CodeX

Marketing Insights

Demographic

Demographic Report contains the statistics of the number of participants across different age, group, gender and locations.

Customer Preference

This Report is based on consumer behavior like price & package expected ,consumption time , reason for consuming the products etc.

Purchasing Behavior

This Report contains consumer purchased behavior like reason of buying the product , their expectations from the product , locations , price preference ,reason preventing.

Competition Analysis

Competition Analysis contains the performance of all the existing brands to compare with the codex like Average Taste experience , their health concerns etc.

Marketing View

The Survey responses shows the consumers behavior for consumption and buying the products .This report contains these metrics to find the opportunities to market codex.

CodeX Preferences

CodeX's performance report contains the metrics of consumer behavior towards our CodeX.

Designed By : Chinmayee Barik

Demographic

10K
Count Respondents

980
Respondent for CodeX

3.28
Avg Taste Exp

City Wise Response

City	Total Respondents	Respondent for CodeX
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**

Respondents by Age Group and Gender

● Female ● Male ● Non-binary
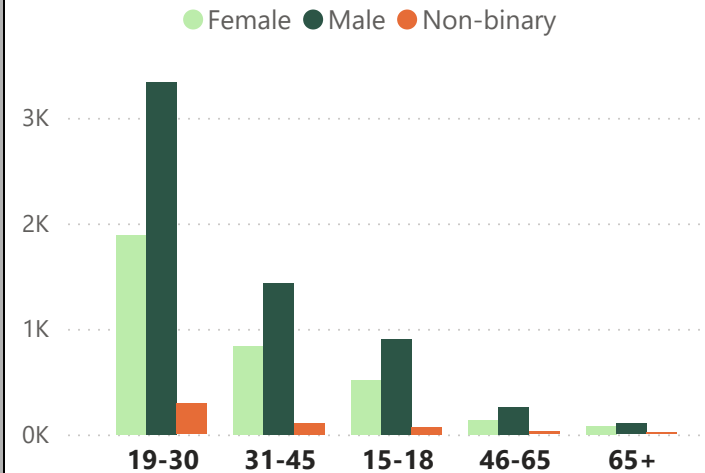
Respondents by Gender

● Male ● Female ● Non-bin...

3K (5.07%)
3K (34....)
1K
6K (60.38%)
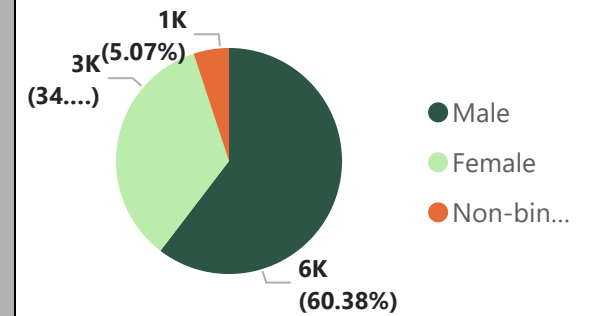
Marketing Channels

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**

Respondent by Age
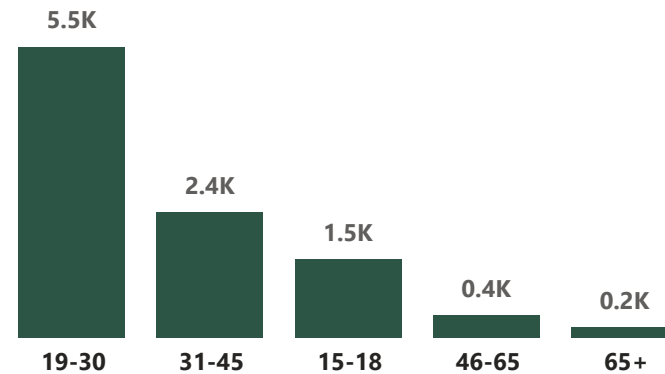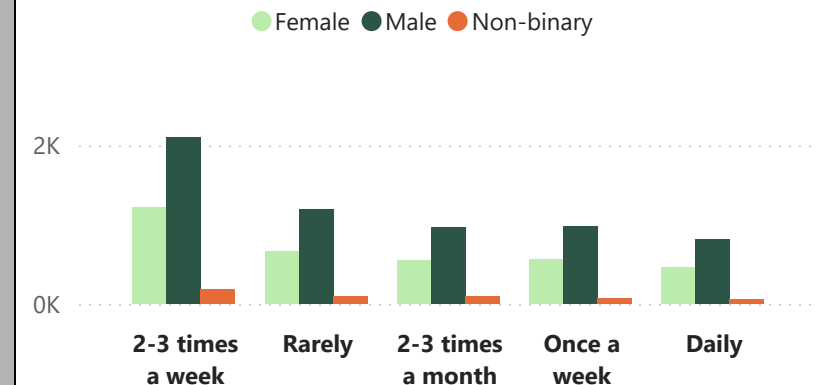
5.5K — 19-30
2.4K — 31-45
1.5K — 15-18
0.4K — 46-65
0.2K — 65+

