



WINE

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ANALYSIS

DATA ACQUISITION

Wine Dataset (Kaggle) :

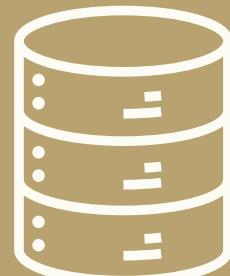
A subset of wines from around the world

1289 wines from 26 countries



PREPARATION ROADMAP

From Raw Data to Analysis



Data Selection - Identified relevant wine database from Kaggle



Data Cleaning & Norm. - Handled the standardization with Pandas



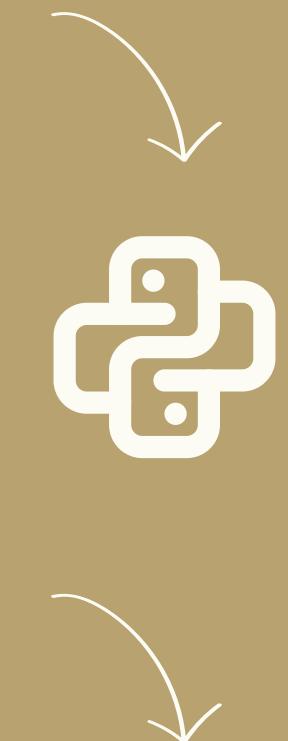
Database Modeling - Designed ERD to structure data



SQL Query Development - Prepared aggregated tables for analysis

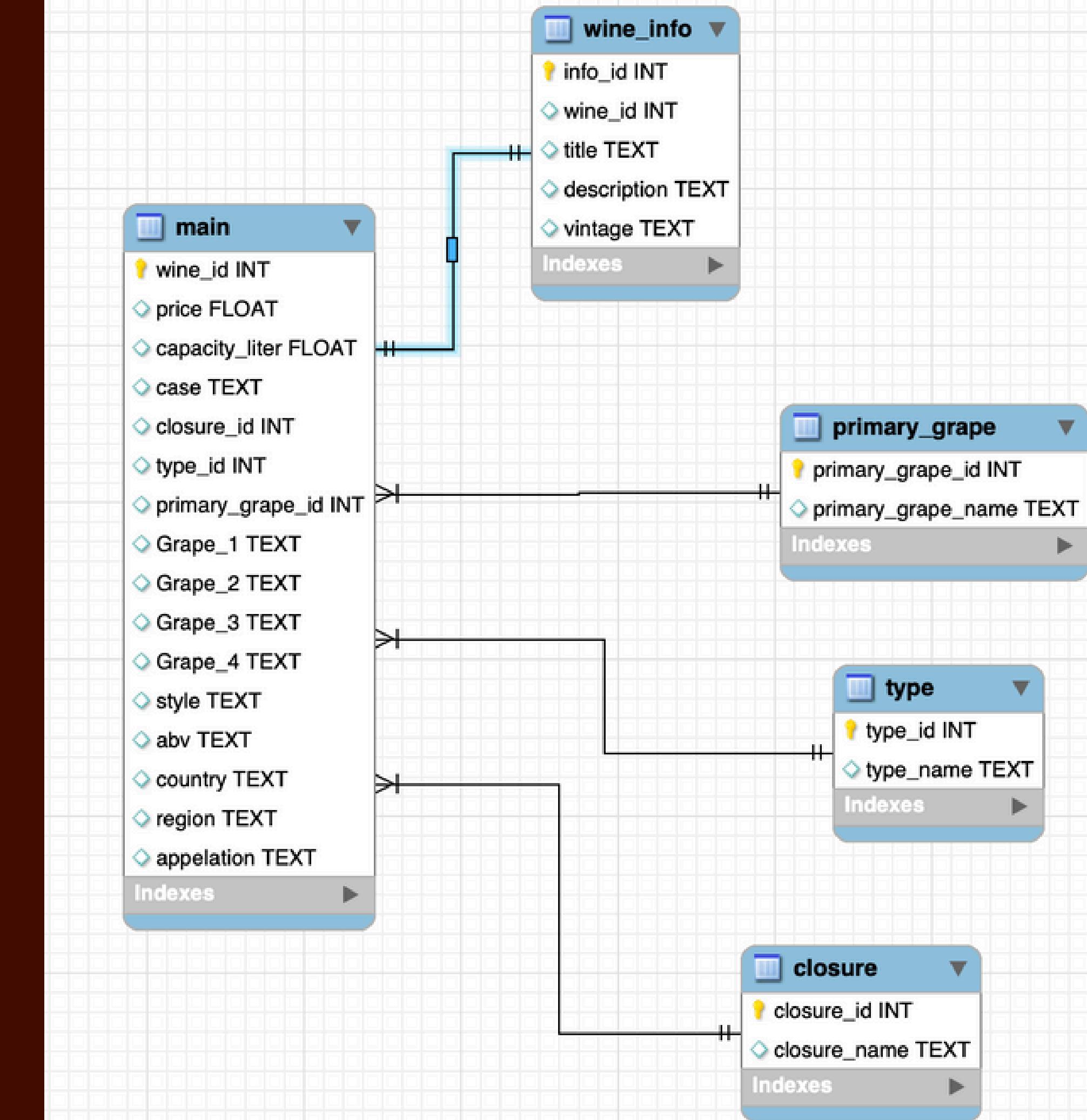


Analysis & Visualization - Tested the hypotheses and built visuals



DATABASE DESIGN

Entity-Relationship Diagram (ERD)





