CodeX

Survey Data Analysis for the Food and Beverage Industry

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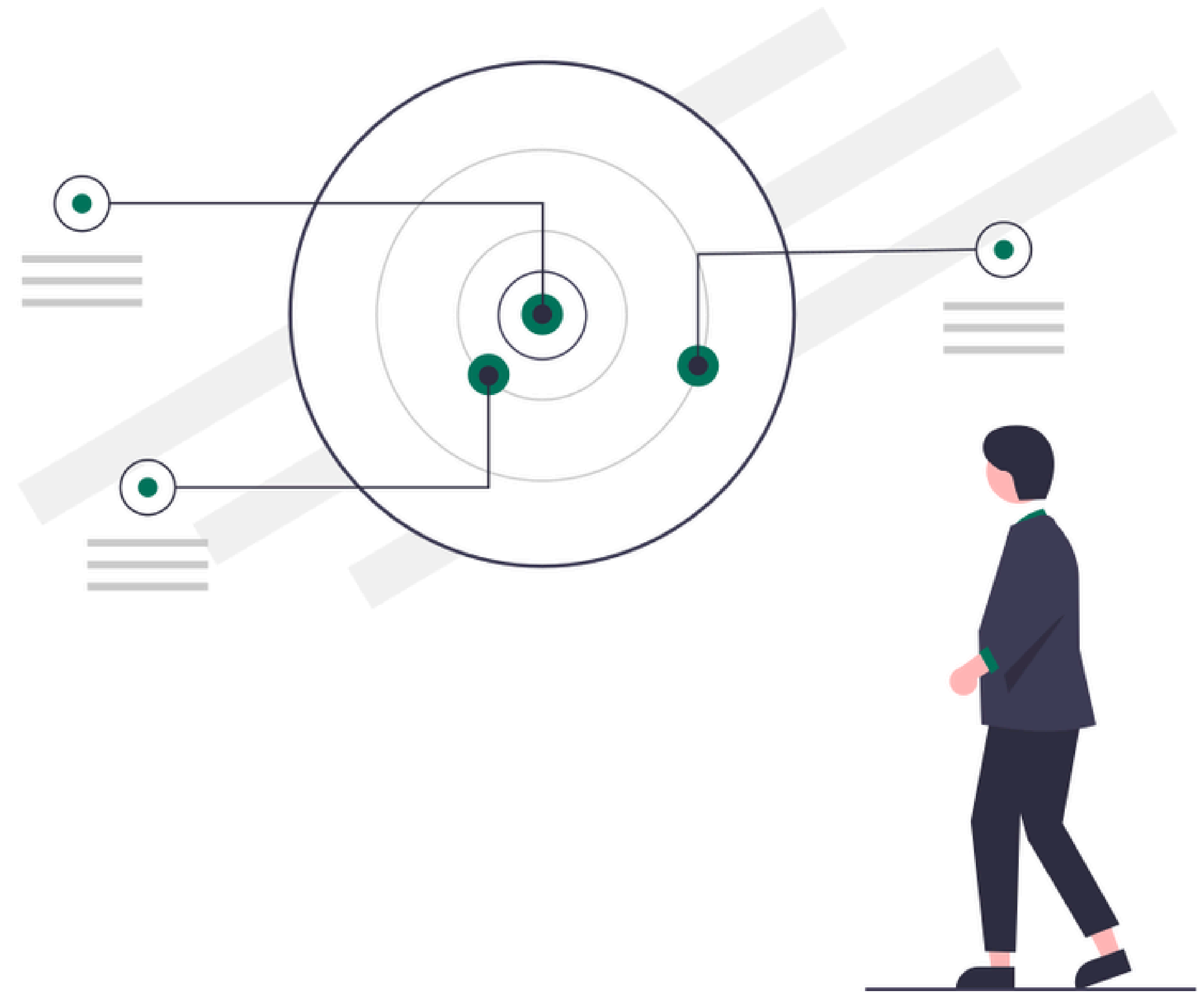
Problem Statement

We have conducted a survey regarding consumer behaviour, overall brand performance, and competition for the energy drink named CodeX. In this project, we have visualized key matrices based on the survey question and answers to analyze the overall market condition of the product and consumer behaviour to produce insights based on the data that will help the marketing team of the food and beverage industry to take informed business decisions for their products and grow their business.

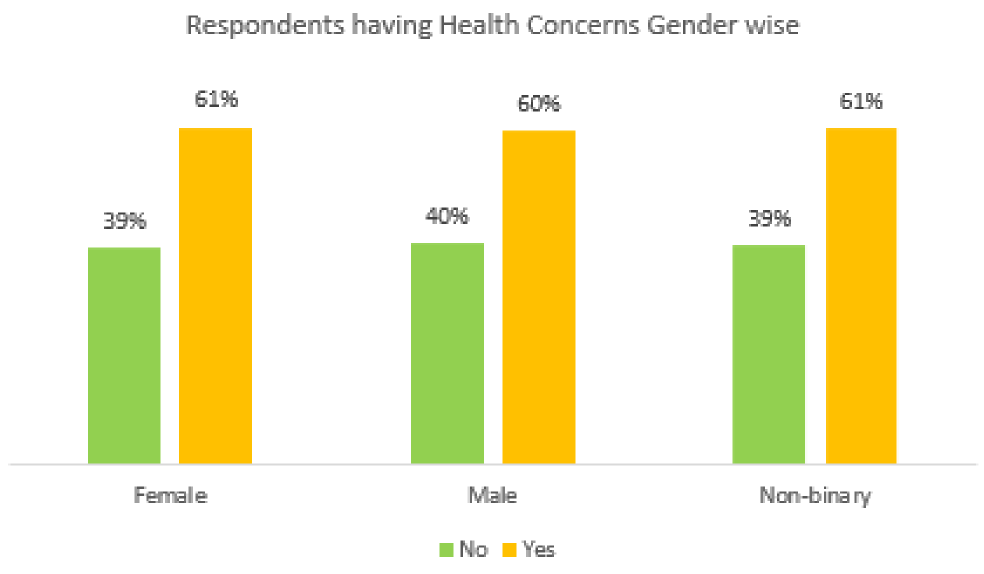
Task

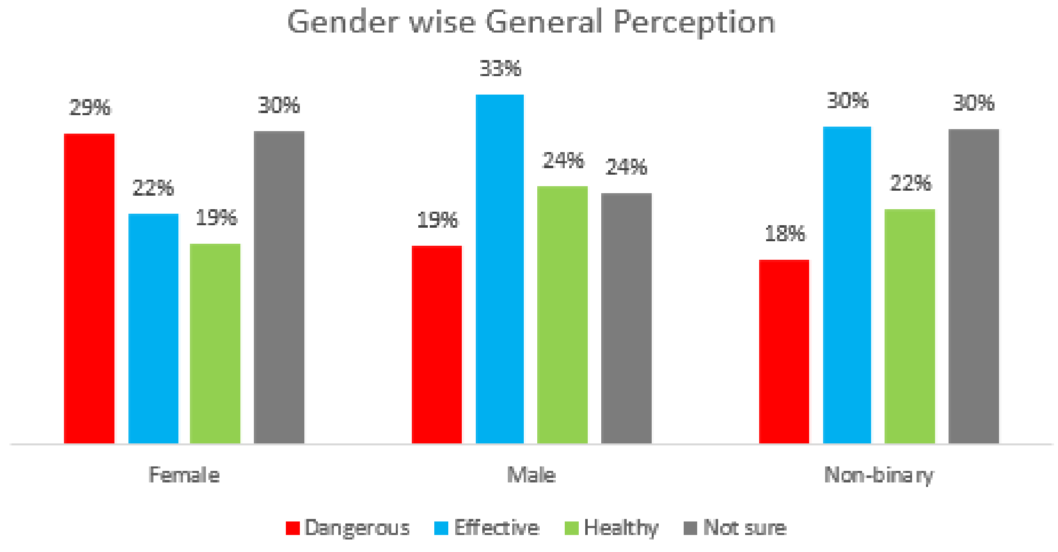
Our task is to analyze the data collected based on the survey questions and answers and get insights from it to help the food and beverage industry make informed business decisions for their products and grow their business.

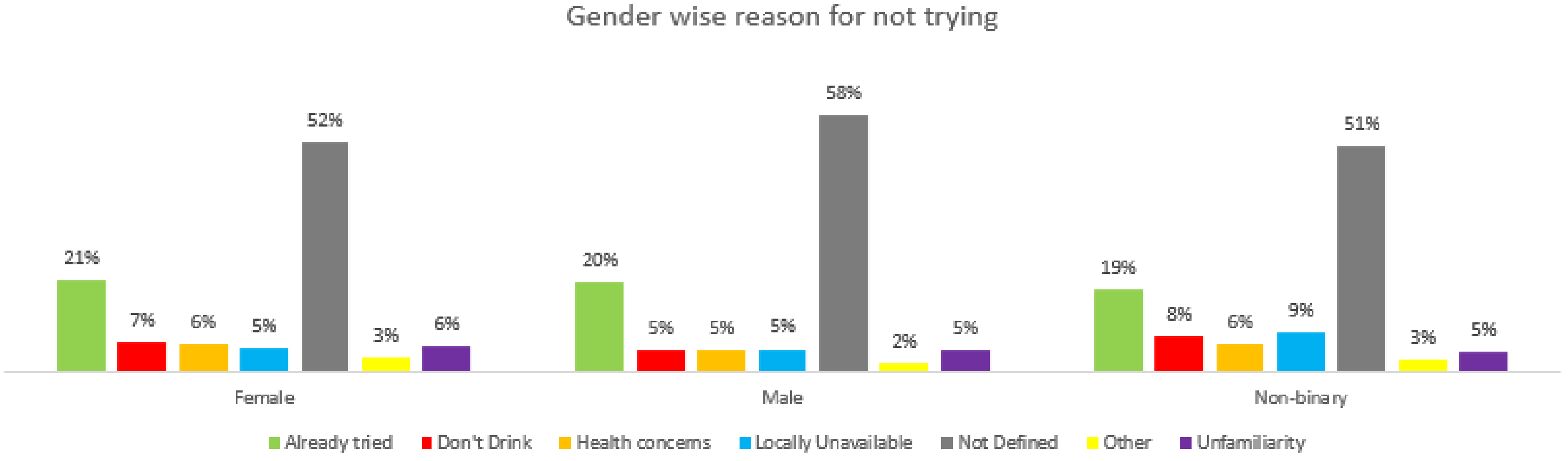


Insights

No clear difference is visible in terms of having health concerns and reason for not trying the drink gender-wise. So from perception point of view, we have seen that the percentage of male and non-binary respondents who think that energy drinks are healthy/effective is more than those who think it is dangerous, however the same is opposite for the female respondents, so after comparing the difference between male and non-binary we can conclude that **Male prefer energy drink more**

