



A SIP OF QUALITY

PRESENTED BY: J&M CONSULTANT GROUP

AGENDA



■ INTRODUCTION

■ EXECUTIVE SUMMARY

■ FINDINGS

■ RECOMMENDATIONS

■ CONCLUSION

EXECUTIVE SUMMARY



GOAL

- Identify key drivers of wine quality
- Build a high-performing predictive model
- Provide guidance to the California Wine Institute for supply chain marketing

BIG IDEA

- Proof, Citric acid, and Free sulfur dioxide impact on wine quality
- Leverage findings
- Enhanced customer satisfaction and brand loyalty.

DRIVERS OF WINE QUALITY (findings)

- Statistical tests
- Model performance
- Implications

RECOMMENDATIONS

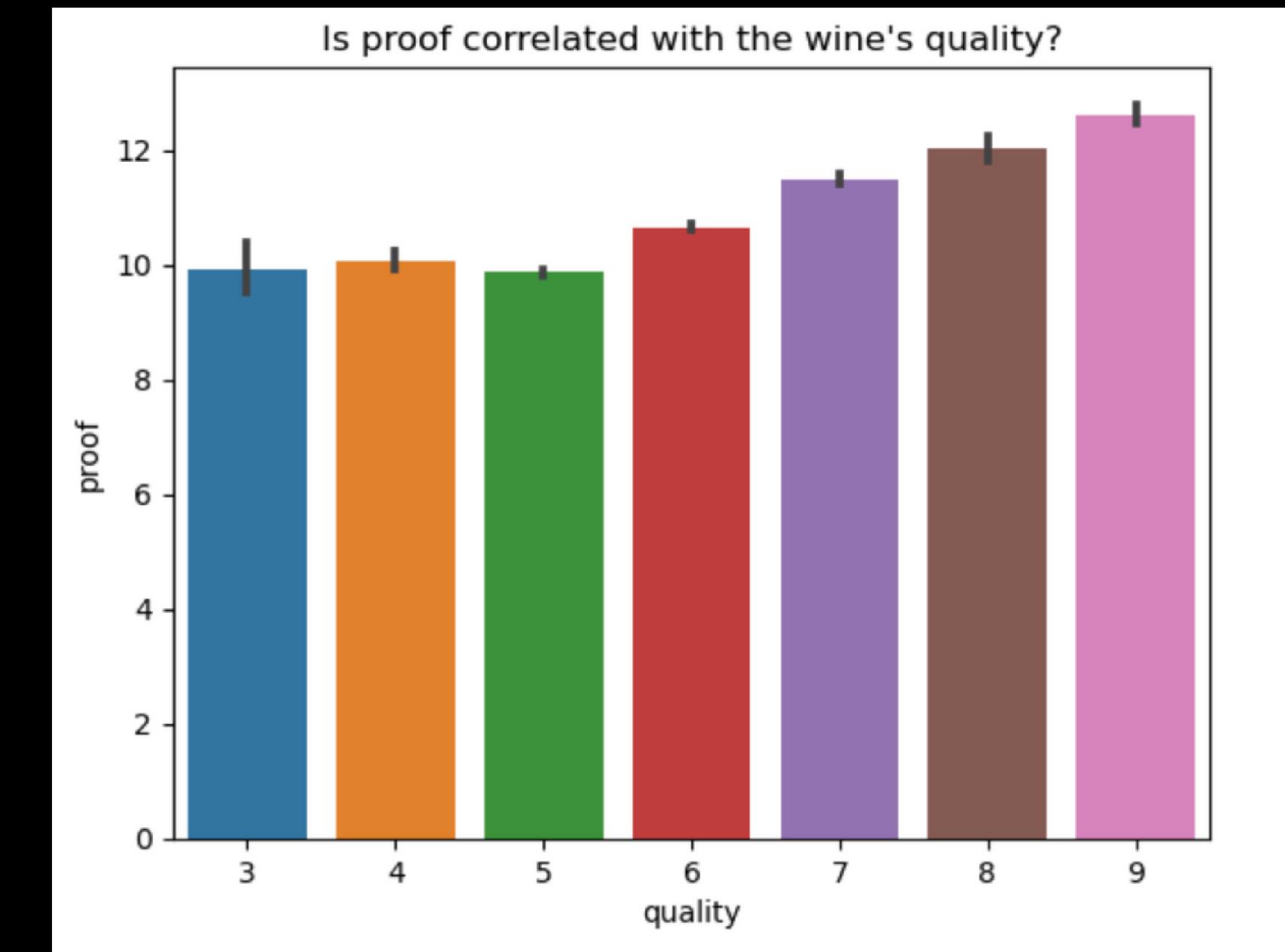
- Emphasize high proof wines
- Enhance citric acid profile
- Target marketing for largest customer demographic

