

Consumer Preferences

Filter by City

All

Filter by Gender

All

Filter by Age

All

Filter by Current Brand

All

10K

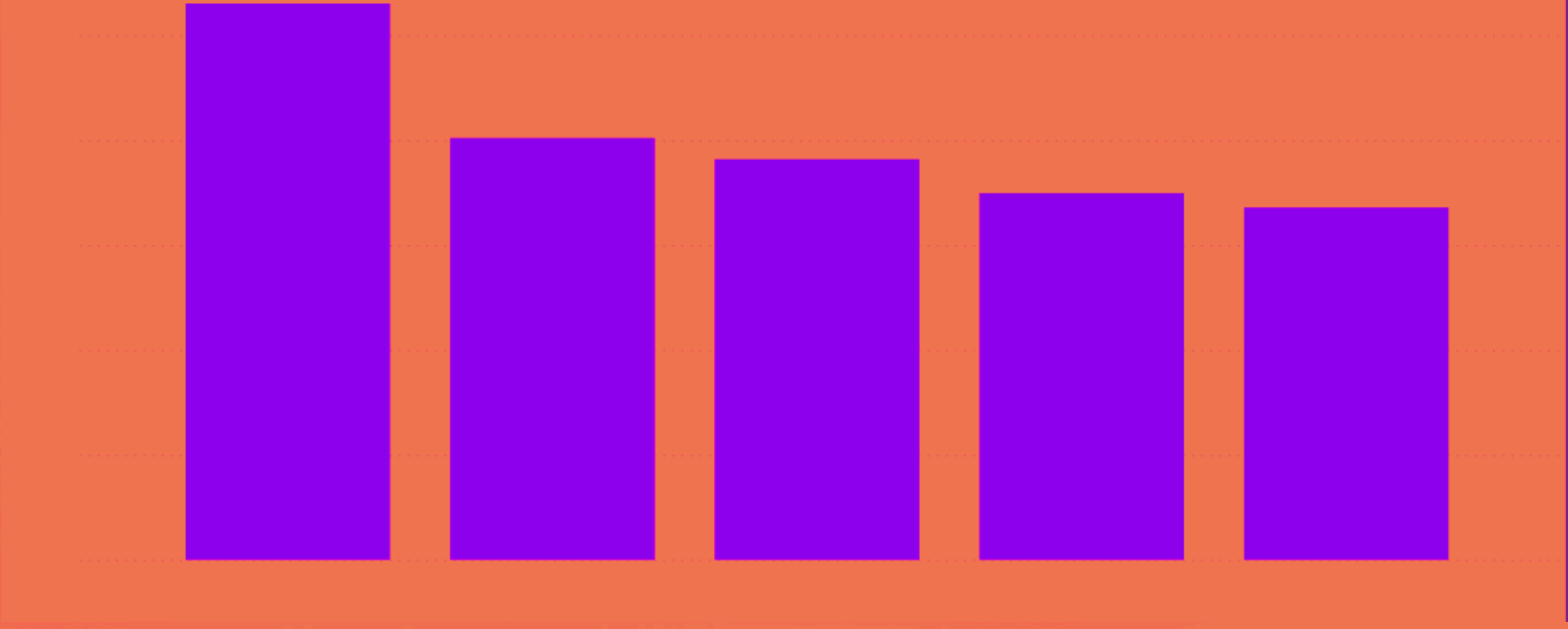
980

