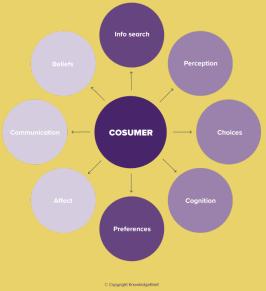


Codex

Marketing Insights



Demographic report contains the statics of the number of participants across different Age Group , genders and locations



This Report is based on Consumer behavior like price & packaging, expected, consumption time , reason for consuming the product and etc.



This Report Contains Consumer purchasing behavior like reasons of buying the product , their expectations from the products, location of buying and their perception about brands.



Competition Analysis contains the performance of all the existing brands to compare with the Codex like Average taste experience , their health concern etc.



The survey responses show the consumers behavior for consumption and buying the products. This reports contains these metrics to find the opportunities to market codex.



Codex performance report contains the metrics of consumers behavior towards our codex.

Demographics



Current_brands

All

Gender

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

Count Respondent
10K

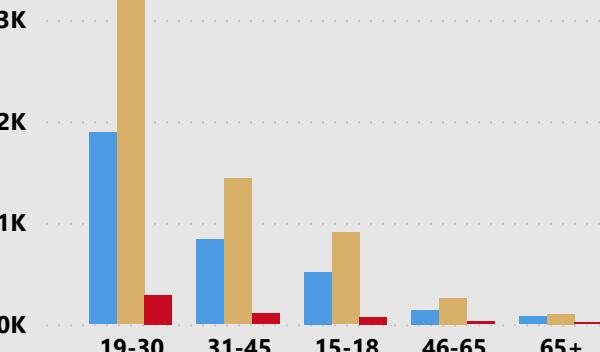
CodeX Respondent
980

Codex Avg Taste Exp
3.27

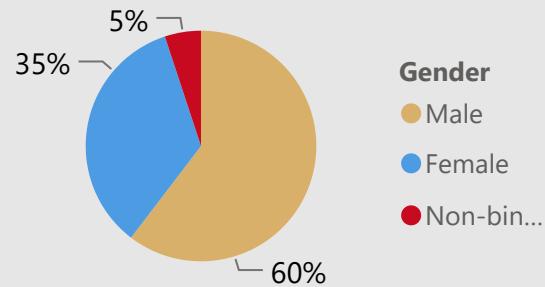
City	Count_Respondents	CodeX Respondent
Ahmedabad	456	45
Bangalore	2828	292
Chennai	937	92
Delhi	429	40
Hyderabad	1833	182
Jaipur	360	28
Kolkata	566	48
Lucknow	175	5
Mumbai	1510	156
Pune	906	92
Total	10000	980

