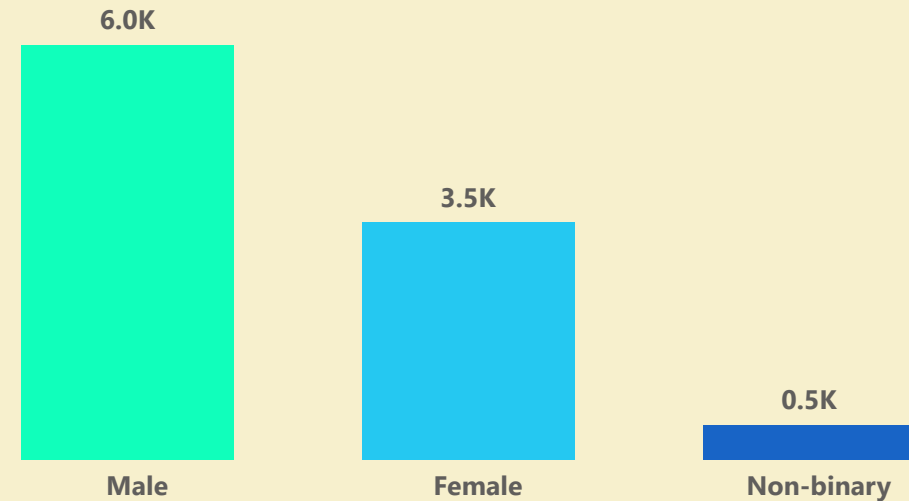


Demographic Insights

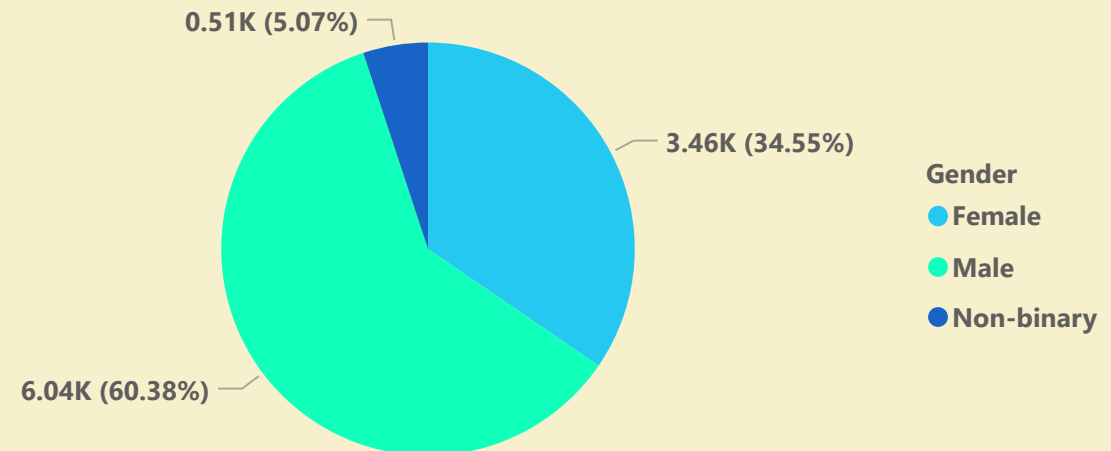
Who prefers energy drink more? (male/female/non-binary?)

As per the survey energy drinks are more popular among males about **60.38 %** followed by females about **34.55%** and non-binary population **5.07%** .

Count of preferences by Gender



Percentage of preferences by Gender

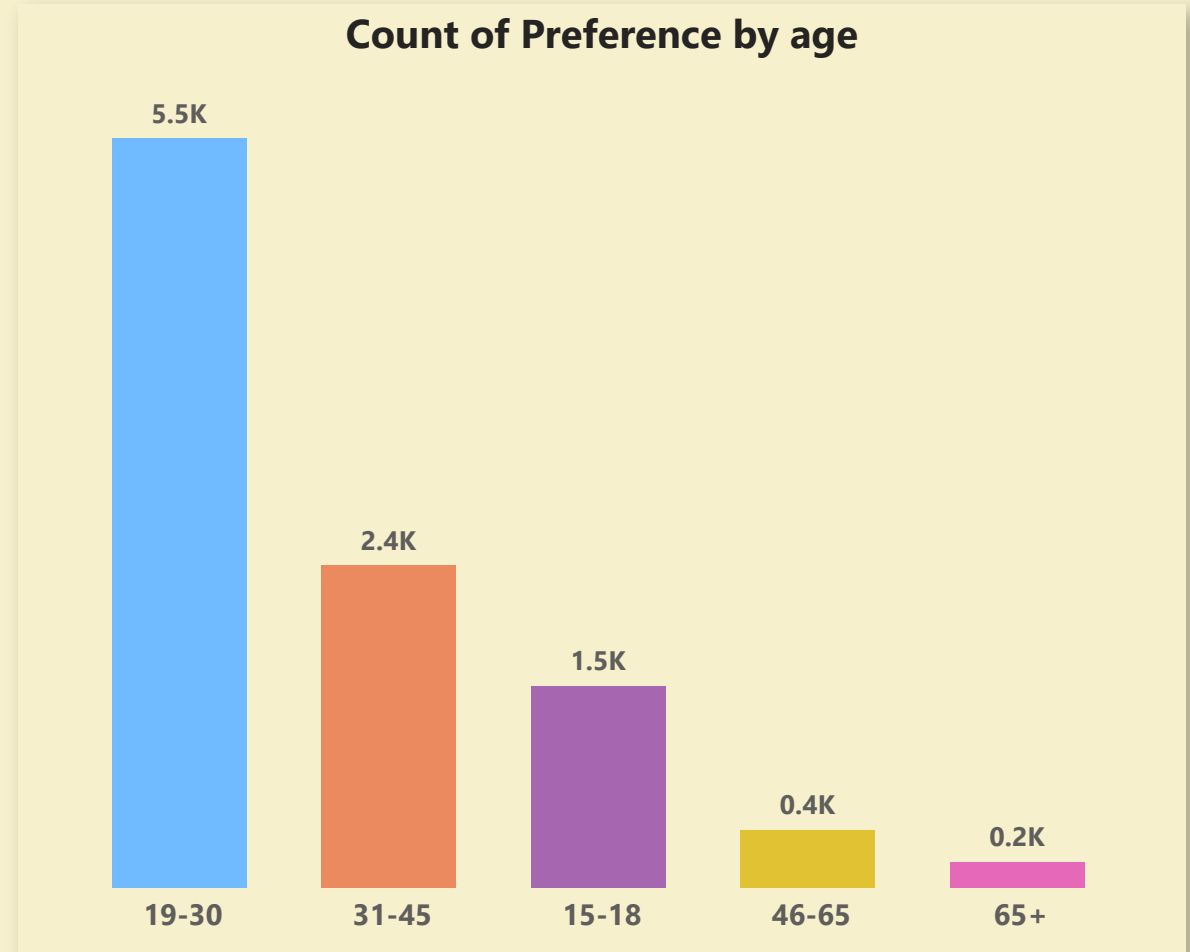


Demographic Insights

Which age group prefers energy drinks more?