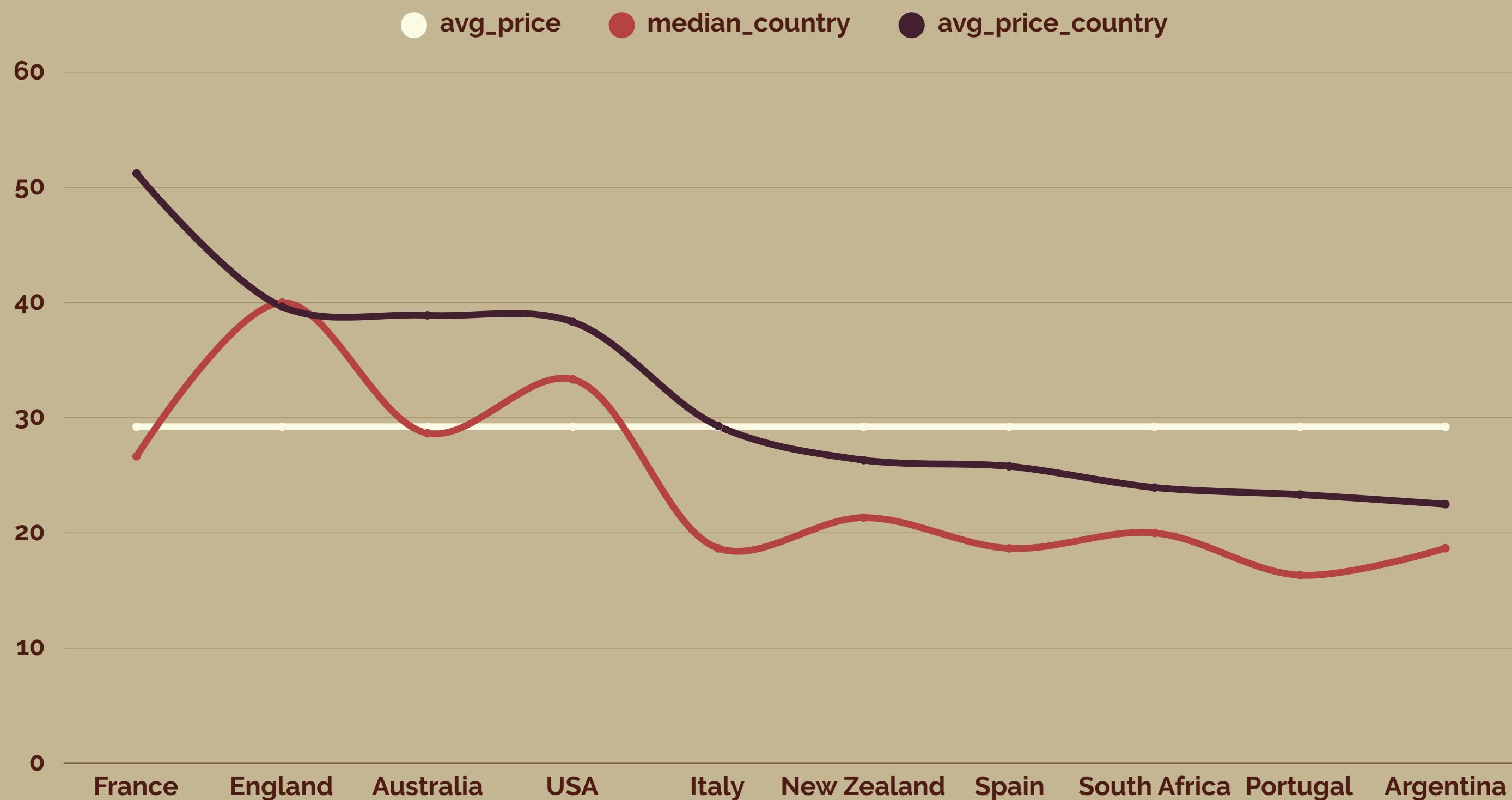
SQL & ADVANCED ANALYSIS

Let's test our Hypotheses

WHERE DOES THE MOST EXPENSIVE WINES COME FROM ?



