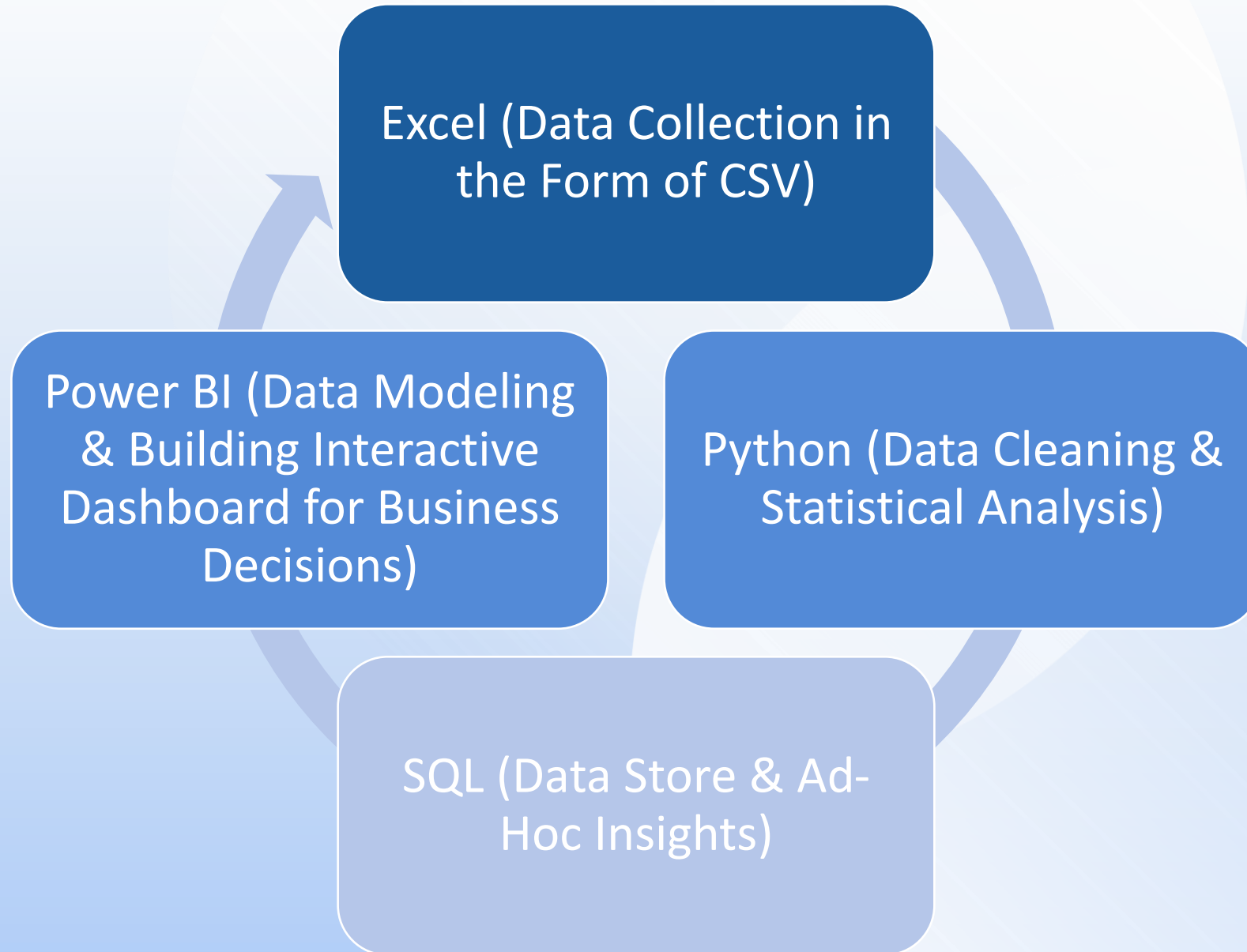


# Data-Driven Recommendations Strategy for the Food & Beverage Industry





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# CodeX



- a German beverage company, launched an energy drink in **10 Indian cities**.
- The Marketing team aims to **increase brand awareness, market share, and product development**.
- A **survey of 10,000 respondents** was conducted to gather insights.

