CodeX Energy Drink – Marketing Insights Dashboard

An interactive dashboard analyzing consumer preferences, purchasing behavior, and brand perception to support CodeX's go-to-market strategy in 10 Indian cities.

PROJECT OBJECTIVE

This interactive dashboard provides strategic insights for CodeX's energy drink launch. It covers key dimensions:

- *Demographics & Preferences*
- *Purchasing Behaviour*
- *Competition Analysis*
- *Marketing Optimization*

DEMOGRAPHICS

NAVIGATE

- HOME
- PREFERENCES
- BEHAVIOUR
- COMPETITION
- MARKETING

AGE: 15-18 | 19-30 | 31-45 | 46-65 | 65+

CITIES: Ahmedabad | Chennai | Hyderabad | Kolkata | Mumbai | Bangalore | Delhi | Jaipur | Lucknow | Pune

City Category: Tier 1 | Tier 2

Gender
- Female
- Male
- Non-binary

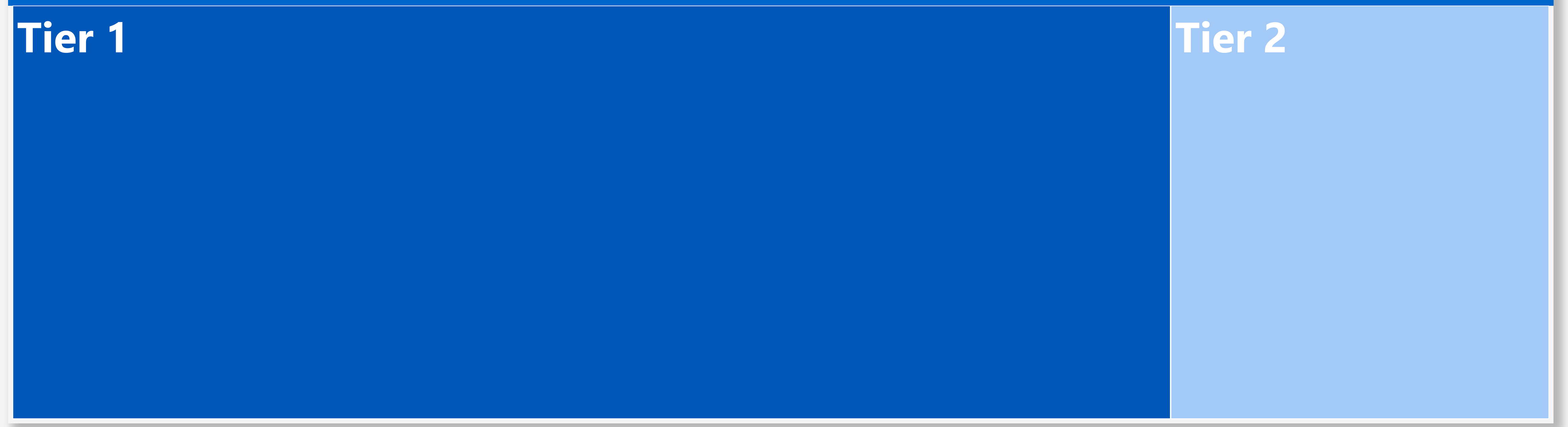
Current brands: All

TOTAL RESPONSES
10,000

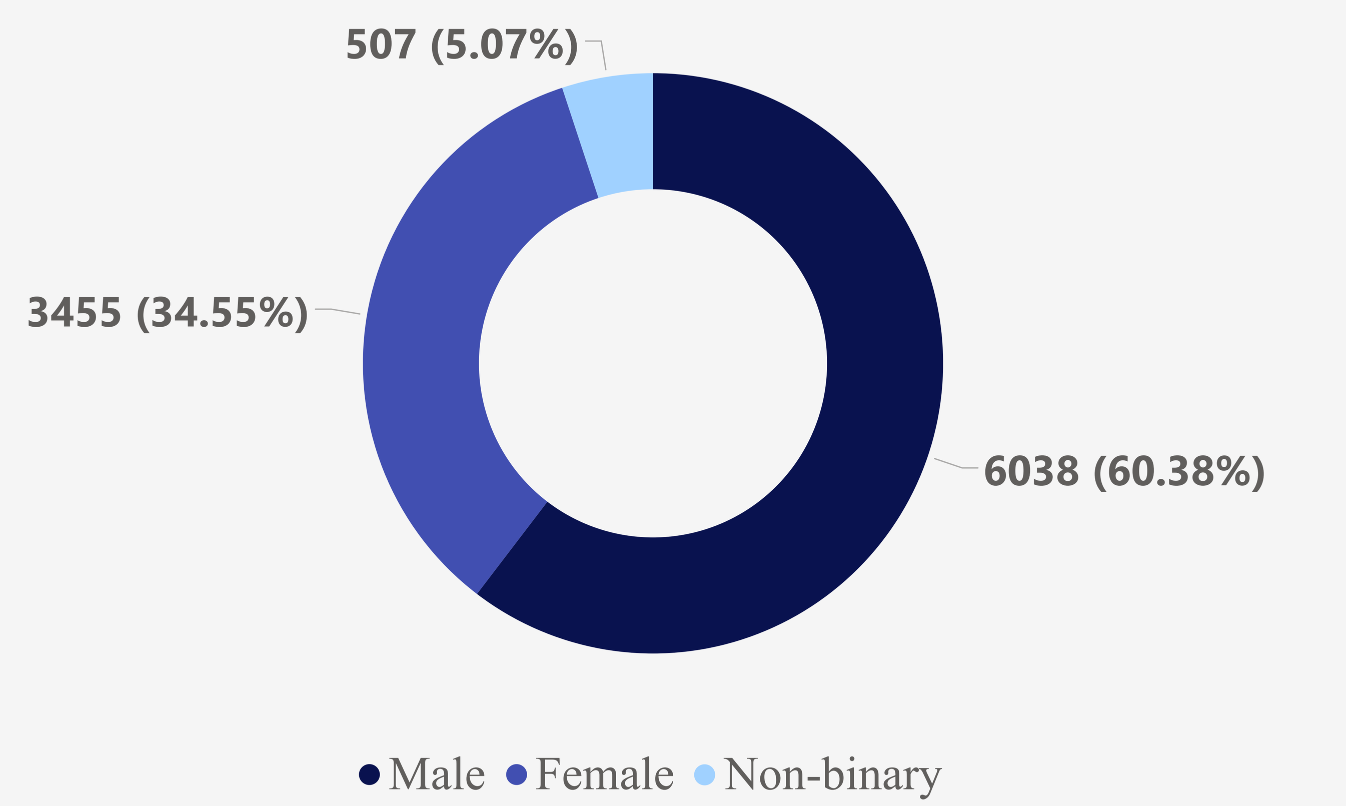
CODEX RESPONDENTS
980

AVERAGE TASTE EXPERIENCE OF CODE X

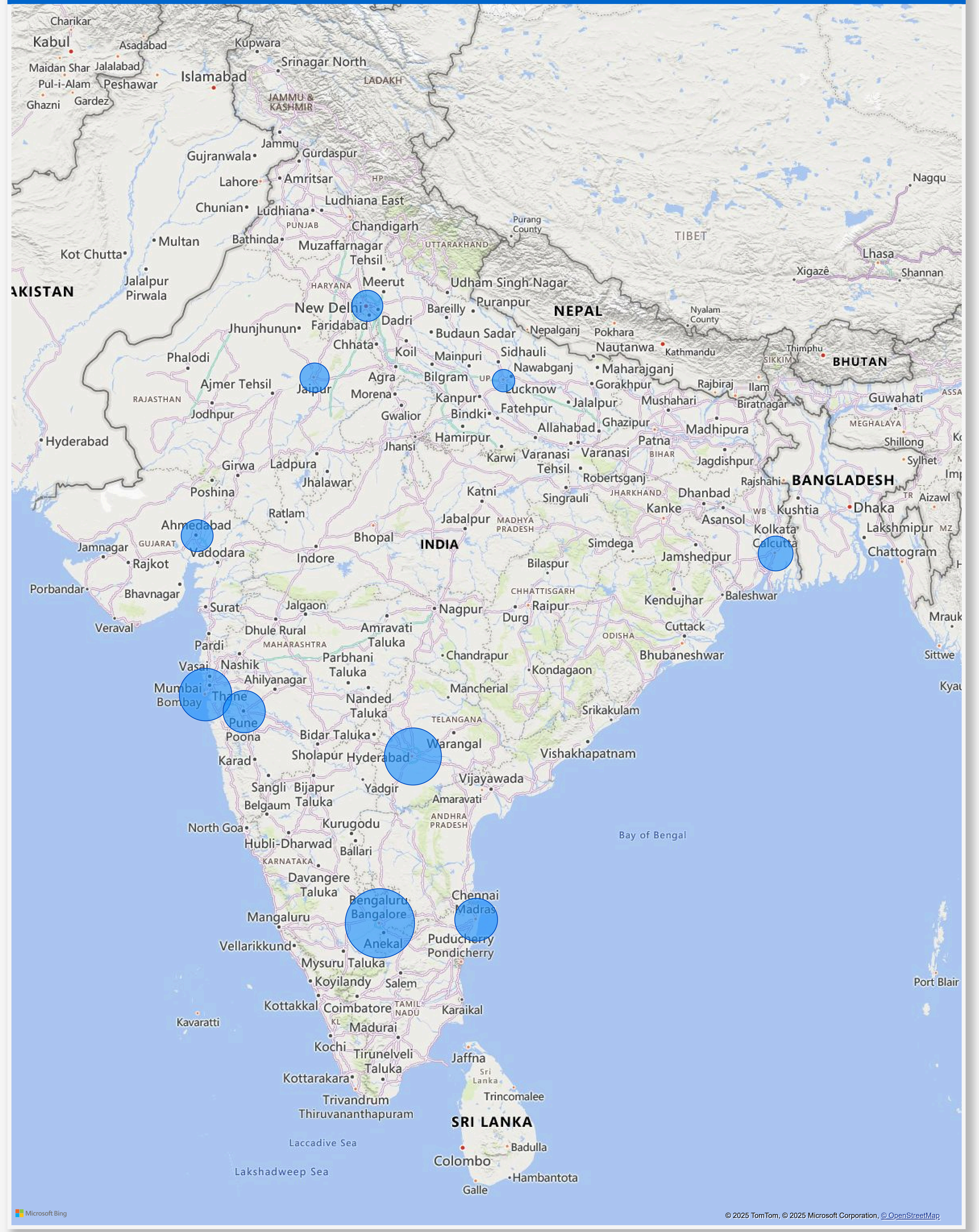
Respondents by Tier



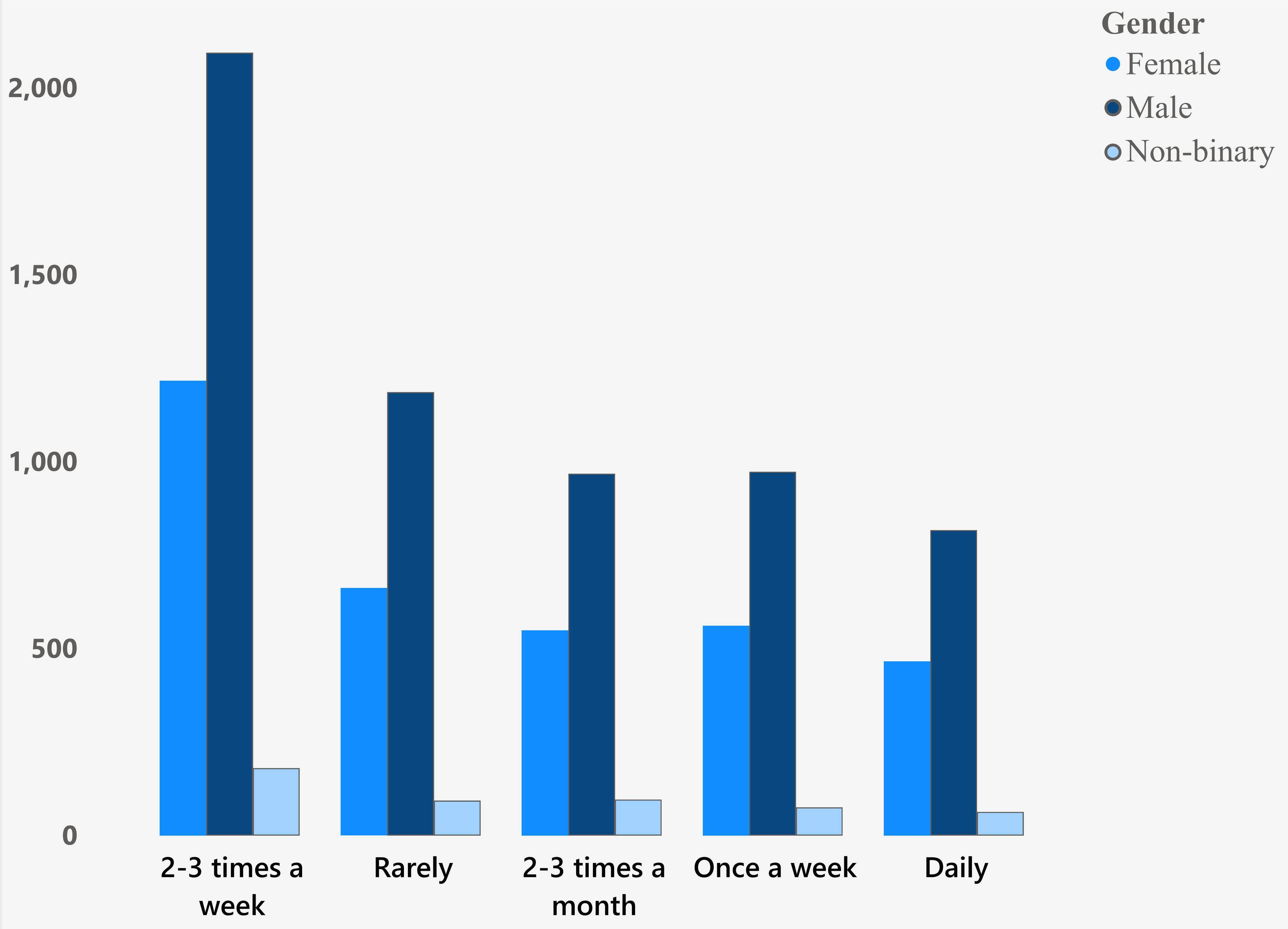
Response By Gender



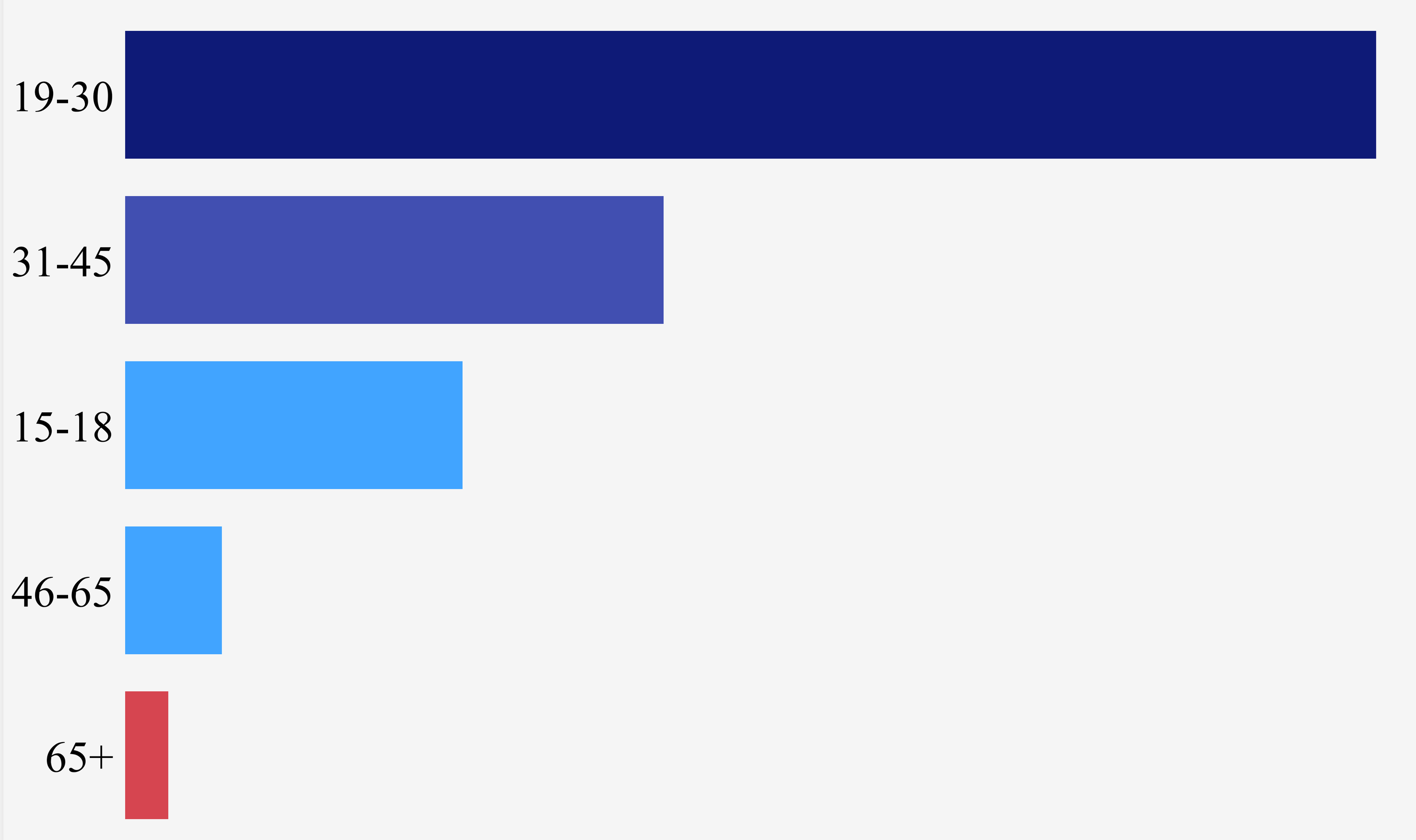
Respondents by City



Consume frequency by Gender



Response by Age



Demographic Highlights

- Majority of responses are from age 19–30 (55.2%)
- Male respondents dominate the sample (60%+)
- Tier 1 cities contribute 60%+ responses

