



BEVERAGE MARKETING ANALYSIS

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Implications

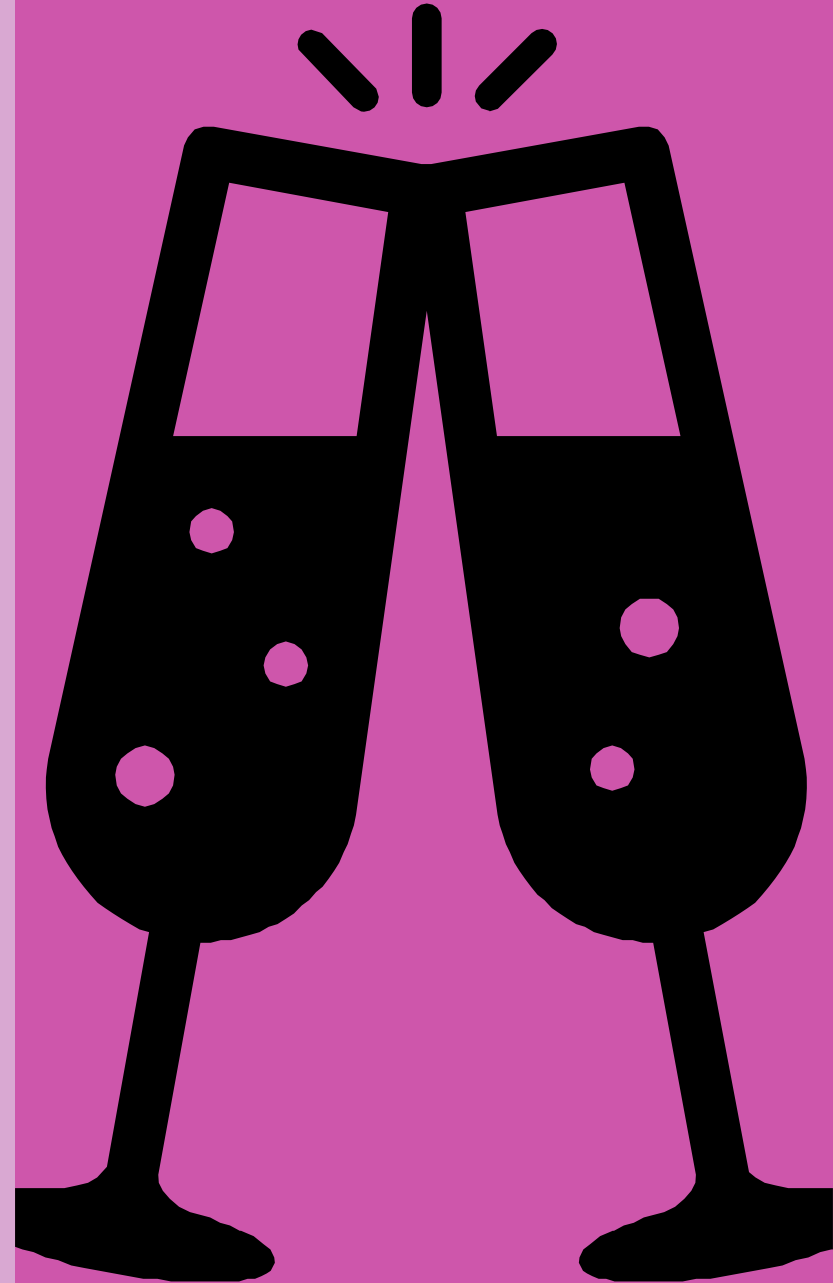
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Conclusion