## 4 DEMOGRAPHIC INSIGHTS

- Who prefers energy drink more?  
(male/female/non-binary)
- Which age group prefers energy drinks more

```
1 • SELECT
2   dim_repondents.Gender,
3   COUNT(
4     fact_survey_responses.Respondent_ID
5   ) AS Total_Respodents
6 FROM fact_survey_responses
7 INNER JOIN
8   dim_repondents
9 ON
10   fact_survey_responses.Respondent_ID = dim_repondents.Respondent_ID
11 GROUP BY
12   Gender
13 ORDER BY
14   Total_Respodents
15   DESC ;
16
```

Gender	Total_Respodents
Male	6038
Female	3455
Non-binary	507

```
1 • SELECT
2   dim_repondents.Age,
3   COUNT(
4     fact_survey_responses.Respondent_ID
5   ) AS Total_Respodents
6 FROM fact_survey_responses
7 INNER JOIN
8   dim_repondents
9 ON
10   fact_survey_responses.Respondent_ID = dim_repondents.Respondent_ID
11 GROUP BY
12   Age
13 ORDER BY
14   Total_Respodents
15   DESC
16 LIMIT 1 ;
17
```

Age	Total_Respodents
19-30	5520

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

```
25 SELECT
26   Age,
27   Marketing_channels
28 FROM cities
29 WHERE
30   Ranking = 1
31   AND Age in ('15-18', '19-30') ;
32
```

Age	Marketing_channels
15-18	Online ads
19-30	Online ads

# 5 CONSUMER PREFERENCES

- What are the preferred ingredients of energy drinks among respondents

```
1 • SELECT
2     fact_survey_responses.Ingredients_expected,
3     COUNT(*)
4     AS Total_Respodents
5 FROM fact_survey_responses
6 GROUP BY
7     Ingredients_expected
8 ORDER BY
9     Total_Respodents
10    DESC
11 LIMIT 1 ;
12
```

Ingredients_expected	Total_Respodents
Caffeine	3896

- What packaging preferences do respondents have for energy drinks

```
1 • SELECT
2     fact_survey_responses.Packaging_preference,
3     COUNT(*)
4     AS Preferences
5 FROM fact_survey_responses
6 GROUP BY
7     Packaging_preference
8 ORDER BY
9     Preferences
10    DESC ;
```

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

## 6 COMPETITION ANALYSIS

- Who are the current market leaders

```
1 SELECT
2     fact_survey_responses.Current_brands,
3     COUNT(*)
4     AS Frequency
5 FROM fact_survey_responses
6 GROUP BY
7     Current_brands
8 ORDER BY
9     Frequency
10    DESC
11    LIMIT 1 ;
```

Result Grid | Filter Rows: | Export:

	Current_brands	Frequency
►	Cola-Coka	2538

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

```
1 SELECT
2     fact_survey_responses.Consume_reason,
3     COUNT(*)
4     AS Total_Respodents
5 FROM fact_survey_responses
6 GROUP BY
7     Consume_reason
8 ORDER BY
9     Total_Respodents
10    DESC
11    LIMIT 1 ;
```

Result Grid | Filter Rows: | Export:

	Consume_reason	Total_Respodents
►	Increased energy and focus	3574

# MARKETING CHANNELS AND BRAND AWARENESS

- Which marketing channel can be used to reach more customers

```

1 • SELECT
2     fact_survey_responses.Marketing_channels
3 FROM fact_survey_responses
4 GROUP BY
5     Marketing_channels
6 ORDER BY
7     COUNT(*)
8     DESC
9 LIMIT 1 ;
10

```

Result Grid

Marketing_channels
Online ads

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

```

1 • WITH marketing AS (
2     SELECT
3         fact_survey_responses.Marketing_channels,
4         COUNT(*) AS Total_Respodents
5     FROM fact_survey_responses
6     WHERE
7         fact_survey_responses.Current_brands = 'Codex'
8     GROUP BY
9         Marketing_channels
10 )
11 SELECT Marketing_channels, ROUND(
12     (Total_Respodents / (
13         SELECT
14             SUM(Total_Respodents)
15         FROM marketing
16     ) * 100 ), 2) AS Percentage
17 FROM marketing
18 ORDER BY
19     Percentage DESC ;
20

```

Result Grid

Marketing_channels	Percentage
Online ads	41.94
TV commercials	26.63
Outdoor billboards	12.14
Other	11.84
Print media	7.45

## 8 BRAND PENETRATION

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

```
1 • SELECT
2     fact_survey_responses.Current_brands,
3     ROUND(
4         AVG(Taste_experience),0)
5         AS Overall_Rating
6 FROM fact_survey_responses
7 WHERE
8     fact_survey_responses.Current_brands = 'CodeX' ;
```

