

# *CODE X*

# **ENERGY DRINK**

# **food & Beverage**

Codebasic Resume Challenge #6  
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01

# *INTRODUCTIONS*



# **CODE X**

CodeX launched their energy drink in 10 cities in India. They conducted a survey in those 10 cities and received results from 10K respondents.

Their Marketing Team wants their Data Analyst to convert these survey results to meaningful insights which team can use to drive actions.

The marketing Team has set requirements and they are open to receiving recommendation from the data or external factors etc.



## 02 GOALS

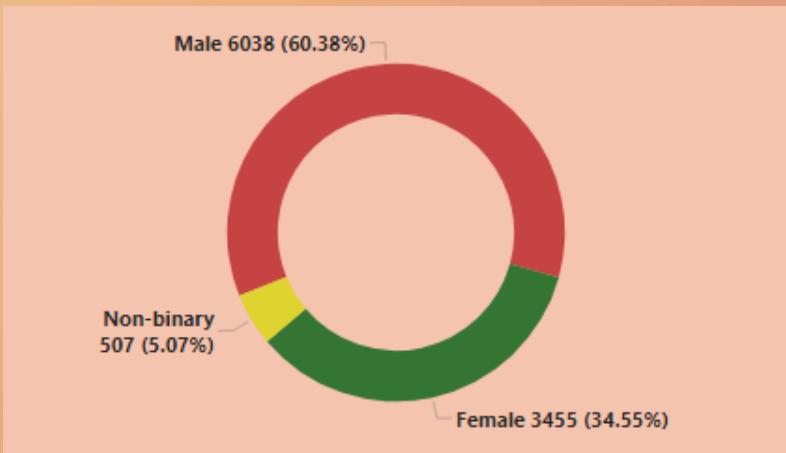
- *Increase Brand Awareness*
- *Increase market share*
- *Product Development*



# *Demographic Insights*

Who prefers energy drink more? (male/female/non-binary?)

More than **6000** respondants, that is **60%** of overall respondants are **Male**

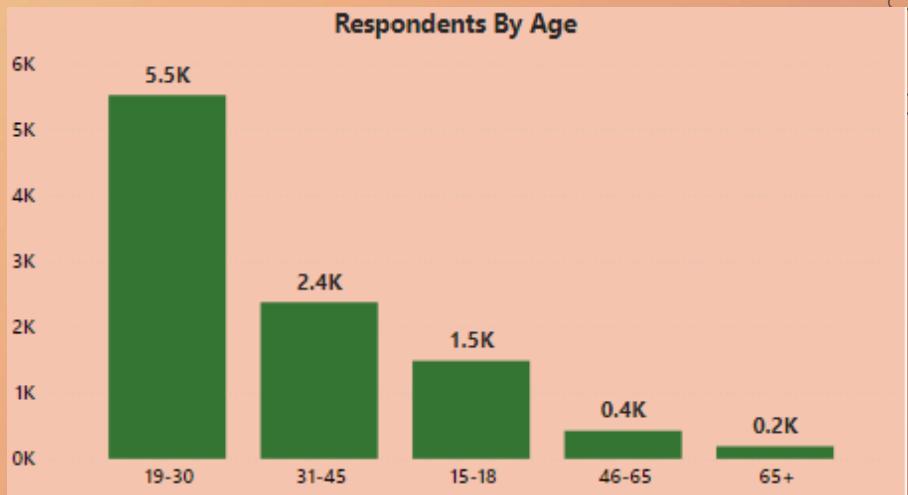


# *Demographic Insights*

Which age group prefers energy drinks more?

55% of the respondent belong to the Age Group 19-30.

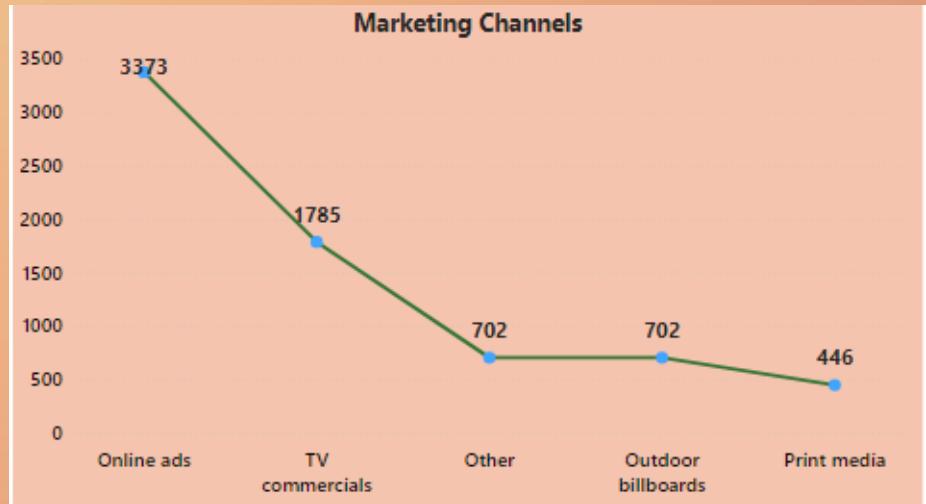
If we look at overall young age groups from 15 to 30, then the % will rise to 70%



