MARKETING INSIGHTS FOR CODEX

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Agenda

- **Introduction**
- **Task**
- **Goals**
- **Data set**
- **Problem statements & insights**
- **Recommendations**

Introduction

Codex, a German beverage company, recently launched its energy drink in 10 cities in India. The Marketing team aims to increase brand awareness, market share, and product development. They conducted a survey with 10,000 respondents in these cities.

Task

Conduct an analysis on survey responses and provide actionable recommendations for CodeX's Chief Marketing Officer.

Goals

- **Increase Brand Awareness**

- **Increase Market Share**

- **Product Development**

- **Identify Target Consumers**

Data Set

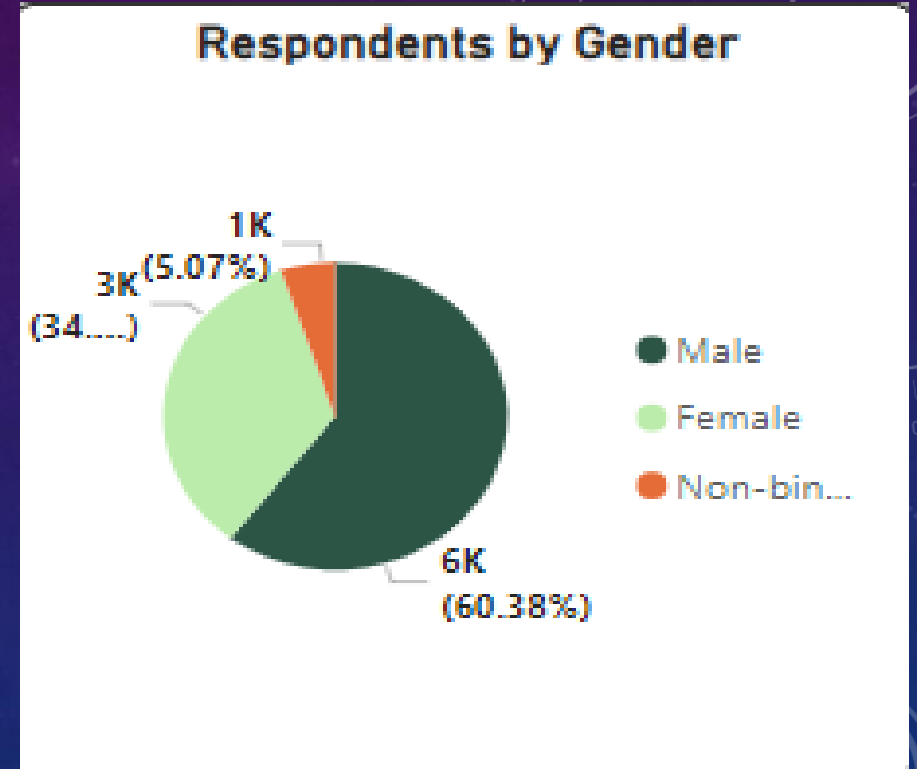1. dim_respondents
2. dim_cities
3. fact_survey_responses

Problem statements & insights

1. Demographic Insights

a . who prefers energy drinks more ?

(male/female/non-binary ?)

Out of 10 thousand respondents , the number of male respondents is 6038 .This shows 60% of the consumers are male who prefer energy drinks more
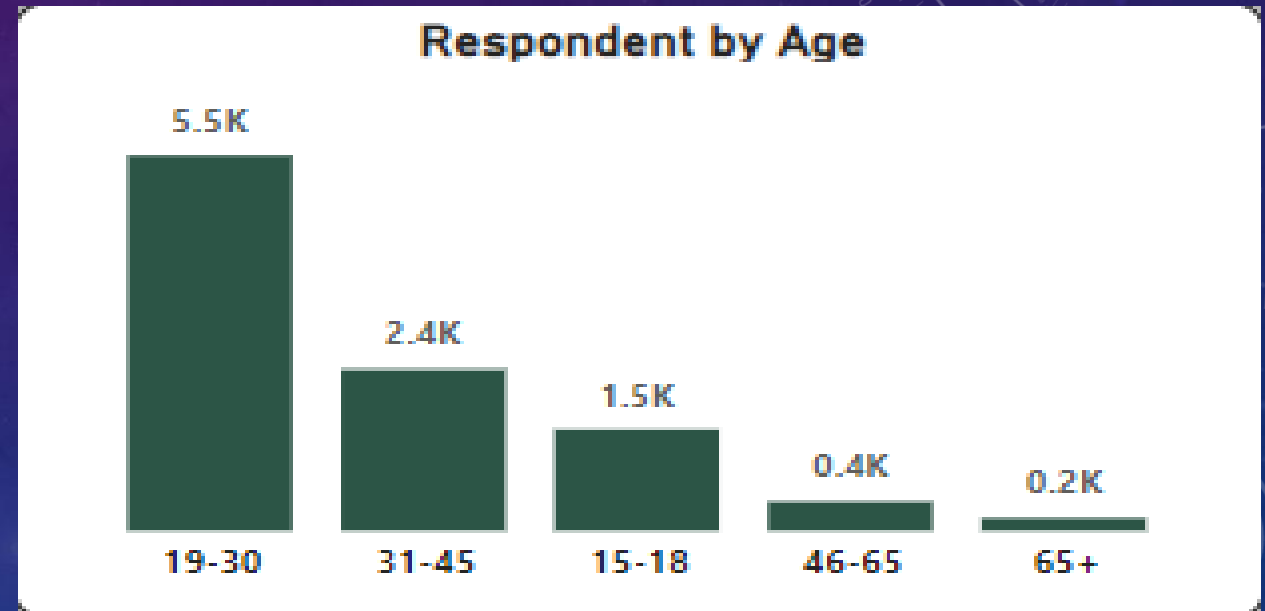
1.Demographic Insights