INTRODUCTION

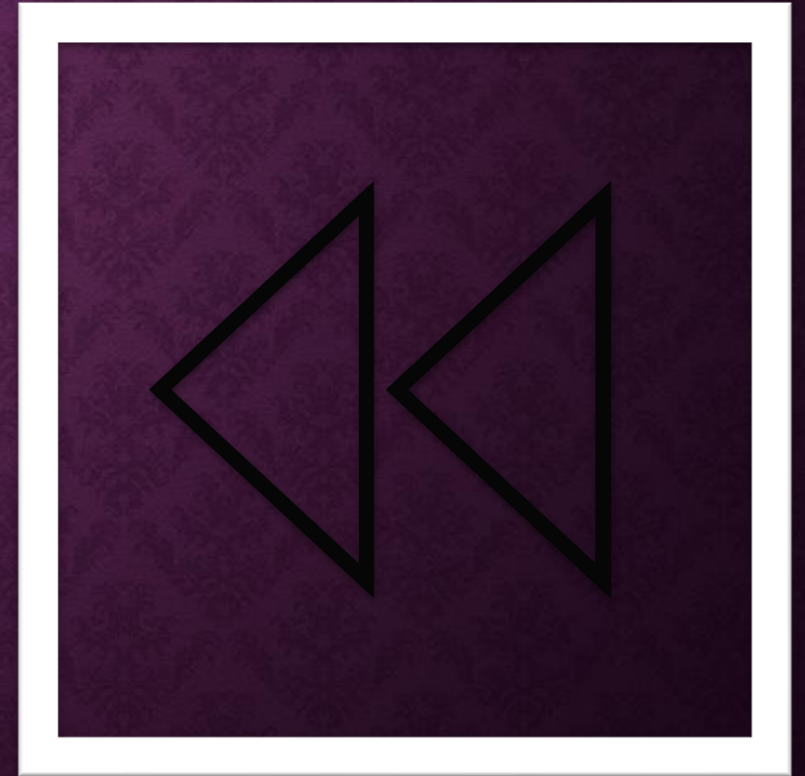
CodeX is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities of India.

Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from **10k** respondents..

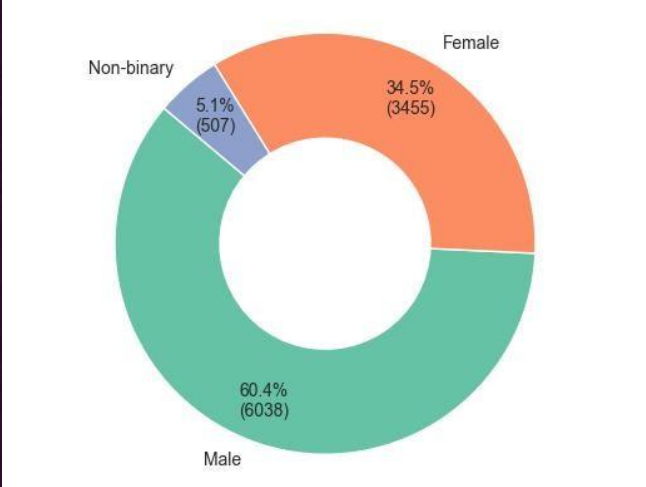


METHODOLOGY

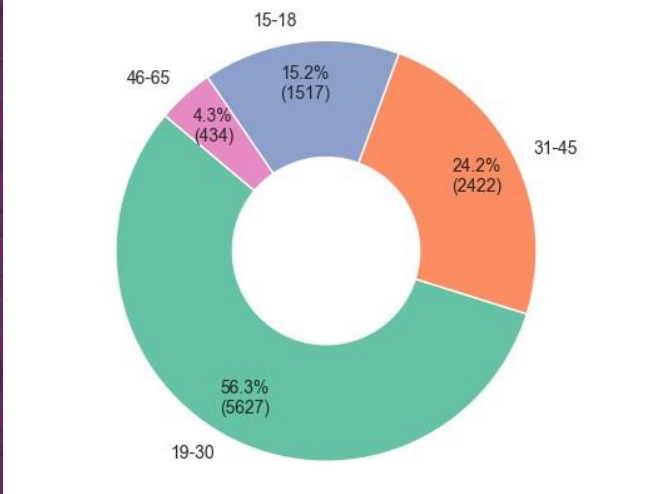
- Data Collection Source-Codebasic
- Data Exploration
- Data Visualization
- Presentation



