

MARKETING SURVEY INSIGHTS

DEMOGRAPHIC ANALYSIS- This is the demographic analysis of the survey which have the statistical information like total no. of participants and much more survey analysis



CUSTOMER PREFERENCE ANALYSIS- This is the customer choice analysis according to the survey conducted what kind of special things customer want in her drink this will help in growth in designing the product according to customer

COMPETITION ANALYSIS- In this dashboard the analysis of codex with more competitors are given on different basis according to choice of brand according to people and much more this helps to know the current position of our brand.



MARKETING ANALYSIS- In this dashboard all the Marketing information exists which have the statistical information how the brand is marketed with different streams

CODEX ANALYSIS - codex is our client dashboard which includes the analysis on the basis of different fields of survey which specially helps in the growth of codex.



DEMOGRAPHIC ANALYSIS

City

All

Age

All

Total No. Of Response

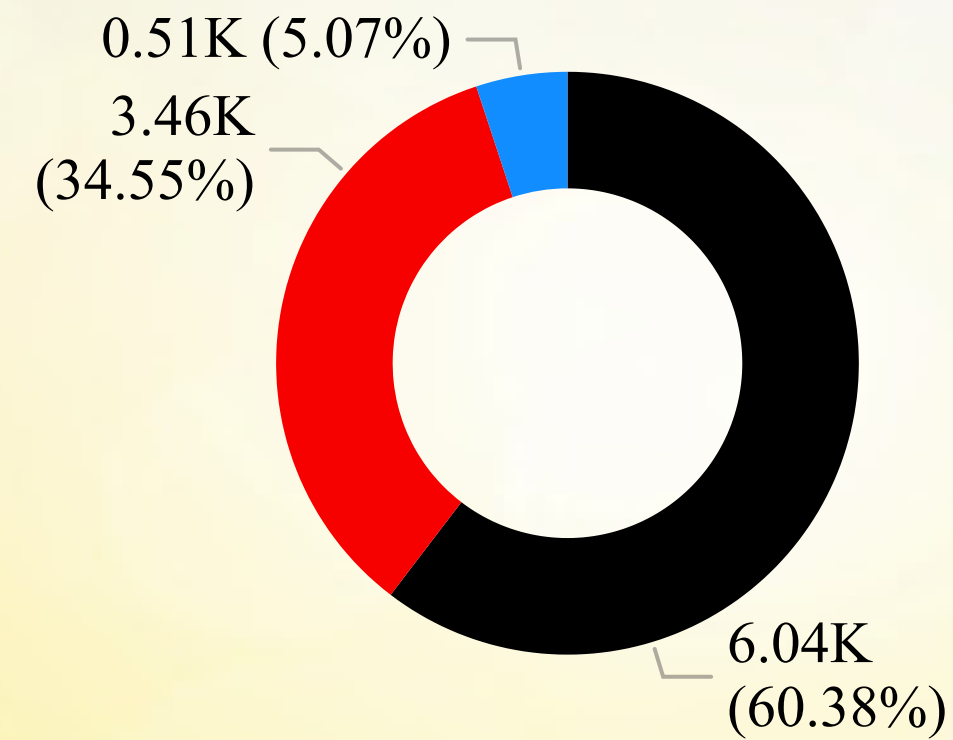
10.00K

Total CodeX Response

980

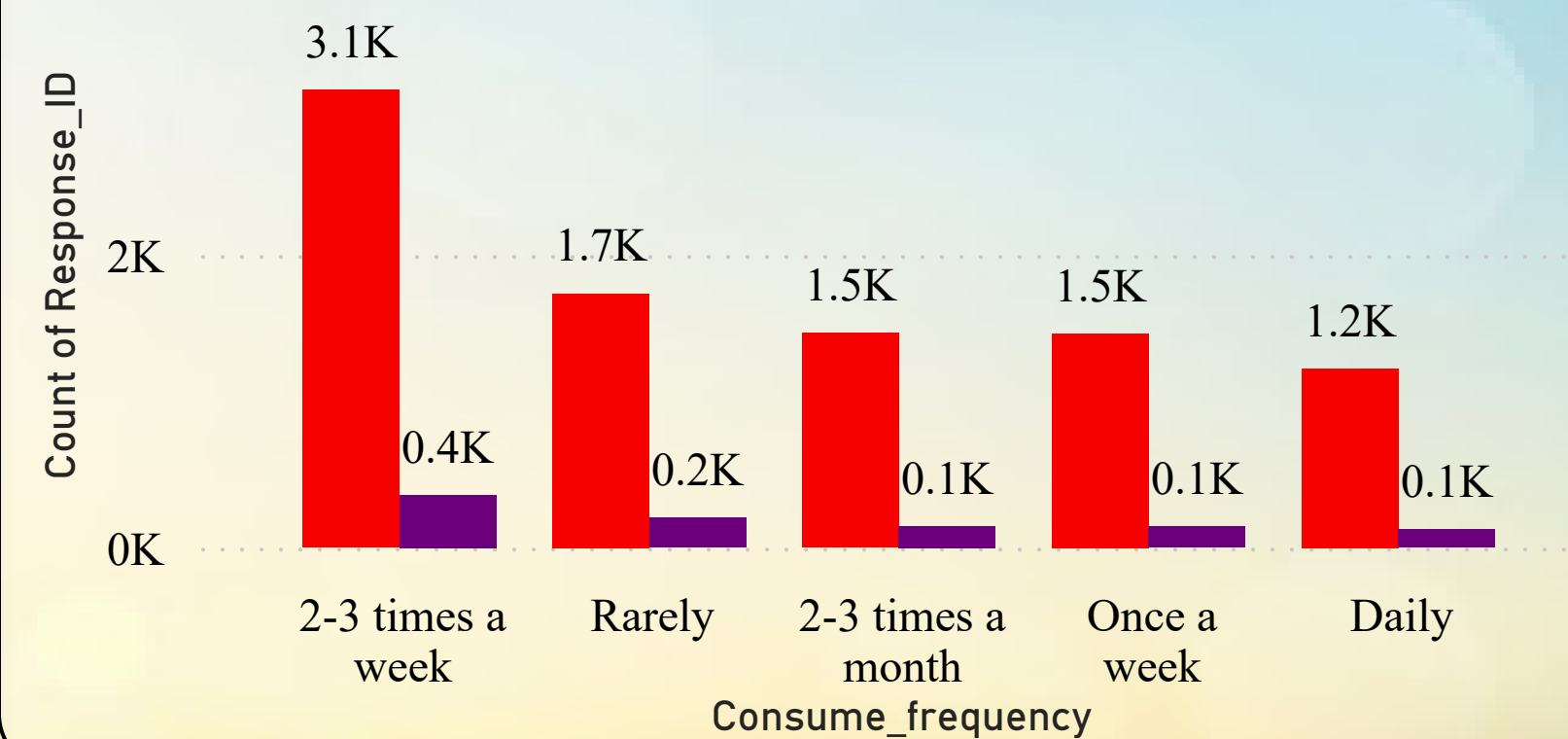
Sex Ratio

Gender ● Male ● Female ● Non-binary



Classification Acc Consumption Frequency

for codex ● 0 ● 1



Tier

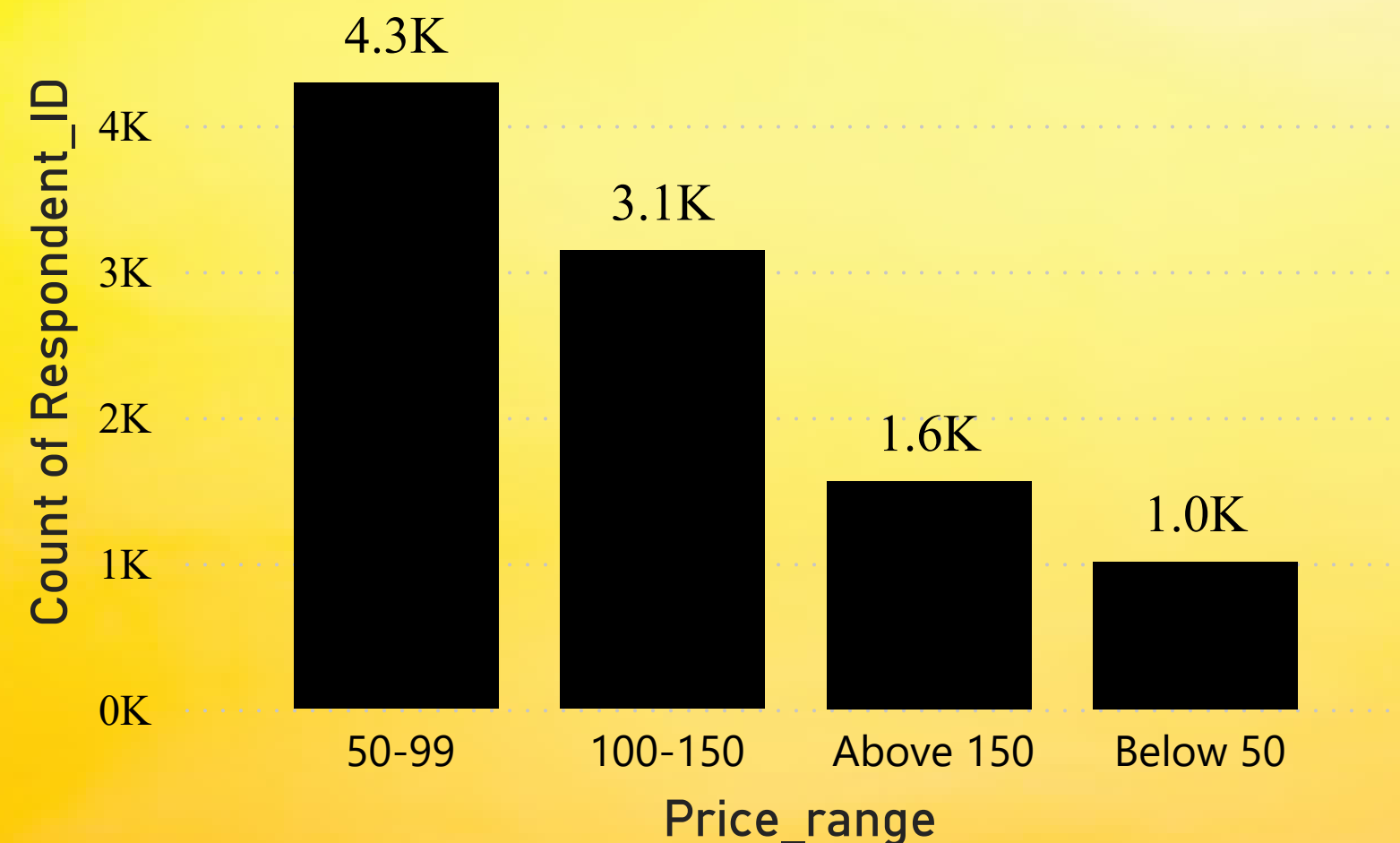
Tier 1

Tier 2