b. Which age group prefers energy drinks more?

From the result of this survey , we get to know that energy driks 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%.

Respondent by Age

Age Group	Value
19-30	5.5K
31-45	2.4K
15-18	1.5K
46-65	0.4K
65+	0.2K

1.Demographic Insights

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

Online Ads are the most effective channel to reach for the respondents Age group 15-30.

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

2. Consumer Preferences

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

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.

Ingredients Expected

Ingredient	Percentage
Caffeine	38.96%
Vitamins	25.34%
Sugar	20.17%
Guarana	15.53%
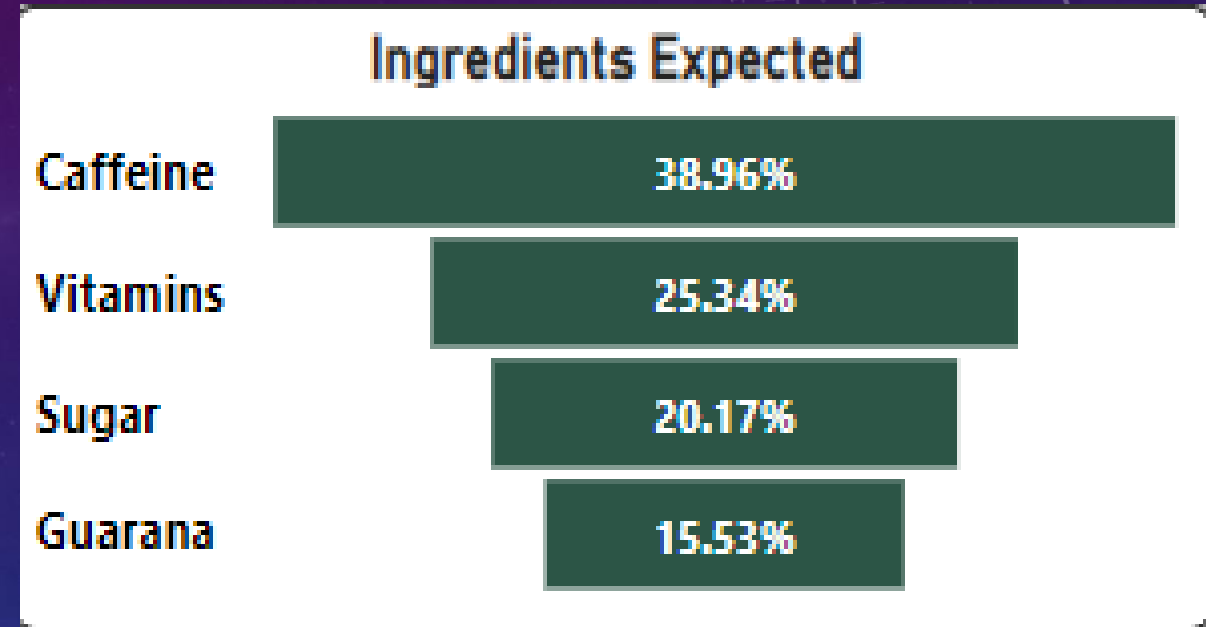
2. Consumer Preferences

b. What packaging preferences do respondents have for energy drinks?

