



Data Insights to the Marketing team

Food and Beverage Industry



Agenda

- About the company – CodeX (What?)
- Objectives (Why?)
- Data, Questions, Tools (How?)



About the company - CodeX

- A German beverage company (fictional) that is aiming to make its mark in the Indian market
- Few months ago, they launched their energy drink in 10 cities of India
- Their marketing team is responsible for increasing brand awareness, market share, and product development
- Hence, the team decided to conduct a survey in those 10 cities, and received data from 10,000 respondents

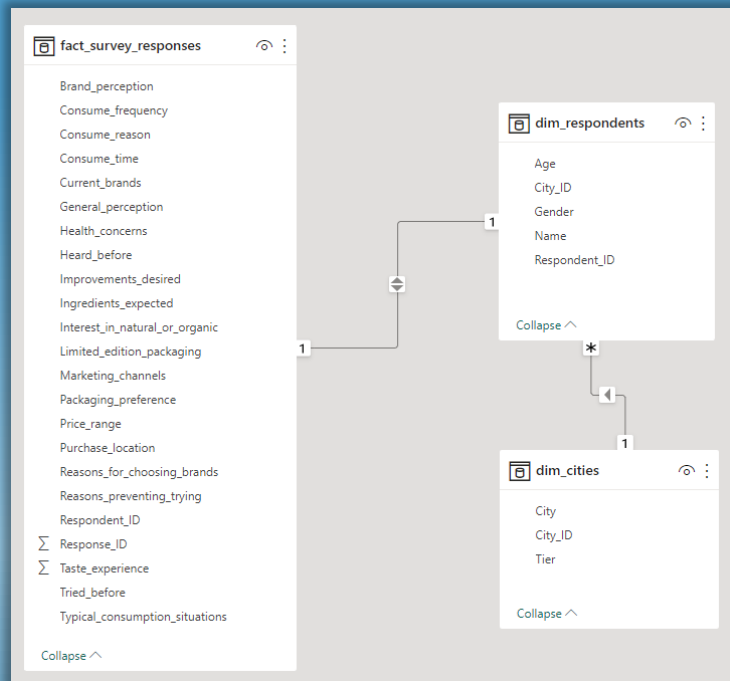


Objectives



- Get insights to help the team make informed decisions about how the business is performing and figure out areas of improvement
- Peter Pandey, a marketing data analyst is tasked to do the job
- Perform data analysis by converting survey results into meaningful data-driven insights which the team can use in making strategic decisions
- The company looks to get insights from 7 different sections of the survey

Data, Questions, Tools



Data Analysis



Power BI



Data Visualization

Provide Insights to the Marketing Team in Food & Beverage Industry

Primary Insights (Sample Sections / Questions)

Note: These insights can be derived from the survey responses

- Demographic Insights (examples)**
 - Who prefers energy drink more? (male/female/non-binary?)
 - Which age group prefers energy drinks more?
 - Which type of marketing reaches the most Youth (15-30)?
- Consumer Preferences:**
 - What are the preferred ingredients of energy drinks among respondents?
 - What packaging preferences do respondents have for energy drinks?
- Competition Analysis:**
 - Who are the current market leaders?
 - What are the primary reasons consumers prefer those brands over ours?
- Marketing Channels and Brand Awareness:**
 - Which marketing channel can be used to reach more customers?
 - How effective are different marketing strategies and channels in reaching our customers?
- Brand Penetration:**
 - What do people think about our brand? (overall rating)
 - Which cities do we need to focus more on?
- Purchase Behavior:**
 - Where do respondents prefer to purchase energy drinks?
 - What are the typical consumption situations for energy drinks among respondents?
 - What factors influence respondents' purchase decisions, such as price range and limited edition packaging?
- Product Development**
 - Which area of business should we focus more on our product development? (Branding/taste/availability)

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Secondary Insights (Sample Sections / Questions)

Note: You need to do additional market research

Recommendations for CodeX:

Give 5 recommendations for CodeX (below are some samples)

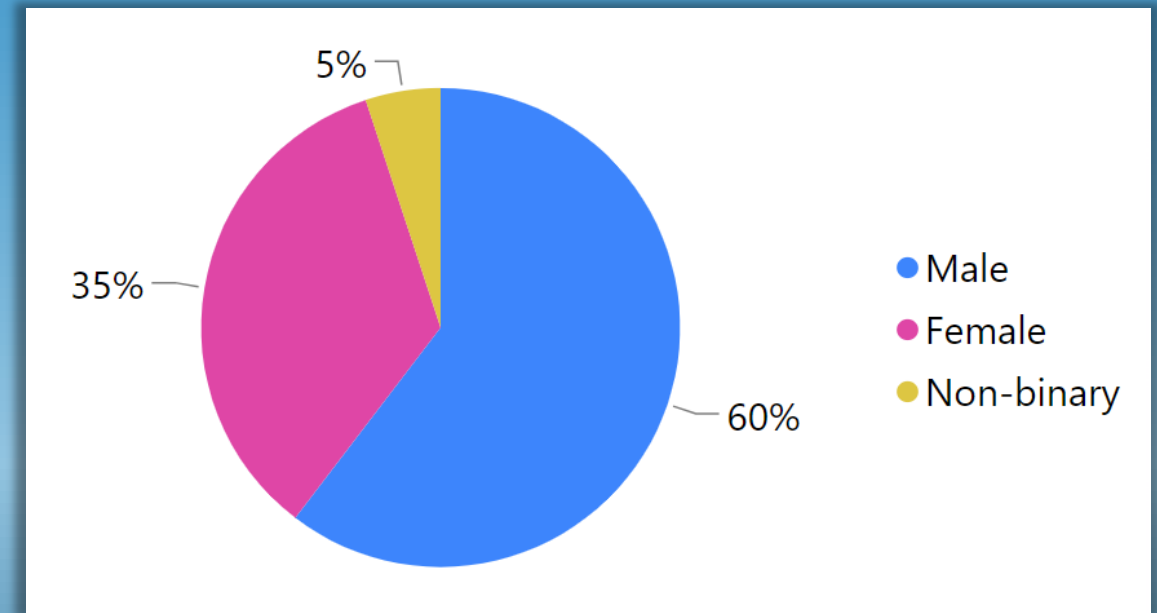
- What immediate improvements can we bring to the product?
- What should be the ideal price of our product?
- What kind of marketing campaigns, offers, and discounts we can run?
- Who can be a brand ambassador, and why?
- Who should be our target audience, and why?

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DEMOGRAPHIC INSIGHTS

1a) Who prefers energy drink more (male/female/non-binary)?

