The Spanish wine industry offers a breadth of wine selections for purchase that differ in age, body, and acidity, to name a few. From whites to reds, we intend to explore the factors that most affect the price of wine. How do red wines differ from white wines, as related to price? Do high acidity levels lead to lower prices? These are the types of questions we will explore during our initial research.

Our search for data led us to a dataset consisting of 7,500 Spanish wine samples that differ across varying factors.

* Specific: Instead of looking at wine prices all over the world, we are narrowing in on the Spanish market.
* Measurable: Our data quantifies several factors, such as body, acidity, and age, into small scales.
* Achievable: Our personnel and capabilities are sufficient to fulfill this research and analysis.
* Relevant: Wine is a very popular alcoholic beverage with a wide range of characteristics and prices. Better understanding these characteristics and their potential relationships with each other and price can help consumers make better and more informed choices.
* Time oriented: Our analysis can be completed over the duration of this course. Other professional responsibilities and required course-work is not expected to significantly divert resources.

SMART Questions:

* What variable or variables, if any, have an impact on price? How strong is that impact?
* What variable or variables, if any, have an impact on rating? How strong is that impact?
* What are some “hidden gems” to look for in Spanish wine? Some potential candidates are wines with a high rating and low price point, and wines with a high rating and low number of reviews.

Follow the link(s) below for access to our dataset, as well as our GitHub repository where we will be collaborating throughout the period of this project.

* <https://www.kaggle.com/datasets/fedesoriano/spanish-wine-quality-dataset>
* <https://github.com/jschild01/JMB_DATS_6101.git>