AVERAGE PRICE(£)/L



Most expensive wines come from France



AVERAGE PRICE(£)/L



Region	Country	nro_wines	avg_price_country	avg_price_region
Tuscany	Italy	31	27.89	55.04
Burgundy	France	104	30.54	47.94
South Australia	Australia	56	31.31	46.35
Bordeaux	France	67	30.54	43.66
California	USA	46	39.03	39.03
Provence	France	31	30.54	38.36
Douro	Portugal	16	35.4	35.4
Piedmont	Italy	19	27.89	32.76
Kent	England	10	32.25	32.25
Rioja & Navarra	Spain	46	29.29	32.07



DOES THE CORK USED CORRELATE WITH PRICE ?



Price segments x closure type

● minimum price ● average price ● maximum price



Natural Cork
wines are
expensive

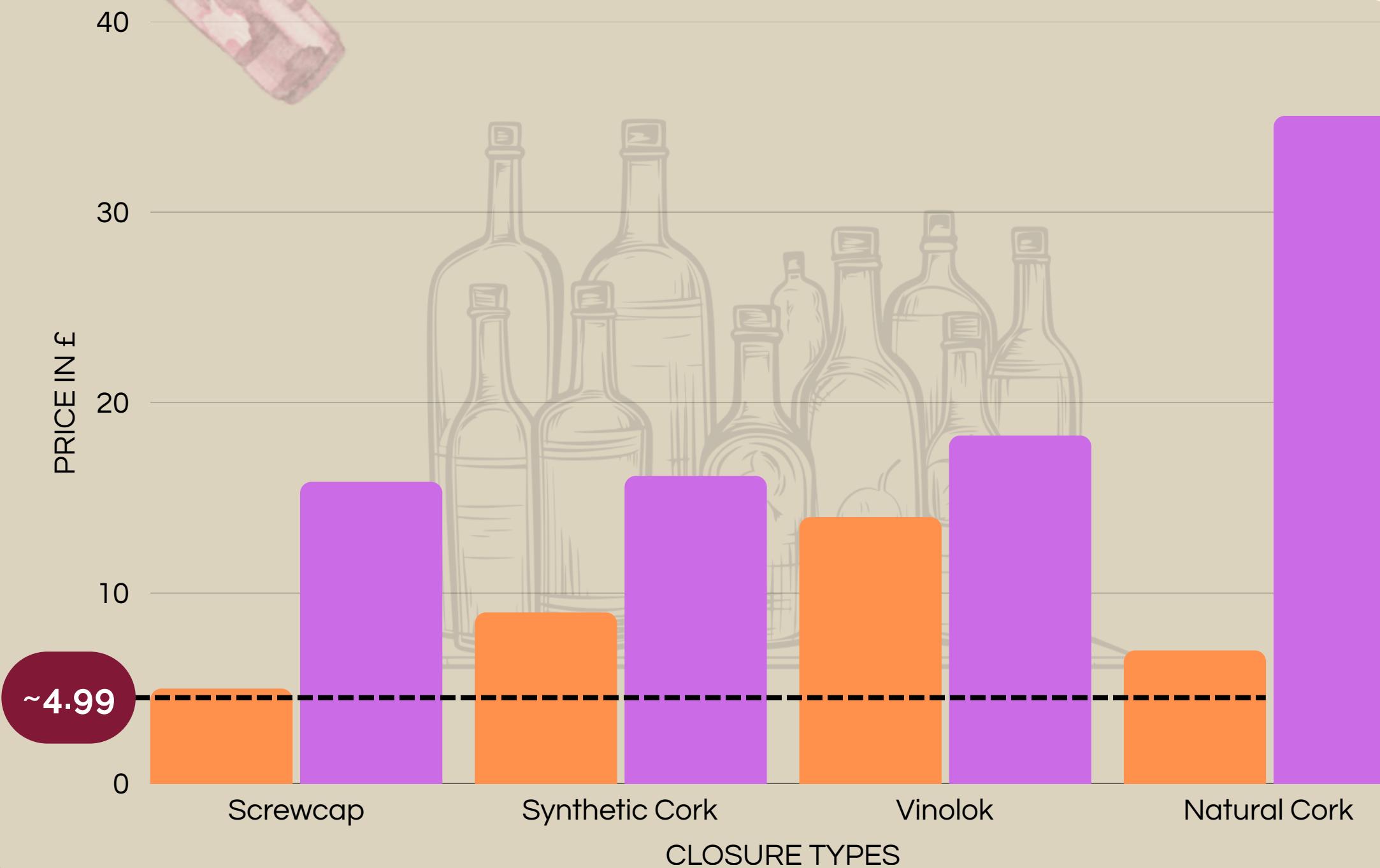
on average (~35),
more than double
Screwcap (~16)



Everyday/budget wines are mostly Screwcap (~4.99).

Affordability x closure type

● minimum price ● average price



Synthetic Cork and Vinolok are niche closures and have small numbers.