Gender	total_respondents
Male	6038
Female	3455
Non-binary	507

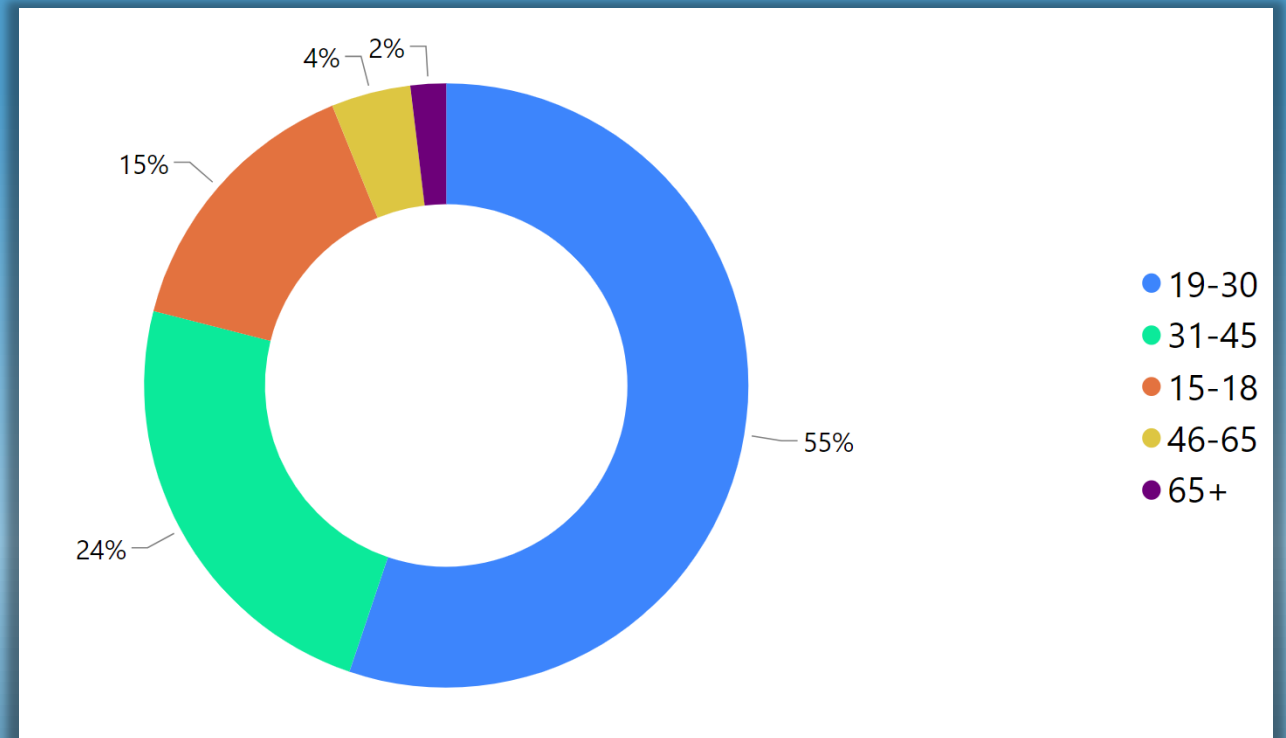


Insights :

- Males prefer more energy drinks

1b) Which age group prefers energy drinks more?

Age	total_respondents
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190

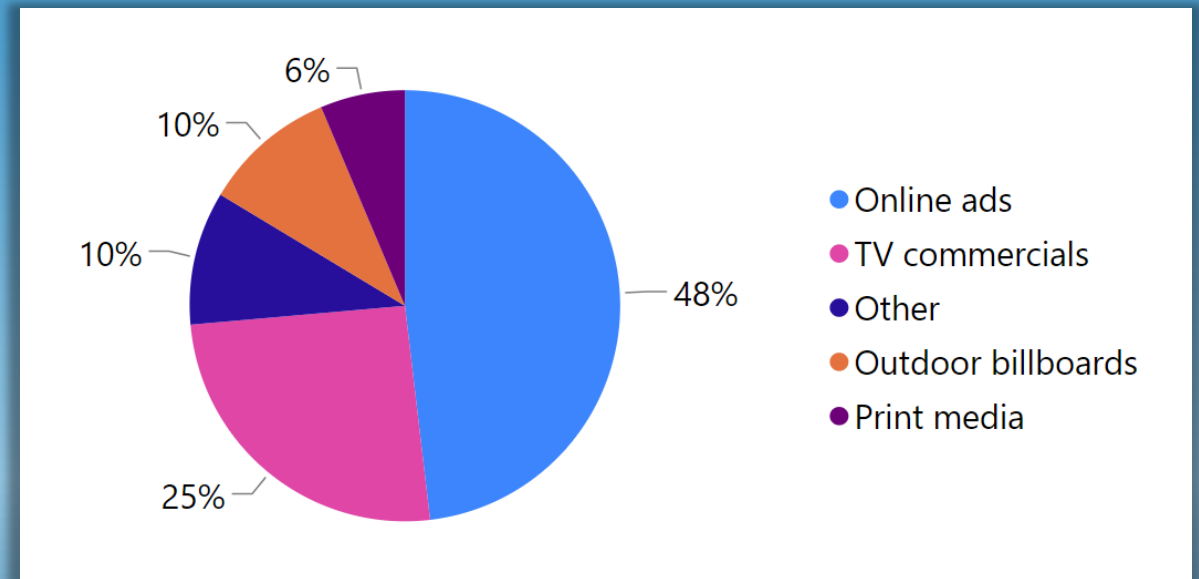


Insights :

- 19-30 age group prefers more energy drinks

1c) Which type of marketing reaches the most Youth (15-30)?

Marketing_channels	total_youths
Online ads	3373
TV commercials	1785
Other	702
Outdoor billboards	702
Print media	446



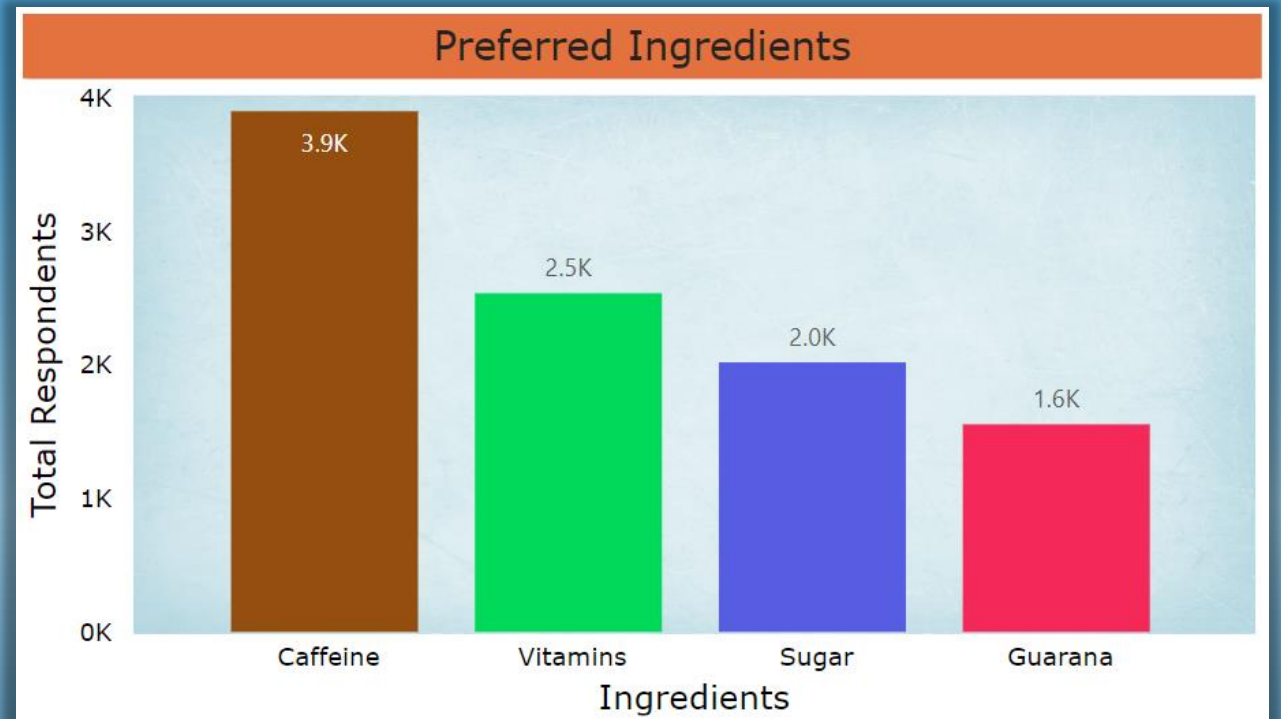
Insights :