Consumption Frequency by Gender

● Female ● Male ● Non-binary

2-3 times a week   Rarely   2-3 times a month   Once a week   Daily

Consumer Preference

Ahmedabad | Bangalore | Chennai | Delhi | Hyderabad | Jaipur | Kolkata | Lucknow | Mumbai | Pune

980
Respondent for CodeX

3.28
Average Taste Exp

Consumption Time

- To stay awake during work/study: 3.4K
- Before exercise: 3.1K
- For mental alertness: 2.0K
- Throughout the day: 1.4K
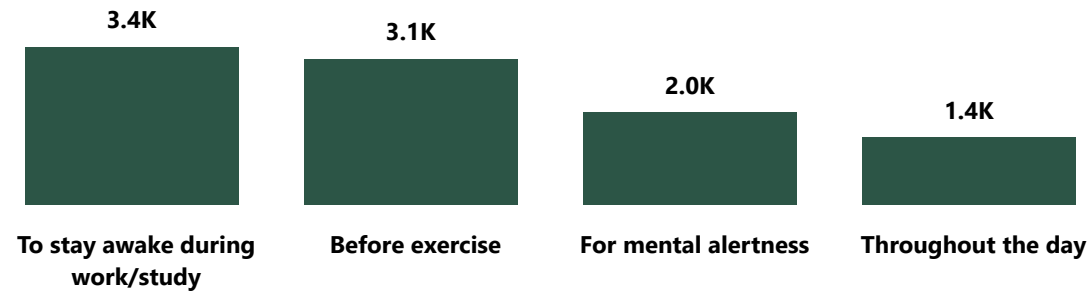
Reasons for Consumption

- Increased energy and focus: 35.74%
- To combat fatigue: 24.28%
- To enhance sports ...: 16.04%
- To boost perfor...: 15.14%
- Other: 8.80%

Packaging Preference

- Compact a...: 39.84%
- Innovative...: 30.47%
- Collectible...: 15.01%
- Eco-friend...: 9.83%
- Other: 4.85%
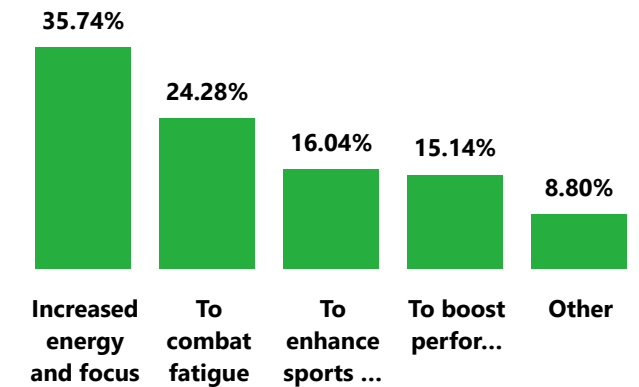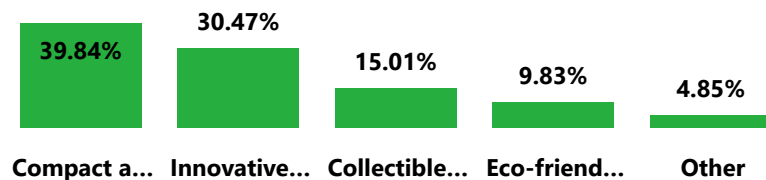
Price Preference

