

- To derive the top 5 actionable Insights from the Data

### 1) Popular Wine Varieties

```
In [1]: import pandas as pd

In [7]: df = pd.read_csv("OSX_DS_assignment.csv")

In [ ]: # To derive the top 5 actionable Insights from the Data

In [9]: # 1) Popular Wine Varieties
pop = df['variety'].value_counts().head(5)
pop
```

Out[9]:

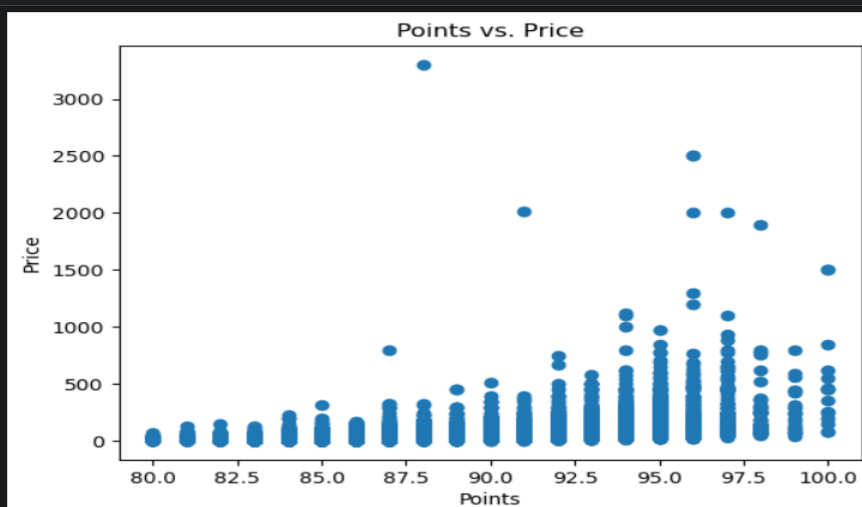
Pinot Noir	13272
Chardonnay	11753
Cabernet Sauvignon	9472
Red Blend	8946
Bordeaux-style Red Blend	6915

Name: variety, dtype: int64

### 2) Scatter plot of points vs. price

Helps in analyzing the insights on the price-value proposition

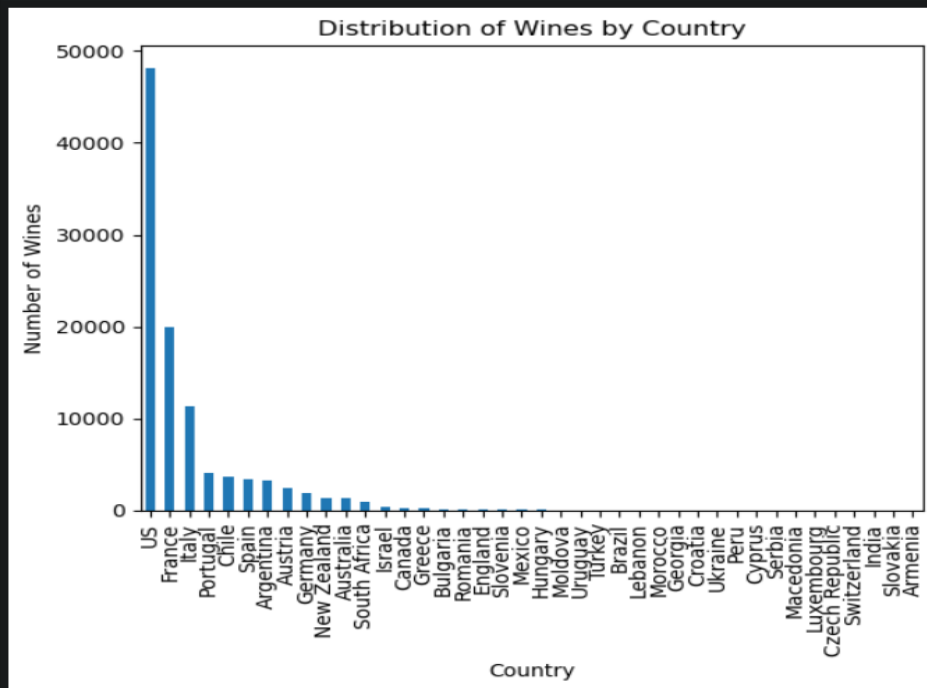
```
In [13]: # 2) Scatter plot of points vs. price
# Helps in analyzing the insights on the price-value proposition
import matplotlib.pyplot as plt
plt.scatter(df['points'], df['price'])
plt.xlabel('Points')
plt.ylabel('Price')
plt.title('Points vs. Price')
plt.show()
```



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### 3) Count the number of wines by country

```
In [14]: # 3) Count the number of wines by country
wine_counts = df['country'].value_counts()
wine_counts.plot(kind='bar')
plt.xlabel('Country')
plt.ylabel('Number of Wines')
plt.title('Distribution of Wines by Country')
plt.show()
```



### 4) Wine Recommendations and Pairings

- Utilize the review data to generate personalized wine recommendations for customers based on their preferences.
- Analyze the reviews that mention food pairings to suggest suitable wine and food combinations.
- Provide targeted recommendations to customers, increasing their satisfaction and likelihood of making repeat purchases.

### 5) Influencer Analysis

- Identify influential reviewers or critics who have a significant impact on customer perception and purchase decisions.
- Analyze their reviews and ratings to understand their preferences and biases.
- Collaborate with influential individuals to promote the store's offerings and increase brand visibility.