Respondent By Age Group And Gender

Gender ● Female ● Male ● Non-binary



Respondents By Gender

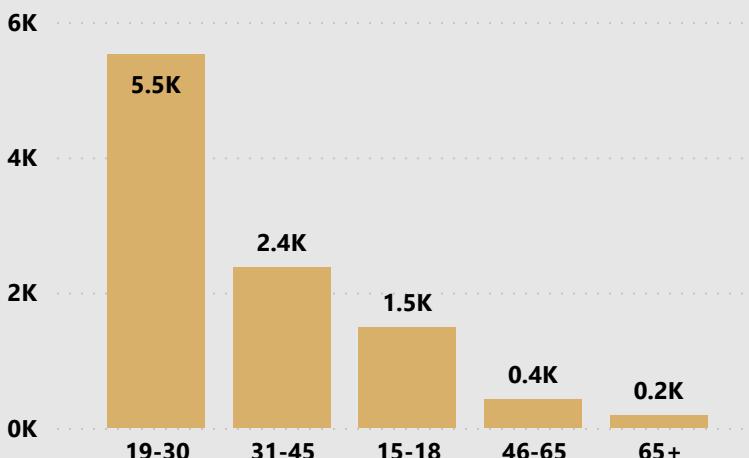


Marketing_channels

15-18 19-30 31-45 46-65 65+

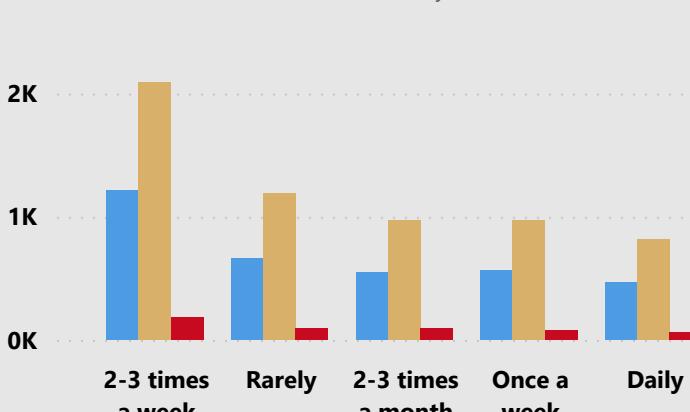
Marketing_channels	15-18	19-30	31-45	46-65	65+
Online ads	707	2666	490	109	48
Other	94	608	408	78	37
Outdoor billboards	117	585	431	65	28
Print media	75	371	310	57	28
TV commercials	495	1290	737	117	49
Total	1488	5520	2376	426	190

Respondents By Age



Consumption Frequency By Gender

Gender ● Female ● Male ● Non-binary



Consumer Preferences

Current_brands

All

Gender

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai



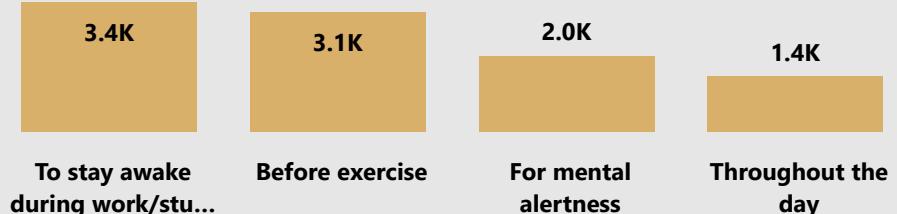
CodeX Avg Taste Exp

3.27

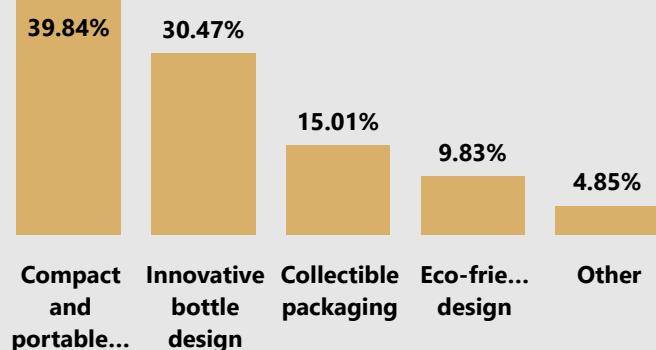
CodeX Respondents

980

Consumption Time



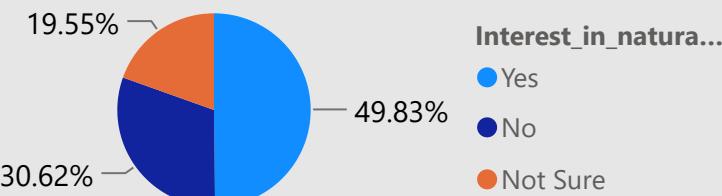
Packing Preference



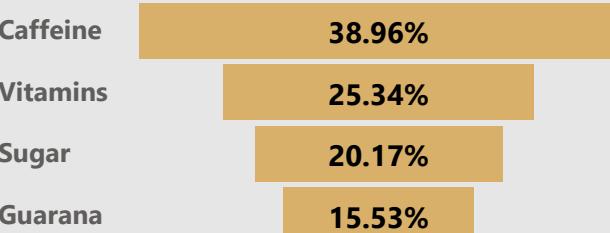
Age 100-150 50-99 Above 150 Below 50

Age	100-150	50-99	Above 150	Below 50
19-30	1365	2965	655	535
31-45	1257	499	428	192
15-18	348	687	281	172
46-65	137	85	151	53
65+	35	52	46	57
Total	3142	4288	1561	1009