Result Grid

	Current_brands	Overall_Rating
▶	CodeX	3

- Which cities do we need to focus more on

```
1 • WITH cities AS (
2     SELECT
3         dim_cities.City,
4         COUNT(*) AS Total_Respodents
5     FROM fact_survey_responses
6     INNER JOIN dim_repondents
7     ON fact_survey_responses.Respondent_ID = dim_repondents.Respondent_ID
8     INNER JOIN dim_cities
9     ON dim_repondents.City_ID = dim_cities.City_ID
10    WHERE fact_survey_responses.Current_brands = 'CodeX'
11    GROUP BY City )
12 SELECT City,
13     ROUND( (
14         Total_Respodents / ( SELECT
15             SUM(Total_Respodents) FROM cities
16         ) * 100 ),2) AS Percentage
17 FROM cities
18 ORDER BY Percentage DESC
19 LIMIT 3
20
```

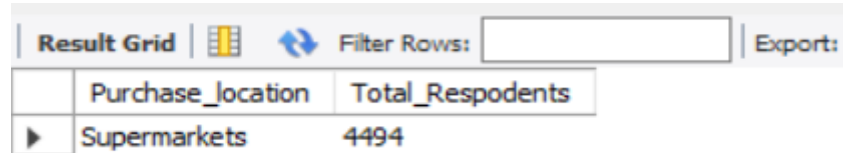
Result Grid

	City	Percentage
▶	Bangalore	29.80
	Hyderabad	18.57
	Mumbai	15.92



# 9 PURCHASE BEHAVIOR

- Where do respondents prefer to purchase energy drinks

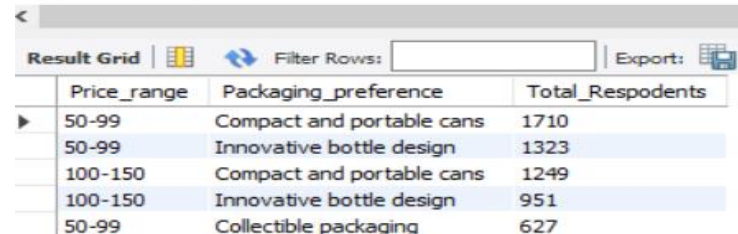


Result Grid | Filter Rows: | Export:

	Purchase_location	Total_Respodents
▶	Supermarkets	4494

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

```
1 • SELECT
2     fact_survey_responses.Price_range,
3     fact_survey_responses.Packaging_preference,
4     COUNT(*)
5     AS Total_Respodents
6 FROM fact_survey_responses
7 GROUP BY
8     Price_range,
9     Packaging_preference
10 ORDER BY
11     Total_Respodents
12     DESC
13 LIMIT 5 ;
```

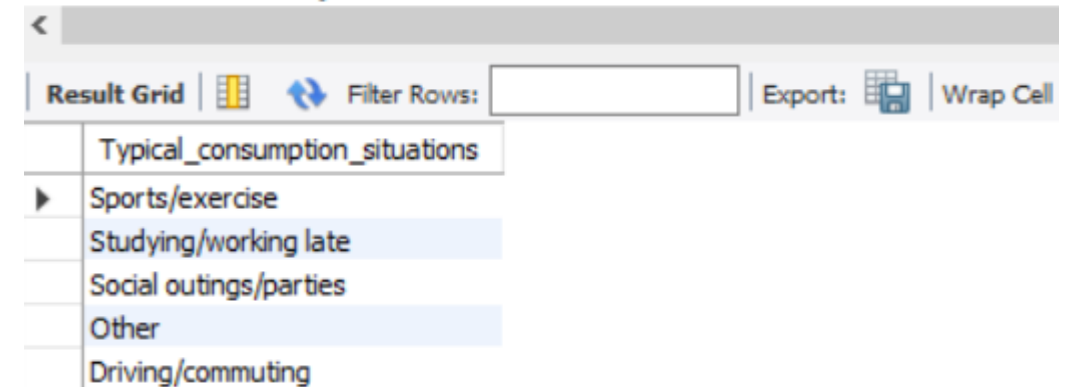


Result Grid | Filter Rows: | Export:

	Price_range	Packaging_preference	Total_Respodents
▶	50-99	Compact and portable cans	1710
	50-99	Innovative bottle design	1323
	100-150	Compact and portable cans	1249
	100-150	Innovative bottle design	951
	50-99	Collectible packaging	627

