TASK:

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 in 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. These survey results are to be converted to meaningful insights which the team can use to drive actions. Some research questions were provided for the project.
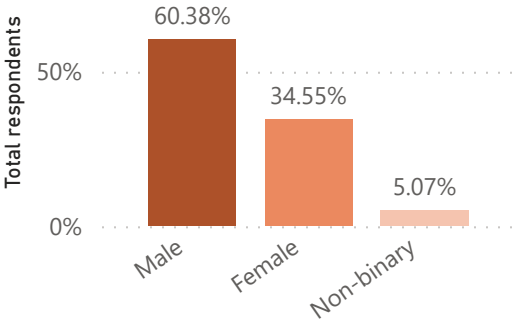
Based on those the conclusions were driven which are discussed below.
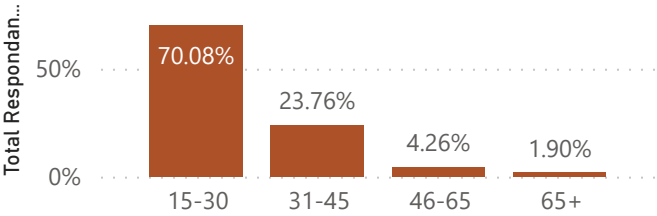
Demographic insights

Who prefers energy drink more?

60% of the male population prefers to consume energy drinks

Total respondents

60.38%
50%
34.55%
5.07%
0%
Male   Female   Non-binary

Which age group prefers energy drink more?

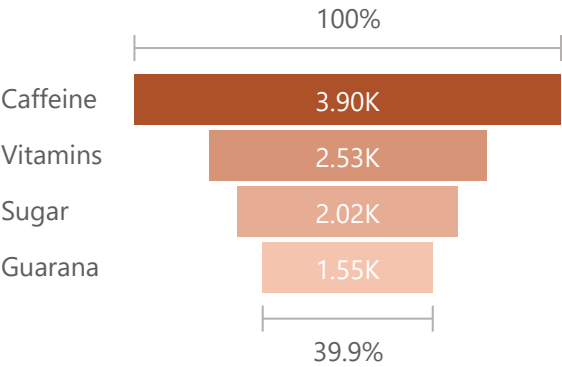The age group of 15-30 constitutes 70% of all energy drinkers among all genders.

Total Respondan...

70.08%
50%
23.76%
4.26%   1.90%
0%
15-30   31-45   46-65   65+

Marketing that reaches most youth

Most marketing that reaches youth (15-30) are online ads and TV commercials

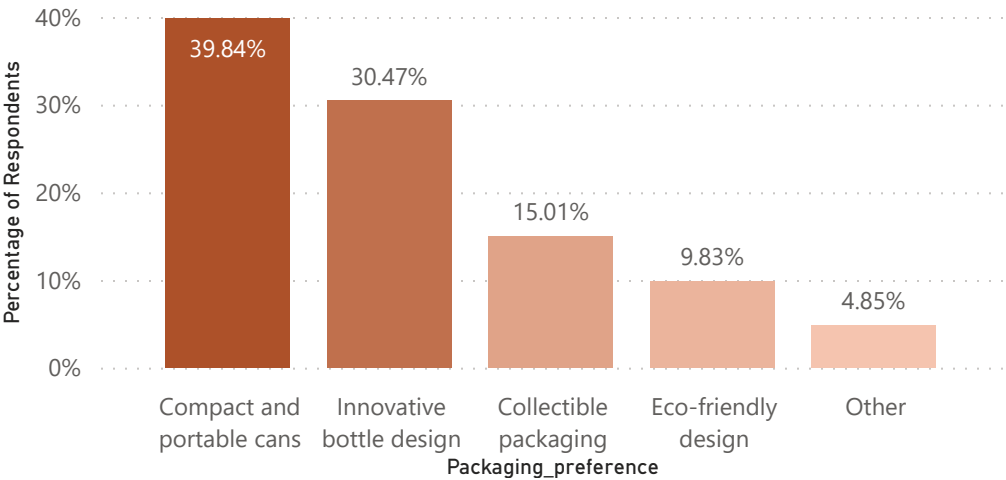| Online ads	Outdoor b...
4.02K	1.23K
TV commercials	Other
	1.23K
	Print media
2.69K	0.84K
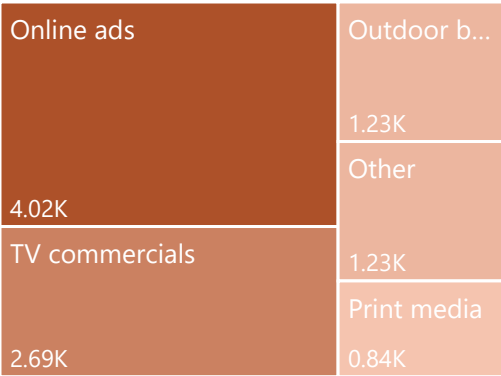
Consumer Preference