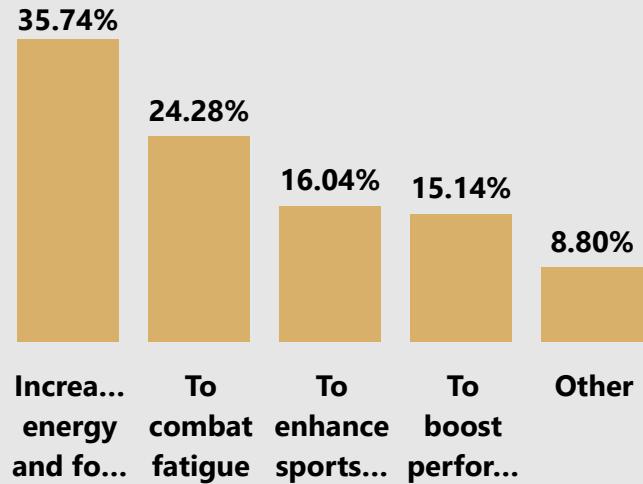
Interest In Natural Or Organic Product



Ingredts Expected

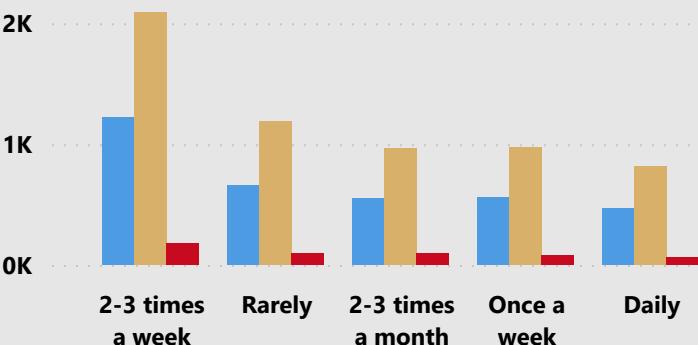


Reasons For Consumptions



Consupption Frequency by Gender

Gender ● Female ○ Male ● Non-binary



Purchasing Behavior

Current_brands

All

Gender

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

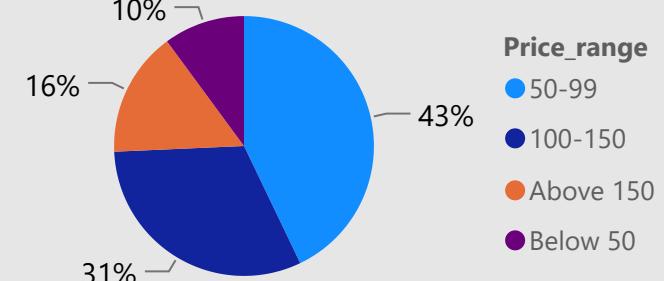
Mumbai



Purchasing Locations



Price Preferences



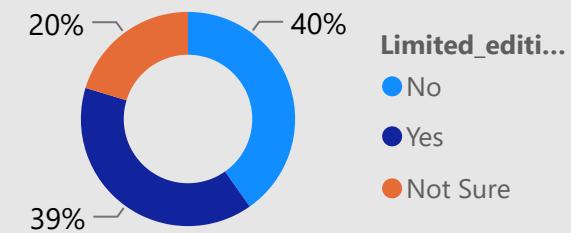
Reason For Choosing Brand

Reasons_for_choosing_brands	Female	Male	Non-binary	Total
Availability	340	1489	81	1910
Brand reputation	740	1781	131	2652
Effectiveness	719	912	117	1748
Other	806	807	66	1679
Taste/flavor preference	850	1049	112	2011
Total	3455	6038	507	10000

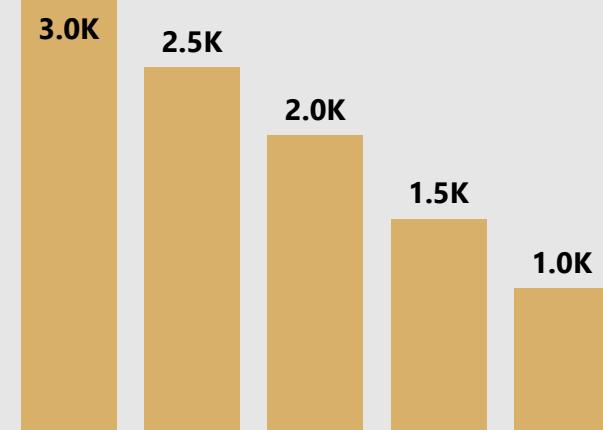
Consumption Situation

Typical_consumption_situations	15-18	19-30	31-45	46-65	65+
Driving/commuting	33	168	70	20	6
Other	73	285	107	20	6
Social outings/parties	204	809	383	54	37
Sports/exercise	680	2471	1065	190	88
Studying/working late	498	1787	751	142	53
Total	1488	5520	2376	426	190

