

PREDICTING CUSTOMER WINE PURCHASE

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BACKGROUND

 Forbes

How Brands Can Stand Out During The Crowded Holiday Advertising Period

The fourth quarter is a unique time of the year when people's minds and wallets are open.

Nov 16, 2022



 PR Newswire

Natural Grocers® Predicts Top Trends Across Multiple Categories for 2023

PRNewswire/ – Natural Grocers®, America's Nutrition Education ExpertsSM and the

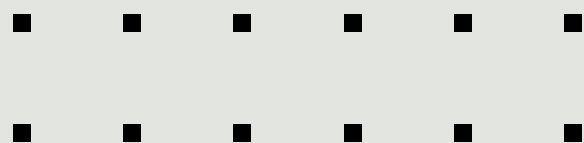


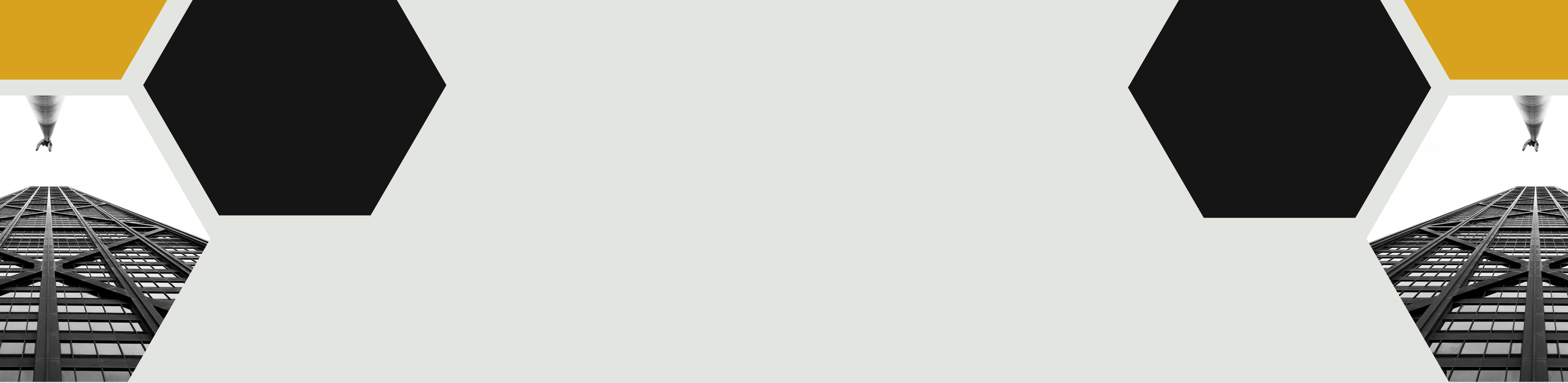
 CNBC

The average American may spend nearly \$1,500 on the holidays

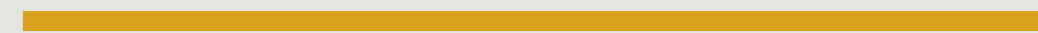
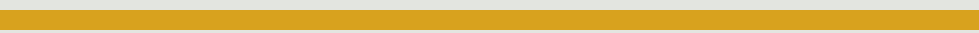
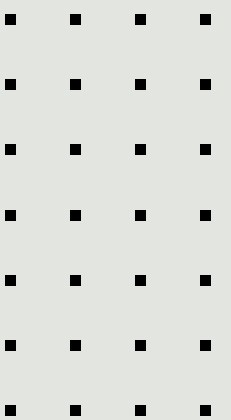
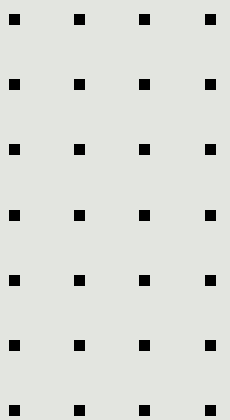
On average, Americans are expected to spend about \$1455 each during the holidays, according to Deloitte. In some cities, it could be nearly...

Dec 8, 2022





Can I predict consumers' wine consumption based on the proportion of money spent on different subsets of groceries?

