CODEX

Food and Beverage Industry

Overview

- CODEX is a German beverage company that is aiming to make its mark in the India market
- Recently the company introduced its **new energy drink** in 10 Indian cities.
- They conducted a survey in those 10 cities and received results from 10k respondents.

Objective

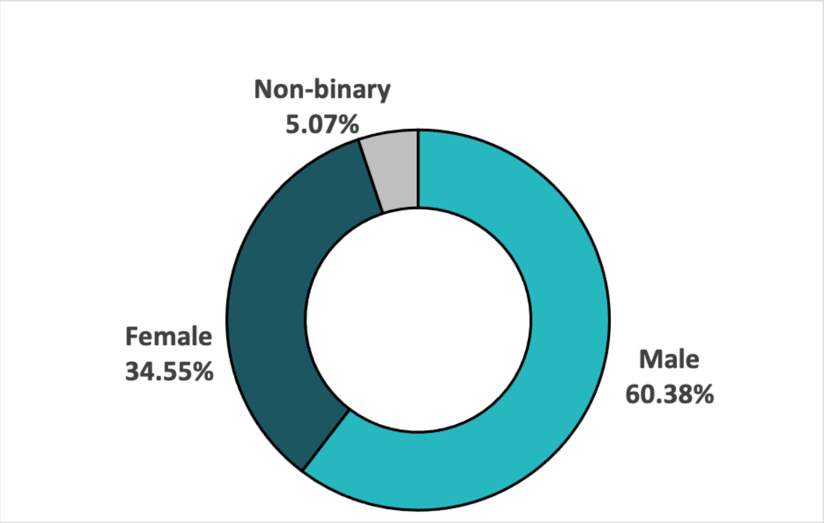
- **Analyze** the data to uncover patterns, insights related to consumer behavior, preferences of energy drinks, specifically Codex.
- Based on the insights extracted, provide **recommendations** that can enhancing brand awareness, increasing sales, and targeting the right audience.
- To prepare a visually appealing and engaging **presentation** that effectively communicates the insights and recommendations .

Demographic Insights

Who prefers energy drink more(male/female/nonbinary?)

Gender	pref_count
Male	6038
Female	3455
Non-binary	507

There are significantly more **males** (60%) in a group of energy drink consumers indicating higher preference for energy drinks among males.

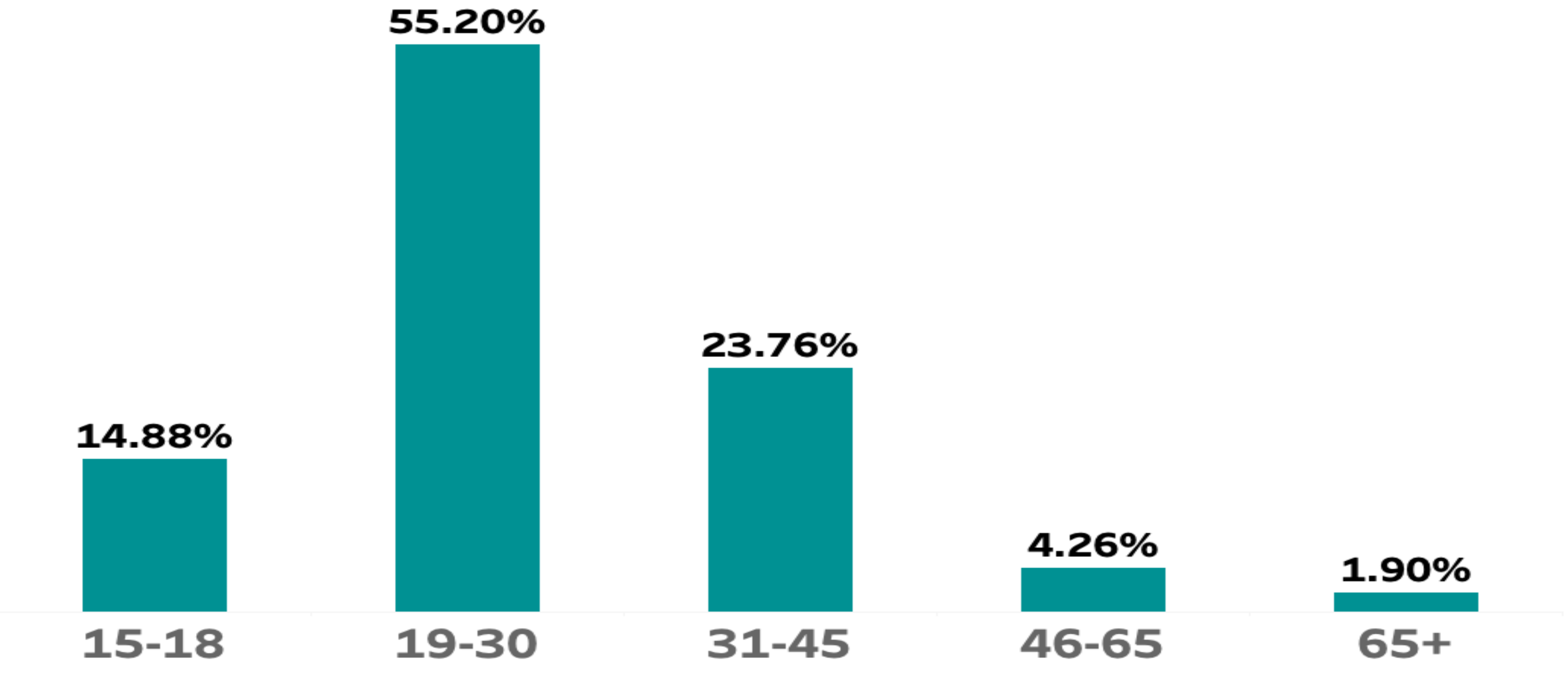


Demographic Insights

Which age group prefers energy drinks more?

Among the respondents majority of consumers (55%) are in the age group of **19-30 i**ndicating preference for energy drinks among young adults.