Gender	100-150	50-99	Above 150	Below 50	Total
Female	898	1535	705	317	3455
Male	2093	2619	758	568	6038
Non-binary	151	134	98	124	507
Total	3142	4288	1561	1009	10000

Consumption Frequency by Gender

Legend: Female, Male, Non-binary

- 2-3 times a week
- Rarely
- 2-3 times a month
- Once a week
- Daily

Interest in Natural or Organic Product
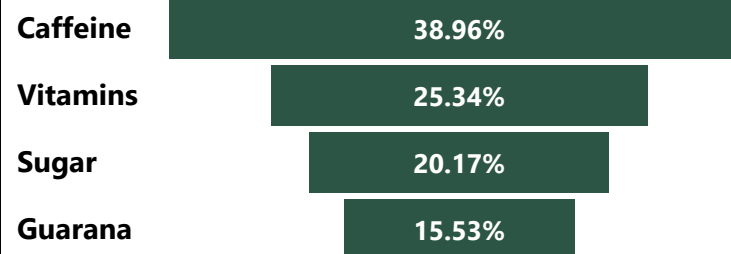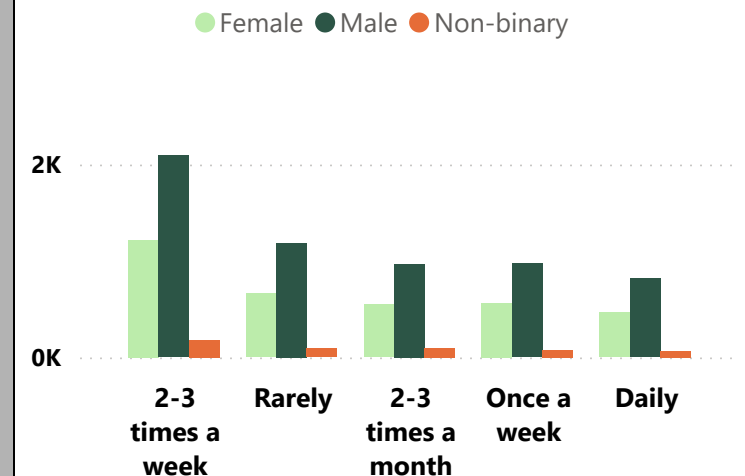
- 201 (20.51%)
- 273 (27.86%)
- 506 (51.63%)

Interested:
- Yes
- No
- Not Sure

Ingredients Expected

- Caffeine: 38.96%
- Vitamins: 25.34%
- Sugar: 20.17%
- Guarana: 15.53%

Purchasing Behavior

Ahmedabad | Bangalore | Chennai | Delhi | Hyderabad | Jaipur | Kolkata | Lucknow | Mumbai | Pune

Purchasing Locations

Location	Percentage
Supermarkets	44.94%
Online retailers	25.50%
Gyms and fitness cen…	14.64%
Local stores	8.13%
Other	6.79%

Improvements Desired

Category	Value
Reduced sugar cont…	3.0K
More natural in…	2.5K
Wider range of flavors	2.0K
Healthier alternatives	1.5K
Other	1.0K

Limited Edition Packaging

Limited_editi…
- No: 4.02K (40.23…)
- Yes: 3.95K (39.46%)
- Not Sure: 2.03K (20.31%)
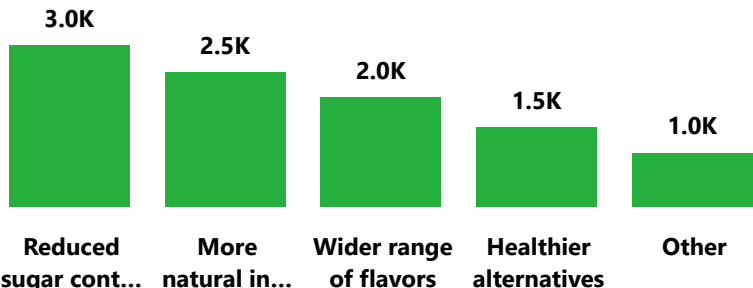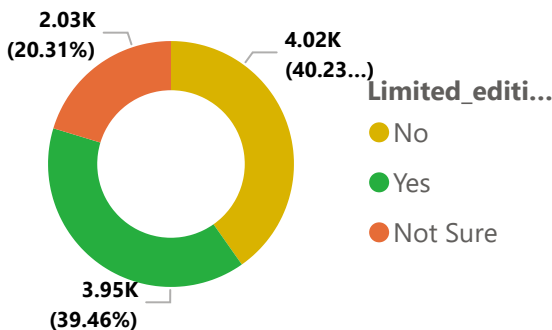
Consumption Situations