Market domination x closure type

Number of wines in each category

Screwcap

Synthetic Cork

Vinolok

Natural Cork

1000

800

600

400

200

0

NUMBER OF WINES

Screwcap

Synthetic Cork

Vinolok

Natural Cork

CLOSURE TYPES

8 3 4

wines
have
natural
Corks

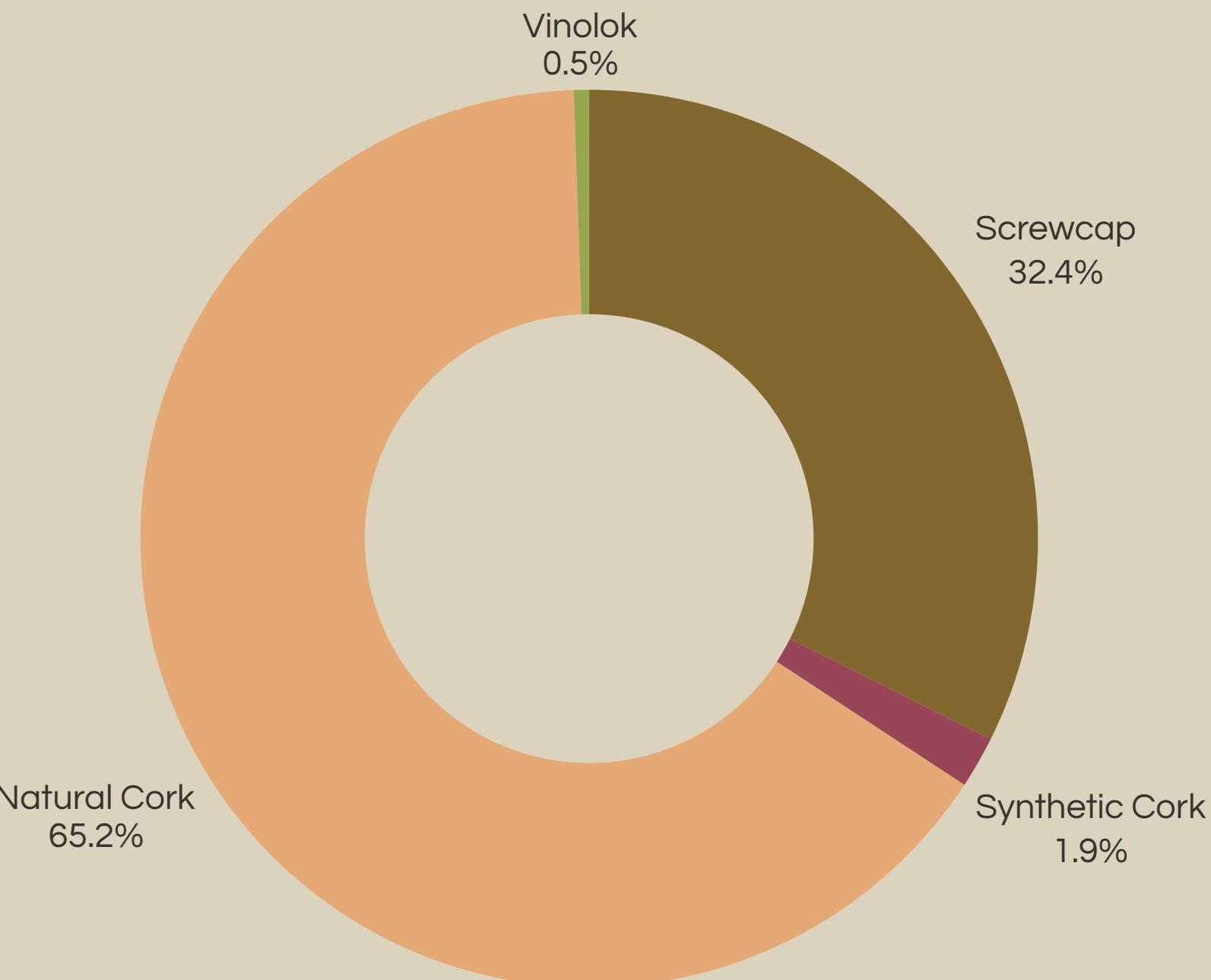


Market domination x closure type

Wined and corked!