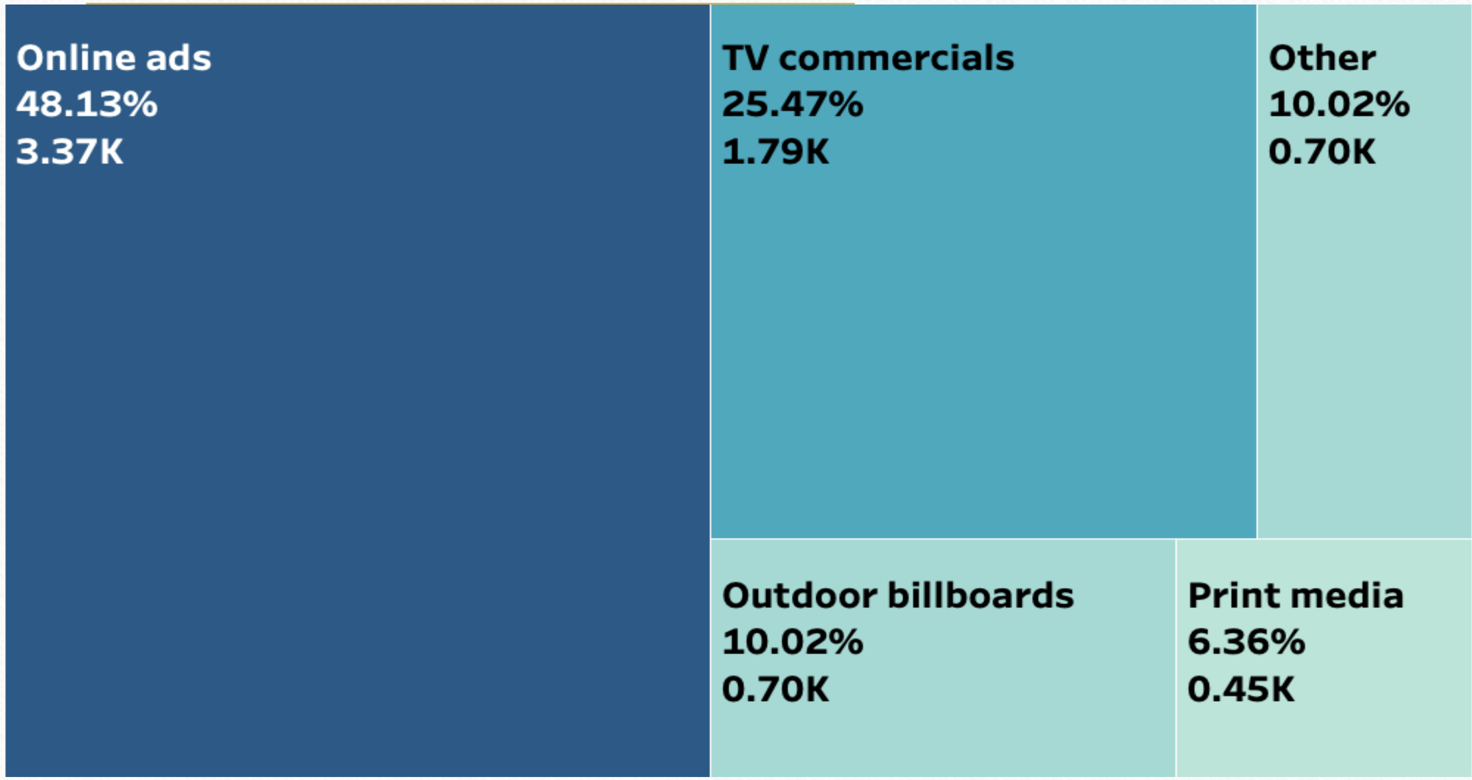
Age	pref_count
19-30	5520
31-45	2376
15-18	1488
46-65	426



Demographic Insights

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

Online advertising is the most effective channel for reaching the youth aged 15-30. With its 48% contribution this marketing channel outperforms other media.

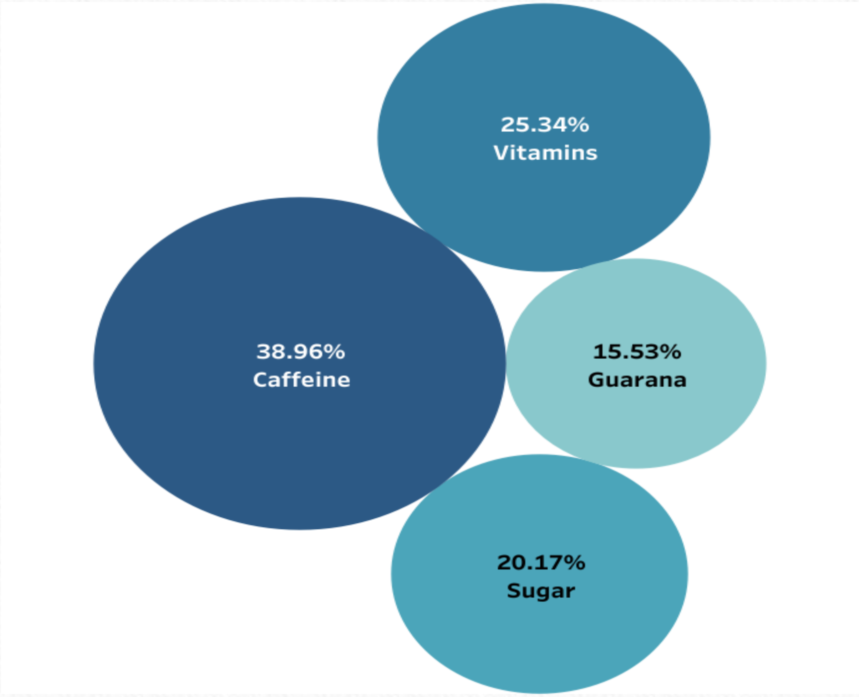


Consumer Preferences

What are the preferred ingredients of energy drinks among respondents?

