**Survey Data Analysis for the marketing team of Food and Beverage Industry**

**Overview:**

We have conducted a survey regarding customer behaviour, product and brand performance for the product, an energy drink named CodeX (imaginary) of a Food and Beverage Industry. And we have visualised some key matrices based on the survey questions' answers to analyse and produce insights in order to help the marketing team of the company to create proper business strategy and grow.

**Dataset Overview:**

**dim\_cities:**

**This dataset consists of city information.**

1. **Unique city ID**
2. **City name**
3. **Which tier the city belongs.**

**dim\_respondents:**

**This dataset consists of respondent demographics.**

1. **Unique ID of Respondents**
2. **Name of respondents**
3. **Age group of respondents**
4. **Gender of respondents**
5. **Unique City ID of the city where they live.**

**Fact\_survey\_responses:**

**This dataset consists of columns based on the survey questions.**

1. **Unique response ID**
2. **Unique respondent ID**
3. **Energy drink consume frequency**
4. **Time of consumption**
5. **Reason of consumption**
6. **Heard about the brand before or not**
7. **Perception about the brand**
8. **General perception about energy drinks**
9. **Tried the product before or not**
10. **Rating of the taste out of 5**
11. **Reason of not trying the product**
12. **Current energy drink brands are being consumed**
13. **Reasons for choosing current brands**
14. **Desired improvements**
15. **Expected ingredients**
16. **Concerned about effects on health**
17. **Interest about natural ingredients**
18. **Channels of marketing**
19. **Preferred packaging**
20. **Interest in ‘limited edition packaging’ or not**
21. **Preferred price range**
22. **Locations of purchase**
23. **Typical consumption situation.**

**\*Note: We have mentioned the information of the cleaned dataset in which we did our analysis. The raw data has few differences where few values of the respondents who have not heard or tried the product had a good chance of being biased of misleading information, so we have cleaned the dataset accordingly to make it ready for analysis.**

**Important Insights:**

1. Males prefer energy drinks more compared to females and non-binary.
2. People of age group between 19 to 30 are the highest in terms of consumption. The list goes like 19-30 > 31-45 > 15-18 > 45-65 > 65 and above.
3. Caffeine is the highly preferred ingredient (around 39% of respondents answered). Next comes the Vitamins (25%), Sugar (20%), Guarana (16%).
4. Most of the people wants the package to be a compact and portable can (40%), followed by innovative design (30%).
5. ‘Cola-coka’, ‘Bepsi’ and ‘Gangster’ are holding significant amount of market shares.
6. Most of the people are preferring products which are having a good brand value and good taste. Followed by effectiveness.
7. Online ads followed by tv commercials are getting maximum reach.
8. Our brand is having overall average rating of 3.28 out of 5.
9. Most of the respondents are from Bangalore, Hyderabad and Mumbai.
10. Most of the people are purchasing energy drinks from supermarkets (45%) followed by online retailers (26%).
11. Most of the people are consuming it for either sports activities or studies for long and late workings.
12. Most people want the price between 50-150 rupees. And are indifferent about limited edition packaging.

**Few Recommendations:**

* From the insights we observed that most of people are keen towards attractive, innovative package or the compact and portable cans. Combining these 2 approaches together will have the potential to attract a significant amount of customer base.
* For the pricing we can launch products with different quantities from rupees 50-150. Going beyond the price range will not be a good idea. We can also run discounts on bigger products and can even run combo offers to introduce lower quantity products as well.
* We can sponsor few state-wise sports events even can sponsor few teams to boost brand visibility for the states where the market share is low. We can also highlight caffeine as a main ingredient to target the customers who uses energy drinks for overtime work and late-night studies. Our main focus should be athletes and overtime workers and students who studies late and between the age of 18-40.
* We can approach few athletes who recently won any state-wise sport event or someone who is currently in the spotlight for the achievements.
* We have to pay attention to the improvement of taste. As we have observed that the rating is average. We have to make the average rating close to 4 star or above. We can launch the products in different flavours to attract customers with different taste choices.