



# IT'S ALWAYS A GOOD TIME FOR WINE!

*“Wine is a very social beverage, the whole experience is enhanced for enthusiasts when you’re talking to others about it, whether it’s exploring new wines or comparing tasting notes.”*

*The Wine Enthusiast*

A Presentation by Group 8

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# MARKET RESEARCH



## GLOBAL DEMAND

The Global Wine Market is expected to reach **\$599.5 Billion** by 2028

Wine makes up approximately 15% of the total alcohol global sales on e-commerce platforms.

## TRENDS IN THE INDUSTRY

Europe dominates the industry with the fastest growth rate witnessed across the Asia Pacific region

Millennials and the Gen Z are the driving force behind wine sales online.

Consumers are gravitating towards making eco-conscious decisions with their purchases.

## GROWTH OF E-COMMERCE

Benefits from avoiding large costs of managing a physical space

Able to reach a much broader audience from all over the world.

# TYPES OF ANALYSIS



## GLOBAL DEMAND AND CONSUMER TRENDS

Analyses demand by wine type, brand, ratings and region



## ANALYSIS ON PRICING

Review of advertised e-commerce pricing to identify market rates



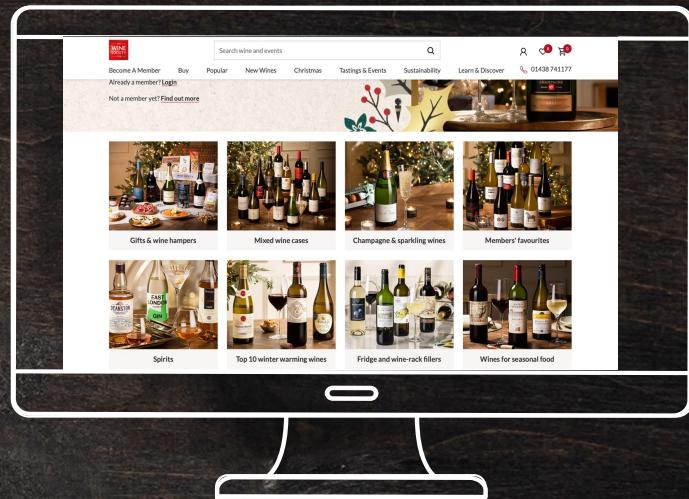
## ANALYSIS OF WINE RATINGS

Consumer ratings on e-commerce platform and social media engagement on Twitter



## PRODUCT AND COMPETITIVE ANALYSIS

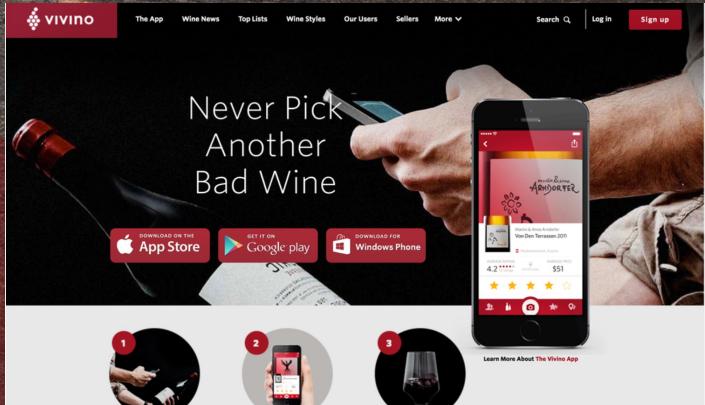
Brand and product performance across region, origin and wine type



# WEB SCRAPING DATA

	VIVINO WEBSITE	TWITTER PLATFORM
APPROACH	Selenium and BeautifulSoup were used for scraping data	Twitter APIs v1 and v2 were used for scraping data
CHALLENGES	<ul style="list-style-type: none"><li>Website restrictions</li><li>Limited capacity of laptop performance</li></ul>	<ul style="list-style-type: none"><li>Insufficient availability of data</li><li>Technical issues and restrictions with the API</li></ul>
PREPROCESSING STEPS	<ul style="list-style-type: none"><li>Missing values deleted during the scraping process</li><li>Data frames merged and saved as CSV files</li></ul>	<ul style="list-style-type: none"><li>Removal of duplicate values</li><li>Adjustment of "date/time" format of different data sets</li></ul>

