

# Wine Data Project





# Premise

Iconic Wines (hypothetical wine company) is looking to increase foot traffic into the store. The idea is to create a \$20 and under table. Are goal is to instruct Iconic Wines on how to build this table.



# Data Used and How Popularity is Judged

- The data used in this project was taken from kaggle wine reviews notebook created by ZackThoutt. The data was scraped off of WineEnthusiast website.
- In this project points refers to the wines rating out of 100.



# Overview

1. From the whole data what countries are the most popular?
2. From the top 100 wines under \$20 what countries are the most popular?
3. From the whole data what variety of wines are the most popular?
4. From the top 100 wines under \$20 what variety of wines are the most popular?
5. How should Iconic Wines proceed?

Note we are using points to decide popularity.

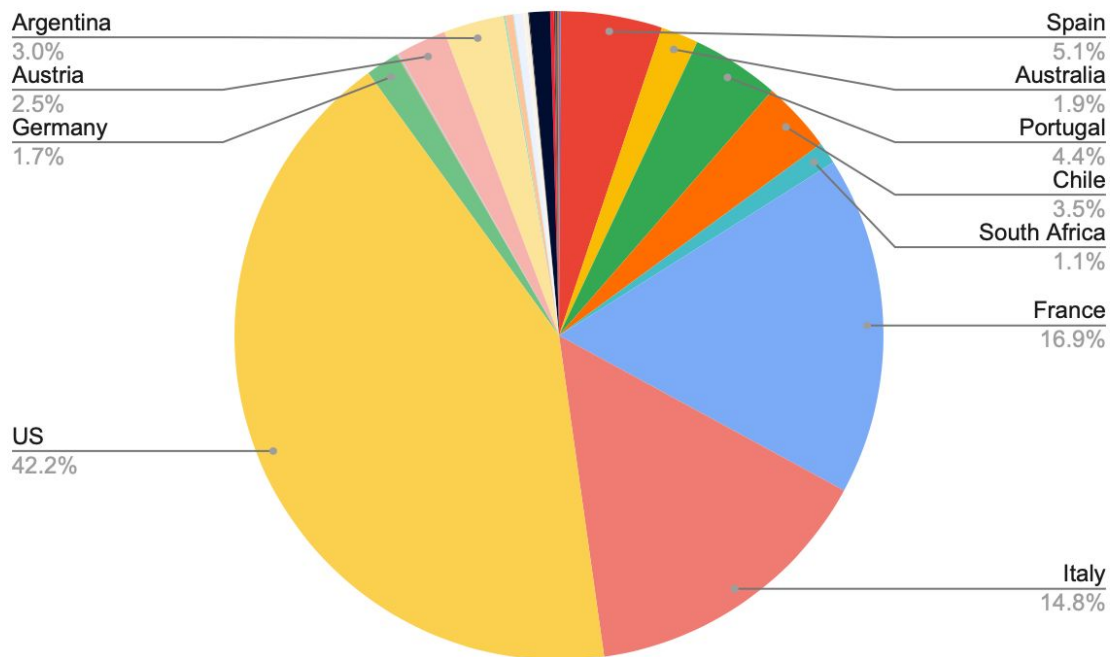


# Top 100 Data Set

- A top 100 data set was created from the original cleaned data set by:
  - Filtering the data to only show wines with prices less than or equal to 20 dollars
  - Sorting the data by points in descending order
  - Taking the top 100 entries