Avg. Taste Rating

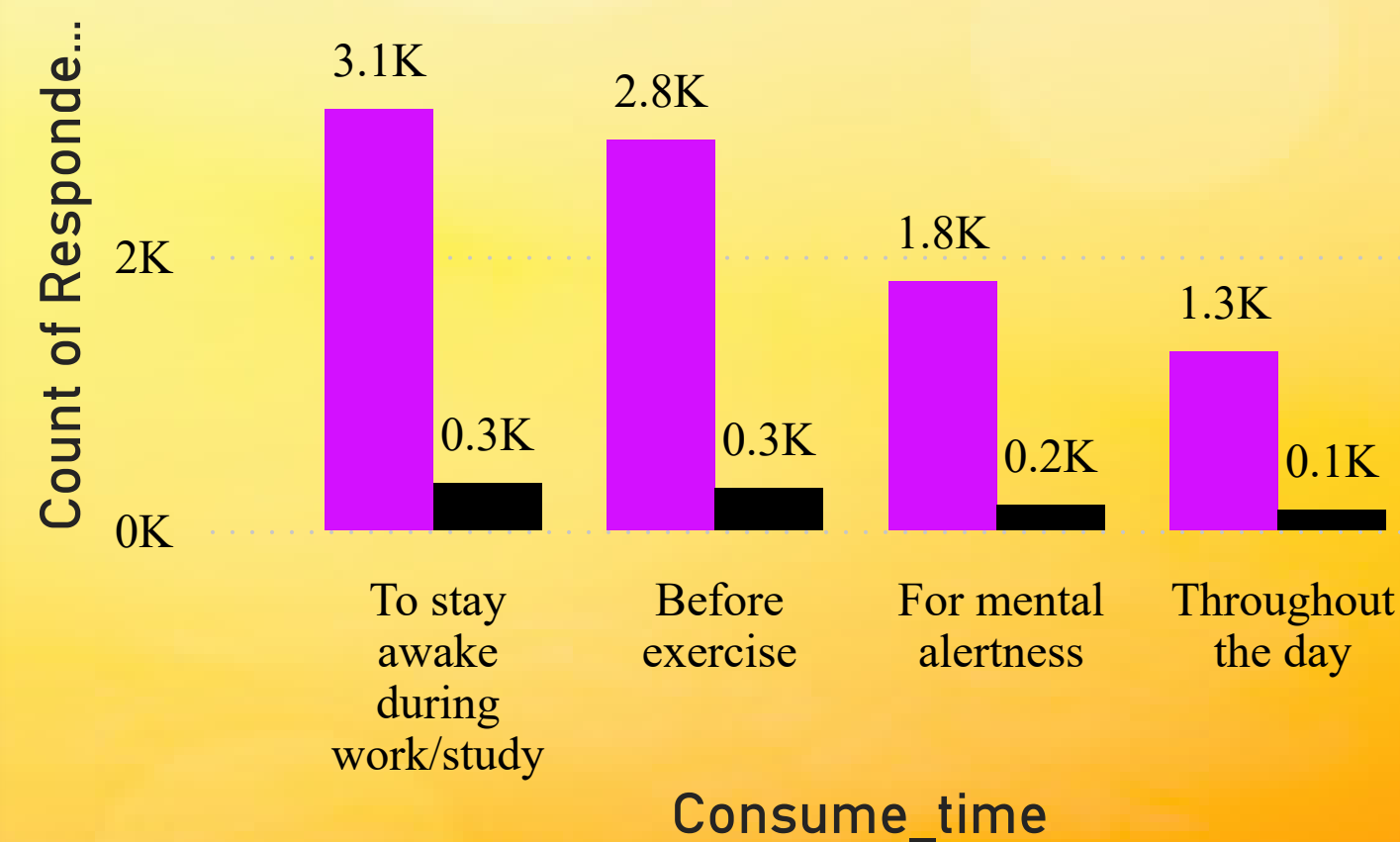
3.27

Price Range Preferred



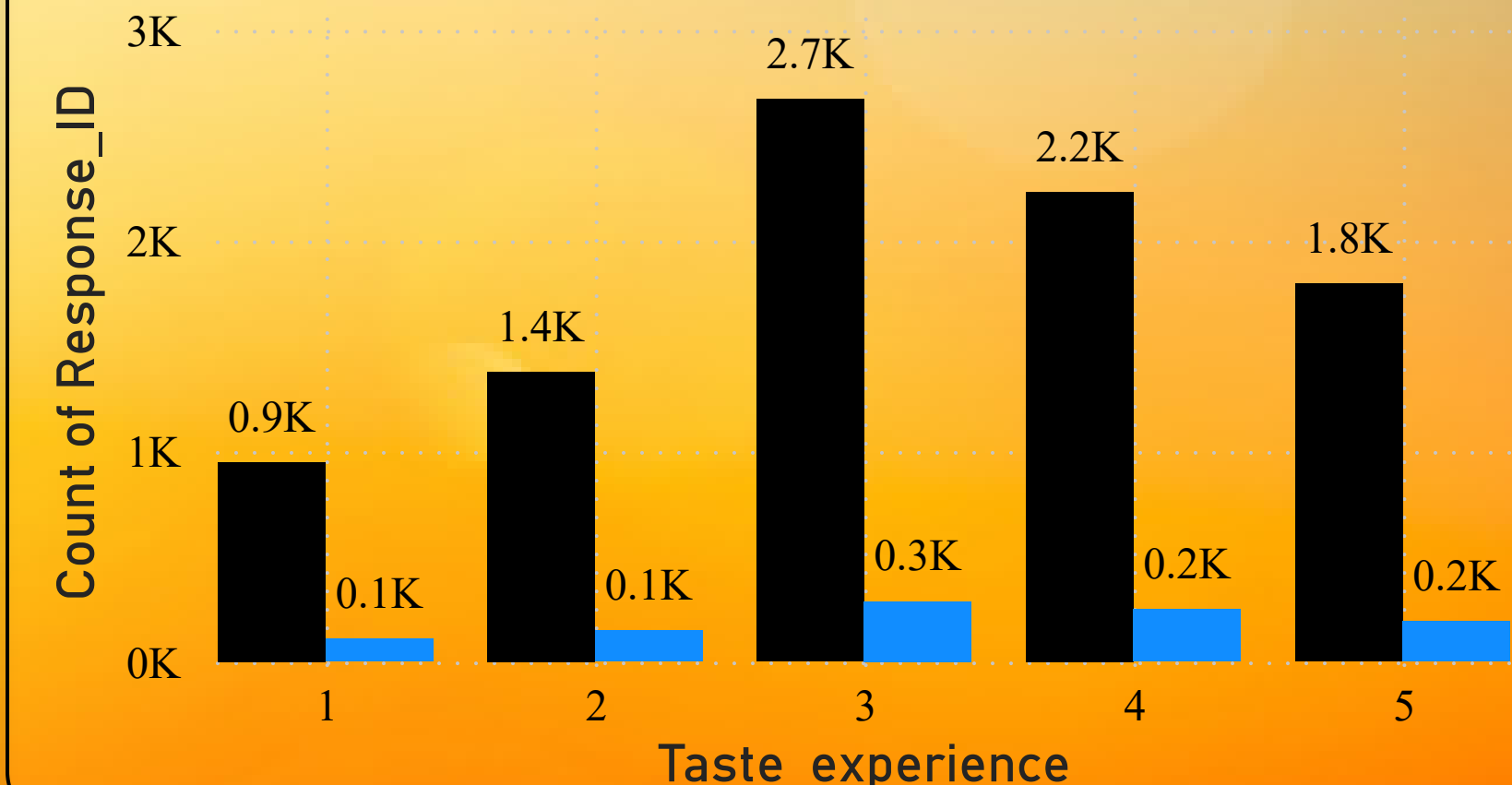
Acc. To Consumption Time

for codex ● 0 ● 1



Classification Acc to Taste

for codex ● 0 ● 1



CUSTOMER PREFERENCE ANALYSIS

City

All



Age

All



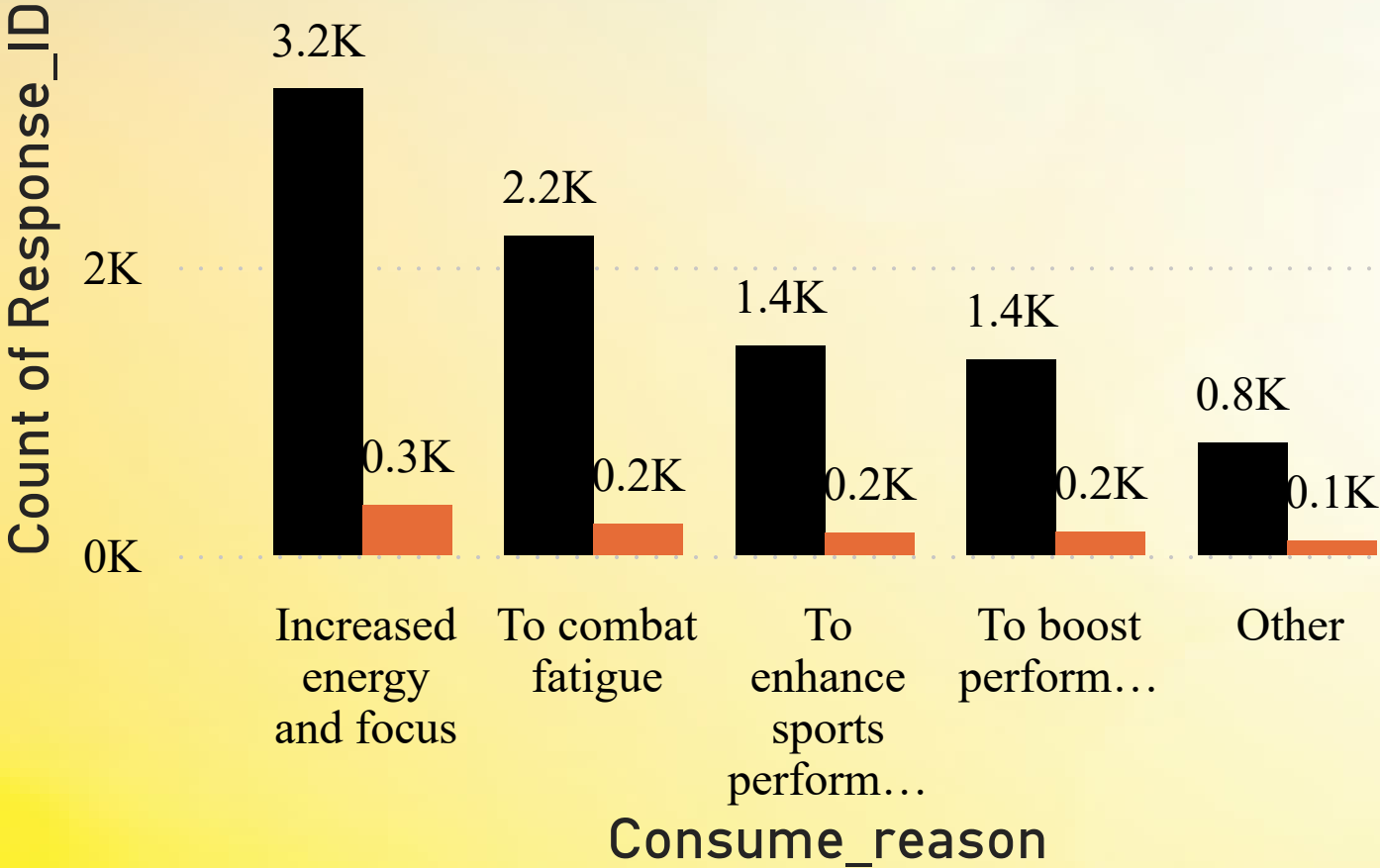
Tier

☐ Tier 1

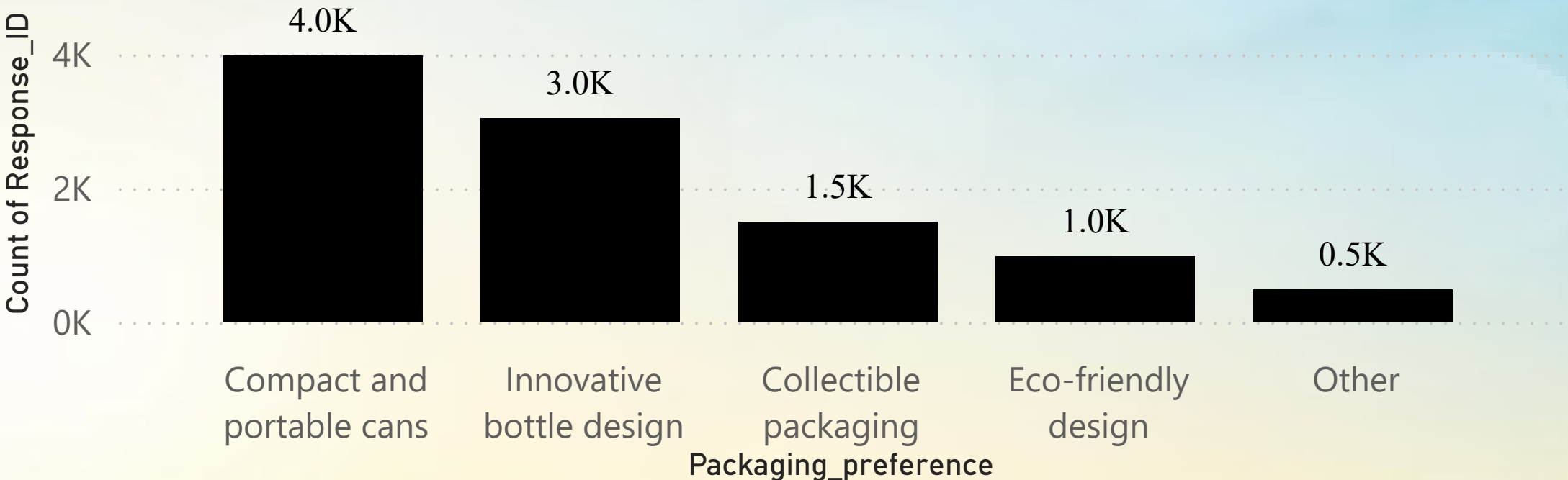
☐ Tier 2

Customer Reason Of Consumption

for codex ● 0 ● 1

