

Who prefers energy drink more?

```
SELECT Gender, COUNT(respondent_ID) AS Count_of_pref
FROM dim_repondents
GROUP BY Gender
ORDER BY Count_of_pref DESC;
```

Gender	Count_of_pref
Male	6038
Female	3455
Non-binary	507

Which age group prefers energy drinks more?

```
SELECT age, COUNT(respondent_ID) AS num_of_pref
FROM dim_repondents
GROUP BY age;
```

Age	Count_of_Pref
15-18	1488
19-30	5520
31-45	2376
46-65	426
65+	190

What are the preferred ingredients of energy drinks among respondents?

```
SELECT
    Ingredients_expected,
    COUNT(respondent_ID) AS Count_of_Response
FROM
    fact_survey_responses
GROUP BY Ingredients_expected;
```

Ingredients_expected	Count_of_Response
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553
NULL	0

What packaging preferences do respondents have for energy drinks?

```
SELECT Packaging_preference, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Packaging_preference
ORDER BY Count_of_Response DESC;
```

Packaging_preference	Count_of_Response
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

Who are the current market leaders?

```
SELECT Current_brands, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Current_brands
ORDER BY Count_of_Response DESC;
```

Current_brands	Count_of_Response
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

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

```
SELECT Reasons_for_choosing_brands, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Reasons_for_choosing_brands
ORDER BY Count_of_Response DESC;
```

Reasons_for_choosing_brands	Count_of_Response
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

Which marketing channel can be used to reach more customers?

```
SELECT Marketing_channels, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Marketing_channels
ORDER BY Count_of_Response DESC;
```

Marketing_channels	Count_of_Response
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

What do people think about our brand?

```
SELECT Heard_before, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Heard_before
ORDER BY Count_of_Response DESC;
```

Heard_before	Count_of_Response
No	5553
Yes	4447

```
SELECT Tried_before, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
WHERE Heard_before="Yes"
GROUP BY Tried_before
ORDER BY Count_of_Response DESC;
```

Tried_before	Count_of_Response
No	2421
Yes	2026

```
SELECT Taste_experience, COUNT(Respondent_ID) AS
Count_of_Response
FROM fact_survey_responses
Where Tried_before="yes" AND Heard_before="Yes"
GROUP BY Taste_experience
ORDER BY Count_of_Response DESC;
```

Taste_experience	Count_of_Response
3	620
4	511
5	386
2	300
1	209

Which cities do we need to focus more on?

```
SELECT c.City, c.Tier, COUNT(r.Respondent_ID) AS Count_of_Response,
ROUND((COUNT(r.Respondent_ID)/10000*100), 1) AS Percentage_of_Response
FROM dim_cities c
JOIN dim_repondents r
ON c.city_id=r.city_id
GROUP BY c.City, c.Tier
ORDER BY Count_of_Response DESC;
```

City	Tier	Count_of_Response	Percentage_of_Response
Bangalore	Tier 1	2828	28.3
Hyderabad	Tier 1	1833	18.3
Mumbai	Tier 1	1510	15.1
Chennai	Tier 1	937	9.4
Pune	Tier 2	906	9.1
Kolkata	Tier 2	566	5.7
Ahmedabad	Tier 2	456	4.6
Delhi	Tier 1	429	4.3
Jaipur	Tier 2	360	3.6
Lucknow	Tier 2	175	1.8

Where do respondents prefer to purchase energy drinks?

```
SELECT Purchase_location, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Purchase_location
ORDER BY Count_of_Response DESC;
```

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

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

```
SELECT Typical_consumption_situations, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Typical_consumption_situations
ORDER BY Count_of_Response DESC;
```

Typical_consumption_situations	Count_of_Response
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297

What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

```
SELECT Limited_edition_packaging,
COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Limited_edition_packaging
ORDER BY Count_of_Response DESC;
```

Limited_edition_packaging	Count_of_Response
No	4023
Yes	3946
Not Sure	2031
NULL	0

```
SELECT Price_range, COUNT(Respondent_ID) AS
Count_of_Response
FROM fact_survey_responses
GROUP BY Price_range
ORDER BY Count_of_Response DESC;
```

Price_range	Count_of_Response
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009

Which area of business should we focus more on our product development?

```
SELECT Reasons_for_choosing_brands, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
WHERE Current_brands="CodeX"
GROUP BY Reasons_for_choosing_brands
ORDER BY Count_of_Response DESC;
```

Reasons_for_choosing_brands	Count_of_Response
Brand reputation	259
Availability	195
Taste/flavor preference	182
Effectiveness	176
Other	168