The age group of **19-30** represents the highest consumer base for energy drinks, followed by the age group of **31-45**.

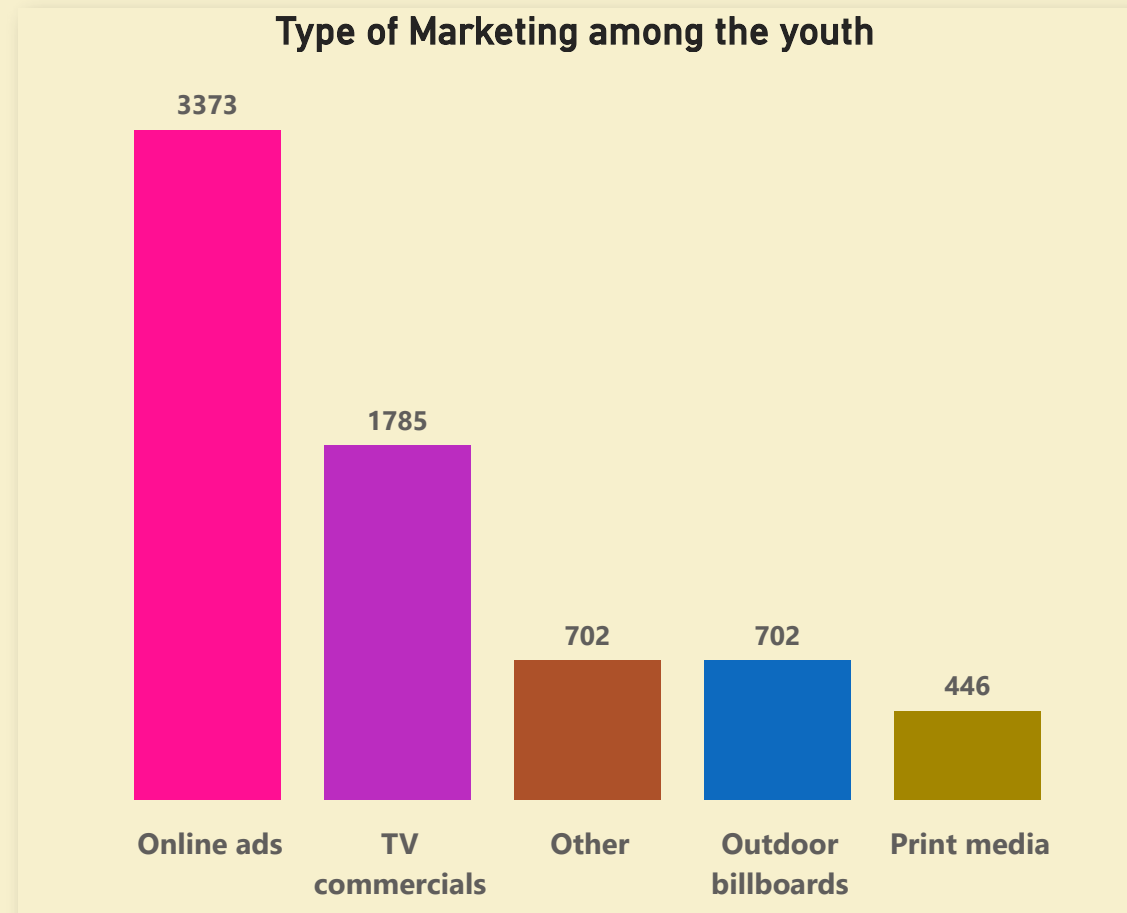
Therefore, it is crucial to strategically target this combined age group of **19-45** years as they comprise the most significant consumer segment for energy drinks.



Demographic Insights

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

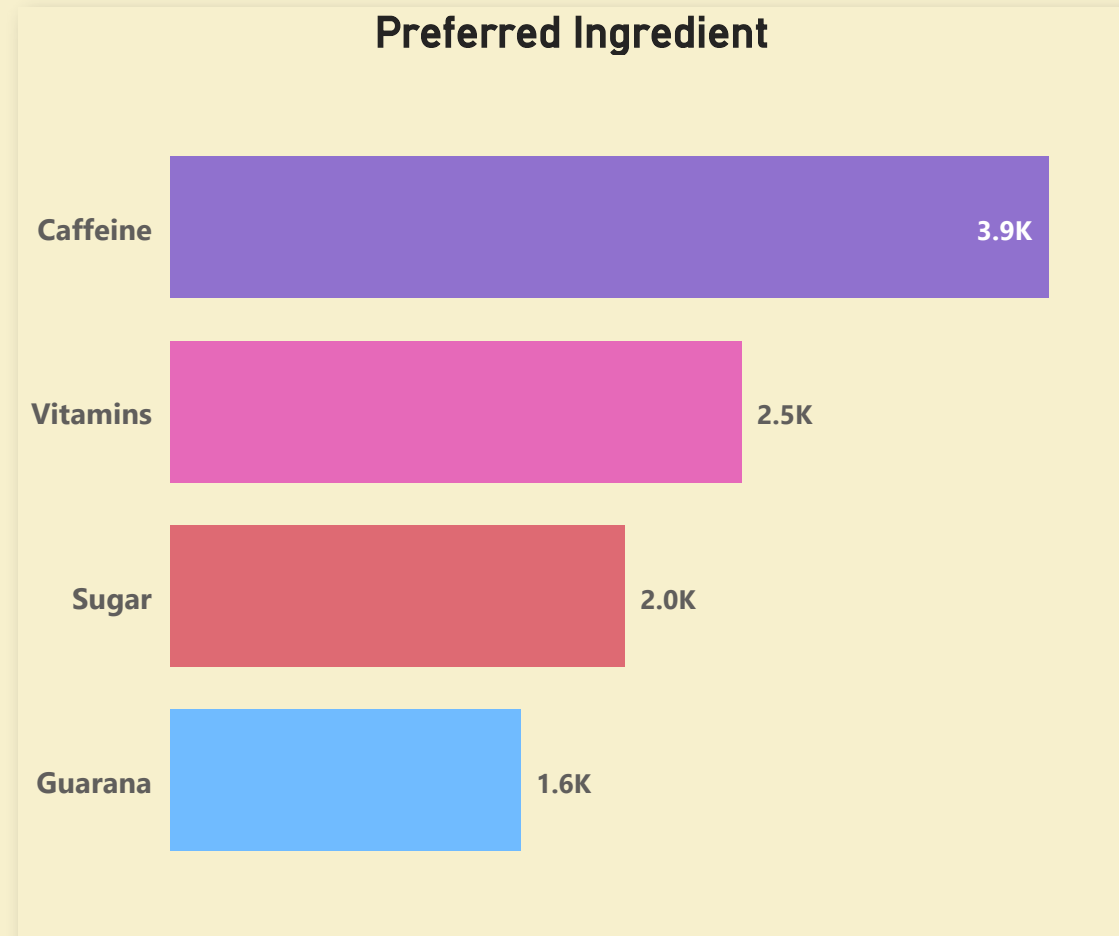
Online ads are an effective form of marketing that successfully captures the attention of the youth.



