

Data 620

Wine Taster's Review



Group 3 • Fireflies



What we are going to cover?

- Sentiment Analysis for Wine Taster's review
- Wine Vocab 101
- Pick your wine map - Wine Recommendation in Diner
- Top Wine Test Influencer
- Find the Best Value Wine

Overview

Source

- Wine Taster's review from Wine Enthusiast as of Nov 22, 2017
- Available on Kaggle (keywords: "Wine Reviews")

Data overview

- 37,419 reviews
- 446 wine variety
- 16 Tasters

1. Sentiment for Taster's Review

Analyze taster's review by NLTK's VADER Sentimental Analyzer

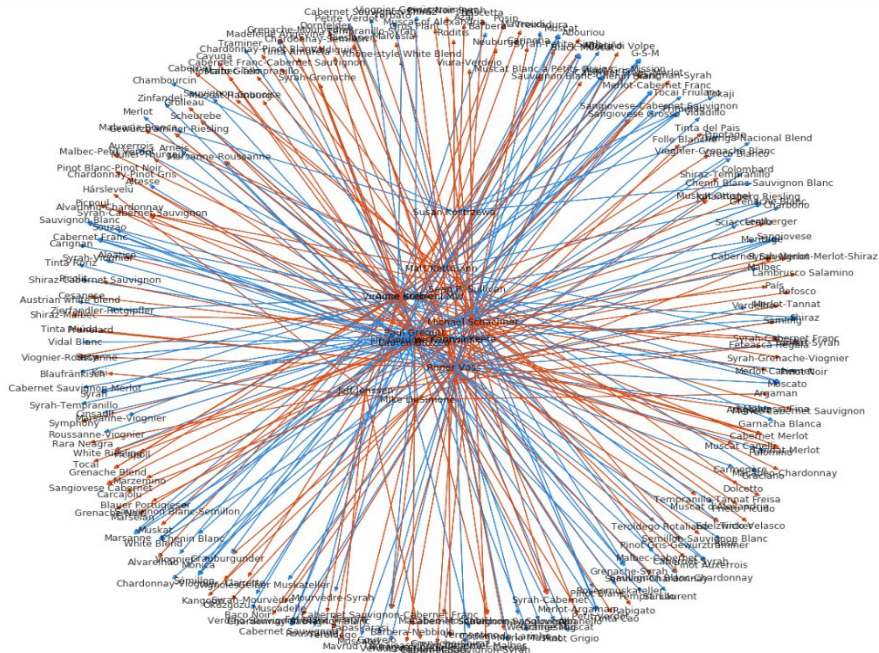
VADER gives the Positive, Negative and Neutral scores to represent the proportion of text that falls in these categories. All these should add up to 1

Question:

Whose review are top 3 for each wine by sentiment score?

		taster_name	VADER_pos
variety			
Altesse	19798	Roger Voss	0.333
Alvarelhão	13898	Virginie Boone	0.045
Alvarinho	1052	Roger Voss	0.343
	4234	Roger Voss	0.330
...
Weissburgunder	29933	Anne Krebiehl MW	0.370
	18984	Anne Krebiehl MW	0.292
	15745	Anne Krebiehl MW	0.277
Welschriesling	4949	Roger Voss	0.336
	27362	Anne Krebiehl MW	0.326
	15231	Roger Voss	0.286
White Blend	28248	Paul Gregutt	0.463
	21834	Roger Voss	0.408
	12213	Jim Gordon	0.385

1. Sentiment for Taster's Review (cont.)

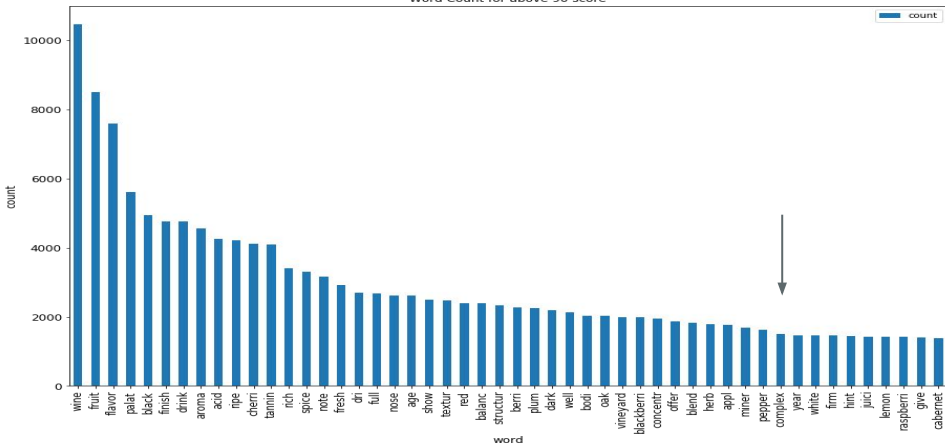


Blue (above Avg), Red (below Avg)