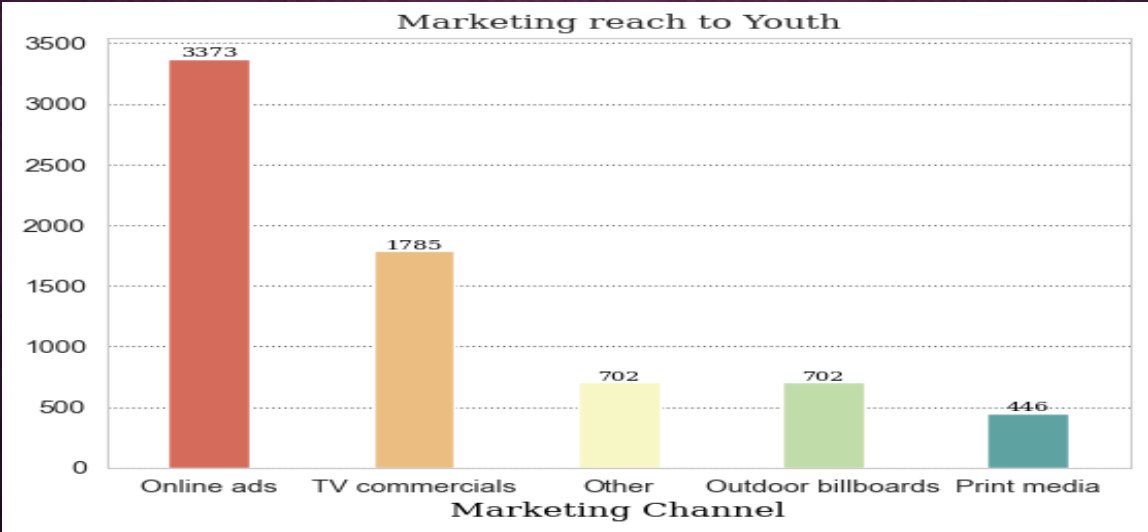
DEMOGRAPHICS INSIGHTS



Energy Drinks by Gender



Energy Drinks by Age Group

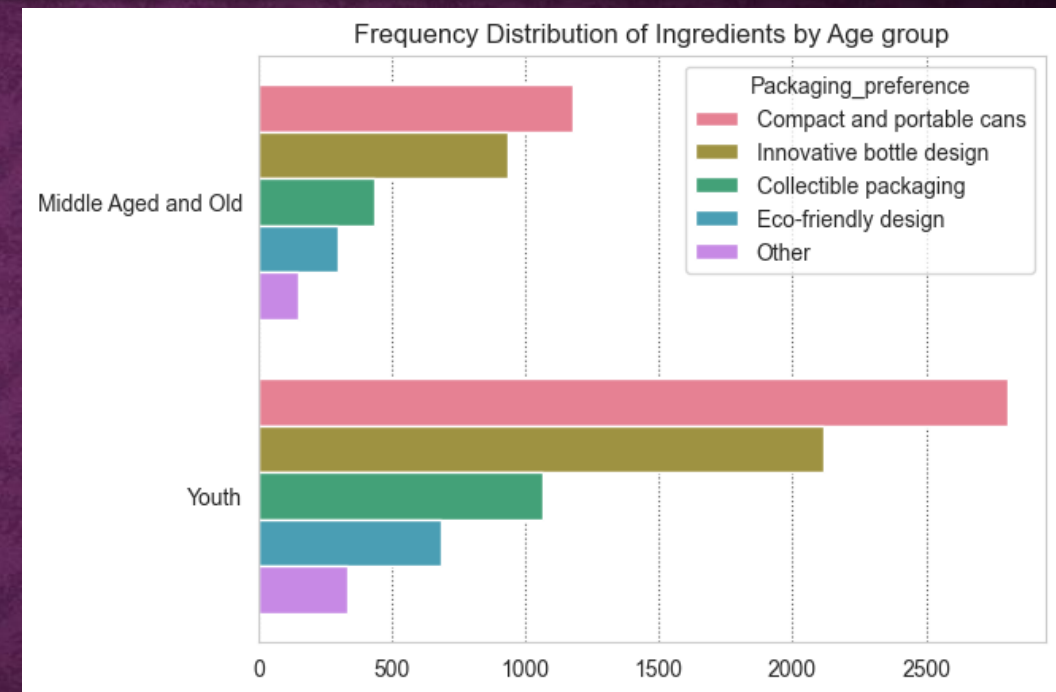
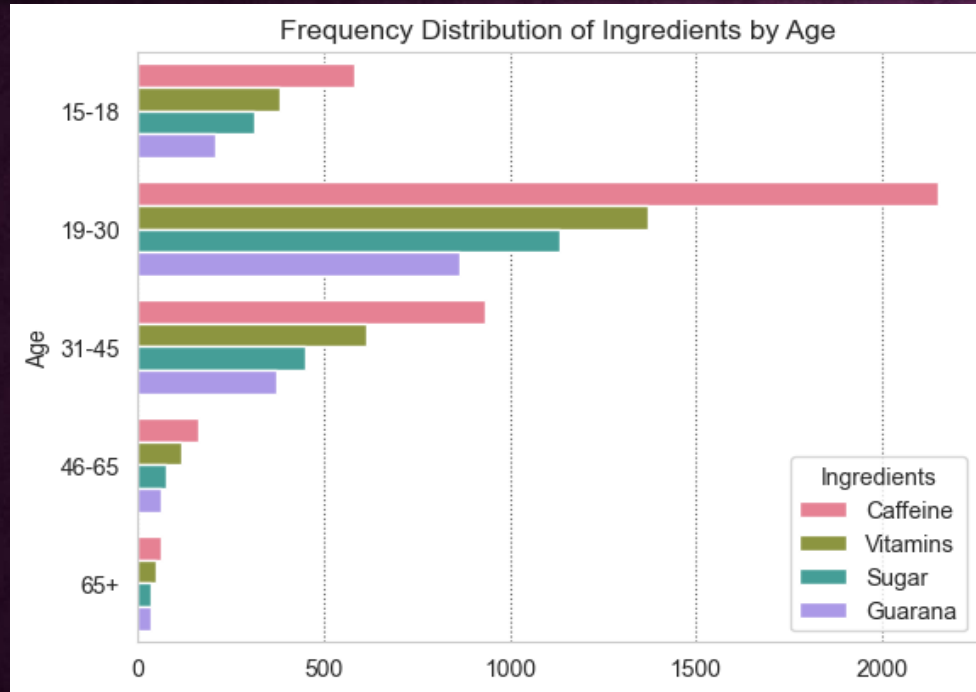