Ingredients_Expected	Pref_Count
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

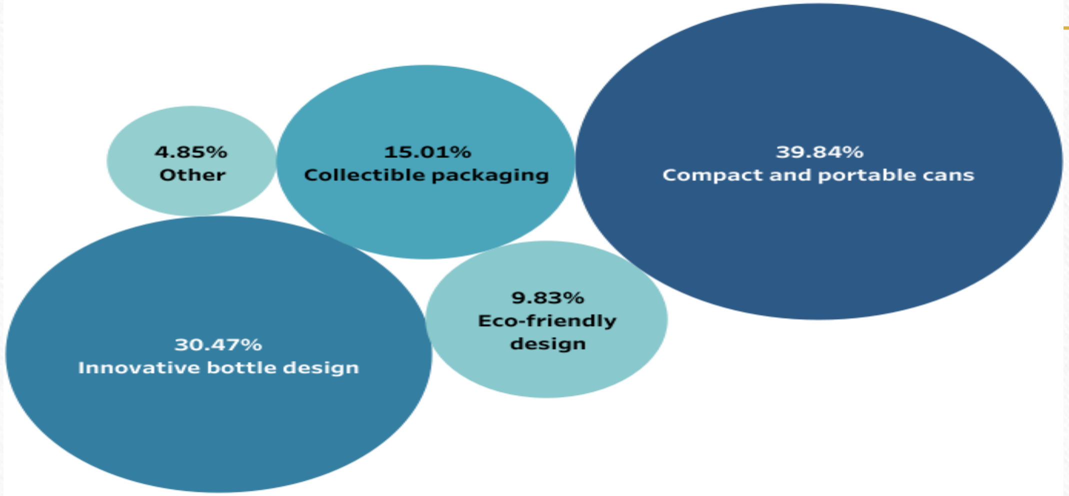
- **Caffeine** is the most popular ingredient among energy drink consumers preferred by 3.9k individuals.
- **Vitamins** also have a significant preference .
- Sugar is preferred but not as much as caffeine and vitamins.
- Guarana is the least preferred ingredient.



Consumer Preferences

What packaging preferences do respondents have for energy drinks?

Compact and portable cans are the most popular packaging preferred by approximately 40% consumers. Around 3k people prefer innovative bottle design ,1.5 k prefer collective packaging.



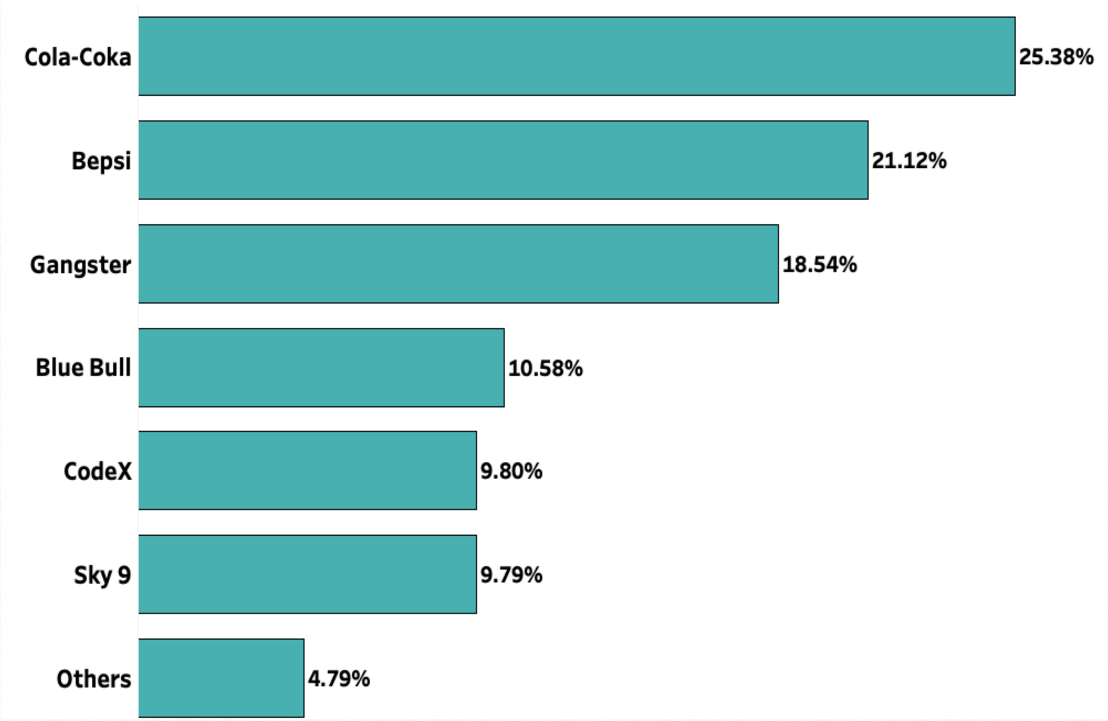
Packaging_preference	Pref_Count
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

Competition Analysis

Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980

Who are the current market leaders?

Cola-Coka with 25% share, popular among 2.5k respondents is the current market leader followed closely by **Bepsi** (21%) and **Ganster**(18%).

