

Russian Wine Market Expansion: Regional Similarity Analysis to Saint Petersburg

Year

All

Average wine consumption all regions

5.64

Average Wine Consumption Saint Petersburg

6.95

Maximum Wine Consumption Per Region

18.10

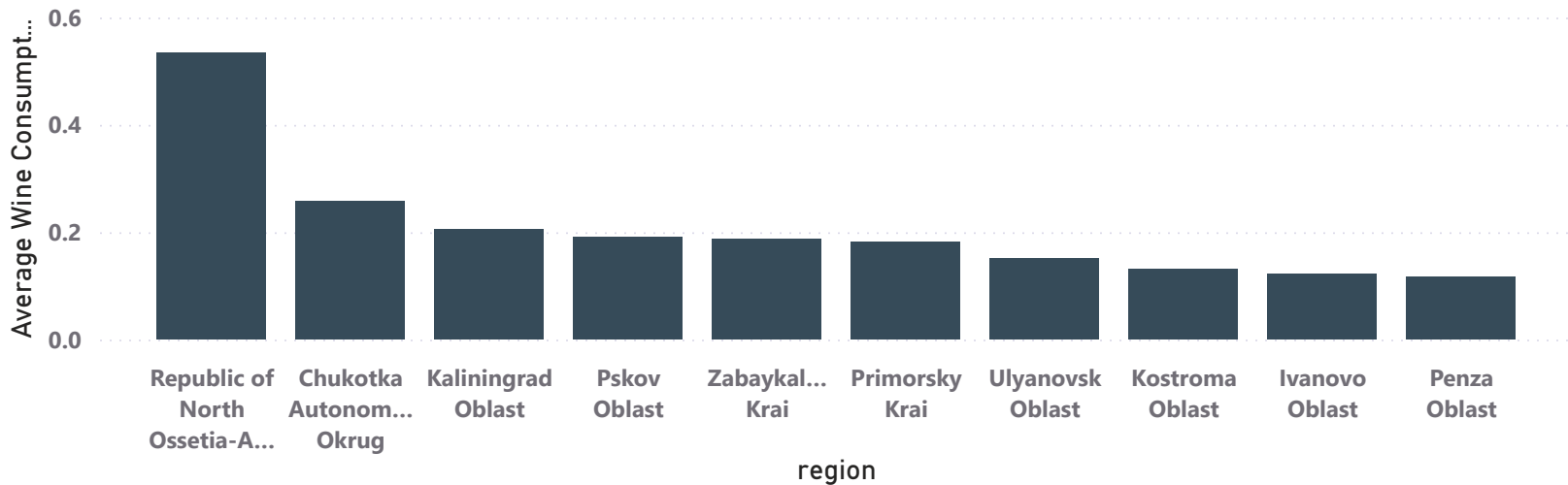
Minimum Wine Consumption Per Region

0.10

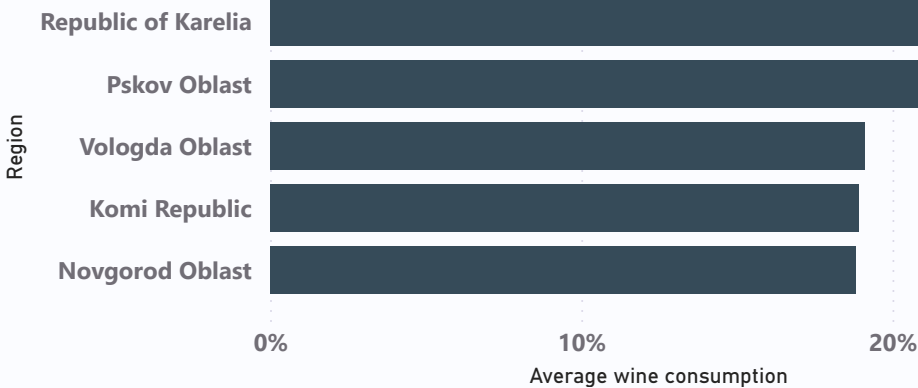
Saint Petersburg Average Wine and All Regions Average Wine by year



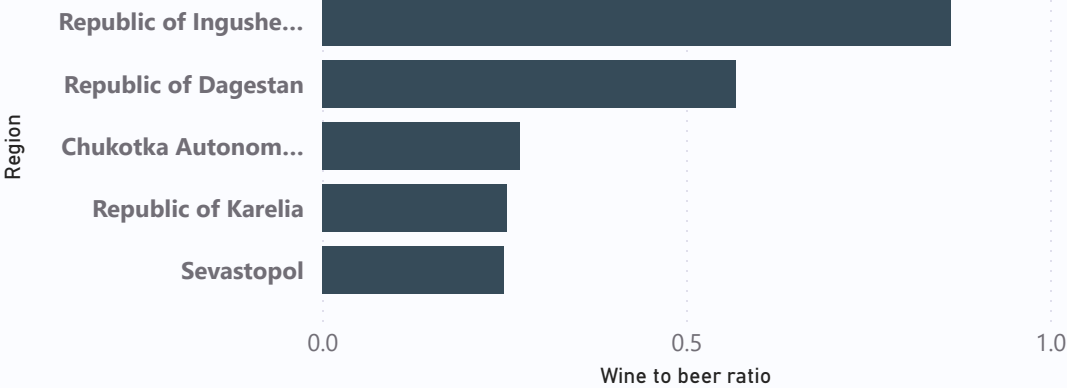
Average Wine Consumption growth rate by region



