WINE MARKET PROPOSAL

Urias Escudero

LC Empower

Class 23

Objective

To instill confidence in a prospect market, by defining key elements of such market for a successful business venture.

Keys

Hypothesis

Wine Points Insight

Wine Analysis

Conclusion

Hypothesis

Wine Points are affected by region, which affect winery popularity.
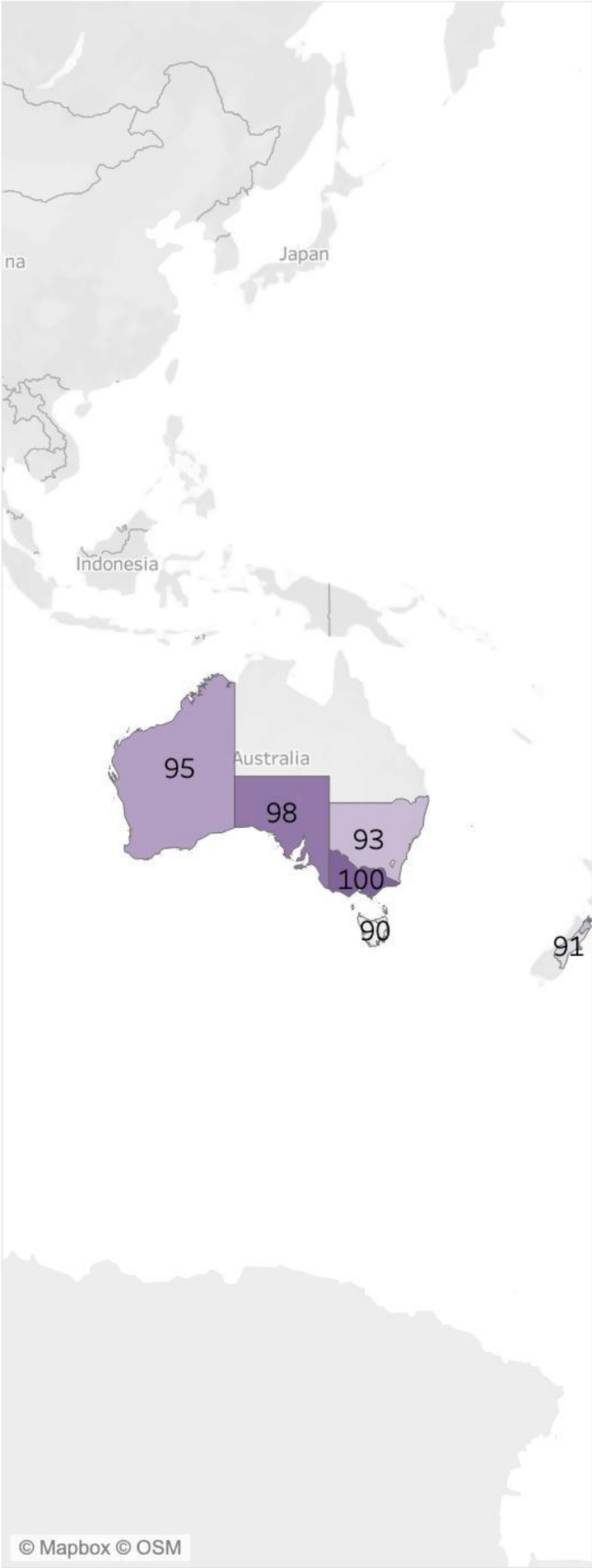
Wine Points

Definition & Impact:

- Wine Points are defined by a numerical value, 80-100, given to "above average" to "classic" wines.