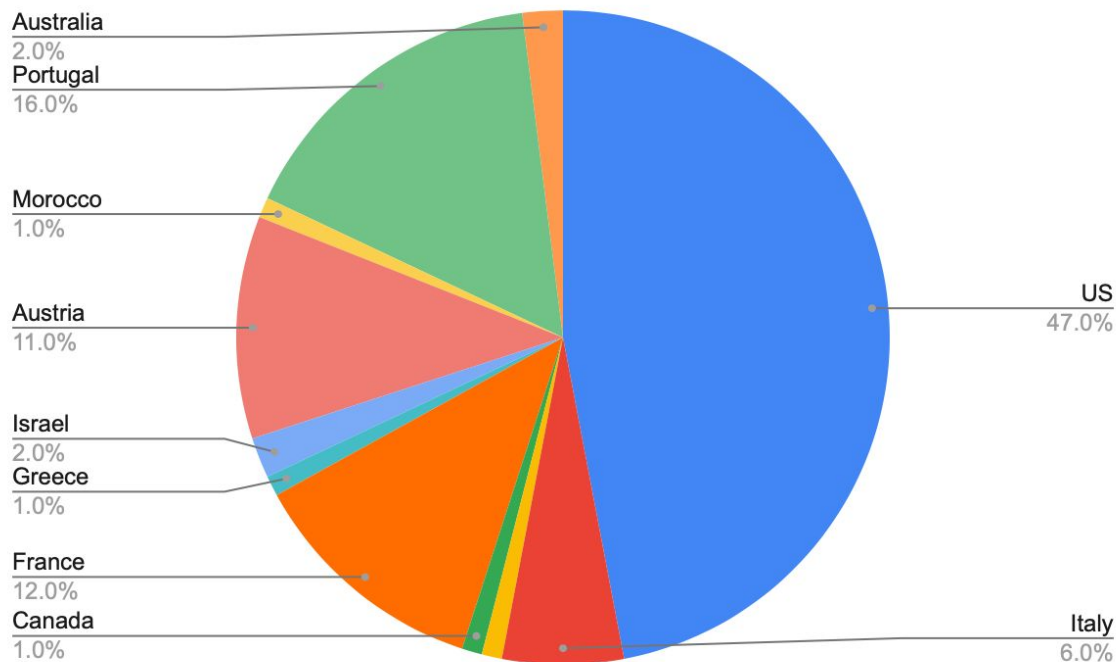


# Distribution of Wine by Country (TOTAL DATA)





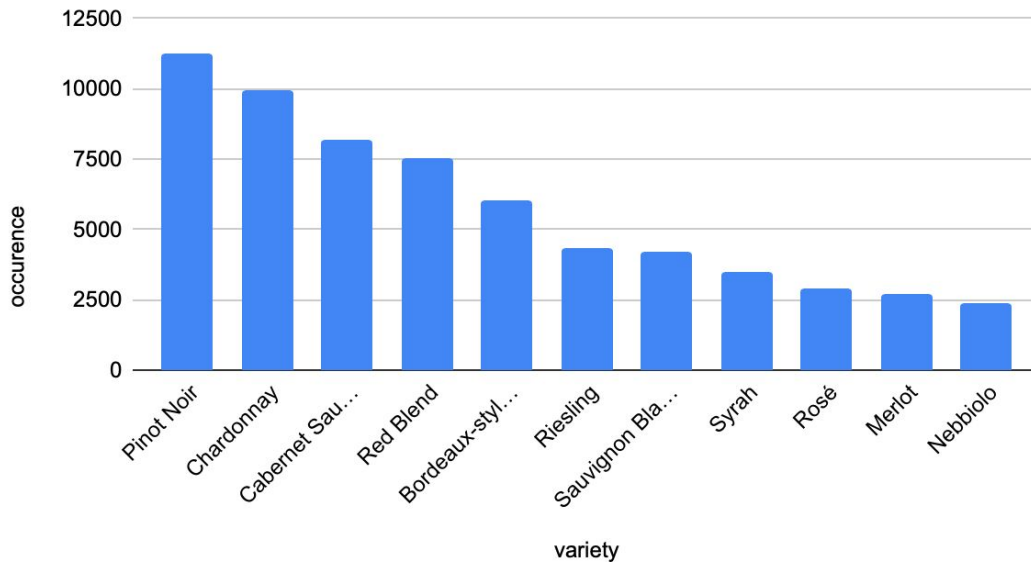
# Distribution of Wine by Country (TOP 100)





# Distribution of Variety (TOTAL DATA)

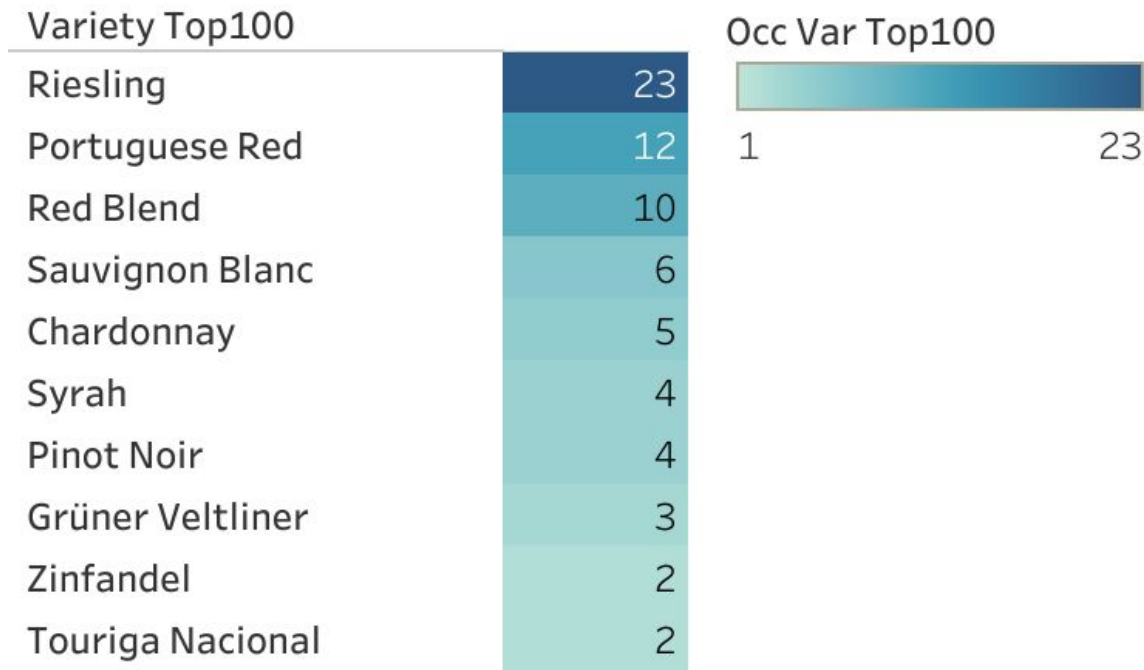
Top 10 Varieties (Total Data)







# Distribution of Variety (TOP 100)





# RECOMMENDATION

- Taste is subjective so add a variety of wines to the \$20 and under table.
- Start by choosing wine varieties that appear in the top of both the total data set and the top 100 data set such as the following:
  - Riesling, Red Blend, Sauvignon Blanc, Chardonnay, Syrah
- When possible chose wines from the most common countries in the data set.
  - US, France, Italy