



# CodeX

# Marketing Insights Dashboard

A Data-Driven Analysis of Consumer Trends

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## **Understanding Consumer Insights for Strategic Growth**

- Identify Target Consumers: Understand demographics and preferences
- Optimize Product Features: Learn what consumers value most
- Improve Marketing Channels: Determine the best ways to reach our audience
- Boost Sales & Expansion: Leverage insights to increase market penetration

## Table Of Contents

→ Demographics

→ Preferences

→ Competition, etc...

→ Conclusions & Recommendations

# Insights

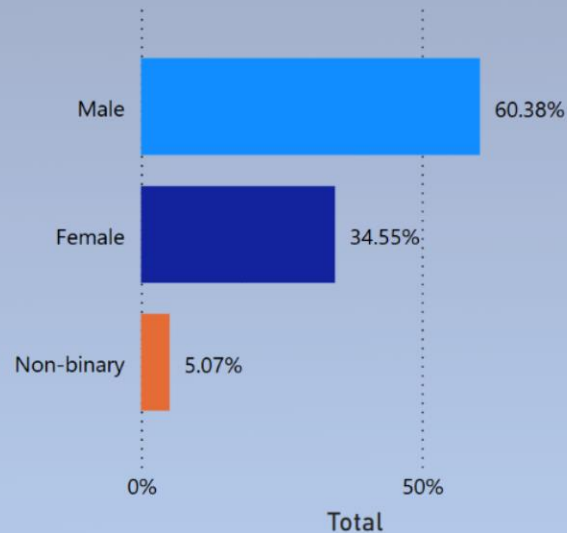
# Demographics

## Demographics Overview

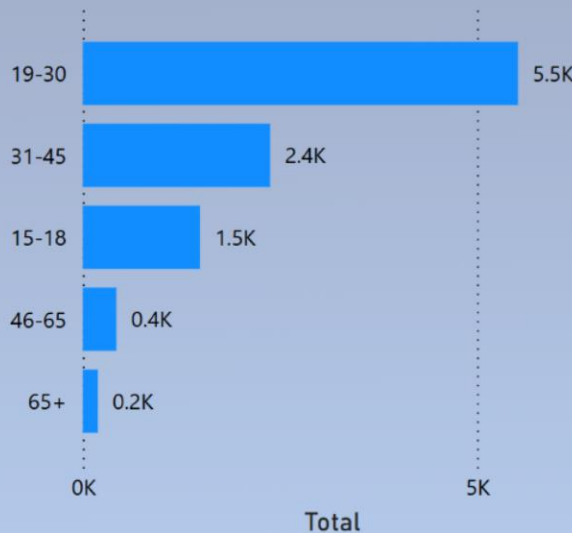
Total Respondent  
**4447**

Total Cities  
**10**

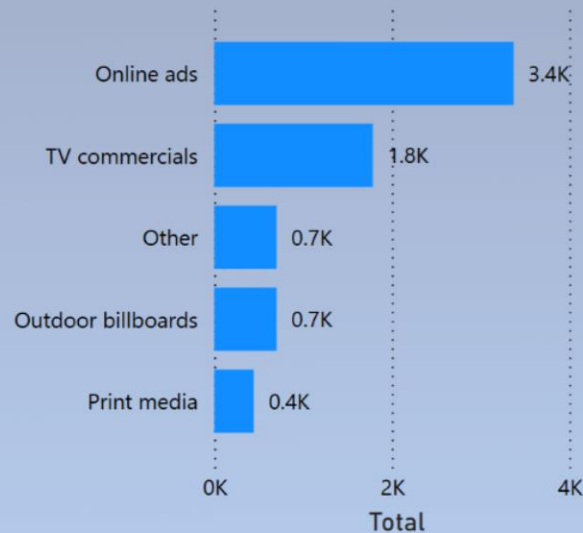
Male Majority at 60%



Young Adults 19-30 Dominate Responses