3.27

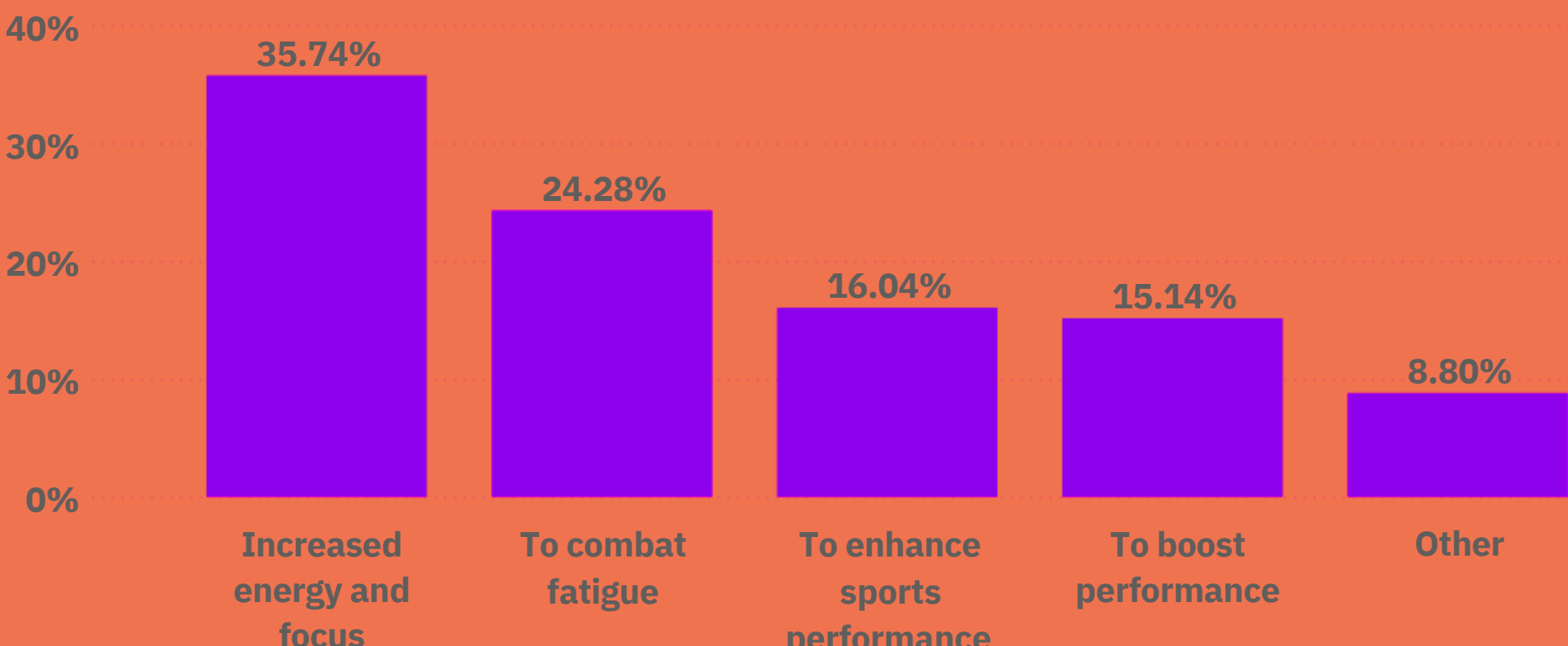
CodeX Respondent

CodeX Avg taste exp

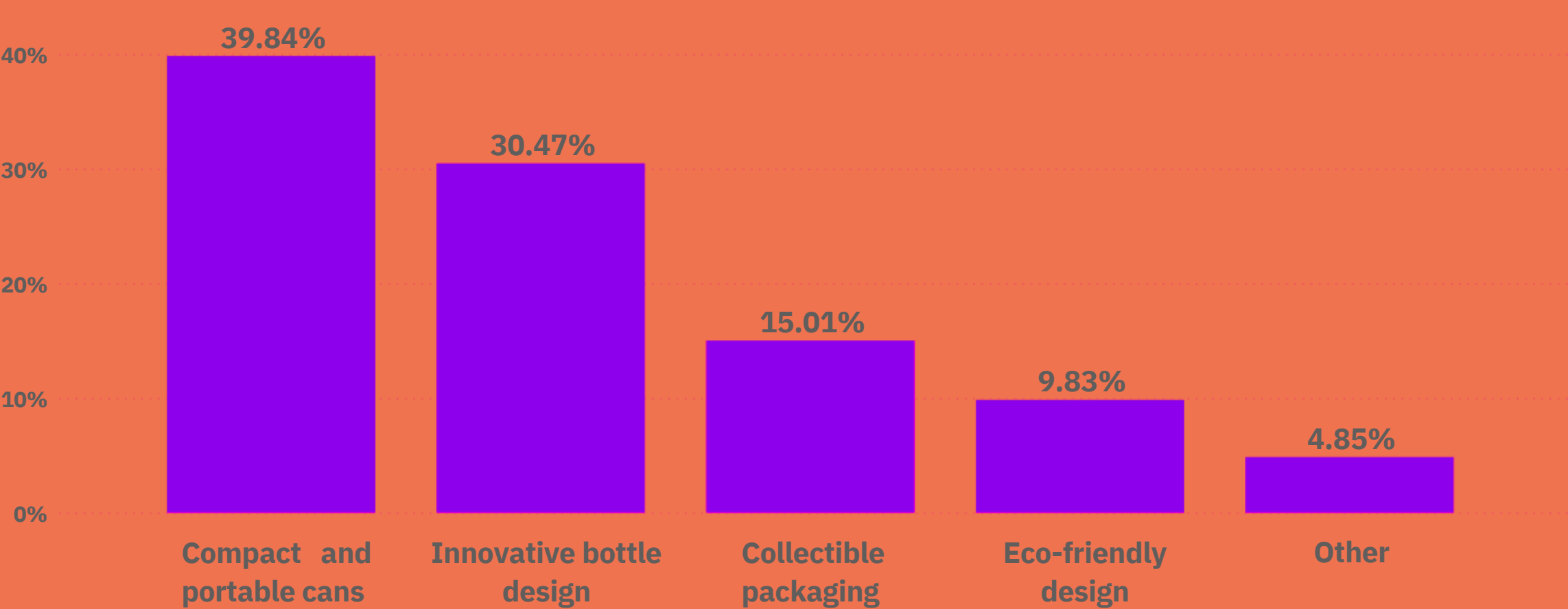
Respondents for Reason for Choosing Brand