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

```
1 • SELECT
2     fact_survey_responses.Typical_consumption_situations
3 FROM fact_survey_responses
4 GROUP BY
5     Typical_consumption_situations
6 ORDER BY
7     COUNT(*)
8     DESC ;
```

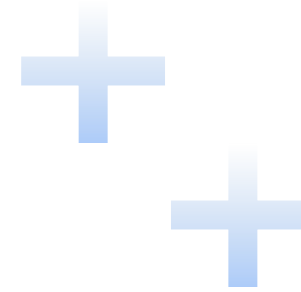


Result Grid | Filter Rows: | Export: | Wrap Cell

	Typical_consumption_situations
▶	Sports/exercise
	Studying/working late
	Social outings/parties
	Other
	Driving/commuting

# 10 PRODUCT DEVELOPMENT

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



```
1 • SELECT
2     fact_survey_responses.Current_brands,
3     ROUND(
4     AVG(
5         fact_survey_responses.Taste_experience
6     ),0) AS Taste_experience,
7     COUNT(*)
8     AS Availability
9 FROM fact_survey_responses
10 WHERE
11     fact_survey_responses.Current_brands = 'Cola-Coka'
12     OR fact_survey_responses.Current_brands = 'CodeX'
13     AND fact_survey_responses.Reasons_for_choosing_brands = 'Availability'
14 GROUP BY
15     Current_brands ;
```

<			
Result Grid   Filter Rows:   Export:   Wrap Cell Content:			
	Current_brands	Taste_experience	Availability
▶	Cola-Coka	3	2538
	CodeX	3	195

# KEY TAKEAWAYS

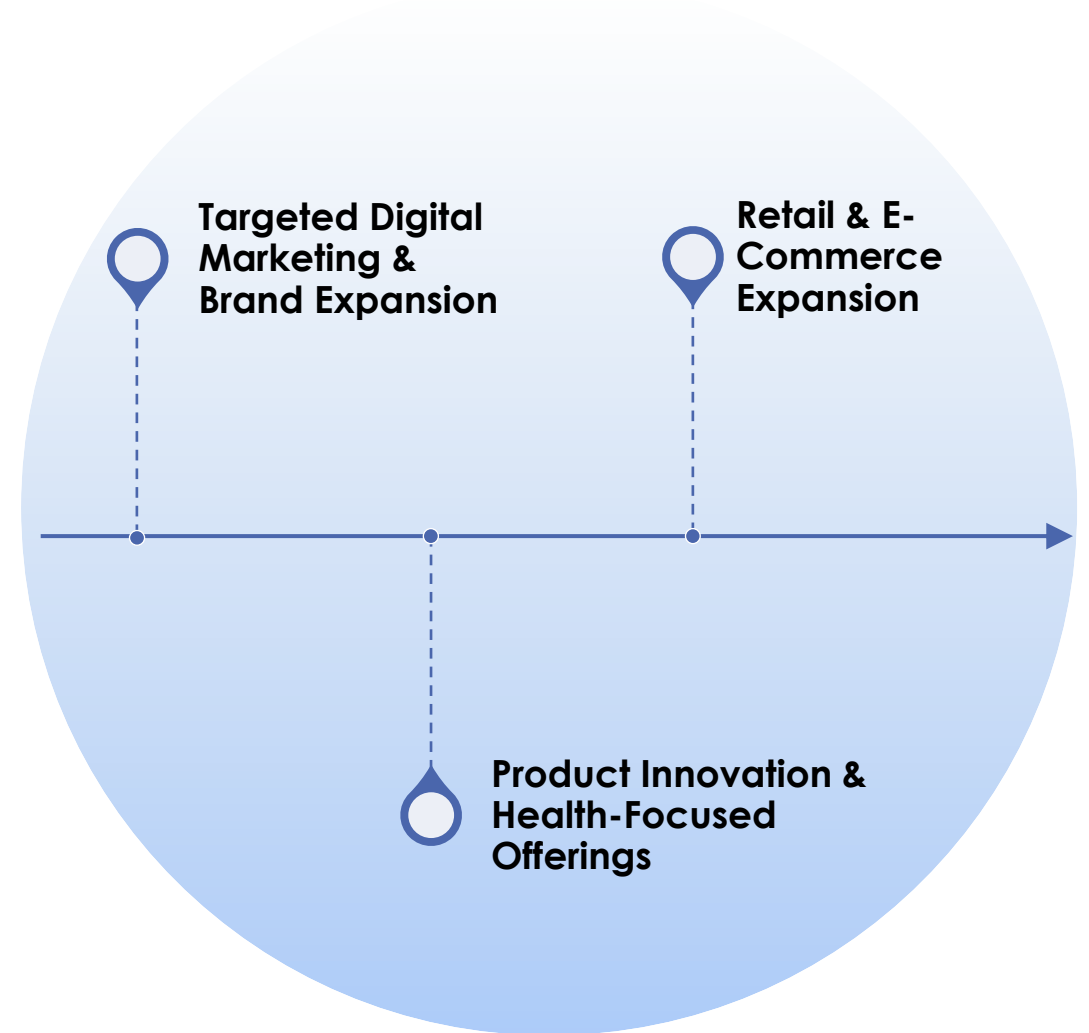
- The Male (15-30) demographic is the primary consumer of energy drinks.
- Consumers prefer natural ingredients, low-sugar options, and eco-friendly packaging.
- Product innovation focusing on these aspects can increase brand appeal.
- Convenience stores and online platforms dominate purchases.