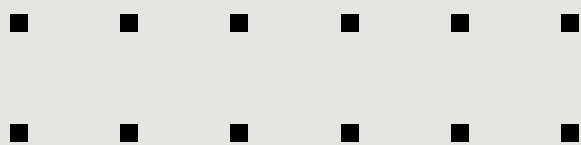


TARGET AUDIENCE

RETAILERS



**PREDICT HOW MUCH A
CUSTOMER WILL SPEND
ON WINE TO CREATE
MARKETING STRATEGIES**






PREDICT HOW MUCH A CUSTOMER WILL SPEND ON WINE TO CREATE MARKETING STRATEGIES



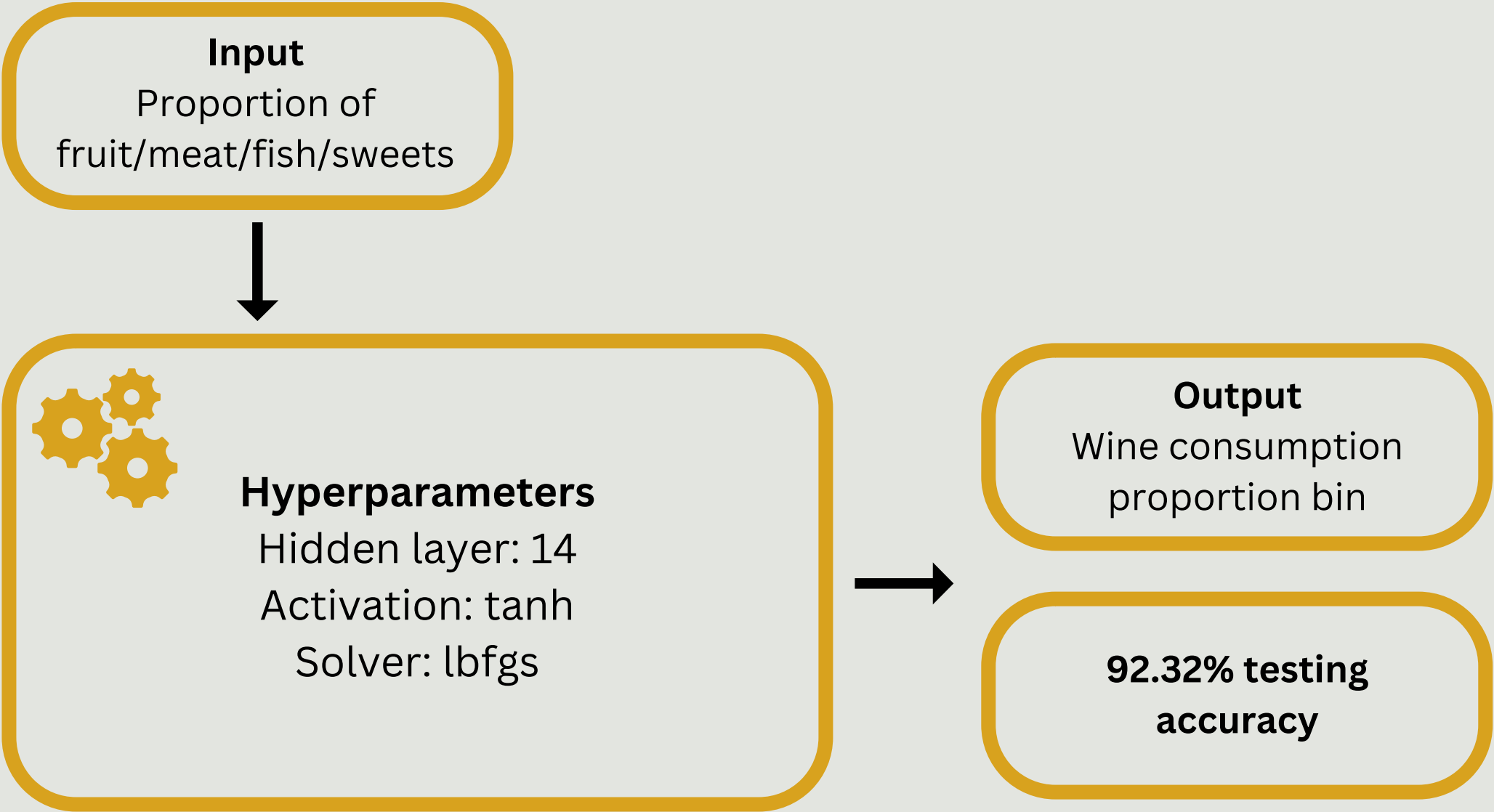
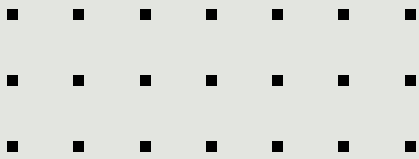
**OFFER SUGGESTIONS
OF WINE THAT PAIRS
WITH CERTAIN FOODS
CUSTOMERS BUY**



**PUSH OUT MORE
WINE ADS AS THEY
ARE "MORE LIKELY"
TO PURCHASE
WINE**



NEURAL NETWORK MODEL



FUTURE STEPS

- Should collect more data on specific food products purchased rather than just general spending habits
 - E.g. different pricing of food; organic/regular/brand name