DEMOGRAPHICS INSIGHTS

Implications

- ✓ Male Gender prefers more energy drinks.
- ✓ Age between drinks more energy drinks
- ✓ Marketing reach to youth (15-30) is maximum through Online ads and minimum through Print Media.

CONSUMER PREFERENCES



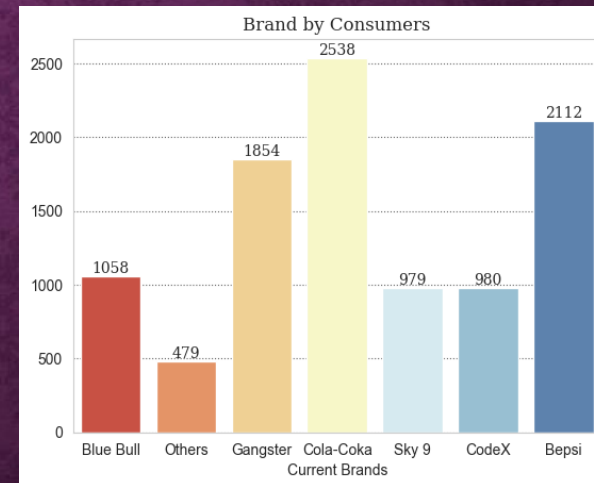
Implications

- ✓ All age group consumers prefer Caffeine as an Ingredient.
- ✓ Youth (15-30) and middle-aged and old (31-65+) all prefer Compact and portable cans as packaging preference .

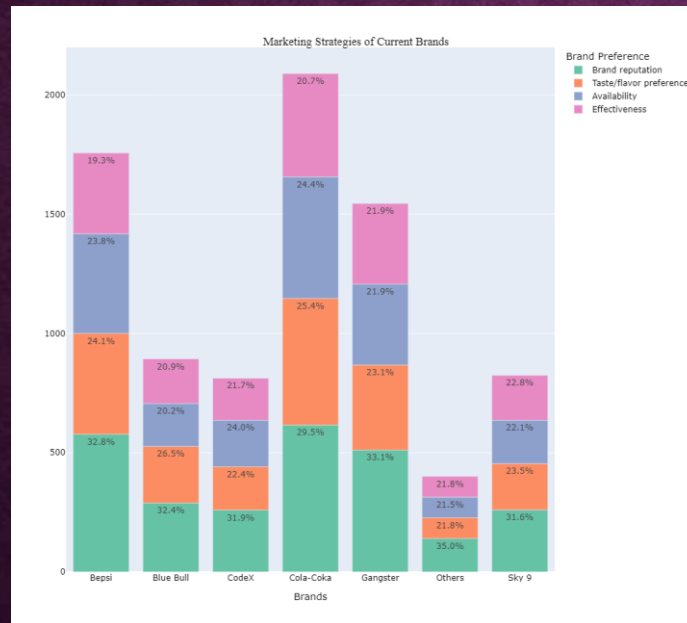
COMPETITION ANALYSIS

Implications

- ✓ Cola-Coka is the market leader in Beverage production, and Bepsi holds the second position.
- ✓ Our company CodeX stand at fifth position.