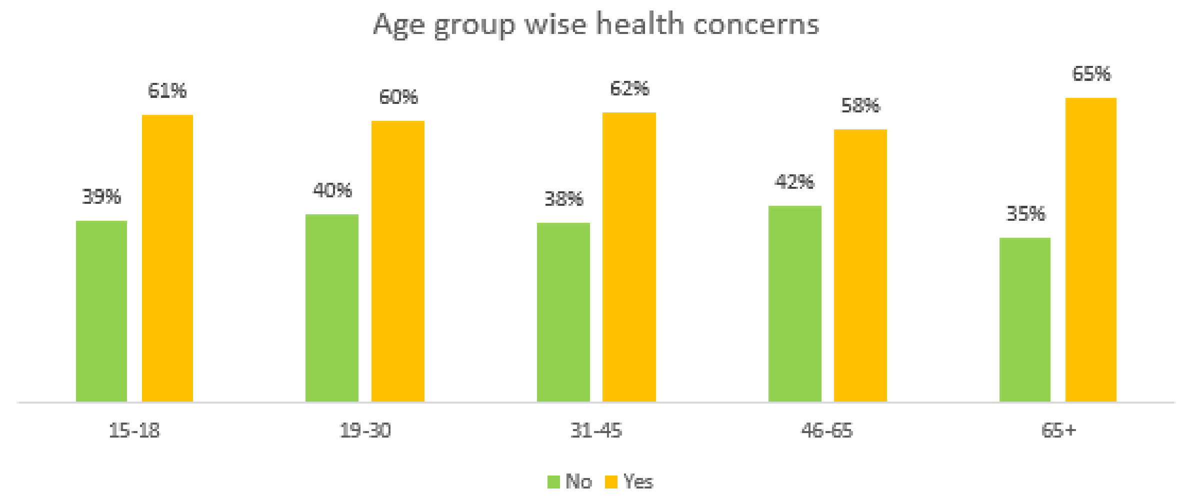


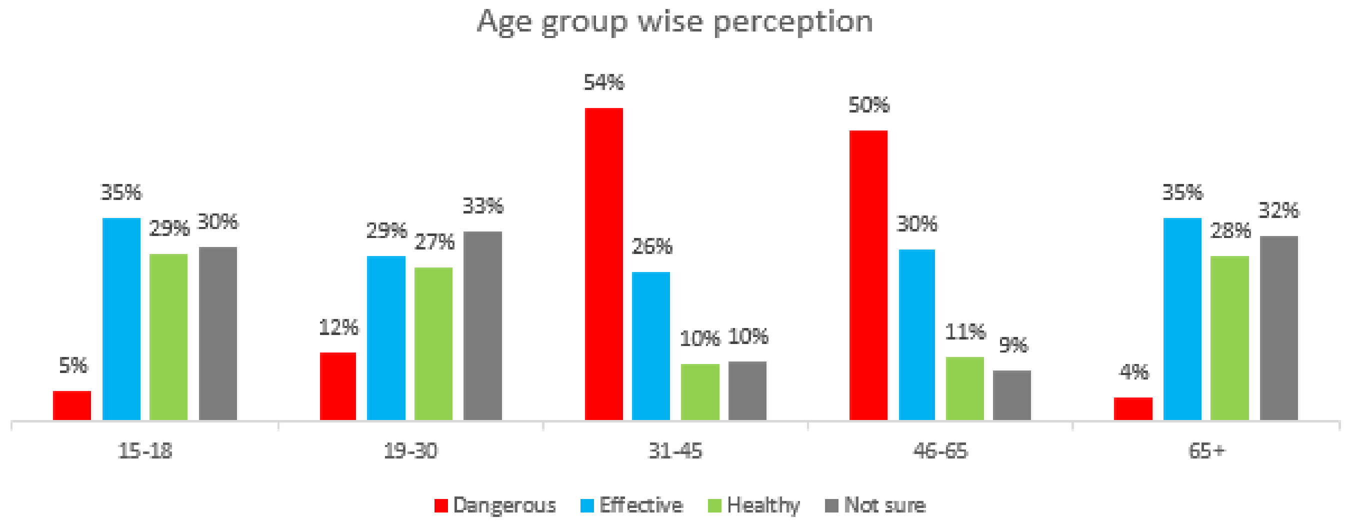


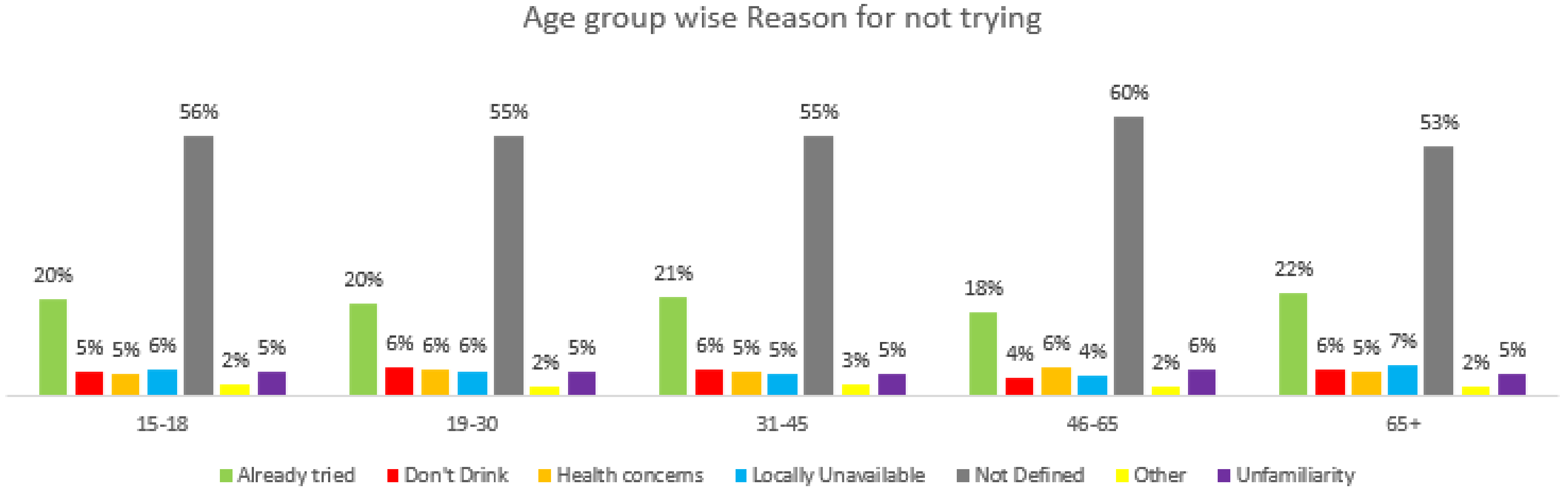


Insights

We have observed that 54% of respondents of age group 31-45 and 50% of age group 46-65 think that energy drinks are dangerous while in all the other age groups (15 -18, 19 - 30, 65+) most of the respondents think that energy drinks are either healthy or effective. In terms of health concerns similar pattern is observed throughout all the age groups so no clear difference is visible. The same goes for the reason for not trying (also the majority of the respondents abstained from answering). **People of the age group 15-18, 19-30 and 65+ prefer energy drink more**