Consumer Preferences

What are the preferred ingredients of energy drinks among respondents?

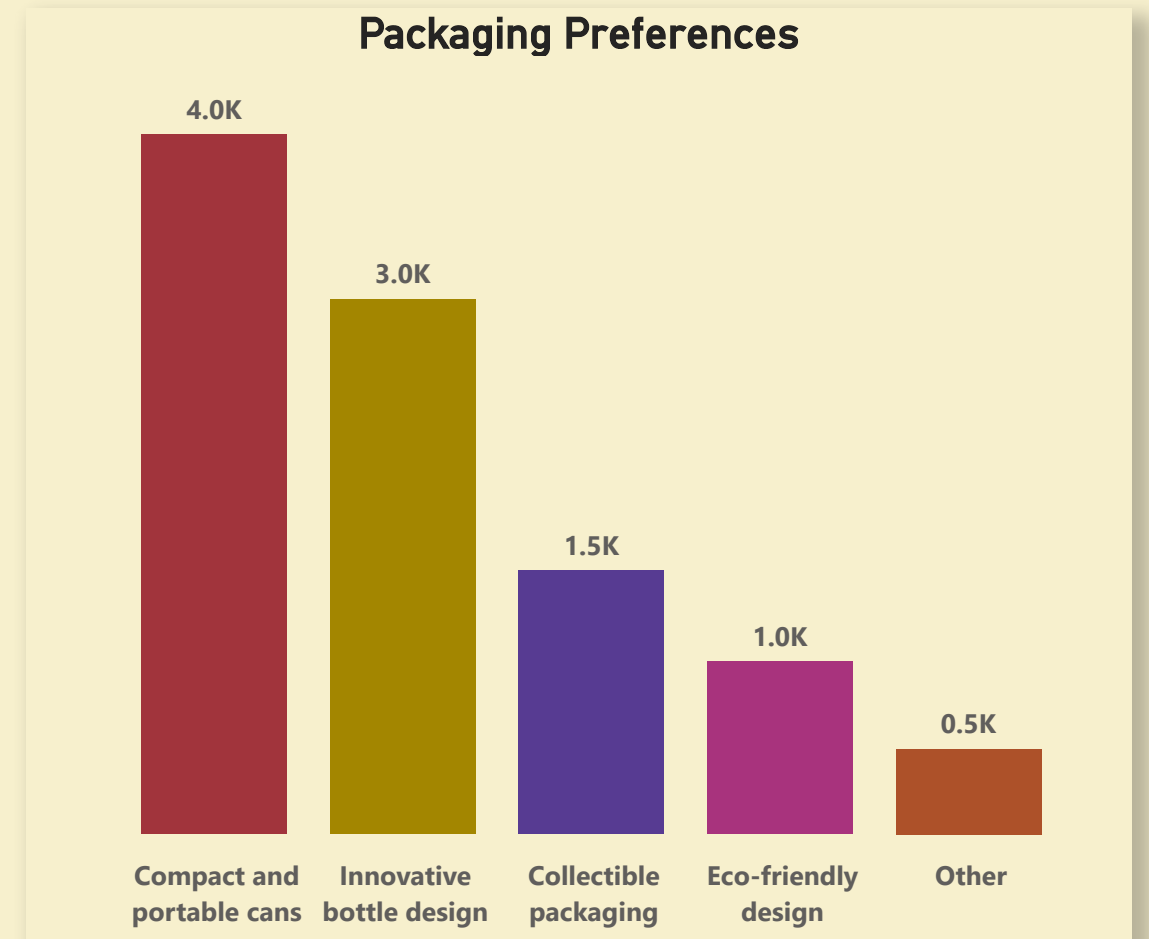
Caffeine is the most preferred ingredient in energy drinks, it would be advisable to increase the production of caffeine-based products.



Consumer Preferences

What packaging preferences do respondents have for energy drinks?

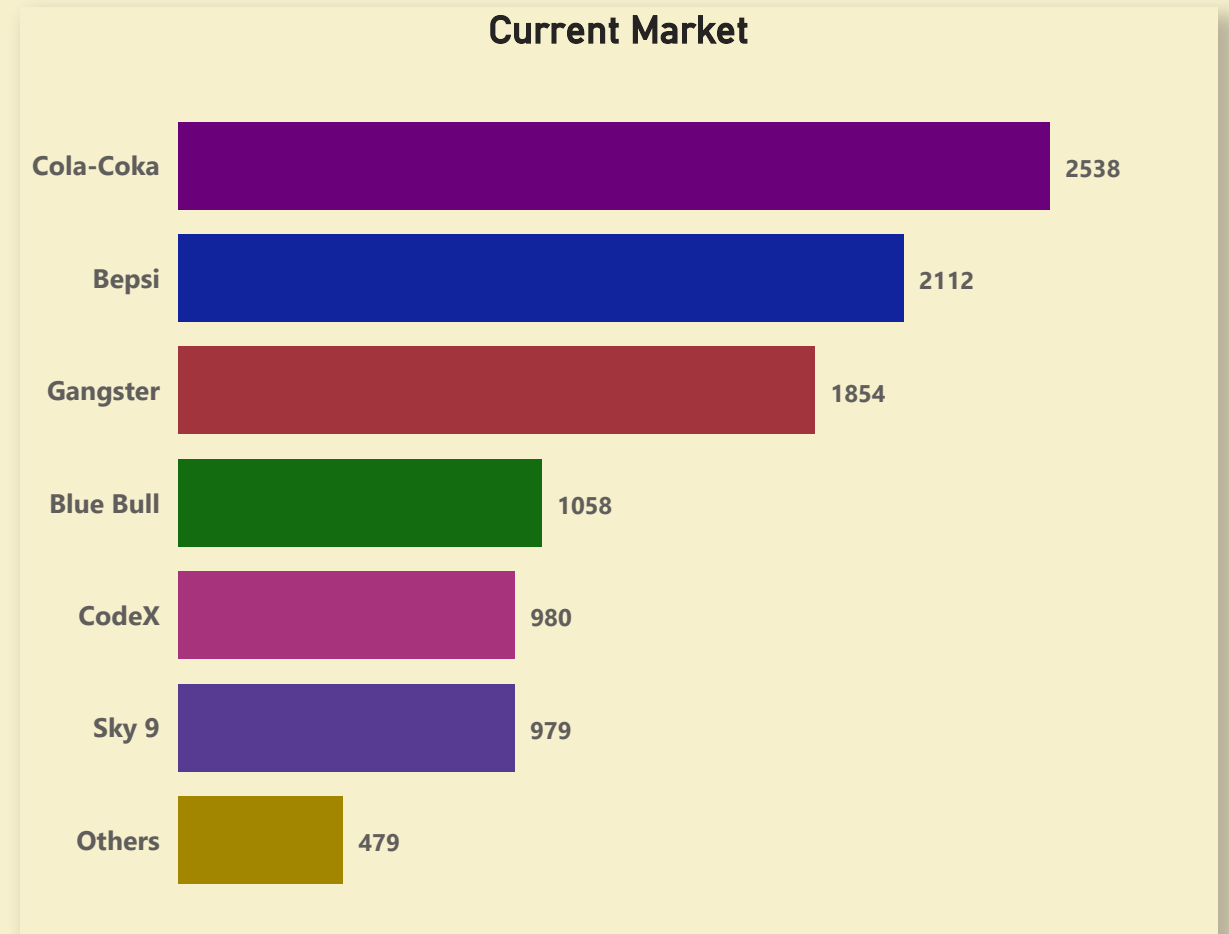
Compact and portable cans are preferred because they offer convenience and ease of transportation, allowing consumers to enjoy their beverages on the go.



