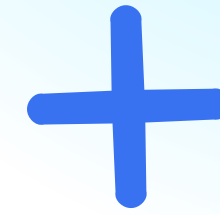




Marketing Insights For A Beverage Brand

Created By : Balaji P K





About Project

The project is about an imaginary beverage company called CodeX.

CodeX

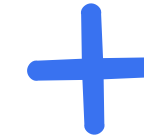
CodeX is a German beverage company which is recently launched in India. They launched their energy drink in 10 cities in India. CodeX surveyed those 10 cities and received results from 10k respondents. The survey was based on consumer behavior questions like their purchasing habits, feedback about the market's available energy drinks, pricing, packaging, etc. Their Marketing Team wants Data Analyst to convert these survey results to meaningful insights which the team can use to drive actions. The Marketing Team has asked to share certain insights.



Execution Process⁺

- Data Collected from the Codebasic website.
- Loaded that data to Power BI (Power Query) for Data Cleaning(Null values, errors, unwanted columns, etc) and Data Transformation.
- Built connections between 3 CSV files.
- Created measures, visuals, and reports.
- Documented insights & key findings using Canvas.

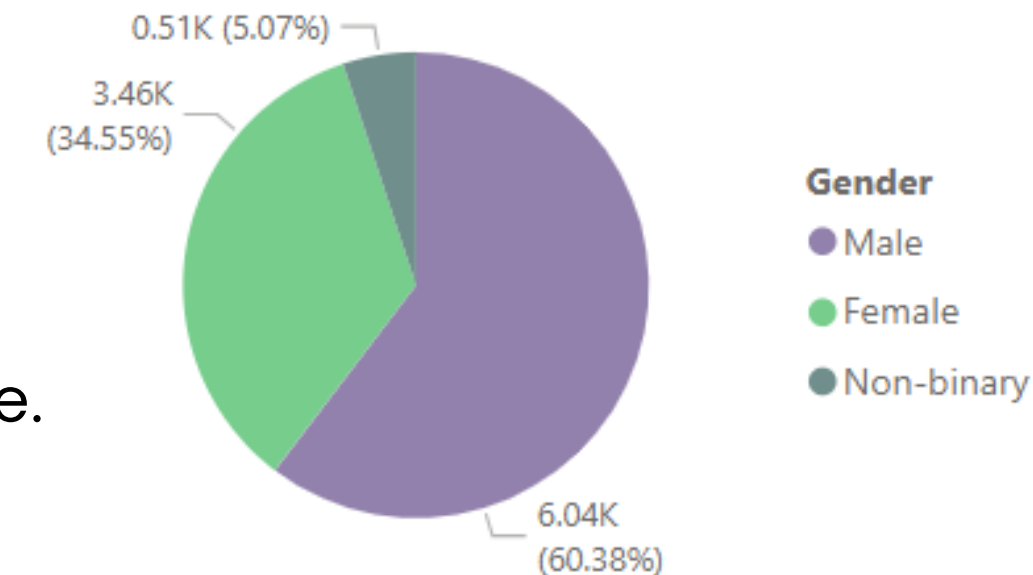




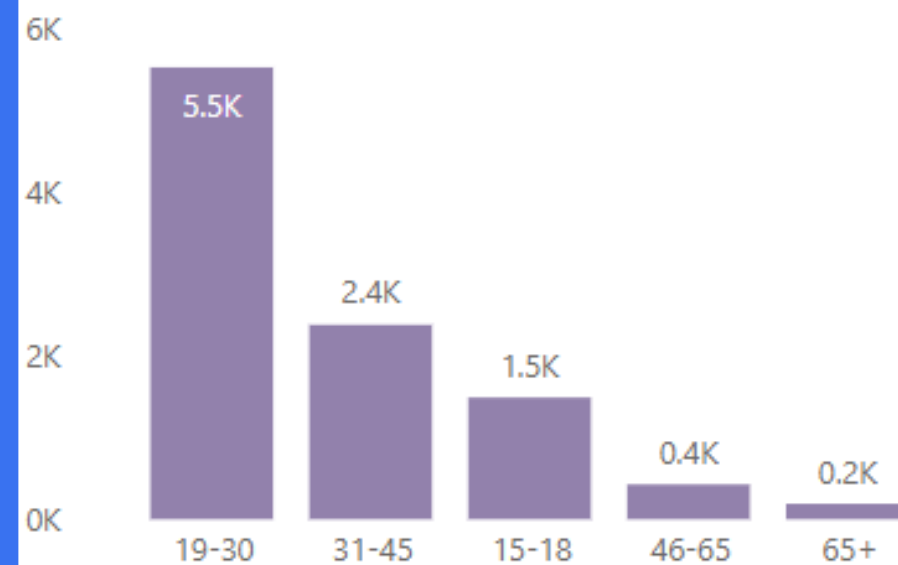
Out of **10** thousand respondents, the number of male respondents is **6038**.

