



Demographics

Age

City

Tier

All

All

All

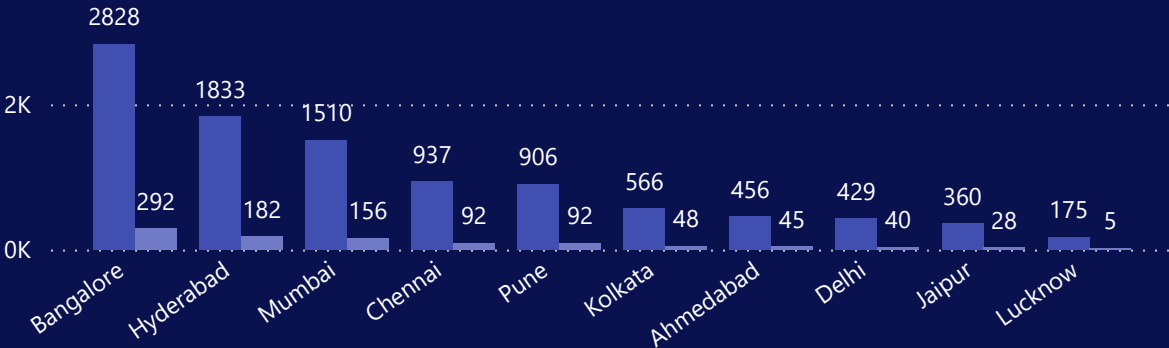
Respondent by Age

● Total Response ● Response for codeX



Respondent by City

● Total Response ● Response for codeX



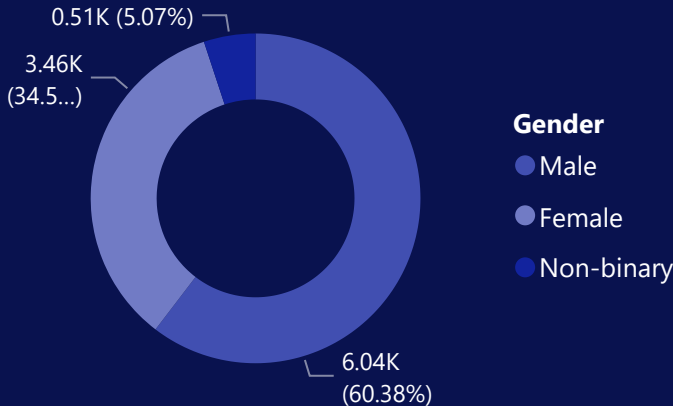
Respondent by Gender

10000

Total Response

980

Response count



Marketing Channels

Age	Online ads	Other	Outdoor billboards	Print media	TV commercials	Total
15-18	68	4	12	7	44	135
19-30	269	61	59	30	121	540
31-45	54	41	41	27	79	242
46-65	11	6	4	5	11	37
65+	9	4	3	4	6	26
Total	411	116	119	73	261	980