- Wine Points are given by Sommeliers, according to taste notes.
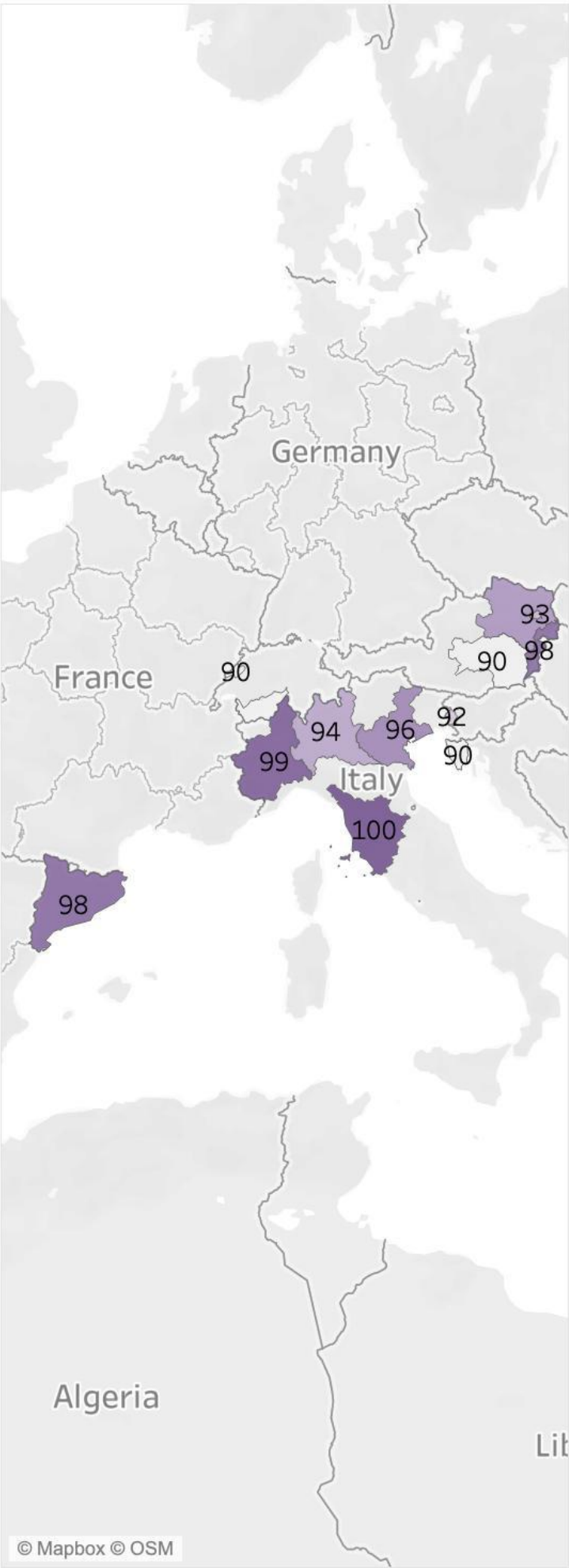
- Average of ratings & points define best region.

Top(Geographic)(US)   Top(Geographic)(Australia)   Top(Geographic)(Italy)

Country
- ☐ Null
- ☐ Albania
- ☑ Argentina
- ☑ Australia
- ☑ Austria
- ☑ Bosnia and Herzegovi..
- ☑ Brazil
- ☑ Bulgaria
- Canada

Max. Points
90 to 100

Max. Points
99   100

Country
- ☐ Null
- ☐ Albania
- ☑ Argentina
- ☑ Australia
- ☑ Austria
- ☑ Bosnia and Herzegovi..
- ☑ Brazil
- ☑ Bulgaria
- Canada

