


Can AI predict what wine you will like?

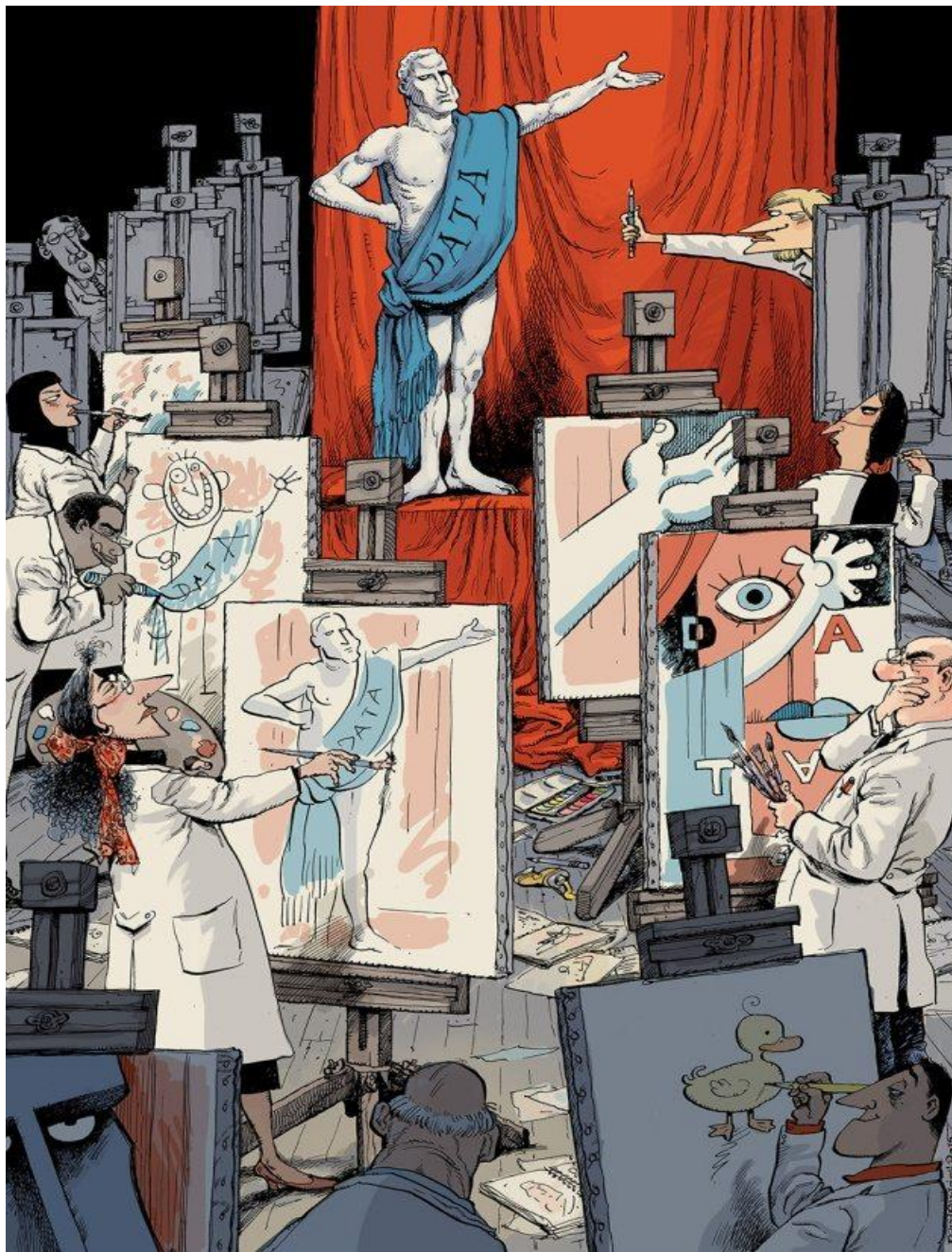
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ask-jean
#winalytics





Por Favor ?