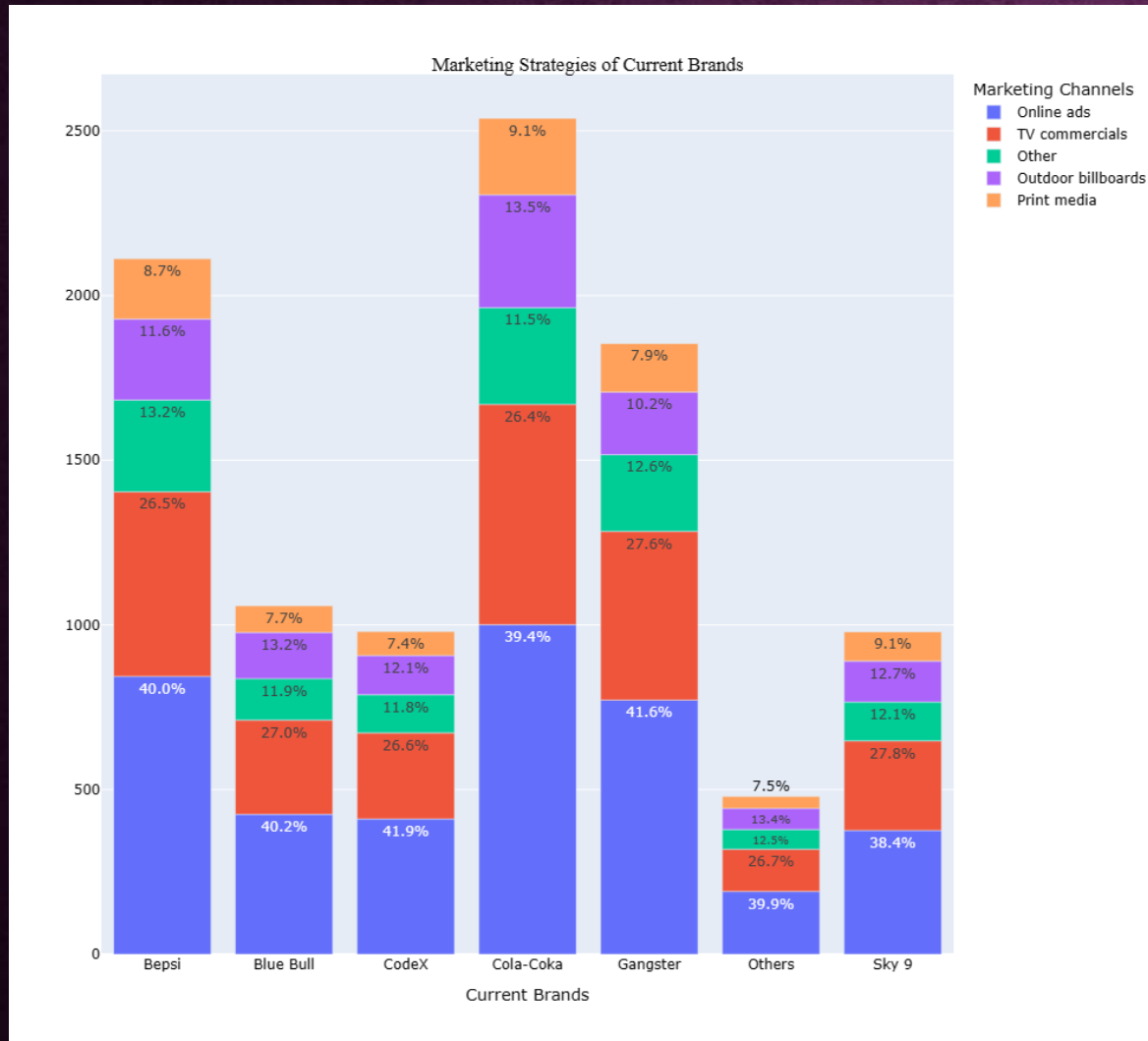
COMPETITION ANALYSIS



Implications

- ✓ Looking at the market leaders our CodeX is lacking in taste/flavor preference.