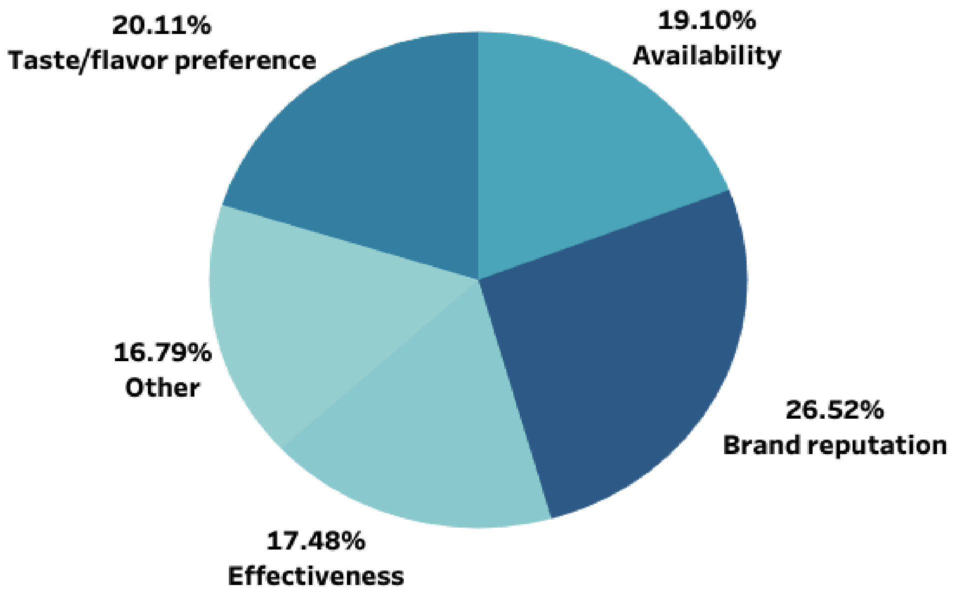


Competition Analysis

Reason	Pref_Count
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

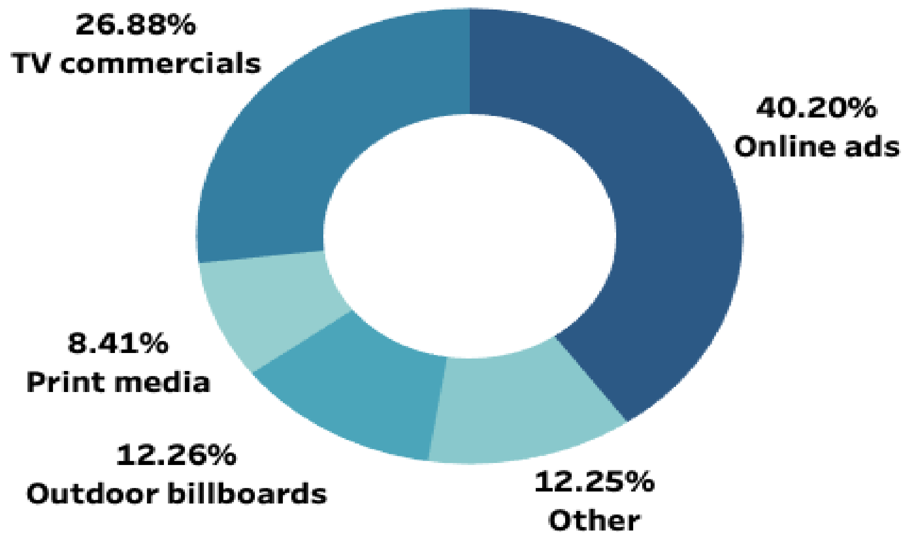
What are the primary reasons consumers prefer those brands over ours?

- **Brand reputation** is cited as primary reason by 2.6k responders showcasing its impact on customer choice.
- Around 2k customers preference was impacted by **taste/flavor.**
- Availability and Effectiveness also had noticeable impact on customer preference.



Marketing Channels and Brand Awareness

Marketing_channels	Pref_Count
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841



Which marketing channel can be used to reach more customers?

- **Online advertisement** is the most effective marketing channel especially among young individuals who are more likely to engage in online content.
- **TV commercials** can be used as a channel to garner other individuals

Marketing Channels and Brand Awareness

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

Online Ads

- Most effective marketing channel to target young adults.
- Ads can be showed based on user interests.
- Effectiveness of strategies can be tracked.

TV commercials

- Can be used to garner large, diverse consumers.
- Being on TV provide credibility to the brand.
- Can be used to cater those customers who are not covered via online ads.

- Outdoor billboards ,print media are comparatively less effective.

