

Intelligent Policies for the Aragón Wine sector Javier Sancho -SARGA



Wine sector in Aragón

- // The Government of Aragon invests more than 12 million euros available to the wine sector annually, through various lines of aid aimed at marketing and restructuring the vineyard, supporting investment in wineries and promotion in third countries
- // The Department of Agriculture, Livestock and Environment launches the promotion strategy "Aragon, land of wine and talent"
- // It constitutes a backbone and dynamizing element of our territory that, at present, encompasses more than 180 operators (wineries and wine warehouses), and more than 4,000 families linked to the sector



PolicyCloud will deliver:



**Integrated
cloud-based environment**
for data-driven policy
management

Technologies for
policy optimization
across sectors through
**analysed inter-linked
datasets**

**Policy Development
Toolkit** allowing
**tailored policy
making**

**Interoperable reusable
models and analytical
tools** that use the data
and analytical capacity of
the clouds.



PolicyCLOUD: ARAGÓN Use Case

- ⚡ Evidence-based policies development by the use of tools to:
 - ⚡ Assess the perception of Aragonese wineries and Designations of Origin /appellations, consumer opinions on products, and so on.
 - ⚡ Analyze emerging markets with specific demand for Aragonese products.
 - ⚡ Identify trends in the world of wine, price monitoring, etc.



PolicyCLOUD: ARAGÓN use case

- // Policy objective: Promotion of the regional wine sector through support, assistance for investment in wineries and promotion of wines in third countries.
- // Focused on the wine sector
- // Useful for the policy-makers, wineries, etc.
- // Data-driven decision support tools:
 - // Trends
 - // Opinion
 - // Price monitoring



Scenario 1: Opinion Analysis

- ⚡ Visualize the negative and positive opinions on social networks of the different products (D.O., wineries, wine brands) analyzed.
- ⚡ Data can be displayed from different perspectives: customers, competitors, etc.
- ⚡ Allows to determine the impact of a campaign on consumers.
- ⚡ Allows profiling of users based on demographic and social factors.
- ⚡ Allows to evaluate competitor's strategies in terms of sales, positioning, etc.



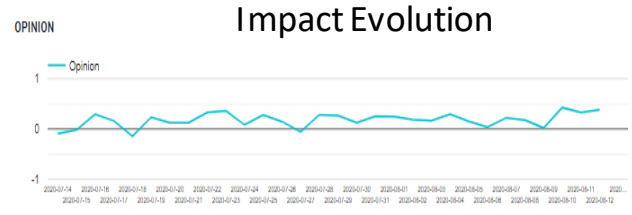
Scenario 1: Opinion Analysis

- // Includes visualization options and filters:
 - // Collect number of likes, comments, retweets, feeds, etc.
 - // Filter by location, date, etc.
- // Useful to get insights like:
 - // ¿What's the opinion about a D.O.? ¿About a winery / wine brand?
 - // How is my competition doing? What wine brands are trending on Internet?
 - // Get information about my client
 - // which wine variety is popular among millennials?

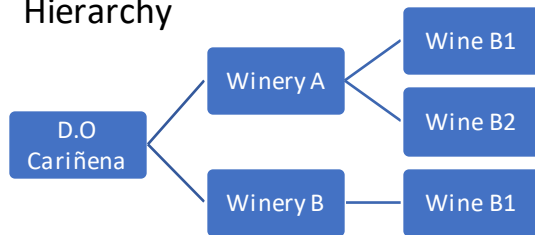


Scenario 1: Opinion Analysis

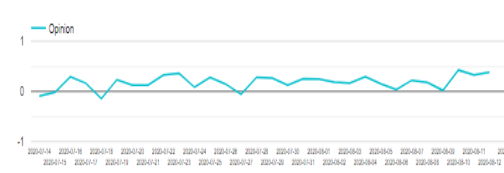
Impact filtered by countries



Hierarchy



Evolución de la Opinión



Data Source: Select Twitter Information

- // Main issue
 - // Search for words and not for concepts
- // First -> find information (dictionary)
- // Second -> filter non wine sector information (machine learning, dictionary ...)
- // Third -> group information