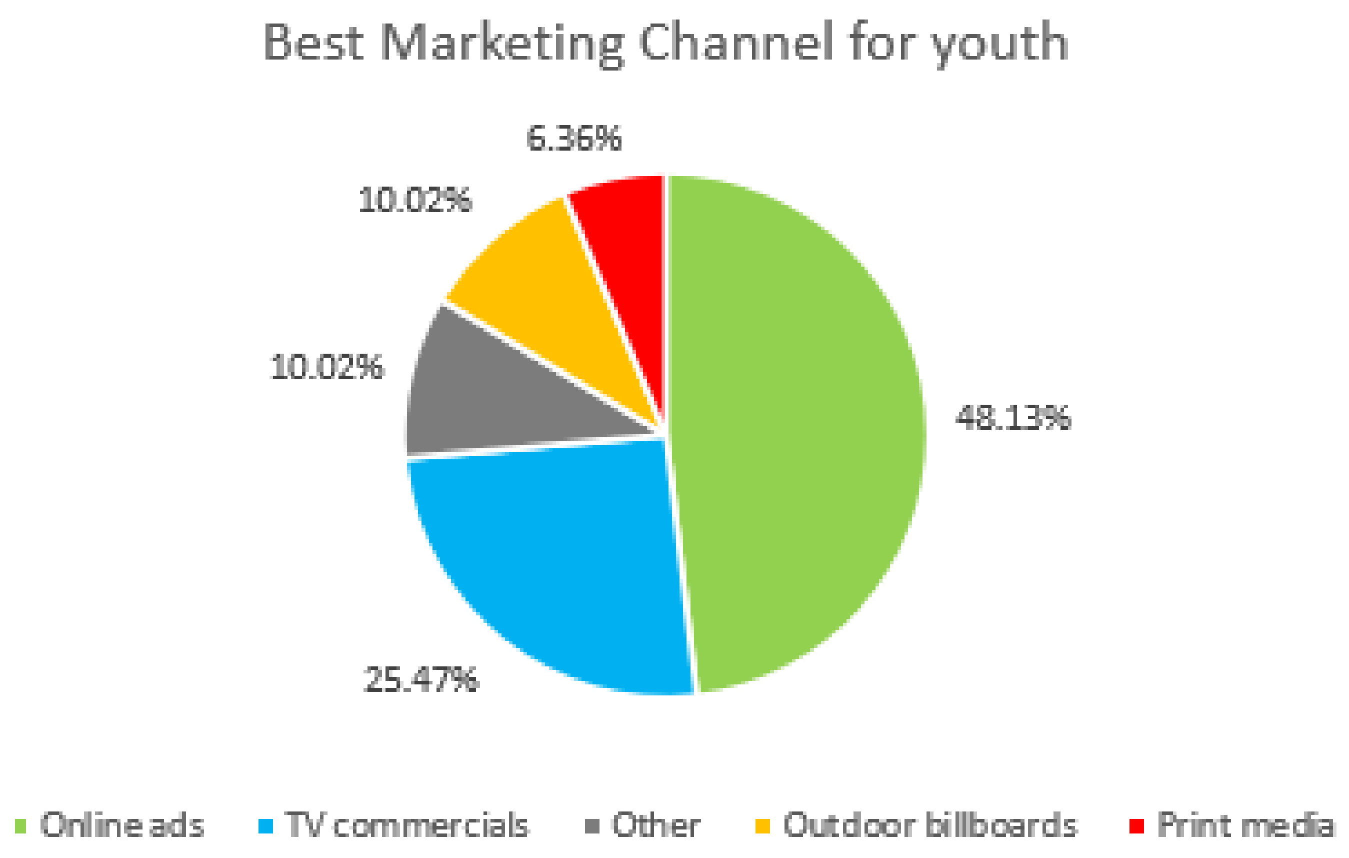






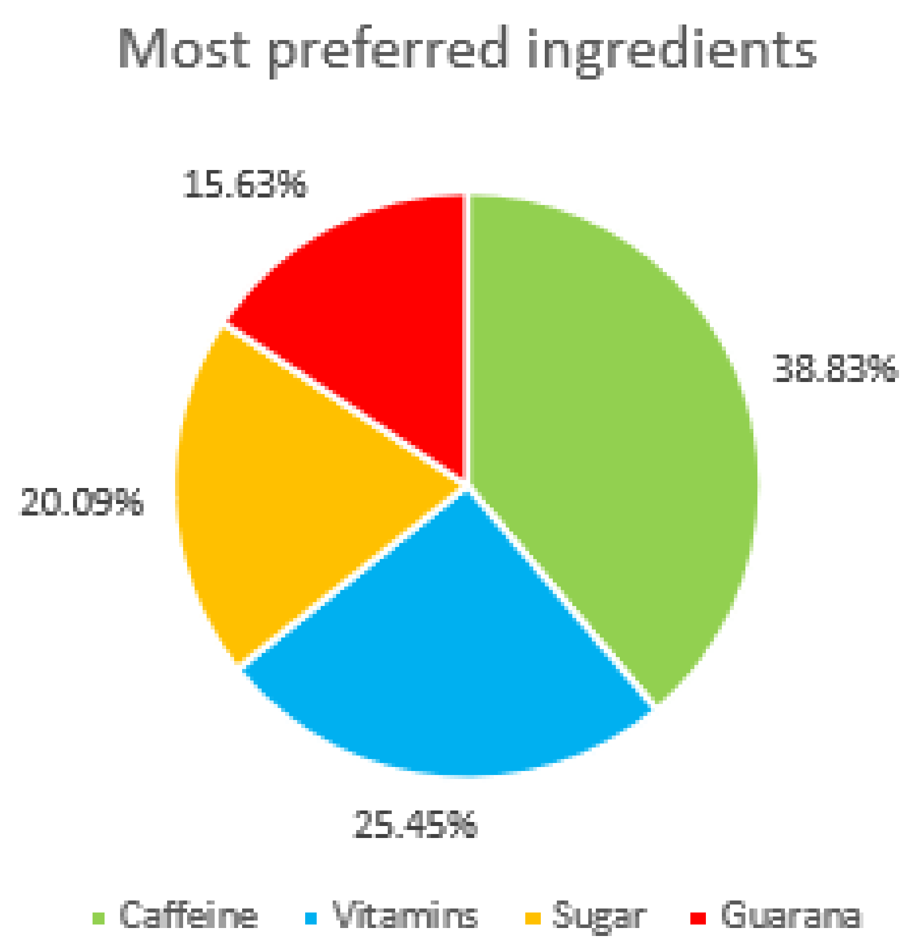
Insights

Online ads reaches the most youths (48.13%), followed by TV commercials which is 25.47%



Insights

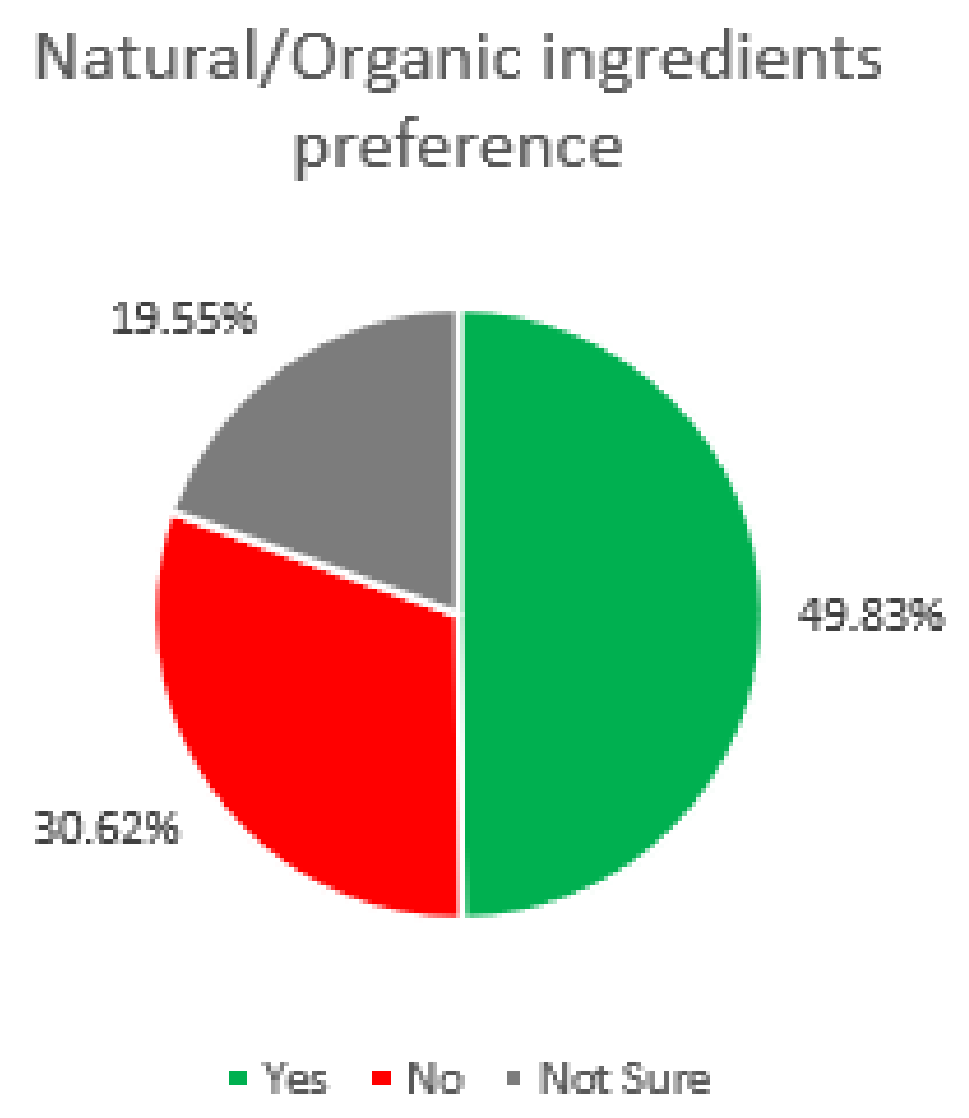
Caffeine is the highly preferred ingredient (39%) probably because it is one of the main ingredients that reduce fatigue. Next comes the Vitamins (25%), Sugar (20%), Guarana (16%). Interestingly we have observed that 20% of the respondents preferred sugar although it is unhealthy.



Answers from non-drinkers has been excluded.