Screwcap Synthetic Cork

Natural Cork Vinolok



65% of wines
have natural
corks

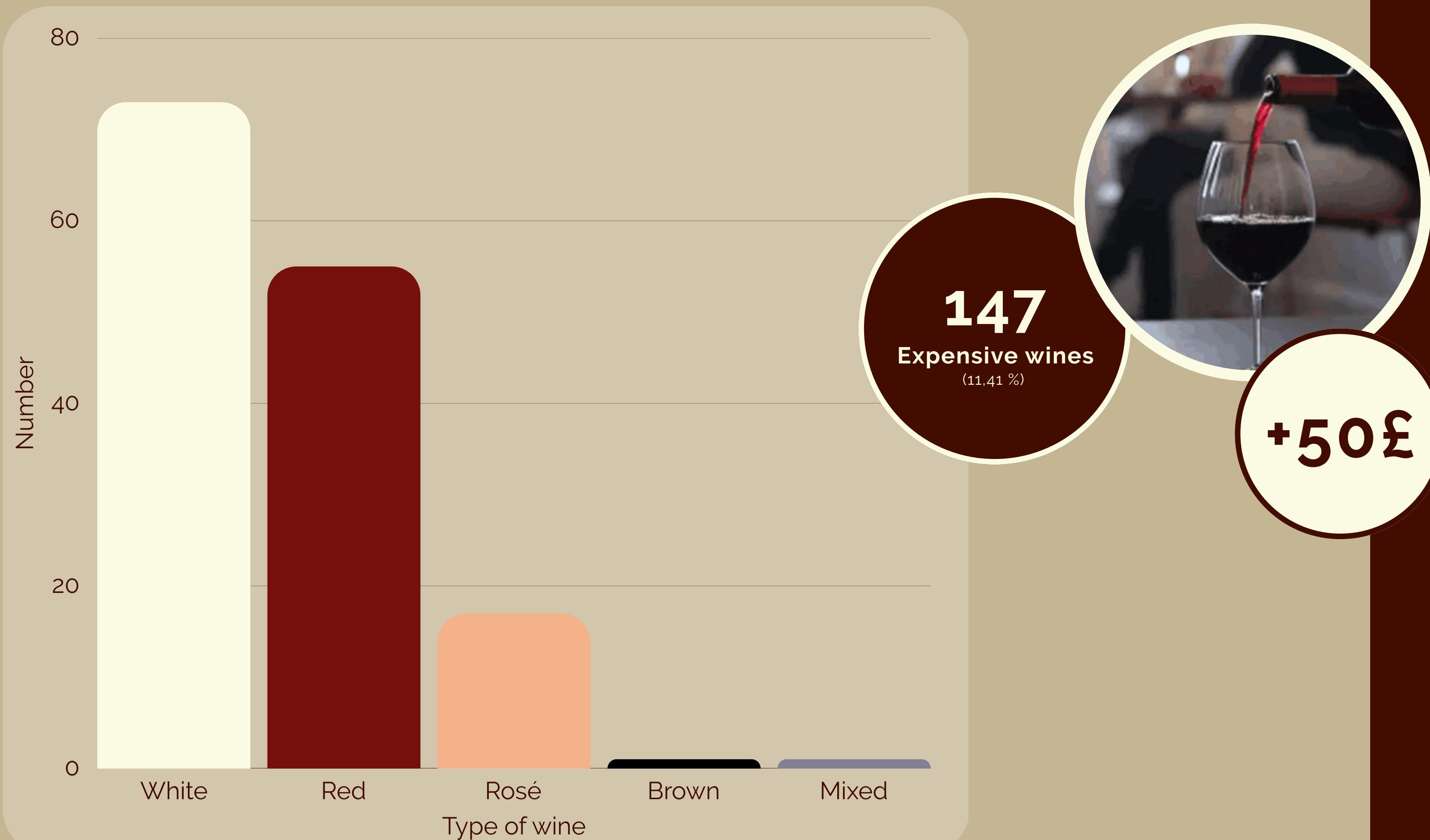




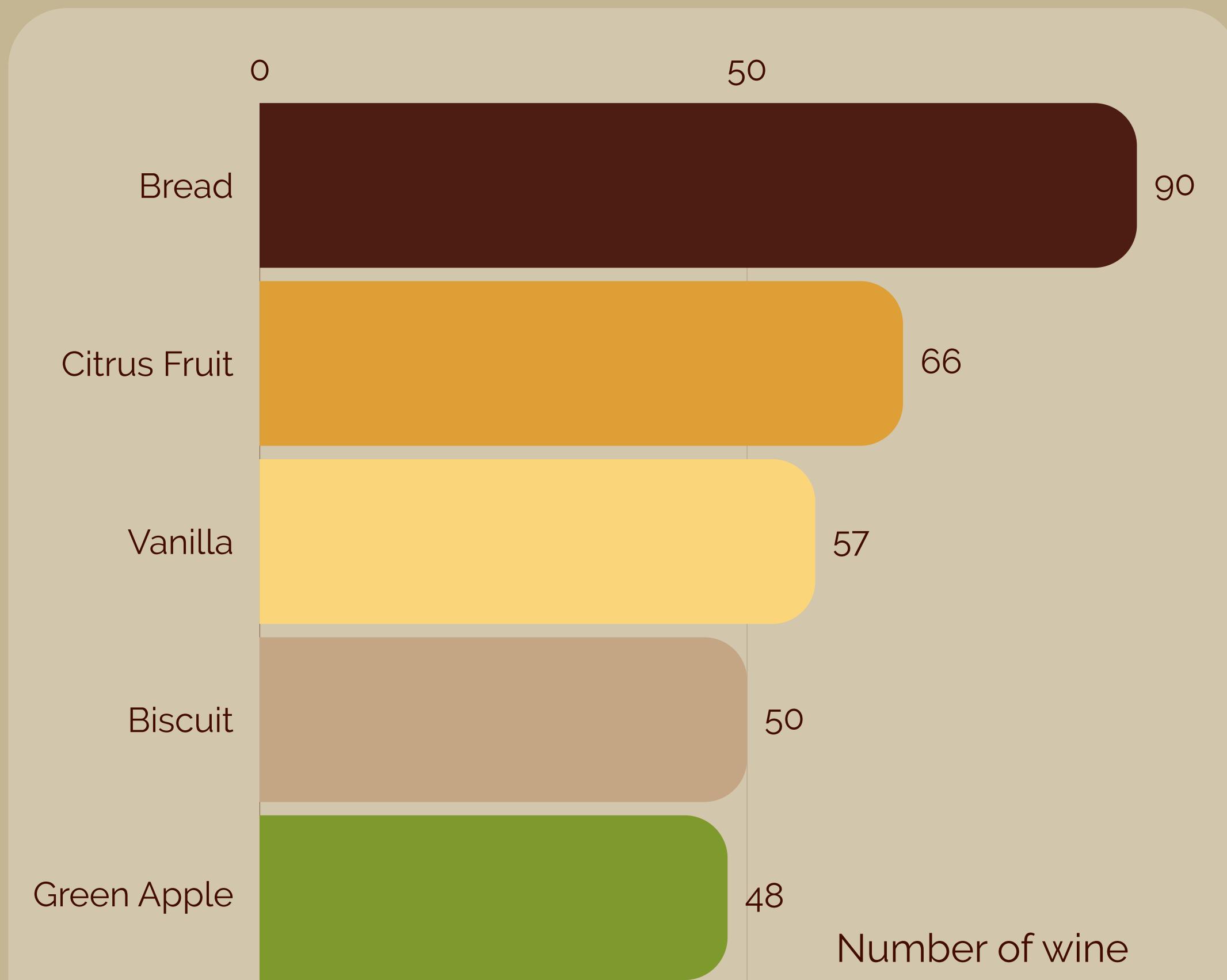
WHAT TYPE AND CHARACTERISTICS ARE SHARED WITH EXPENSIVE WINES ?



