**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*

1. **Demographic Insights (examples)** 
   1. Who prefers energy drink more? (male/female/non-binary?)
   2. Which age group prefers energy drinks more?
   3. Which type of marketing reaches the most Youth (15-30)?

1. **Consumer Preferences:** 
   1. What are the preferred ingredients of energy drinks among respondents?
   2. What packaging preferences do respondents have for energy drinks?

1. **Competition Analysis:** 
   1. Who are the current market leaders?
   2. What are the primary reasons consumers prefer those brands over ours?

1. **Marketing Channels and Brand Awareness:** 
   1. Which marketing channel can be used to reach more customers?
   2. How effective are different marketing strategies and channels in reaching our customers?

1. **Brand Penetration:** 
   1. What do people think about our brand? (overall rating)
   2. Which cities do we need to focus more on?

1. **Purchase Behavior:** 
   1. Where do respondents prefer to purchase energy drinks?
   2. What are the typical consumption situations for energy drinks among respondents?
   3. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

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

**Give 5 recommendations for CodeX**