Compact & Portable Cans are high in demand followed by Innovative Bottle Designs

Packaging Preference

- Compact a... 39.84%
- Innovative... 30.47%
- Collectible... 15.01%
- Eco-friend... 9.83%
- Other 4.85%
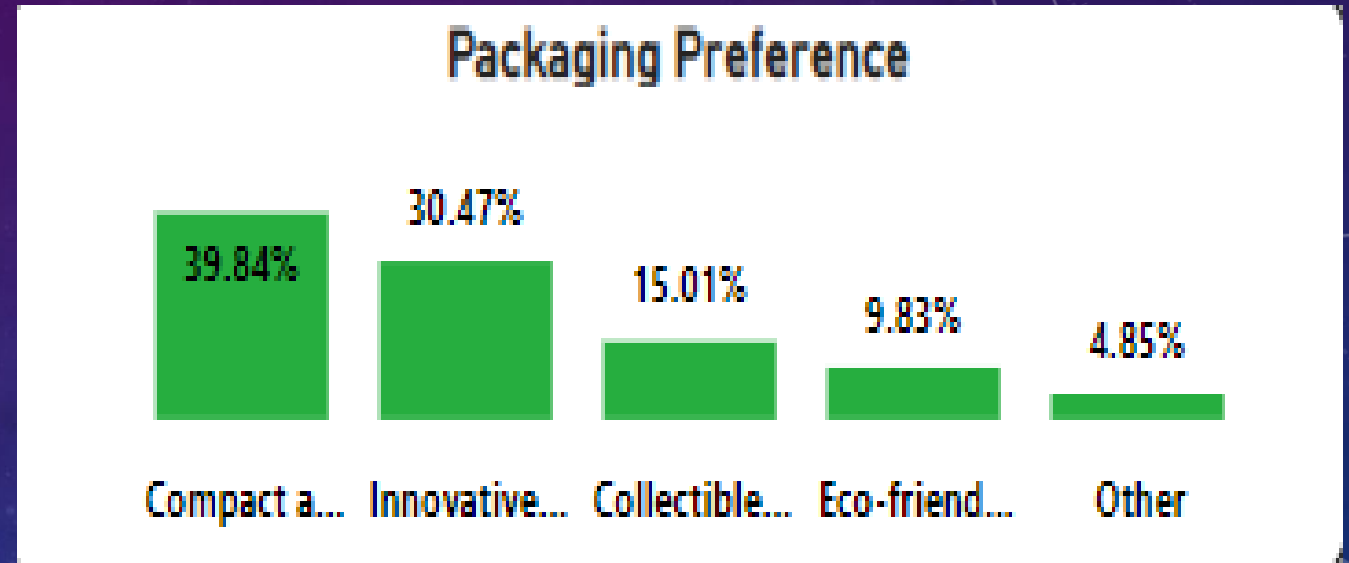
3. Competition Analysis

a. Who are the current market leaders?

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

Marketing Channels by Current Brands

Brand	Percentage
Cola-Coka	25.4%
Bepsi	21.1%
Gangster	18.5%
Blue Bull	10.6%
CodeX	9.8%
Sky 9	9.8%
Others	4.8%
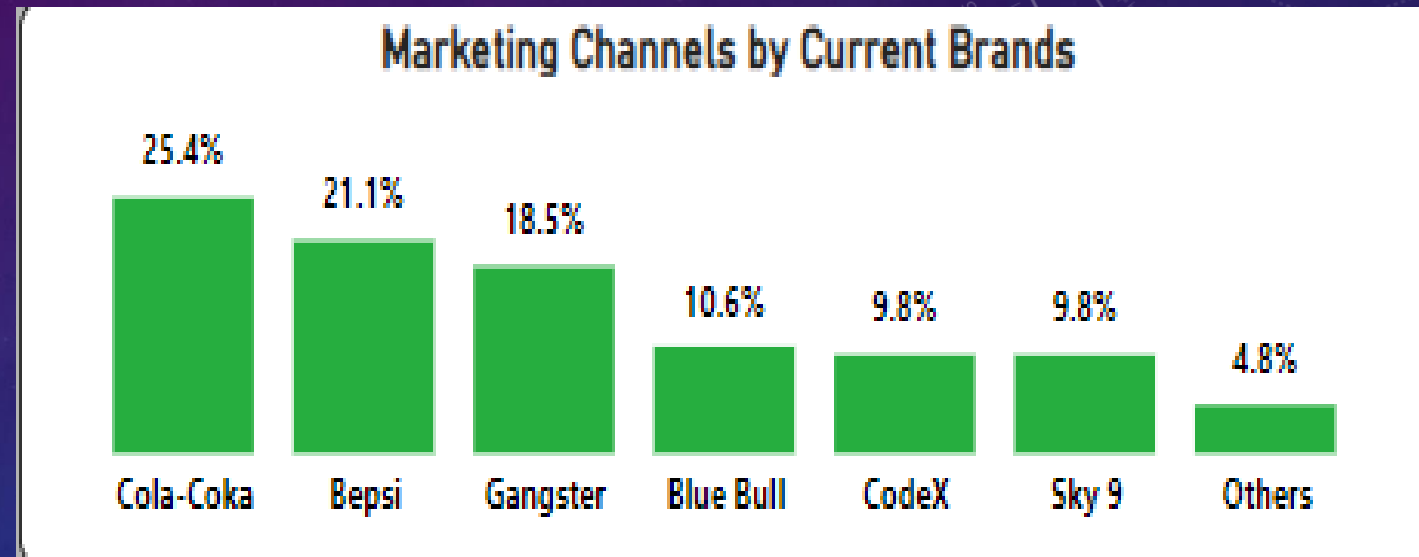
3. Competition Analysis