# RECOMMENDATION

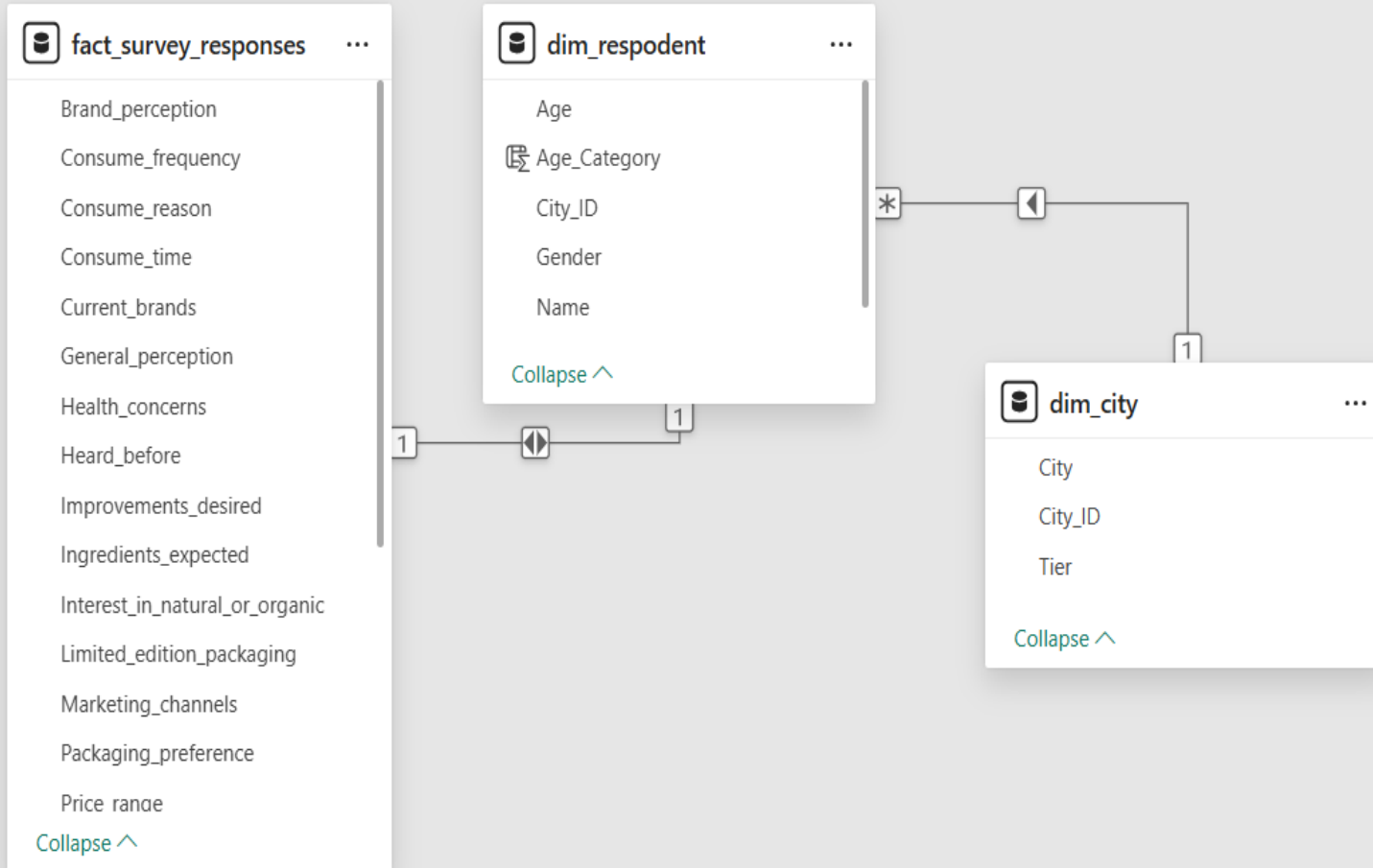
- Leverage social media, influencer collaborations, and esports sponsorships to attract the 15-30 age group.
- Introduce low-sugar, natural ingredient, and functional energy drink options.
- Strengthen partnerships with convenience stores and online marketplaces.
- Expand availability in high-potential but underperforming cities.