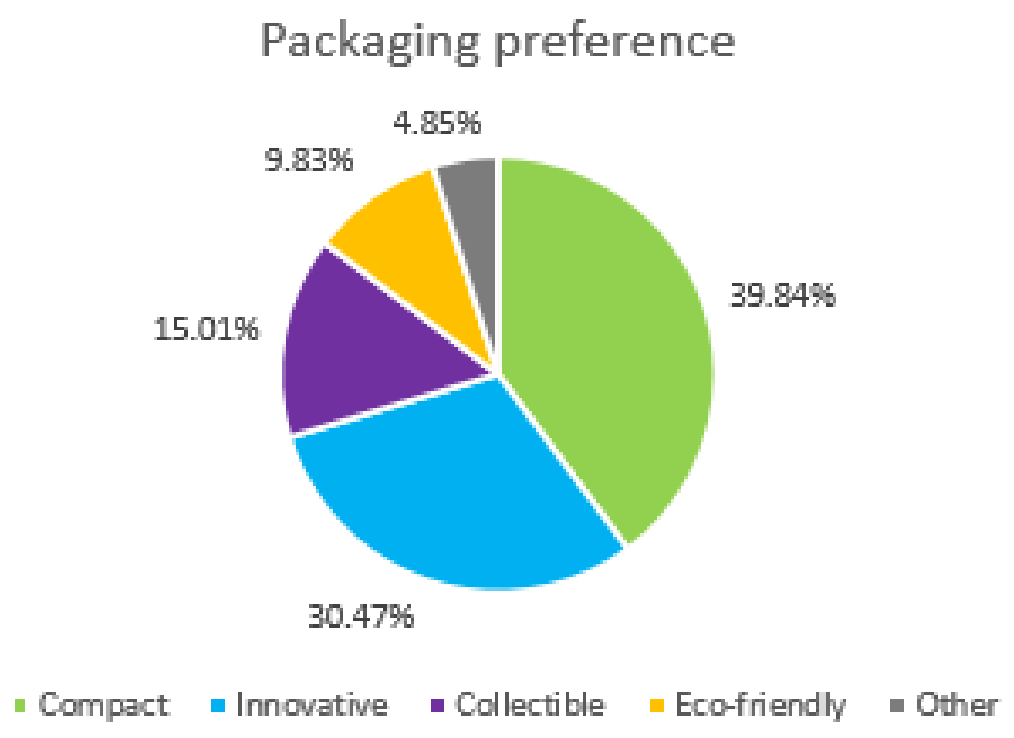
Insights

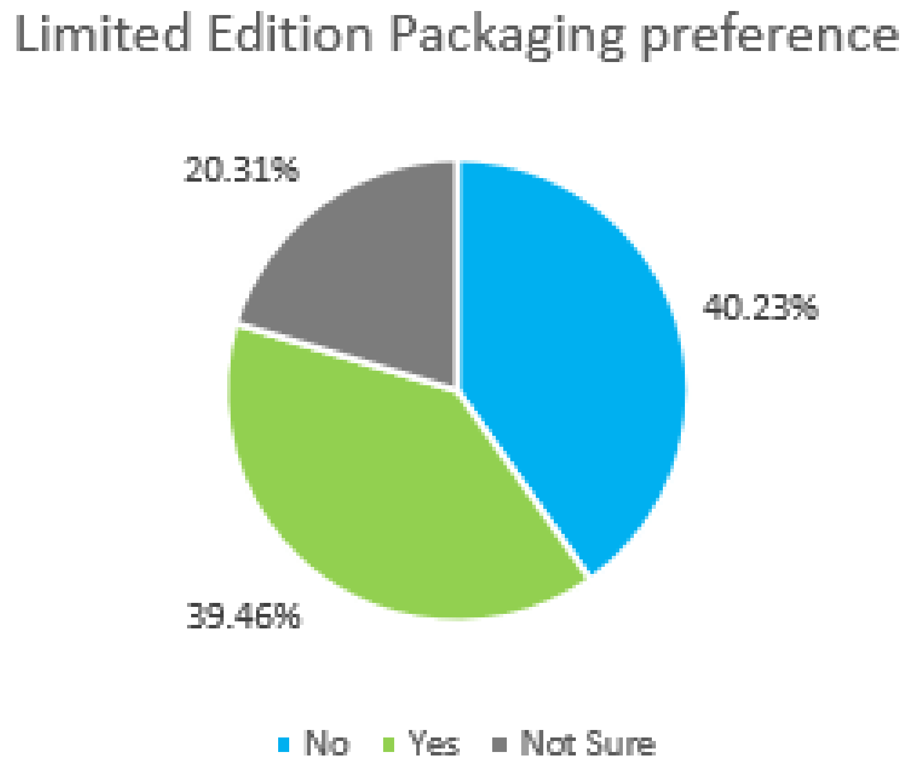
50% of the respondents prefer organic or natural ingredients in energy drinks.



Insights

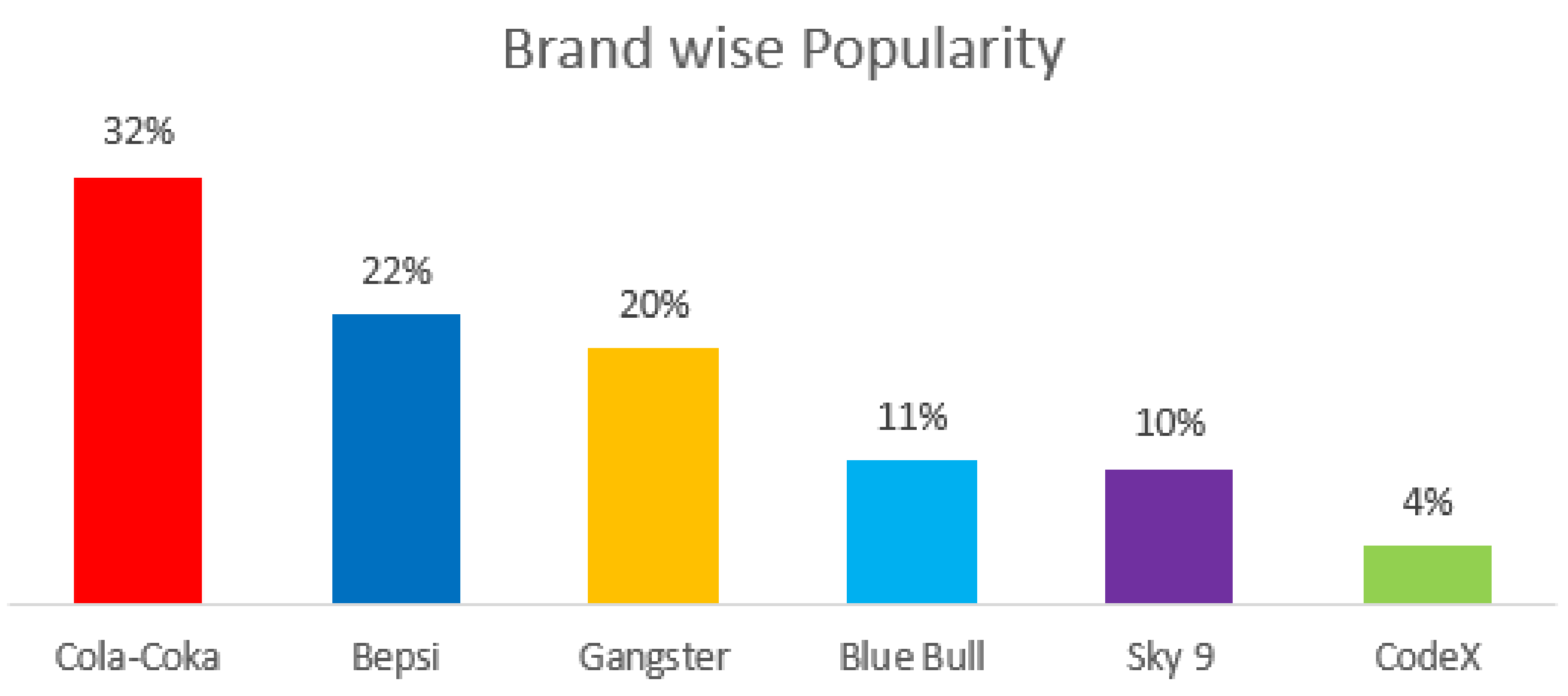
Most people want the package to be **compact** (40%), followed by innovative design (30%). Because the compact pack is easy to carry and hold. Equal number of respondents are interested and not interested in limited edition packaging





Insights

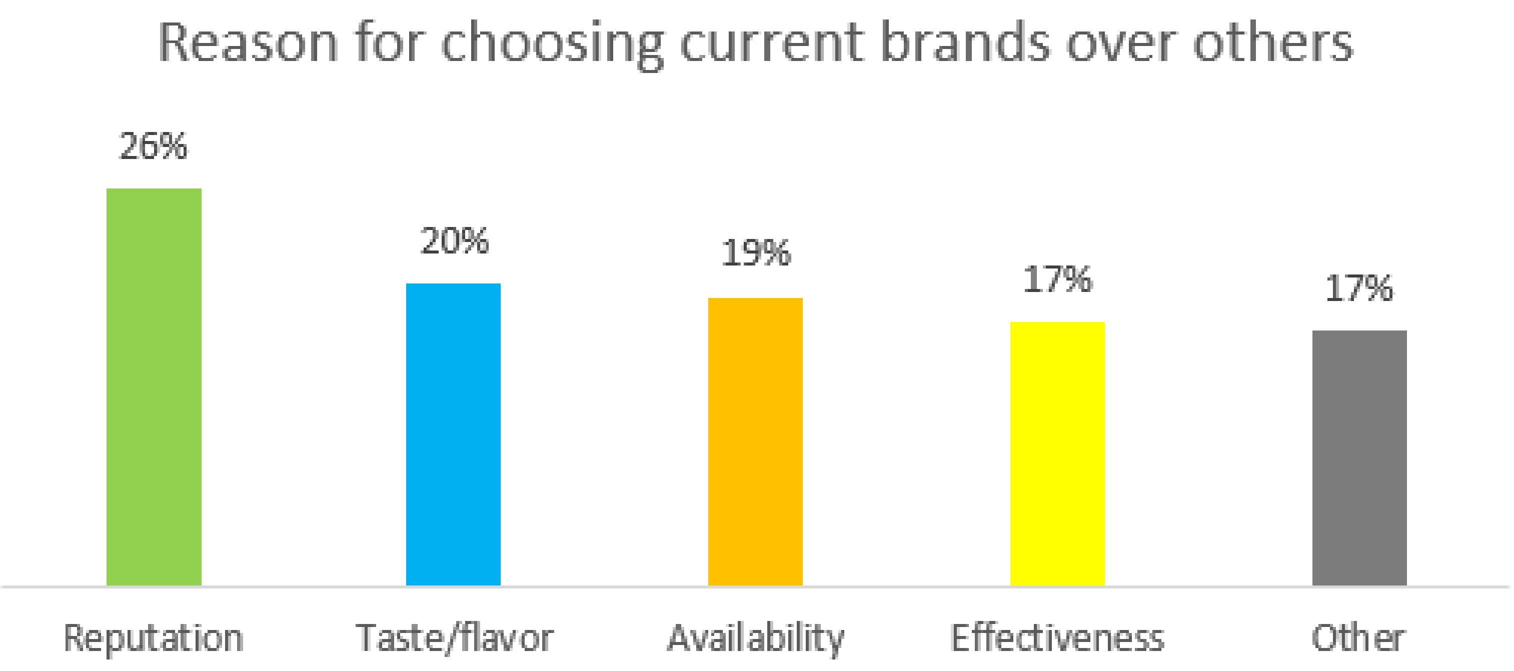
‘Cola-coka’, ‘Bepsi’, and ‘Gangster’ hold a significant amount of market shares. Where ‘**Cola-coka’** is the market leader. The position of Codex is at the bottom of the list which is alarming



Answers from non-drinkers has been excluded.

Insights

We have observed that every reason is playing a significant part. Where **Brand Reputation** comes on top, followed by taste or flavour, then availability and lastly effectiveness.