2. Sentiment Analyze: Wine Word List

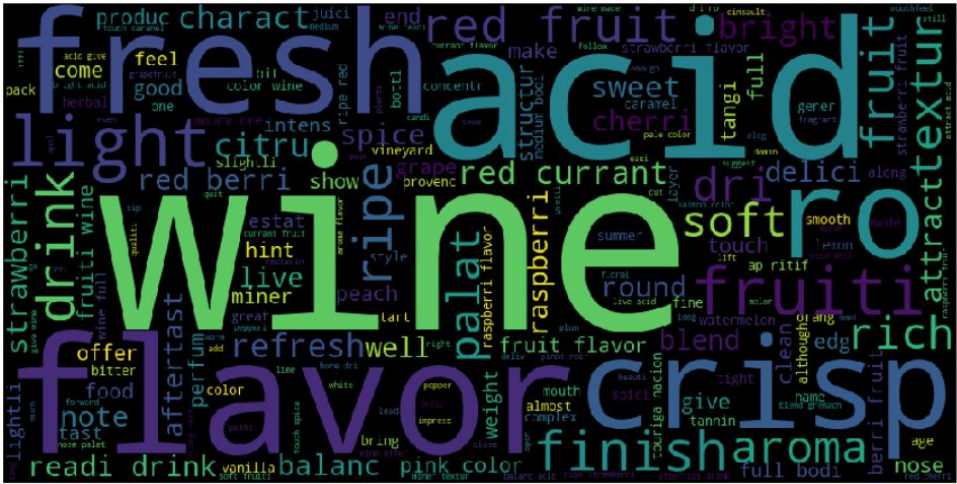
- Sentimental keyword list for wine review based on score (below or above 90 points) from taster (e.g. "Complex" is negative)
- Analyze social media message: is it for wine
- Advertisement keywords for wines