Competition Analysis

Who are the current market leaders?

As per the current Market Cola-Coka, Bepsi and Gangster are the current market leaders.



Competition Analysis

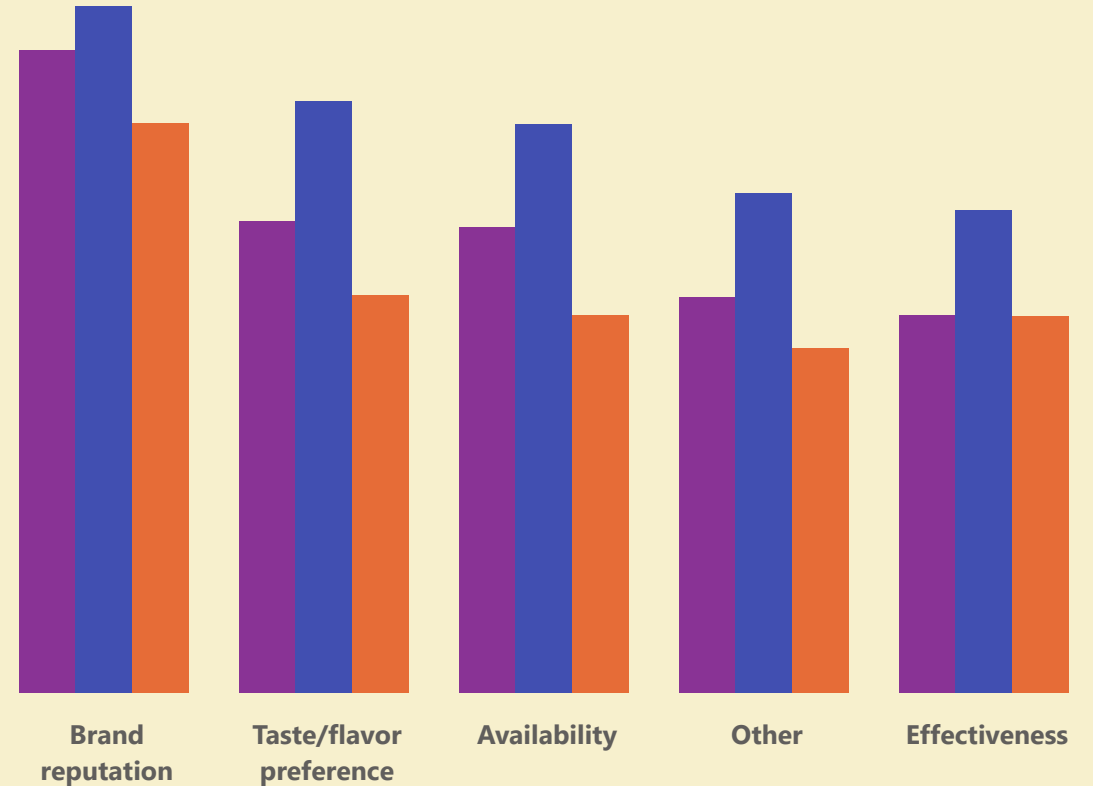
What are the primary reasons consumers prefer those brands over ours?

Consumers prefer beverages like Bepsi, Cola-coka, and Gangster over CodeX due to several factors such as strong brand reputation is the main factor followed by Taste/flavors, availability and effectiveness.

These drinks are widely accessible, making them readily available to consumers. The taste and preferences of individuals also play a significant role.