# WEBSITE - VIVINO



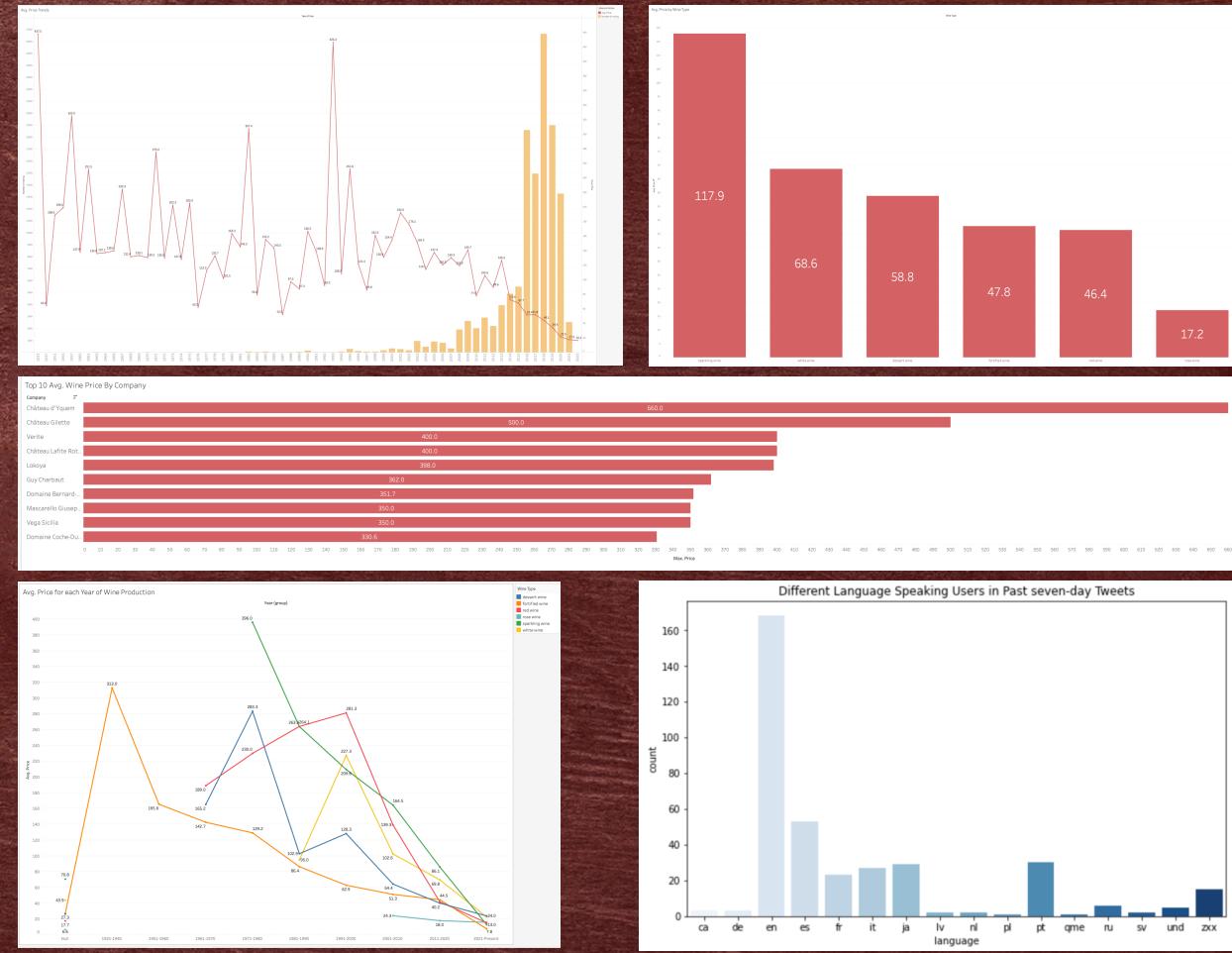
- Vivino is one of the largest e-commerce platform for wine and the most downloaded app with over 40 million users.
- More than 20 million products offered as of 2020.
- Focuses on exceeding customer expectations by making the wine purchasing experience online seamless, enjoyable, accessible, and informative as possible.

# SOCIAL MEDIA - TWITTER



- Twitter experiences around 500 million tweets sent daily. There are over 7,000 wine tweets per day, and over 1,300 bloggers focusing on wine.
- In the UK, as of 2021, Twitter users amounted to 19.05 million users with a penetration rate of 45%.
- Twitter as a text forward platform allows users to voice out their opinions and thoughts which is useful in understanding sentiments and psychography of potential consumers.

# VISUALISATIONS FROM THE RETRIEVED DATA



DETERMINANTS	DESCRIPTION
Name	Name of the wine
Company	Company that produced the wine
Origin	Specific city from where the wine originates from
Region	Country/Region where the wine was manufactured
Rating	The average rating of the wine on the website by customers
Number of Rating	Number of times customers rate the wine
Price	Price per unit of the wine
Year	Year the wine was produced
Count of Tweets	Number of tweets & retweets on the Vivino Twitter Platform
Google Search Volume	Number of searches related to the keyword "Vivino"



# THANK YOU!