Word Count for above 90 score

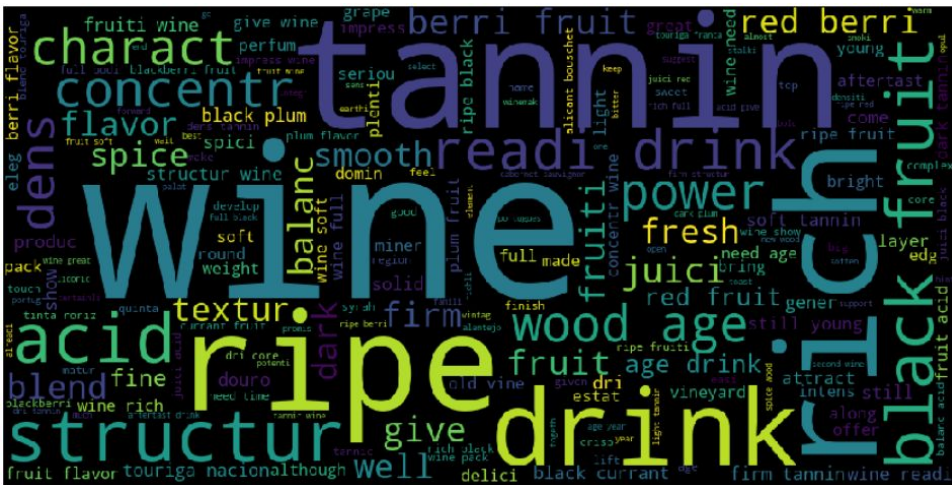


3. Wine Vocab 101 (Cont.)

Rosé-word cloud

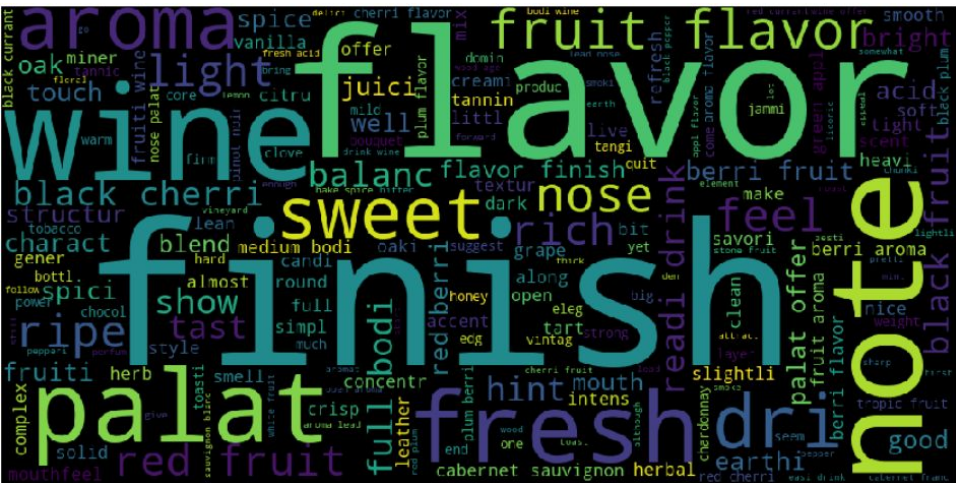


Portuguese Red -word cloud

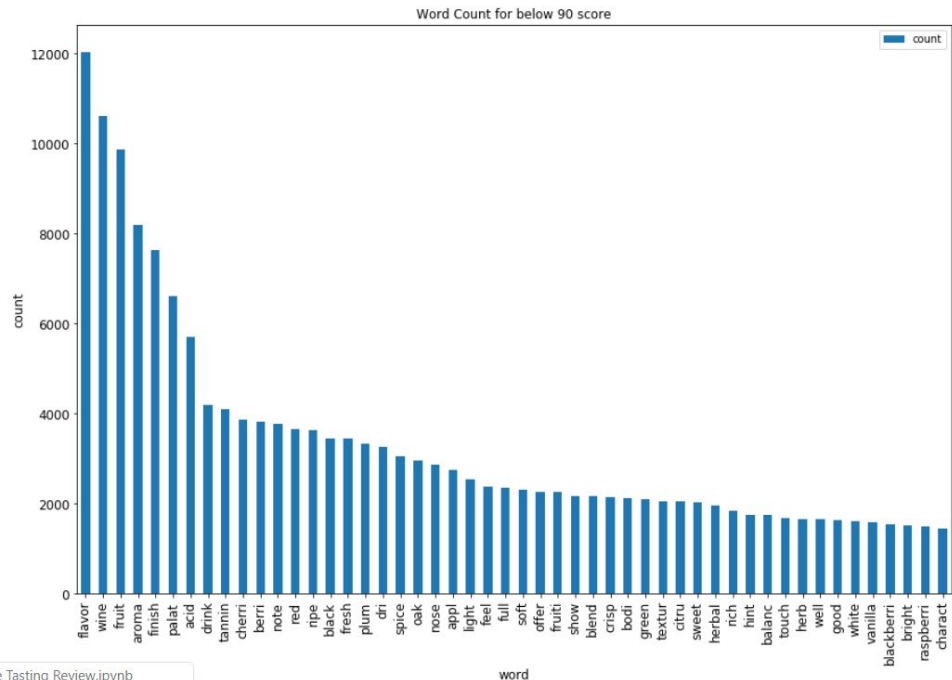


<90 Word cloud

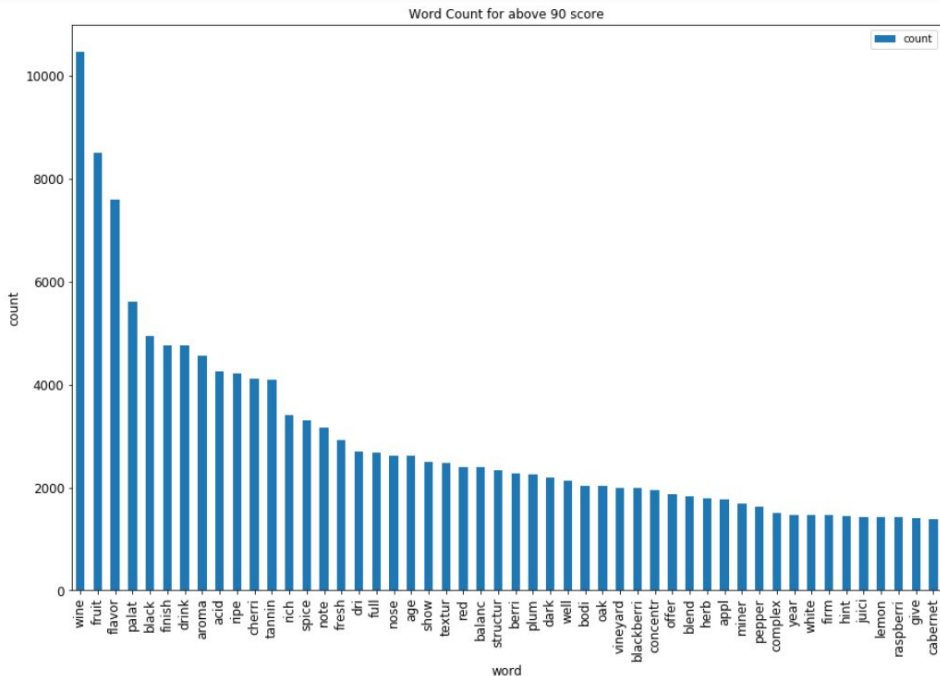
Finish, flavor, Note, Sweet, Palat, Fresh