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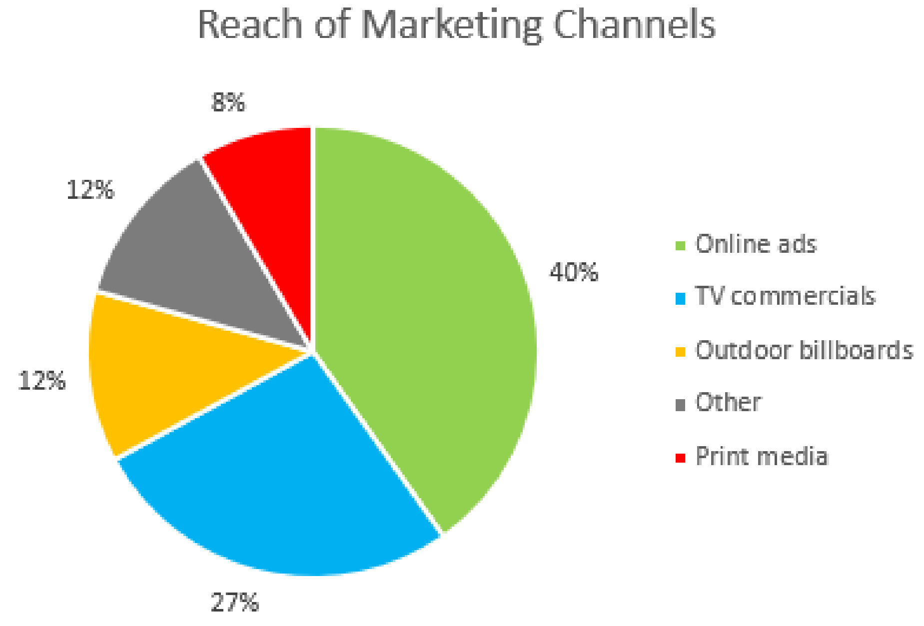
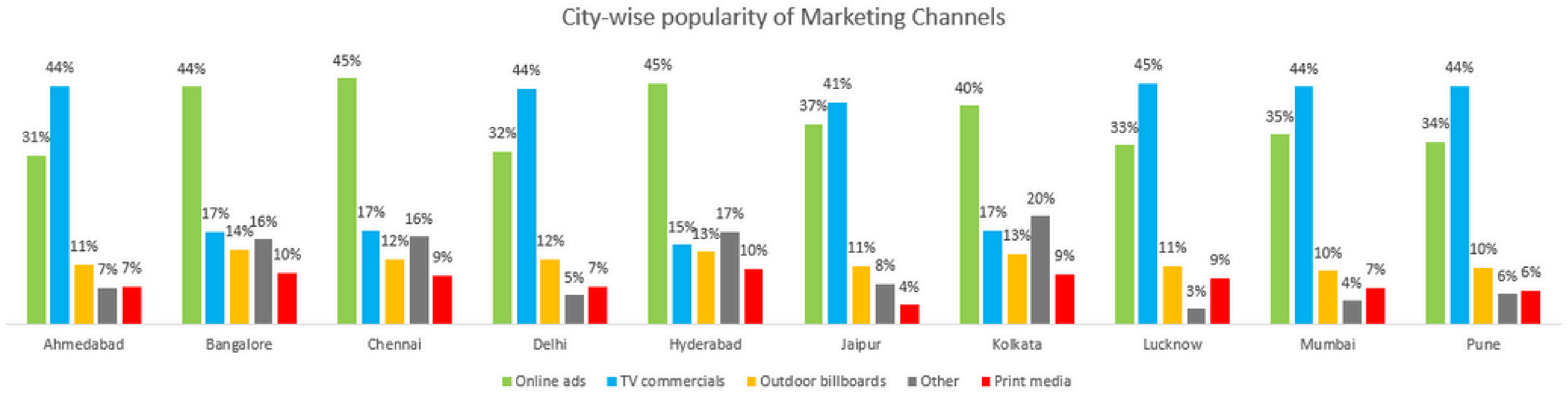
Insights

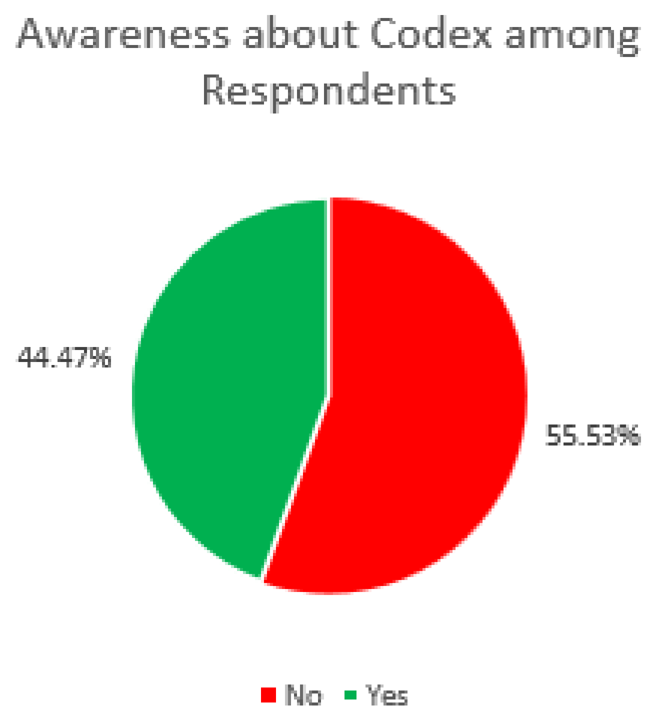


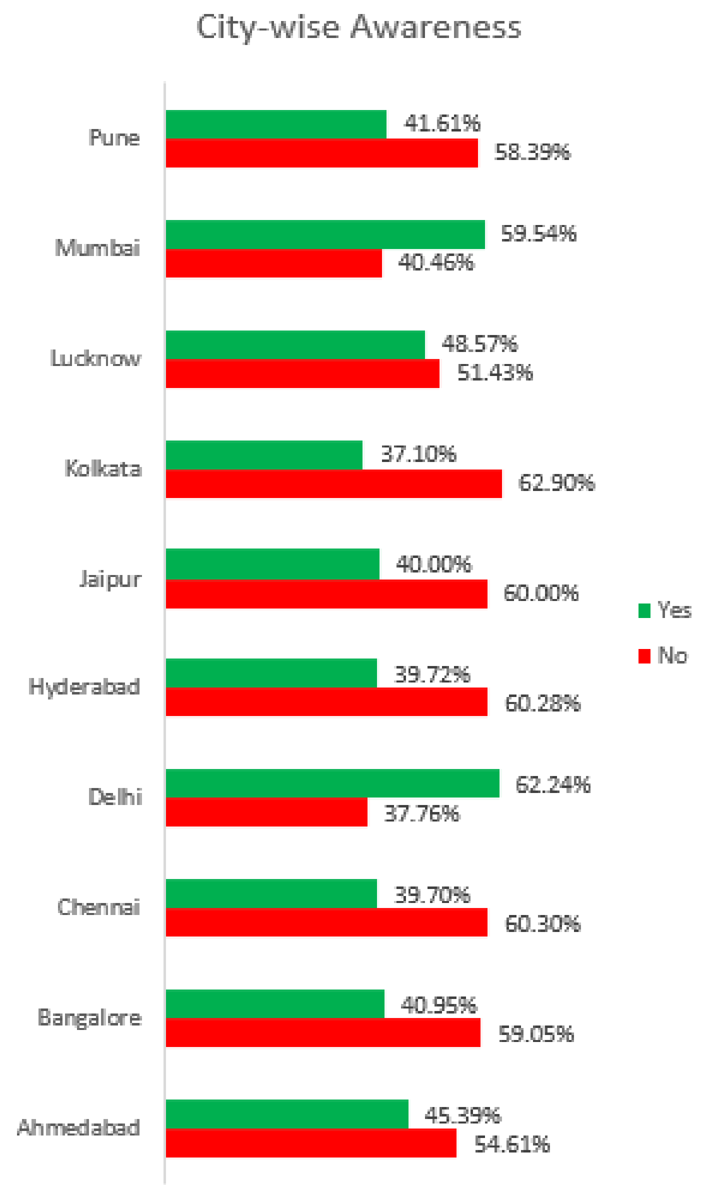
Overall the most efficient marketing channel is **Online ads.** However, after observing the city-wise situation, we have seen that in Ahmedabad, Delhi, Jaipur, Lucknow, Mumbai, and Pune TV commercials are more popular than online ads whereas in Bangalore, Chennai, Hyderabad, and Kolkata online ads take the top spot. So **TV commercials** and **Online ads** both are top marketing channels



Insights

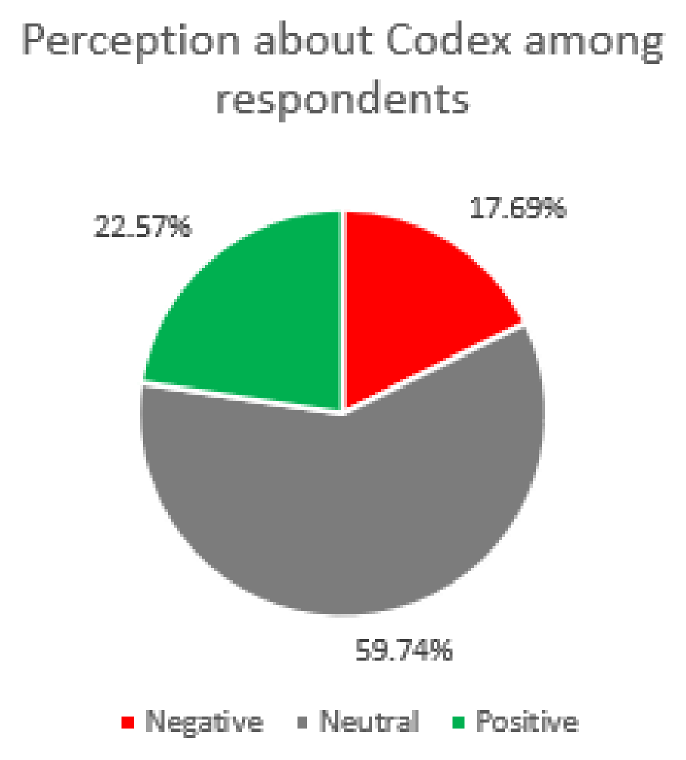
Brand awareness is below 50% which is a negative thing. After doing the city-wise breakdown we have observed that only in **Mumbai** and **Delhi** more people know about Codex than those who don't know