CONCLUSION

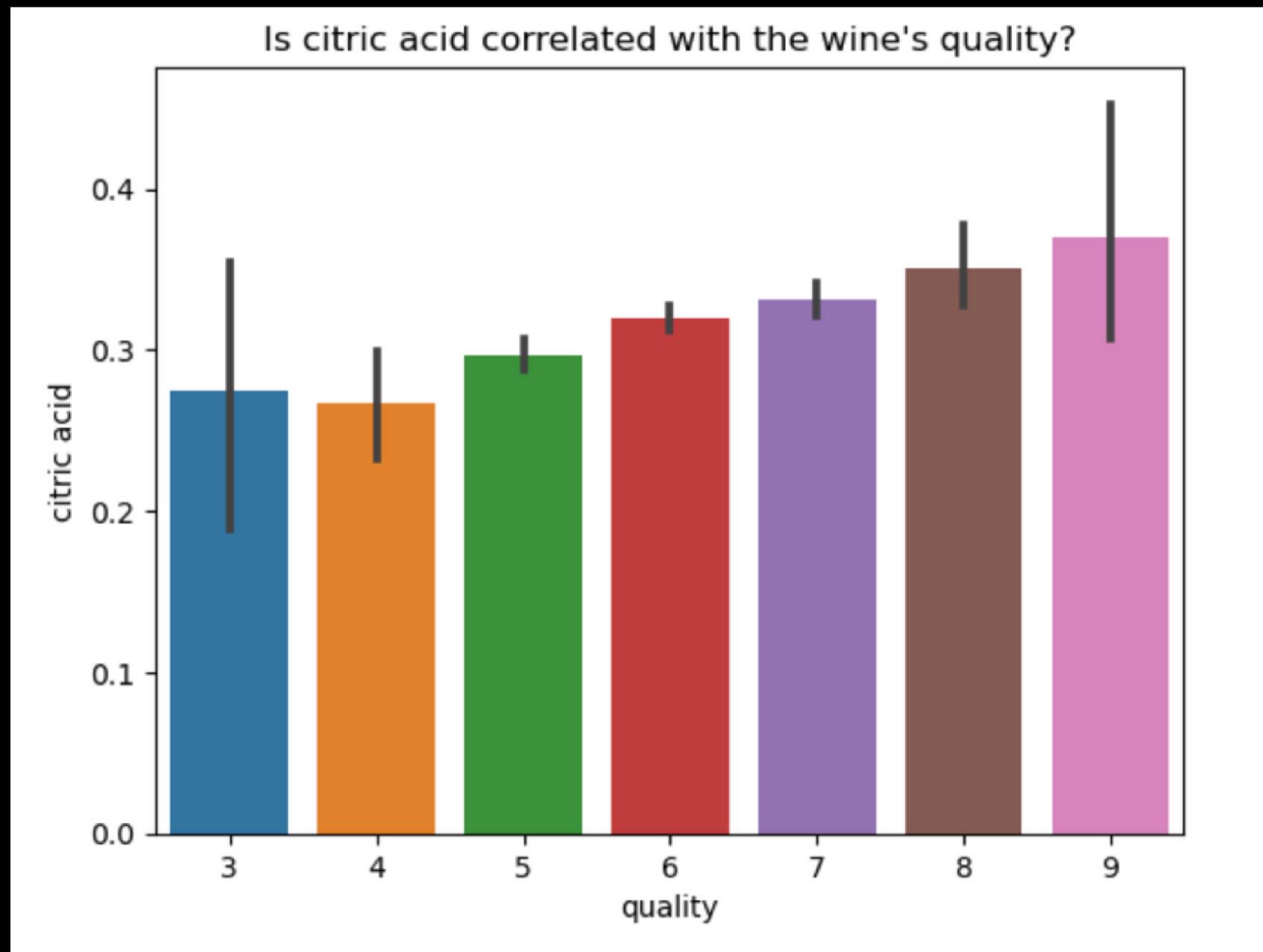
- Successfully identified key features
- Brand strategy
- Product development

DRIVER OF WINE QUALITY

- AS PROOF AMOUNT INCREASES SO DOES THE QUALITY OF THE WINE.