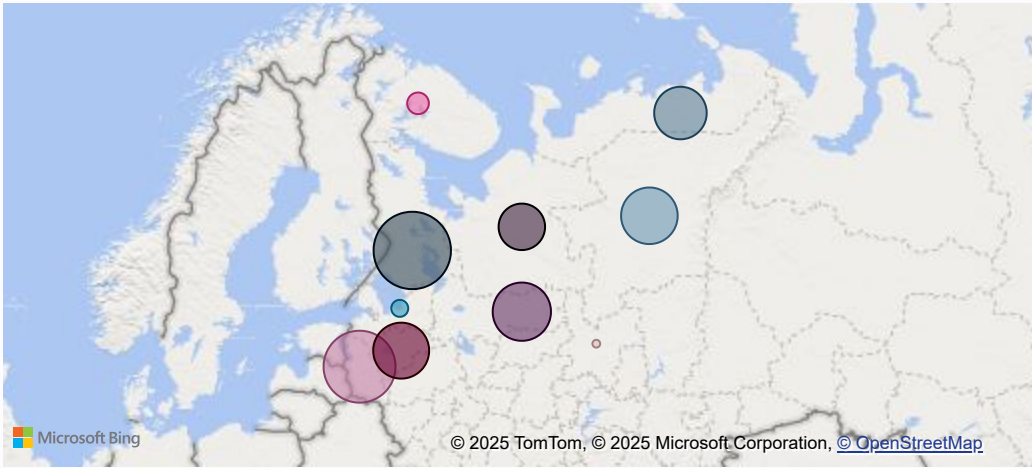
Average wine consumption by Region



Wine to beer ratio by Region



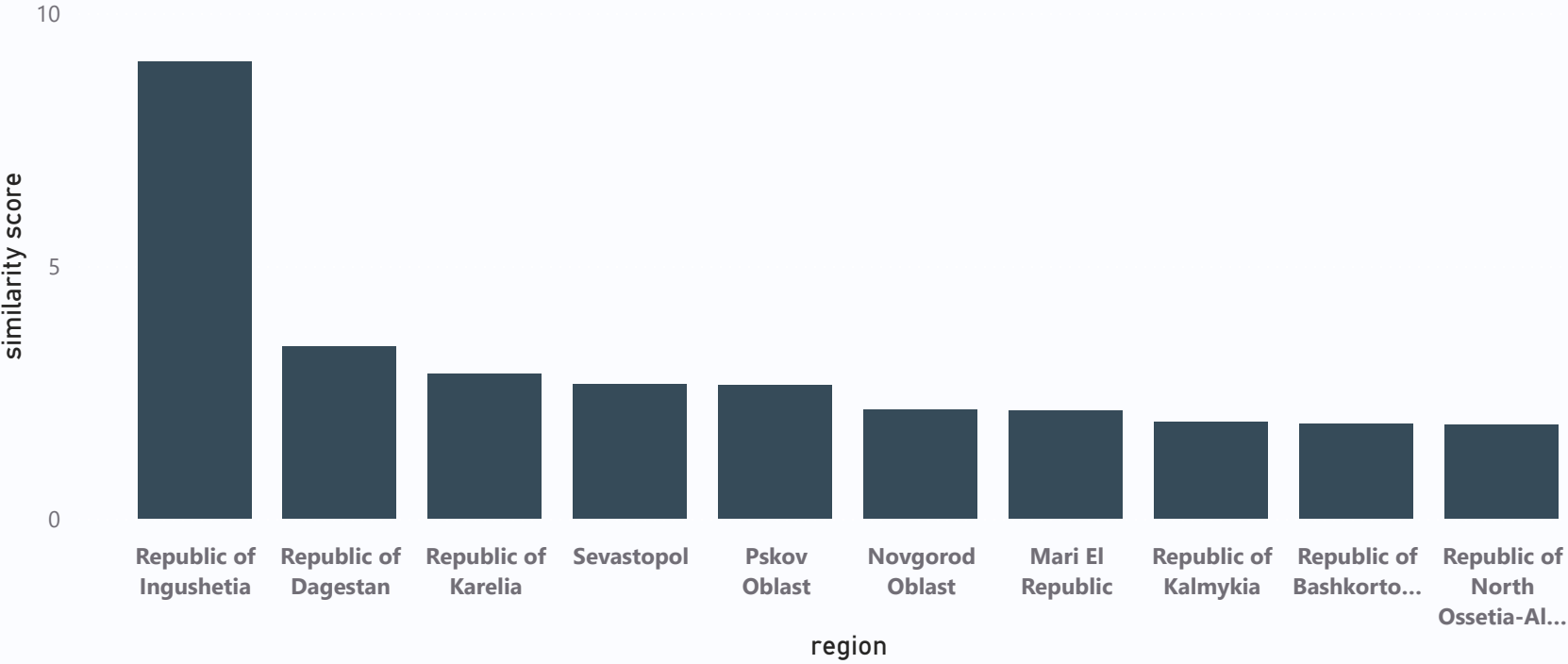
Average wine consumption by region



Top 10 Regions Similar to Saint Petersburg Based on Overall Sales Patterns

region	wine_preference_ratio	similarity_score
Republic of Ingushetia	0.51	9.03
Republic of Dagestan	0.21	3.40
Republic of Karelia	0.18	2.87
Sevastopol	0.18	2.67
Pskov Oblast	0.17	2.64
Mari El Republic	0.16	2.14
Novgorod Oblast	0.15	2.16
Republic of Kalmykia	0.12	1.90
Republic of North Ossetia-Alania	0.07	1.86
Republic of Bashkortostan	0.04	1.87

Top Similarity score by region



Wine preference ratio by region