# *Demographic Insights*

Which type of marketing reaches the most Youth (15-30)?

Online Ads are more effective way to reached 3373 respondent Age group 15-30



# ***CONSUMER PREFERENCES***

What are the preferred ingredients of energy drinks among respondents?

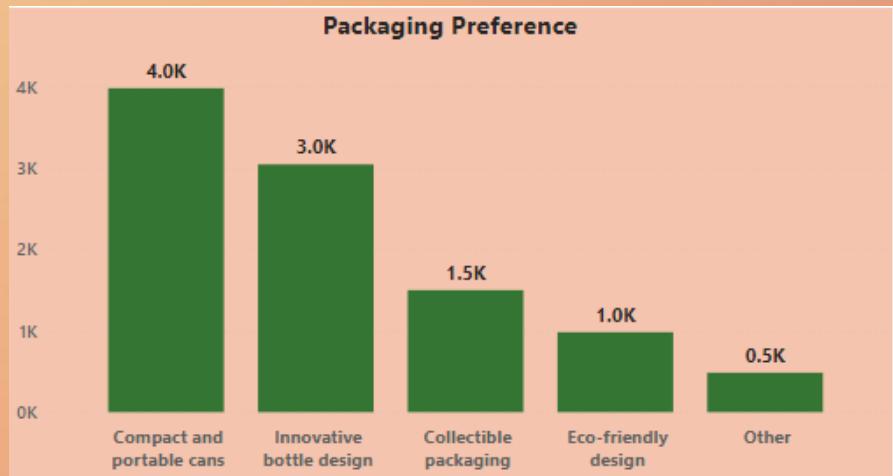
Caffeine is the most expected ingredient followed by the Vitamins for energy drinks



# ***CONSUMER PREFERENCES***

What packaging preferences do respondents have for energy drinks?

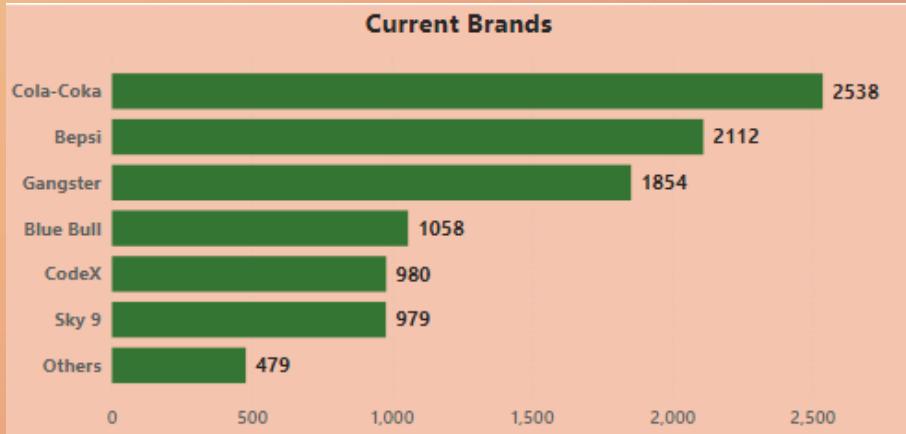
**Compact & Portable cans** are high in demand followed by innovative bottle designs.



# COMPETITION ANALYSIS

Who are the current market leaders?

Cola Coka is leading the market followed by Bepsi. The data shows there are more respondent for cola coka than the other brands



# **COMPETITION ANALYSIS**

What are the primary reasons consumers prefer those brands over ours?

The Top reason for choosing the brand is **brand reputation**

Reason for Chosing the brands					
Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	418	577	339	355	423
Blue Bull	180	289	187	165	237
CodeX	195	259	176	168	182
Cola-Coka	510	616	433	448	531
Gangster	339	511	338	309	357
Others	86	140	87	79	87
Sky 9	182	260	188	155	194



# **MARKETING CHANNELS**

Which marketing channel can be used to reach more customers?