Online Ads Lead for Ages 15-30



# Preferences

## Preferences

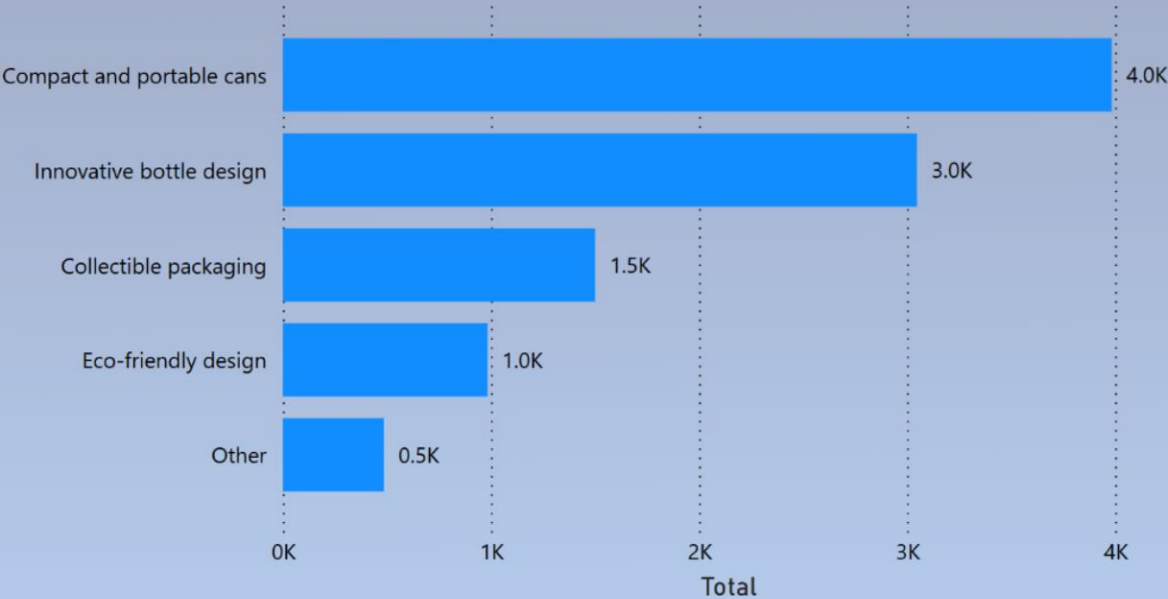
Total Respondent

4447

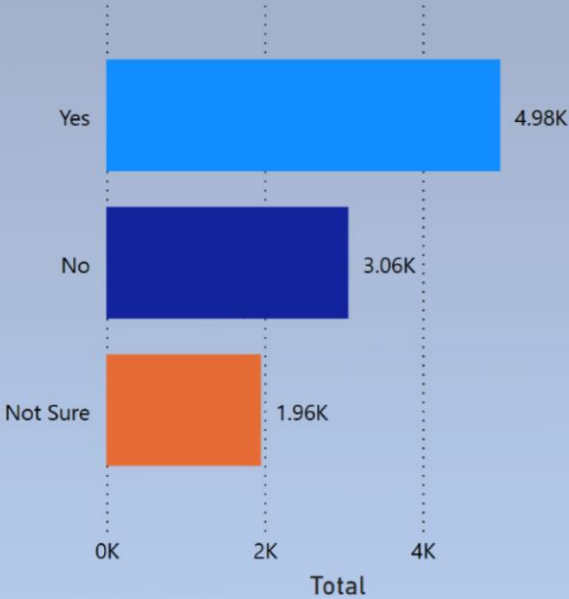
Total Cities

10

### Most Preferred Packaging



### Majority Prefer Natural Options



# Competition

Market Landscape

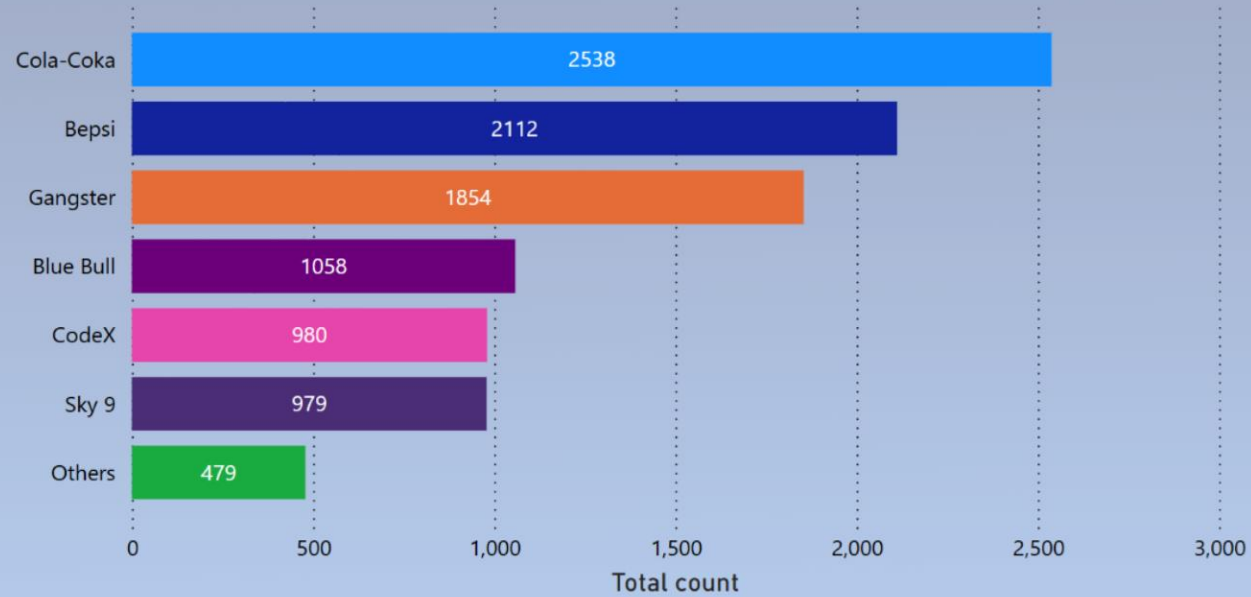
Total Respondent

4447

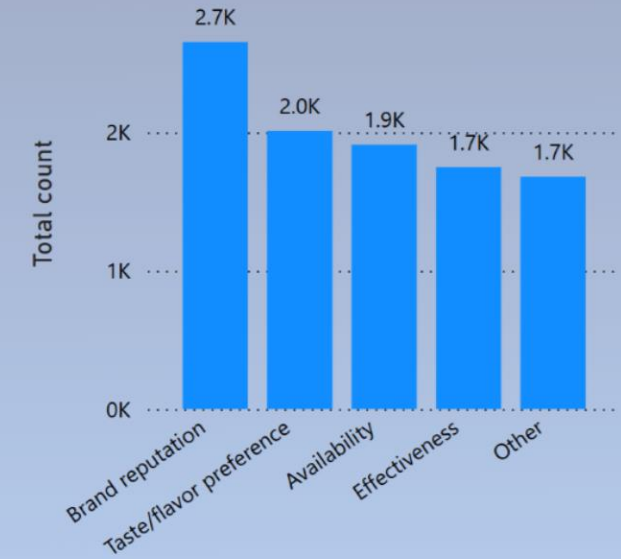
Total Cities

10

Leading Brands in Market



