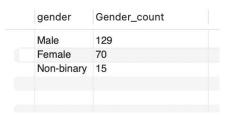
Insight-on-Food-and-Beverages-Domain

Primary Insights

- · Problem Statement 1: Demographic Insights
 - 1. Who prefers energy drinks more? (male/female/non-binary?)

SELECT DISTINCT(gender), COUNT(gender) AS Gender_count FROM dim_respondents
GROUP BY gender
ORDER BY AS Gender_count DESC;



2. Which age group prefers energy drinks more?

SELECT DISTINCT(age), COUNT(age) AS Age_Wise_count FROM dim_respondents GROUP BY age ORDER BY AS Age_Wise_count DESC;

age	Age_Wise_count
19-30	120
31-45	46
15-18	32
46-65	12
65+	4

3. c. Which type of marketing reaches the most Youth (15-30)?

SELECT DISTINCT Marketing_channels, COUNT(Marketing_channels) AS Channels_count FROM fact_survey_responses s join dim_repondents d on s.Respondent_ID = d.Respondent_ID WHERE age in ("15-18","19-30") GROUP BY Marketing_channels ORDER BY Channels_count DESC;

Marketing_chann	Channels_coun
Online ads	76
TV commercials	33
Other	17
Outdoor billboards	16
Print media	10

· Problem Statement 2: Consumer Preferences

4. What are the preferred ingredients of energy drinks among respondents?

SELECT Current_brands AS Drink_name, Ingredients_expected AS Preffered_ingredients,
COUNT(Ingredients_expected) Preffered_Ingred_Count FROM fact_survey_responses
GROUP BY Current_brands,Ingredients_expected
ORDER BY Preffered_Ingred_Count DESC;



5. What packaging preferences do respondents have for energy drinks?

SELECT Current_brands AS Energy_Drinks, packaging_preference, COUNT(packaging_preference) AS Package_pref from fact_survey_responses

GROUP BY Current_brands, packaging_preference ORDER BY Package_pref DESC;

Energy_Drinks	packaging_preference	Package_pref
Cola-Coka	Compact and portable cans	1003
Bepsi	Compact and portable cans	863
Cola-Coka	Innovative bottle design	816
Gangster	Compact and portable cans	703
Bepsi	Innovative bottle design	629
Ganoster	Innovative bottle design	578
Result 1		

· Problem Statement 3: Competition Analysis

6. Who are the current market leaders?

SELECT Current_brands AS Energy_Drinks, packaging_preference, COUNT(packaging_preference) AS Package_pref from fact_survey_responses GROUP BY Current_brands, packaging_preference ORDER BY Package_pref DESC;

Current_brands	Total_Users
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Skv 9	979

7. What are the primary reasons consumers prefer those brands over ours?

SELECT Consume_reason, COUNT(*) AS Total FROM fact_survey_responses GROUP BY Consume_reason ORDER BY Total DESC;

Consume_reason	Total
Increased energy and focus	3574
To combat fatigue	2428
To enhance sports performance	1604
To boost performance	1514
Other	880

• Problem Statement 4: Marketing Channels and Brand Awareness

8. Which marketing channel can be used to reach more customers?

SELECT Current_brands,Reasons_for_choosing_brands, COUNT(Reasons_for_choosing_brands) AS No_of_consumers FROM fact_survey_responses GROUP BY Current_brands,Reasons_for_choosing_brands ORDER BY No_of_consumers DESC;

Current_brands	Reasons_for_choosing_bra	No_of_consumers
Cola-Coka	Brand reputation	616
Bepsi	Brand reputation	577
Cola-Coka	Taste/flavor preference	531
Gangster	Brand reputation	511
Cola-Coka	Availability	510
Cola-Coka	Other	448

9. How effective are different marketing strategies and channels in reaching our customers?

SELECT Marketing_channels, COUNT(*) AS Total_Reached
FROM fact_survey_responses
WHERE Heard_before = 'Yes'
GROUP BY Marketing_channels
ORDER BY Total_Reached DESC;ORDER BY No_of_consumers DESC;

Marketing_chann	Total_Reached
Online ads	1805
TV commercials	1257
Outdoor billboards	524
Other	490
Print media	371

· Problem Statement 5: Brand Penetration

10. What do people think about our brand? (overall rating)

SELECT Brand_perception,Current_brands,COUNT(Current_brands) AS
Feedback_count
FROM fact_survey_responses
where Current_brands = "Codex"
group by Brand_perception
order by Feedback_count desc;

Brand_percepti	Current_brands	Feedback_count
Neutral	CodeX	589
Positive	CodeX	219
Negative	CodeX	172

11. Which cities do we need to focus more on?

SELECT c.City, COUNT(*) AS Negative_Perception
FROM fact_survey_responses s
JOIN dim_repondents r
ON s.Respondent_ID = r.Respondent_ID
JOIN dim_cities c ON r.City_ID = c.City_ID
WHERE s.Brand_perception = 'Negative'
GROUP BY c.City
ORDER BY Negative_Perception DESC;