Limited edition Packing Preference



Improvement Desired

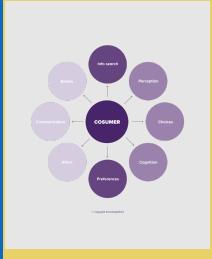


Brand Perception

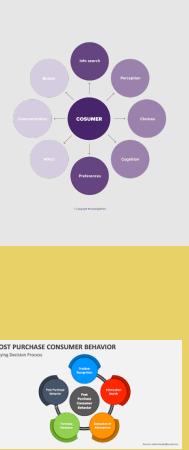
Current_brands	Dangerous	Effective	Healthy	Not sure
Cola-Coka	5.54%	7.52%	5.67%	6.65%
Bepsi	5.04%	6.15%	4.68%	5.25%
Gangster	4.15%	5.12%	4.54%	4.73%

Reasons_preventing_trying

Reasons_preventing_trying	15-18	19-30	31-45	46-65	65+
Health concerns	336	1236	547	97	42
Not available locally	345	1340	590	106	50
Not interested in energy drinks	305	1254	509	83	42
Other	206	695	288	57	22
Unfamiliar with the	296	995	442	83	34



Competition Analysis



Current_brands

All

Gender

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

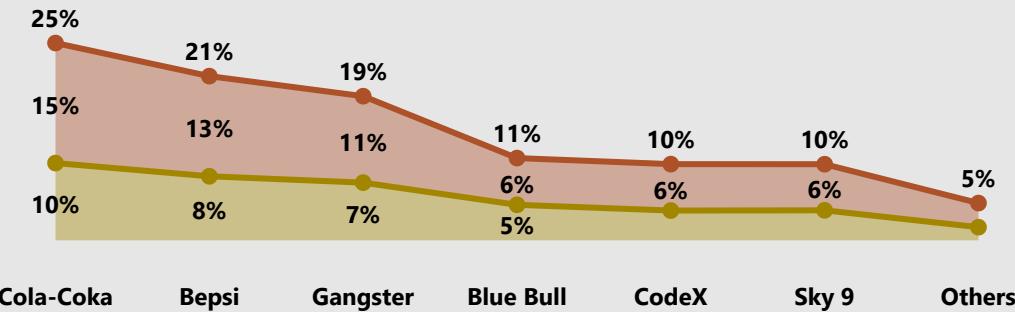


Reason For Choosing Brands

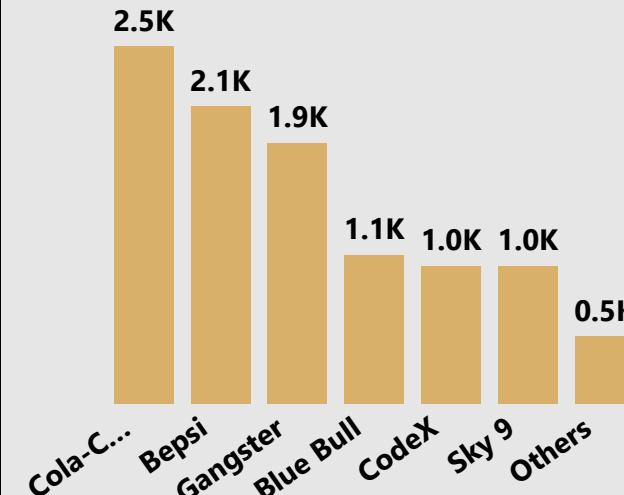
Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.79%	27.32%	16.05%	16.81%	20.03%
Blue Bull	17.01%	27.32%	17.67%	15.60%	22.40%
CodeX	19.90%	26.43%	17.96%	17.14%	18.57%
Cola-Coka	20.09%	24.27%	17.06%	17.65%	20.92%
Gangster	18.28%	27.56%	18.23%	16.67%	19.26%
Others	17.95%	29.23%	18.16%	16.49%	18.16%
Sky 9	18.59%	26.56%	19.20%	15.83%	19.82%
Total	19.10%	26.52%	17.48%	16.79%	20.11%

