

# Insight-on-Food-and-Beverages-Domain

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## 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;
```

gender	Gender_count
Male	129
Female	70
Non-binary	15

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_count
	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;

```

	Drink_name	Preffered_ingredie...	Preffered_Ingred_Count
	Cola-Coka	Caffeine	992
	Bepsi	Caffeine	853
	Gangster	Caffeine	705
	Cola-Coka	Vitamins	642
	Bepsi	Vitamins	542
	Cola-Coka	Sugar	493
	Gangster	Vitamins	459
	Blue Bull	Caffeine	430
	Cola-Coka	Guarana	411
	Bepsi	Sugar	401
	Gangster	Sugar	387
	Sky 9	Caffeine	373

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
Gangster	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
Jainpur	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
Gangster	Studying/working late	602

**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;
```

city	counts
Bangalore	62
Hyderabad	42
Mumbai	33
Pune	22
Chennai	15
Ahmedabad	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;

```

	Gender	Health_concer...	Count	Health_Concern_Rank
	Female	Yes	38	1
	Female	No	32	2
	Male	Yes	75	1
	Male	No	54	2
	Non-binary	Yes	9	1
	Non-binary	No	6	2

## 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;

```

	Improvements_desired	Count_Requested	Improvement_Rank
	Reduced sugar content	2995	1
	More natural ingredients	2498	2
	Wider range of flavors	2037	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	