

Wiwino market analysis

by

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**Highlight 10 wines
to increase sales**

1. NUMBER OF RATINGS:

2. ASSUMES THAT A WINE THAT HAS BEEN RATED BY MORE PEOPLE IS MORE POPULAR AND THEREFORE MORE LIKELY TO SELL.

2. PRICE:

THE €100 PRICE LIMIT HELPS ENSURE THAT THE SELECTED WINES ARE AFFORDABLE TO MAJORITY OF BUYERS.

Top 10 wines to increase sales

Wine	Average rating	Number of votes	Price, euros
Laurent-Perrier Brut Cuvée Champagne Rosé	4,4	36681	72,00
Billecart-Salmon Brut Rosé Champagne	4,4	23241	81,50
Ruinart Brut Rosé Champagne	4,4	21147	49,61
San Marzano 60 Sessantanni Old Vines Primitivo di Manduria 2017	4,5	17090	63,95
Tenuta Ulisse Limited Edition 10 Vendemmie	4,5	9453	34,20
Matarromera Ribera del Duero Reserva 2018	4,4	5650	39,95
Billecart-Salmon Blanc de Blancs Brut Champagne Grand Cru	4,4	5553	92,95
Matarromera Ribera del Duero Reserva 2017	4,4	4616	49,95
Antinori Pian delle Vigne Brunello di Montalcino 2013	4,4	4163	96,30
Orin Swift Papillon 2018	4,5	3907	79,95

An aerial photograph of a city skyline, likely New York City, showing a dense cluster of skyscrapers and buildings along a river. The image is used as a background for the slide.

Which country should we prioritise for promotion in 2024

Our team select the
top 3 countries with the
largest number of
wines with a rating of
at least 4 and a price
of up to 100 euros

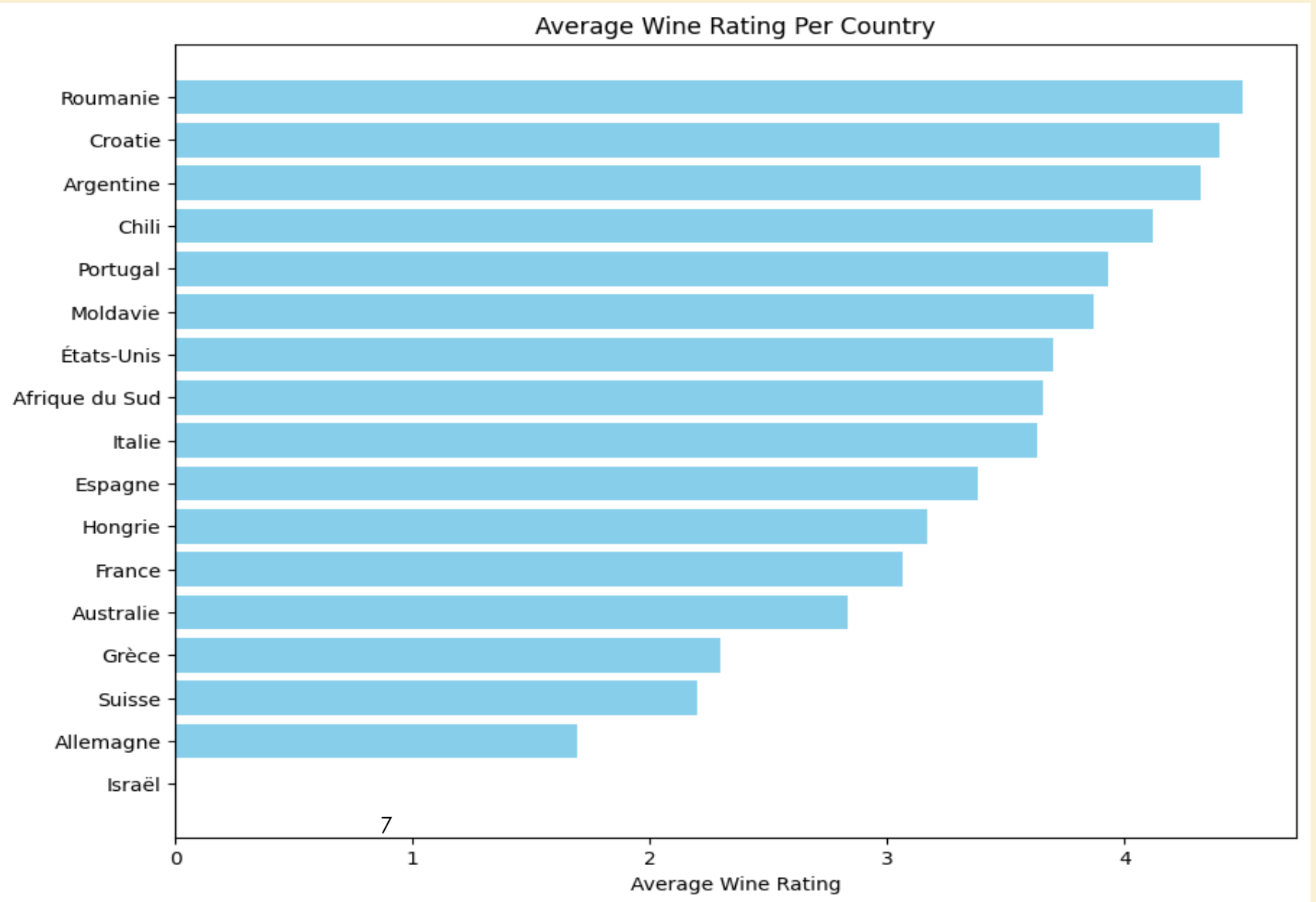
The winner is...