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
Total	1488	5520	2376	426	190

Brand Perception

Current_brands	Dangerous	Effective	Healthy	Not sure	Total
Bepsi	5.04%	6.15%	4.68%	5.25%	21.12%
Blue Bull	2.39%	3.09%	2.13%	2.97%	10.58%
CodeX	2.14%	2.86%	2.20%	2.60%	9.80%
Cola-Coka	5.54%	7.52%	5.67%	6.65%	25.38%
Total	22.38%	29.09%	22.43%	26.10%	100.00%

Reasons for Choosing Brands

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
Total	3455	6038	507	10000

Reasons Preventing Trying

Reasons_preventing_trying	15-18	19-30	31-45	46-65	65+	Tota
Health concerns	336	1236	547	97	42	22
Not available locally	345	1340	590	106	50	24
Not interested in energy drinks	305	1254	509	83	42	21
Total	1488	5520	2376	426	190	100
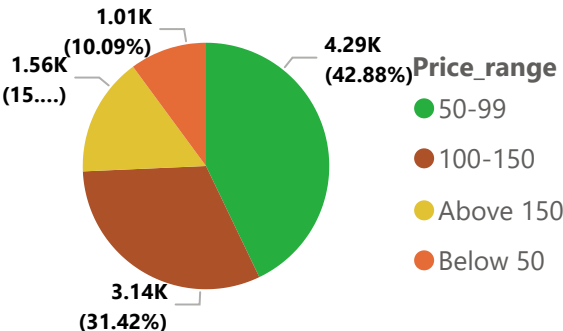
Price Preference

Price_range
- 50-99: 4.29K (42.88%)
- 100-150: 3.14K (31.42%)
- Above 150: 1.01K (10.09%)
- Below 50: 1.56K (15.…)

Competition Analysis

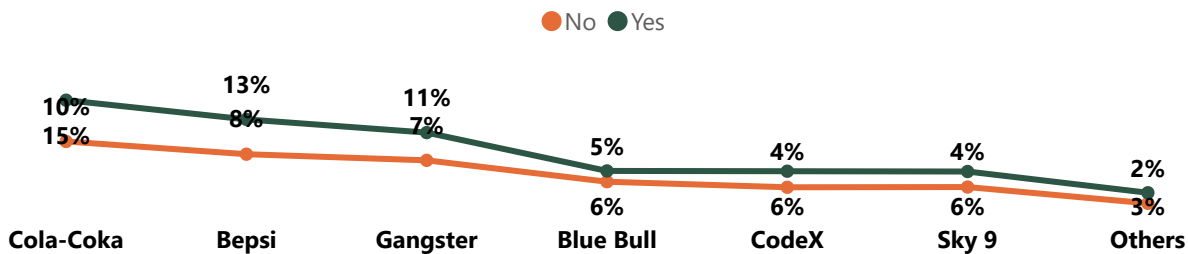Ahmedabad | Bangalore | Chennai | Delhi | Hyderabad | Jaipur | Kolkata | Lucknow | Mumbai | Pune

Reason for Choosing Brands

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.8%	27.3%	16.1%	16.8%	20.0%
Blue Bull	17.0%	27.3%	17.7%	15.6%	22.4%
CodeX	19.9%	26.4%	18.0%	17.1%	18.6%
Cola-Coka	20.1%	24.3%	17.1%	17.7%	20.9%
Gangster	18.3%	27.6%	18.2%	16.7%	19.3%
Others	18.0%	29.2%	18.2%	16.5%	18.2%