City	Negative_Percepti
Pune	11
Bangalore	11
Hyderabad	6
Mumbai	5
Ahmedabad	4
Jainur	3

Problem Statement 6: Purchase Behavior

12. Where do respondents prefer to purchase energy drinks?

SELECT Purchase_location, COUNT(*) AS Preference_Count

FROM fact_survey_responses GROUP BY Purchase_location ORDER BY Preference_Count DESC;

Purchase_location	Preference_Count
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

13. What are the typical consumption situations for energy drinks among respondents?

 $SELECT\ Current_brands\ AS\ energy_drinks\ , Typical_consumption_situations, \\ COUNT(Respondent_ID)\ AS\ count_of_consumers$

FROM fact_survey_responses
GROUP BY Current_brands, Typical_consumption_situations
ORDER BY count_of_consumers desc;

energy_drinks	Typical_consumption_situati	count_of_consum
Cola-Coka	Sports/exercise	1127
Bepsi	Sports/exercise	953
Cola-Coka	Studying/working late	846
Gangster	Sports/exercise	822
Bepsi	Studying/working late	662
Congeter	Studying/working loto	603

14. What factors influence respondents' purchase decisions?

SELECT Limited_edition_packaging,Price_range, count(Respondent_ID) AS no_of_respondents FROM fact_survey_responses GROUP BY Limited_edition_packaging,Price_range ORDER BY no_of_respondents DESC;

Limited_edition_packag	Price_range	no_of_responde
No	50-99	1741
Yes	50-99	1679
Yes	100-150	1263
No	100-150	1244
Not Sure	50-99	868
No	Above 150	639

· Problem Statement 7:

Extra Analysis

15. Tier wise no. of Consumers

```
select distinct tier,
count(s.Respondent_ID) as No_of_consumers from fact_survey_responses s
join dim_repondents r
on s.Respondent_ID = r.Respondent_ID
join dim_cities c
on r.City_ID = c.City_ID
group by tier
order by No_of_consumers desc;
```

tier	No_of_consumers
Tier 1	158
Tier 2	56

16. City - wise No. of consumers

```
select distinct city,
count(s.Respondent_ID) as counts from fact_survey_responses s
join dim_repondents r
on s.Respondent_ID = r.Respondent_ID
join dim_cities c
on r.City_ID = c.City_ID
group by City
order by counts desc;
```

counts
62
42
33
22
15
13

17. our brand_consumed more in which city

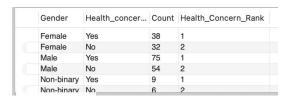
select distinct s.Current_brands,city,

```
count(s.Respondent_ID) as counts from fact_survey_responses s
join dim_repondents r
on s.Respondent_ID = r.Respondent_ID
join dim_cities c
on r.City_ID = c.City_ID
where Current_brands = "codex"
group by s.Current_brands,City
order by counts desc;
```

Current_brands	city	counts
CodeX	Hyderabad	6
CodeX	Bangalore	5
CodeX	Mumbai	2
CodeX	Chennai	2
CodeX	Pune	2
CodeX	Ahmedabad	2

18. Health Concerns Ranking by Gender

SELECT r.Gender, f.Health_concerns, COUNT(*) AS Count,
RANK() OVER (PARTITION BY r.Gender ORDER BY COUNT(*) DESC) AS
Health_Concern_Rank
FROM fact_survey_responses f
JOIN dim_repondents r ON f.Respondent_ID = r.Respondent_ID
GROUP BY r.Gender, f.Health_concerns;



19. CTE for Finding the Most Common Improvement Desired

```
WITH ImprovementCount AS (
SELECT
f.Improvements_desired,
COUNT(*) AS Count_Requested
FROM
fact_survey_responses f
GROUP BY
```

```
f.Improvements_desired
),
RankedImprovements AS (
  SELECT
    Improvements_desired,
    Count_Requested,
    RANK() OVER (ORDER BY Count_Requested DESC) AS
Improvement_Rank
  FROM
    ImprovementCount
SELECT *
FROM RankedImprovements
WHERE Improvement_Rank <= 3;</pre>
    Improvements_desired | Count_Requested | Improvement_Rank
    Reduced sugar content 2995
    More natural ingredients 2498
                     2037
    Wider range of flavors
                                  3
```

20. CTE for Average Taste Experience by Tier + Ranking

```
WITH AvgTasteByTier AS (
 SELECT
   c.Tier,
   AVG(f.Taste_experience) AS Avg_Taste
 FROM
   fact_survey_responses f
 JOIN
   dim_repondents r ON f.Respondent_ID = r.Respondent_ID
 JOIN
   dim_cities c ON r.City_ID = c.City_ID
 GROUP BY
   c.Tier
),
RankedTiers AS (
 SELECT
   Tier.
   Avg_Taste,
   RANK() OVER (ORDER BY Avg_Taste DESC) AS Tier_Taste_Rank
 FROM
   AvgTasteByTier
```

SELECT * FROM RankedTiers;

Tier	Avg_Taste	Tier_Taste_Rank
Tier 2	3.3929	1
Tier 1	3.1076	2