Why Consumers Choose Brands

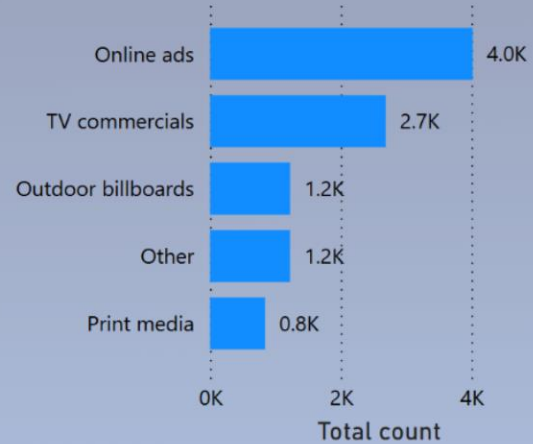


# Marketing Channels

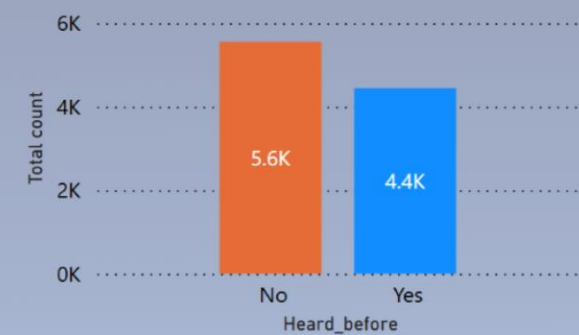
## Where Consumers Buy



## Top Advertising Platforms

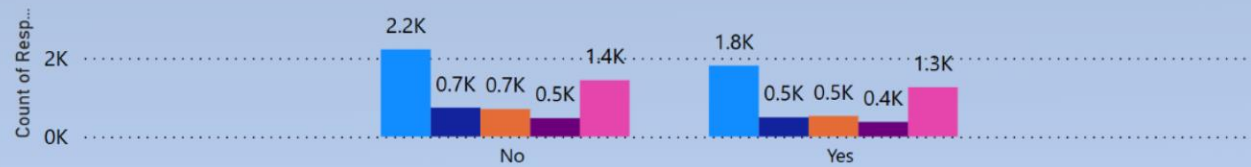


## Have Consumers Heard of It?



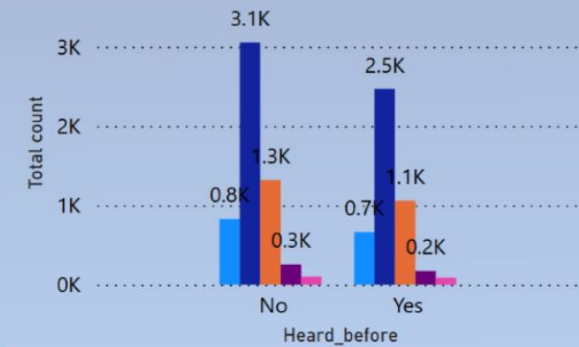
## Impact of Marketing Channels on Consumer Awareness

Marketing\_channels: Online ads, Other, Outdoor billboards, Print media, TV commercials