Health Concerns for Different Brands

No — Yes

	Cola-Coka	Bepsi	Gangster	Blue Bull	CodeX	Sky 9	Others
Yes	10%	13%	11%	5%	4%	4%	2%
No	15%	8%	7%	6%	6%	6%	3%

Marketing Channels by Current Brands

Cola-Coka	Bepsi	Gangster	Blue Bull	CodeX	Sky 9	Others
25.4%	21.1%	18.5%	10.6%	9.8%	9.8%	4.8%
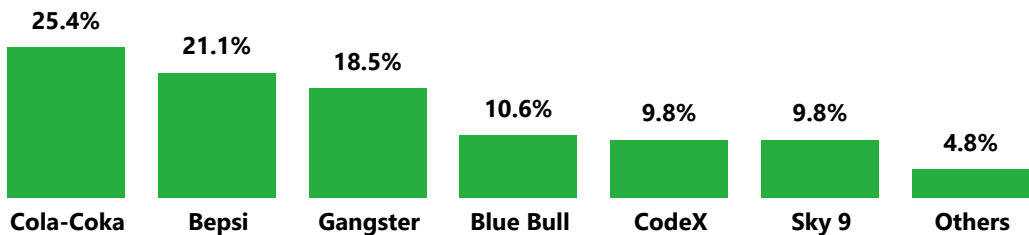
Average of Taste_experience by Current_brands

Others	Cola-Coka	Blue Bull	Sky 9	Bepsi	CodeX	Gangster
3.32	3.30	3.30	3.30	3.28	3.27	3.24
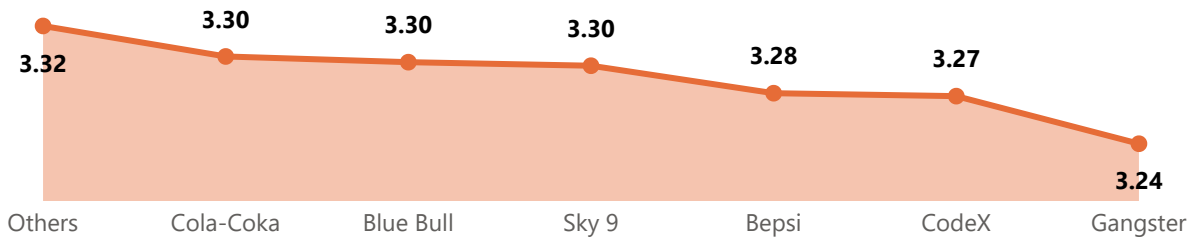
Consumer Frequency per Brand

Current_brands	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
Bepsi	15%	35%	13%	17%	20%
Blue Bull	17%	35%	14%	16%	18%
CodeX	15%	37%	13%	15%	21%
Cola-Coka	17%	34%	13%	17%	20%
Gangster	17%	35%	15%	16%	18%

Current_brands	Dangerous	Effective	Healthy	Not sure	Total
Bepsi	5.0%	6.2%	4.7%	5.3%	21.1%
Blue Bull	2.4%	3.1%	2.1%	3.0%	10.6%
CodeX	2.1%	2.9%	2.2%	2.6%	9.8%
Cola-Coka	5.5%	7.5%	5.7%	6.7%	25.4%
Total	22.4%	29.1%	22.4%	26.1%	100.0%

Marketing View

Ahmedabad | Bangalore | Chennai | Delhi | Hyderabad | Jaipur | Kolkata | Lucknow | Mumbai | Pune

Purchasing Locations

Location	%
Supermarkets	44.94%
Online retailers	25.50%
Gyms and fitness ce...	14.64%
Local stores	8.13%
Other	6.79%

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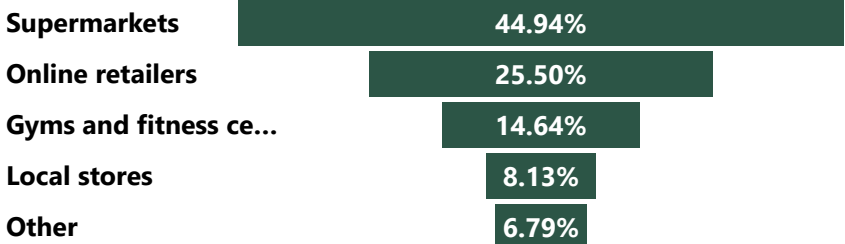
Marketing_channels	15-18	19-30	31-45	46-65	65+
Online ads	707	2666	490	109	48
Other	94	608	408	78	37
Outdoor billboards	117	585	431	65	28
Print media	75	371	310	57	28
TV commercials	495	1290	737	117	49
Total	1488	5520	2376	426	190