**Online Ads** are most effective way to reach maximum number of audience in a shorter period of time and it is cost effective as well

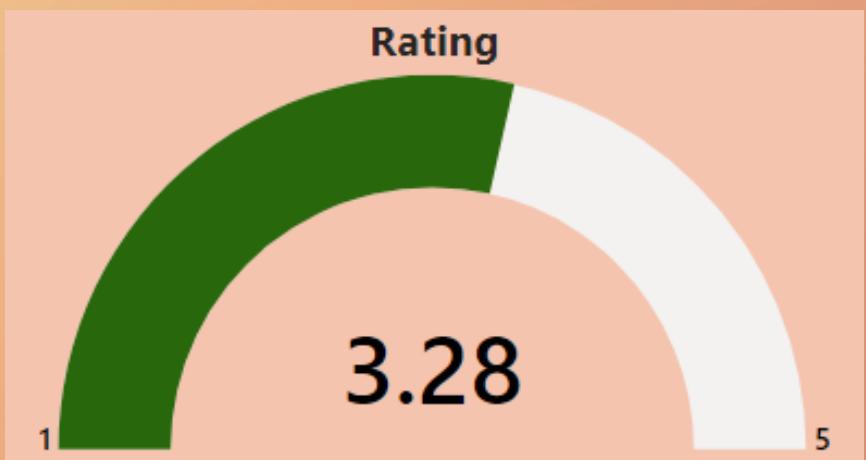
Age	Marketing Channel				
	Online ads	Other	Outdoor billboards	Print media	TV commercials
19-30	269	61	59	30	121
31-45	54	41	41	27	79
15-18	68	4	12	7	44
46-65	11	6	4	5	11
65+	9	4	3	4	6



# *Brand Penetration*

What do people think about our brand?

Out of 980 respondents, only 455 have heard about CodeX are that 525 people may not have tasted our product. This is the industry Average rating as Well



# *Brand Penetration*

Which cities do we need to focus more on?

These are the Top 5 cities where consumer have **negative response** towards CodeX

City Wise Response		
City	Neutral and Positive Response	Negative Response
Lucknow	60.00%	40.00%
Pune	72.83%	27.17%
Jaipur	82.14%	17.86%
Mumbai	85.26%	14.74%
Kolkata	87.50%	12.50%



# *Brand Penetration*

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

Out of **980 Respondent** of CoedX ,only **219** have the **positive brand perceptions.**

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



Brand Perception	
Brand_perception	Response
Neutral	589
Positive	219
Negative	172
Total	980

# *Purchase Behaviour*

Where do respondents prefer to purchase energy drinks?

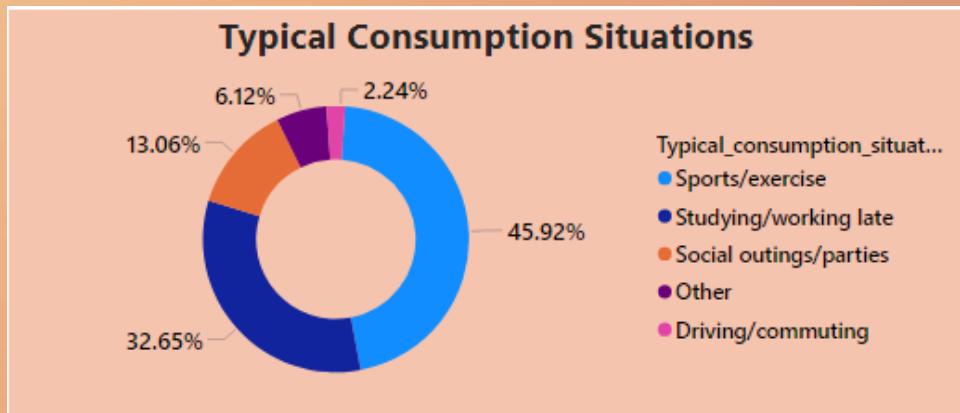
Super Market are the most common choice among customer to buy energy drink



# *Purchase Behaviour*

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

Sports/Exercise and studying/Working late is the major reason to consume Energy drinks



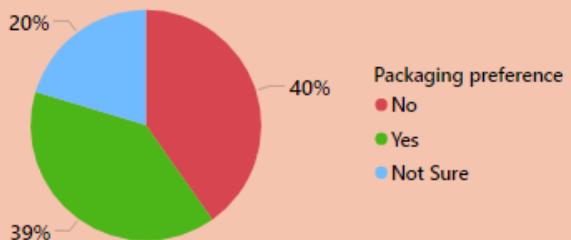
# Purchase Behaviour

What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

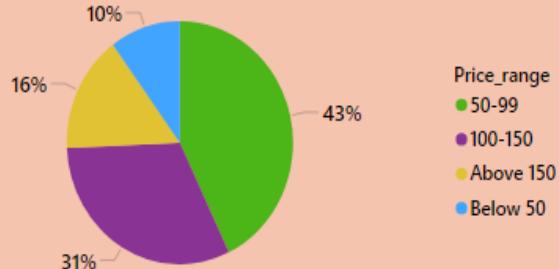
43% of the customer buy an energy drink in the price range of 50-99

Limited edition packaging does effect customer behavior.