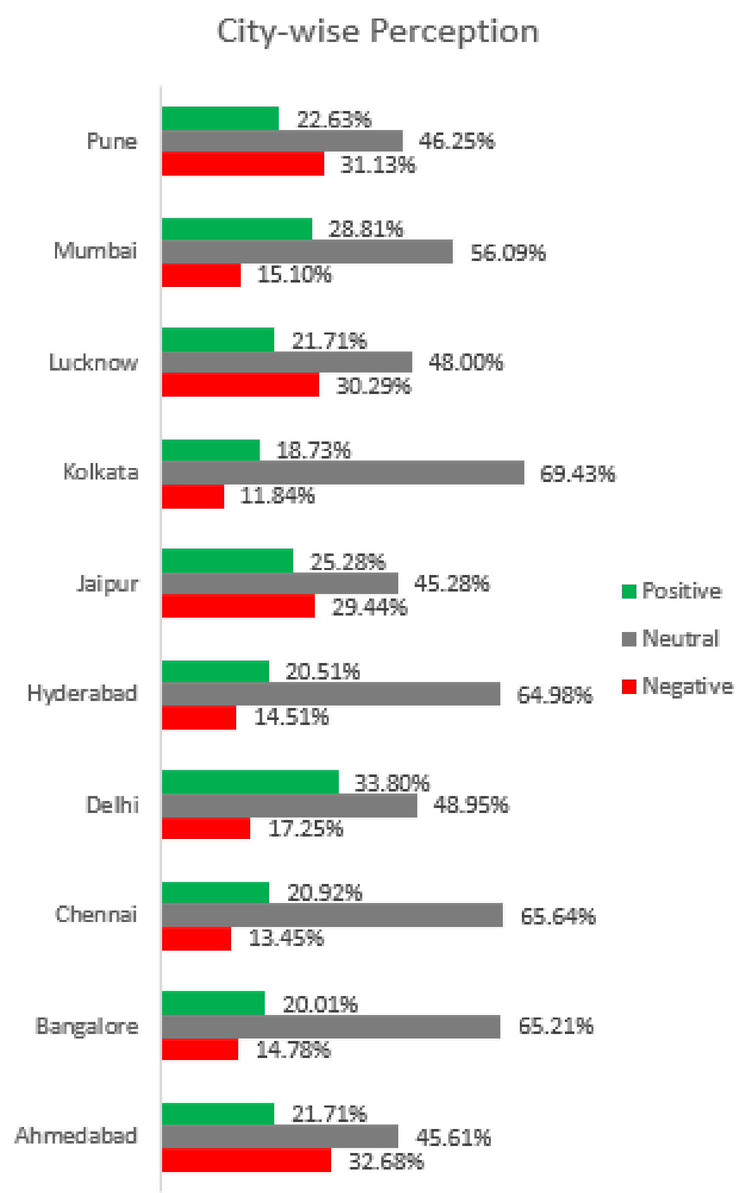




Insights

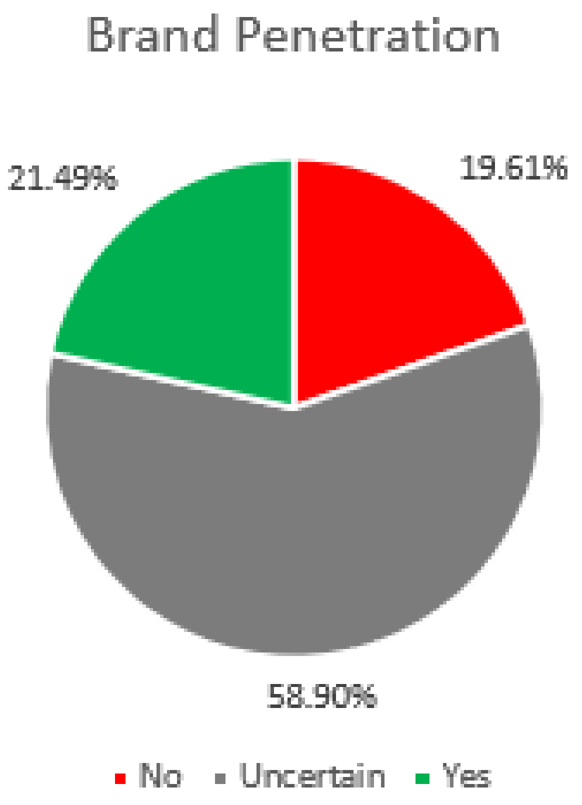
Approx 60% of the respondents do not have any specific perception whereas 22.57% have positive and 17.69% have negative perception. In Pune, Lucknow, Jaipur, and Ahmedabad people have more negative perceptions than positive.

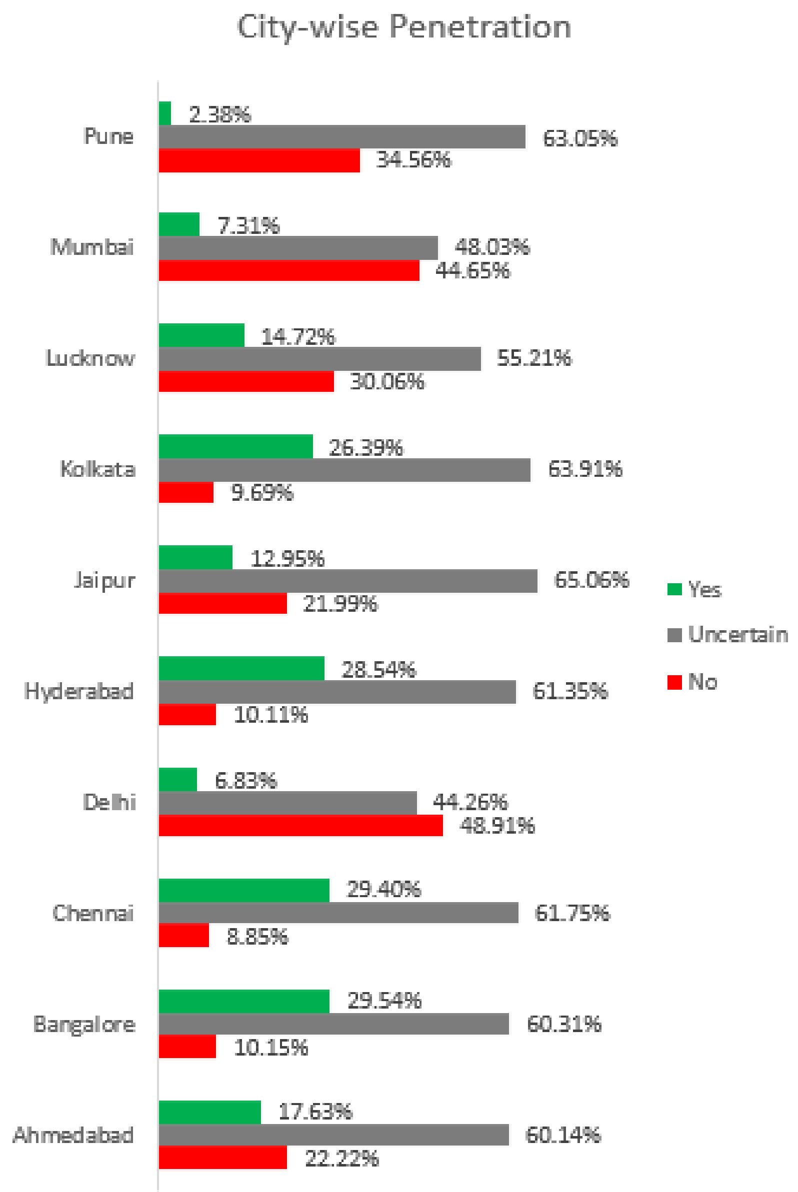




Insights

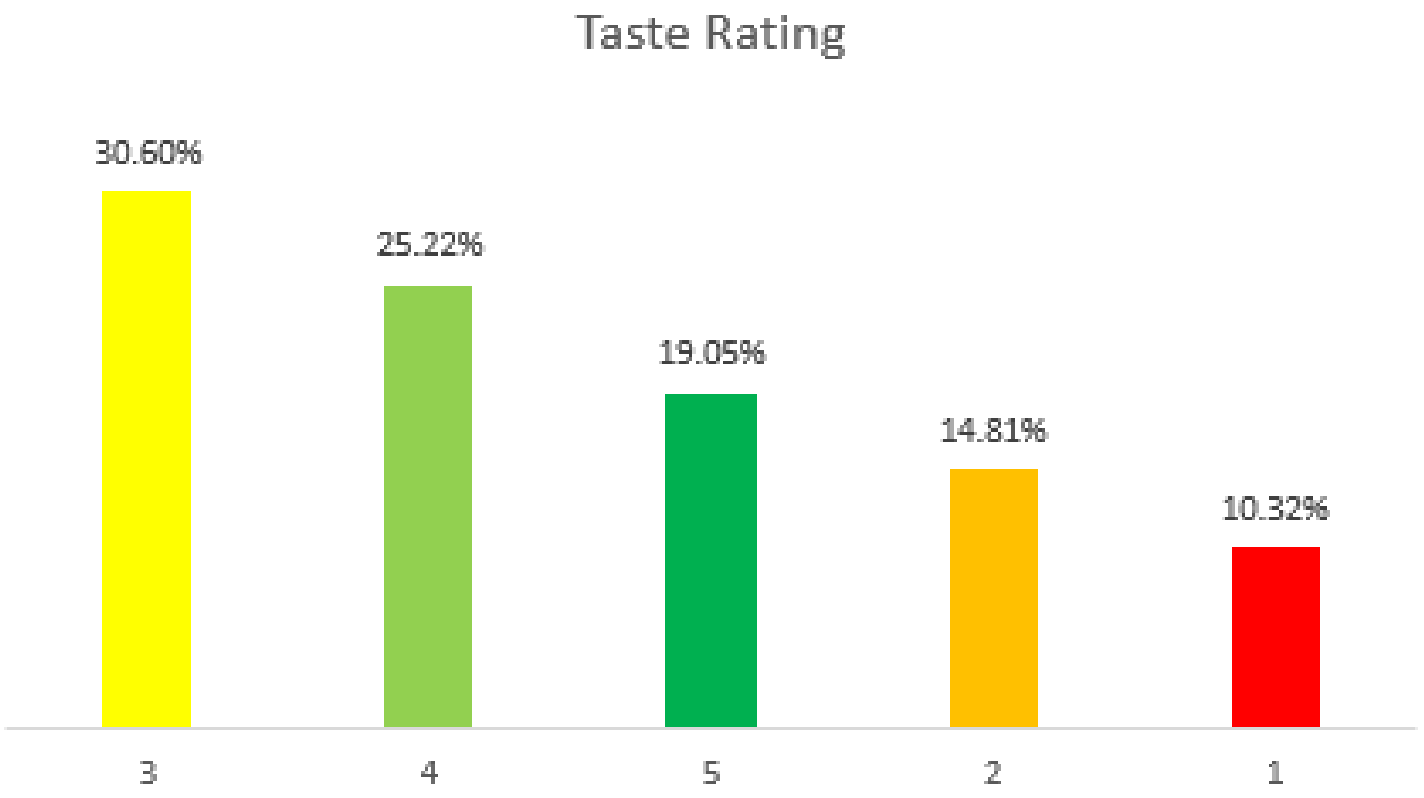
58.90% of Respondents can't recall if they have tried the Codex energy drink or not. Only 21.49% of respondents have said that they tried, whereas 19.61% said they didn't. In Pune, Mumbai, and Delhi the brand penetration is very bad, whereas in Kolkata, Hyderabad, Chennai, and Bangalore the penetration is relatively better than in other cities.