- Who are we ?
 - What are we doing ?
 - How can we predict preferences?
- 



How many data scientists does it take to change a light bulb?
A: It depends which approach they use

[1] Dr.Uhlmann (INSEAD, Singapore) & Dr.Silberzahn (IESE, Spain), *Nature*, <http://bit.ly/1FVTsLc> (2015)

<https://orcinternational.com.au/market-research/q-how-many-data-analysts-does-it-take-to-change-a-light-bulb-a-it-depends-what-approach-they-use/>

Analytics | Context

Business Understanding

ENTERPRISE ARCHITECTURE

BUSINESS ARCHITECTURE

APPLICATION ARCHITECTURE

TECHNOLOGY ARCHITECTURE

DATA ARCHITECTURE

SECURITY ARCHITECTURE

GOVERNANCE ARCHITECTURE

Statistical Analysis

People

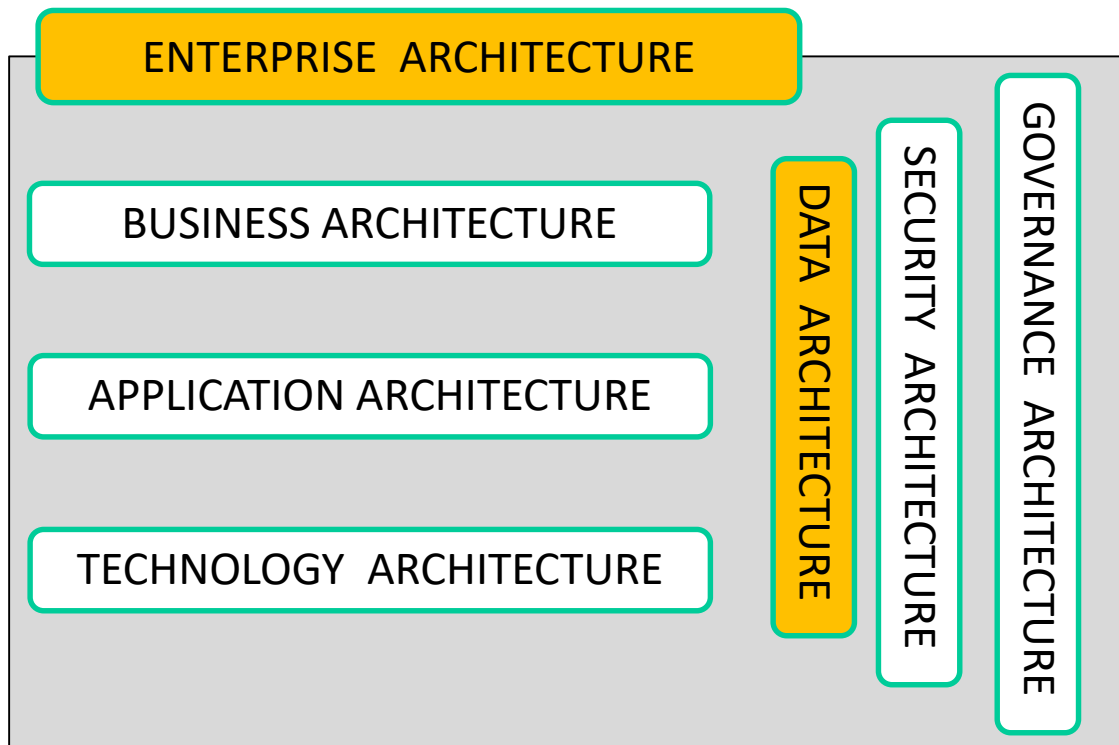
Process

Technology

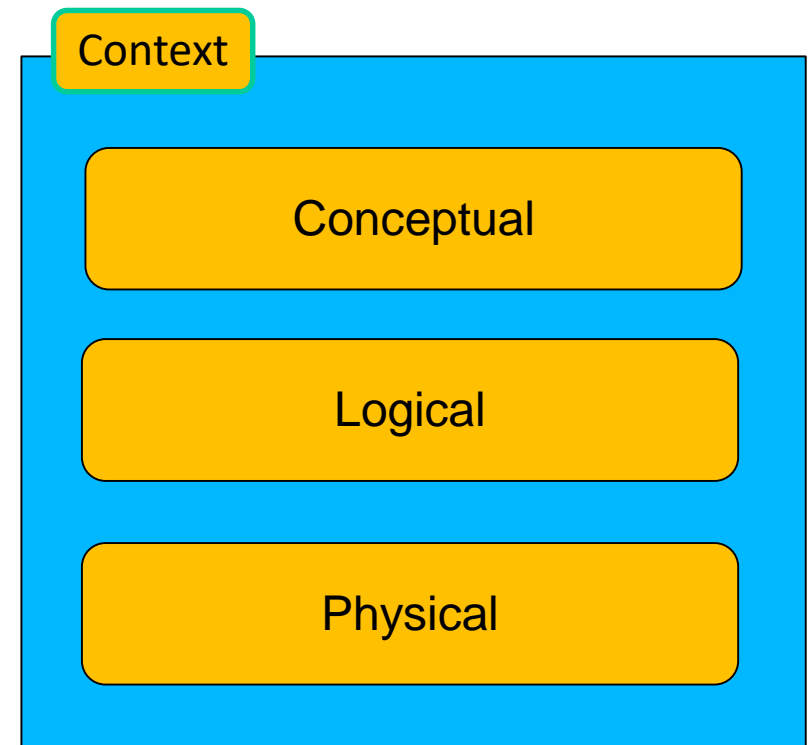
Location

Analytics | Context

Business Understanding



Statistical Analysis



Context | Data in the wild

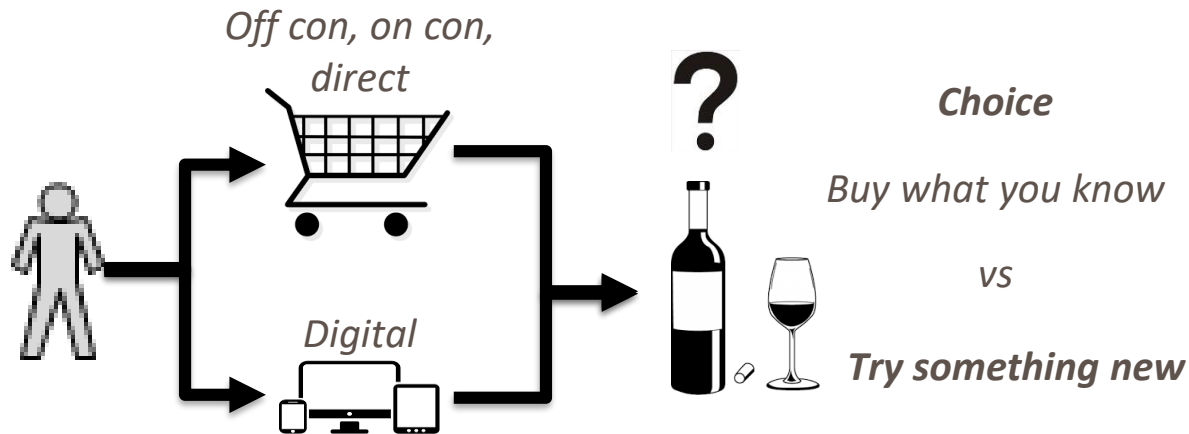
First question we ask | What do we need and why – Customer Experience & Value

Then | What data is available? What is missing, how critical is it?

- Key – Input , process, output
- Principles - Hindsight , Insight, Foresight

Context & Value

Customer Experience ?



Why ?

- Experience new
- Not risk averse
- Ratings
- Friend recommendation
- Group recommendations
- Stands out
- Value buy
- Occasion

Why not ?

- Not tasted