COUNTRY	NUMBER OF WINES
ITALY	102
SPAIN	44
FRANCE	29
SOUTH AFRICA	22

Wine	Average rating
Cabernet Sauvignon (12 countries)	
Harlan Estate Harlan Estate Red 1998	4,8
Scarecrow Cabernet Sauvignon 2015	4,8
Colgin IX Estate Red 2016	4,8
Artadi Viña El Pison 2018	4,8
Leonetti Cabernet Sauvignon 2006	4,7
Merlot (11 countries)	
Château Doisy-Daëne L'Extravagant de Doisy-Daëne Sauternes 2001	4,9
Biondi-Santi Brunello di Montalcino Riserva 1955	4,9
Château Lafite Rothschild Pauillac (Premier Grand Cru Classé) 2003	4,8
Krug Clos du Mesnil 1998	4,8
Salon Le Mesnil Blanc de Blancs (Cuvée S) Brut Champagne 1996	4,8
Chardonnay (6 countries)	
Château Doisy-Daëne L'Extravagant de Doisy-Daëne Sauternes 2001	4,9
Biondi-Santi Brunello di Montalcino Riserva 1955	4,9
Château Lafite Rothschild Pauillac (Premier Grand Cru Classé) 2003	4,8
Krug Clos du Mesnil 1998	4,8
Salon Le Mesnil Blanc de Blancs (Cuvée S) Brut Champagne 1996	4,8

**Top 3
most
common
grapes
and
5 best
rated
wines for
each one**

country leaderboard





top 5 recommendations for *Cabernet Sauvignon*

Wine	Average rating	Price, euros
Artadi Viña El Pison 2018	4,8	437,50
Colgin IX Estate Red 2016	4,8	745,00
Scarecrow Cabernet Sauvignon 2015	4,8	1558,75
Harlan Estate Harlan Estate Red 1998	4,8	1921,25
Titus Lot 1 2014	4,7	95,00



issues we faced

During our research, we were unable to answer several questions posed to us by Wiwino:

- Due to the imperfection of the database, we were unable to determine the top 3 best wineries.
- Due to the lack of technical expertise of our team members, we were also unable to form a cluster based on the most popular wine flavor combinations.
- However, we are ready to suggest its name - Flavorful Mixed-Fruit Wines

thank you

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