CONSUMER PREFERENCES

NAVIGATE

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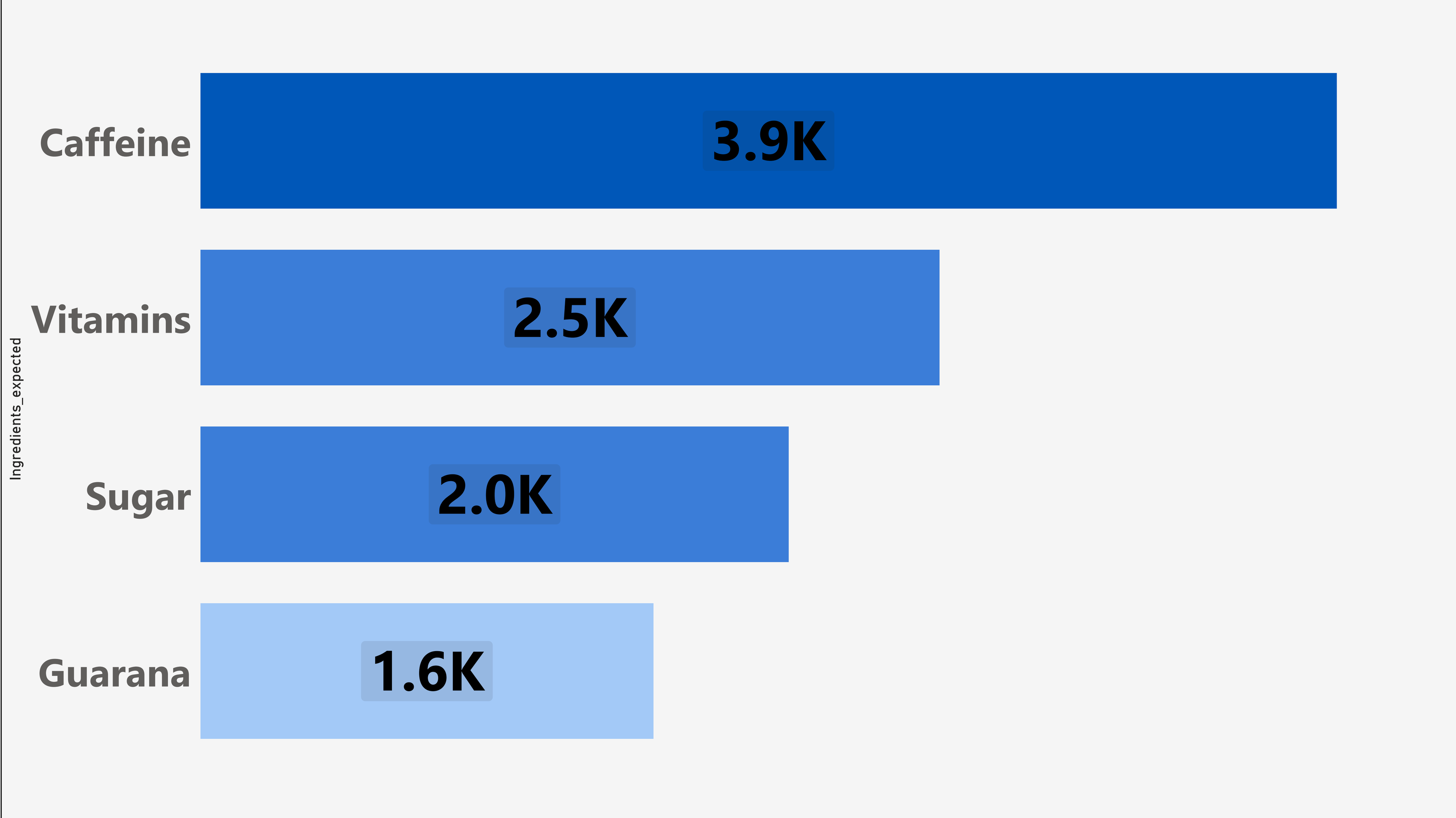
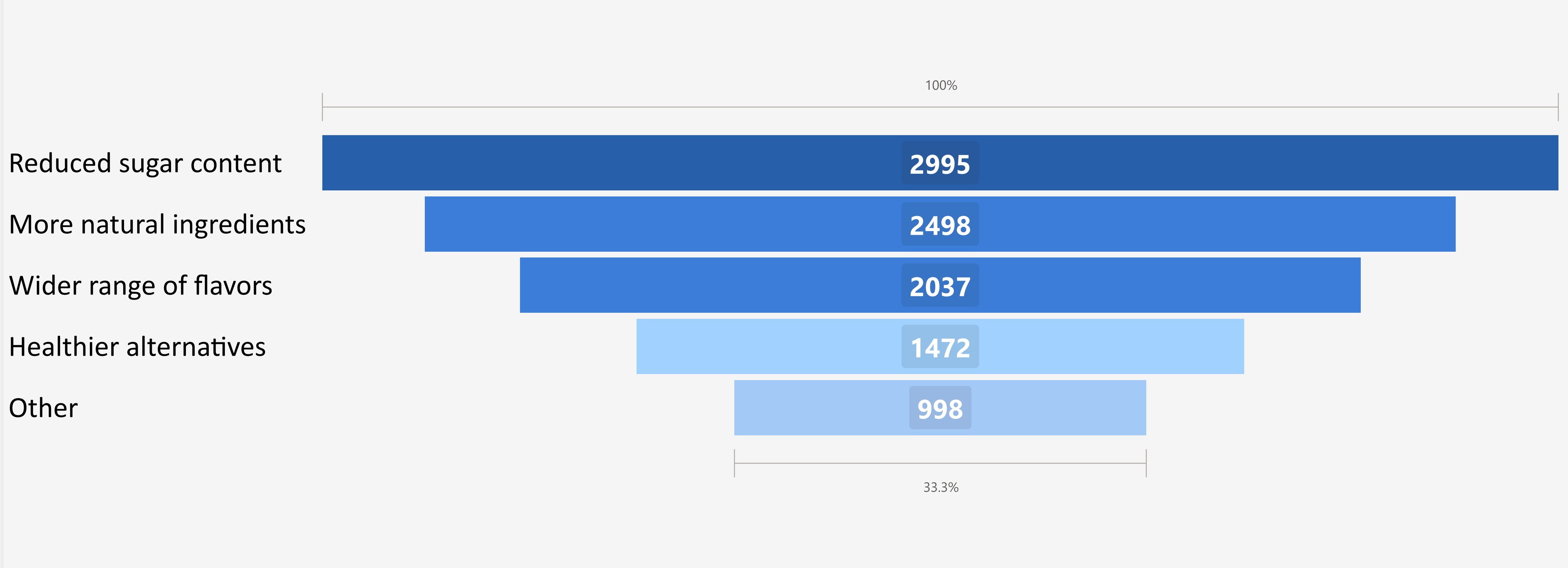
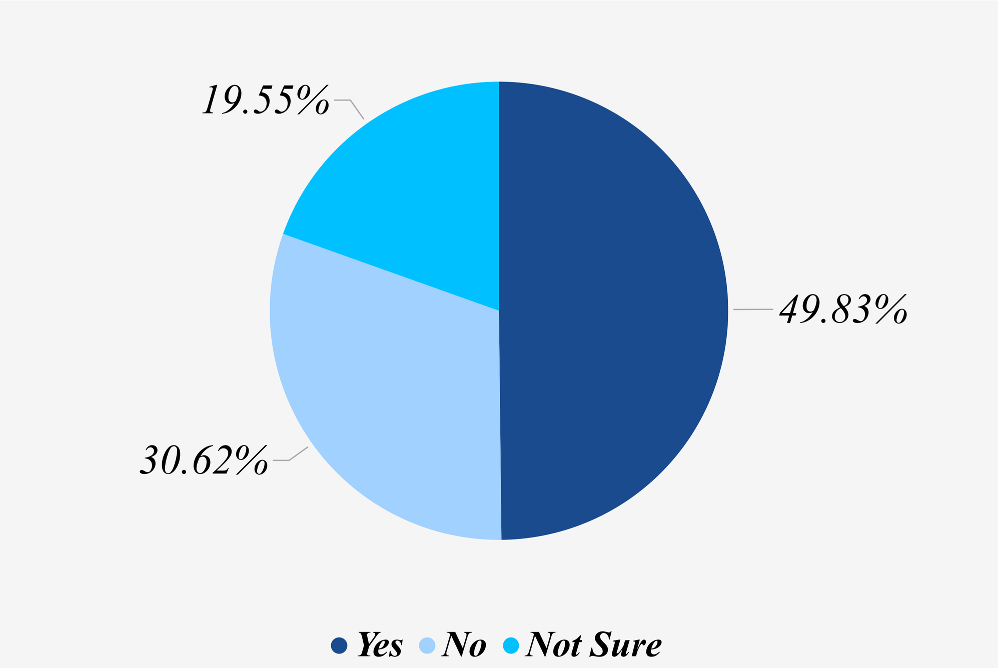
INGREDIENTS PREFFERED