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

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

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%
Sky 9	18.6%	26.6%	19.2%	15.8%	19.8%

4. Marketing Channels and Brand Awareness

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

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

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

5. Brand Penetration

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

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

This **rating of 3.28 is the industry average rating as well**.

3.28
Avg Taste Exp

5. Brand Penetration
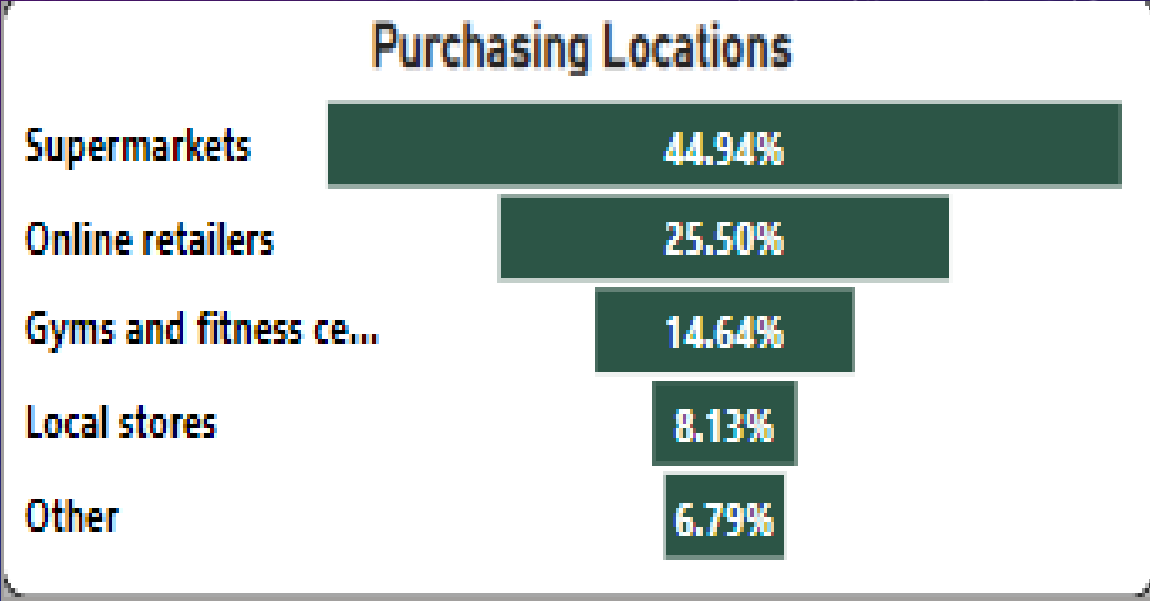
b. Which cities do we need to focus more on?

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

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	13.37%	15.45%	19.18%	15.92%
Pune	14.53%	8.66%	7.31%	9.39%
Total	100.00%	100.00%	100.00%	100.00%

6. PURCHASE BEHAVIOR

a. Where do respondents prefer to purchase energy drinks?

