

Making understandable wine descriptions for **vyno**

AI#34 - Niels, Erencan, Luka & Ian

Problem

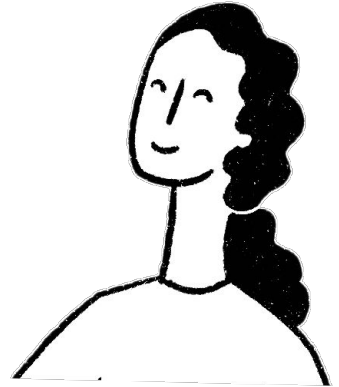


This is too difficult

The former basketball star's initial release immediately establishes itself among the elite Cabernets of Napa Valley. Made from mountain vineyards on Atlas Peak and benches in the Rutherford appellation, it combines intensity with elegance. Bursts with upfront, delicious blackberry, crème de cassis and dark chocolate flavors that are wildly sweet on the mid palate, but then finish thoroughly dry. Structure comes by way of a tangy minerality and finely laced tannins. This is one of those wines that is softly decadent from start to finish, although it's probably not one to hold much beyond six years.

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Product Vision

- Short and understandable descriptions
 - Remove unnecessary information

Tramontana refers to northern winds that wash across Italy. With those winds as inspiration, this easy Pinot Grigio opens with a lean, watery mouthfeel and crisp endnotes of melon and lemon.



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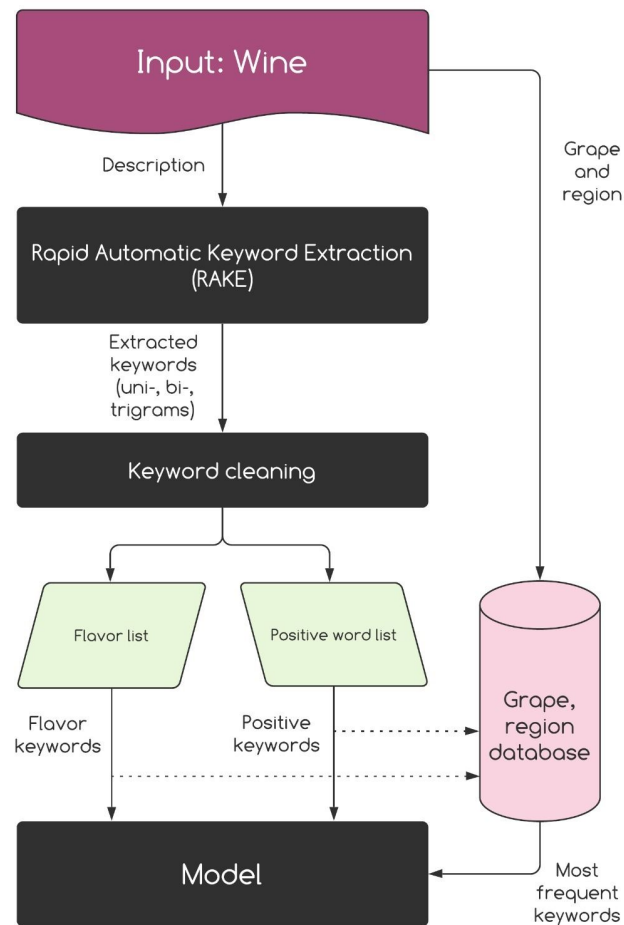


Solution

1. How do we extract key information from a wine description?
2. How do we make a model that talks like a sommelier, but is still understandable?
3. How do we validate our model output?