Insights

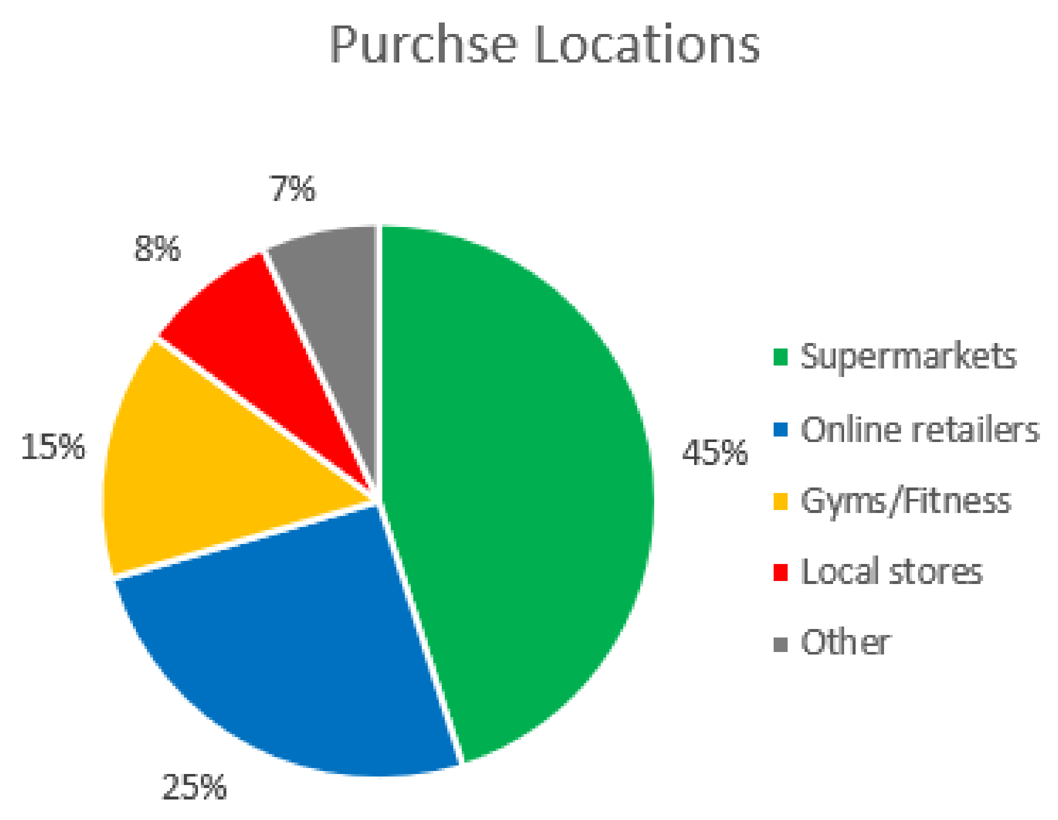
People mostly rate either 3 or 4 where 30.60% of respondents rated 3 and 25.22% of respondents rated 4. Only 19.05% have rated 5. So we can say **the overall rating is between 3 to 4.**



Answers from non-drinkers has been excluded.

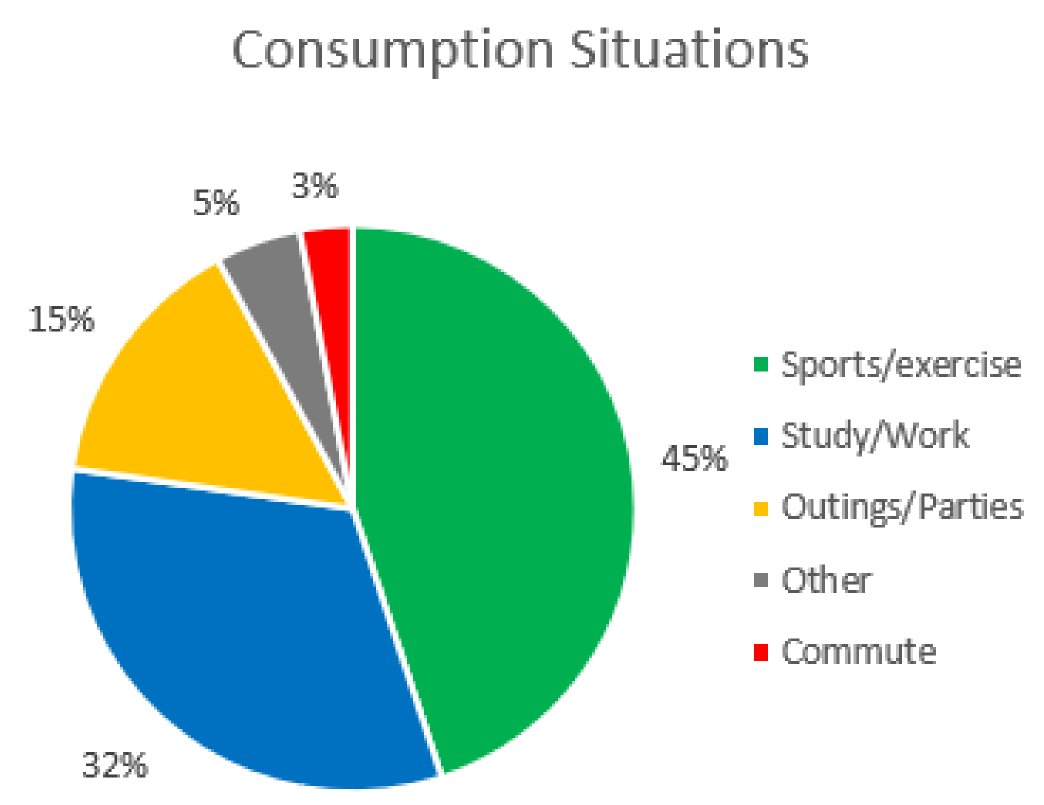
Insights

Supermarkets are the most common place (45%) to buy energy drinks followed by online retailers (25%).



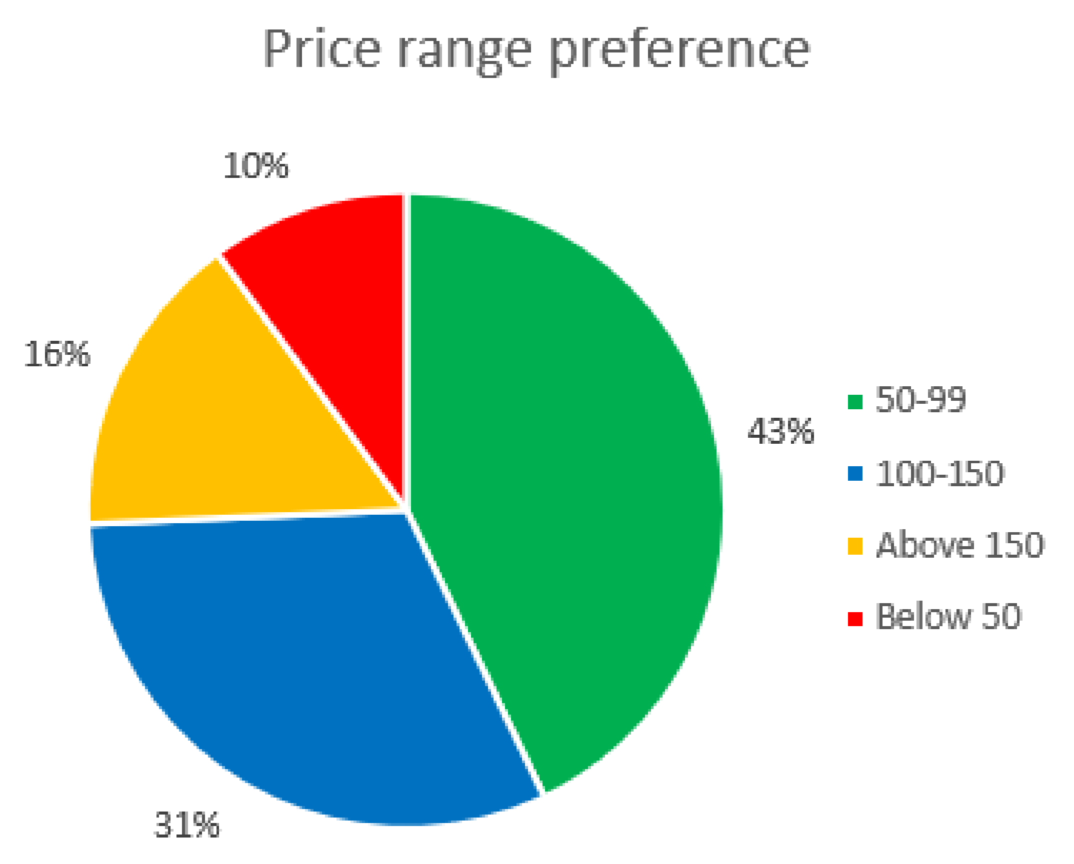
Insights

45% of the respondents consume energy for sport or **exercise-related** purposes whereas 32% consume it to maintain energy for late work or study-related activities