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

Purchasing Locations

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

6. PURCHASE BEHAVIOR

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

Sports/exercise

Studying/working late

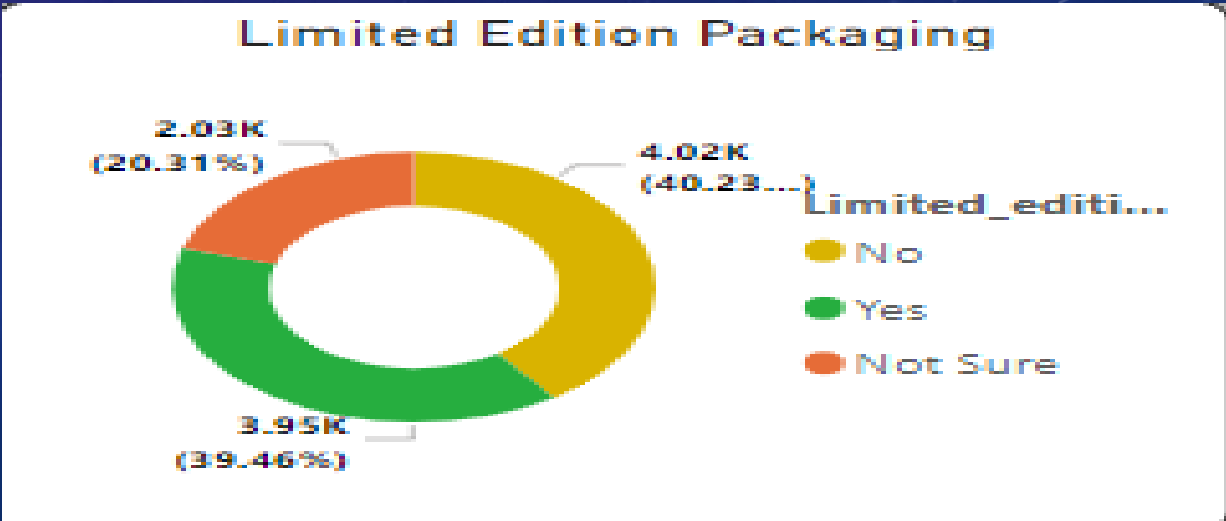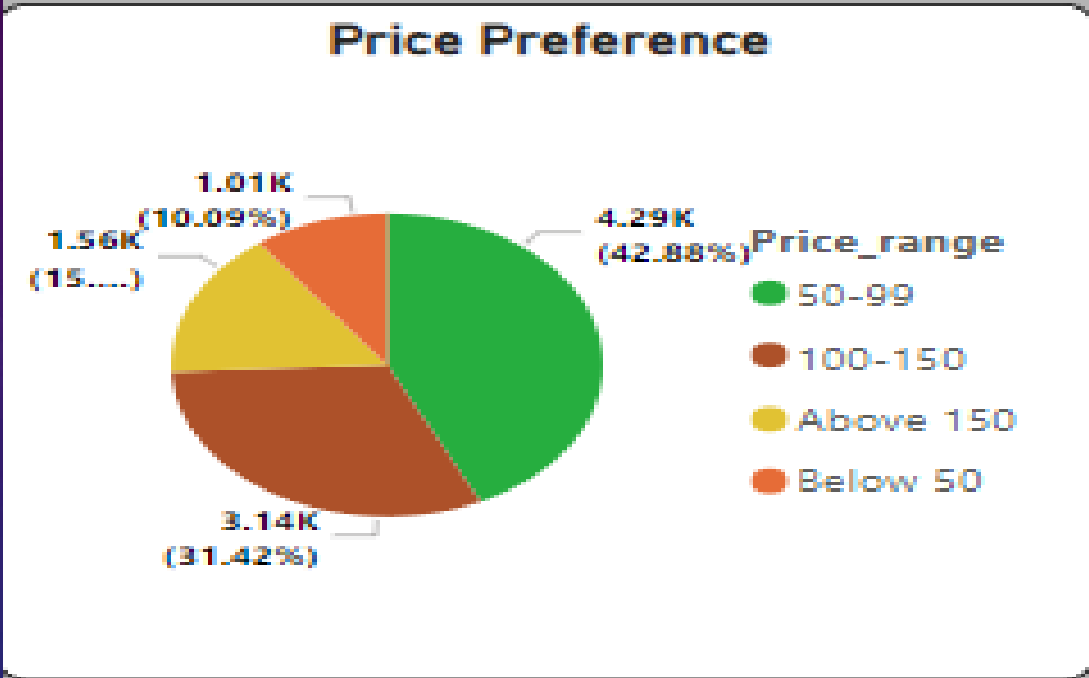Also, this data shows youth is consuming these drinks more.

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

6. PURCHASE BEHAVIOR

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

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

40% of the consumers donot expect a change is the packaging while 39% of consumers are open to trying the Limited Edition Packaging .

Price Preference

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

Limited Edition Packaging

2.03K
(20.31%)
4.02K
(40.23...)
Limited_editi...
- No
- Yes
- Not Sure
3.95K
(39.46%)

7. PRODUCT DEVELOPMENT

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

Based on the data, **brand reputation** accounts for the highest percentage of customer choice at **26.43%,** indicating it should be the primary focus for product development. However, **availability (19.90%)** and **taste/flavor preference (18.57%)** are also significant factors and can be secondary areas of improvement to address broader customer needs.