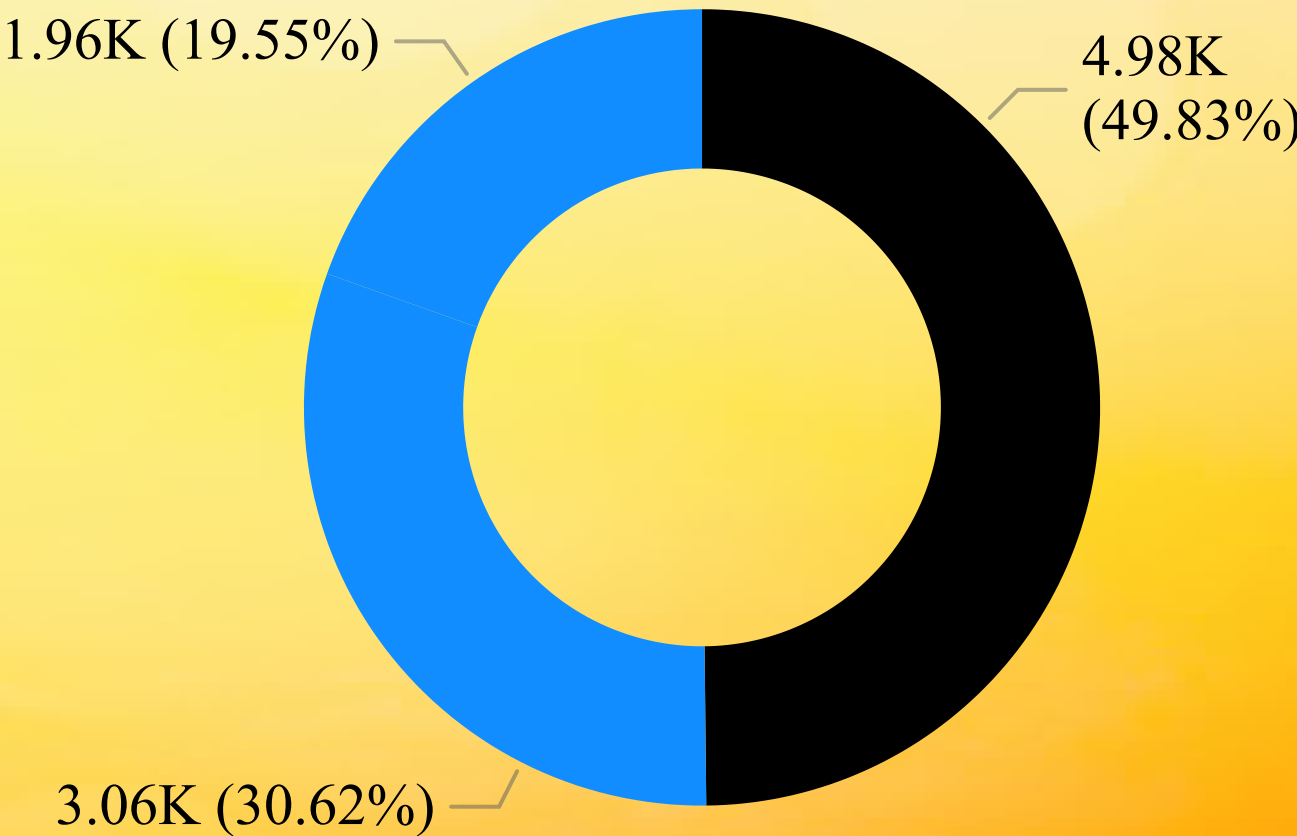


Preferred packaging



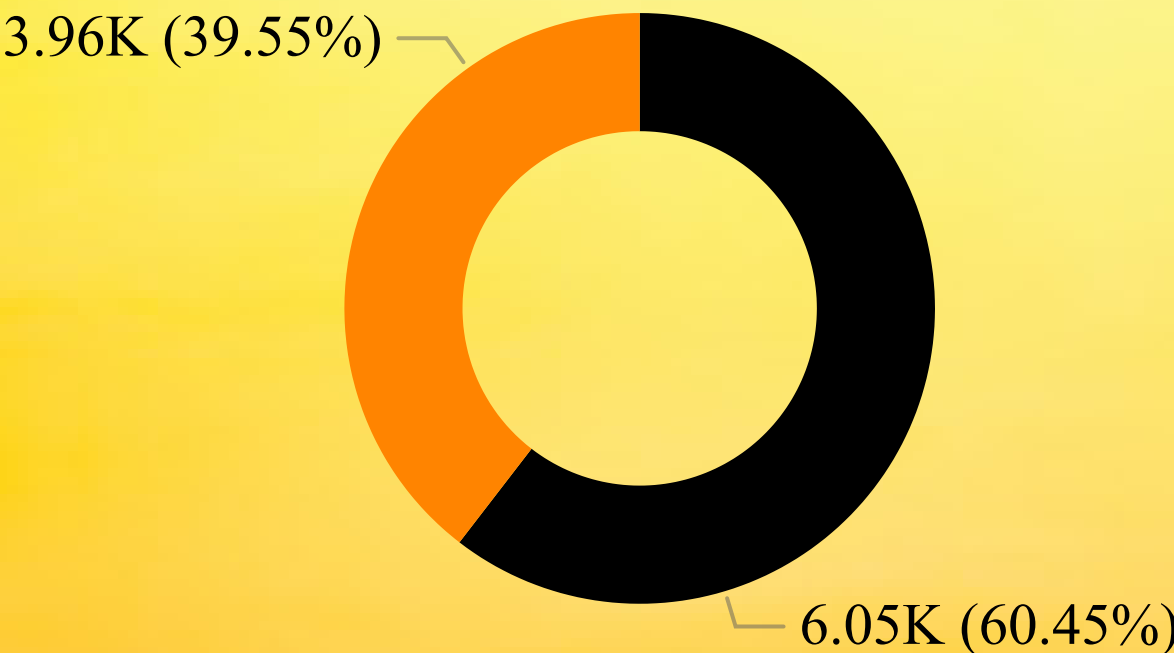
Customers Prefer In Organic

Interest_in_n... ● Yes ● No ● Not Sure



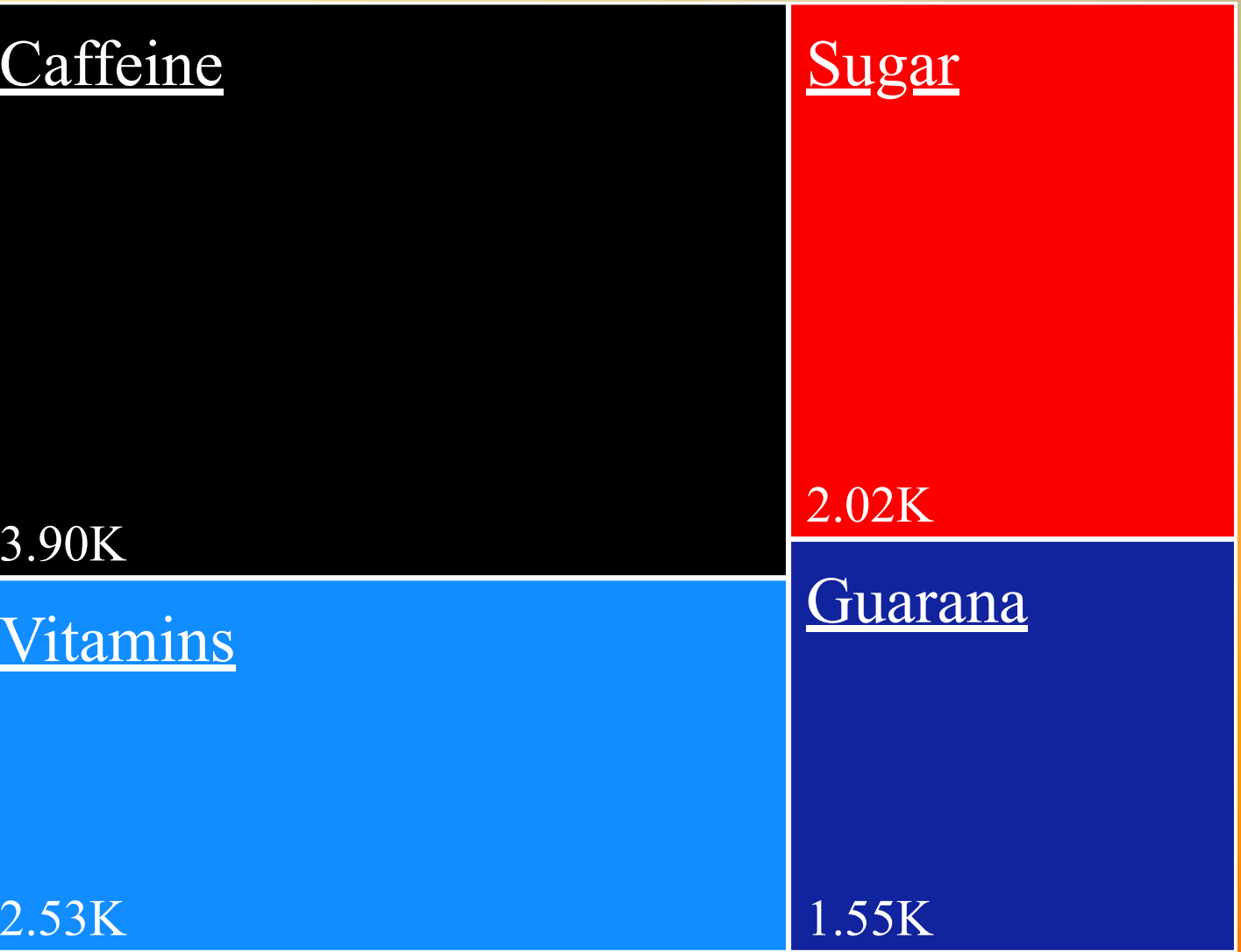
CodeX Health Concern

Health_conc... ● Yes ● No



Ingredints Required

Ingredients... ● Caffeine ● Vitamins ● Sugar ● Guarana



COMPEITION ANALYSIS

City

All

Age

All

Total No. Of Brands

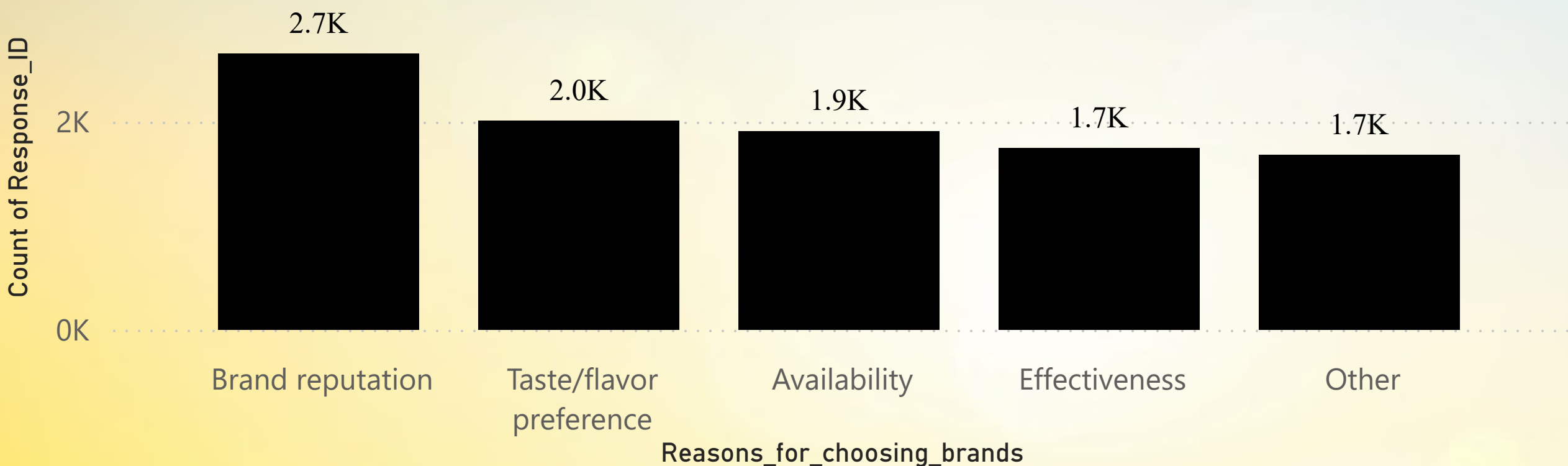
7

Tier