- Online ads marketing channel reaches the most amount of youths

CONSUMER PREFERENCES

2a) What are the preferred ingredients of energy drinks among respondents?

Ingredients	total_respondents
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

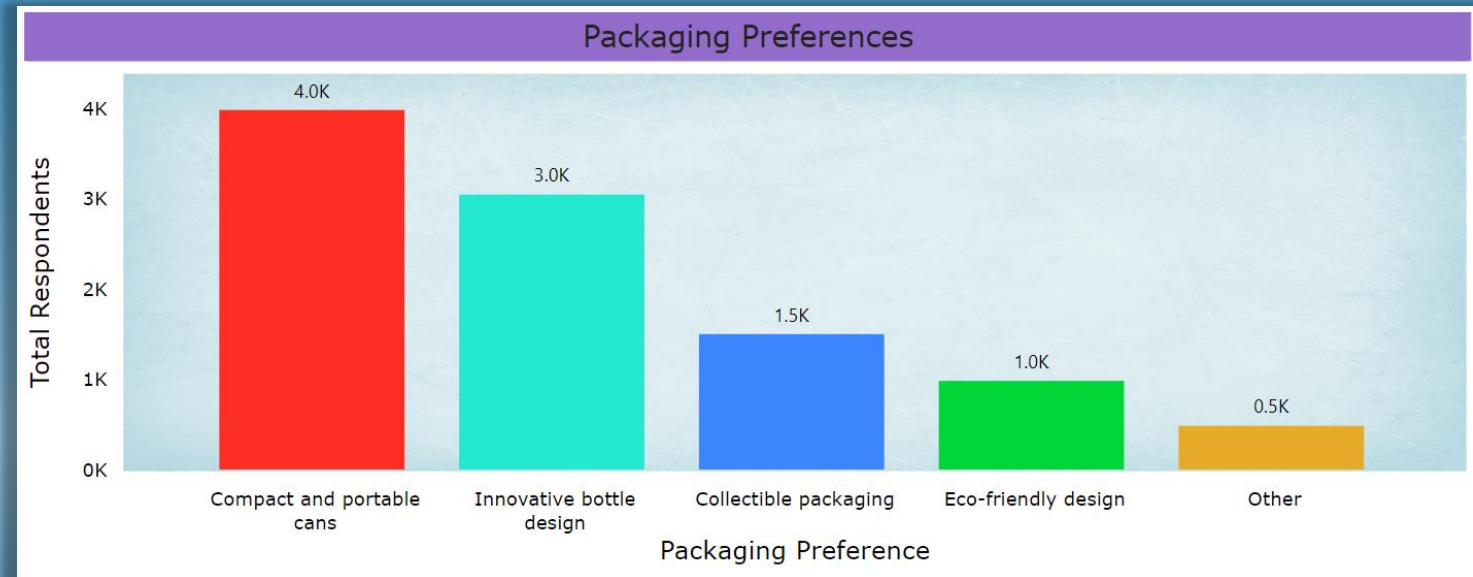


Insights :

- Caffeine > Vitamins > Sugar > Guarana

2b) What packaging preferences do respondents have for energy drinks?

Packaging_preference	total_respondents
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485



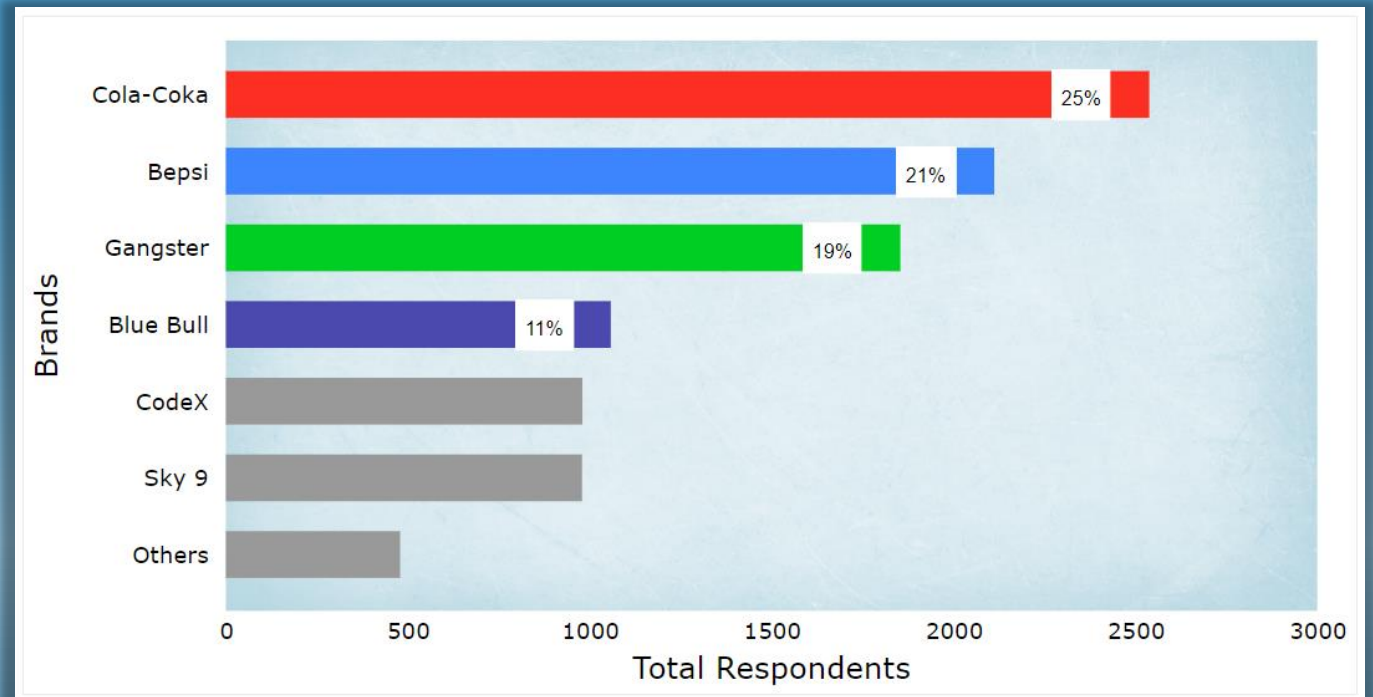
Insights :

- Compact and portable cans – most preferred packaging option

COMPETITION ANALYSIS

3a) Who are the current market leaders?