Customer Preference

Age

All

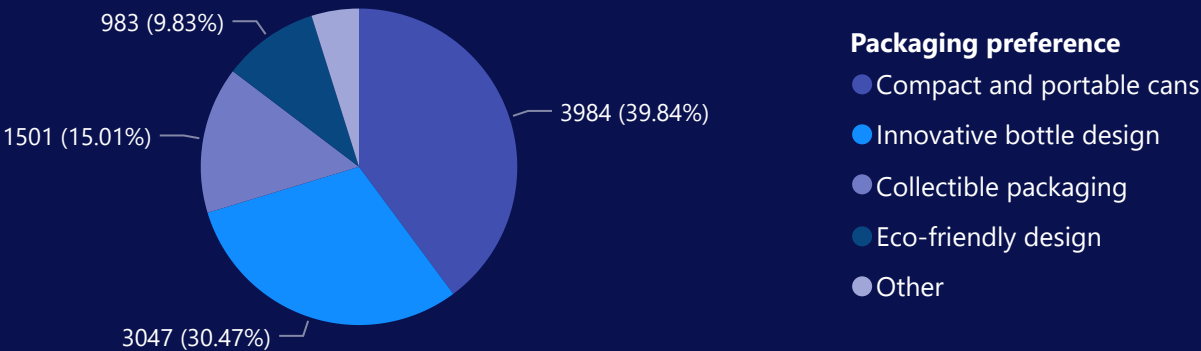
City

All

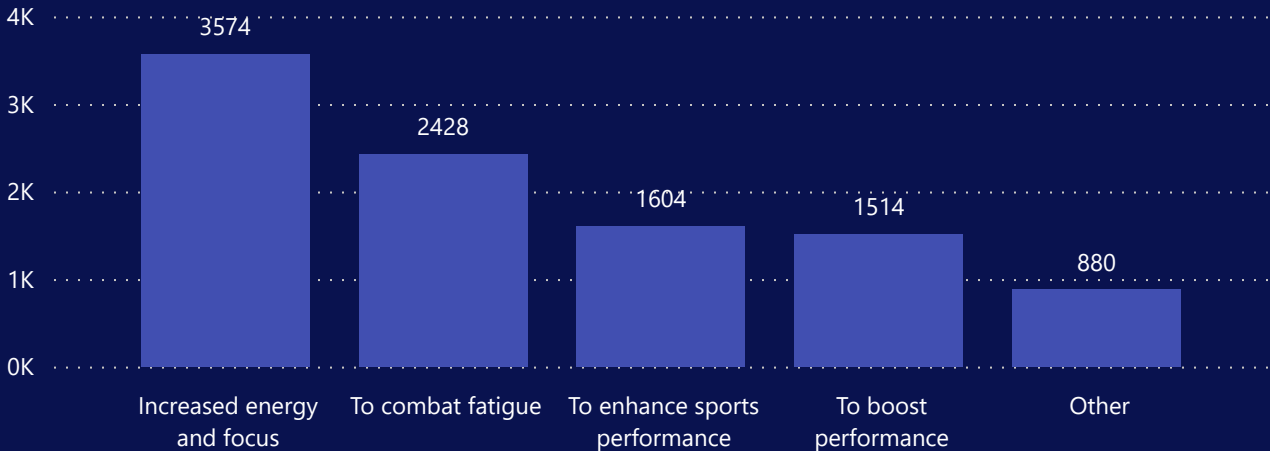
Tier

All

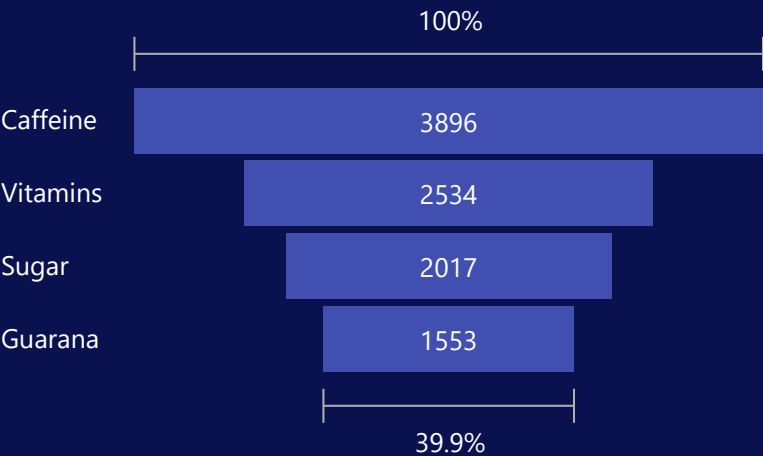
Packaging Preference



Reason for Consumption



Ingredients Expected



Price Preference

Age	100-150	50-99	Above 150	Below 50	Total
15-18	30	58	32	15	135
19-30	129	295	66	50	540
31-45	135	45	42	20	242
46-65	13	5	13	6	37
65+	6	7	6	7	26
Total	313	410	159	98	980