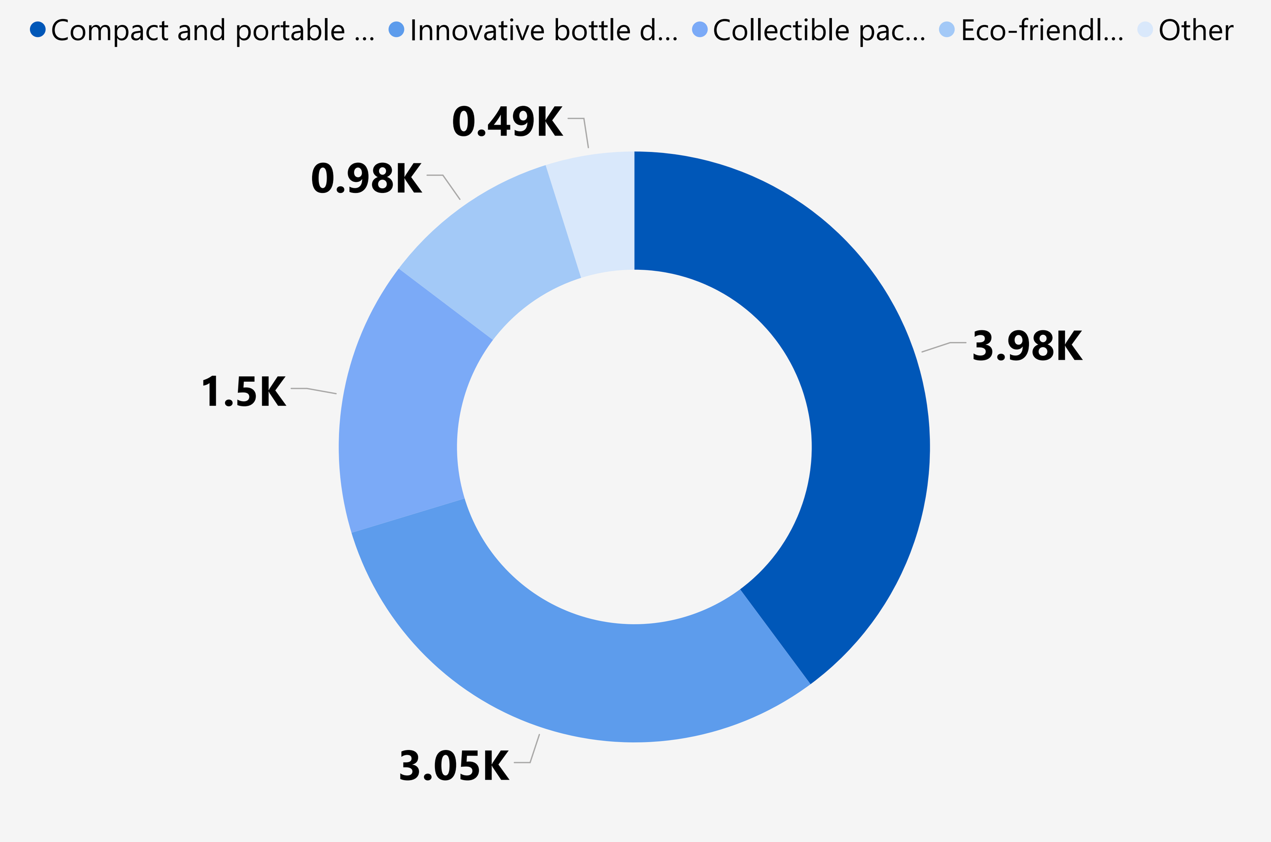
IMPROVEMENTS DESIRED



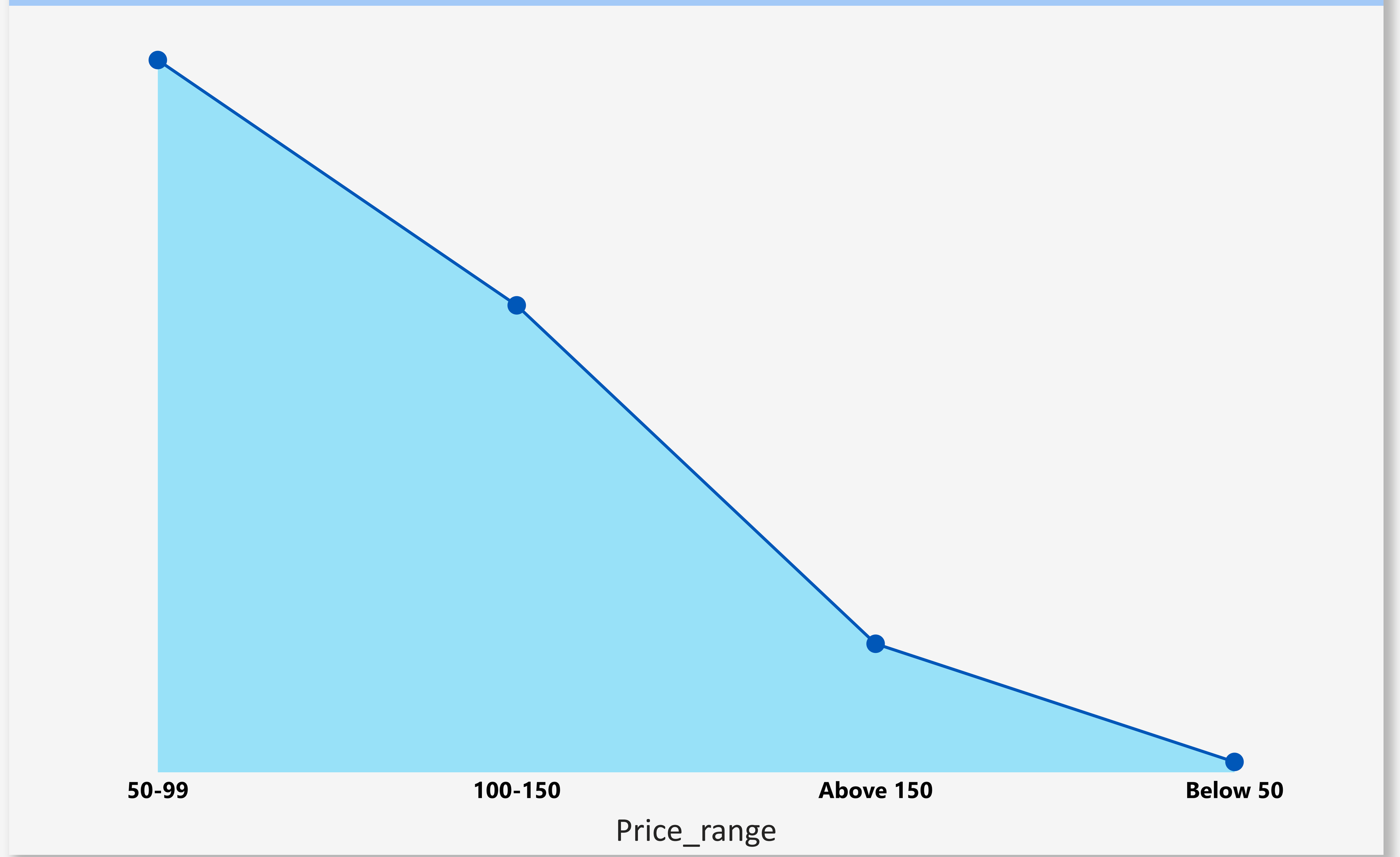
NATURAL/ORGANIC PREFERENCE



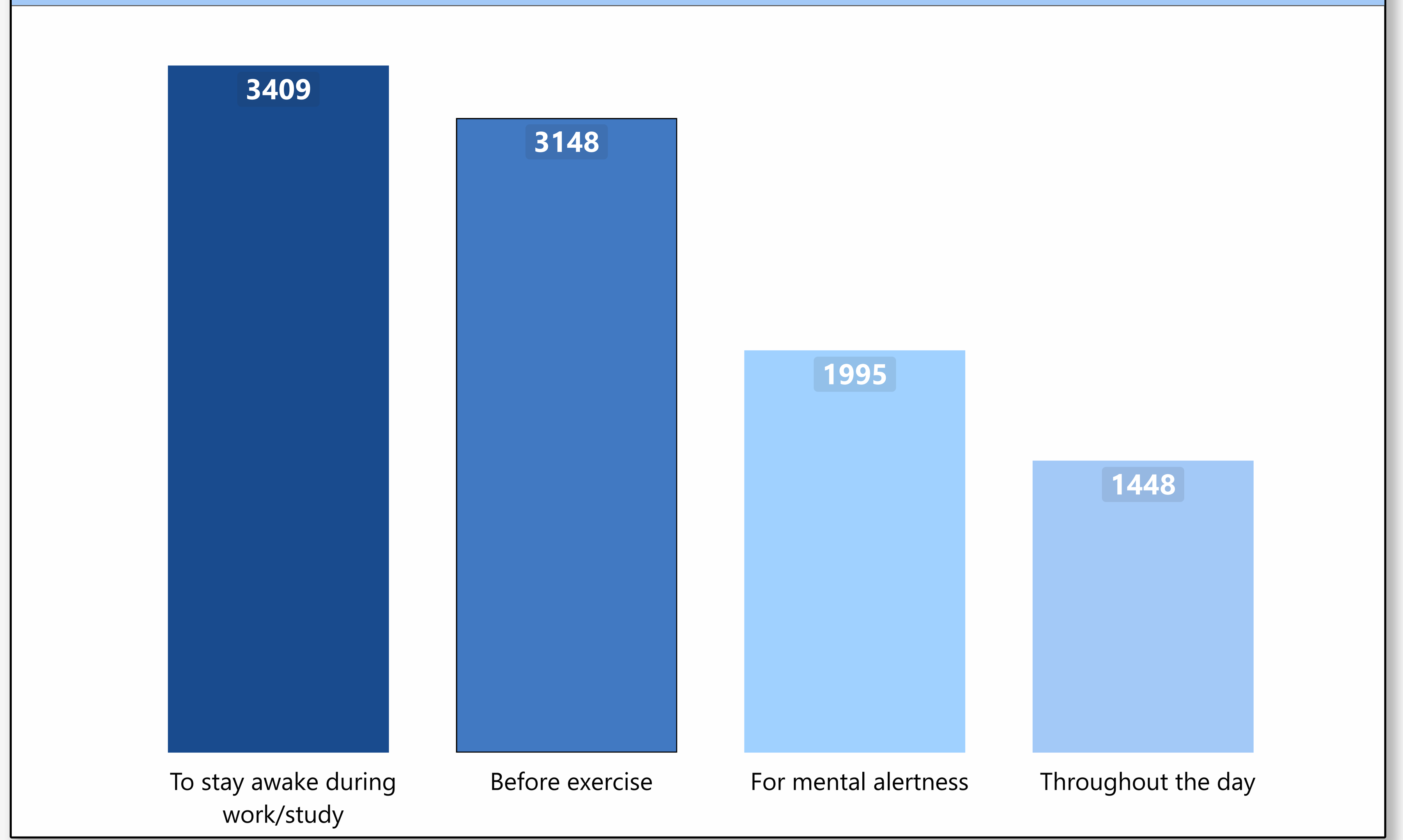
PACKAGING PREFERENCE



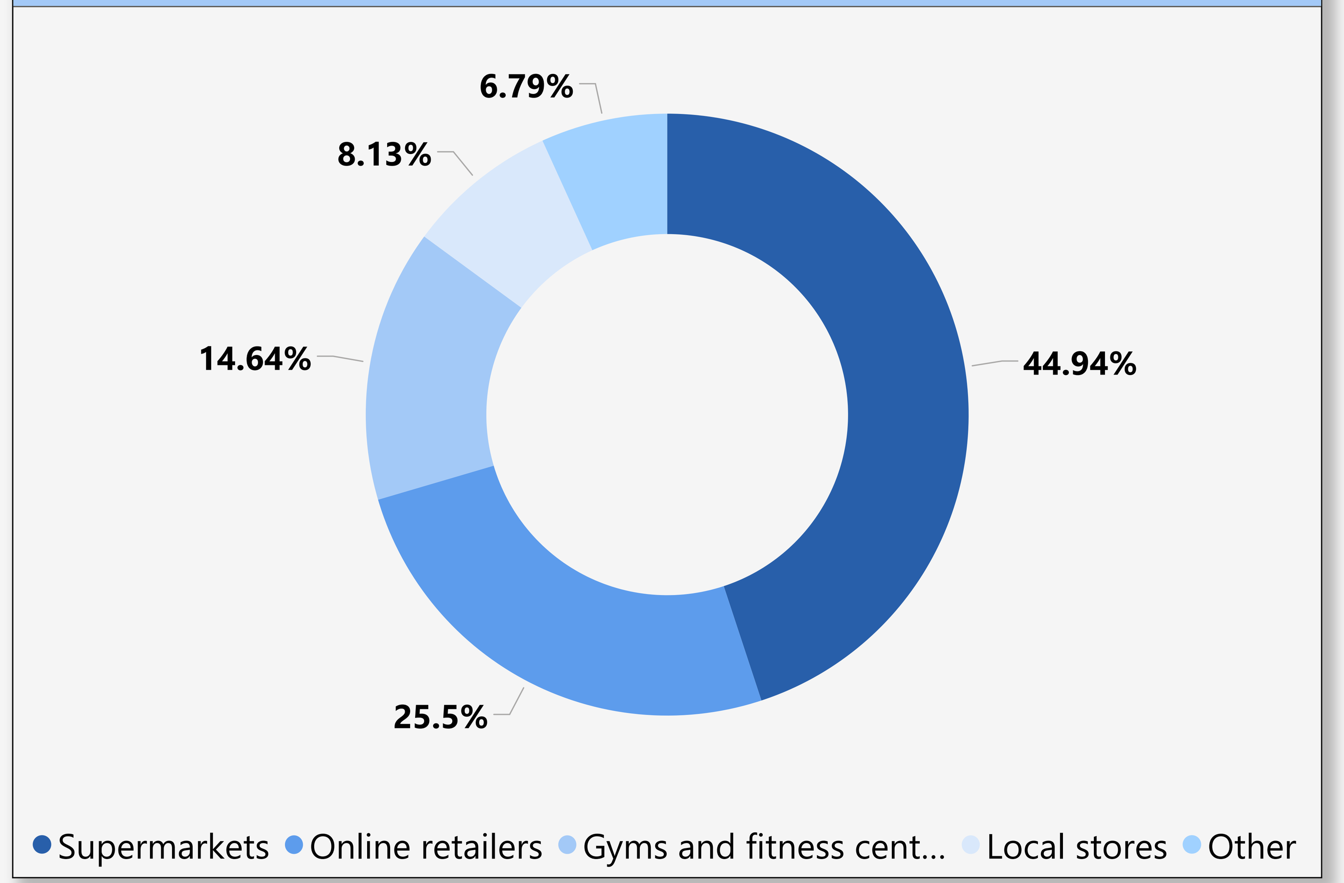
PRICE PREFERENCES



CONSUME TIME



PURCHASE LOCATION PREFERENCE