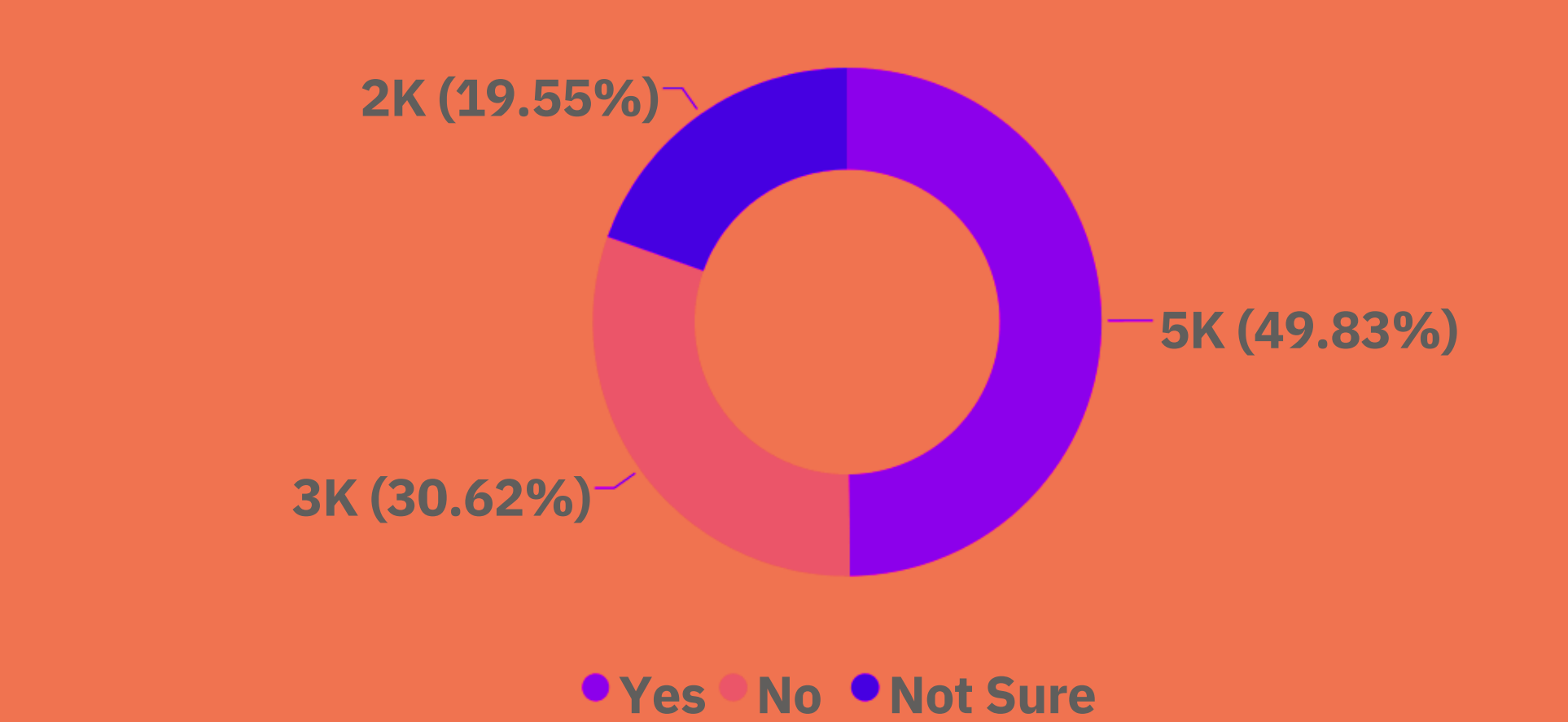
Consumption Reason



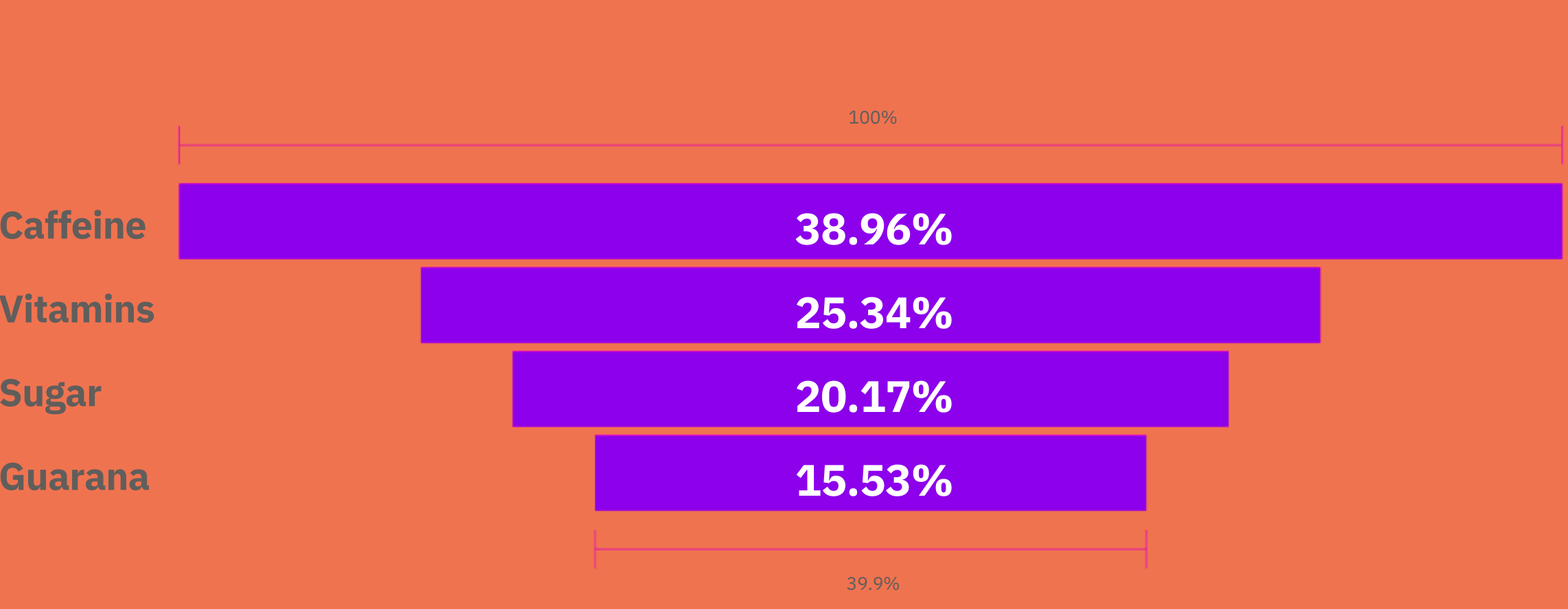
Packaging Preferences



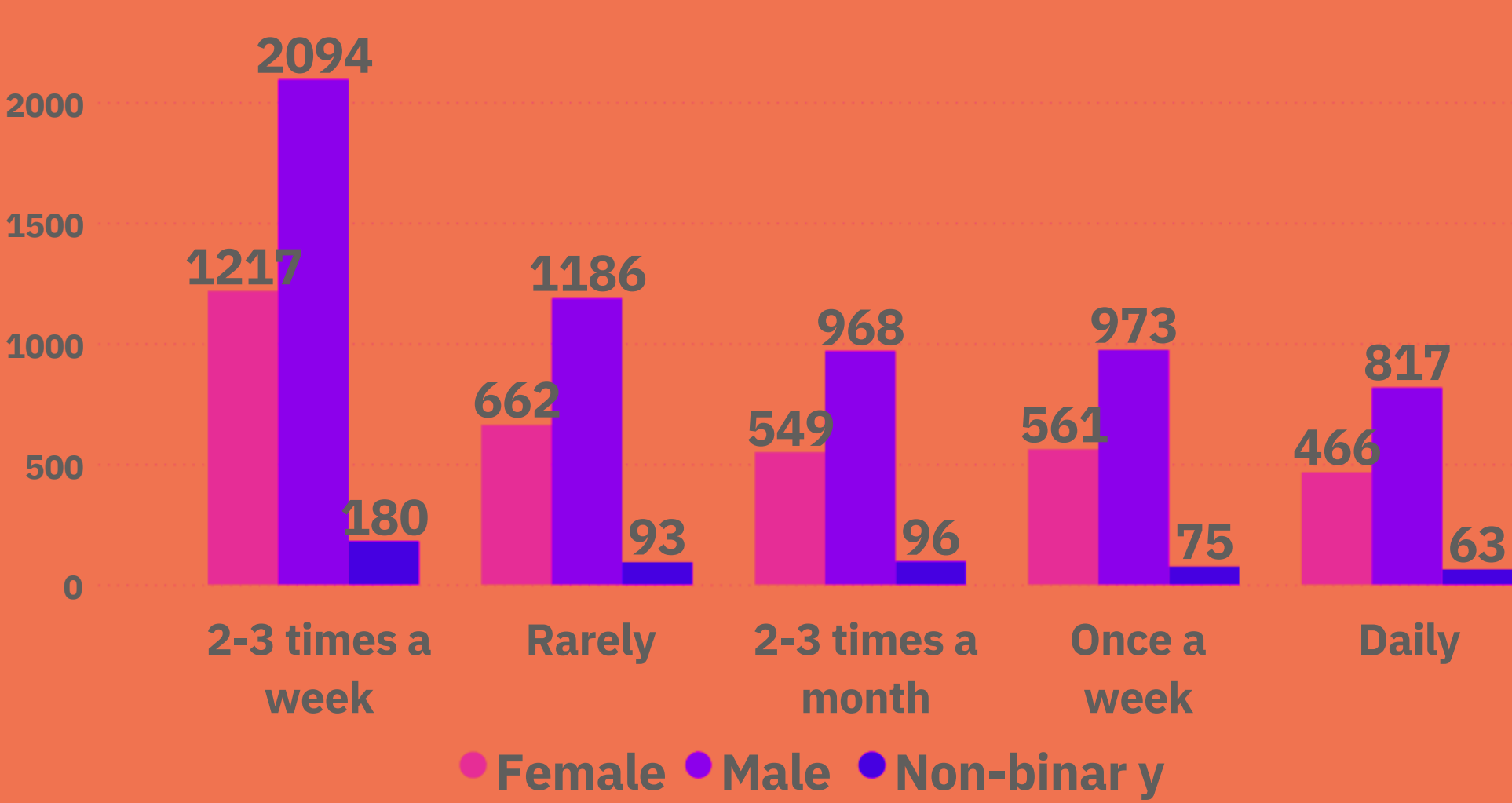
Interest In Natural or Organic Product



Ingredients Expected



Consumption frequency by Gender



Power BI

Report

Filter by City

All

Filter by Gender

All

Filter by Age

All

Filter by Current Brand

All

10K

Total Respondent

980

CodeX Respondent

3.27

CodeX Avg taste exp

Availability frequency per brand

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.79%	27.32%	16.05%	16.81%	20.03%
Blue Bull	17.01%	27.32%	17.67%	15.60%	22.40%
CodeX	19.90%	26.43%	17.96%	17.14%	18.57%
Cola-Coka	20.09%	24.27%	17.06%	17.65%	20.92%
Gangster	18.28%	27.56%	18.23%	16.67%	19.26%
Others	17.95%	29.23%	18.16%	16.49%	18.16%