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%
Other	168	17.14%
Total	980	100.00%

Recommendations for Codex

Suggestion for Ingredients

Guarana : **Natural caffeine** source for sustained **energy** and **mental alertness**.
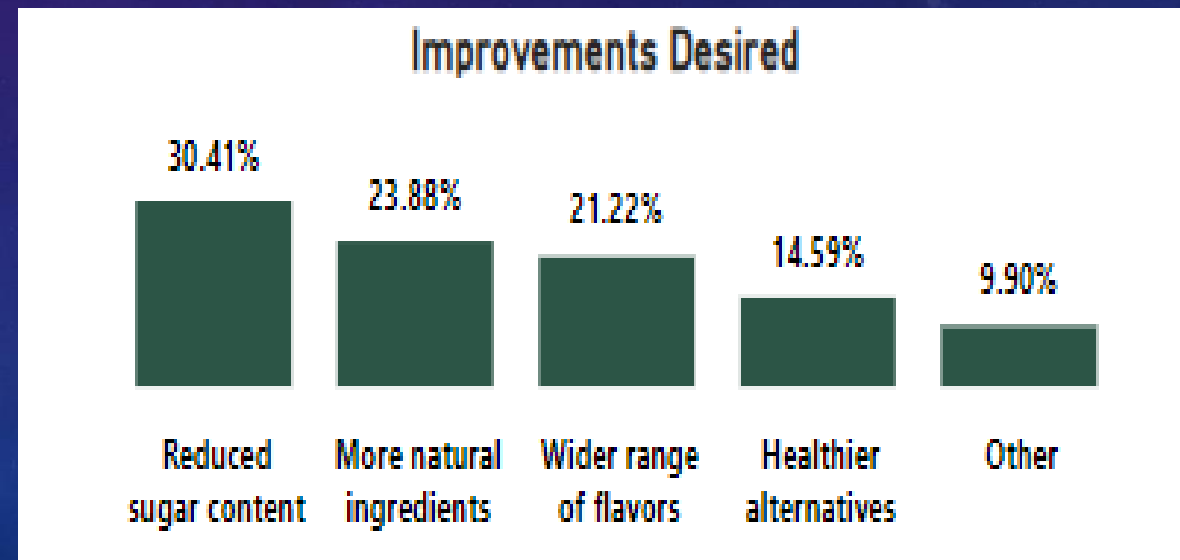
Green Tea Extract: Rich in antioxidants and moderate **caffeine**, it offers a **natural energy boost** without Discomfort.

What immediate improvements can we bring to the product?

- Availability

- Health Concern-if possible another survey related to health concern questions.(455 people who have heard about us.

- Limited Edition Packaging
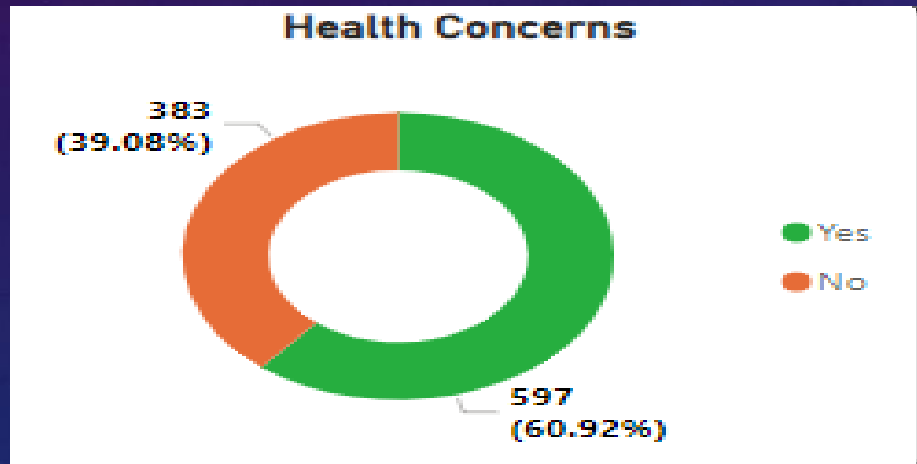
- Add more natural ingredients , reduced sugar content and add more flavours

- Improve Positive Response rate

Health Concerns

383 (39.08%)

597 (60.92%)

- Yes
- No

Improvements Desired

30.41% — Reduced sugar content
23.88% — More natural ingredients
21.22% — Wider range of flavors
14.59% — Healthier alternatives
9.90% — Other

Product Development

What should be the ideal price of our product?