Health Concern For Different Brands

Health_concerns ● No ● Yes



Brands In Markets



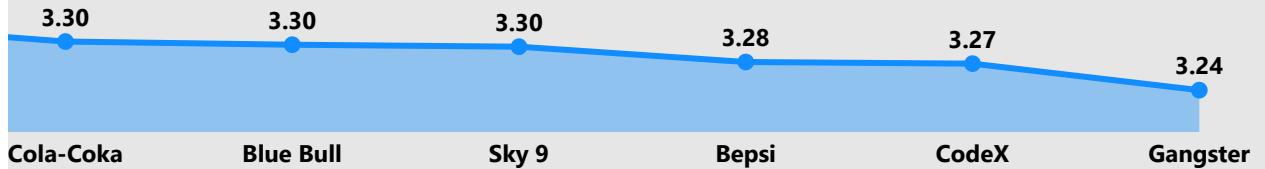
Ask a question about your data

Try one of these to get started

top purchase locations by count respondents

top current brands by count respondents

Avg Taste Exp. Per Brand



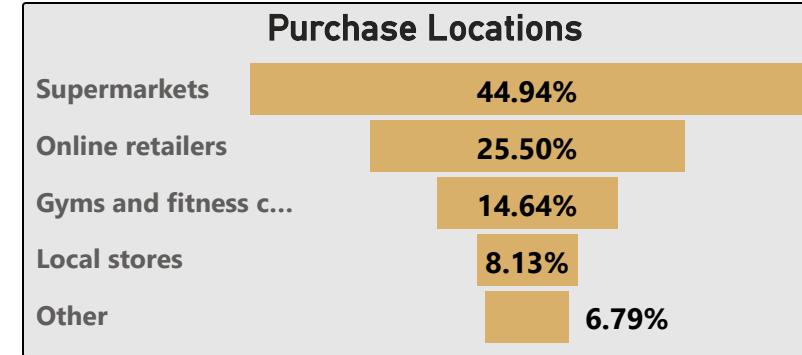
Brand Perception

	2-3 times a week	Daily	Once a week	Rarely
6	21.31%	20.21%	22.25%	21.23%
6	10.74%	10.92%	10.25%	9.89%
6	10.34%	9.14%	9.01%	10.51%
6	24.58%	24.00%	26.29%	25.71%
/	19.50%	20.12%	19.00%	17.47%

Consumption frequency per brand

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	5.04%	6.15%	4.68%	5.25%
Blue Bull	2.39%	3.09%	2.13%	2.97%
CodeX	2.14%	2.86%	2.20%	2.60%
Cola-Coka	5.54%	7.52%	5.67%	6.65%
/	4.15%	5.12%	4.74%	4.72%

