Grape minds think alike

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Abstract

UPDATE ABSTRACT Main research question: What gives wine a good rating? (1) Does age of wine improve rating? (2) NLP: Which words in reviews are associated with higher ratings? (3) Random Forrest Model: feed in a bunch of features - which contribute most to rating? Variable importance plot (4) Does rating improve/ decrease after someone with high follower count rates wine? (5) Does a rating from a high follower count user increase the number of times your wine is rated? I.e. is it a good strategy to get a vininfluencer to rate your wine?

Abstract to be written here. The abstract should not be too long and should provide the reader with a good understanding what you are writing about. Academic papers are not like novels where you keep the reader in suspense. To be effective in getting others to read your paper, be as open and concise about your findings here as possible. Ideally, upon reading your abstract, the reader should feel he / she must read your paper in entirety.

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1. Introduction

Grape minds think alike... or do they? The South African Wine Harvest Report (2023) lists South Africa among the top 10 largest wine producers globally, noting that the country produces approximately 4% of the global wine supply. Over R55 billion of the country's GDP can be attributed to the wine industry which employs roughly 269 000 workers (Wines of South Africa (WoSA), 2023).

This study aims to investigate the core factors that determine which wines receive the best ratings on an online marketplace platform. The data utilised in this study is a sample drawn from Vivino [1] reviews for Calitzdorp, South Africa for the years 2014 to 2016.

2. Literature review

3. Exploratory data description & analysis

3.1. Data Exploration

The original data set in consideration comprises 2298 observations with 107 variables.

4. Statistical modelling

5. Conclusion

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[1] *follow this link to peruse the website*

References

Wines of South Africa (WoSA). 2023.   *South African Wine Harvest Report 2023.*   Wines of South Africa.   [Online], Available: https://www.wosa.co.za/The-Industry/Vintage-Reports/South-African-Wine-Harvest-Report-2023/ [2025, June 13].