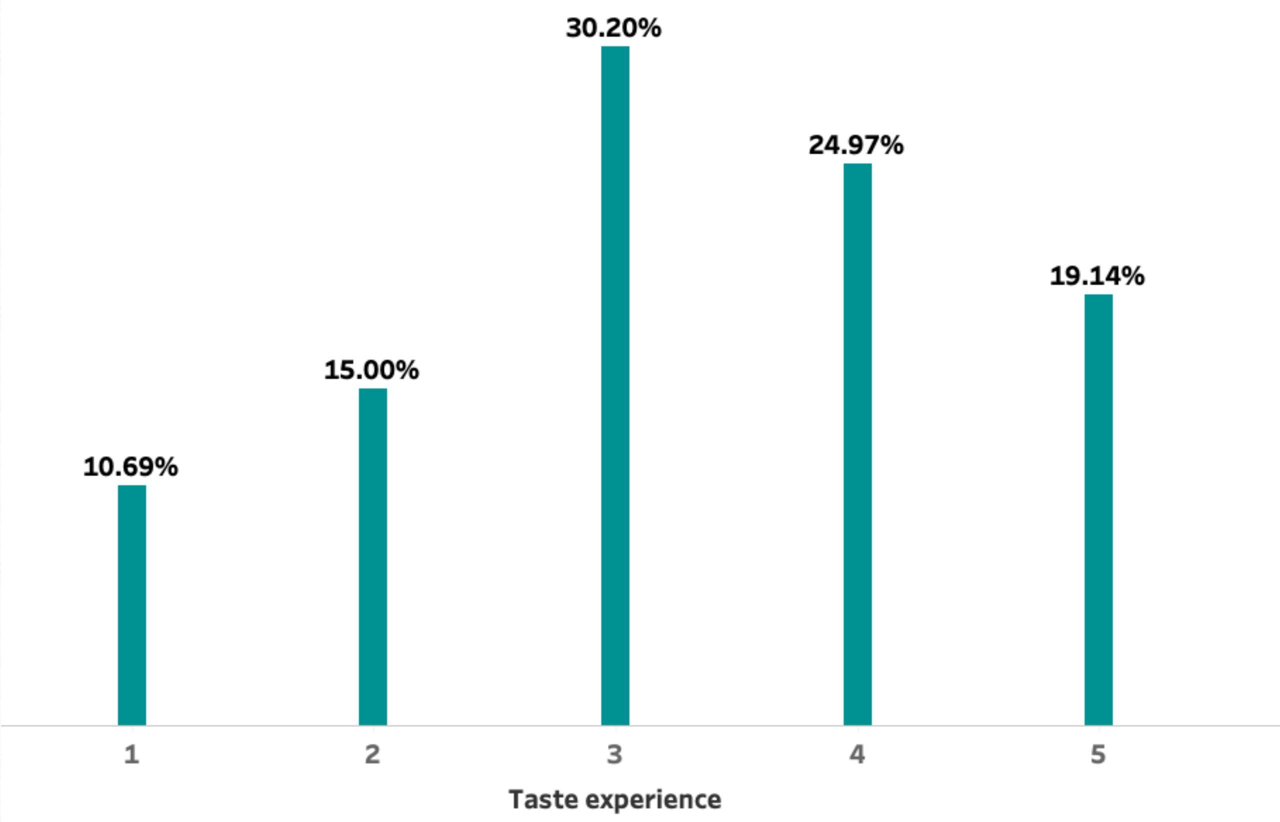
Brand Penetration

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

3.27 is the overall rating obtained from average of individual ratings by 4881 customers who have tried our product. Nearly half of the customers gave rating of 3 or 4.

Overall Rating
3.27

Rating	Respondent_Count
3	1474
4	1219
5	934
2	732
1	522



Brand Penetration

Which cities do we need to focus more on?

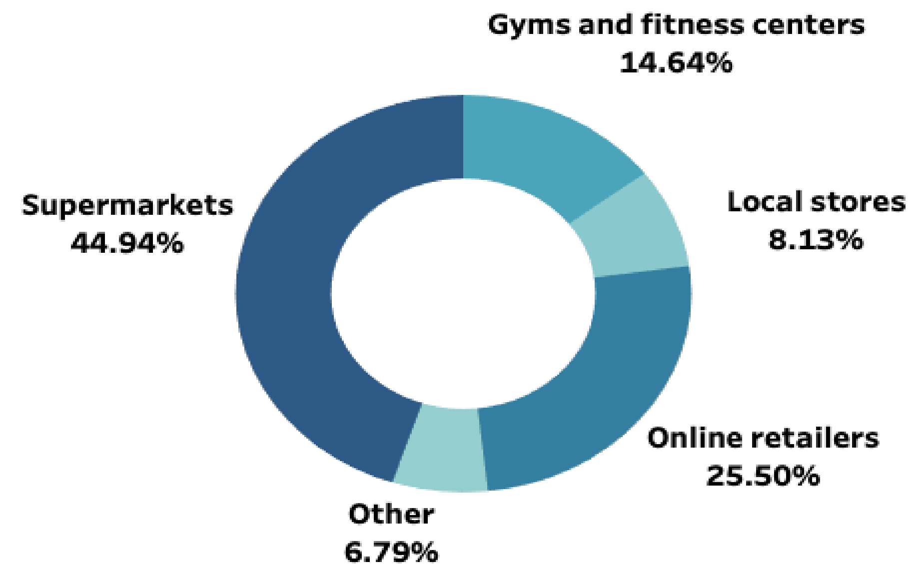
- ✓ **Ahmedabad, Pune, Lucknow, Jaipur** have higher proportion of negative brand perception implying need to focus on these citied to improve perception.
- ✓ We should also focus on cities with neutral stance as there is scope of improvement .

	Brand perception		
City	Negative	Neutral	Positive
Ahmedabad	32.68%	45.61%	21.71%
Bangalore	14.78%	65.21%	20.01%
Chennai	13.45%	65.64%	20.92%
Delhi	17.25%	48.95%	33.80%
Hyderabad	14.51%	64.98%	20.51%
Jaipur	29.44%	45.28%	25.28%
Kolkata	11.84%	69.43%	18.73%
Lucknow	30.29%	48.00%	21.71%
Mumbai	15.10%	56.09%	28.81%
Pune	31.13%	46.25%	22.63%

Purchase Behavior

Where do respondents prefer to purchase energy drinks?

Most of the respondents prefer to purchase energy drinks from Supermarkets (45%) followed by online retailers (25%).