Marketing View

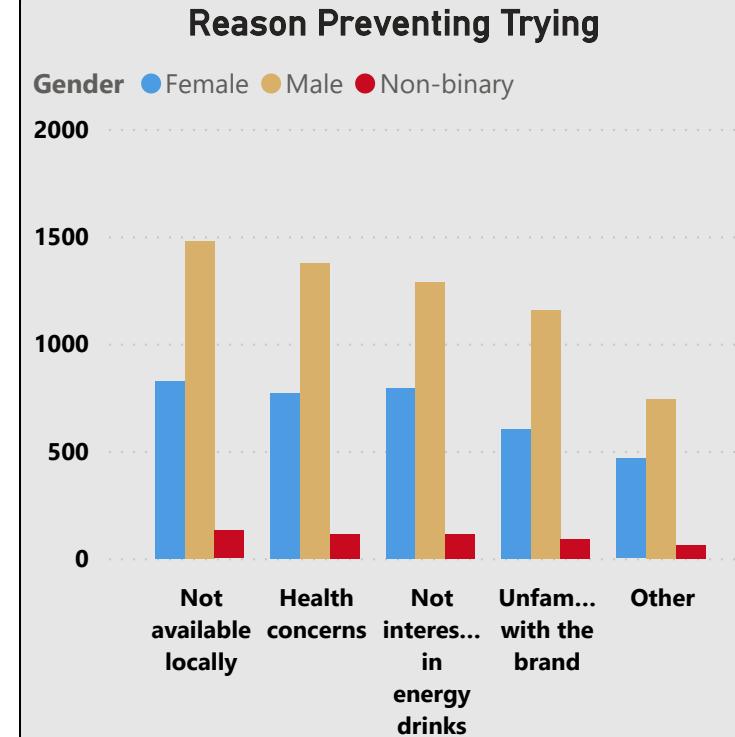
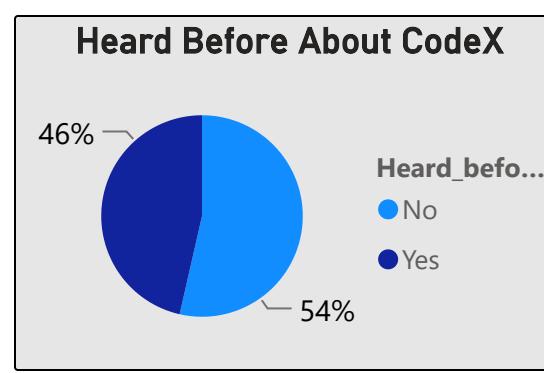
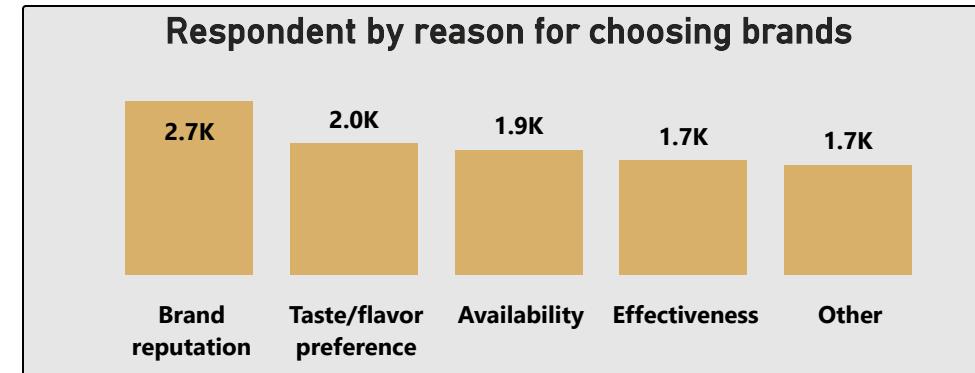

[Ahmedabad](#)
[Bangalore](#)
[Chennai](#)
[Delhi](#)
[Hyderabad](#)
[Jaipur](#)
[Kolkata](#)
[Lucknow](#)
[Mumbai](#)


Current Brands In Market

Current_brands	Dangerous	Effective	Healthy	Not sure	Total
Bepsi	504	615	468	525	2112
Blue Bull	239	309	213	297	1058
CodeX	214	286	220	260	980
Cola-Coka	554	752	567	665	2538
Gangster	415	512	454	473	1854
Others	107	138	116	118	479

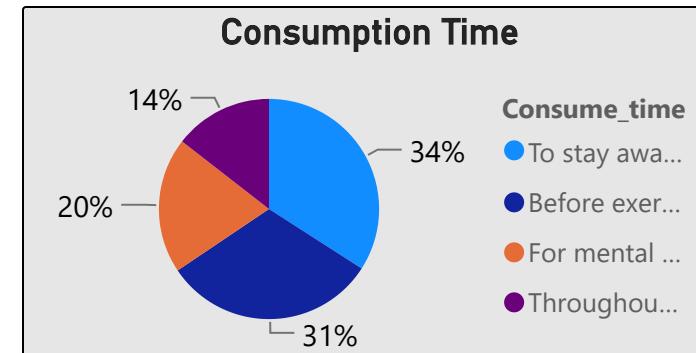
Packaging_preference %GT Count_Respondents