This shows that **60%** of the consumers are **male** and prefer energy drinks more.

Respondents by Gender



Respondents by Age Group



From the result of this survey, we get to know that energy drinks are more popular among youngsters. More than **50%** of the respondents belong to the Age Group **19-30**.

If we look at overall **young age** groups from 15 to 30, then the % will rise to **70%**.

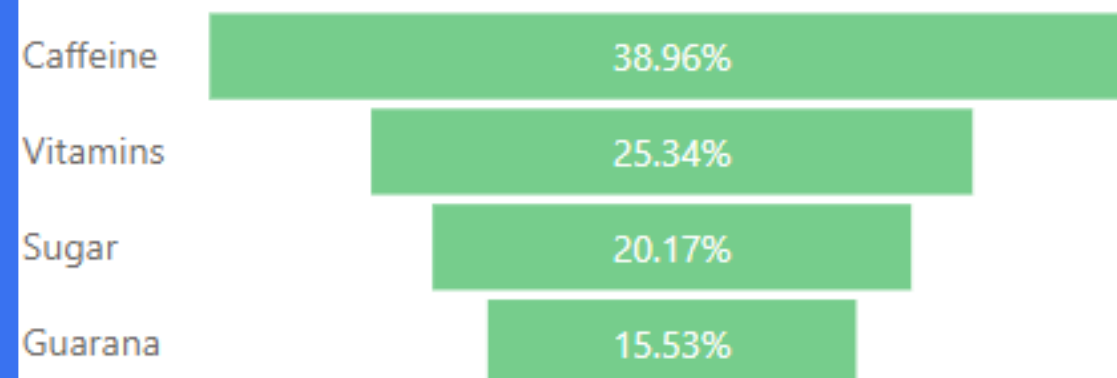
Online Ads are the most effective channel that reached **3373** respondents **Age** group **15-30**.

Print Media Performed very low rate in every age group.

Marketing Channels

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

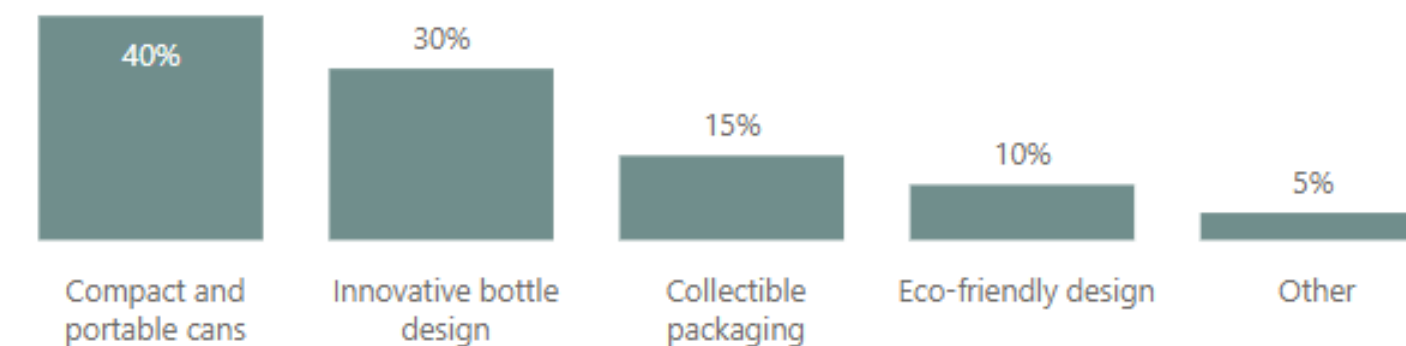
Ingredients Expected



As we know **caffeine** increases attention and alertness, and it is often used in energy drinks. **Caffeine** is the most expected ingredient followed by the Vitamins in energy drinks.