Current_brands	total_respondents
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

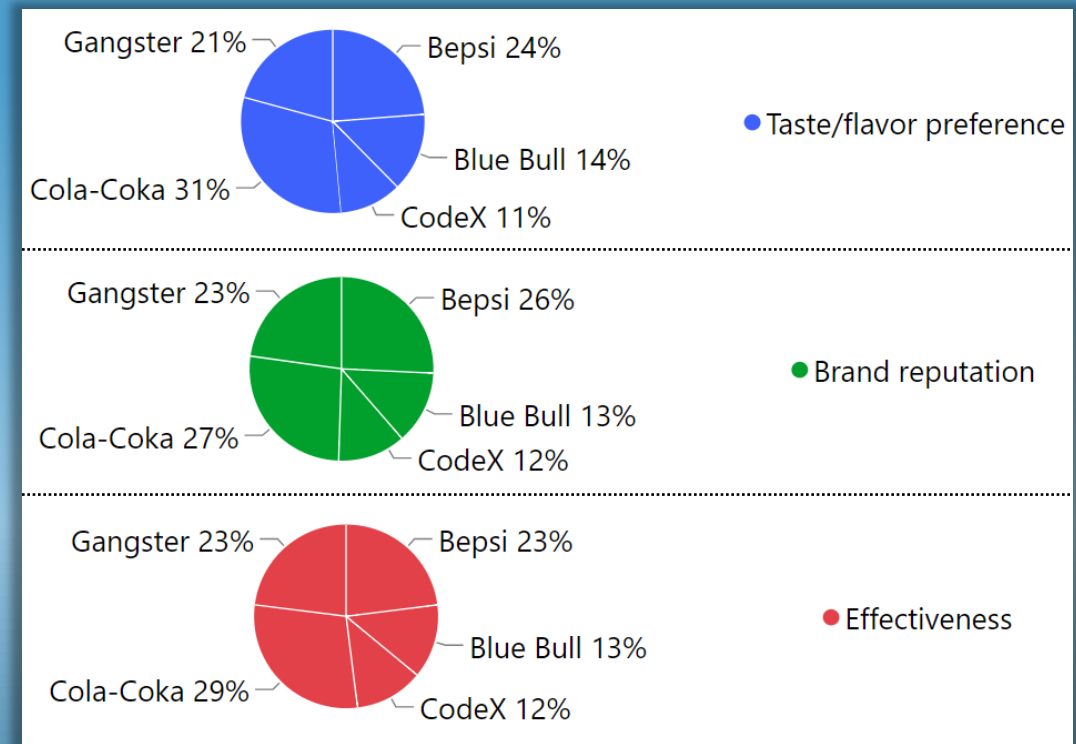


Insights :

- Market Leaders = Cola-Coka, Bepsi, Gangster, Blue Bull

3b) What are the primary reasons consumers prefer those brands over ours?

Current_brands	Reasons_for_choosing_brands	percent_preference_by_brand
Cola-Coka	Taste/flavor preference	31%
Bepsi	Taste/flavor preference	24%
Gangster	Taste/flavor preference	21%
Blue Bull	Taste/flavor preference	14%
CodeX	Taste/flavor preference	11%
Cola-Coka	Brand reputation	27%
Bepsi	Brand reputation	26%
Gangster	Brand reputation	23%
Blue Bull	Brand reputation	13%
CodeX	Brand reputation	12%
Cola-Coka	Effectiveness	29%
Bepsi	Effectiveness	23%
Gangster	Effectiveness	23%
Blue Bull	Effectiveness	13%
CodeX	Effectiveness	12%



Insights :

- Taste/flavor preference (89%), Brand reputation (88%), and Effectiveness (88%)

3c) What is one reason for consumers over choosing energy drink brands? How effective is it?

Reasons_for_choosing_brands	total_respondents	percent_contribution_of_consumers
Brand reputation	2652	27%
Taste/flavor preference	2011	20%
Availability	1910	19%
Effectiveness	1748	17%
Other	1679	17%



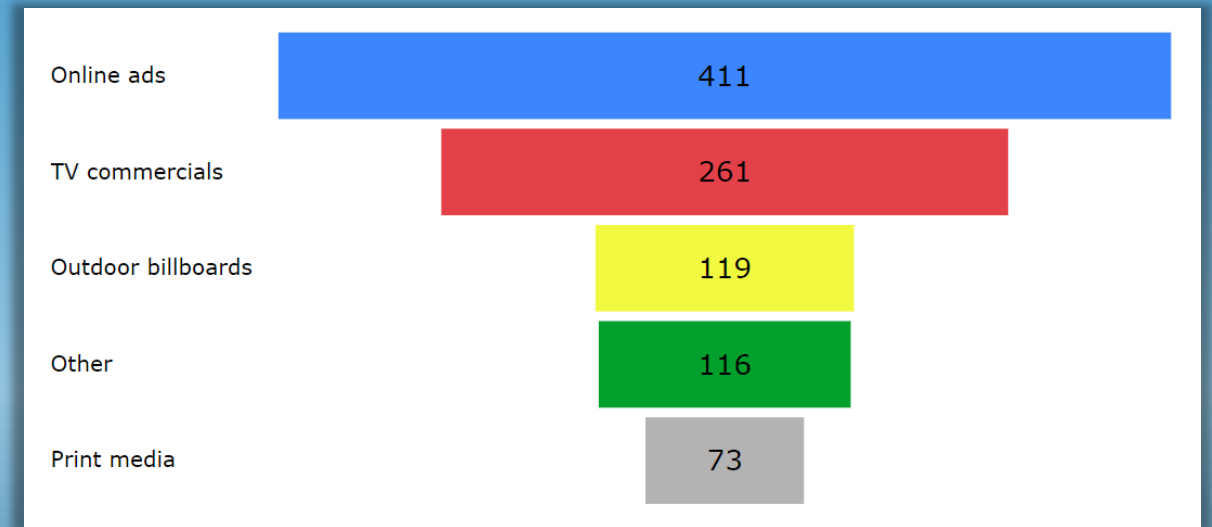
Insights :

- Brand reputation (27%) plays a key role in selling energy drinks
- CodeX can focus on building their brand reputation

MARKETING CHANNELS AND BRAND AWARENESS

4a) Which marketing channel can be used to reach more customers?