Reason for consumer preferences for Bepsi, Cola-coka and Gangster

● Bepsi ● Cola-coka ● Gangster

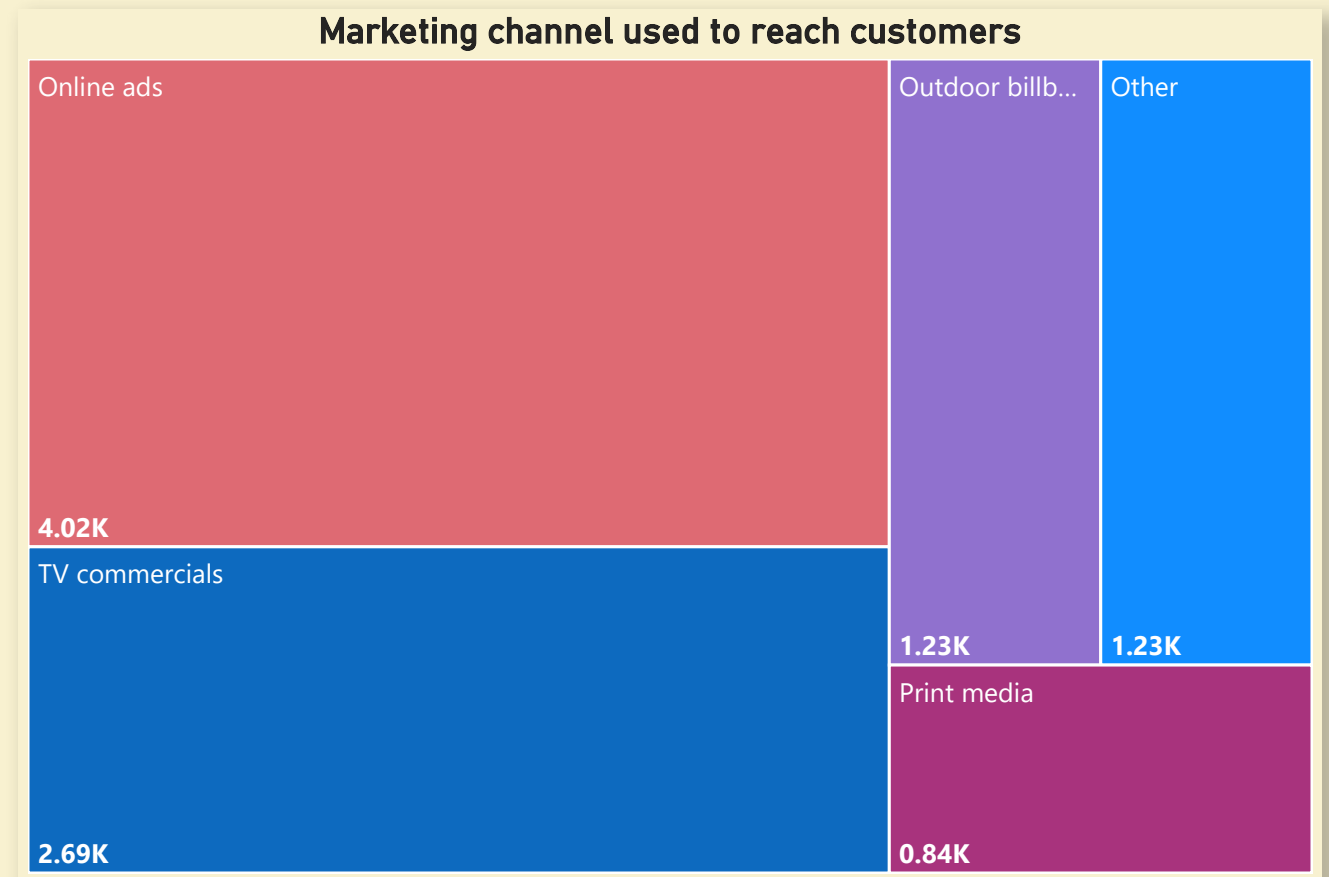


Marketing Channels and Brand Awareness

Which marketing channel can be used to reach more customers?

Bases on the survey online ads emerge as the most impactful method, followed by TV commercials.

Therefore, it is advisable for CodeX to allocate a higher budget towards online ads to maximize their reach and engagement with the target audience.



Brand Penetration

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

The taste experience of CodeX has received an average rating of **3.27**.

The majority of respondents have given the product a rating of 3, closely followed by a rating of 4.

Average rating of CodeX

3.27

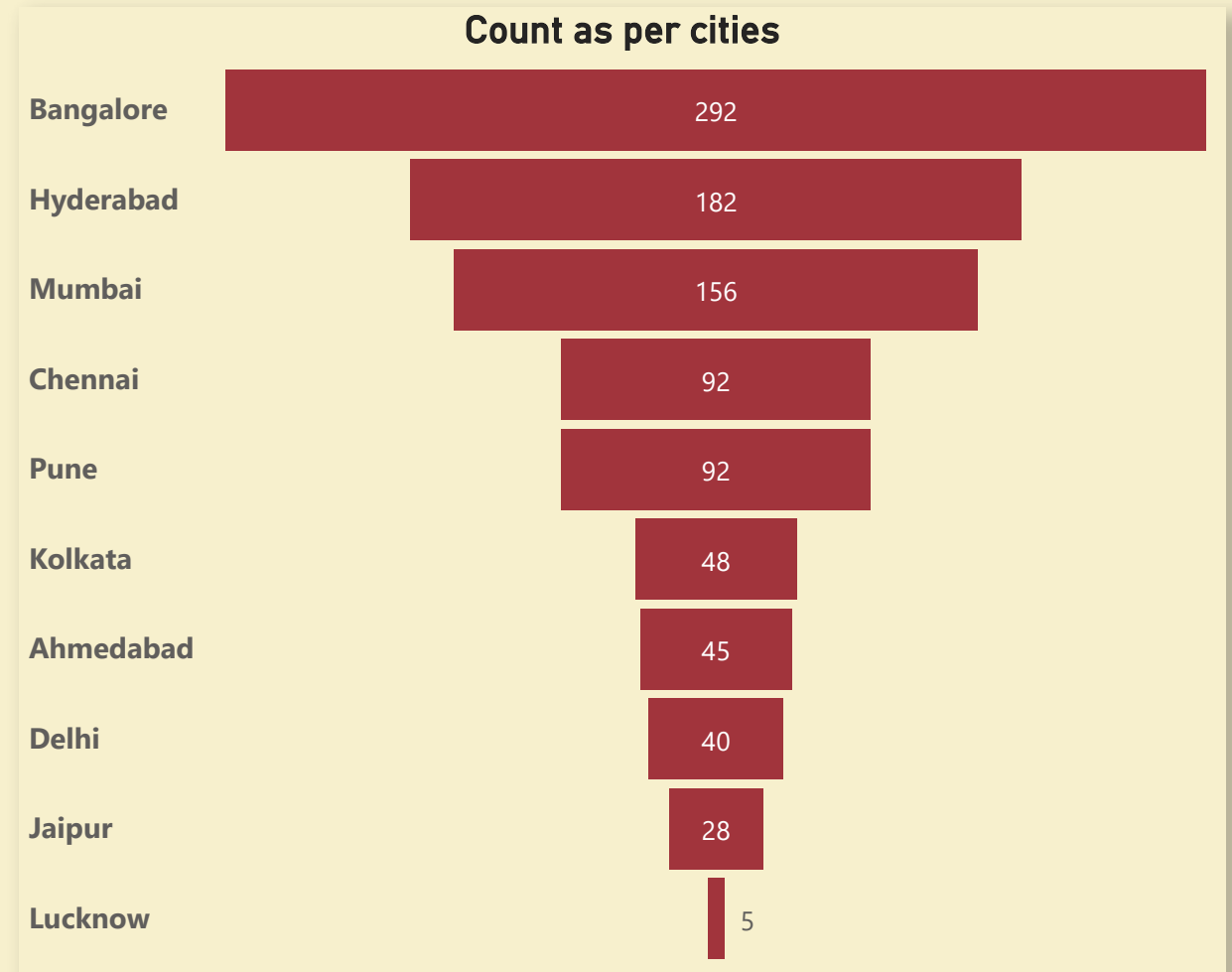


Brand Penetration

Which cities do we need to focus more on?

Based on the information provided, Bangalore has the highest consumer base of codeX, followed by Hyderabad, Mumbai, Chennai and Pune .