# Growth strategy

- Strengthen presence in high-potential cities with low brand awareness
- Introduce low-sugar, organic, and functional energy drink variants (with vitamins, adaptogens).
- Implement subscription models and direct-to-consumer (DTC) sales for online growth.



# DATA MODELING



# DASHBOARD

10K

Count of Respondent\_ID

3.28

Average of Taste\_experience

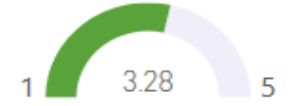
1

Min of Taste\_experience

5

Max of Taste\_experience

Taste Experiences



City

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

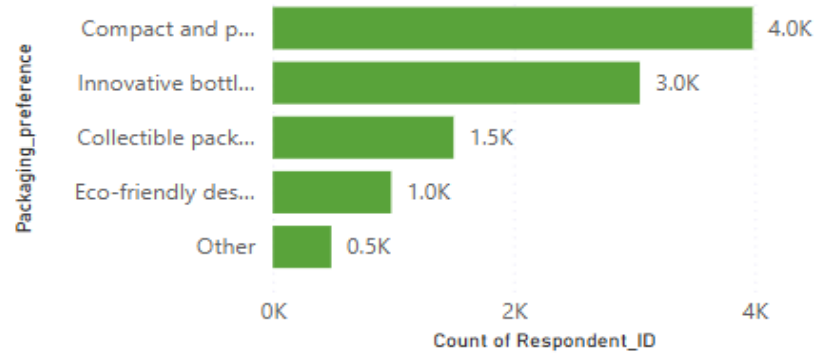
Kolkata

Lucknow

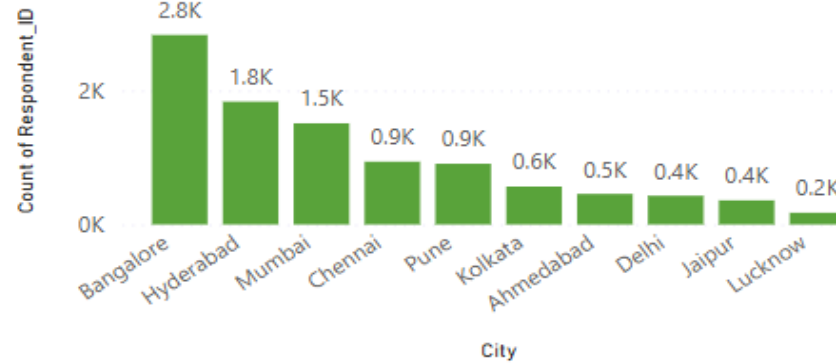
Mumbai

Pune