Current_brands	Marketing_channels	respondents_by_channels
CodeX	Online ads	411
CodeX	TV commercials	261
CodeX	Outdoor billboards	119
CodeX	Other	116
CodeX	Print media	73

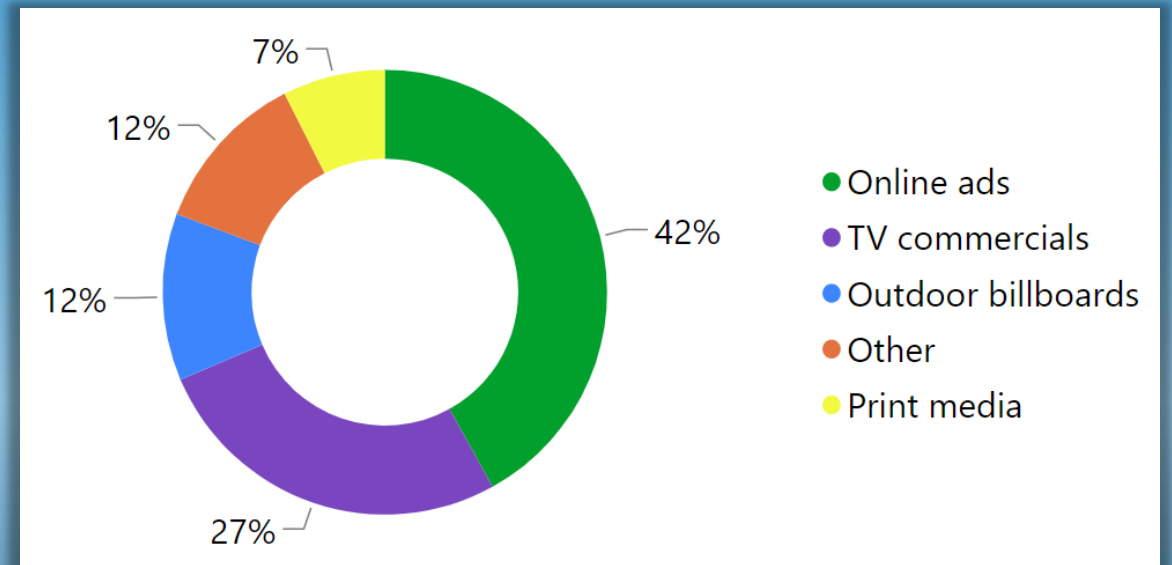


Insights :

- Most amount of CodeX customers view our ads on Online Ads platform
- Online Ads platform can be used to reach more customers

4b) How effective are different marketing strategies and channels in reaching our customers?

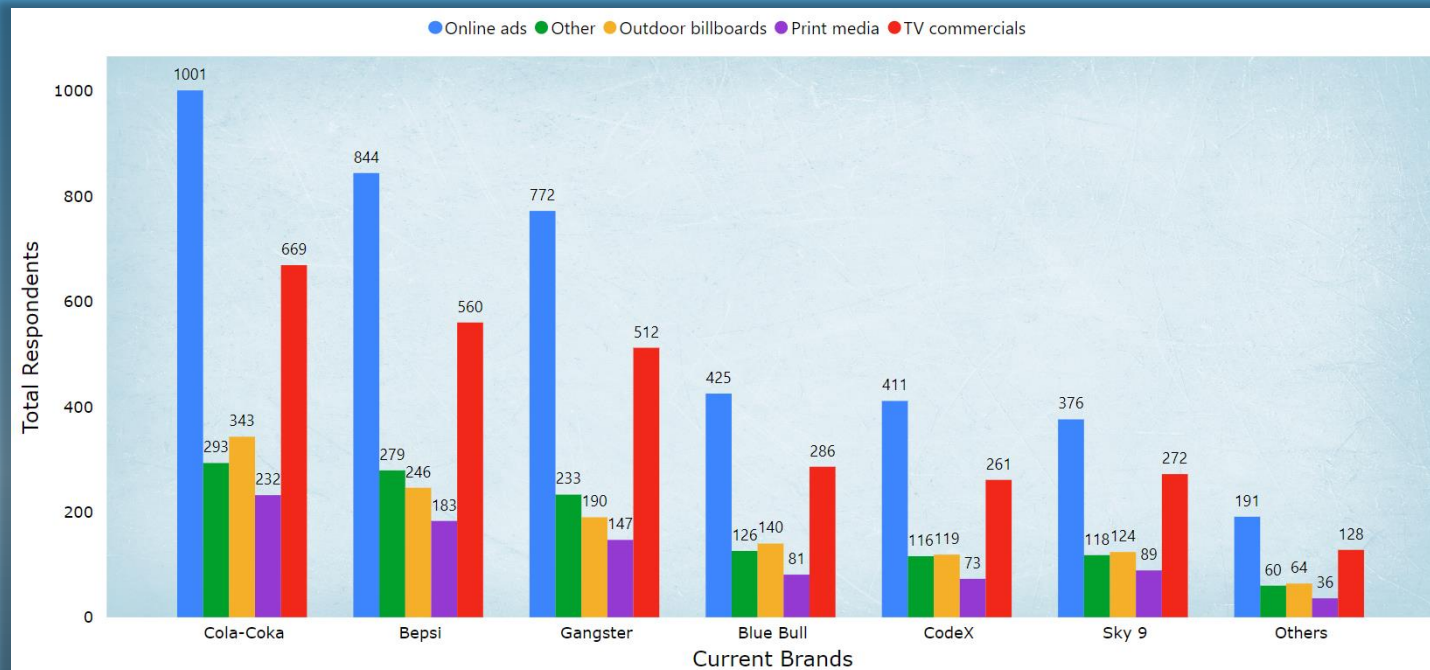
Marketing_channels	total_respondents	marketing_channel_percent_contribution
Online ads	411	42%
TV commercials	261	27%
Outdoor billboards	119	12%
Other	116	12%
Print media	73	7%



Insights :

- ~70% of CodeX customers reached via Online Ads & TV commercials
- Maximum reach = Online Ads & TV commercials platform

4c) List each marketing channel for all the current brands and their effectiveness.