**Limited Edition Packaging**



**Price Preference**



# *Suggestion*

These Stats show how **availability** is an important factor in taking buying decision

Reason for choosing CodeX		
Reasons_for_choosing_brands	Respondent	Respondent %
Availability	195	19.90%
Brand reputation	259	26.43%
Effectiveness	176	17.96%
Other	168	17.14%
Taste/flavor preference	182	18.57%
<b>Total</b>	<b>980</b>	<b>100.00%</b>

City wise Availability		
City	availability	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
<b>Total</b>	<b>195</b>	<b>980</b>



**04**

## *Recommendation*



# *Recomndations*

## **What immediate improvements can we bring to the Product?**

### *Availability*

CodeX, you might need to check specialty stores, health food stores, or online retailers. You could try reaching out directly to the manufacturer or distributor for more information on where to Sell it.

### *Health Concern*

If possible another survey related to health concern question. (455 respondents wo have heard about us)



### *Ingredients*

Add more neutral ingredients, reduce sugar content and add flavor Improve positive response rate

# *Recomndations*

## *Ideal Price For CodeX*

The Ideal price range expected by customers lies between 50 to 150

In cities like Ahemdabad, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai and Pune consumers expect the price rage to be between 50 to 99

## *Discounts And Offers*

We can Provide offers on buying the pack of 6 cans at a cheaper price.

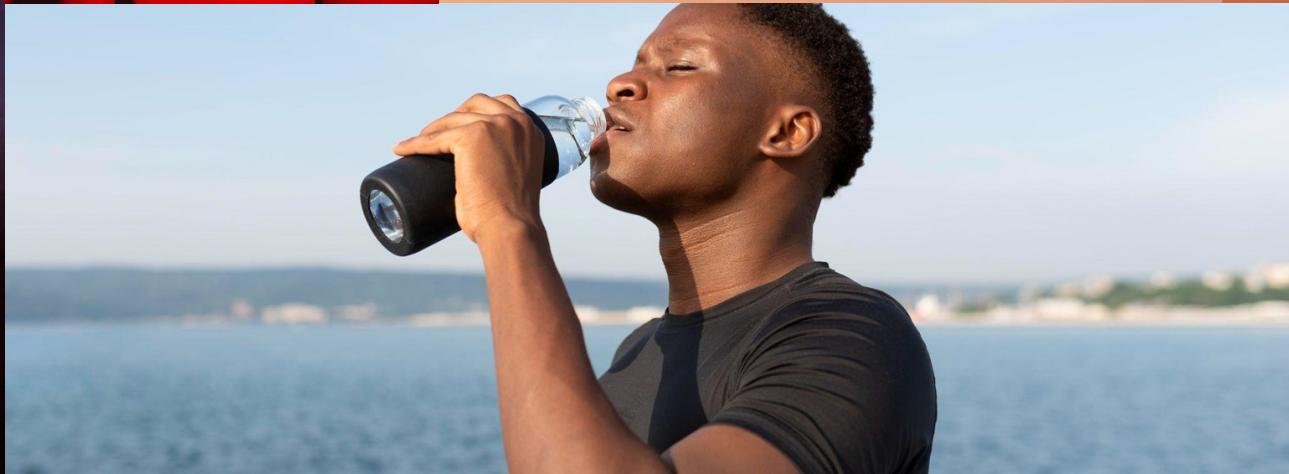
Also, each of these cities celebrates multiple fastivals throughout the years. We can come up with the gift set pack.



# *Social Media*

- Cheap
- Giveaway to influencer and their Followers
- Exclusive Coupons & Discounts
- Social Media Marketing to target the youth more





# **BRAND AMBASSDER**



Youth icon and famous for his discipline towards his game and fitness. widely followed on social media. He does many endorsements

**-VIRAT KOHLI**



He has been in the news and gained popularity in social media after winning the gold medal. He is at his career peak.

**-NEERAJ CHOPRA**



Even after his retirement, his picture of playing Candy Crush made it the most trending topic for days and millions of new users download the game after that

**-M S DHONI**

# **THANKS!**

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