Competition Analysis

Age

15-18

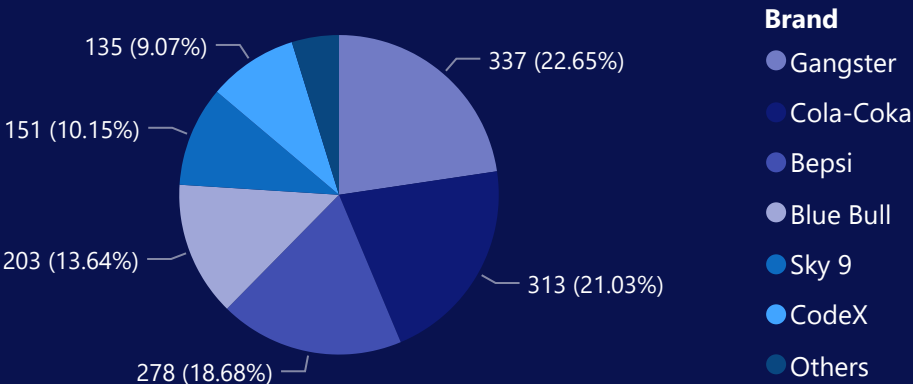
City

All

Tier

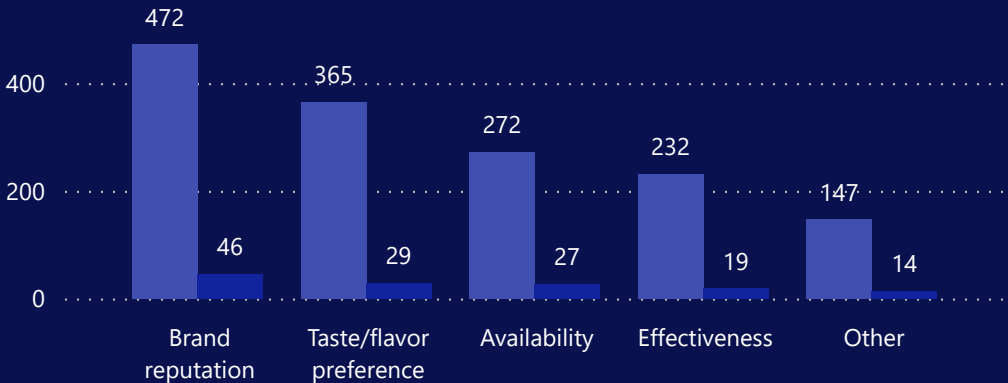
All

Popular Brand



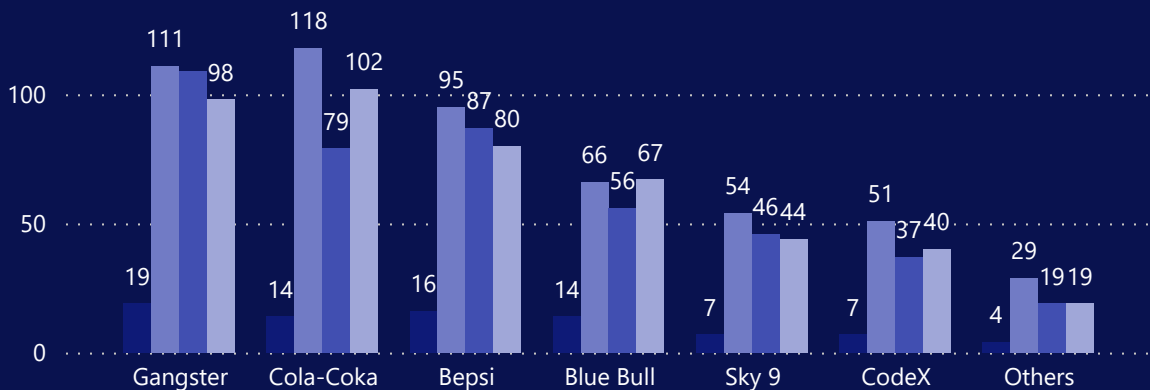
Reason for Choosing the Brand

● Total Response ● Response for codeX



General Perception

General perception ● Dangerous ● Effective ● Healthy ● Not sure



Consumption Frequency per Brand

Current_brands 2-3 times a month 2-3 times a week Daily Once a week Rarely

Current_brands	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
Bepsi	19.83%	15.77%	20.92%	20.49%	20.22%
Blue Bull	14.22%	14.66%	11.22%	13.11%	13.36%
CodeX	7.76%	10.02%	8.67%	5.74%	11.55%
Cola-Coka	17.67%	19.85%	20.41%	25.82%	22.38%
Gangster	26.72%	23.93%	22.96%	20.90%	18.05%
Others	3.88%	5.01%	6.63%	2.87%	5.42%
Sky 9	9.91%	10.76%	9.18%	11.07%	9.03%