Top 50 words for <90 score wine



Top 50 words for >90 score wine



4. *Pick* your wine map

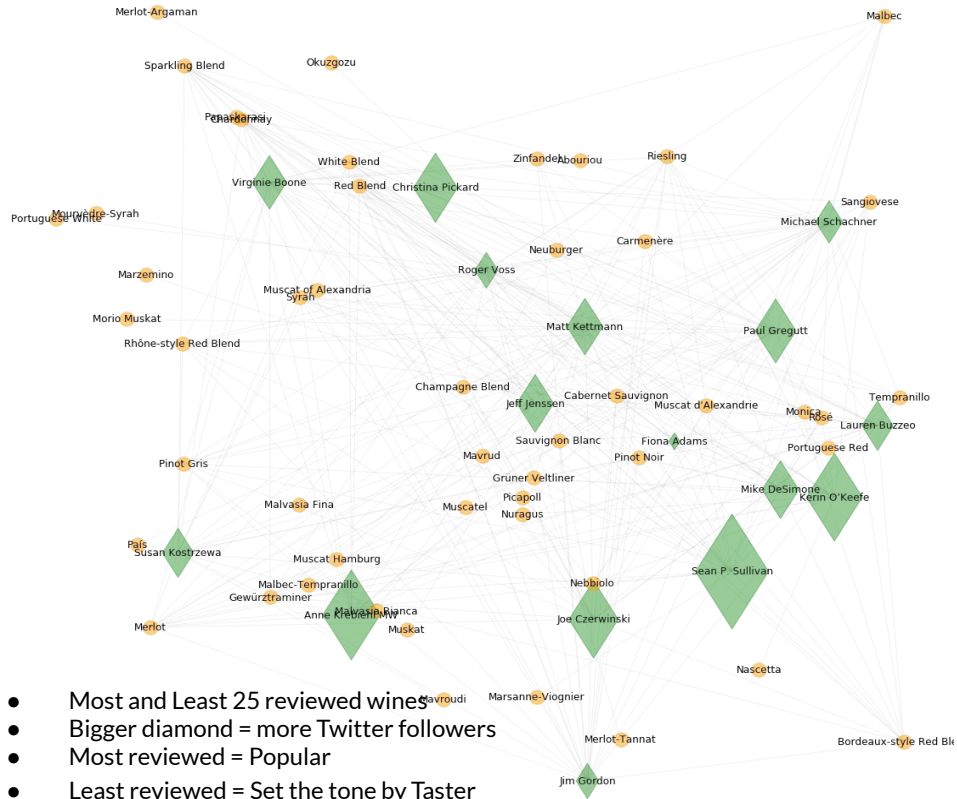
Wine Recommendation in Diner

Regular Wine menu
(right) with wine
name and description

Pick wine by
description



5. Top Wine Test influencer



6. Best Value Wine

Best value = Sentiments per price * 100



Variety	Value	Price
Macabeo-Moscatel	8.870000	\$8.0
White Riesling	7.923516	\$16.5
Grenache Noir	7.781111	\$9.0
Treixadura	6.442667	\$15.0
Symphony	6.350000	\$12.0

Any Questions?

- Sentiment Analysis for Wine Taster's review
- Wine Vocab 101
- Pick your wine map - Wine Recommendation in Diner
- Top Wine Taster's influencer
- Find the Best Values Wine

End