

Provide Insights to the Marketing Team in CodeX Company

Primary Insights (Sample Sections / Questions)

Note: These insights can be derived from the survey responses

1. Demographic Insights

- a) Who Prefers energy drink more? (Male/Female/Non-Binary?)
- b) Which age group prefers energy drink more?
- c) Which type of marketing reaches the most youth (15-30)

2. Consumer Preferences

- a) What are the preferred ingredients of energy drinks among respondent?
- b) What packaging preferences do respondents have for energy drinks?

3. Competition Analysis

- a) Who are the current market leaders?
- b) What are the primary reasons consumers prefer those brands over ours?

4. Marketing Channels and Brand Awareness

- a) Which marketing channel can be used to reach more customers?
- b) How effective are different marketing strategies and channels in reaching our customers? By Age Groups

5. Brand Penetration

- a) What do people think about our brand? (overall rating)
- b) Which cities do we need to focus more on?

6. Purchase Behavior

- a) Where do respondents prefer to purchase energy drinks?
- b) What are the typical consumption situations for energy drinks among respondents?
- c) What factors influence respondents' such as price range, limited edition packaging and health concern?

7. Product Development

- a) Which area of business should we focus more on our product development? (Branding/taste/availability)

Secondary Insights (Sample Sections / Questions)

NOTE: You need to do additional market research

Recommendations for CodeX

- What immediate improvement can we bring to the product?
- What should be the ideal price of our product?
- What kind of marketing campaigns, offers and discounts we can run?
- Who can be a brand ambassador and why?
- Who should be our target audience and why?