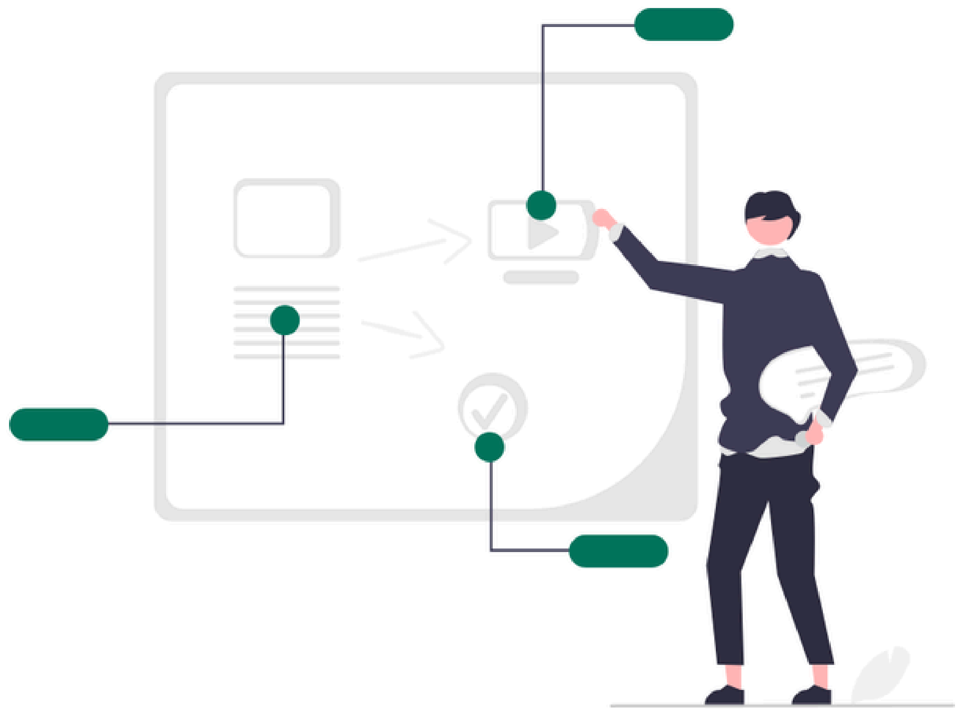
Insights

The most preferred price range is between **50 to 99 rupees** (43%) followed by 100 to 150 rupees (31%).



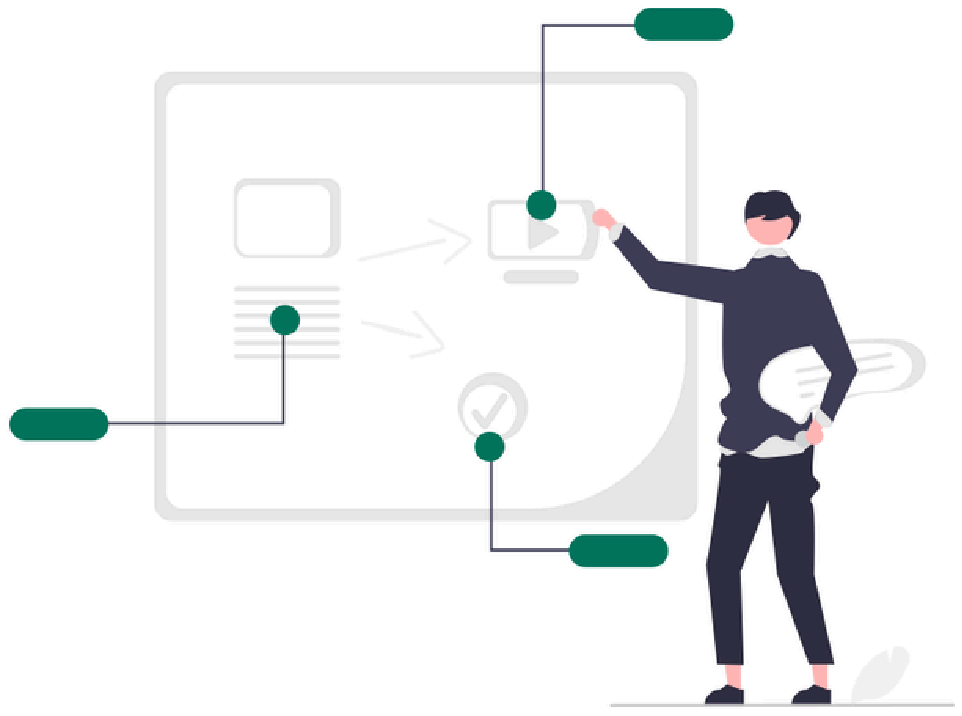
Recommendations

- Codex has to increase the budget for marketing such as focusing and allocating more money on online ads and TV commercials and focusing less on print media and billboards.
- Codex can sponsor a few state-wise sports events and even sponsor a few teams to boost brand visibility for the states where the awareness and penetration are low. For example in cities like Delhi and Mumbai, more people know about the brand but the number of people who tried it is very low. So they need to focus more on these cities.
- We can approach a few athletes who recently won any state-wise sports event or someone who is currently in the spotlight for their achievements for the advertisement to increase overall brand value/reputation and make a good initial impression.
- We have to pay attention to the improvement of taste. As we have observed the rating is average. We have to make the average rating close to 4+. We can launch the products in different flavors to attract customers with different taste choices as taste also plays a crucial role in brand preference.
- They have to increase stocks for supermarkets and online retailers to make sure the stock doesn't run out.



Recommendations

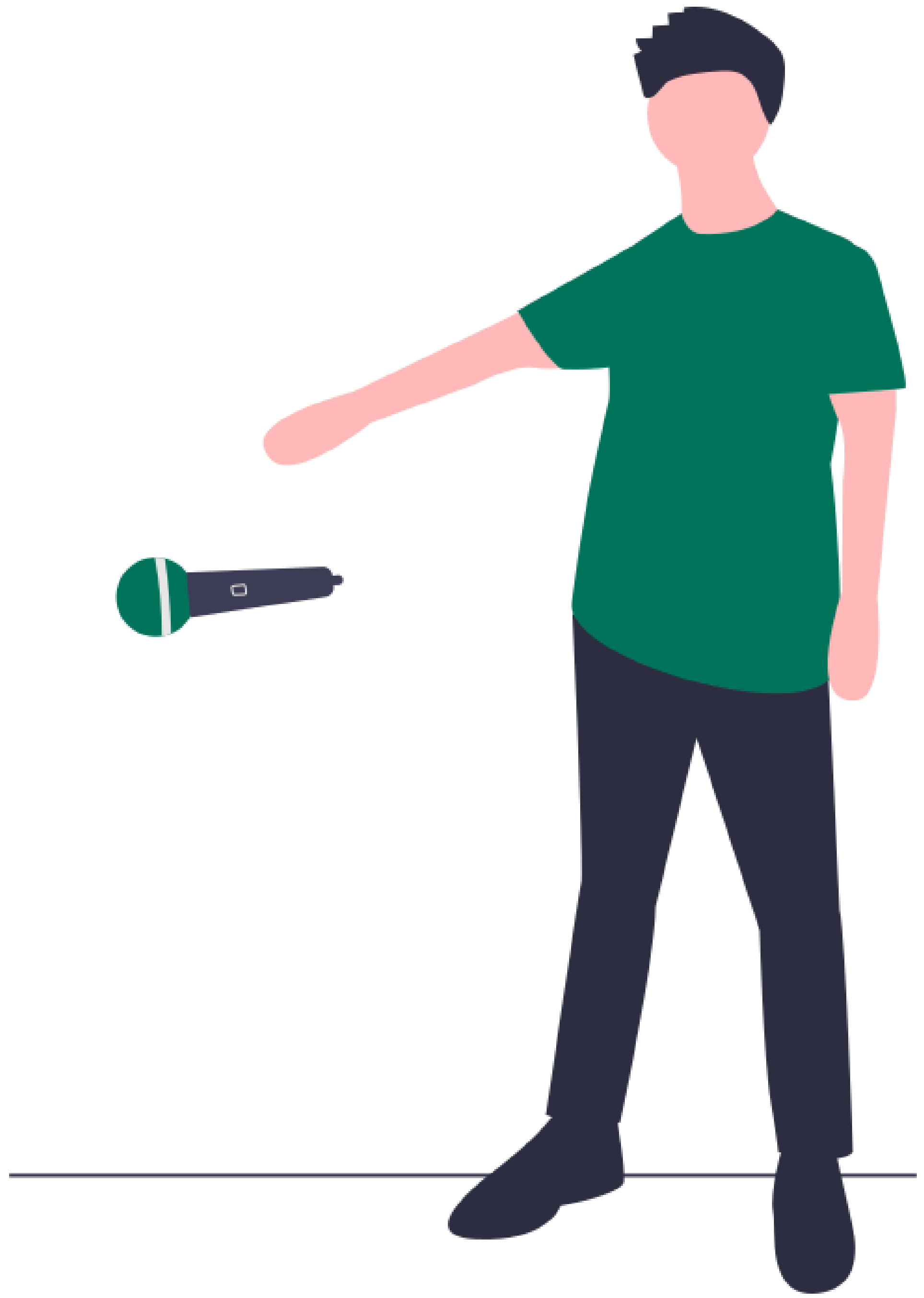
- From the insights, we observed that most people are keen on attractive, innovative packages or compact and portable cans. Combining these 2 approaches will have the potential to attract a significant amount of customer base.
- Codex can launch products with different quantities from rupees 50-150. We can also run discounts on bigger products and can even run combo offers to introduce lower quantity products as well.
- They can also highlight caffeine as a main ingredient to target the customers who use energy drinks for overtime work and late-night studies. Our main focus should be athletes and overtime workers and students who study late and between the ages of 18-30.
- They can include natural or organic ingredients to attract non-drinkers or respondents who have health concerns and dangerous perceptions about energy drinks.



Limitation and Conclusion

Few most important questions are skipped by the respondents which could have been useful to get a more proper picture of the situation.

We hope this thorough analysis of the survey data will help Codex organize the business more accurately and help them to grow more.



Thank you