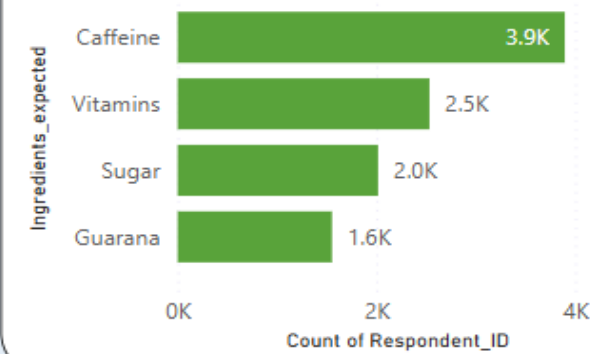
## Packaging\_preference



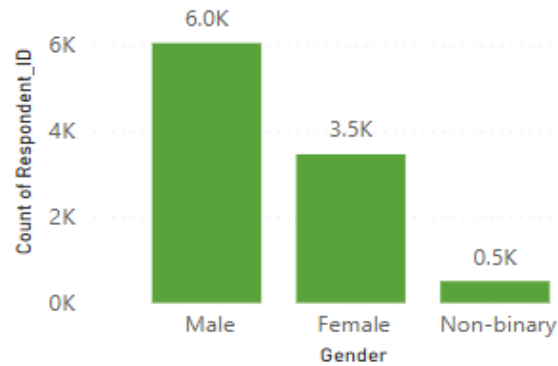
## Respondent\_ID by City



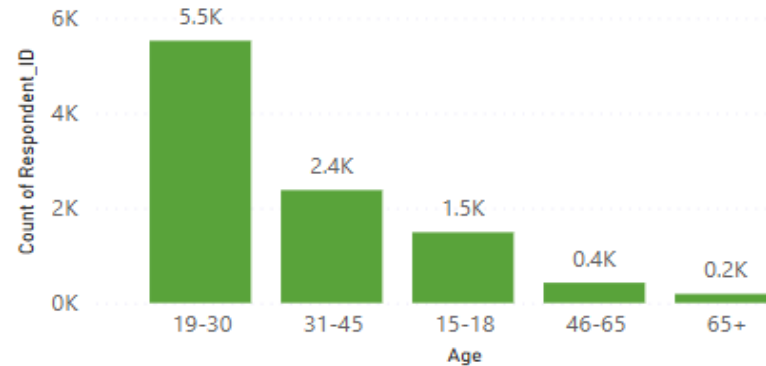
## Ingredients\_expected



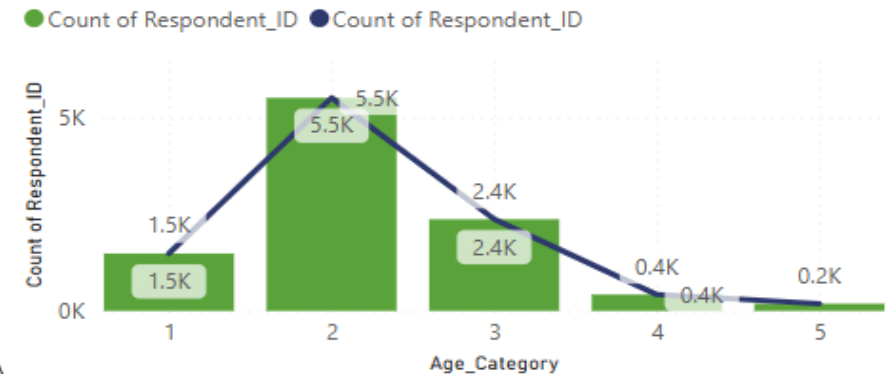
## Gender



## Age



## Age\_Category



Count of Respondent\_ID

10K

Current\_brands

Bepsi

Blue Bull

CodeX

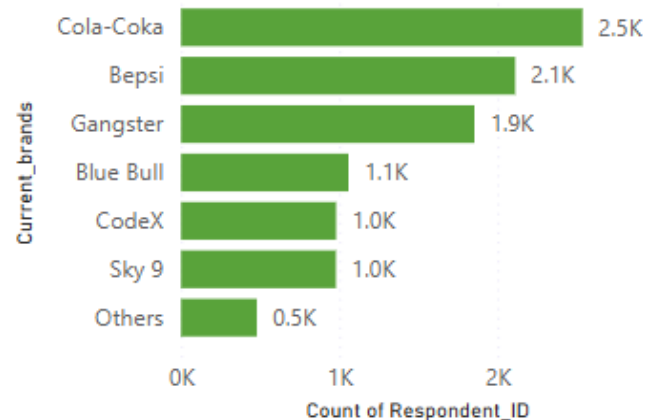
Cola-Coka

Gangster

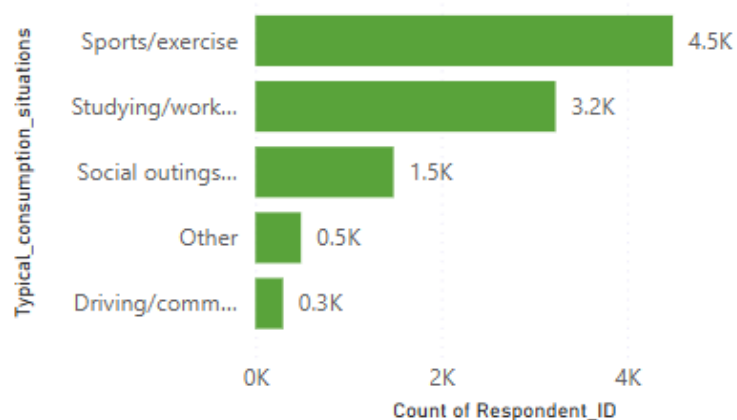
Others

Sky 9

### Current\_brands

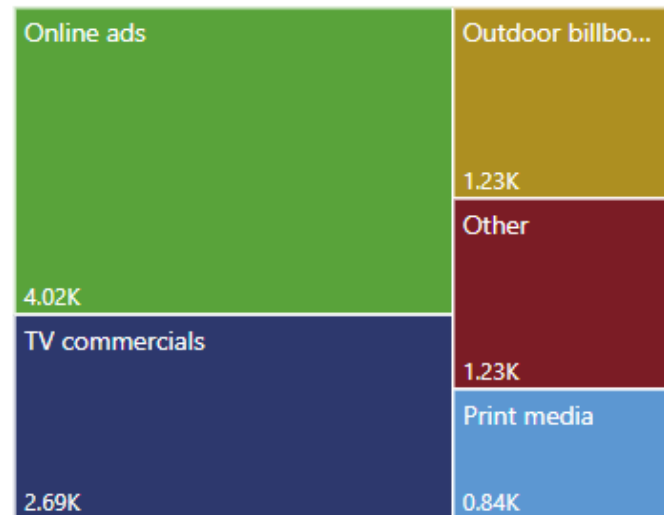


### Typical\_consumption\_situations

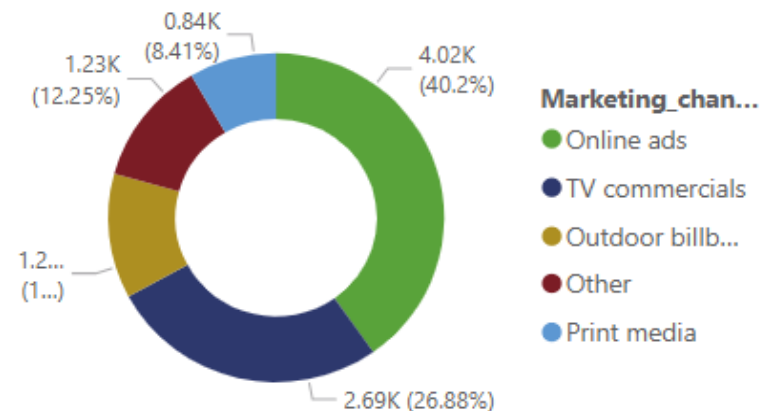


Packaging_preference	100-150	50-99	Above 150	Below 50