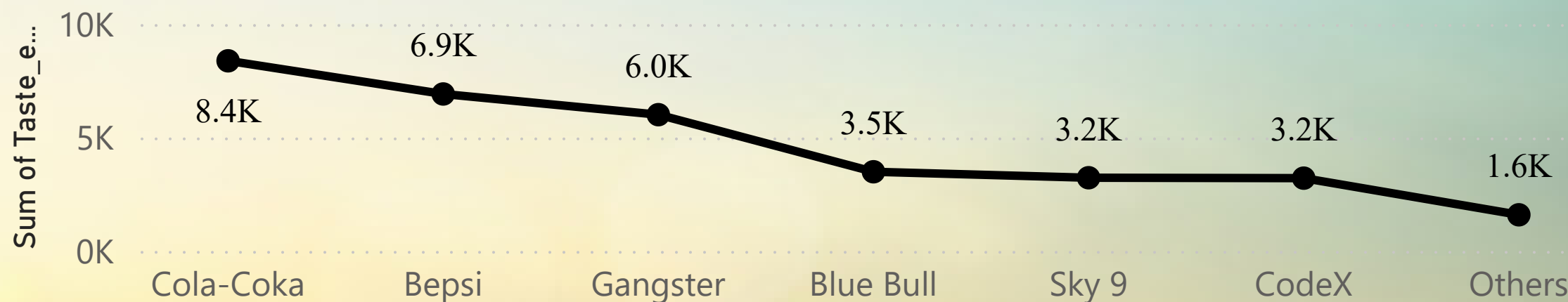
☐ Tier 1

☐ Tier 2

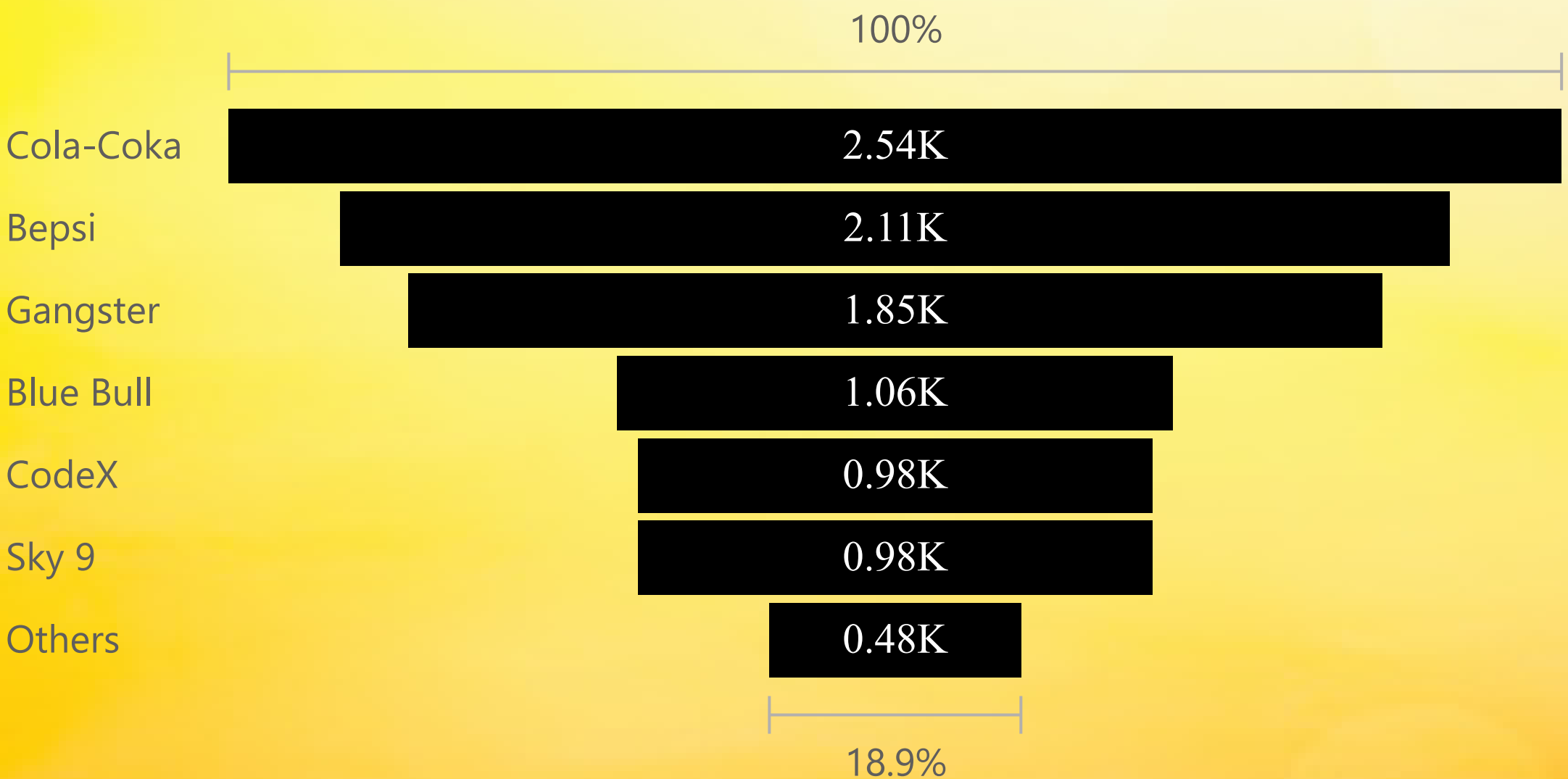
Why This Brand ?



Brand Popularity According To Taste



Brands Popularity



Brands Vs Frequency Of Users

| Current_brands | 2-3 times a month | 2-3 times a week | Daily | Once a week | Rarely | Total |
|----------------|-------------------|------------------|---------|-------------|---------|---------|
| Bepsi | 20.21% | 21.31% | 20.21% | 22.25% | 21.23% | 21.12% |
| Blue Bull | 11.10% | 10.74% | 10.92% | 10.25% | 9.89% | 10.58% |
| CodeX | 9.11% | 10.34% | 9.14% | 9.01% | 10.51% | 9.80% |
| Cola-Coka | 26.97% | 24.58% | 24.00% | 26.29% | 25.71% | 25.38% |
| Gangster | 19.03% | 18.50% | 20.13% | 18.09% | 17.47% | 18.54% |
| Others | 3.91% | 4.98% | 5.42% | 4.47% | 5.00% | 4.79% |
| Sky 9 | 9.67% | 9.54% | 10.18% | 9.63% | 10.20% | 9.79% |
| Total | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |

MARKET ANALYSIS

City

All

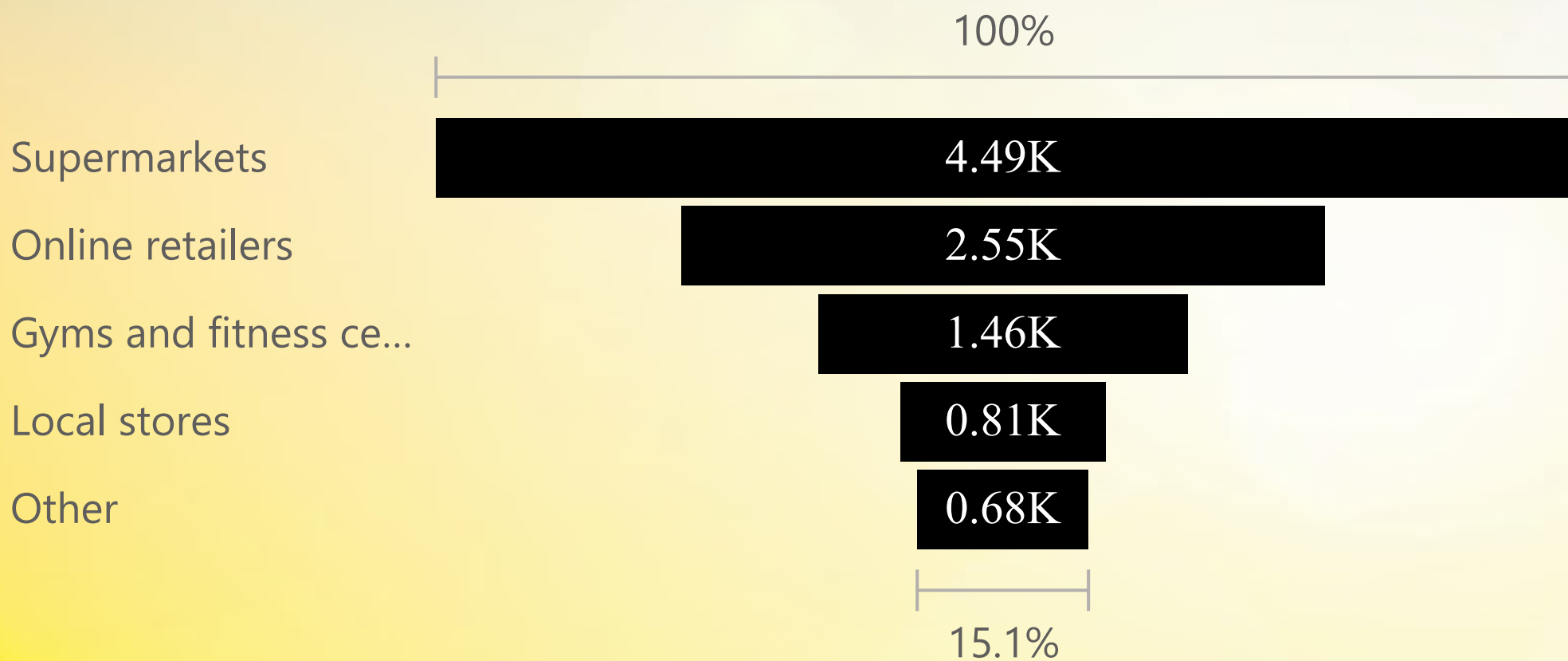


Age

All



Marketing Acc. To Purchase Location



Packaging Preference

| Packaging_preference | %CT Count of Response_ID |
|---------------------------|--------------------------|
| Other | 4.85% |
| Eco-friendly design | 9.83% |
| Collectible packaging | 15.01% |
| Innovative bottle design | 30.47% |
| Compact and portable cans | 39.84% |
| Total | 100.00% |

Tier

☐ Tier 1

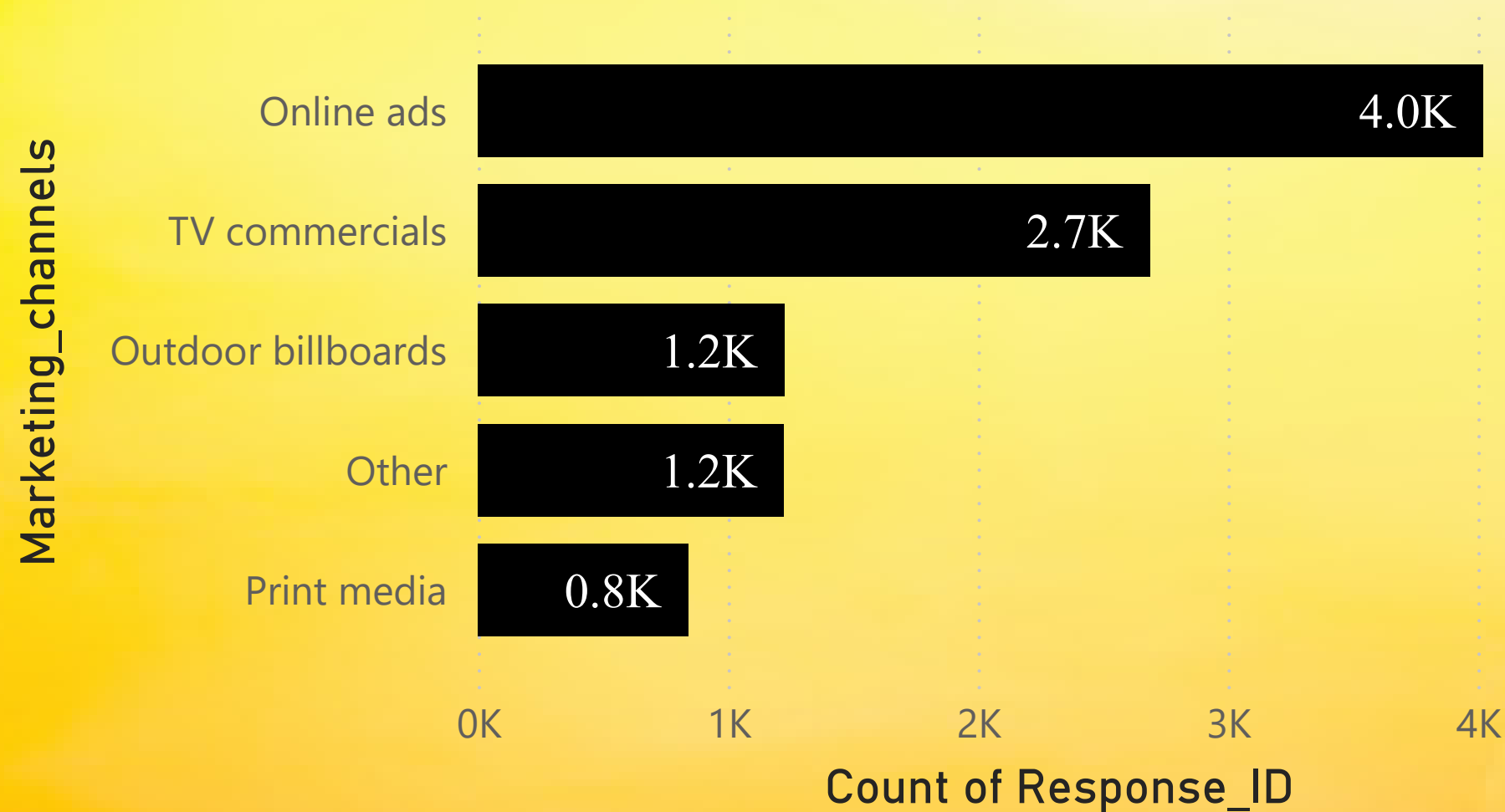
☐ Tier 2

Marketing_channels

All



Marketing Channel Popularity



Brands Vs Marketing Channel

| Current_brands | Online ads | Other | Outdoor billboards | Print media | TV commercials | Total |
|----------------|------------|---------|--------------------|-------------|----------------|---------|
| Bepsi | 21.00% | 22.78% | 20.07% | 21.76% | 20.83% | 21.12% |
| Blue Bull | 10.57% | 10.29% | 11.42% | 9.63% | 10.64% | 10.58% |
| CodeX | 10.22% | 9.47% | 9.71% | 8.68% | 9.71% | 9.80% |
| Cola-Coka | 24.90% | 23.92% | 27.98% | 27.59% | 24.89% | 25.38% |
| Gangster | 19.20% | 19.02% | 15.50% | 17.48% | 19.05% | 18.54% |
| Others | 4.75% | 4.90% | 5.22% | 4.28% | 4.76% | 4.79% |
| Sky 9 | 9.35% | 9.63% | 10.11% | 10.58% | 10.12% | 9.79% |
| Total | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |

CODEX ANALYSIS

City

All

Age

All

Tier

☐ Tier 1

☐ Tier 2

Total No. Of Response

10.00K

Total CodeX Response

980

Current Codex Consumer%

9.80%