Consumer Preference Trends

- Compact cans most preferred (40%)
- Caffeine and vitamins are top ingredients
- Majority want reduced sugar & more flavors

PURCHASING BEHAVIOUR

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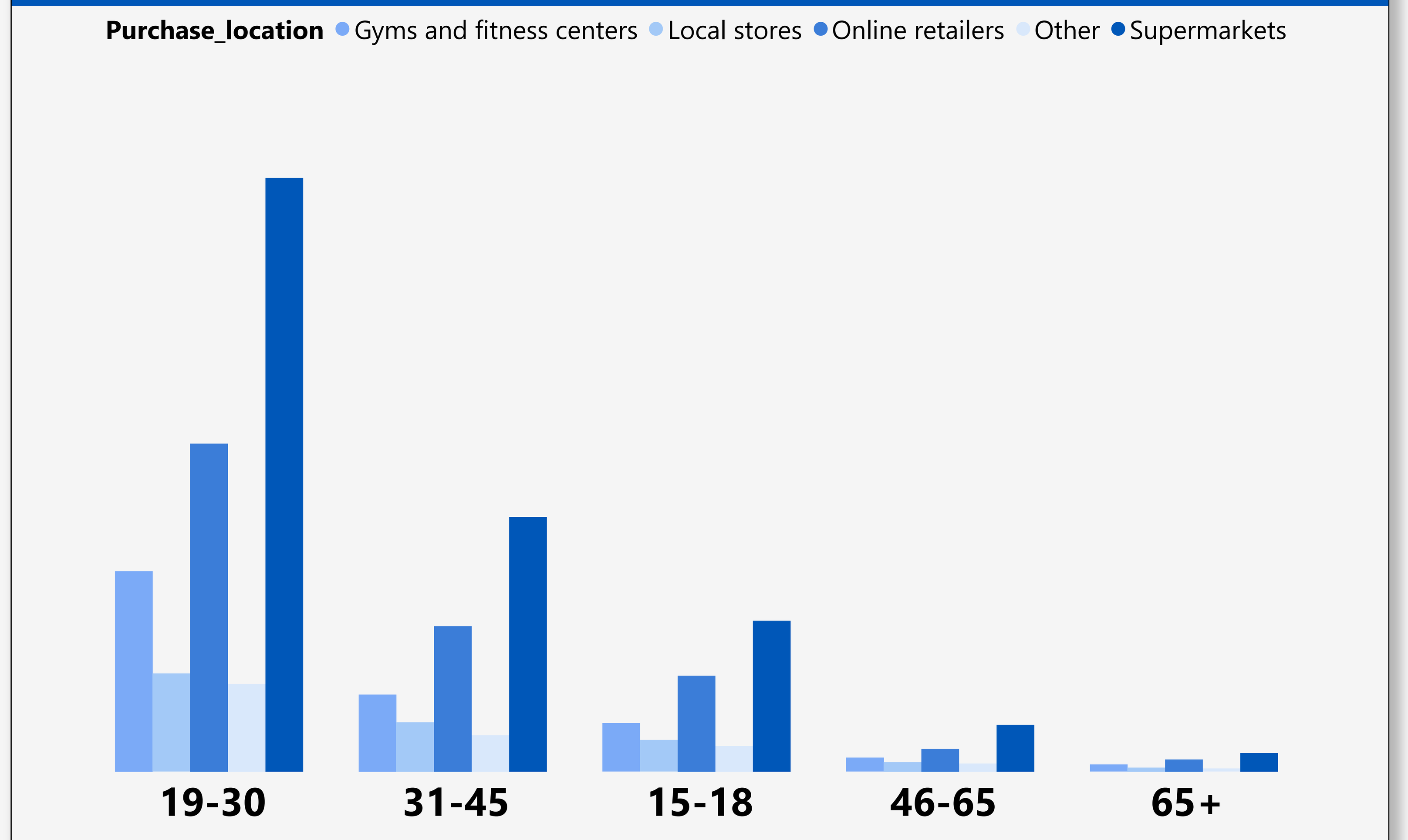
Where They Buy – Age-Wise Trends