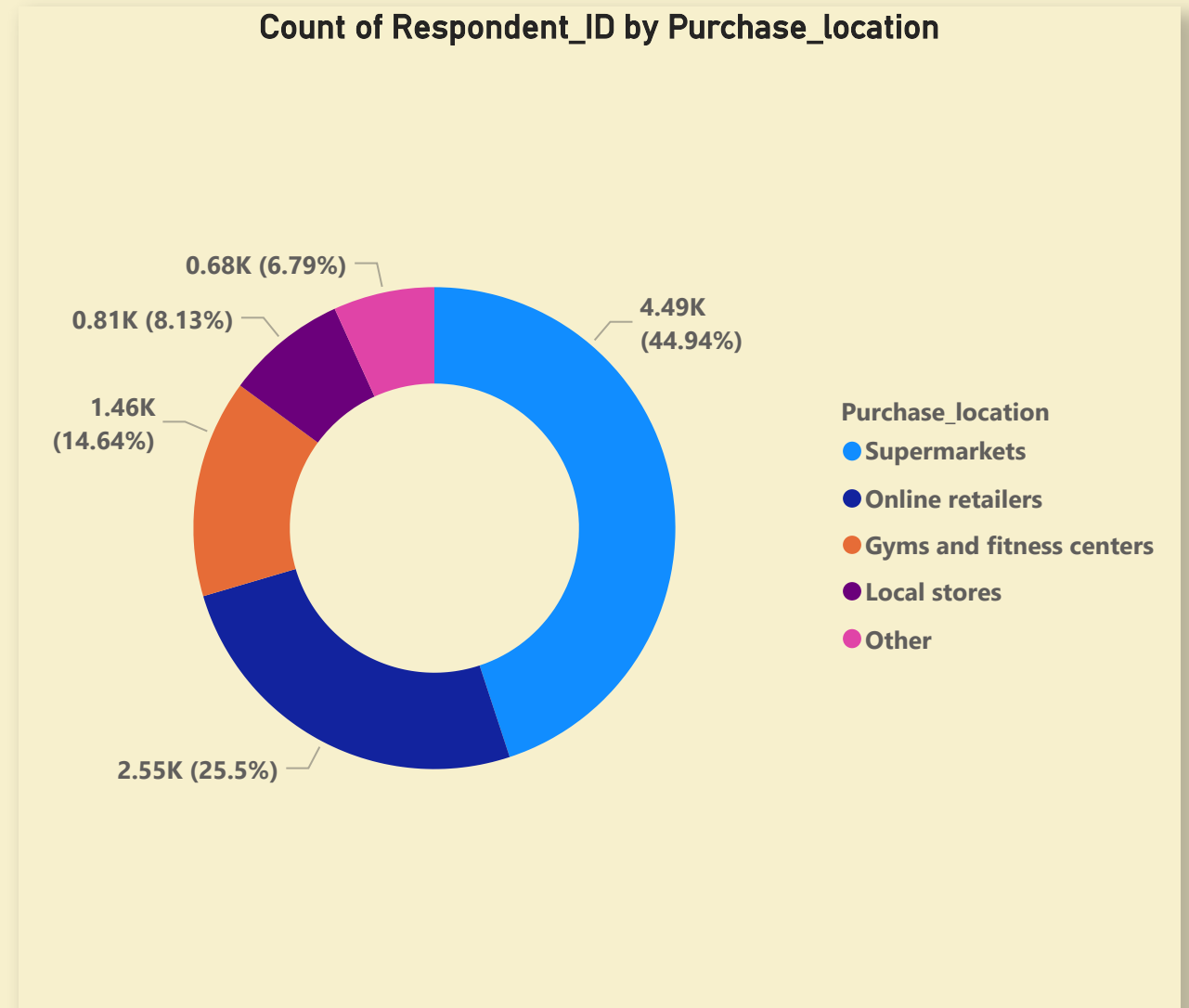
However, cities like Lucknow, Jaipur, Delhi, Ahmedabad, and Kolkata have a relatively lower number of consumers and require more focus.



Purchase Behavior

Where do respondents prefer to purchase energy drinks?

Consumers show a preference for purchasing drinks from supermarkets, followed by online retailers as their preferred purchase location.