Current_brands	Marketing_channels	marketing_channel_percent_contribution_by_brand
Cola-Coka	Online ads	39%
Cola-Coka	TV commercials	26%
Cola-Coka	Outdoor billboards	14%
Cola-Coka	Other	12%
Cola-Coka	Print media	9%
Bepsi	Online ads	40%
Bepsi	TV commercials	27%
Bepsi	Other	13%
Bepsi	Outdoor billboards	12%
Bepsi	Print media	9%
Gangster	Online ads	42%
Gangster	TV commercials	28%
Gangster	Other	13%
Gangster	Outdoor billboards	10%
Gangster	Print media	8%
Blue Bull	Online ads	40%
Blue Bull	TV commercials	27%
Blue Bull	Outdoor billboards	13%
Blue Bull	Other	12%
Blue Bull	Print media	8%
CodeX	Online ads	42%
CodeX	TV commercials	27%
CodeX	Outdoor billboards	12%
CodeX	Other	12%
CodeX	Print media	7%
Sky 9	Online ads	38%
Sky 9	TV commercials	28%
Sky 9	Outdoor billboards	13%
Sky 9	Other	12%
Sky 9	Print media	9%
Others	Online ads	40%
Others	TV commercials	27%
Others	Outdoor billboards	13%
Others	Other	13%
Others	Print media	8%

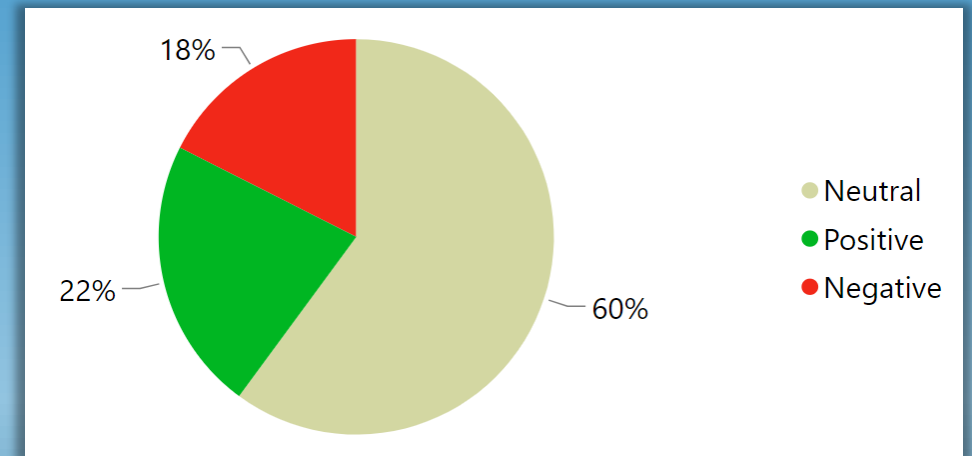
Insights :

- Brand awareness mostly happens through digital media

BRAND PENETRATION

5a) What do people think about our brand (overall rating)?

Current_brands	Brand_perception	total_respondents	total_respondents_percentage
CodeX	Neutral	589	60%
CodeX	Positive	219	22%
CodeX	Negative	172	18%

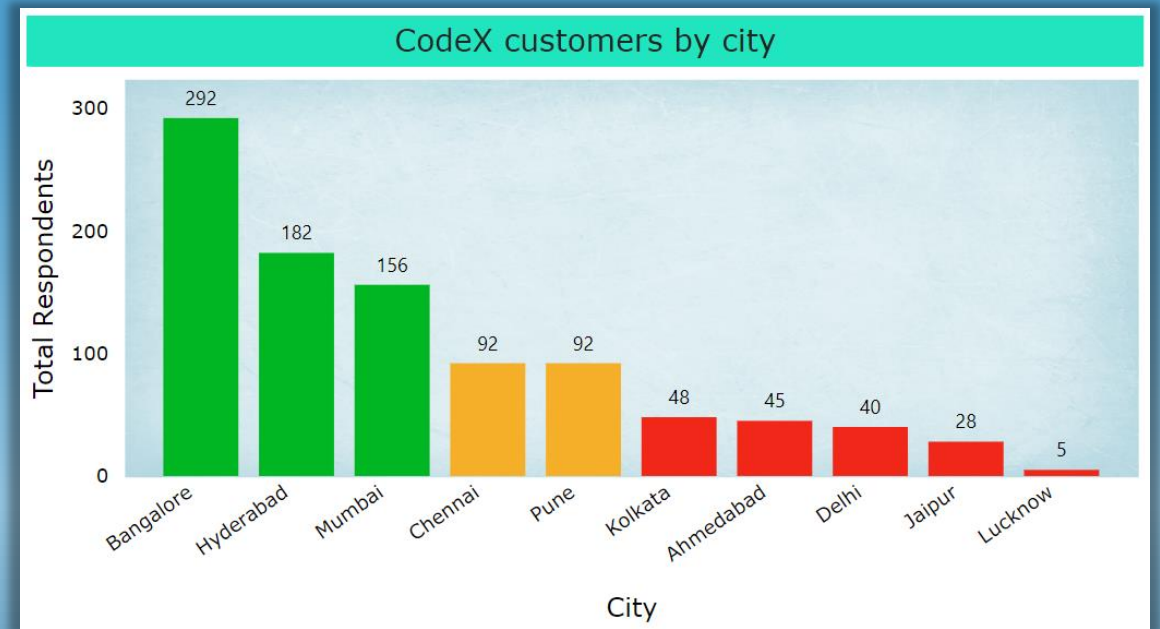


Insights :

- 60% of CodeX customers opinion towards our brand is neutral
- Convert from neutral to positive image = Change of marketing strategy
- Example: Logo change, fresh feel, like how car manufacturer Kia did

5b) Which cities do we need to focus more on?

Current_brands	City	total_respondents	total_respondents_percentage
CodeX	Bangalore	292	30%
CodeX	Hyderabad	182	19%
CodeX	Mumbai	156	16%
CodeX	Chennai	92	9%
CodeX	Pune	92	9%
CodeX	Kolkata	48	5%
CodeX	Ahmedabad	45	5%
CodeX	Delhi	40	4%
CodeX	Jaipur	28	3%
CodeX	Lucknow	5	1%



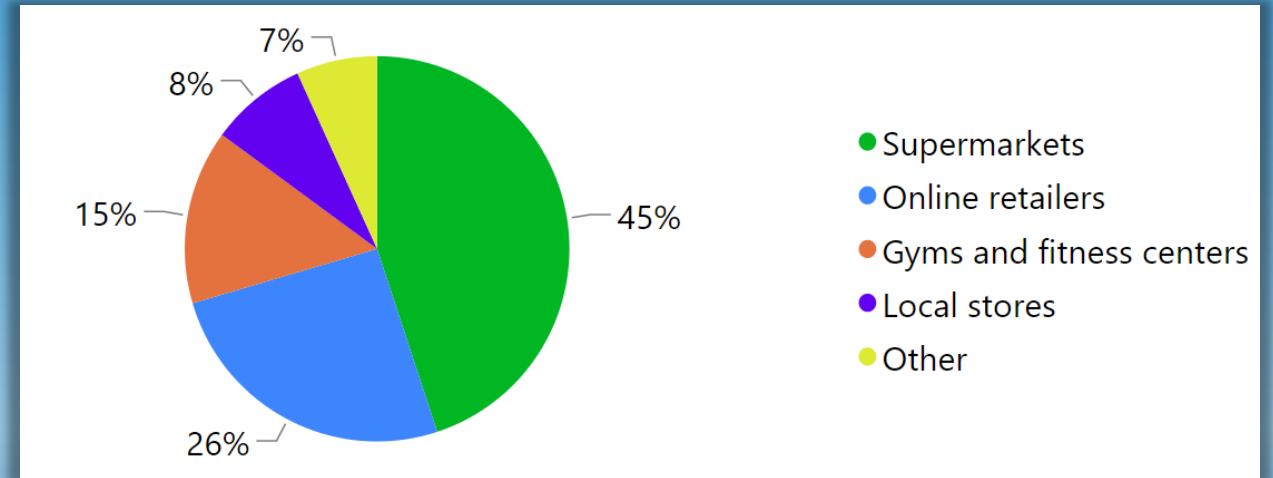
Insights :

- CodeX needs to focus on bottom 5 cities
- Bottom 5 cities together contributes only 18% of CodeX total customers

PURCHASE BEHAVIOR

6a) Where do respondents prefer to purchase energy drinks?