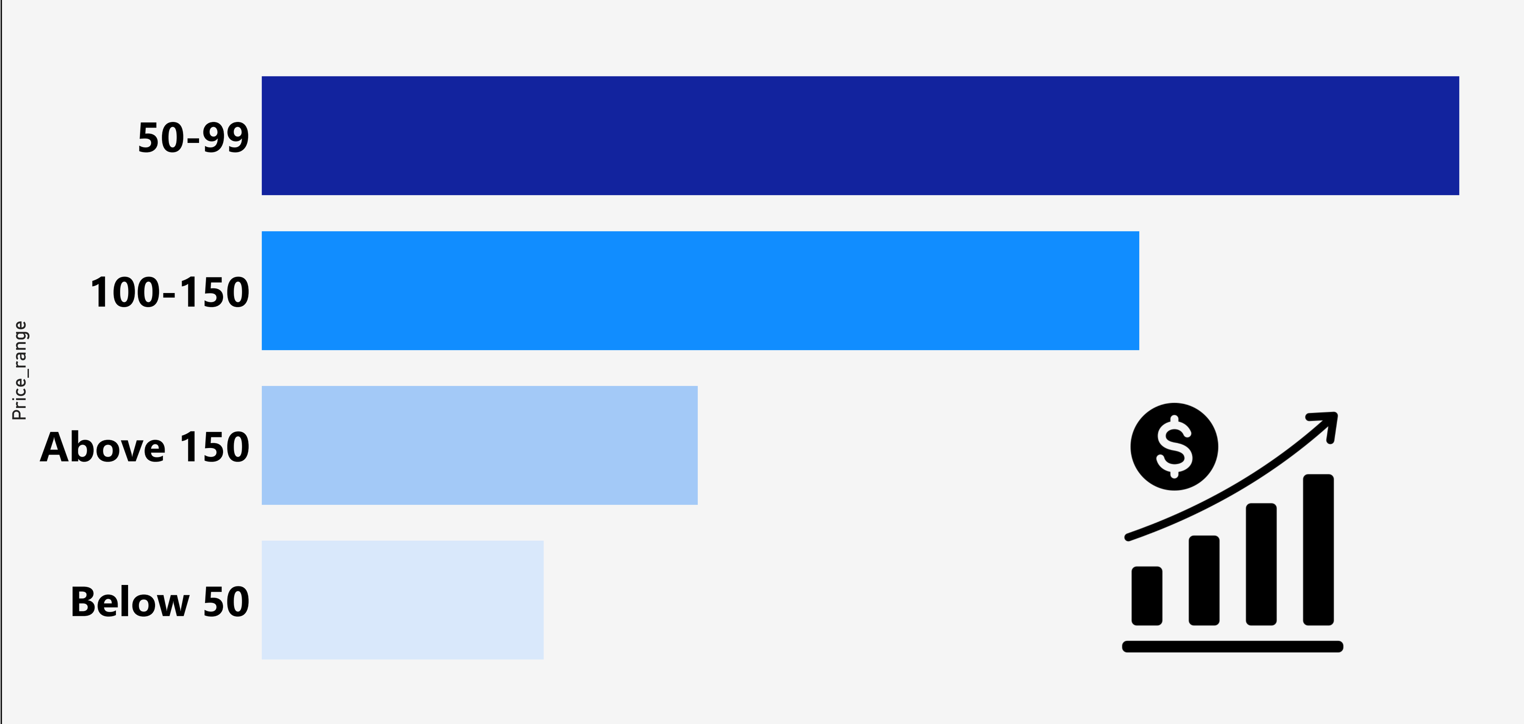


Typical consumption situations

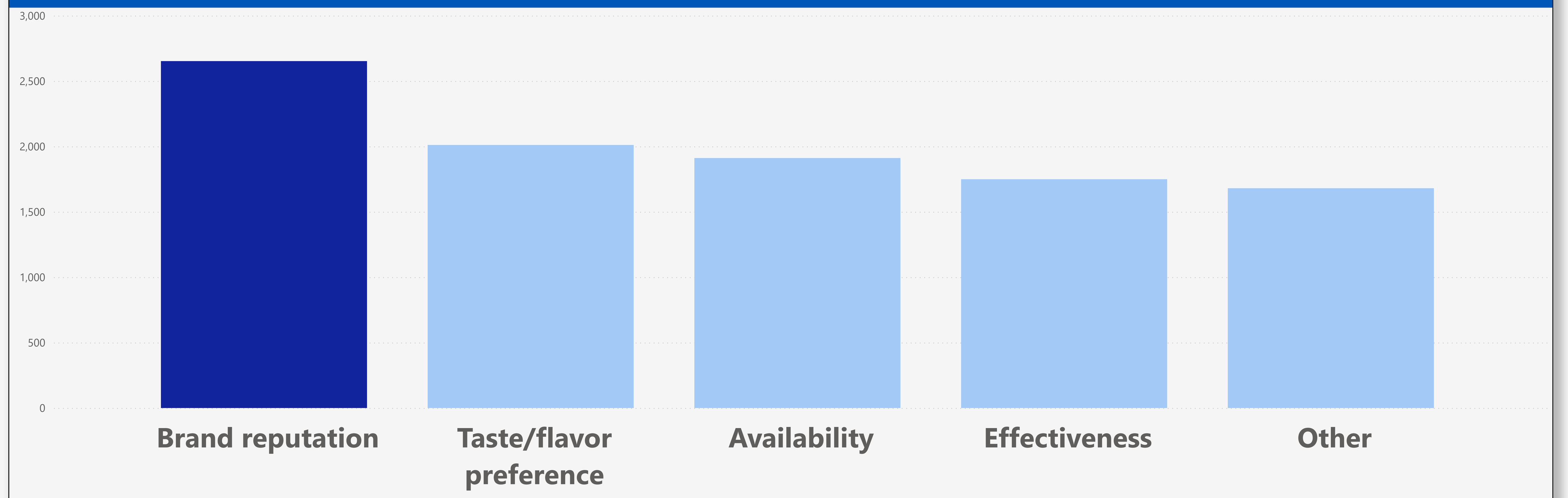
PERCEPTION OF CURRENT BRANDS

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	504	615	468	525
Blue Bull	239	309	213	297
CodeX	214	286	220	260
Cola-Coka	554	752	567	665
Gangster	415	512	454	473
Others	107	138	116	118
Sky 9	205	297	205	272

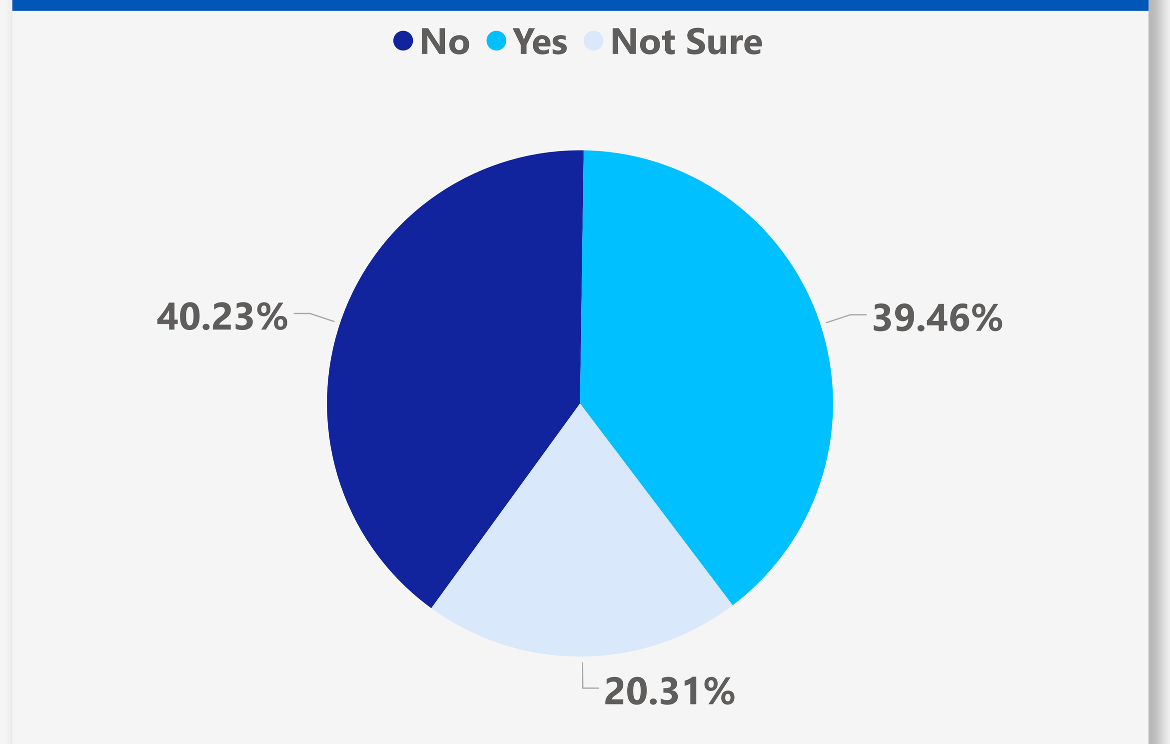
PRICE PREFERENCE



Reasons for choosing brands



Excitement for Exclusivity



Why They Choose What They Choose

Consume_reason	15-18	19-30	31-45	46-65	65+	Total
Increased energy and focus	537	1963	853	154	67	3574
Other	129	485	209	38	19	880
To boost performance	228	835	346	75	30	1514
To combat fatigue	348	1368	589	81	42	2428
To enhance sports performance	246	869	379	78	32	1604

🔍 Purchasing Behaviour – Key Insights

- 🛒 **Top purchase location**: Supermarkets, especially for age group 19–30
- 💸 **Preferred price range**: ₹50–₹100 (chosen by 42.88% of respondents)
- 🕒 **Common consumption times**: Before exercise and while studying/working late
- 🎁 **Limited edition packaging**: 40% are interested, indicating marketing potential
- ✅ **Top buying factors**: Brand reputation and taste/flavor
- ⚡ **Main reasons for consumption**: Energy, focus, and combating fatigue