Preferred ingredients of energy drinks among respondants

100%

Caffeine	3.90K
Vitamins	2.53K
Sugar	2.02K
Guarana	1.55K

39.9%

What packaging preferences do respondents have for energy drinks?

Percentage of Respondents

40%
39.84%
30%   30.47%
20%
15.01%
10%   9.83%
4.85%
0%
Compact and portable cans   Innovative bottle design   Collectible packaging   Eco-friendly design   Other

Packaging_preference

Competition Analysis

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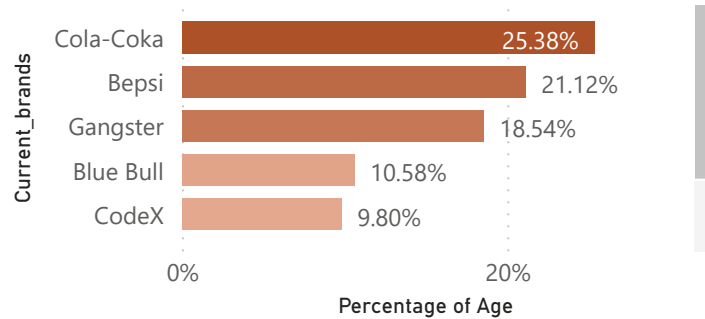
What are the primary reasons consumers prefer those brands over ours?

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference	Total
Cola-Coka	510	616	433	448	531	**2538**
Bepsi	418	577	339	355	423	**2112**
Gangster	339	511	338	309	357	**1854**
Blue Bull	180	289	187	165	237	**1058**
CodeX	195	259	176	168	182	**980**
Sky 9	182	260	188	155	194	**979**
Others	86	140	87	79	87	**479**
	1910	**2652**	**1748**	**1679**	**2011**	**10000**

The primary reason for choosing the top brands is brand reputation. Taste preference and availability comes next.

Marketing Channels and Brand Awareness

Which marketing channel can be used to reach more customers?
How effective are different marketing strategies and channels in reaching our customers?

Marketing_channels	15-30	31-45	46-65	65+	Total
Online ads	33.73%	4.90%	1.09%	0.48%	**40.20%**
TV commercials	17.85%	7.37%	1.17%	0.49%	**26.88%**
Outdoor billboards	7.02%	4.31%	0.65%	0.28%	**12.26%**
Other	7.02%	4.08%	0.78%	0.37%	**12.25%**
Print media	4.46%	3.10%	0.57%	0.28%	**8.41%**
Total	**70.08%**	**23.76%**	**4.26%**	**1.90%**	**100.00%**

Most customers come to know about these energy drink brands through Online Ads and TV commercials. Online ads attracting almost 40% of consumers. And TV commercials taking up 26% of the rest.