Marketing Analysis

Age

City

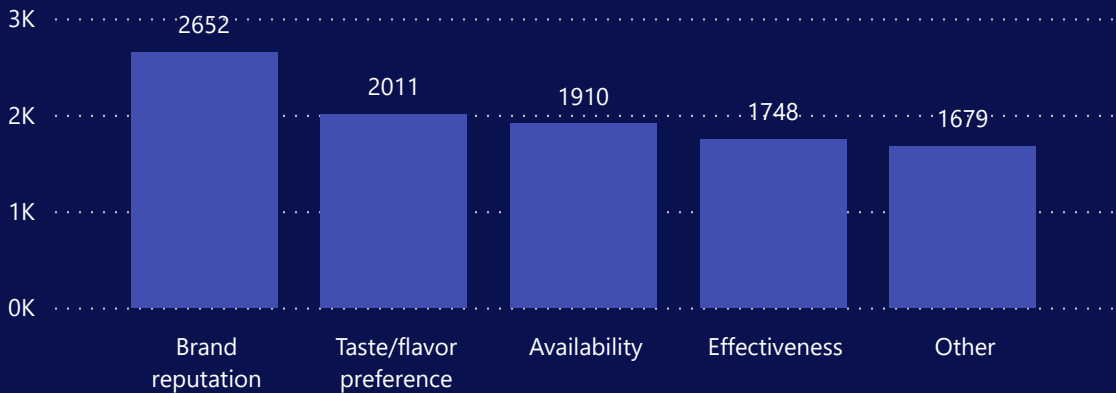
Tier

All

All

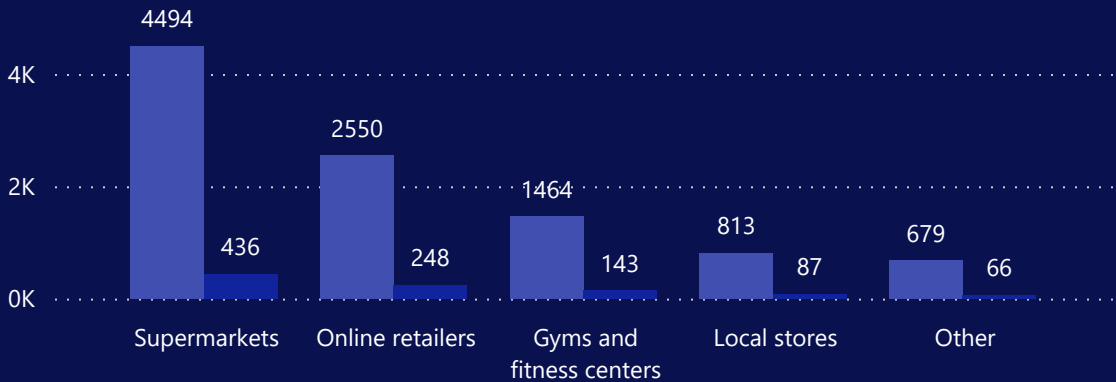
All

Reason for Choosing the Brand

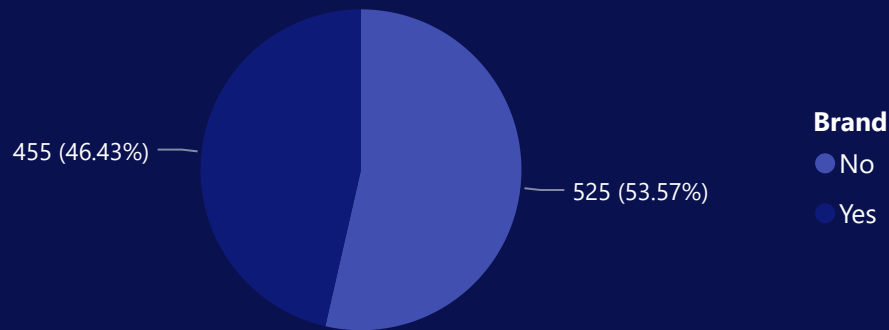


Purchase Location

● Total Response ● Response for codeX



Heard about CodeX before



Marketing Channel

Age	Online ads	Other	Outdoor billboards	Print media	TV commercials
15-18	17.59%	7.67%	9.54%	8.92%	18.42%
19-30	66.32%	49.63%	47.72%	44.11%	47.99%
31-45	12.19%	33.31%	35.15%	36.86%	27.42%
46-65	2.71%	6.37%	5.30%	6.78%	4.35%
65+	1.19%	3.02%	2.28%	3.33%	1.82%