Collectible packaging	475	627	248	151
Compact and portable cans	1249	1710	622	403
Eco-friendly design	310	431	141	101
Innovative bottle design	951	1323	464	309
Other	157	197	86	45

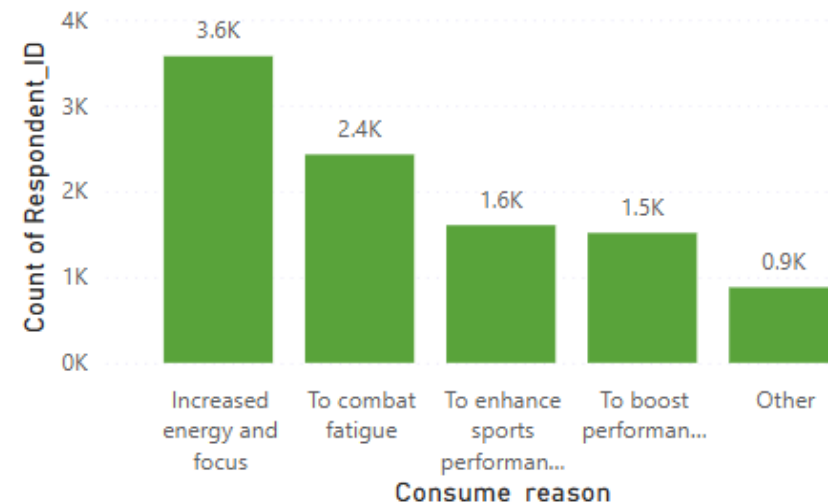
### Marketing\_channels



### Marketing\_channels Contribution



### Consume\_reason





A top-down view of a person's hands at a desk. The left hand holds a white ceramic cup of black coffee. The right hand is positioned near a silver laptop. A large, semi-transparent diamond-shaped graphic with a blue-to-green gradient is centered over the laptop, containing the text 'THANK YOU' in white. The desk surface is made of light-colored wooden planks.

THANK  
YOU