MARKETING CHANNELS AND BRAND AWARENESS

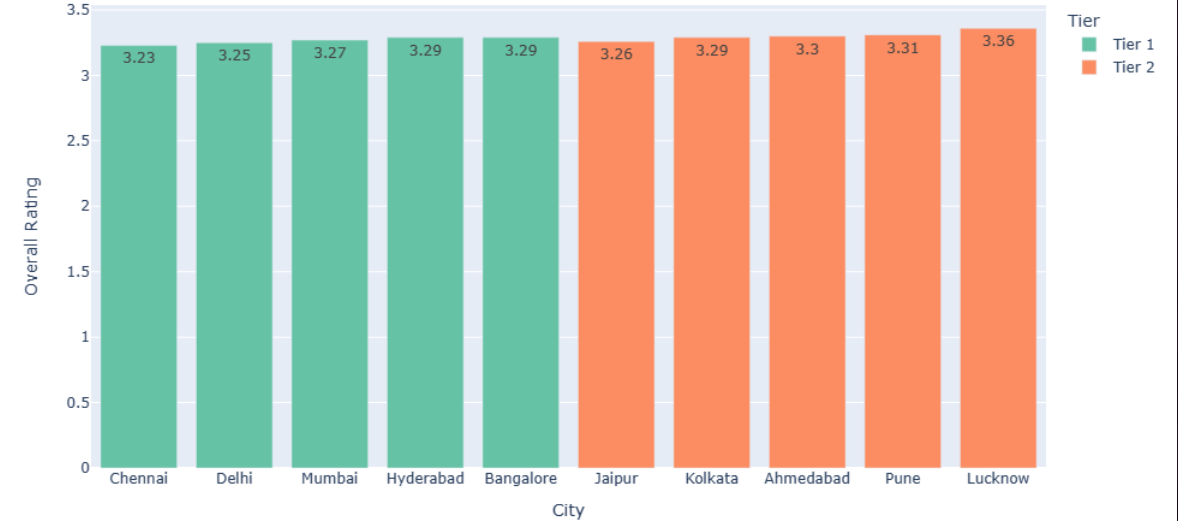
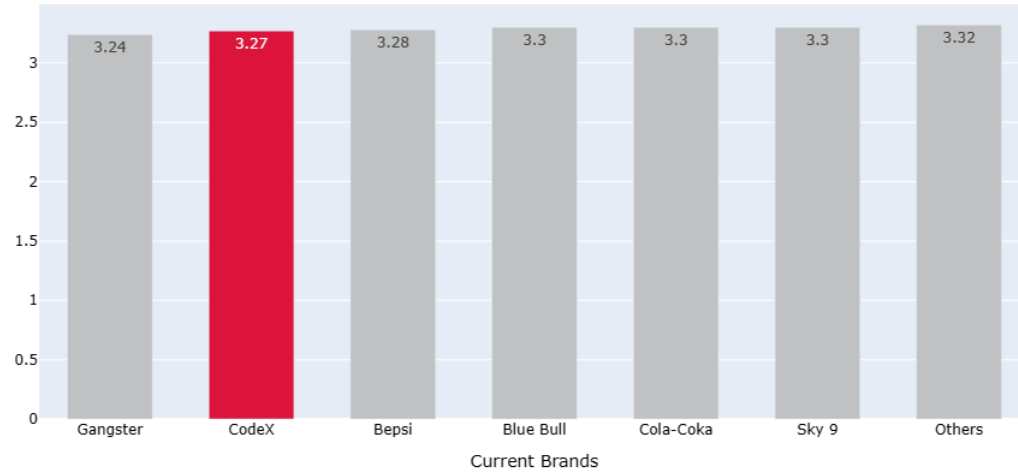


Implications

- ✓ Online ads can be used to reach more customers
- ✓ Our approach to reaching the consumer is almost similar to market leader.