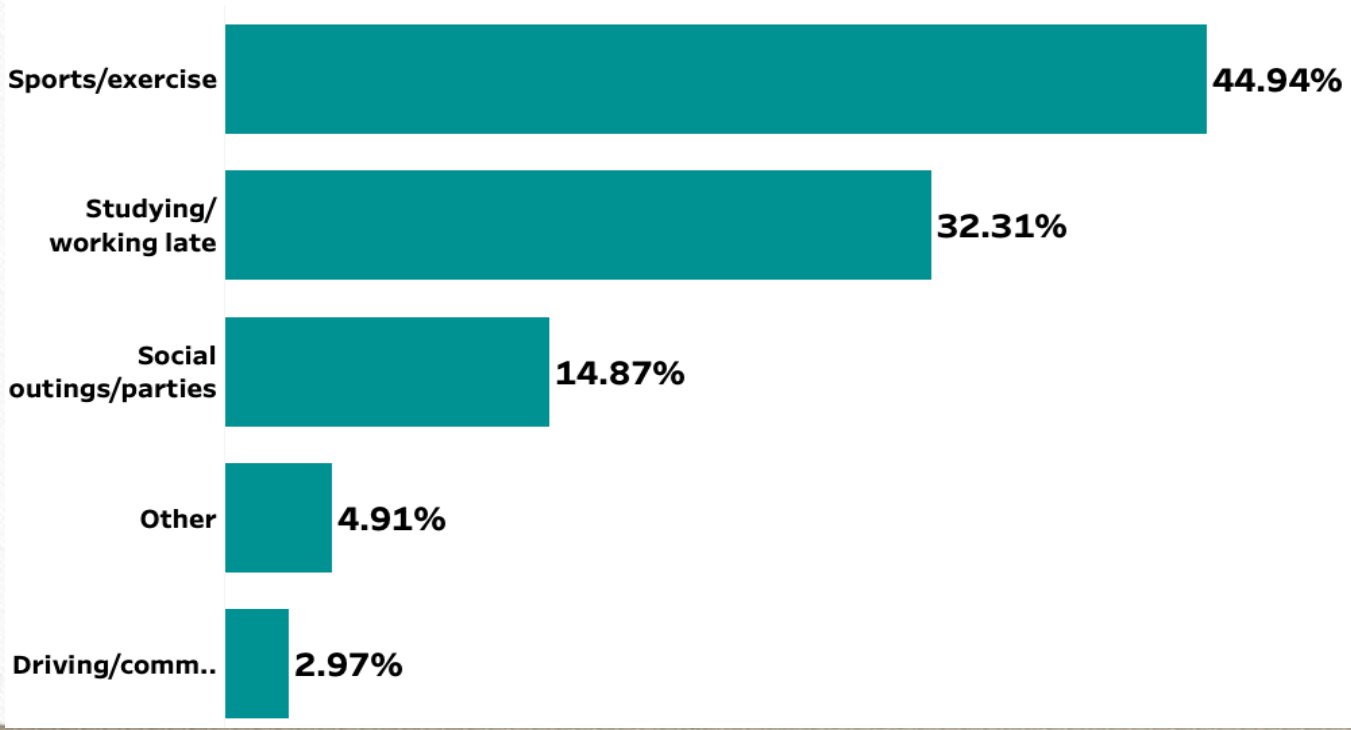


Purchase_location	Pref_count
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

Purchase Behavior

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

Majority of the respondents drink energy drinks before or after sports/exercise



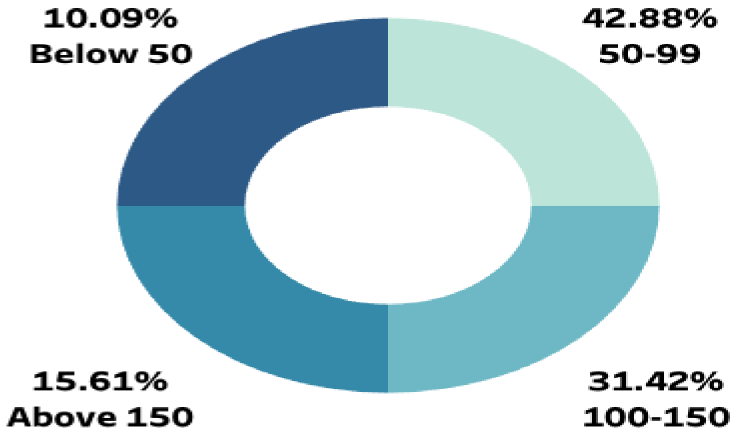
Situation	Pref_count
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297

Purchase Behavior

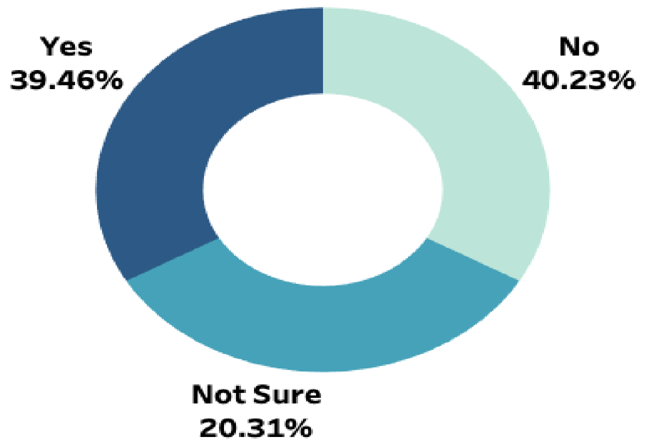
what factors influence respondents' purchase decisions, such as price range and limited edition packaging?

- ✓ 43% of respondents consumed the energy drinks priced between **50-99** indicating strong demand for more affordable options.
- ✓ 31 % consumers are willing to spend more(**100-150)**, suggesting a market for premium products.
- ✓ 40% consumers are not interested in limited edition packaging, suggesting that a significant portion of the audience prefers standard packaging.
- ✓ Around 39% shoe positive response towards limited edition packaging.

Limited_edition_packaging	Pref_count
No	4023
Yes	3946
Not Sure	2031



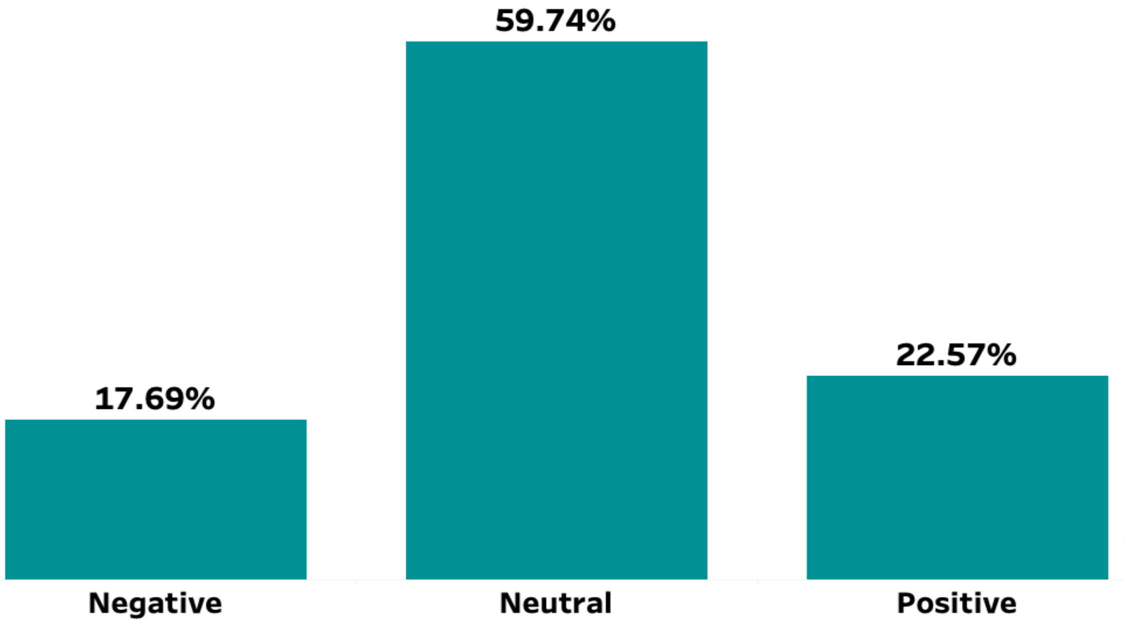
Price_range	Pref_count
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009