Brand Penetration

What do people think about our brand? (overall rating)
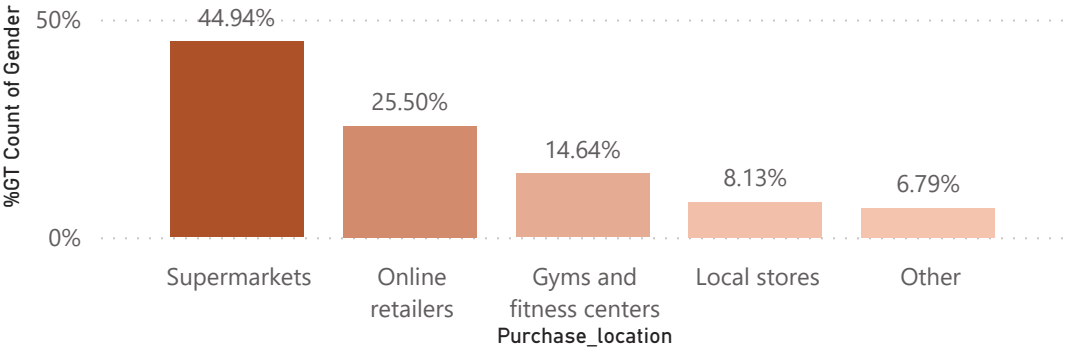
3.27

Overall Rating of CodeX

Which cities do we need to focus more on?

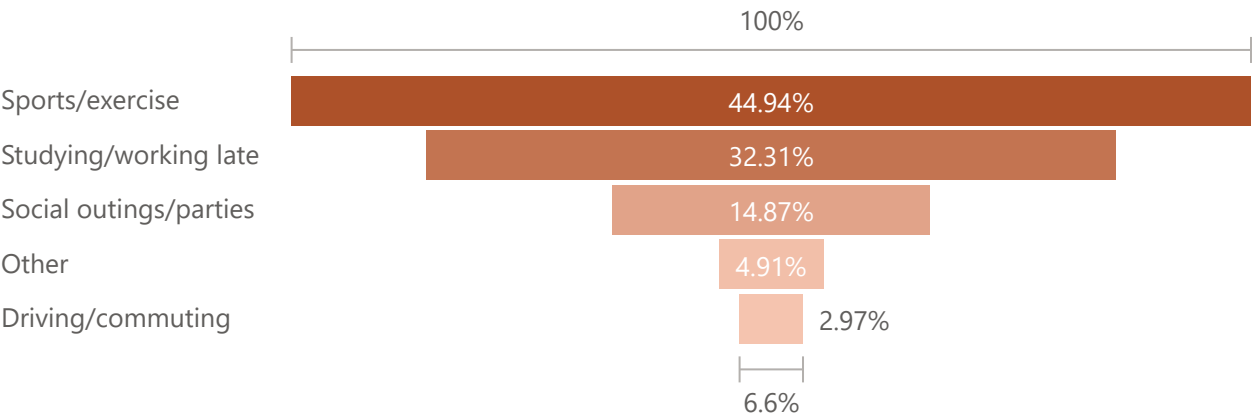| City	Negative	Neutral	Positive	Total
Bangalore	24.42%	31.58%	29.22%	**29.80%**
Hyderabad	16.86%	19.19%	18.26%	**18.57%**
Mumbai	13.37%	15.45%	19.18%	**15.92%**
Chennai	7.56%	10.02%	9.13%	**9.39%**
Pune	14.53%	8.66%	7.31%	**9.39%**
Kolkata	3.49%	5.94%	3.20%	**4.90%**
Ahmedabad	11.05%	3.23%	3.20%	**4.59%**
Delhi	4.65%	3.40%	5.48%	**4.08%**
Jaipur	2.91%	2.21%	4.57%	**2.86%**
Lucknow	1.16%	0.34%	0.46%	**0.51%**
Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Bangalore is a huge part of the consumer base. Most customers come from there and hence it is natural that most negative responses are from Bangalore. Other cities we need to focus on are Hyderabad, Mumbai, Pune, Ahmedabad and Chennai.
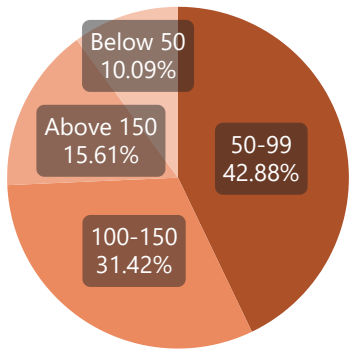
Purchase Behavior

Where do respondents prefer to purchase energy drinks?