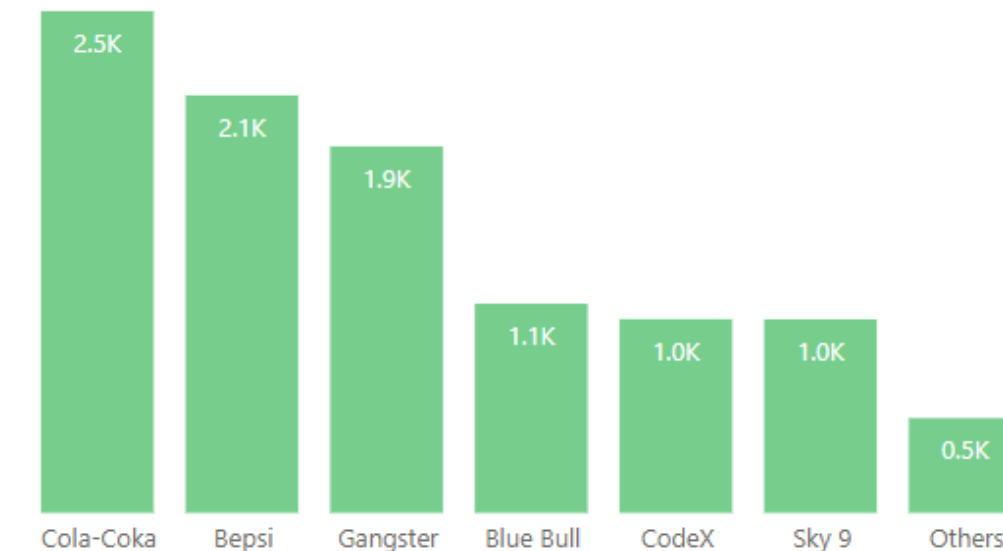
Compact and portable Cans are high in demand followed by Innovative **Bottle Designs**.

Packing Preference



Cola Coka is leading the market followed by **Bepsi**. The data shows there more respondents for **Cola Coka** than the other brands.

Brands in Market



Reason For Choosing

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	4.18%	5.77%	3.39%	3.55%	4.23%
Blue Bull	1.80%	2.89%	1.87%	1.65%	2.37%
CodeX	1.95%	2.59%	1.76%	1.68%	1.82%
Cola-Coka	5.10%	6.16%	4.33%	4.48%	5.31%
Gangster	3.39%	5.11%	3.38%	3.09%	3.57%
Others	0.86%	1.40%	0.87%	0.79%	0.87%
Sky 9	1.82%	2.60%	1.88%	1.55%	1.94%

The top reason for choosing the brands by consumers is **brand reputation**.

As we have seen previously **Online Ads** are the most effective way to reach **maximum audiences** in a **short duration** & and it is **cost effective** as well.

Marketing Channels

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Insights⁺

3.3

Codex Avg Taste Expe...

Out of **980, 455** people have **heard** about our brand and hence we consider their ratings for the CodeX product’s taste.

This rating of **3.3** is the industry average rating as well.

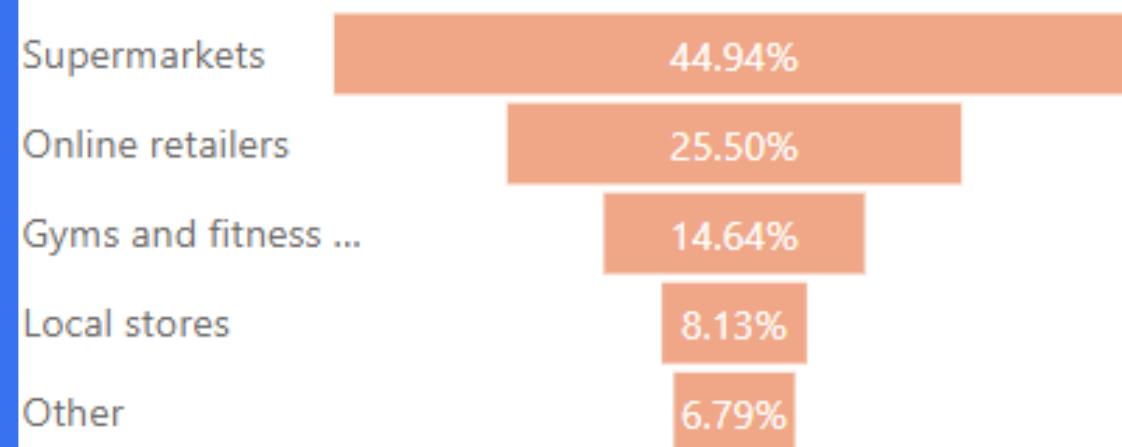
This Data shows people’s perception of **CodeX** as a brand in different cities.

The **neutral** and **negative** responses are greater in numbers than the **positive** responses. Hence improving the **Positive** response is one area where the marketing should focus on.

City Wise Responses For Brand Perception

City	Negative	Neutral	Positive
Ahmedabad	1.49%	2.08%	0.99%
Bangalore	4.18%	18.44%	5.66%
Chennai	1.26%	6.15%	1.96%
Delhi	0.74%	2.10%	1.45%
Hyderabad	2.66%	11.91%	3.76%
Jaipur	1.06%	1.63%	0.91%
Kolkata	0.67%	3.93%	1.06%
Lucknow	0.53%	0.84%	0.38%
Mumbai	2.28%	8.47%	4.35%
Pune	2.82%	4.19%	2.05%
Total	17.69%	59.74%	22.57%

Purchase Location



Supermarkets are the most common choice among consumers to buy energy drinks.