Purchase_location	total_respondents
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

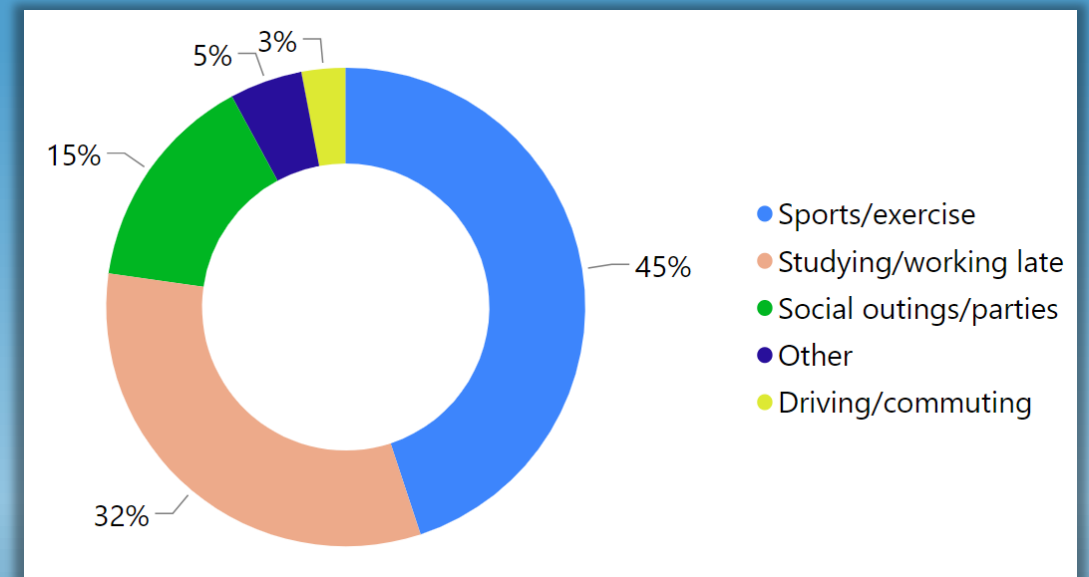


Insights :

- 45% prefer to purchase energy drinks at Supermarkets
- CodeX market strategy at Supermarkets -  sales & brand awareness

6b) What are the typical consumption situations for energy drinks among respondents?

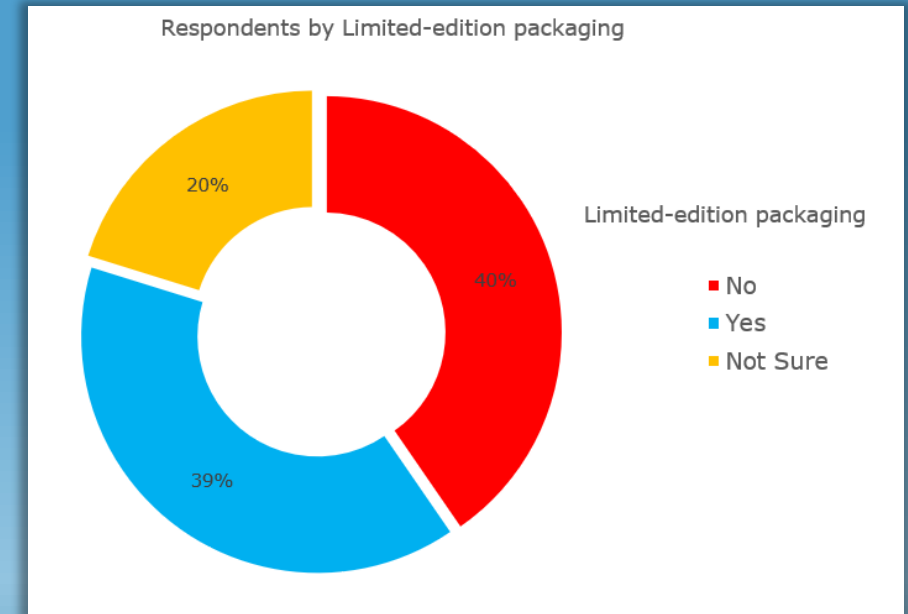
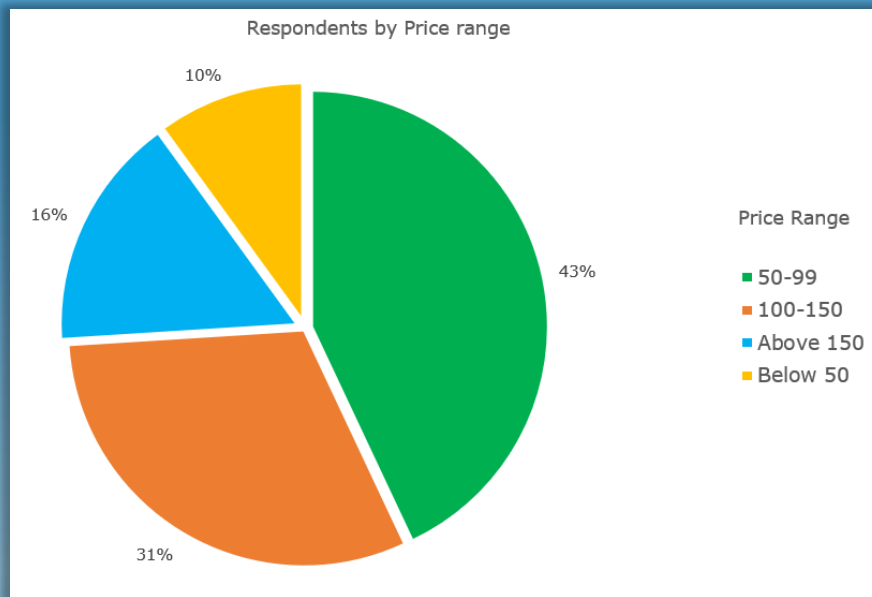
Typical_consumption_situations	total_respondents
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297



Insights :

- Typically, 45% consume energy drinks during sports or exercise
- 32% consume when studying or working late

6c) What factors influence respondents' purchase decisions, such as price range and limited-edition packaging?