BRAND PENETRATION

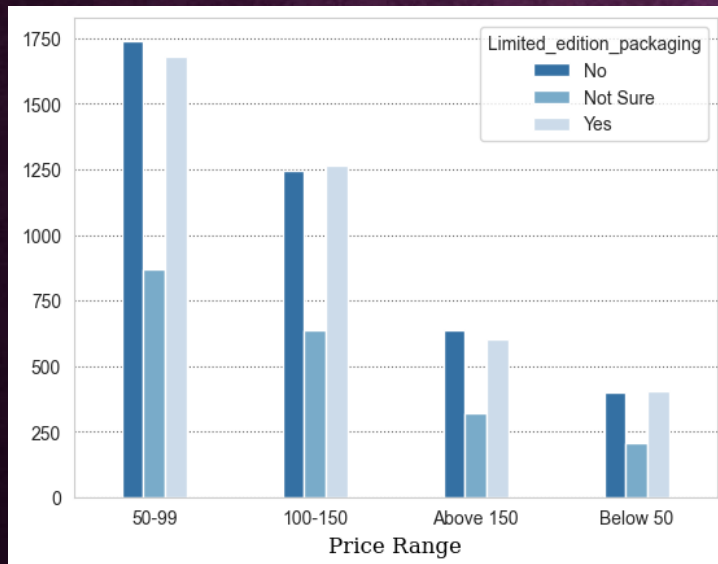
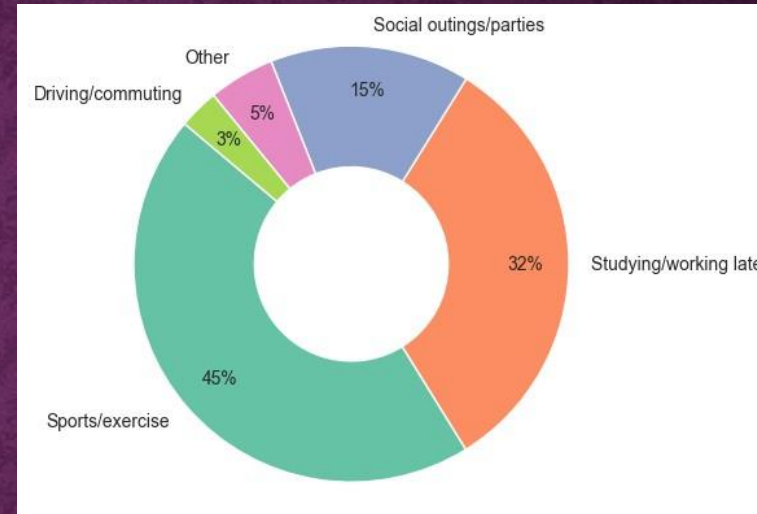
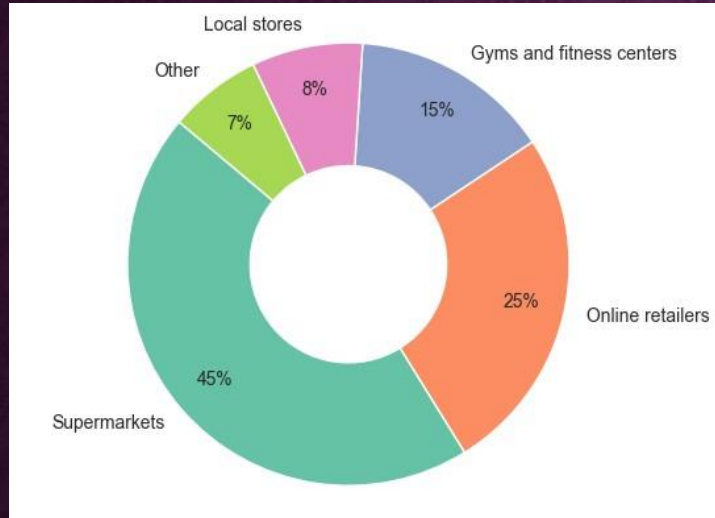
Brands Overall Rating



Implications

- ✓ CodeX overall rating is 3.27
- ✓ To improve the rating more focus should be given on Chennai among Tier 1 City and Jaipur among Tier 2 City.