The price range expected by consumers lies between 50-150.

In cities like Ahmedabad, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai and Pune consumers expect the price range between 50-99.

While the rest of cities , people are willing to pay up to 150.
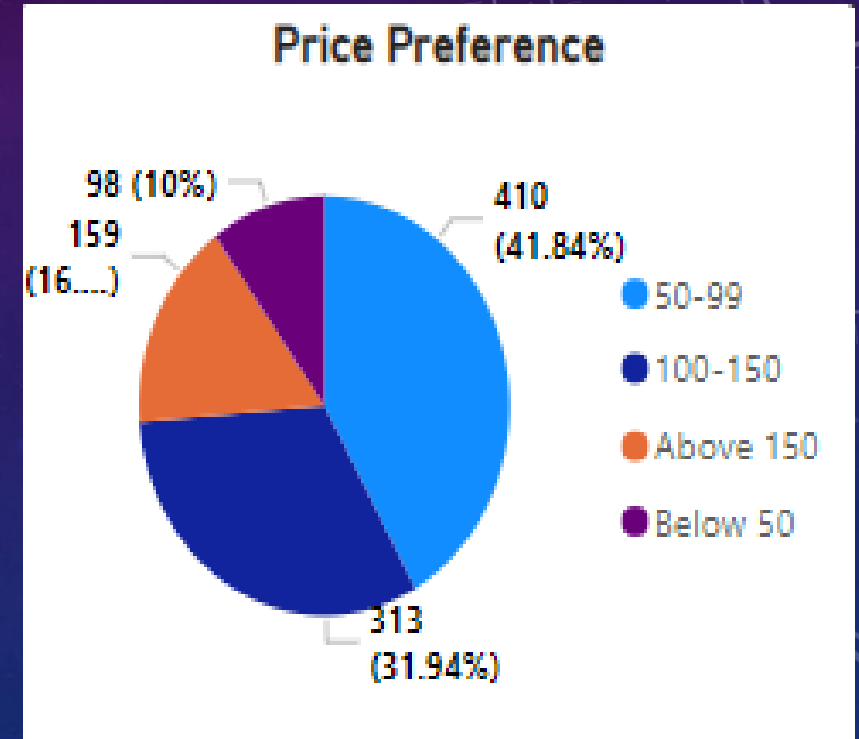
Product Development

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

In the previous recommendation , we saw that we can **experiment** with the price in **different cities** . Also , if changing the price does not go with the brand's strategy , we can provide offers on buying the **pack of 6 cans at a cheaper cost** . Also , each of these cities celebrates multiple **festivals** throughout the year . We can come up with the gift set packs .

Suggestion for Brand Ambasdor

Virat Kohli is widely recognized for his exceptional **mental and physical strength**, which sets him apart as a remarkable role model for the **youth**.
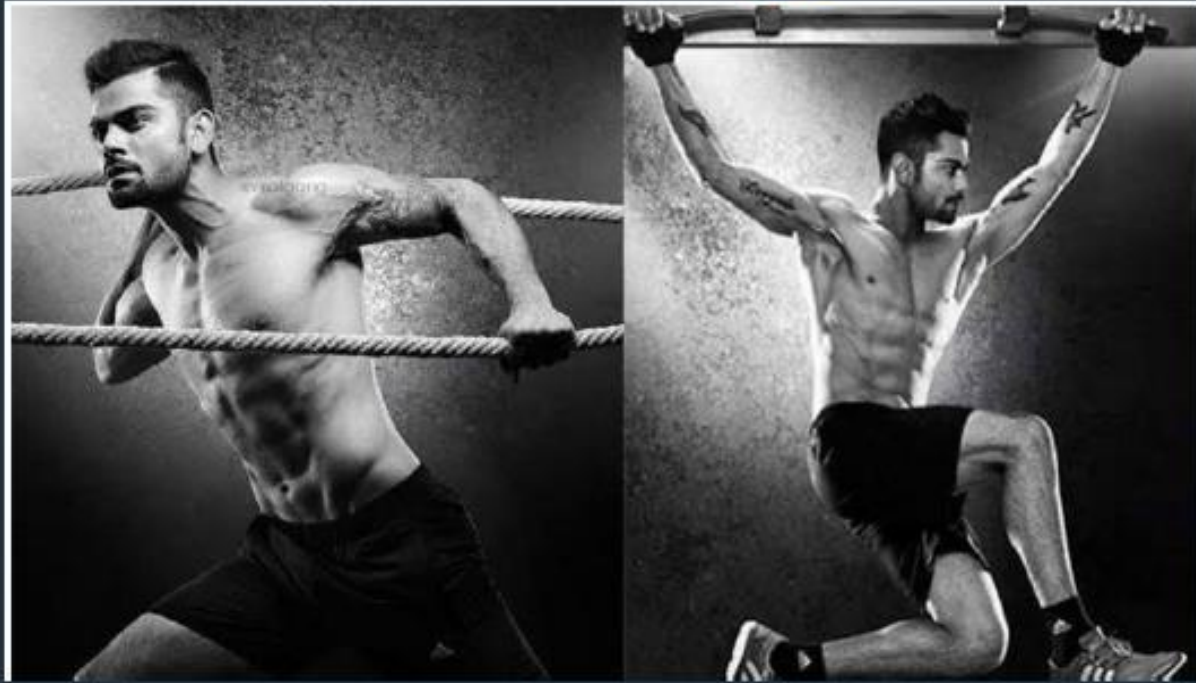
With **253+ million Instagram followers**, Virat Kohli has immense influence over the youth, making him an ideal ambassador for our product.