Scenario 2: Trends Analysis

- ⚡ Analyze trends in the wine sector through specialized websites.
- ⚡ It allows you to identify which topics and terms are being discussed and compare them over time.
 - ⚡ Which are the most relevant trends in the world of wine?
 - ⚡ Identify emerging markets that present opportunities



Scenario 2: Trends Analysis

Most Mention concepts



Most mentioned concepts filtered by country



Concepts that most increase

PDF / Print

TEMAS QUE SUBEN

productos	↑ ↑ 3%
conserva_vegetal	↑ 2.5%
lacteos	↑ 2.3%
covid_19	↑ 2%
alerta_sanitaria	↑ 1.3%
cerveza	↑ 1.1%
refrescos	0.8%
café	0.6%
carnes	0.5%
principales	0.5%

CONCEPTOS QUE SUBEN

harina	↑ ↑ 4.1%
queso	↑ ↑ 3.1%
manzana	↑ 1.9%
huevo	↑ 1.6%
cebada	↑ 1.4%
yogur	↑ 1.4%
cuarentena	↑ 1.3%
guisante	↑ 1.3%
alcachofa	↑ 1.3%
cordero	↑ 1.3%

Concepts that decrease most

TEMAS QUE BAJAN

planes_de_comunicacion	↓ ↓ -3.5%
edulcorantes	↓ -3%
negocio	↓ -2.5%
l_mas_d	↓ -2.4%
compartesecreto	↓ -2.4%
ingredientes	↓ -1.5%
listeriosis	↓ -1.3%
vinos	↓ -1.2%

CONCEPTOS QUE BAJAN

producto	↓ ↓ ↓ -6%
integral	↓ ↓ -4.2%
alimento	↓ ↓ -3.8%
compartesecreto	↓ ↓ -3.8%
edulcorante	↓ ↓ -3.4%
azúcar	↓ ↓ -3.3%
fruto	↓ -2.1%
listeriosis	↓ -1.6%



Scenario 3: Wine Sales Price Monitoring

- ⚡ Monitor the sales price of different wine references on specialized websites to generate alarm systems if prices fall below a minimum price.
- ⚡ Benefit: avoid penalties in contracts with large distribution groups

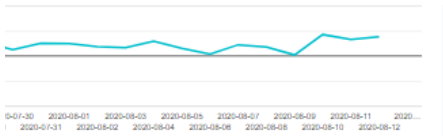


Scenario 3: Wine Sales Price Monitoring

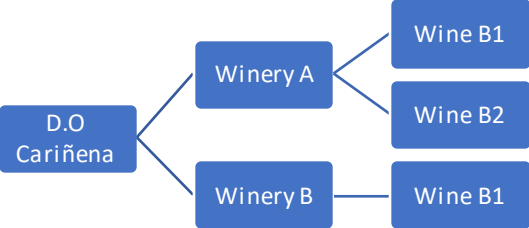
DataSource / Wine Prices

 Charles Melton Charles Melton - Nine Popes €46.00 HT €55.20 TTC Add wine	 D'Arenberg D'Arenberg - The Stump Jump Red €14.00 HT €16.80 TTC Add wine	 El Escoces Volante El Escoces Volante - La Muta Old Vine - Gamacha €8.25 HT €9.90 TTC Add wine
--	--	--

Price Evolution



Hierarchy



Alerts

- Warning 1 Wine 1 overpriced
- Warning 1 Wine 1 minimum price reached





Policy Cloud

Cloud for Data-Driven Policy Management



jsancho@sarga.es



PolicyCloud has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870675.



www.policycloud.eu



[@PolicyCloudEU](https://twitter.com/PolicyCloudEU)



[PolicyCloud EU](https://www.linkedin.com/company/policycloud-eu)