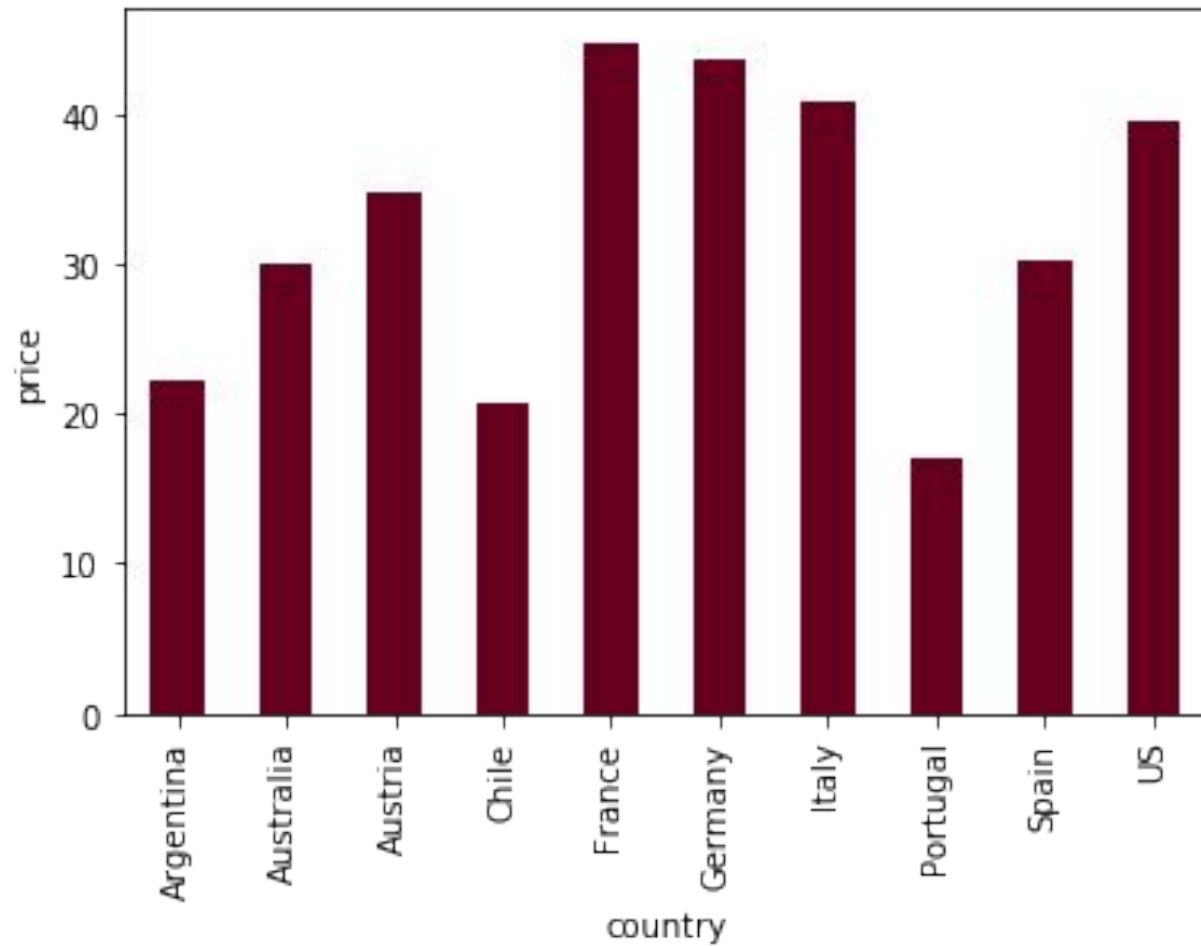
Further analyzing the top (3) countries versus top (3) varieties suggest some potential opportunities:

PINOT NOIR - FRANCE

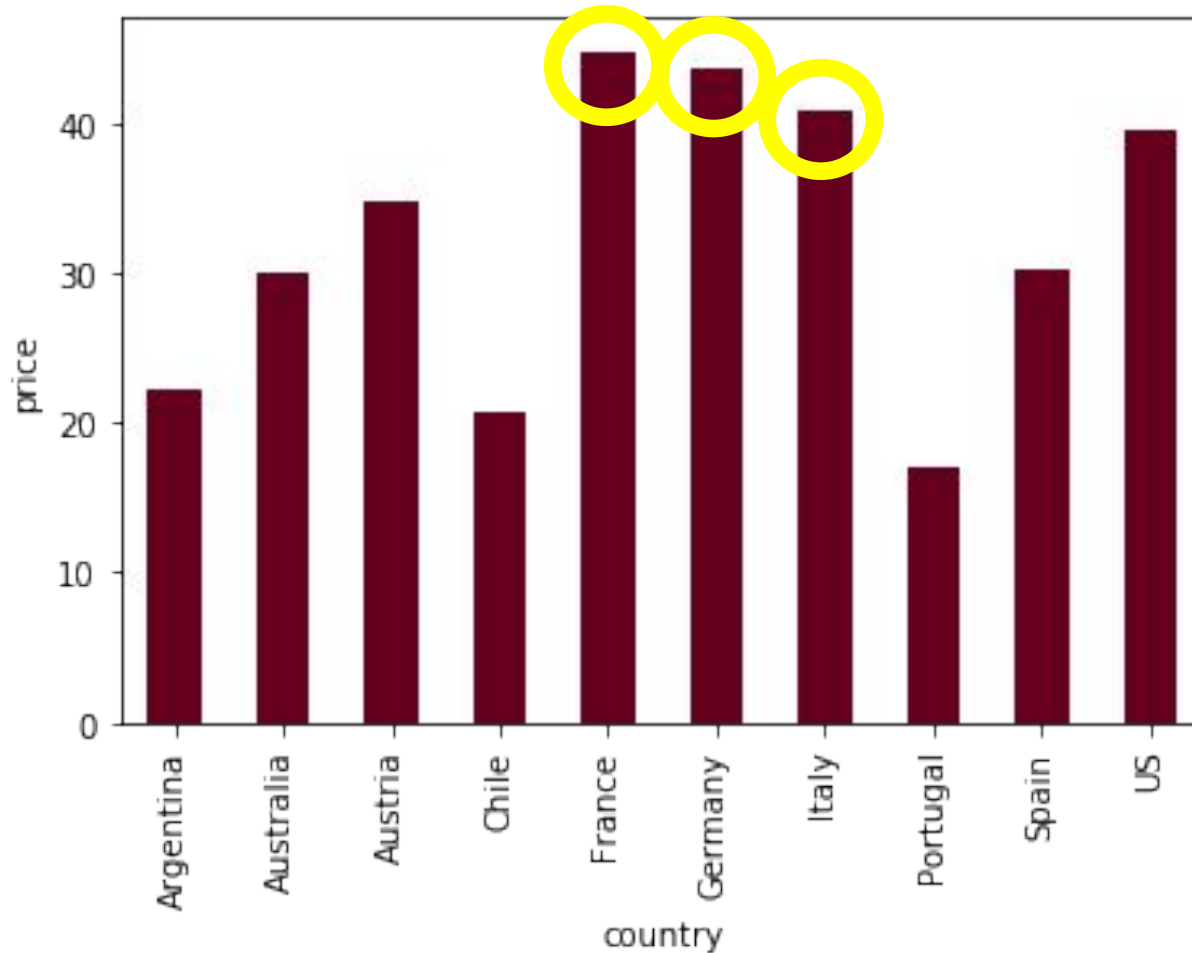
CHARDONNAY - AUSTRIA

CABERNET - AUSTRIA

TOP TEN COUNTRIES BY AVERAGE PRICE PER BOTTLE



TOP TEN COUNTRIES BY AVERAGE PRICE PER BOTTLE



ANALYSIS RESULTS:

Our economic analysis of the top (10) countries reveals the top (3) who command the highest average price per bottle.

Based on our client's preference to enter the high-end market these countries are:

FRANCE: \$44.82

GERMANY: \$43.85

ITALY: \$40.82

FINAL ANALYSIS

TOP (3) COUNTRIES:

AUSTRIA
GERMANY
FRANCE

TOP (3) VARIETALS:

PINOT NOIR
CHARDONNAY
CABERNET

TOP (3) PRICE POINTS:

FRANCE
GERMANY
ITALY



FINAL ANALYSIS

TOP (3) COUNTRIES:

AUSTRIA

GERMANY

FRANCE

TOP (3) VARIETALS:

PINOT NOIR

CHARDONNAY

CABERNET

TOP (3) PRICE POINTS:

FRANCE

GERMANY

ITALY



FINAL ANALYSIS

THE WINNING COMBINATION:

A high-end price point at or below **\$45 per bottle** for a **Pinot Noir** produced at a vineyard in **France** results in a viable combination of all top rated variables analyzed.