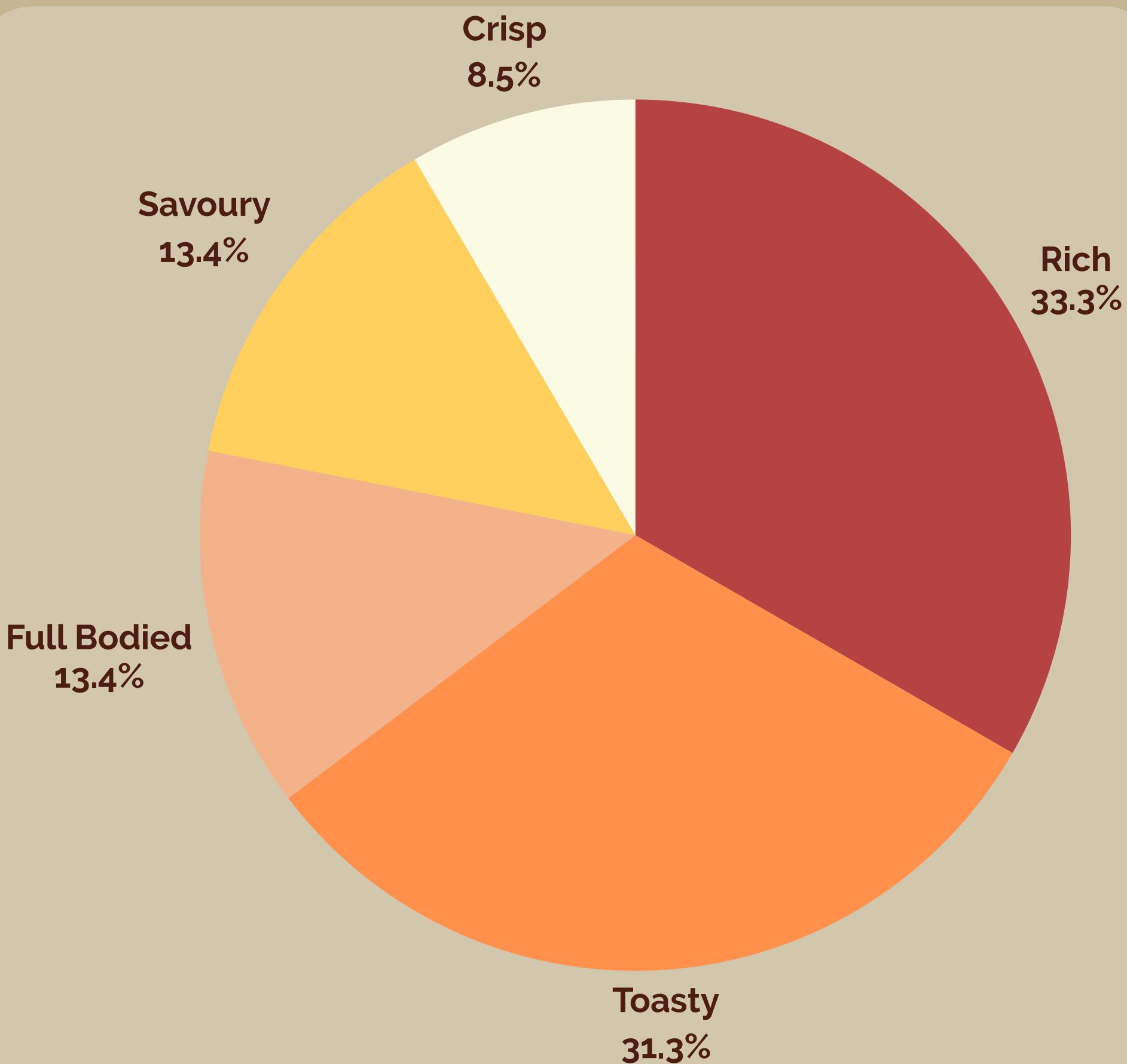
Number of Expensive Wines by Type



Top 5 Characteristics of Expensive Wines



Distribution 5 Most Expensive Wine Styles (%)