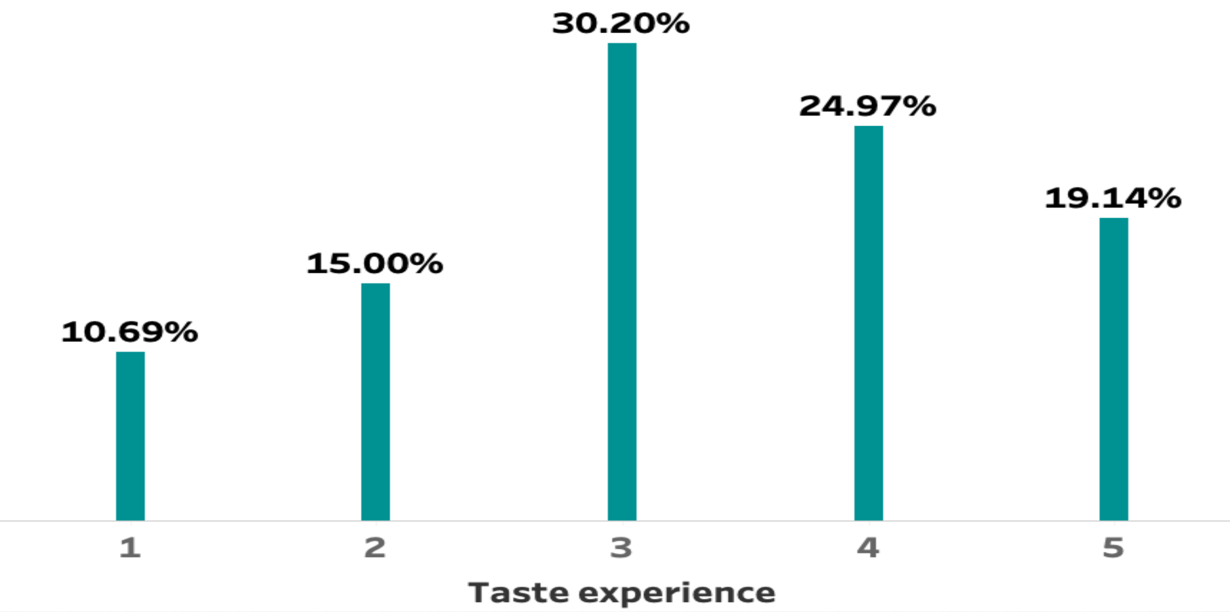


Product Development

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

- Around 60% consumers have neutral and 18% have negative perception of our brand which indicates there is room for improvement.
- 30% of consumers have rated the product as 3 and 25% of them as 4 efforts can be made to improve taste experience of these consumers

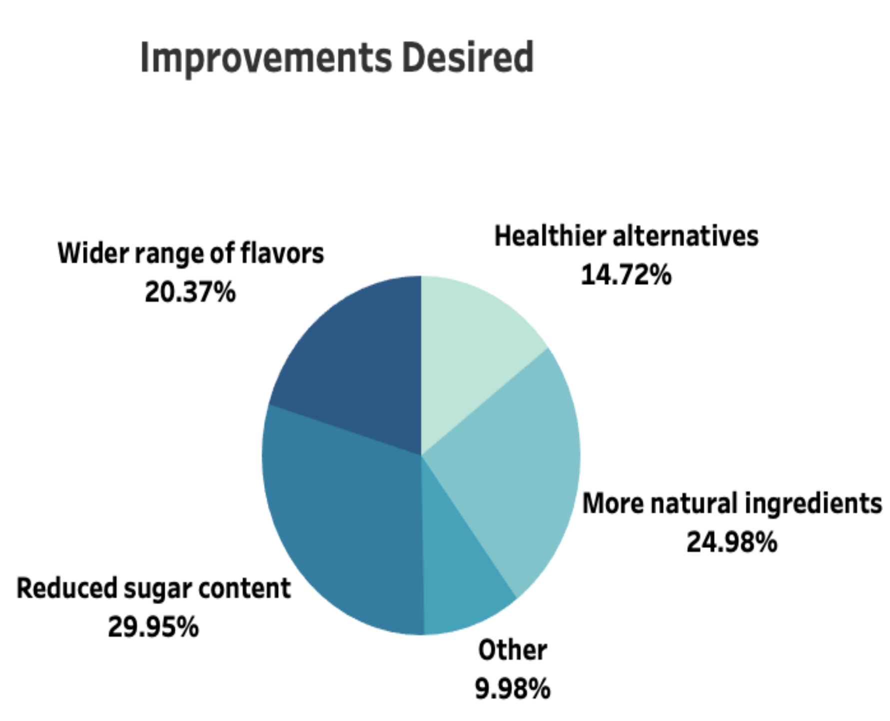




Recommendations

What immediate improvements can we bring to the product?

- ❖ Cater to the improvements desired by respondents



Reducing sugar content:

- ✓ Use alternatives like stevia or monk fruit that can provide sweetness without the calories of traditional sugar.
- ✓ Make sure to maintain quality .

Natural ingredients:

Eliminate artificial preservatives and colors and prioritize high-quality, natural ingredients sourced from reputable suppliers.