## Awareness across age groups

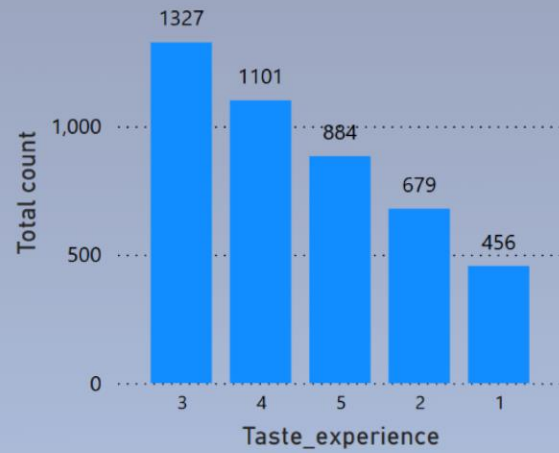
Age: 15-18, 19-30, 31-45, 46-65, 65+





# Brand Penetration

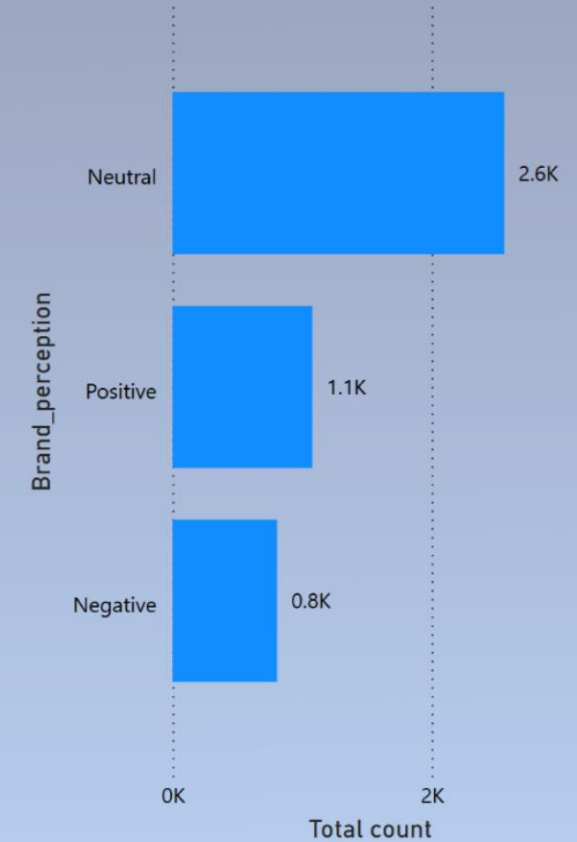
Breakdown of taste ratings



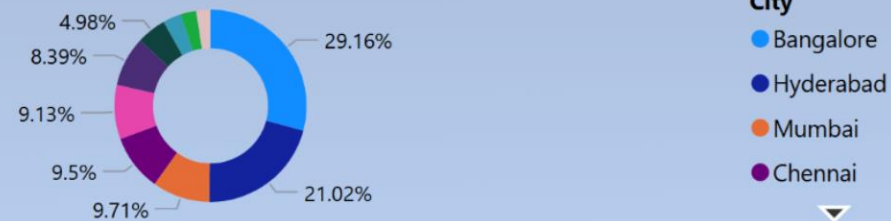
Overall taste rating score



Consumer sentiment towards the brand



Regional distribution of participants



# Purchase Behavior

## Buying Preferences & Patterns

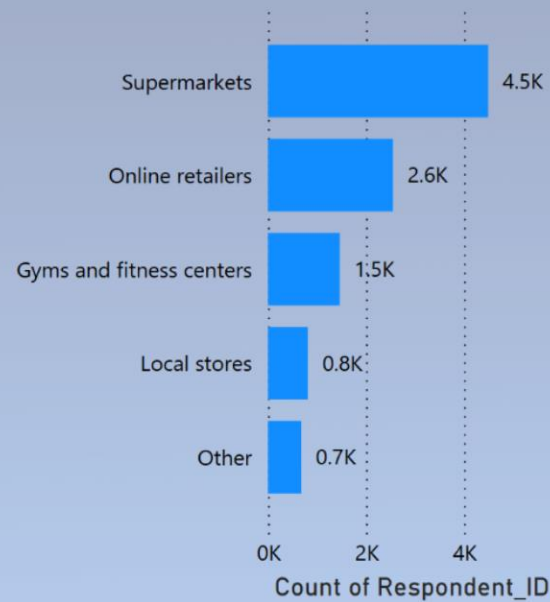