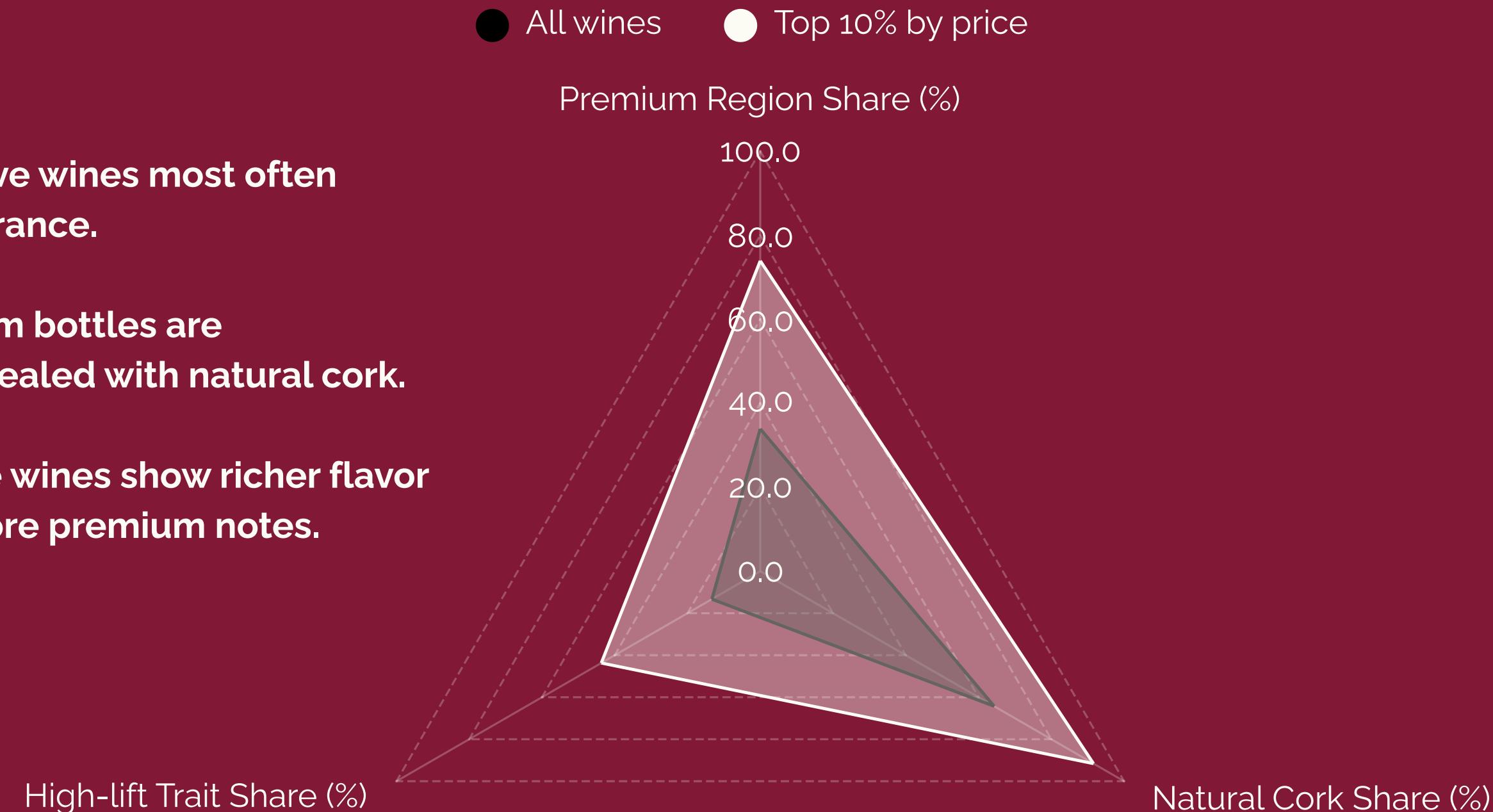


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FINAL INSIGHTS

WHAT MAKES AN EXPENSIVE WINE?