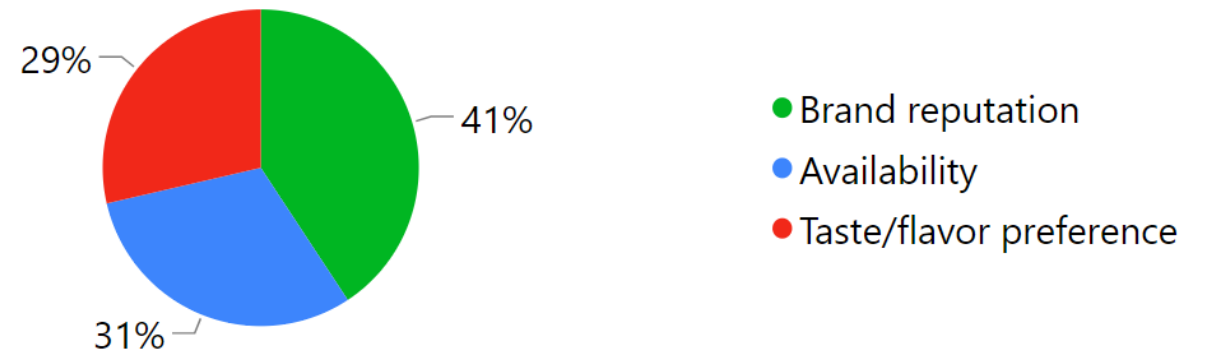
Insights :

- 43% of total respondents think $50 < \text{Energy drink price} < 99$ is reasonable price
- Limited-edition packaging drink = 40% do not care whether it's LEP or not
- While 39% do care to buy energy drink with limited edition packaging

PRODUCT DEVELOPMENT

7a) Which area of business should we focus more on our product development (Branding/taste/availability)?

Current_brands	Reasons_for_choosing_brands	total_respondents
CodeX	Brand reputation	259
CodeX	Availability	195
CodeX	Taste/flavor preference	182

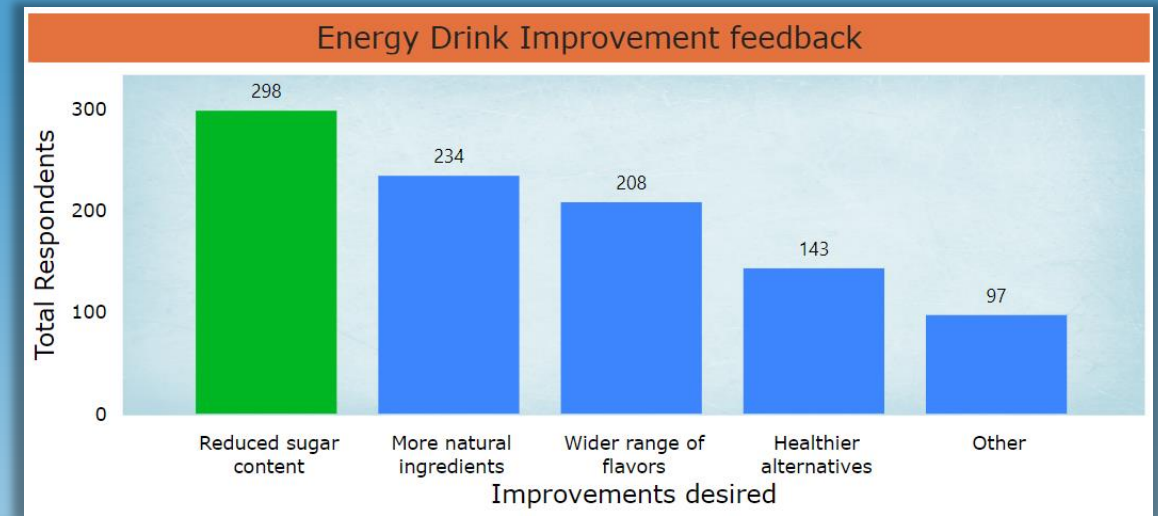


Insights :

- Out of 3 business areas, lowest chosen area was taste/flavor preference (29%)
- Focus more on improving the taste of our energy drink

7b) Which aspect of taste should we focus more on improving?

Improvements_desired	total_respondents	total_respondents_percentage
Reduced sugar content	298	30%
More natural ingredients	234	24%
Wider range of flavors	208	21%
Healthier alternatives	143	15%
Other	97	10%



Insights :

- 30% of CodeX customers would like to see sugar % to be lower
- Focus on reducing sugar content

RECOMMENDATIONS FOR CODEX

1) What immediate improvements can we bring to the product?

- **Changing our products' taste** because of the following reasons:
 - 89% of consumers prefer top 4 leader brands over ours because they like their taste and flavor.
 - If we just talk about CodeX customers, 29% of them chose CodeX based on its taste/flavor. If we want to increase that % as well as market share %, our immediate focus should be on improving the taste of our energy drink.
 - Now, in terms of our taste, 30% of CodeX customers would like to see the sugar content to be lower and 24% of CodeX customers would like to see more natural ingredients. So, we can start improving our taste by reducing sugar content and using more natural ingredients.

2) What should be the ideal price of our product?

- 42% of CodeX customers believe that if energy drink price is between 50-99 rupees, then the price is reasonable.
- So, after comparing [1] with other energy drink brands in the market, the ideal price of **CodeX 350 ml can** could be set to **55 rupees**.
- The reason for keeping 55 rupees initially is because CodeX needs to increase their brand awareness and gain market share as much as they can.
- Once, CodeX brand becomes widely popular in the market, they can increase their price gradually.
- So, it's about looking at the long-term picture where the focus in the beginning years would be capturing market share and building brand reputation. Once that is done successfully, CodeX can focus on making higher profits.

[1] Average price for other brands can : Gangster 350 ml = 125, Blue bull 250 ml = 125, O'cean 250 ml = 55,
Sky 9 250 ml = 50, Cola-coka 300 ml = 40, Bepsi 250 ml = 35

3) What kind of marketing campaigns, offers, and discounts we can run?

- **Marketing Campaign 1:** Since 45% of total respondents purchase their energy drinks at Supermarkets, CodeX can place their energy drink near checkout center in Supermarkets, so that it grabs the attention of potential customers.
- **Marketing Campaign 2:** Sponsoring cricket events like IPL and upcoming cricket world cup. In these type of sporting events, CodeX can also provide their product samples that allow thousands of people to taste their product.
- **Offers:** CodeX needs to focus more on the bottom 5 cities that are Lucknow, Jaipur, Delhi, Ahmedabad, and Kolkata. In order to increase customers in these cities, CodeX can implement a market strategy where they can provide a promotional Buy one Get one free offer.
- **Discounts:** If people buy CodeX energy drink in large quantities i.e., 15-pack cans or 24-pack cans, they can get a good amount of discount.

Thank you!