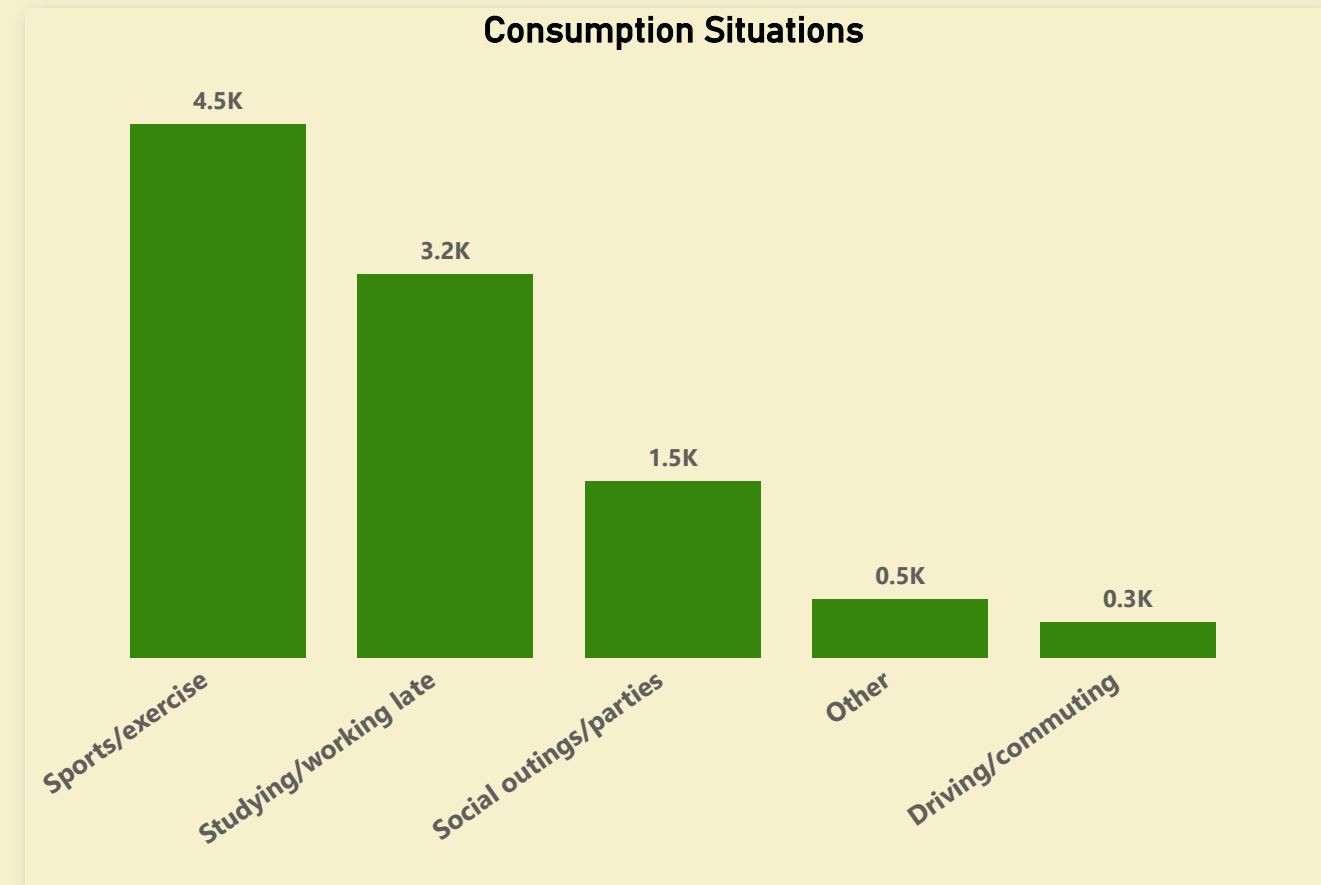


Purchase Behavior

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

The consumption of energy drink is highest in situation of sports/exercise, followed by studying/Working, social outing.

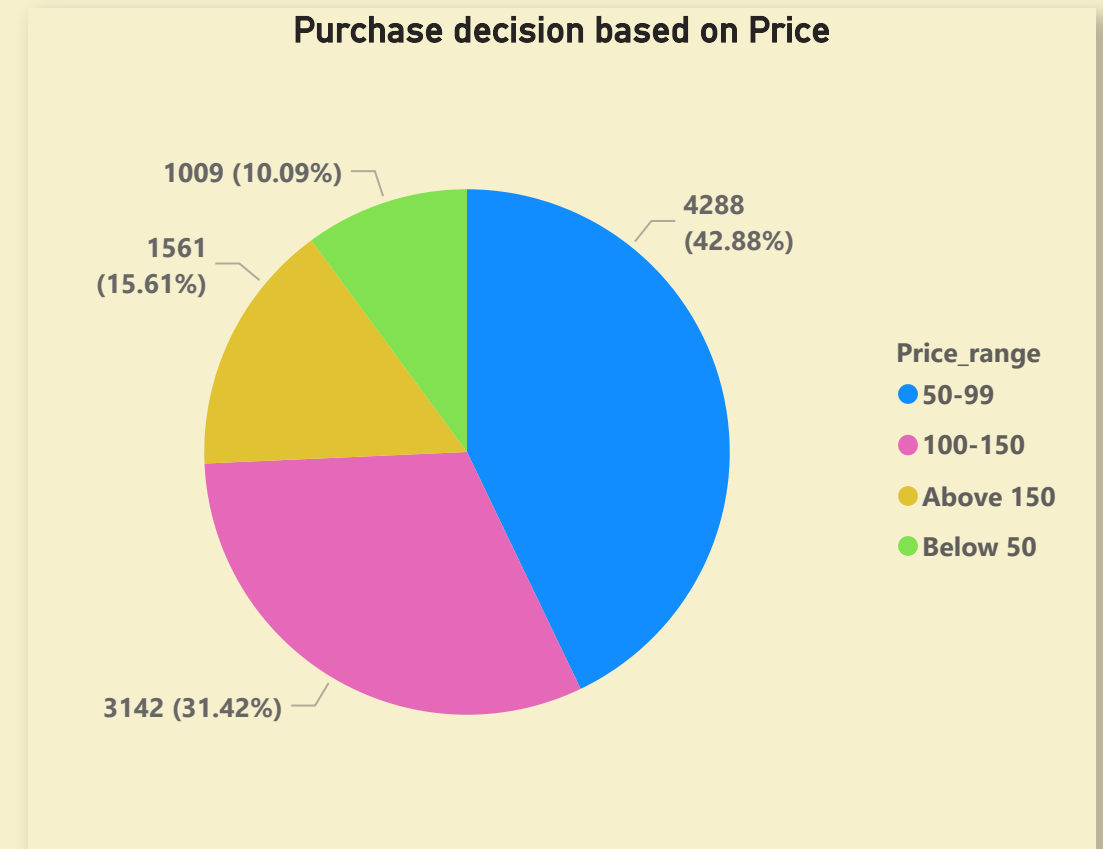
It is least consumed in situation of Driving/commuting.



Purchase Behavior

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

According to the survey, most consumers prefer a price range between **50-99**. Therefore, Codex should consider setting its product price within this range.