Current_brands	Dangerous	Effective	Healthy	Not sure	To
Sky 9	205	297	205	272	
Others	107	138	116	118	
Gangster	415	512	454	473	1
Cola-Coka	554	752	567	665	2
CodeX	214	286	220	260	
Total	2238	2909	2243	2610	10

Respondents by Reasons for Choosing Brands

Brand reputation	Taste/flavor preference	Availability	Effectiveness	Other
2.7K	2.0K	1.9K	1.7K	1.7K
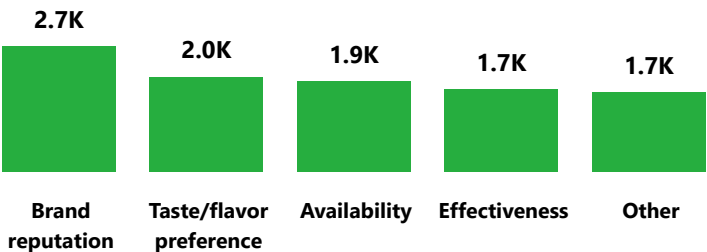
Heard Before About CodeX

- No: 525 (53.57%)
- Yes: 455 (46.43%)
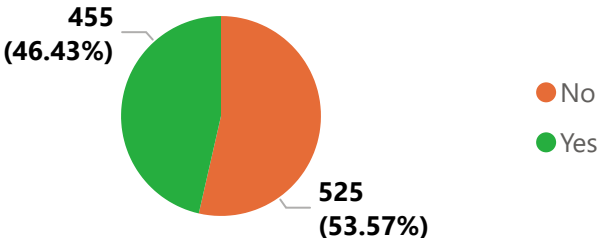
Reasons Preventing Trying by Gender

Gender: Female, Male, Non-binary

Categories: Not available locally, Health concerns, Not interest... in energy drinks, Unfami... with the brand, Other

Consumption Time

- To stay awake ...: 34.09%
- Before exercise: 31.48%
- For mental ale...: 19.95%
- Throughout th...: 14.48%
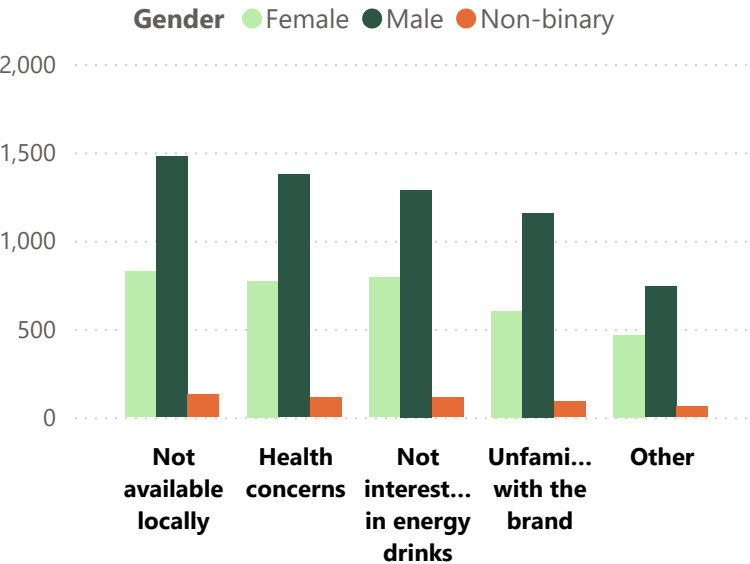
Packaging Preference
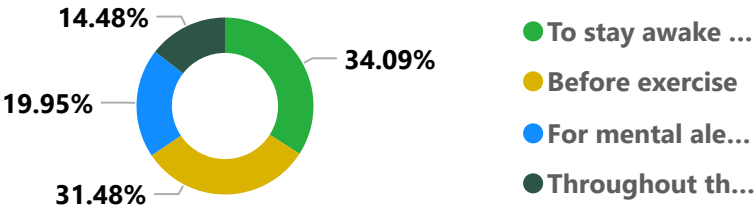
Packaging_preference	%GT Count of Response_ID
Collectible packaging	15%
Compact and portable cans	40%
Eco-friendly design	10%
Innovative bottle design	30%
Other	5%
Total	100%