- Supermarkets: 44.94%
- Online retailers: 25.50%
- Gyms and fitness centers: 14.64%
- Local stores: 8.13%
- Other: 6.79%

%GT Count of Gender / Purchase_location

Price Preference

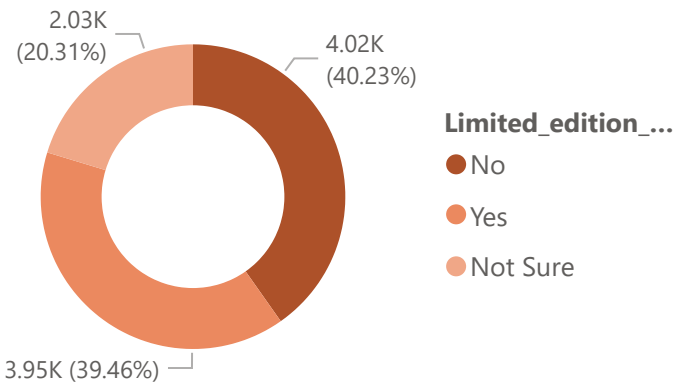

- Below 50: 10.09%
- Above 150: 15.61%
- 50-99: 42.88%
- 100-150: 31.42%

Price range affects the respondent's purchase decision. Most respondents, around 41% prefer their drinks to be priced at 50-99 rupees. While other 31% prefer it to be priced at 100-150 rupees. These categories are in the majority.

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

100%

- Sports/exercise: 44.94%
- Studying/working late: 32.31%
- Social outings/parties: 14.87%
- Other: 4.91%
- Driving/commuting: 2.97%

6.6%

Limited edition packaging

- 2.03K (20.31%)
- 4.02K (40.23%)
- 3.95K (39.46%)

Limited_edition_...
- ● No
- ● Yes
- ● Not Sure
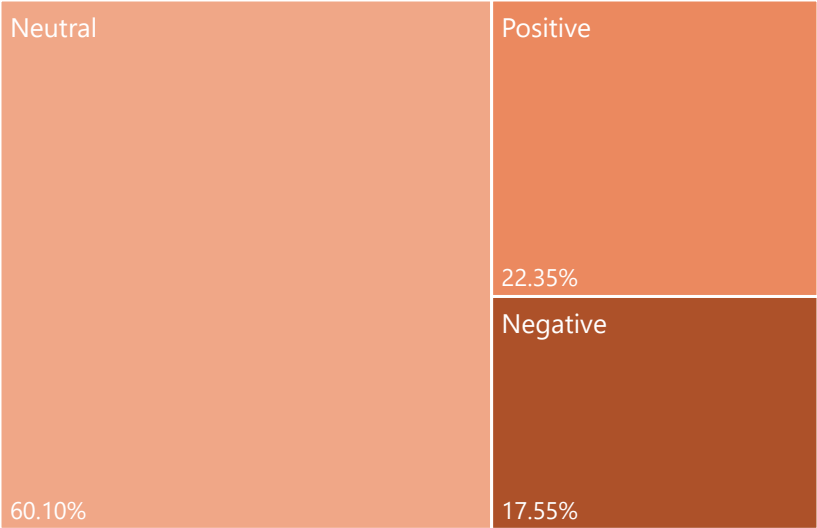
According to 40% of the respondents a change in packaging is not necessary. But the other 39% majority has opposite views.

Product Development

Brand Perception

Neutral	Positive
60.10%	22.35%
	Negative
	17.55%

In terms of branding, we can see that a positive response rate constitutes of only 22% of these responses about brand perception.

Branding is one of the major areas that the company should focus on.

Availability and Other Factors

City	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference	Total
Bangalore	36.41%	23.94%	28.41%	33.33%	29.12%	**29.80**
Hyderabad	17.95%	15.06%	18.18%	26.79%	17.03%	**18.57**
Mumbai	10.26%	19.31%	17.61%	8.93%	21.98%	**15.92**
Chennai	11.79%	11.97%	7.39%	8.93%	5.49%	**9.39**
Pune	10.77%	11.20%	5.68%	8.93%	9.34%	**9.39**
Kolkata	4.62%	6.18%	5.11%	5.36%	2.75%	**4.90**
Ahmedabad	1.54%	4.63%	7.39%	2.38%	7.14%	**4.59**
Delhi	3.59%	5.02%	5.11%	2.38%	3.85%	**4.08**
Jaipur	2.05%	2.70%	4.55%	2.38%	2.75%	**2.86**
Lucknow	1.03%		0.57%	0.60%	0.55%	**0.51**
Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00**

As we saw in the previous visualizations, taste preference came out to be an average rate of 3.3. It is neither good nor bad. The company should focus more on using natural or organic ingredients.

