

Codex Insights Queries

Who prefers energy drink more?

```
SELECT Gender, count(respondent_id) AS respondent
FROM dim_repondents
GROUP BY Gender
ORDER BY respondent DESC;
```

Gender	respondent
Male	6038
Female	3455
Non-binary	507

Which age group prefers energy drinks more?

```
SELECT Age, count(respondent_id) AS respondent
FROM dim_repondents
GROUP BY Age
ORDER BY respondent DESC;
```

Age	respondent
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190

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

```
SELECT Marketing_channels, count(Response_ID) AS respondent
FROM fact_survey_responses f
JOIN dim_repondents dr ON f.Respondent_ID = dr.Respondent_ID
WHERE dr.Age = '15-18'
GROUP BY Marketing_channels
ORDER BY respondent DESC;
```

Marketing_channels	respondent
Online ads	707
TV commercials	495
Outdoor billboards	117
Other	94
Print media	75

What are the preferred ingredients of energy drinks among respondents?

```
SELECT Ingredients_expected, count(Response_ID) AS respondent
FROM fact_survey_responses
GROUP BY Ingredients_expected
ORDER BY respondent DESC;
```

Ingredients_expected	respondent
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

What packaging preferences do respondents have for energy drinks?

```
SELECT Packaging_preference, count(Response_ID) AS respondent
FROM fact_survey_responses
GROUP BY Packaging_preference
ORDER BY respondent DESC;
```

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

Who are the current market leaders?

```
SELECT Current_brands AS Brands, count(Response_ID) AS respondent
FROM fact_survey_responses
GROUP BY Current_brands
ORDER BY respondent DESC;
```

Brands	respondent
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

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

```
SELECT Reasons_for_choosing_brands AS 'Reason', count(Response_ID) AS respondent
FROM fact_survey_responses
where Current_brands != "codex"
GROUP BY Reasons_for_choosing_brands
ORDER BY respondent DESC;
```

Reason	respondent
Brand reputation	2393
Taste/flavor preference	1829
Availability	1715
Effectiveness	1572
Other	1511

Which marketing channel can be used to reach more customers?

```
SELECT Marketing_channels, round(count(Response_ID),2) AS respondent
FROM fact_survey_responses
GROUP BY Marketing_channels
ORDER BY respondent DESC;
```

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

What do people think about our brand?

```
SELECT Heard_before, COUNT(Response_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Heard_before
ORDER BY Count_of_Response DESC;
```

Heard_before	Count_of_Response
No	5553
Yes	4447

```

SELECT Taste_experience, count(Response_ID) AS respondent
FROM fact_survey_responses
WHERE Heard_before = "Yes"
GROUP BY Taste_experience
ORDER BY respondent DESC;

```

Taste_experience	respondent
3	1327
4	1101
5	884
2	679
1	456

Which cities do we need to focus more on?

```

SELECT
    dc.City,
    dc.Tier,
    count(dc.City) AS 'Response',
    round(count(dc.City) * 100.0 / sum(count(dc.City)) OVER (), 2) AS Percentage
FROM fact_survey_responses fr
JOIN dim_repondents dr ON fr.Respondent_ID = dr.Respondent_ID
JOIN dim_cities dc ON dc.City_ID = dr.City_ID
WHERE fr.Brand_perception = "Negative" or fr.Brand_perception = "Neutral" and Current_brands = 'codex'
GROUP BY dc.City, dc.Tier
ORDER BY percentage DESC;

```

City	Tier	Response	Percentage
Bangalore	Tier 1	604	25.61
Hyderabad	Tier 1	379	16.07
Pune	Tier 2	333	14.12
Mumbai	Tier 1	319	13.53
Chennai	Tier 1	185	7.85
Ahmedabad	Tier 2	168	7.12
Jaipur	Tier 2	119	5.05
Kolkata	Tier 2	102	4.33
Delhi	Tier 1	94	3.99
Lucknow	Tier 2	55	2.33

Where do respondents prefer to purchase energy drinks?

```
SELECT Purchase_location, count(Response_ID) AS respondent
FROM fact_survey_responses
GROUP BY Purchase_location
ORDER BY respondent DESC;
```

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

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

```
SELECT Typical_consumption_situations, count(Response_ID) AS respondent
FROM fact_survey_responses
GROUP BY Typical_consumption_situations
ORDER BY respondent DESC;
```

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

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

```
SELECT Limited_edition_packaging, count(Response_ID) AS respondent
FROM fact_survey_responses
GROUP BY Limited_edition_packaging
ORDER BY respondent DESC;
```

Limited_edition_packaging	respondent
No	4023
Yes	3946
Not Sure	2031

```
SELECT Price_range, count(Response_ID) AS respondent
FROM fact_survey_responses
GROUP BY Price_range
ORDER BY respondent DESC;
```

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

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

```
SELECT Reasons_for_choosing_brands, count(Response_ID) AS respondent
FROM fact_survey_responses
WHERE Current_brands = "Codex"
GROUP BY Reasons_for_choosing_brands
ORDER BY respondent DESC;
```

Reasons_for_choosing_brands	respondent
Brand reputation	259
Availability	195
Taste/flavor preference	182
Effectiveness	176
Other	168