- Price (quality)
- Taste vs Knowledge
- Risk Averse
- Embarrassment

ask-jean



- Provides support
- Not ratings based (trip advisor)
- Trust
- Friend preferences
- Occasion support
- Quick purchase (low tech solution)
- Data clustering issues

- Personal taste based not ratings based
- Higher likelihood of purchase
- Taste evolution
- Reduces risk
- Knowledge to taste
- Technology enabled

Global Taste Preferences -Value to the industry ?

Producers

Distributors

Retailers

Context

consumer | purchase decision

producer | access & sales



me

others

us

KYC

access

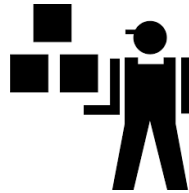
Analytics | Value



simple, fun & rewarding



personal



identify & engage with new
customers



access to market data

Data | Our environment

Wine making
variables

Customer
palate

Customer
preferences

appellation vintage scion **yeast** on the lees cultivar
wooded type of barrel sugar single block **rootstock**
new world corked

continuous data gathering

predictive analytics

- **think spotify** for beverages
+ tinder for brands
+ pokémon-go for adults

Gauging success

How do you ensure that your BI/analytics project is successful?

- Hypothesis Testing | Conceptual to Logical
- Multiple algorithms
- Predictions correct
- Measure Interactions
- Retention & sales

In the **context** of Customer Experience and Value



Questions