Availability of these drinks in cities like Lucknow, Jaipur, Delhi, Ahmedabad, and Kolkata can be increased.

# What immediate improvements can we bring to the product?

As we saw earlier the availability in tier 2 cities and some tier one cities is comparatively less than other factors.
So availability in different parts of India can be increased.

And more people are also concerned about their health. So the use of more natural and organic ingredients can improve the brand perception.

Count of Health_concerns by Health_concerns

What should be the ideal price range?
As can be seen from the table. the ideal price range is 50-150.
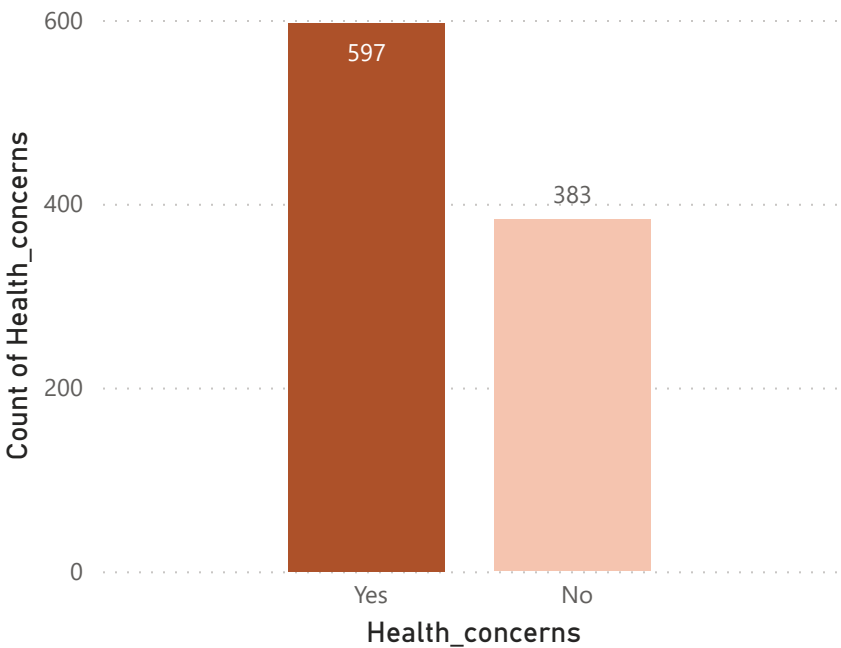
City	100-150	50-99	Above 150	Below 50	Total
Bangalore	93	117	54	28	**292**
Hyderabad	51	85	29	17	**182**
Mumbai	49	66	28	13	**156**
Chennai	30	38	13	11	**92**
Pune	34	35	12	11	**92**
Kolkata	15	28	3	2	**48**
Ahmedabad	11	16	10	8	**45**
Delhi	22	10	4	4	**40**
Jaipur	7	11	6	4	**28**
Lucknow	1	4			**5**
Total	**313**	**410**	**159**	**98**	**980**

What kind of marketing campaigns offers and discounts can we run?

Giving away packs of drinks at a discounted price especially during festivals and holidays can generate a positive response rate.

Also, marketing campaigns that can be ran can include-social media marketing, sponsoring products through influencers, online retailing, etc. This is because most of the consumers got to know about the brand through Online sources.

Who should be our target audience, and why?

Your target audience should be males between the ages of 15 and 30.

This is because almost 60% of your respondents were male.

Who can be a brand ambassador, and why?

An ideal brand ambassador for CodeX would be a person involved in sports. A sports celebrity to be exact. This is because, as analysed earlier, most people purchase your beverage for sports or exercise. These people can include MS Dhoni, Neeraj Chopra,etc. If you want to expand your market to the female audience, you can have personalities like Mary Kom, PV Sindhu, Sania Mirza, etc as your embassador.