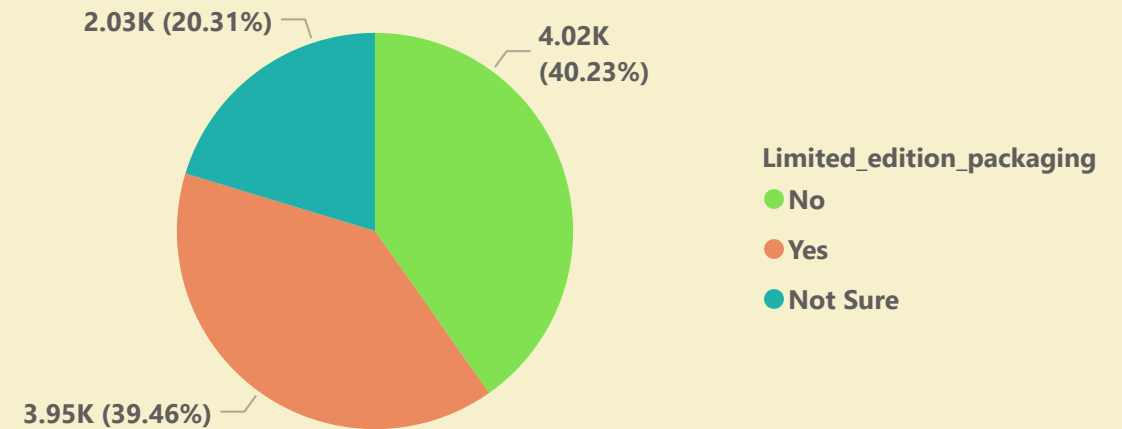


Purchase Behavior

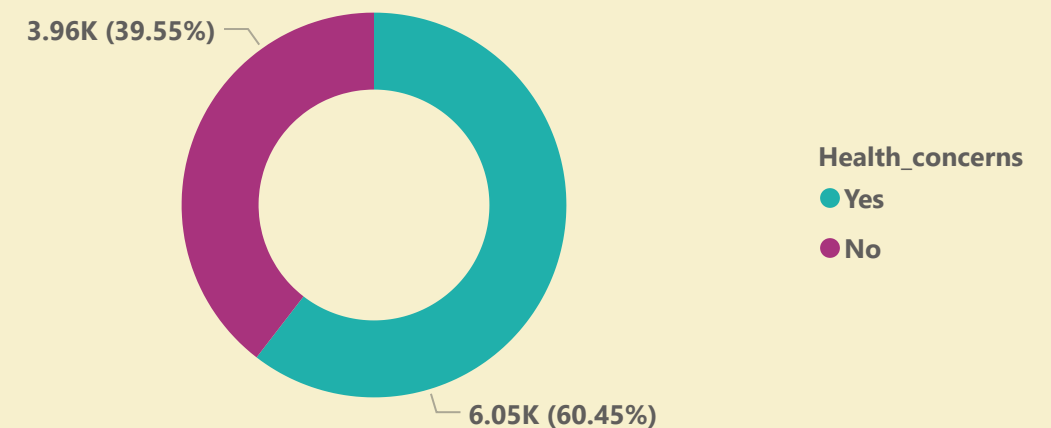
According to the survey, **40.23%** of consumers did not make their purchasing decision based on limited edition packaging, closely followed by **39.46%** who did make their decision based on limited edition packaging. The remaining **20.31%** of consumers were unsure about whether to base their purchase decision on limited edition packaging.

Purchase decision based on Health concern is almost **60.45%** consumers concerned about the health impacts of energy drinks

Purchase decision based on Limited edition packaging



Purchase decision based on Health Concerns

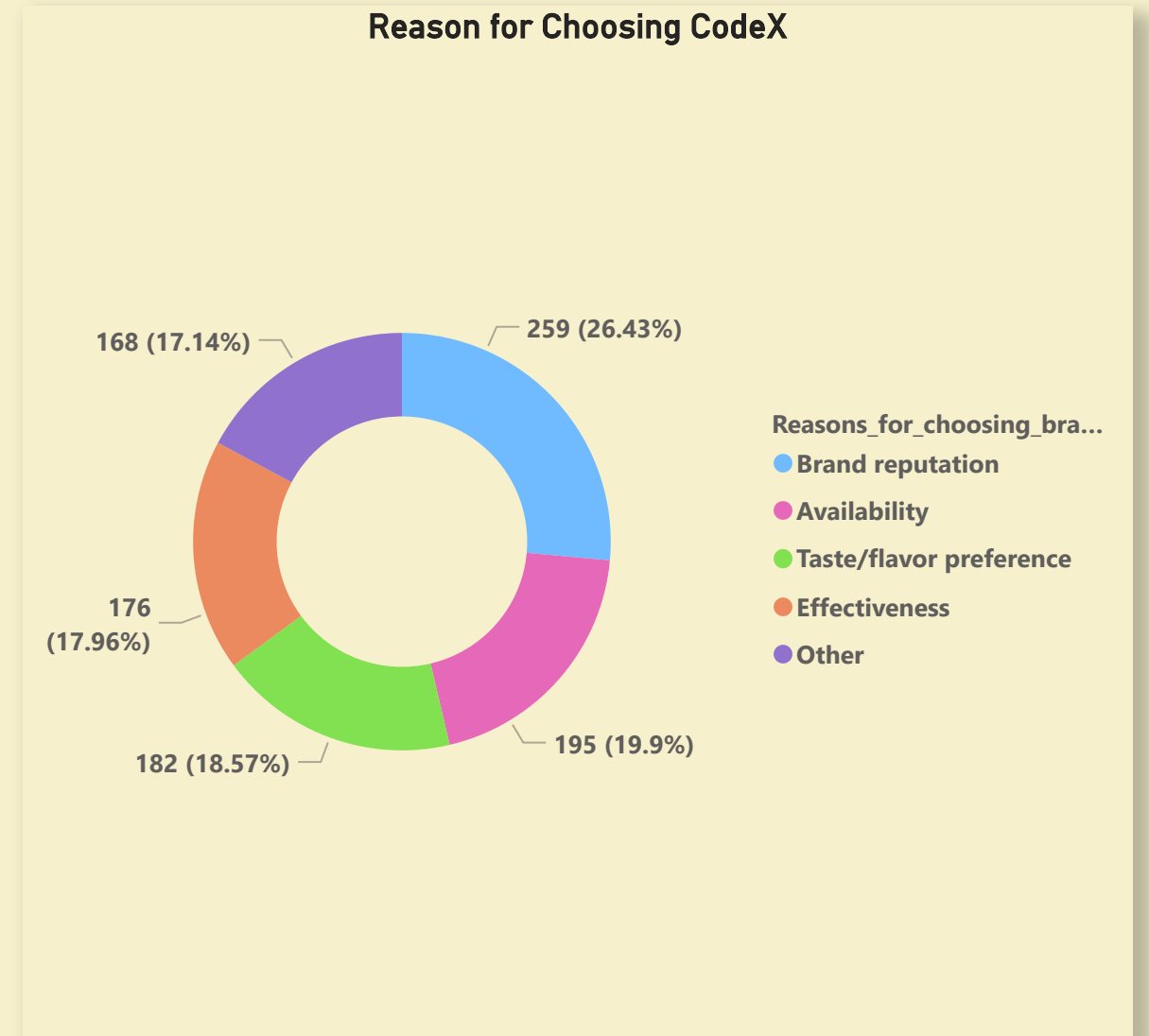


Product Development

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

While CodeX brand reputation and availability are significant factors in attracting customers, it is important for CodeX to also prioritize taste and effectiveness.

By focusing on delivering a high-quality product that is both delicious and effective.



Recommendations for CodeX

- **What immediate improvements can we bring to the product?**

By enhancing the Taste/flavor and effectiveness of the product, we have the potential to expand our customer base.

- **What should be the ideal price of our product?**

Based on the survey findings, the majority of consumers have expressed a preference for a price range between **50-99**. Consequently, it would be advisable for Codex to take this into consideration and align the pricing of its product within that range.

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

To effectively promote our products, it is essential to prioritize online advertising and leverage the power of social media influencers. We can collaborate with influencers across different platforms to reach a wider audience and increase brand visibility. Offering exclusive coupon codes through these influencers' channels can also increase customers base .

Recommendations for CodeX

- **Who can be a brand ambassador, and why?**

When selecting a social media influencer as a brand ambassador for an energy drink, it's important to consider their suitability and alignment with the brand's values and target audience. Look for an influencer who not only has a strong online presence but also possesses qualities such as multitasking skills and a hardworking attitude. They should be able to engage their audience effectively, create compelling content, and authentically promote the energy drink. Additionally, it would be beneficial if the influencer has a genuine interest in health, fitness, or an active lifestyle, as these qualities can resonate well with the product's positioning.

- **Who should be our target audience, and why**

Based on the consumer base analysis, the age group of **19-30** represents the largest segment of consumers for energy drinks, closely followed by the age group of **31-45**. Therefore, it would be ideal for our marketing efforts to focus on targeting the audience within the age range of **19-45**.