Purchase Behavior

Age

City

Tier

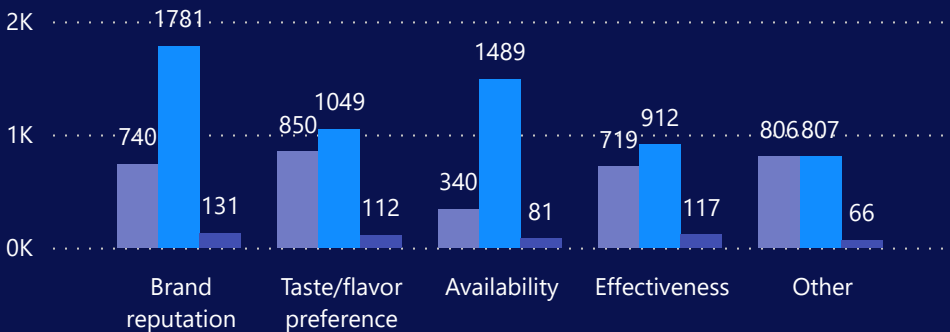
All

All

All

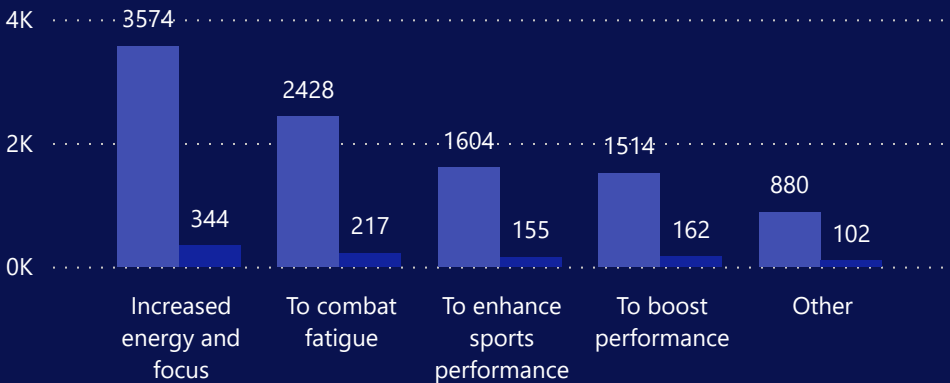
Reason for Choosing the Brand

General perception ● Female ● Male ● Non-binary

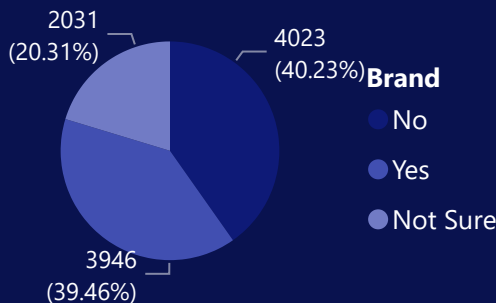


Reason for Consumption

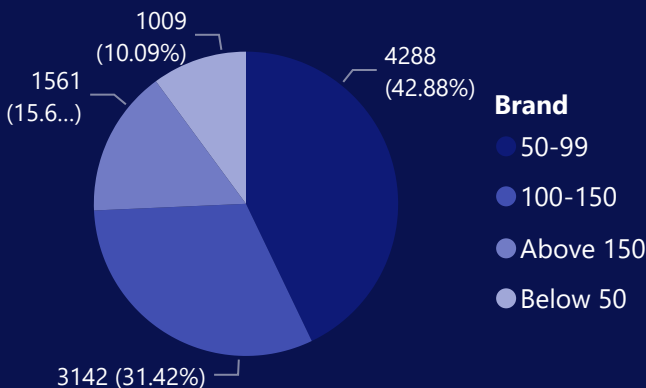
● Total Response ● Response for codeX



Limited Edition Packing Preference



Price Preference



Consumption Situation

Age	Driving/commuting	Other	Social outings/parties	Sports/exercise	Studying/working late
15-18	11.11%	14.87%	13.72%	15.13%	15.41%
19-30	56.57%	58.04%	54.40%	54.98%	55.31%
31-45	23.57%	21.79%	25.76%	23.70%	23.24%
46-65	6.73%	4.07%	3.63%	4.23%	4.39%
65+	2.02%	1.22%	2.49%	1.96%	1.64%