Max. Points
90 to 100

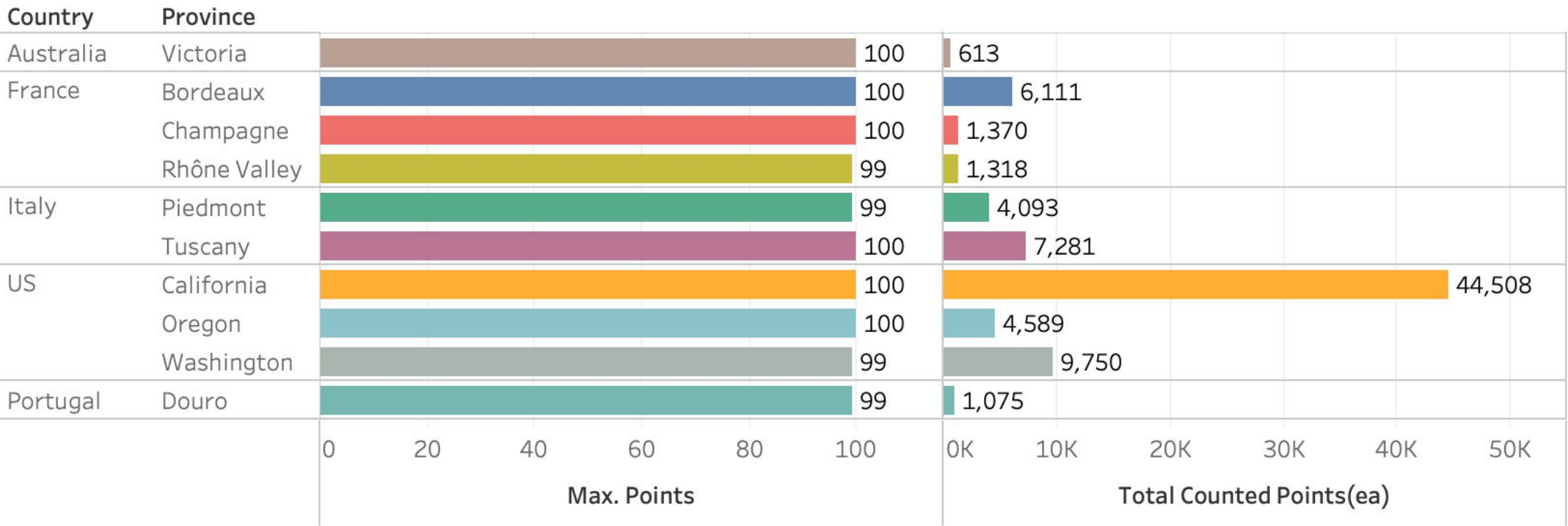**Country**
- ☐ Null
- ☐ Albania
- ☑ Argentina
- ☑ Australia
- ☑ Austria
- ☑ Bosnia and Herzegovi..
- ☑ Brazil
- ☑ Bulgaria
- Canada

Max. Points
90 to 100

Top(Country, PNTSvCOUNT)

Country	Province	Max. Points		Total Counted Points(ea)
Australia	Victoria	100		613
France	Bordeaux	100		6,111
	Champagne	100		1,370
	Rhône Valley	99		1,318
Italy	Piedmont	99		4,093
	Tuscany	100		7,281
US	California	100		44,508
	Oregon	100		4,589
	Washington	99		9,750
Portugal	Douro	99		1,075

Top(Country, PNTSvCOUNT) (By Numbers)

	Country / Province									
	Australia	France			Italy		US			Portugal
	Victoria	Bordea..	Champa..	Rhône Valley	Tuscany	Piedmo..	Californ..	Washin..	Oregon	Douro
Count Points	613	6,111	1,370	1,318	7,281	4,093	44,508	9,750	4,589	1,075
Max. Points	100	100	100	99	100	99	100	99	100	99

Top 3(Variety by Province, by Country)

Country / Province

	France			US			Italy		Australia

Count of Points (top panel)
- France: Bordeaux 8, Champagne (small), Rhône Valley 1
- US: California — Cabernet Sauvignon 7,452; Chardonnay 6,536; Pinot Noir 7,633