Sky 9	18.59%	26.56%	19.20%	15.83%	19.82%

General frequency Perception per brand

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	23.86%	29.12%	22.16%	24.86%
Blue Bull	22.59%	29.21%	20.13%	28.07%
CodeX	21.84%	29.18%	22.45%	26.53%
Cola-Coka	21.83%	29.63%	22.34%	26.20%
Gangster	22.38%	27.62%	24.49%	25.51%
Others	22.34%	28.81%	24.22%	24.63%
Sky 9	20.94%	30.34%	20.94%	27.78%

Consumption frequency per brand

Current_brands	2-3 times a month	2-3 times a week	Daily	Daily	Once a week	Rarely
Bepsi	15.44%	35.23%	12.88%	16.95%	19.51%	
Blue Bull	16.92%	35.44%	13.89%	15.60%	18.15%	
CodeX	15.00%	36.84%	12.55%	14.80%	20.82%	
Cola-Coka	17.14%	33.81%	12.73%	16.67%	19.66%	
Gangster	16.56%	34.84%	14.62%	15.70%	18.28%	
Others	13.15%	36.33%	15.24%	15.03%	20.25%	
Sky 9	15.93%	34.01%	13.99%	15.83%	20.22%	

Price Preferences

Price Range	Percentage
1K	10.09%
2K	15.61%
3K	31.42%
4K	42.88%

Health Concern for Different Brand

Brand	No (%)	Yes (%)
Bepsi	39.02%	60.98%
Blue Bull	43.19%	56.81%
CodeX	39.08%	60.92%
Cola-Coka	39.16%	60.84%
Gangster	40.02%	59.98%
Others	35.28%	64.72%
Sky 9	39.43%	60.57%

Taste Experience of Different Brand

Brand	Taste Experience (%)
Blue Bull	3.3
Cola-Coka	3.3
Gangster	3.3
Sky 9	3.3
Bepsi	3.3
CodeX	3.3
Others	3.2

Power BI Desktop

CodeX Performance

codex

Filter by City

All

Filter by Gender

All

Filter by Age

All

Filter by Current Brand

All

10K

Total Respondent

980

CodeX Respondent

3.27

CodeX Avg taste exp

Select or drag fields to populate this visual

City Wise for Brand Perception

City	Negative	Neutral	Positive
Ahmedabad	42.22%	42.22%	15.56%
Bangalore	14.38%	63.70%	21.92%
Chennai	14.13%	64.13%	21.74%
Delhi	20.00%	50.00%	30.00%
Hyderabad	15.93%	62.09%	21.98%
Jaipur	17.86%	46.43%	35.71%
Kolkata	12.50%	72.92%	14.58%
Lucknow	40.00%	40.00%	20.00%

Reason for choosing Brand

Reasons_for_choosing_brands	count_respondent	%choosing brand
Availability	195	19.90%
Brand reputation	259	26.43%
Effectiveness	176	17.96%
Other	168	17.14%
Taste/flavor preference	182	18.57%

Consumption frequency per brand

383 (39.08%)

597 (60.92%)

Yes

No

Price Preference

98 (10%)

159 (16.22%)

410 (41.84%)

313 (31.94%)

50-99

100-150

Above 150

Below 50

Packaging Preference

195 (19.9%)

415 (42.35%)

370 (37.76%)

Yes

No

Not Sure

Improvement Desired

30.41%

23.88%

21.22%

14.59%

9.90%

Reduced sugar content

More natural ingredients

Wider range of flavors

Healthier alternatives

Other