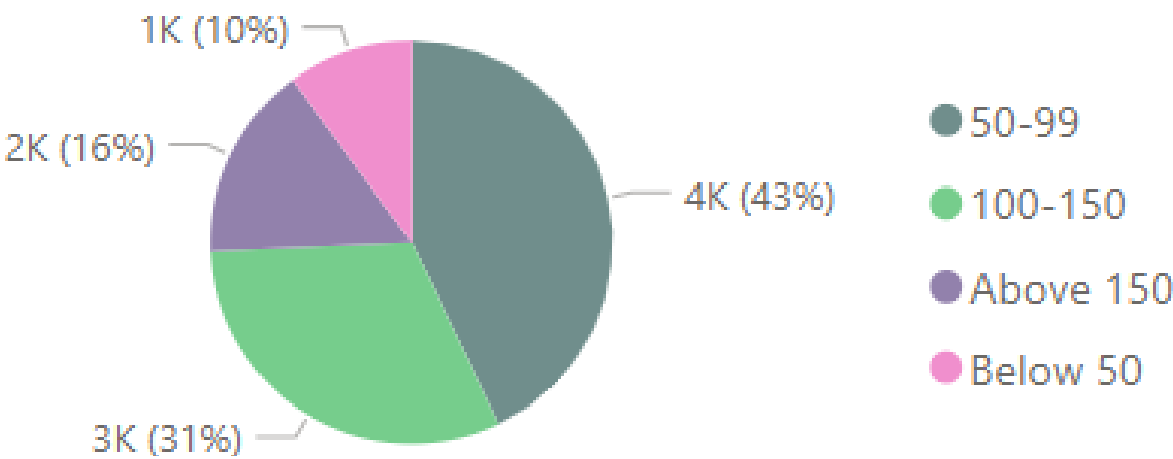
Sports/exercise
Studying/working late

Also, this data shows youth is consuming these drinks more.

Consumption Situations

Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Total	1488	5520	2376	426	190	10000

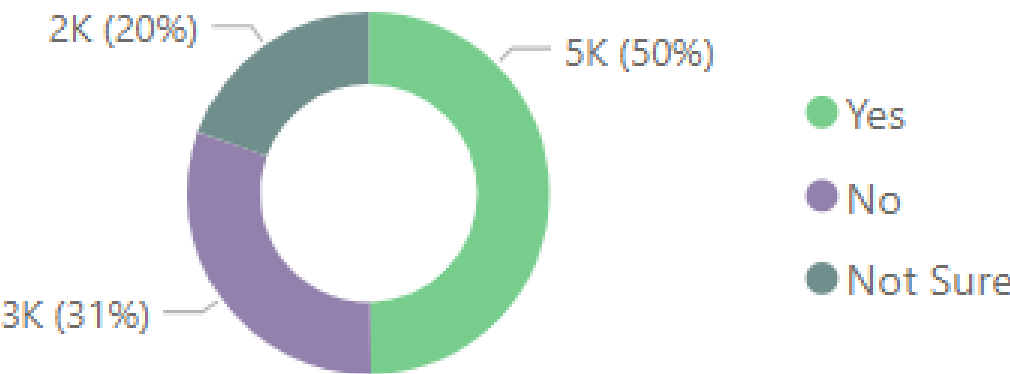
Price Preference



43% of the consumers buy a product if the price is between 50-99.

31% of the consumers do not expect a change in the packaging while 50% of consumers are open to trying the Limited Edition Packaging.

Limited Edition Packing Preference



Out of **980** respondents of CodeX, only **219** have a positive brand perception.

3.3

Codex Avg Taste Expe...

The taste experience rating is the same as the **industry rating**. This is not something that needs immediate attention.

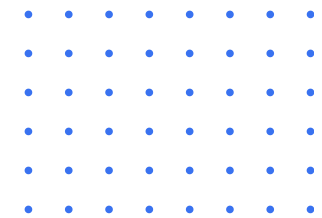
We need to work on the availability of the product. About **20%** of the consumers choose the product because it is available. Availability is a **major** factor in sales of a product.

City Wise Responses For Brand Perception

City	Negative	Neutral	Positive
Ahmedabad	19	19	7
Bangalore	42	186	64
Chennai	13	59	20
Delhi	8	20	12
Hyderabad	29	113	40
Jaipur	5	13	10
Kolkata	6	35	7
Lucknow	2	2	1
Mumbai	23	91	42
Pune	25	51	16
Total	172	589	219

City Wise Responses

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



Thank You