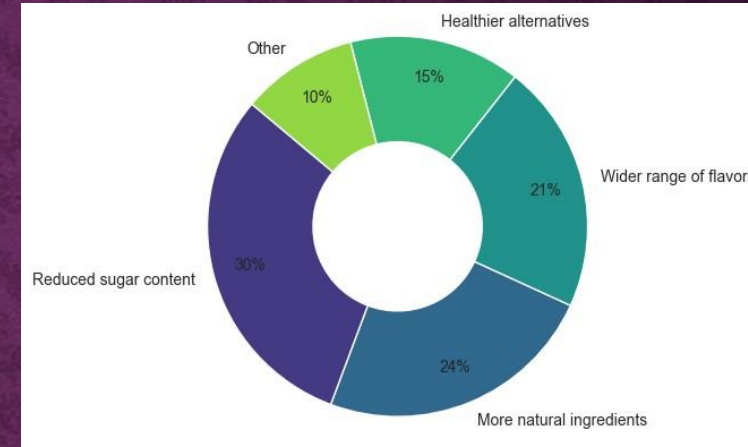
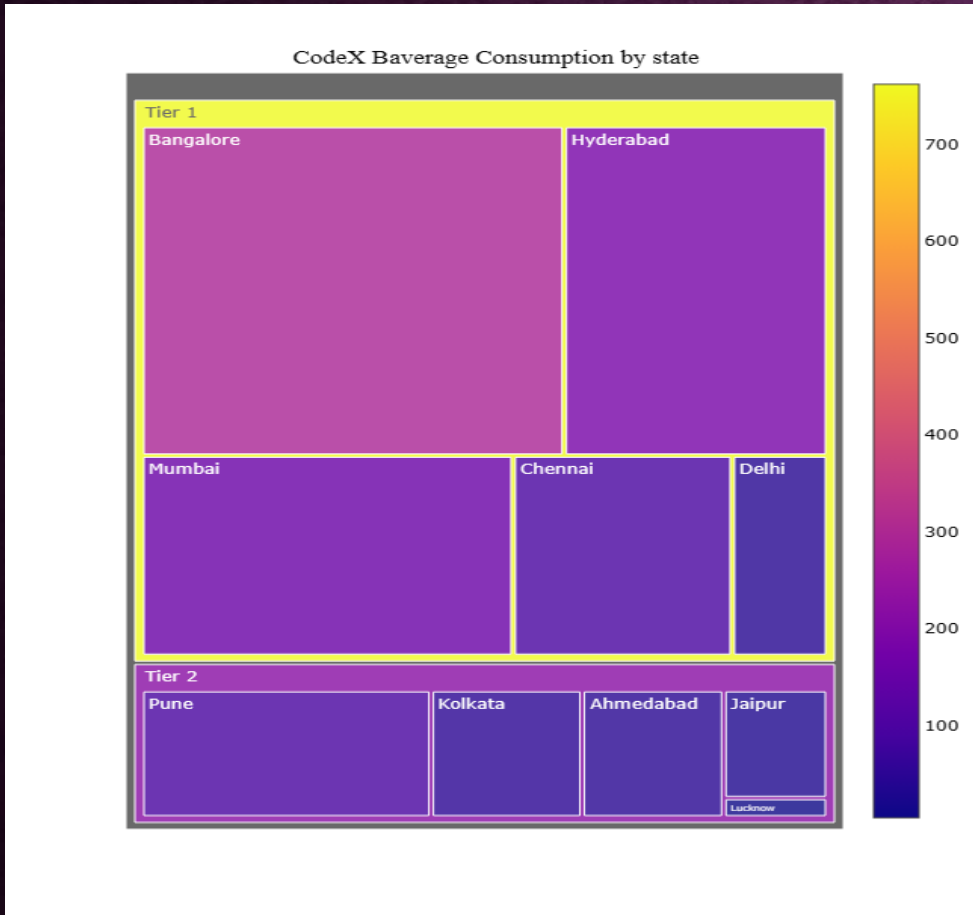
PURCHASE BEHAVIOUR



Implications

- ✓ 45% of consumers used to buy the product from Supermarket.
- ✓ 45% of consumers consume during sports/exercise, then 32% during studying/working late.
- ✓ No limited-edition packaging is preferred in almost kinds of price range .

AREA OF FOCUS



Implications

- ✓ Focus should be more on Delhi (Tier 1) and Lucknow (Tier 2) City
- ✓ Reduced sugar content and add more natural ingredients.

SUMMARY

- ☐ Demographic insights have been studied.
- ☐ Competition Analysis is done
- ☐ Marketing strategy is analyzed
- ☐ Area of focus is identified.

THANK YOU

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