CodeX Preferences

Ahmedabad | Bangalore | Chennai | Delhi | Hyderabad | Jaipur | Kolkata | Lucknow | Mumbai | Pune

City Wise Respondents

City	Total Responses
Ahmedabad	45
Bangalore	292
Chennai	92
Delhi	40
Hyderabad	182
Jaipur	28
Kolkata	48
Lucknow	5
Mumbai	156
Total	**980**

Brand_perception	Responses
Negative	1769
Neutral	5974
Positive	2257
Total	**10000**

Reasons for Choosing The CodeX

Reasons_for_choosing_brands	Respondents	Respondents %
Brand reputation	259	26.43%
Availability	195	19.90%
Taste/flavor preference	182	18.57%
Effectiveness	176	17.96%
Total	**980**	**100.00%**

Price Preference

- 410 (41.84%)
- 313 (31.94%)
- 159 (16....)
- 98 (10%)

Legend:
- 50-99
- 100-150
- Above 150
- Below 50

Improvements Desired

- Reduced sugar content: 30.41%
- More natural ingredients: 23.88%
- Wider range of flavors: 21.22%
- Healthier alternatives: 14.59%
- Other: 9.90%
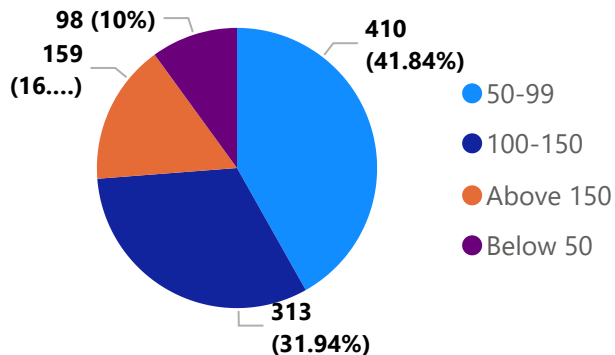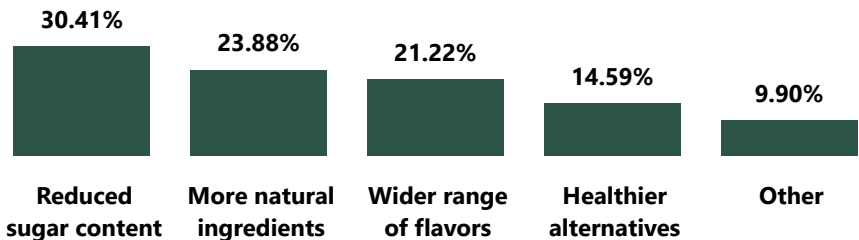
City Wise Response for Brand Perception

City	Negative	Neutral	Positive	Total
Ahmedabad	11.05%	3.23%	3.20%	4.59%
Bangalore	24.42%	31.58%	29.22%	29.80%
Chennai	7.56%	10.02%	9.13%	9.39%
Delhi	4.65%	3.40%	5.48%	4.08%
Hyderabad	16.86%	19.19%	18.26%	18.57%
Jaipur	2.91%	2.21%	4.57%	2.86%
Kolkata	3.49%	5.94%	3.20%	4.90%
Lucknow	1.16%	0.34%	0.46%	0.51%
Mumbai	13.27%	15.45%	10.19%	15.92%
Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Limited Edition Packaging

- 415 (42.35%)
- 195 (19.9%)
- 370 (37.76%)

Legend:
- Yes
- No
- Not Sure

Health Concerns

- 383 (39.08%)
- 597 (60.92%)

Legend:
- Yes
- No