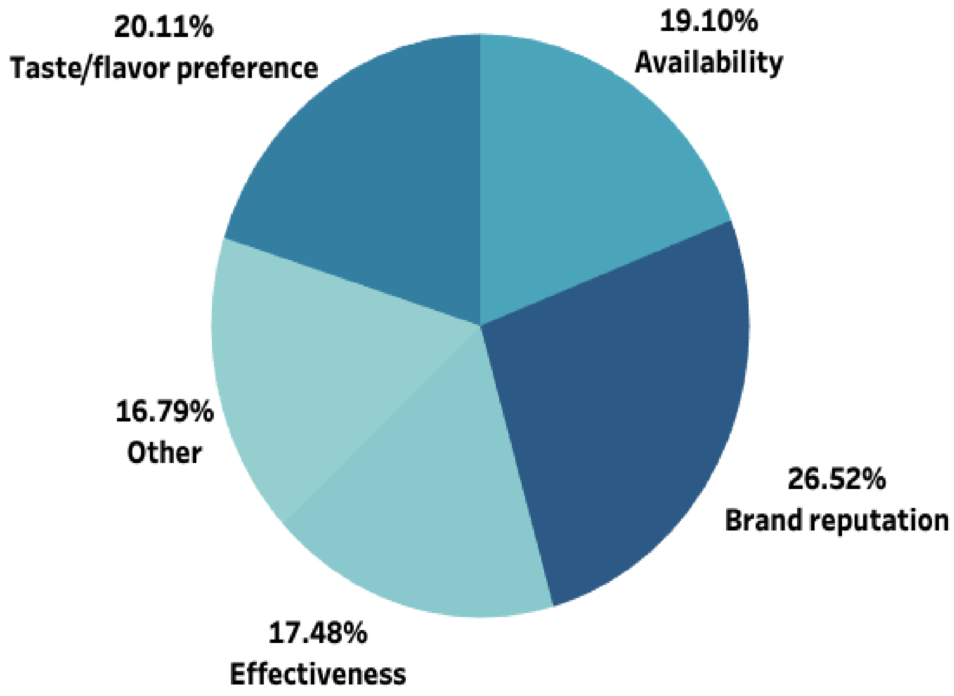
Flavor enrichment:

- ✓ Conduct surveys to identify popular flavors and emerging trends.
- ✓ Introduce limited-time flavors to keep the product line fresh.
- ✓ Refine your offerings based on consumer feedback and preferences.

Recommendations

Heathier alternatives:

- ✓ Add vitamins, minerals, and electrolytes to improve the overall health profile of your drinks.
- ✓ Clearly label health benefits to attract health conscious consumers.



Availability:

- ✓ Collaborate with grocery stores, convenience stores, gyms, and health food stores to stock your product.
- ✓ Partner with local distributors to reach smaller retailers and niche markets.

What should be the ideal price of our product?

We previously observed that most customers(43%) are buying products in the **55-99 price range** and 31% in **100-150** range .Idea price should be based on these findings.

1.**Mid-range pricing:**

- ✓ A price around 75-95 could effectively capture customers from both segments increasing our customer base.

2.**Pricing in 55-99 range:**

- ✓ This price range aligns with the majority of consumers who are already purchasing in this segment, increasing the likelihood of attracting price-sensitive buyers. But make sure to ensure the quality.

3.**Competitive pricing:**

- ✓ Need to make decision based on price of similar drinks in Indian market which is around 30-100 price range depending on brand ,packaging, ingredients.

  Consider launching at a price range 65-85 and monitor sales and consumer feedback.

Price in the **55-99 range** is likely beneficial, given the purchasing behavior of most customers. This can help you establish a foothold in the market and attract a wider customer base.

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

- ✓ Collaborate with **fitness influencers** to promote the product. This gives authenticity to the product because influencers share their genuine experience and results.
- ✓ Launch campaigns around major **holidays or special events** like New Year resolutions to encourage consumers to try your drink as part of their lifestyle changes.
- ✓ **Sponsor** local sports events :This will increase our brand visibility ,helps to connect to audience directly, helps audience to make informed decisions.
- ✓ Offer existing customers a discount for referring friends.
- ✓ Offer **limited time discoun**t for first time buyer which is a way to make more people try our product .

Who can be a brand ambassador, and why?

HIMA DAS

- ✓ **Hima Das** is a prominent Indian **sprinter** known for her impressive achievements in athletics, particularly in the 400 meters and 200 meters events
- ✓ During 2018 IAAF World U20 Championships in Finland she won a gold medal in the 400 meters, becoming the first Indian woman to win a gold medal at a world-level event.
- ✓ She won silver in the 400 meters and gold in the 4x400 meters relay at the Asian Games held in Jakarta.
- ✓ She has received the **Arjuna** award.
- ✓ She has brought recognition to India at global level her being our product's ambassador can evoke sense of **patriotism.**
- ✓ Her energetic persona and achievements can attract a **younger demographic .**
- ✓ She actively promotes sports and fitness, making her a suitable ambassador for brands focused on health and energy.
- ✓ She has a significant following on **social media** helps us to reach wider audience.
- ✓ She can participate in promotional events, campaigns, and social media challenges enhancing product's **visibility.**

Who should be our target audience, and why?

Young Adults (18-34):

- ✓ Individuals in this age group are often involved in studies , work, social activities .This kind of busy and dynamic lifestyle drains their energy as a result they seek energy drinks to replenish their energy to keep up with their demanding schedules.

Athletes and Fitness Enthusiasts :

- ✓ Energy drinks provide a quick boost in energy, helping athletes to perform better.
- ✓ Caffeine ,a constituent of energy drink can improve mental alertness and focus.
- ✓ The stimulating effects of energy drinks can provide a psychological boost.

Health-conscious individuals:

- ✓ These individuals have very high health values, they select energy drinks that align with their health values.
- ✓ They often seek low-calorie or zero-sugar options ,natural ingredients

Thank You