Social Media

We have seen in the **insights that our consumers fall in the age group of 15 to 30**. This age group is very much active on social media. Also, they get to know about the products from online ads. Running social media ads can be a good strategy to reach them.

Target Audience

Who should be our target audience, and why?

It is evident from the statistics that our consumers are mostly **between the ages of15 to 30.**

From this survey , the count shows that 70% of consumers are youth.

Respondent by Age

Age	Count
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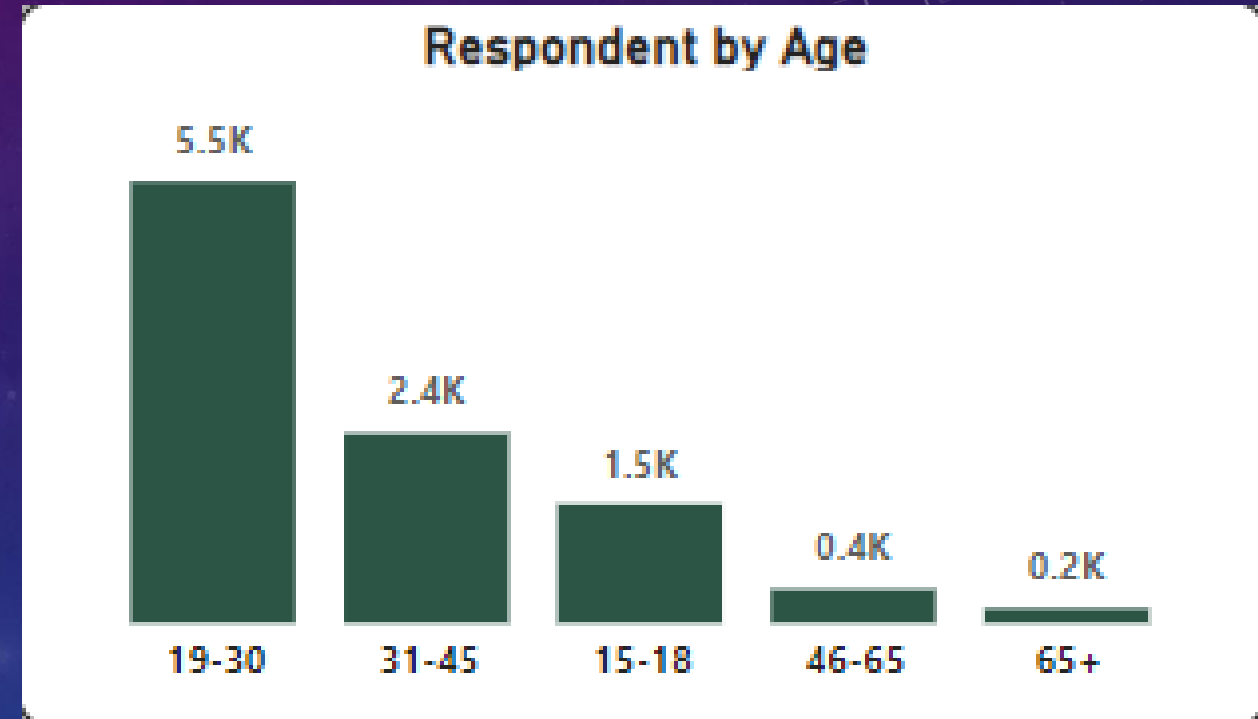
Conclusion

In conclusion, implementing and

Adapting your marketing strategy while

Keeping your customers at the center is

Key to success in today's dynamic

Business landscape. Stay agile, measure

Results, and continually innovate to

Achieve your marketing goals effectively.

Thank You!