COMPETITION ANALYSIS

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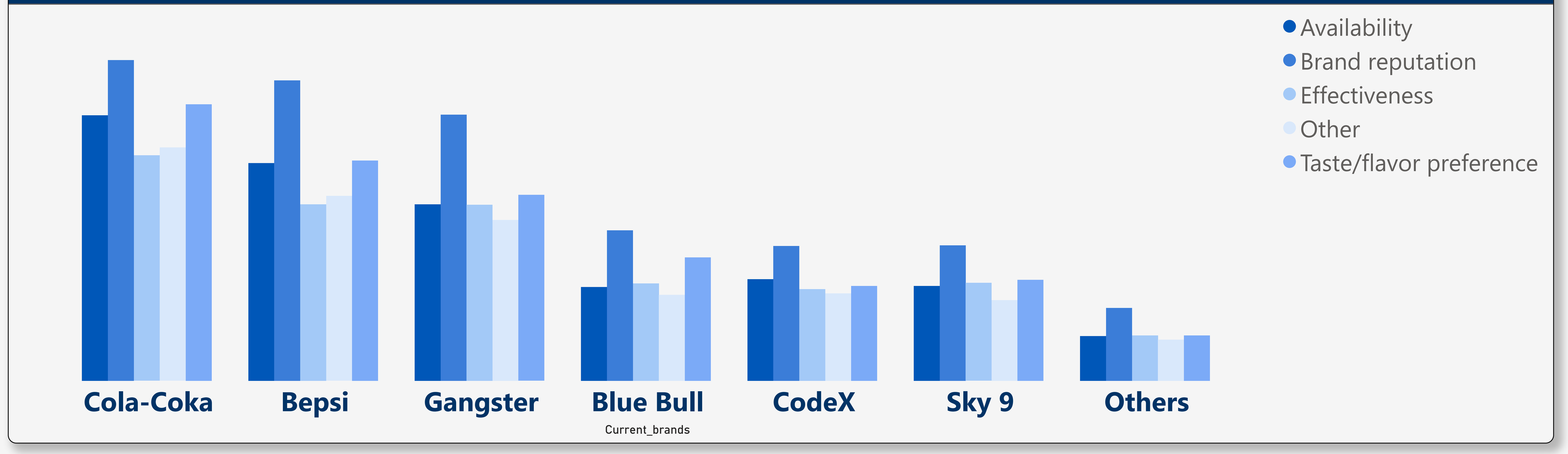
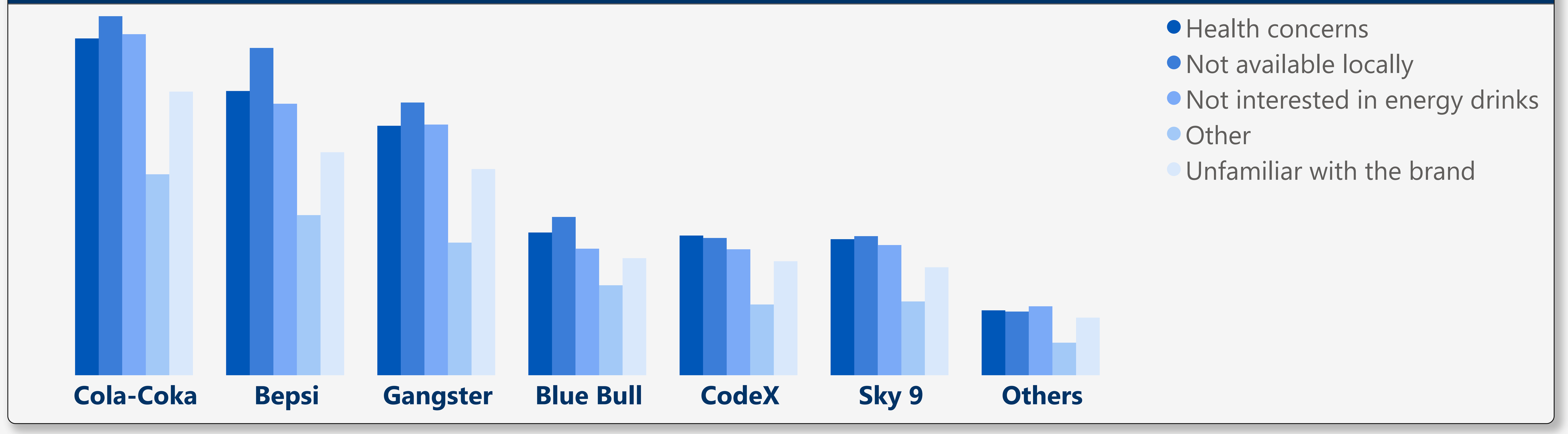
Why Consumers Choose Brands



What Keeps Consumers Away



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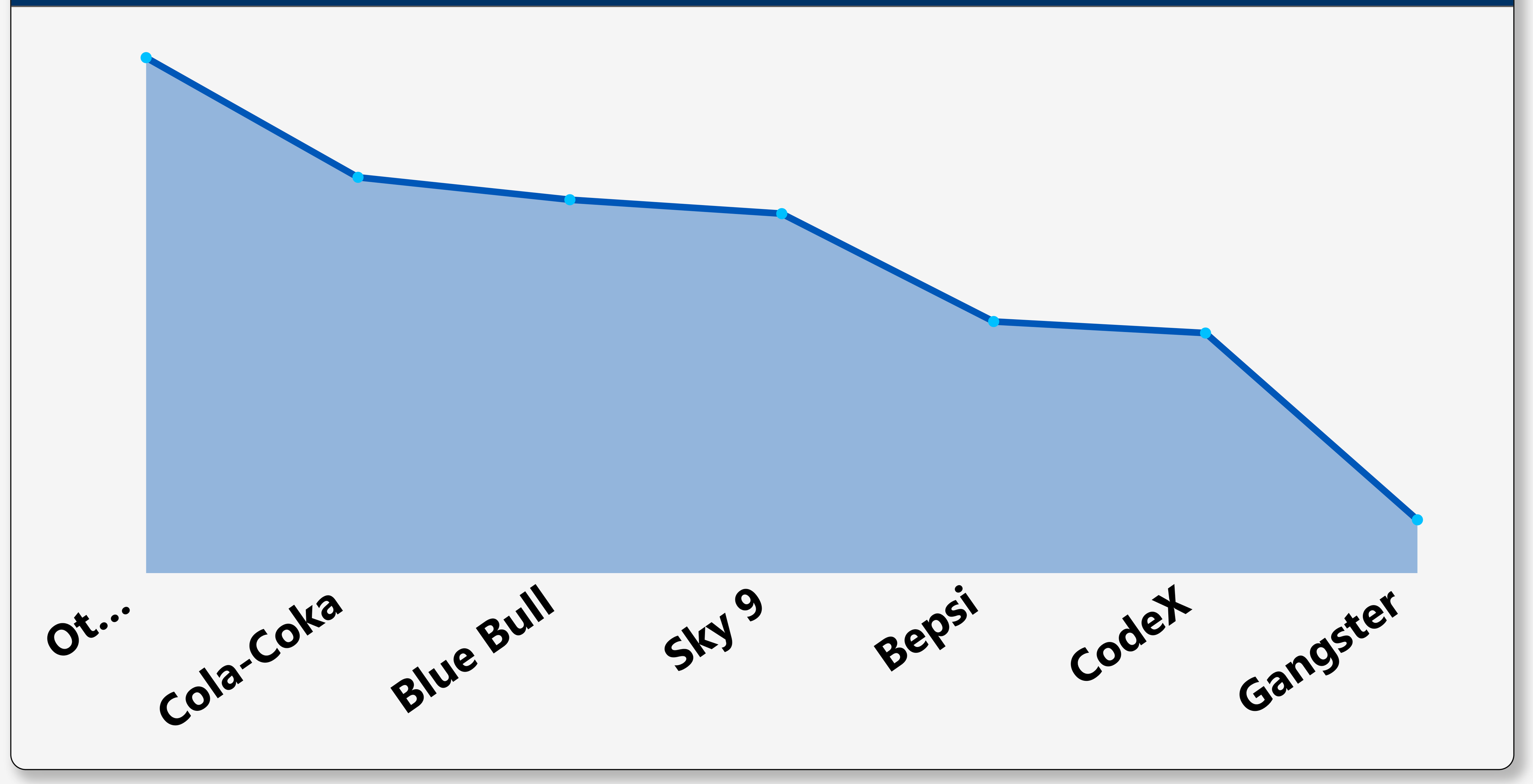
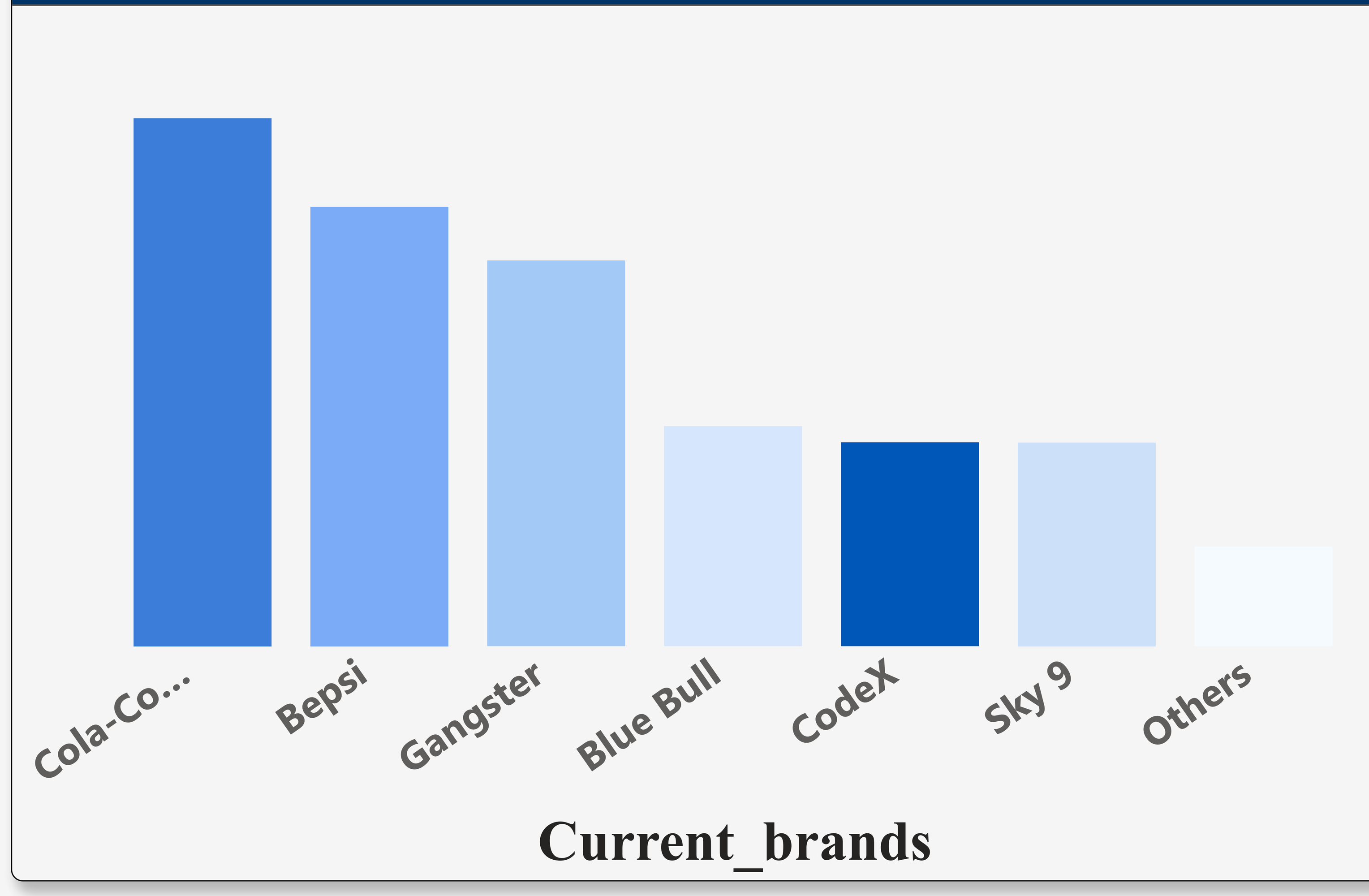
How Each Brand Tastes to Consumers