Solution

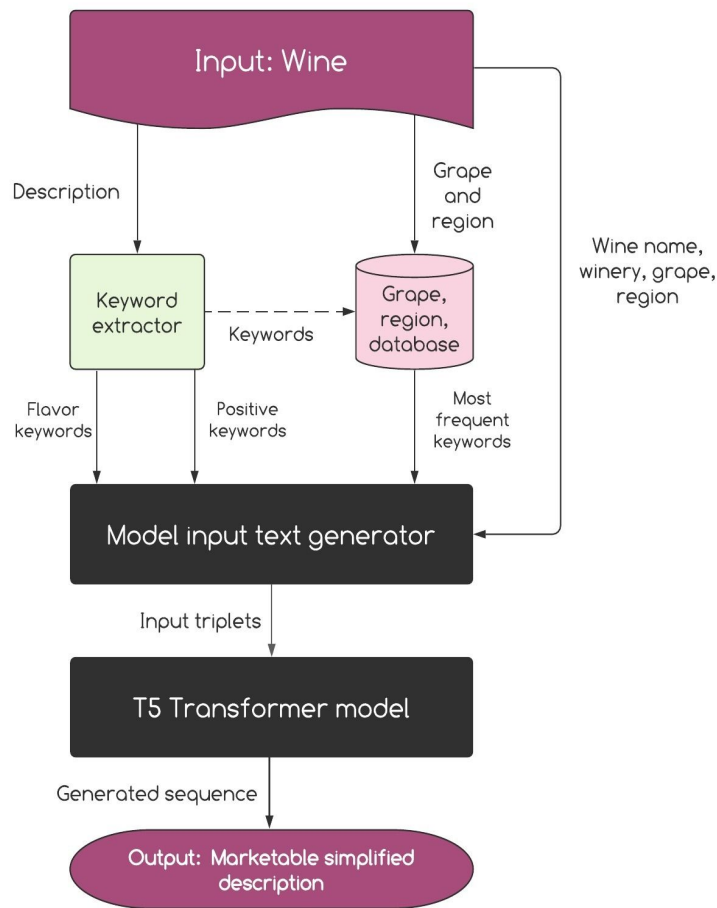
1. How do we extract key information from a wine description?
 - RAKE
 - Flavor list
 - Positive word list



Solution

2. How do we make a model that talks like a sommelier, but is still understandable?

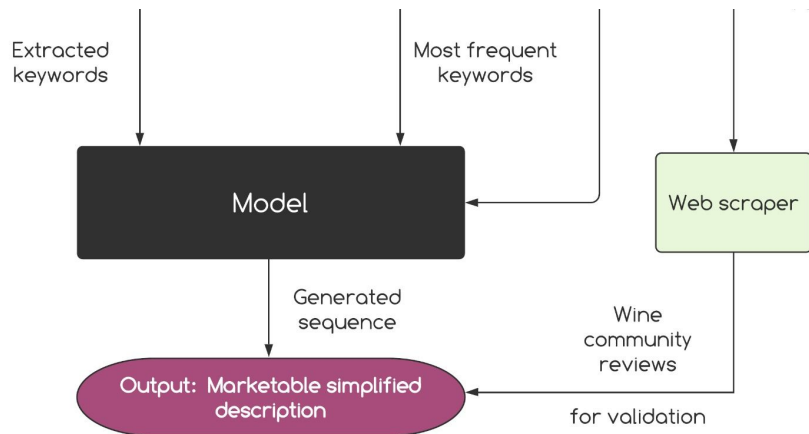
- Uniform input text
 - MV's wine | region | Napa
 - MV's wine | flavor_1 | Oak
- T5 Transformer model