Collectible packaging	15.01%
Compact and portable cans	39.84%
Eco-friendly design	9.83%
Innovative bottle design	30.47%
Other	4.85%
Total	100.00%



Marketing Channels

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
Other	94	608	408	78	37	1225
Outdoor billboards	117	585	431	65	28	1226
Print media	75	371	310	57	28	841
TV commercials	495	1290	737	117	49	2688
Total	1488	5520	2376	426	190	10000



CodeX Performance

Current_brands

All

Gender

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai



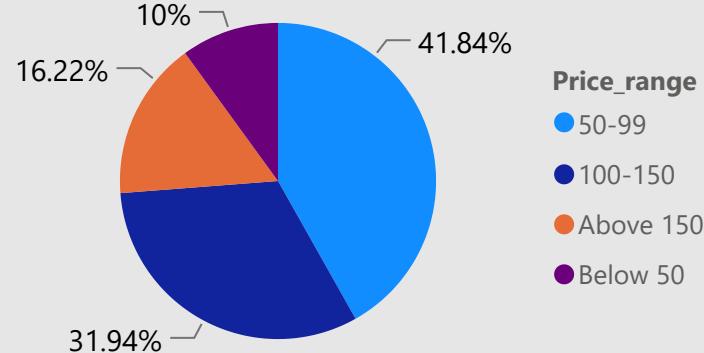
City Wise Feedback For availability

City	Availability_measures	CodeX Respondent
Ahmedabad	3	45
Bangalore	71	292
Chennai	23	92
Delhi	7	40
Hyderabad	35	182
Jaipur	4	28
Kolkata	9	48
Lucknow	2	5
Mumbai	20	156
Pune	21	92
Total	195	980

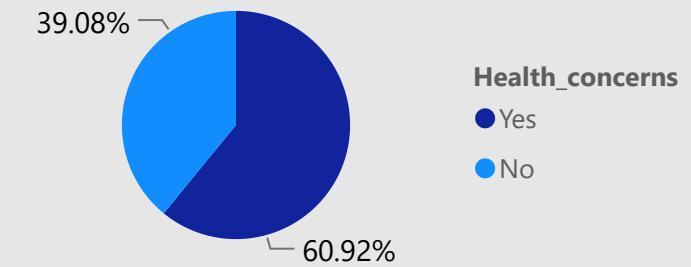
Reasons_for_choosing_brands

Reasons_for_choosing_brands	CodeX Respondent	%GT CodeX Respondent
Brand reputation	259	26.43%
Availability	195	19.90%
Taste/flavor preference	182	18.57%
Effectiveness	176	17.96%
Other	168	17.14%
Total	980	100.00%

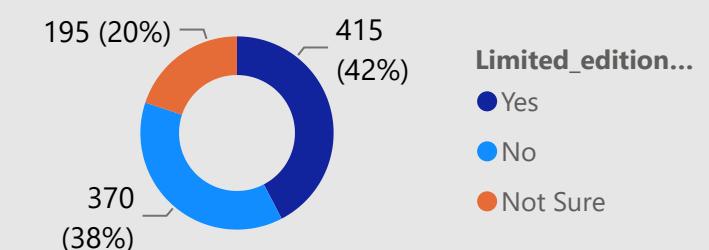
Price Preferences



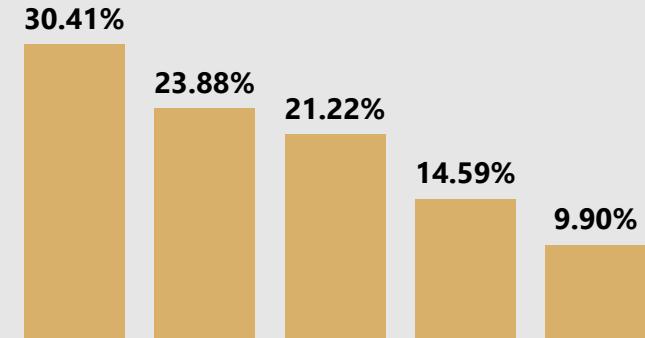
Health Concerns



Limited edition Packing Preferences



Improvement Desires



Reduc... sugar
More natural ingred...
Wider range of altern...
Healt... flavors
Other