Market Presence of Brands



Consume Frequency Per Brand

Current_brands	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
Bepsi	326	744	272	358	412
Blue Bull	179	375	147	165	192
CodeX	147	361	123	145	204
Cola-Coka	435	858	323	423	499
Gangster	307	646	271	291	339
Others	63	174	73	72	97
Sky 9	156	333	137	155	198

🧠 Competition Analysis – Key Insights

- 🥇 **Cola-Coka** leads in positive brand perception and taste rating
- ⚠️ **CodeX** trails in taste and effectiveness compared to competitors
- 🚫 Common barriers: Health concerns and unavailability
- 🧠 Strong brand reputation and taste are major decision drivers
- 📈 Frequent users prefer Cola-Coka and Gangster over CodeX
- 🗺️ To grow, CodeX must improve taste and build availability in Tier 2 cities

MARKETING ANALYSIS

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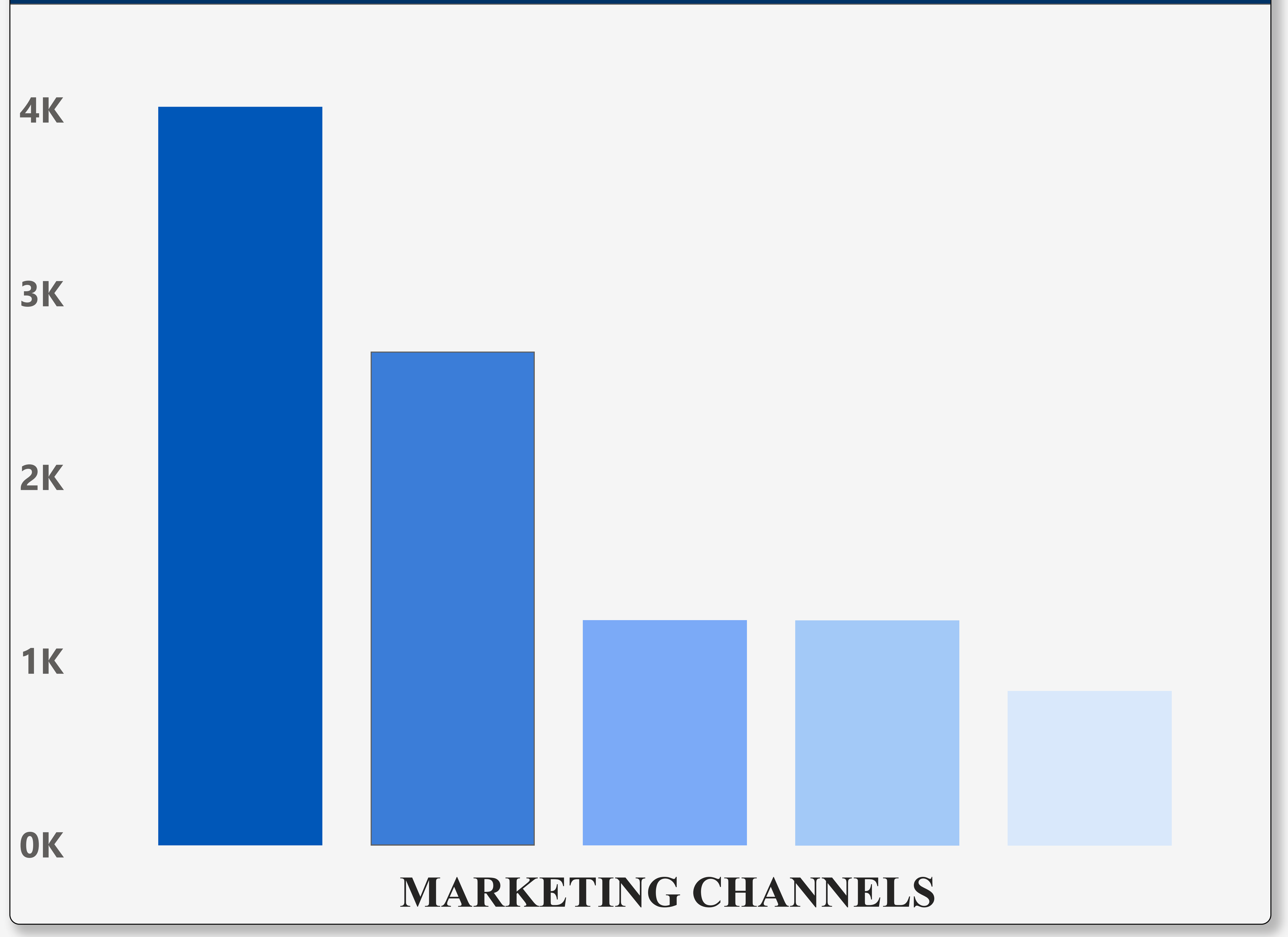
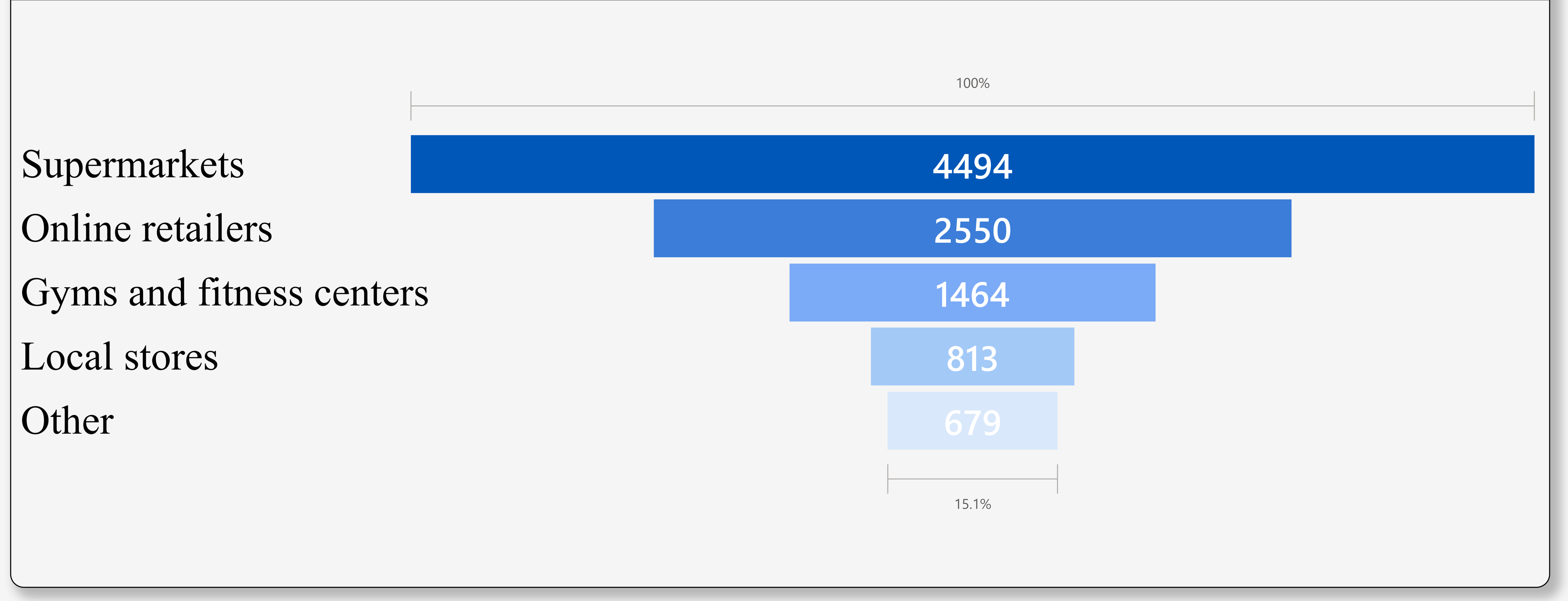
How Are Consumers Reached?

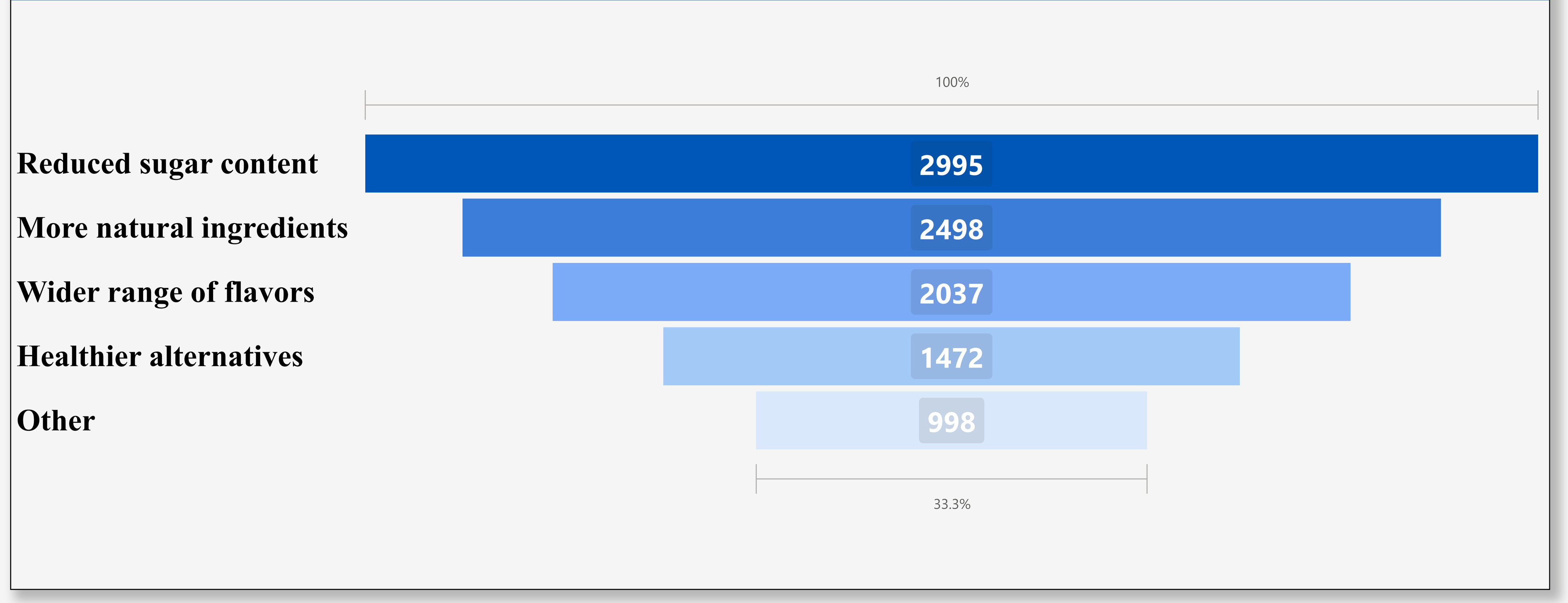


Where Do Consumers Prefer to Buy?