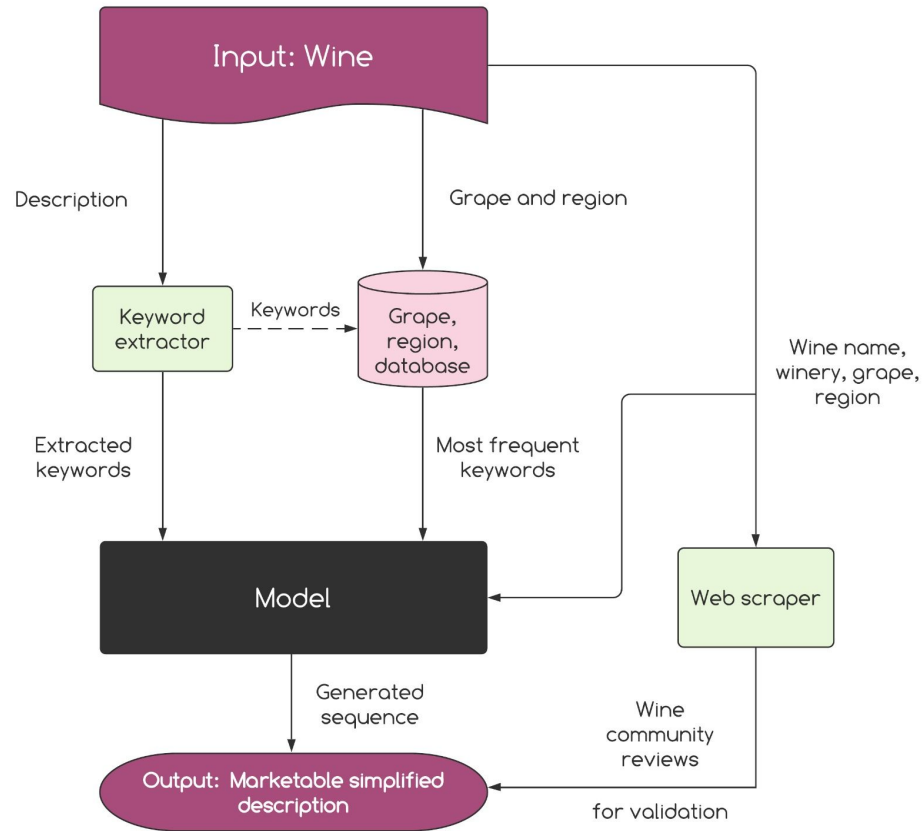


Solution

3. How do we validate our model output?

- *Web reviews*
- *Sommelier data*
- *Doc2vec*

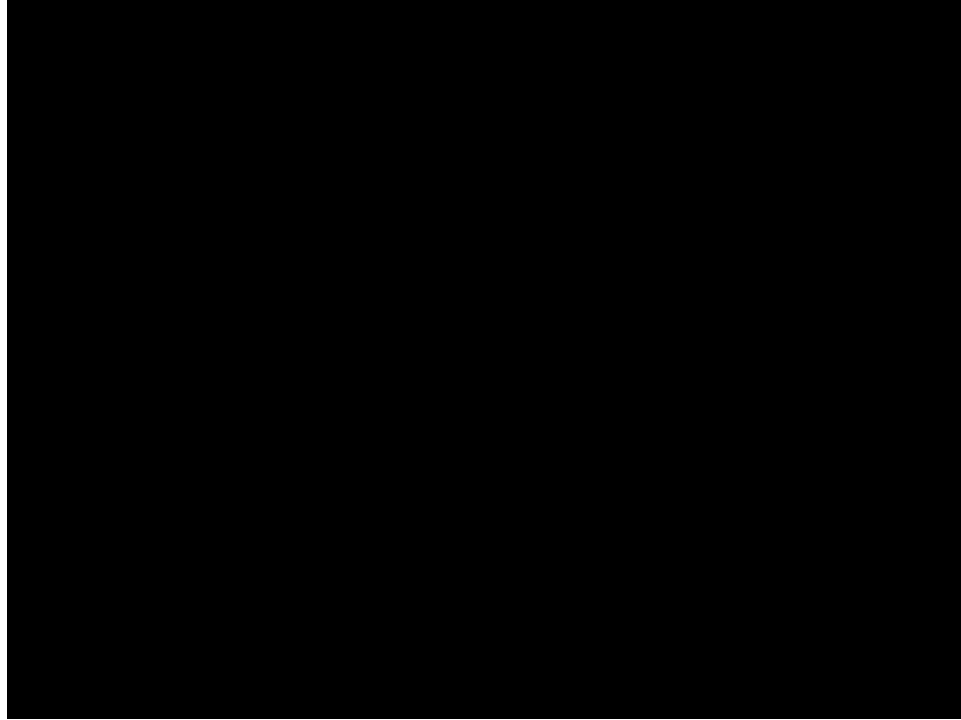




This is too difficult

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Final Product



This is way easier

The former basketball star's initial release immediately establishes itself among the elite Cabernets of Napa Valley. Made from mountain vineyards on Atlas Peak and benches in the Rutherford appellation, it combines intensity with elegance. Bursts with upfront, delicious blackberry, crème de cassis and dark chocolate flavors that are wildly sweet on the mid palate, but then finish thoroughly dry. Structure comes by way of a tangy minerality and finely laced tannins. This is one of those wines that is softly decadent from start to finish, although it's probably not one to hold much beyond six years.



This is an elegant, complex and delicious wine, with cassis, blackberry and chocolate flavors. It's also very dry, with firm tannins that give it an age-worthy structure. The alcohol level is refreshingly low, making the wine feel rich and full-bodied.

Results

1. **Shortening:** On average our model is able to shorten descriptions by ~40% while maintaining ~85% of the extracted keywords.
2. **Generation:** Validation on (manually checked) test dataset
 - 90-95% cosine similarity between documents (300-dimensions)

Conclusion

- Is our model able to generate short and clear wine descriptions?

Answer: Yes, but it has trouble with really short descr. (<160 char).

- Future recommendations

Cheers!