CodeX Performance

Age

All

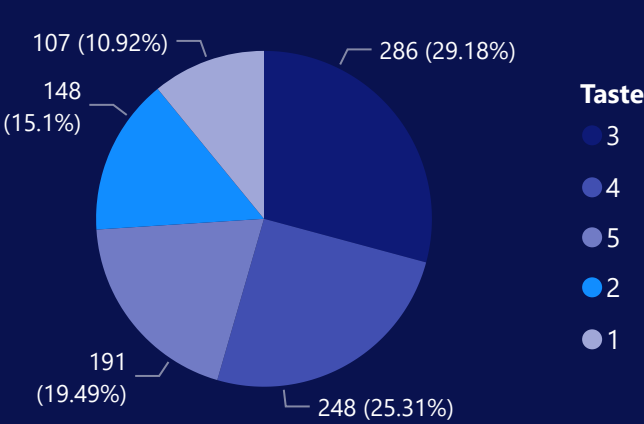
City

All

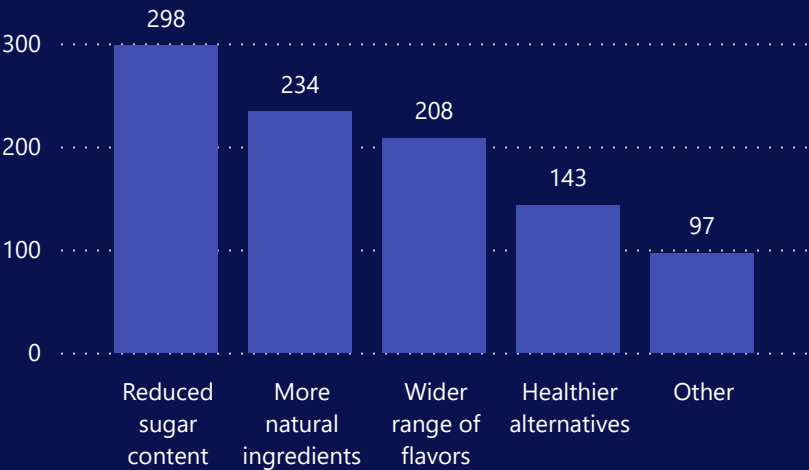
Tier

All

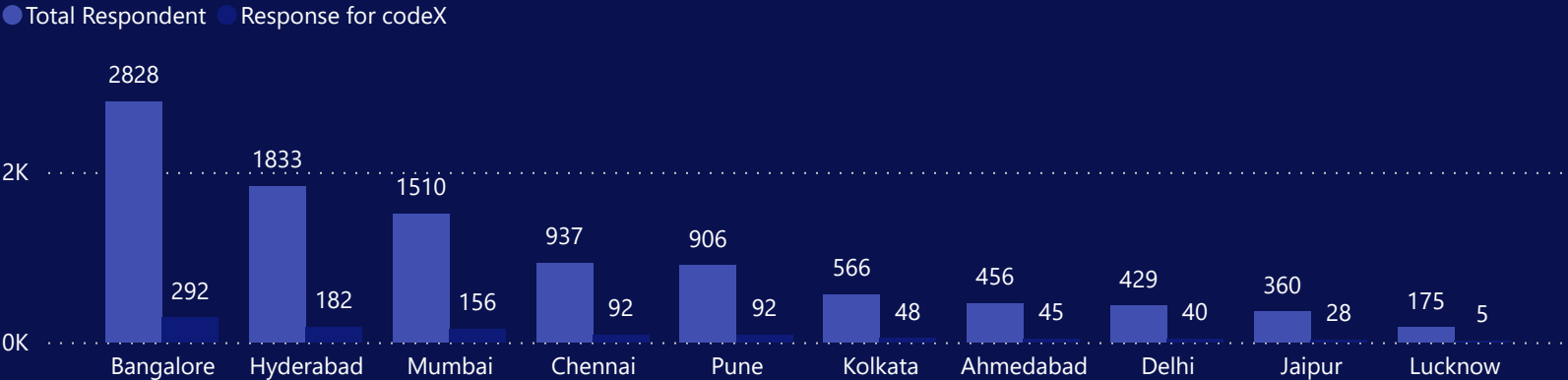
Taste Experience



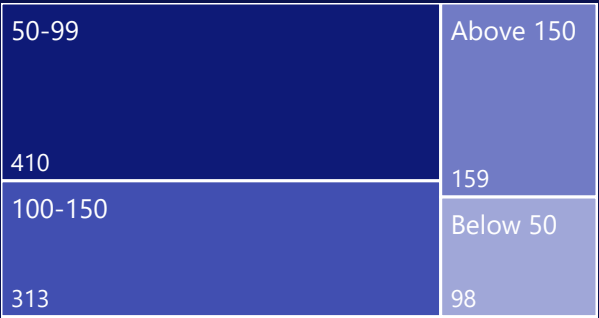
Improvements Desired



City wise feedback



Price Preference



Brand Perception

City	Negative	Neutral	Positive
Ahmedabad	1.94%	1.94%	0.71%
Bangalore	4.29%	18.98%	6.53%
Chennai	1.33%	6.02%	2.04%
Delhi	0.82%	2.04%	1.22%
Hyderabad	2.96%	11.53%	4.08%
Jaipur	0.51%	1.33%	1.02%
Kolkata	0.61%	3.57%	0.71%
Lucknow	0.20%	0.20%	0.10%
Mumbai	2.35%	9.29%	4.29%
Pune	2.55%	5.20%	1.63%