

Rosé all day



Team members

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IMAGE CREDIT:
https://www.amazon.com/Stemless-Collections-Womens-Stemless-Wineglass/dp/B07J497GRL/ref=ast_df_B07J497GRL/?tag=hyprod-20&linkCode=df0&hvadid=300920204725&hvpos=&hvnetw=g&hvrnd=5332720825918451285&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvl ocphy=9030957&hvtargid=pla-574186435128&psc=1

Project Outline



Project Proposal

Compare the selling price of a single wine (Duckhorn Vineyards Napa Valley Merlot) at different retailers across the United States to identify regional trends.



Business Application

Identify “hot spots” where pricing falls outside a supplier’s suggested retail price (SRP).

Project Scope

ETL Process

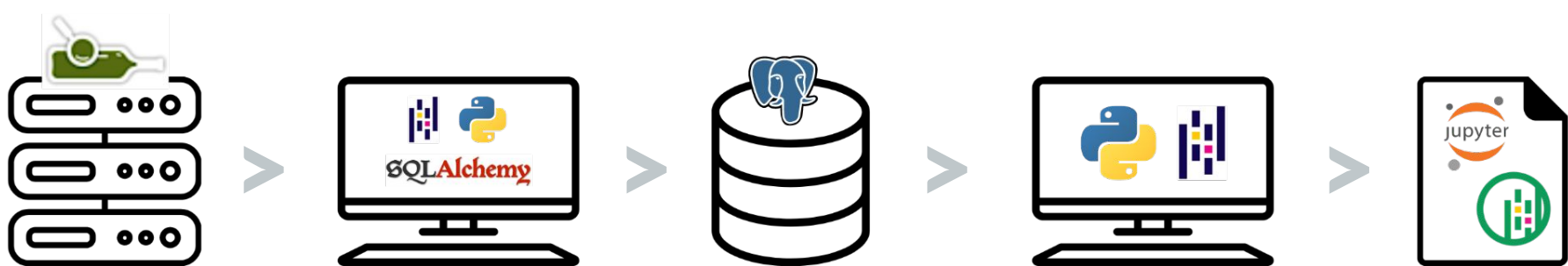
- Extract: wine-searcher.com API
- Transform: Python, Pandas
- Load: PostgreSQL

Analysis

- Focus data: SQLAlchemy
- Analyze: Python, Pandas
- Visualize: Pandas, Geopandas



Our Process



Extract

- Connect to the wine-searcher API
- Bring data in JSON format into Jupyter Notebook
- Export to CSV

Transform

- Read in CSV
- Use Python and Pandas to make transformations
- Export to CSV

Load

- Read in CSV to Jupyter Notebook
- Load data into SQL database using SQLAlchemy
- Export to CSV

Focus & Analyze

- Read in CSV to Jupyter Notebook
- Analyze using Python and Pandas

Visualize

- Create choropleth map comparing median price per state using Geopandas



A screenshot of a database schema viewer interface. At the top, there is a search bar with an eye icon. Below it, a dropdown menu shows 'public'. The main table is titled 'ws_duckhorn_vineyard_napa_merlot'. It contains 20 rows of column definitions, each with a small icon representing the data type and the column name followed by its data type.

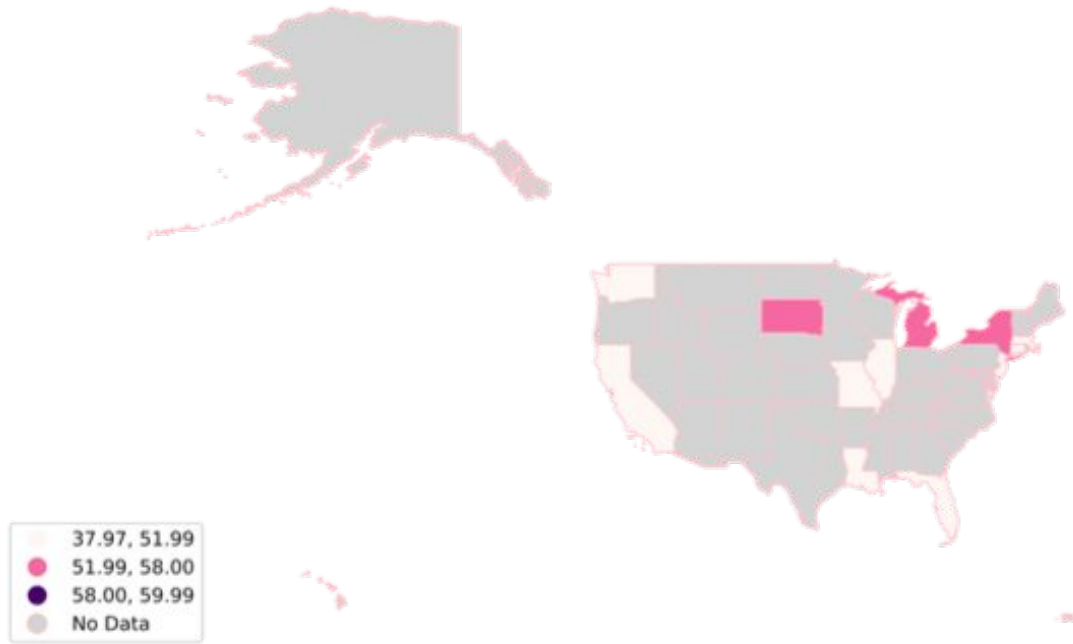
ws_duckhorn_vineyard_napa_merlot
ID bigint
merchant-name text
merchant-description text
physical-address text
street-name text
city text
zip-code bigint
latitude double precision
longitude double precision
country text
state text
vintage bigint
price double precision
bottle-size text
format text
volume text
link text
Criteria text

SQL Schema Diagram

Preliminary Visualization

Median price of Duckhorn
Vineyards Napa Valley
Merlot by State

- Bright pink states have ideal pricing, per the supplier
- Proof of concept
- Small sample size



Thank you!



IMAGE CREDIT: <https://www.wholesalesuppliesplus.com/products/pink-champagne-fragrance-oil.aspx>