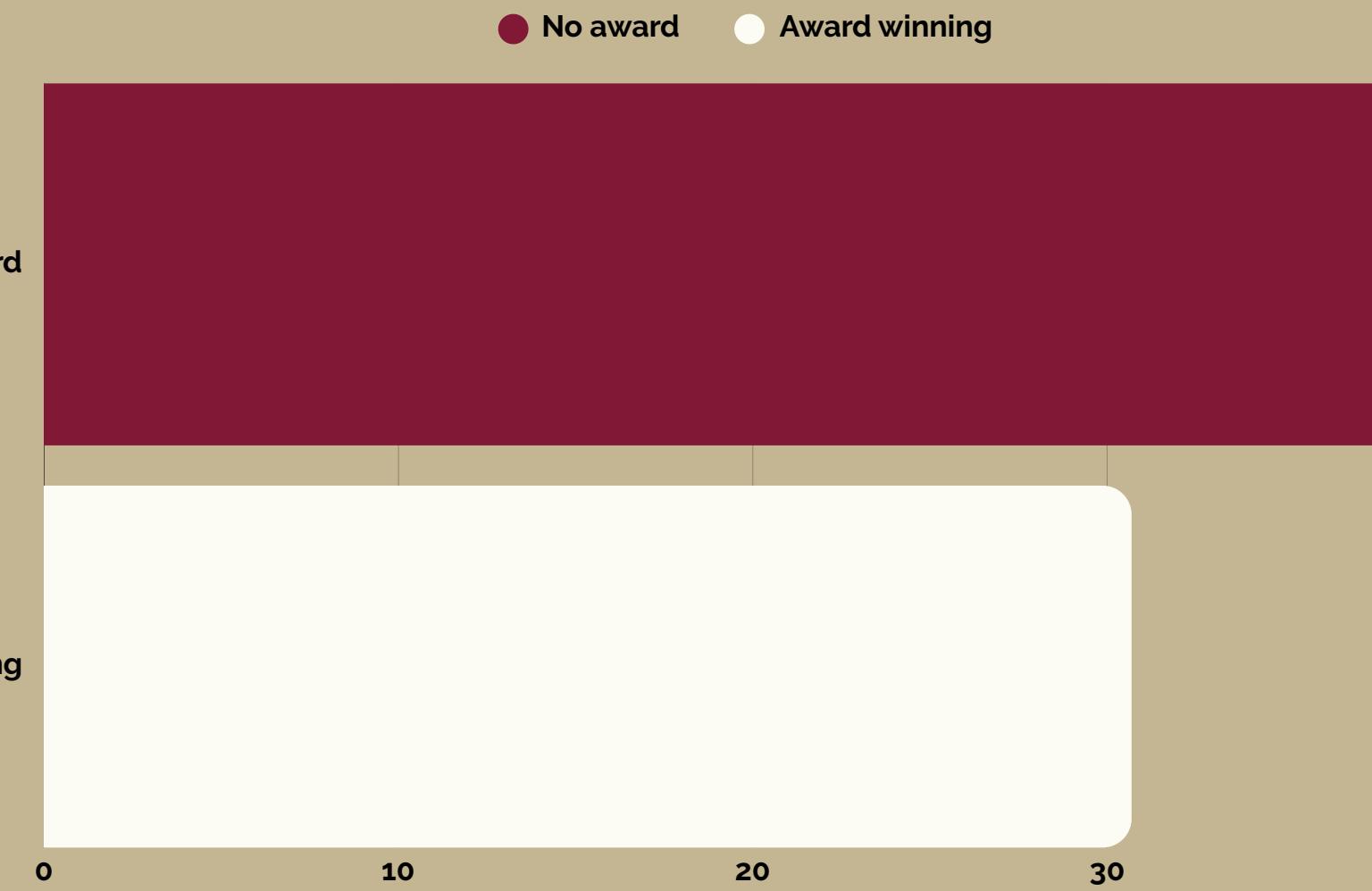
- **Region:** Expensive wines most often originate from France.
- **Closure:** Premium bottles are predominantly sealed with natural cork.
- **Taste:** Expensive wines show richer flavor profiles, with more premium notes.





AWARD STATUS

- In this catalog, award-winning wines average lower prices than non-award wines, suggesting awards concentrate in mid-market styles rather than the top price tier.





MAJOR OBSTACLES

- Import–Export Wizard: Used the wrong tool; CSV was executed as SQL and failed.
- “UTF-ate my characters”: Accents/ñ got garbled; encodings didn’t match between CSV, pandas, and MySQL.

WHAT WE LEARNED

- ERD first: Schema, keys, and types make queries easier later.
- Staging → ETL: Load raw CSV to staging, clean, then normalize.

THANK YOU

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