Max. Points (bottom panel)
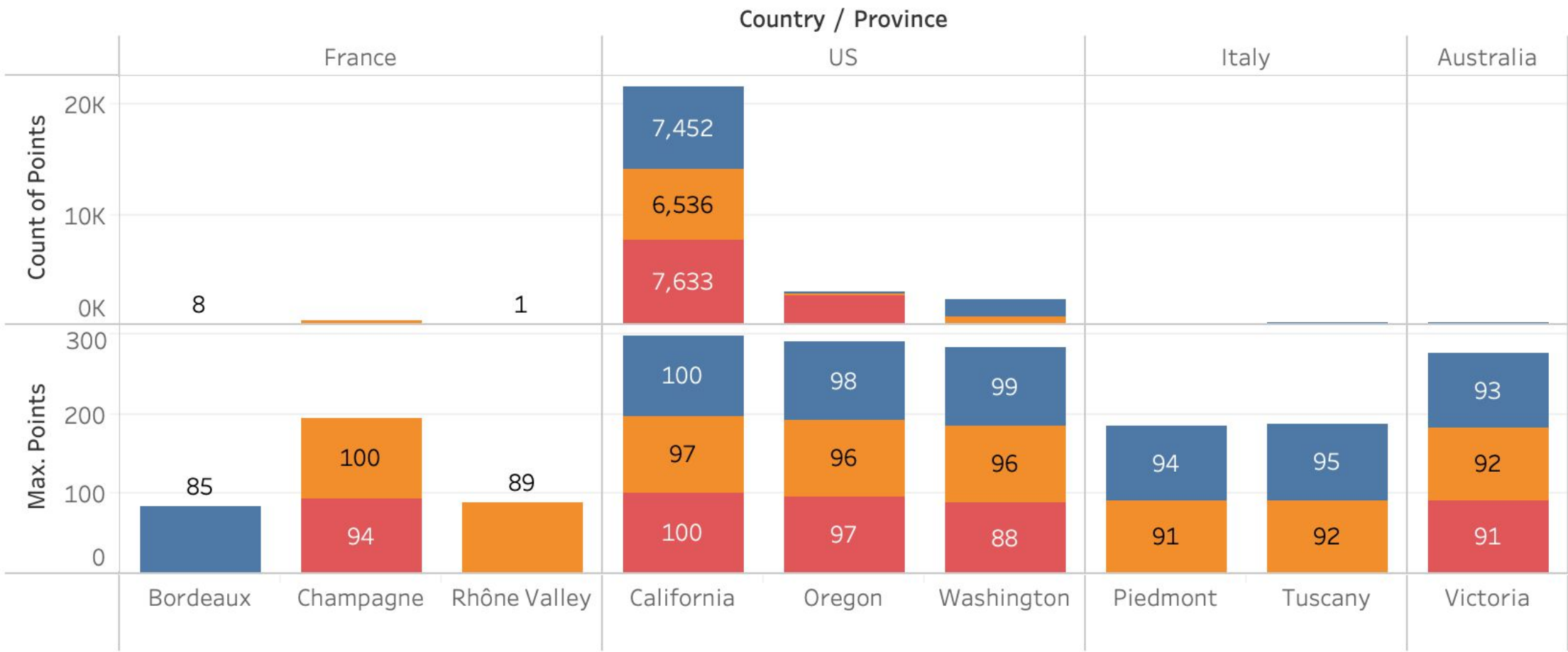
Province	Cabernet Sauvignon	Chardonnay	Pinot Noir
Bordeaux	85		
Champagne		100	94
Rhône Valley		89	
California	100	97	100
Oregon	98	96	97
Washington	99	96	88
Piedmont	94	91	
Tuscany	95	92	
Victoria	93	92	91

Region(Variety, Winery)

Province	Region 2	Variety	Description	Region 1	Winery	AVG Points	Number of Reco..	Price
US, California	Napa	Cabernet Sauvignon	A dramatic wine, this is ri..	Napa Valley	Gandona	97.0	1.0	190.0
			A stupendous wine that e..	Napa Valley	Harlan Estate	98.0	1.0	300.0
			Another fabulous Cardina..	Napa Valley	Cardinale	97.0	1.0	250.0
			So good, so rich, so stunni..	Atlas Peak	Au Sommet	97.0	3.0	750.0
			Tasted in a flight of great ..	Napa Valley	Cardinale	100.0	2.0	400.0
			The lovely bouquet of blac..	Mount Veeder	Cardinale	95.0	1.0	125.0
		Bordeaux-style Red Blend	A darkly colored, tannic C..	Napa Valley	Cardinale	93.0	1.0	300.0
			Here's a big, flashy, cult-s..	Napa Valley	Harlan Estate	94.0	1.0	500.0
			In recent years The Maide..	Napa Valley	Harlan Estate	93.0	1.0	150.0
			Massive, decadent. Opens..	Napa Valley	Harlan Estate	97.0	1.0	150.0
			Smells a bit minty and pe..	Napa Valley	Harlan Estate	95.0	1.0	450.0
			The price is prerelease; it ..	Napa Valley	Harlan Estate	98.0	1.0	350.0
			With a beautiful purple co..	Napa Valley	Ovid	97.0	1.0	195.0

Proposal/Conclusion

According to past projections versus future outlooks, higher Wine Points are relative to region, which will affect business success.

Thank you!
Questions?

Works Cited

https://www.kaggle.com/zynicide/wine-reviews

https://www.foodandwine.com/wine/wine-critics

https://www.winemag.com/?s=&drink_type=wine