DRIVER OF WINE QUALITY

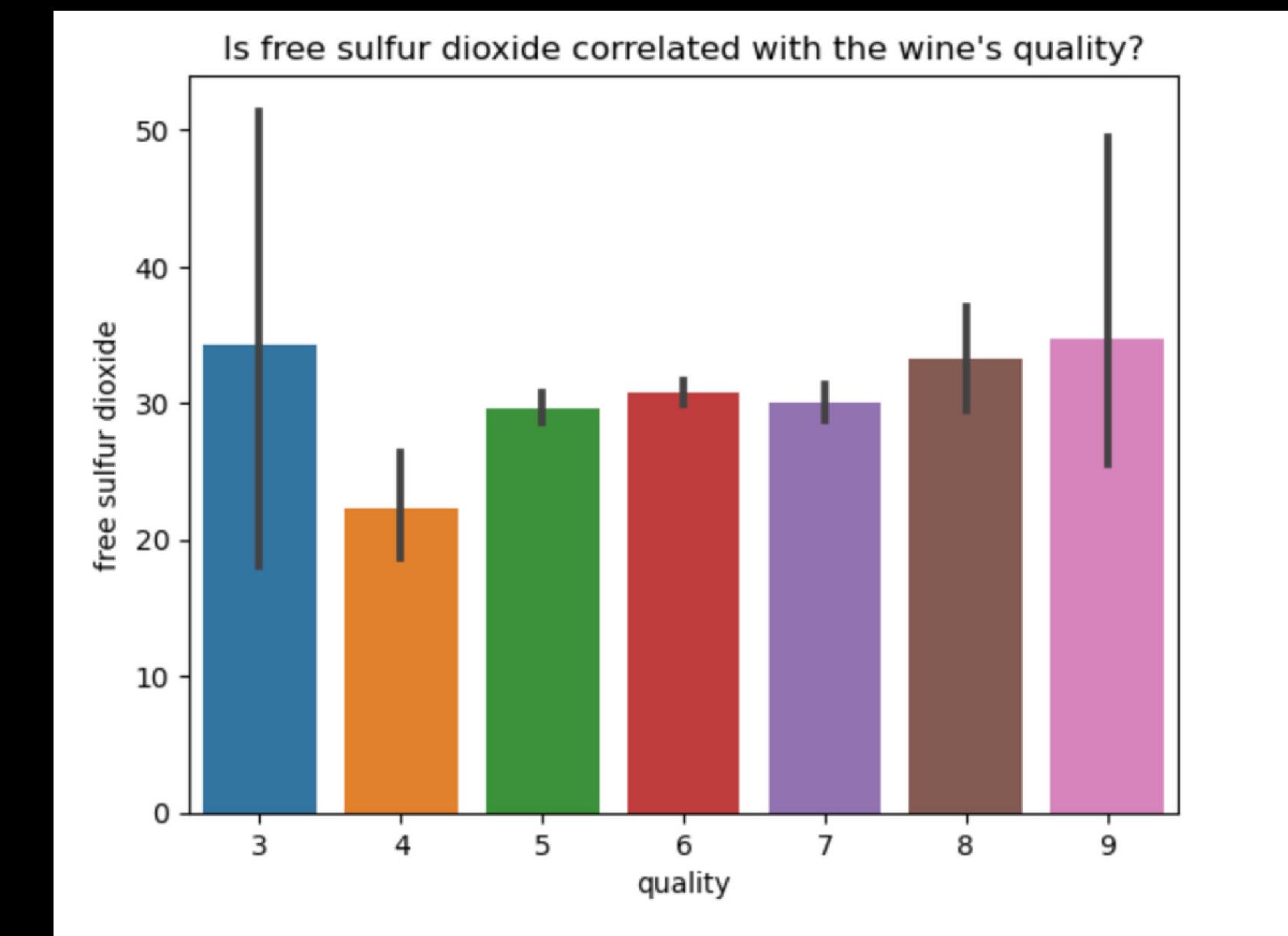


- THE QUALITY OF THE WINE IS BETTER THE MORE CITRIC ACID THAT IS IN THE WINE

DRIVER OF WINE QUALITY

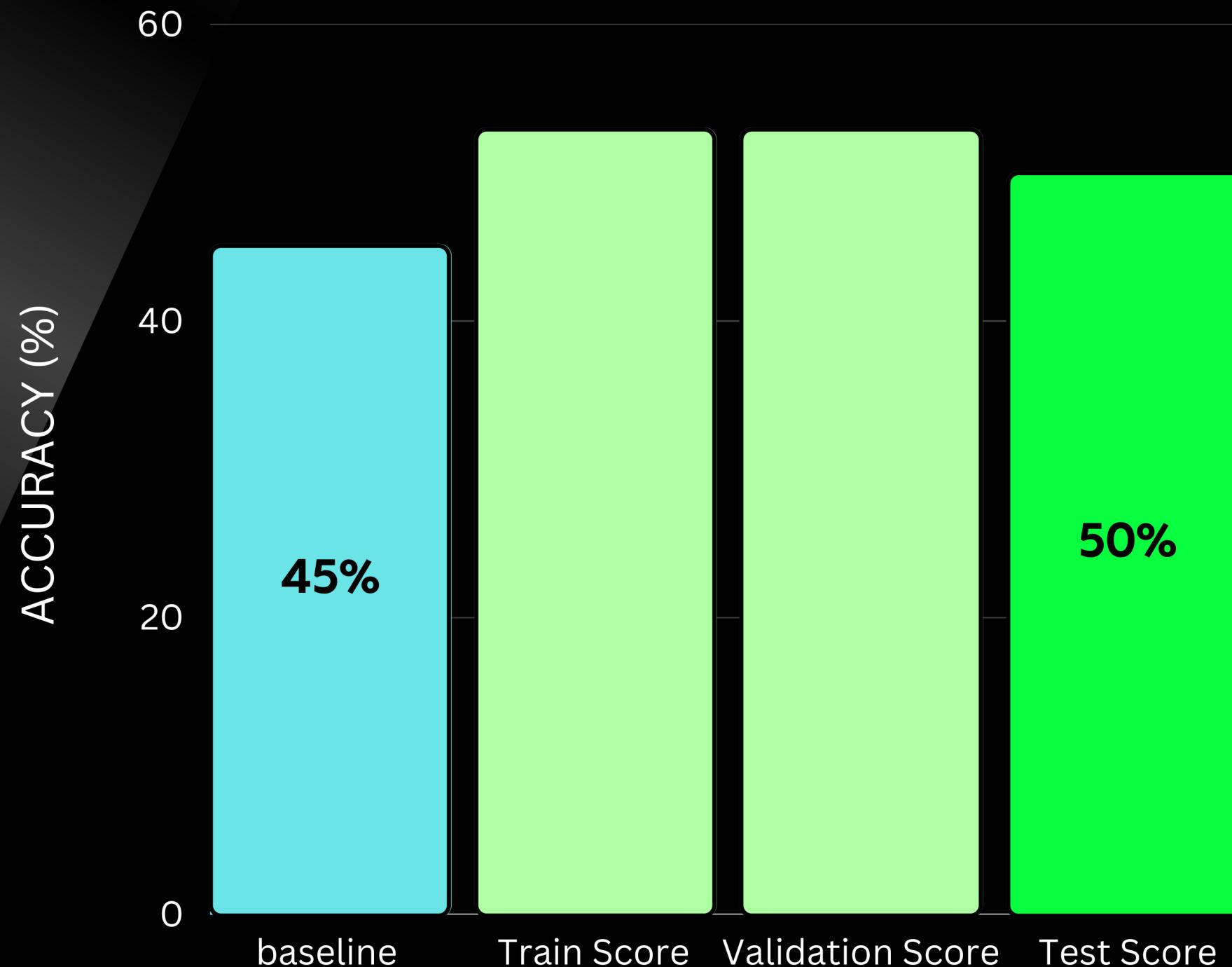


- WHEN THE FREE SULFUR DIOXIDE IS BETWEEN 20 AND 30 THE QUALITY SEEMS TO CLIMB
- AFTER 30 QUALITY HAS A CHANCE OF BEING THE BEST OR THE WORSE



RECOMMENDATION

3 FEATURE LOGISTIC REGRESSION MODEL



- USING BASELINE: 45% ACCURATE QUALITY PREDICTION
- USING THE 3 FEATURE LOGISTIC REGRESSION MODEL: 50% ACCURATE QUALITY PREDICTION

CONCLUSION

- SUCCESSFULLY IDENTIFIED KEY DRIVERS OF WINE QUALITY.
- TOP MODEL SELECTION 3 FEATURE LOGISTIC REGRESSION MODEL
- LEVERAGE INSIGHTS FOR TARGETED MARKETING AND BRAND EXPANSION



Thank you