PRICE PREFERENCES

What Consumers Want Next



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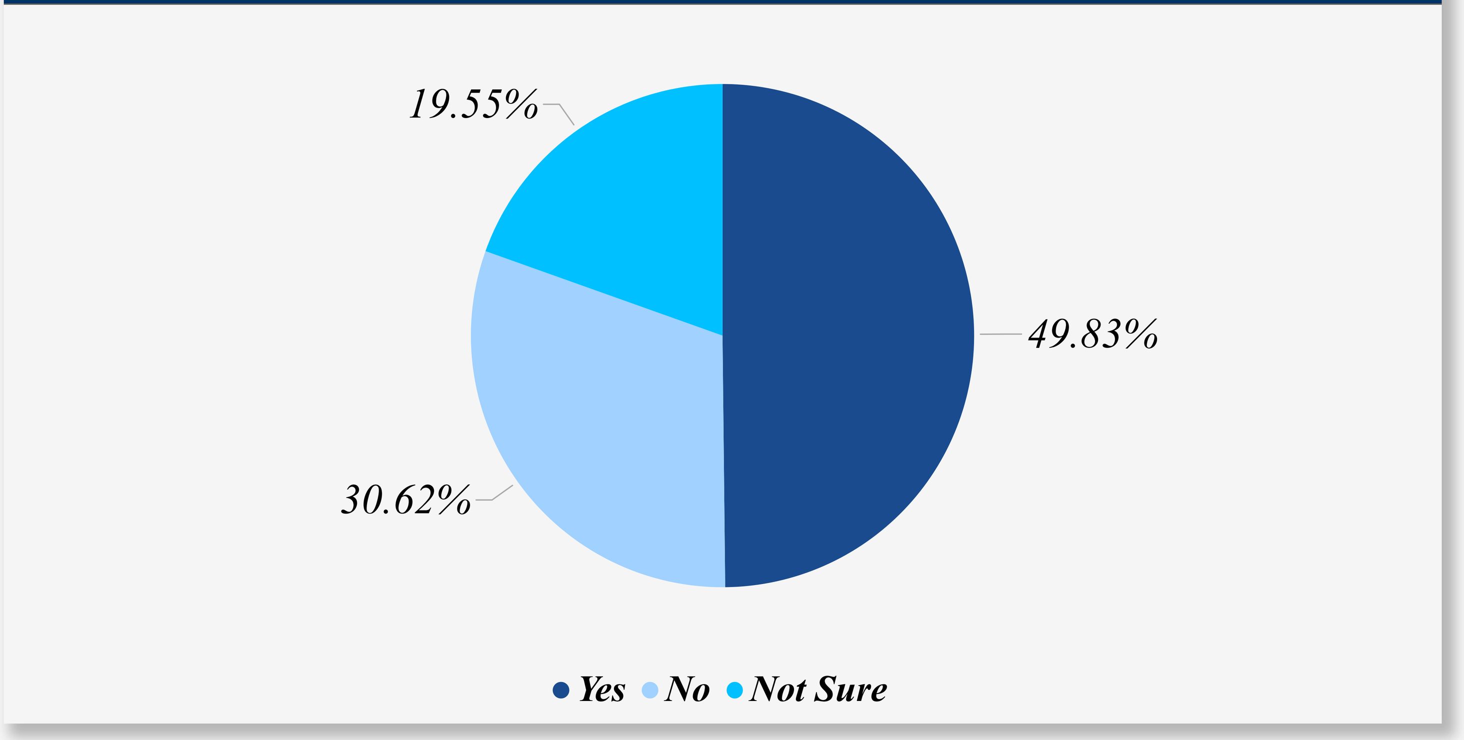
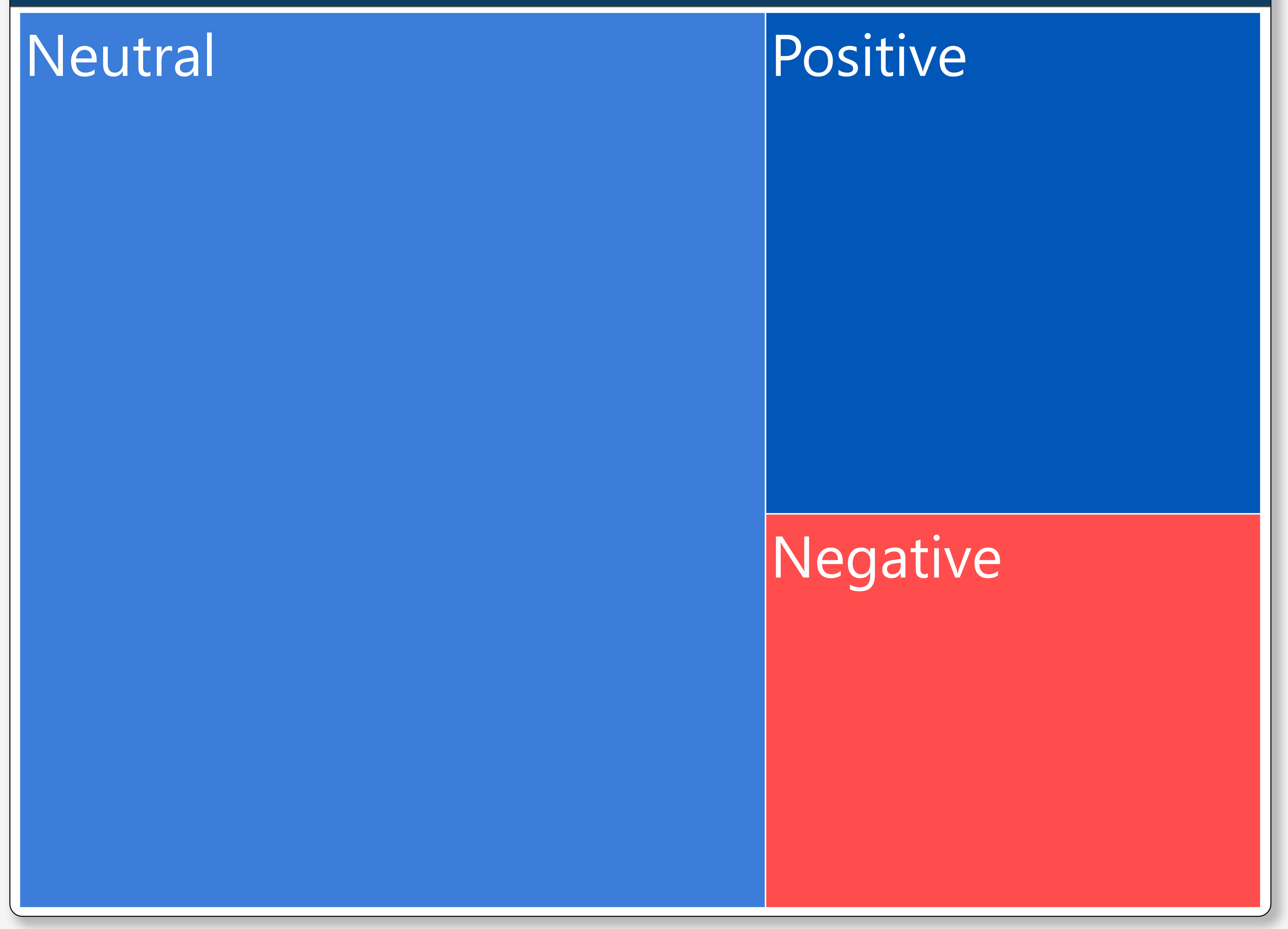
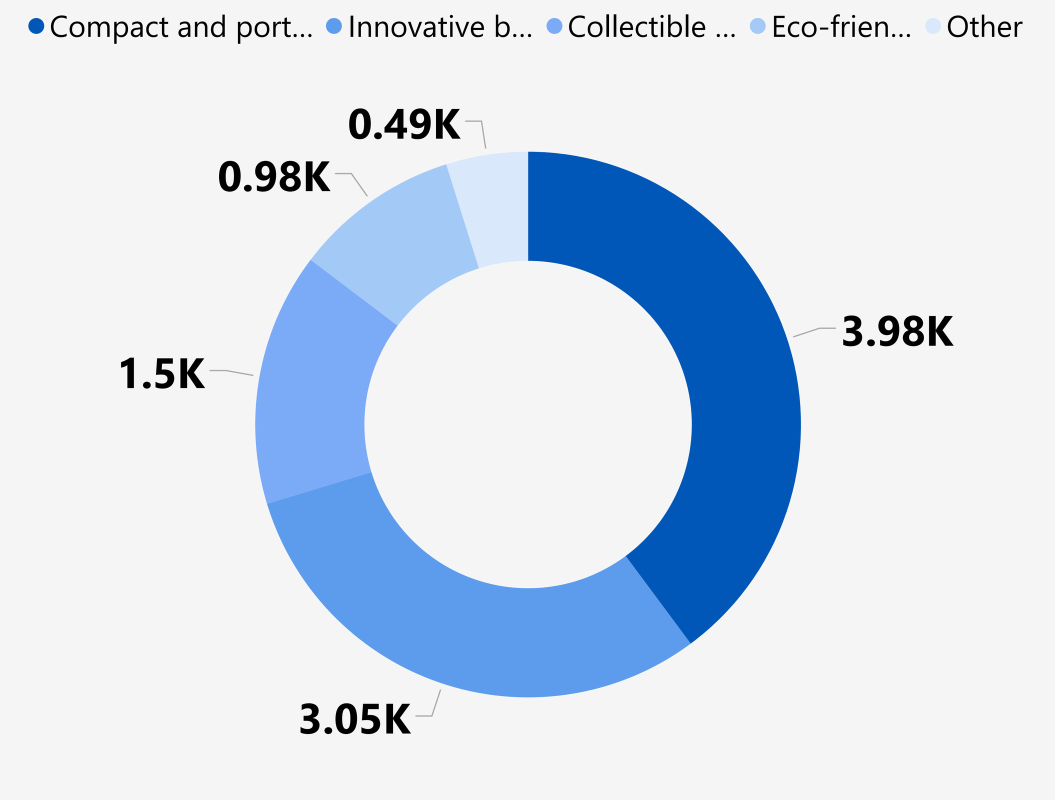


Perception of CodeX – Where Do We Stand?



PACKAGING PREFERENCE



Marketing Insights – Key Findings

- **Online Ads & TV** are the most effective marketing channels
- **Portable Cans** are the most preferred packaging format
- Consumers want **more natural ingredients** and **reduced sugar**
- Ideal price range: ₹50–₹100
- **CodeX brand** perception is mostly neutral; branding needs enhancement
- Supermarkets and online platforms dominate as purchase points