Total Respondent

4447

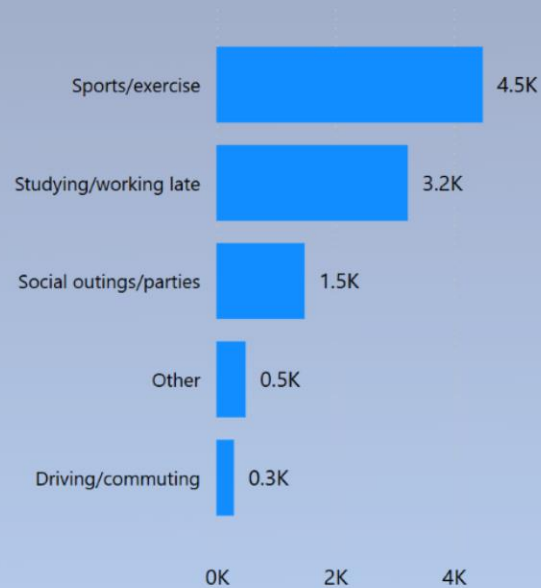
Total Cities

10

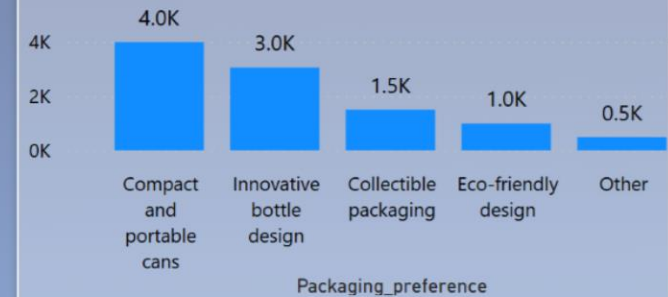
### Where consumers buy



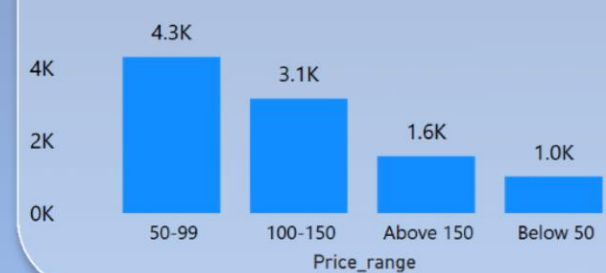
### When consumers use the product



### Preferred packaging types

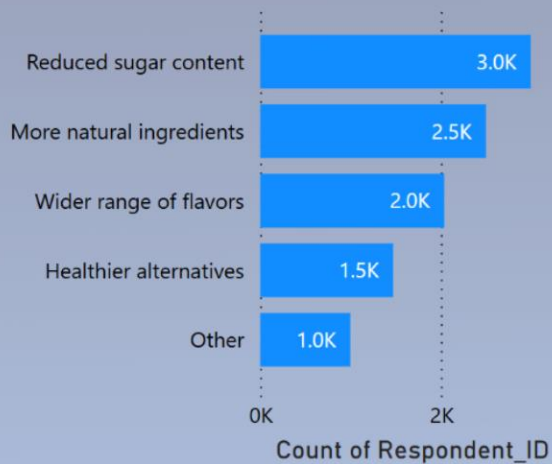


### Preferred price ranges

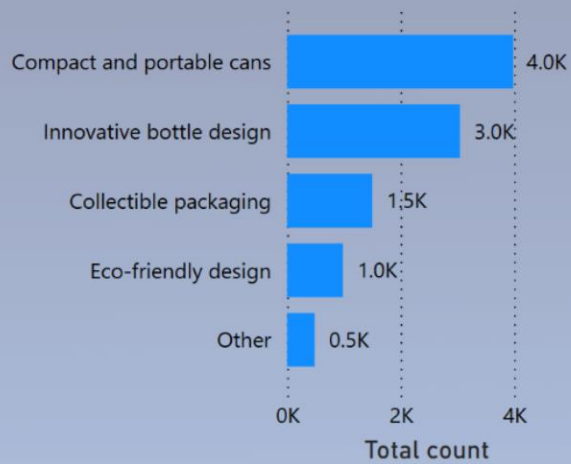


# Product Development

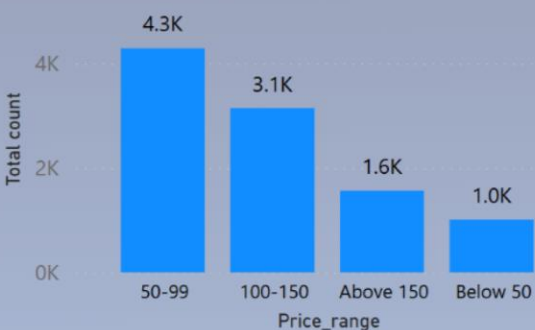
Preferred Product Enhancements



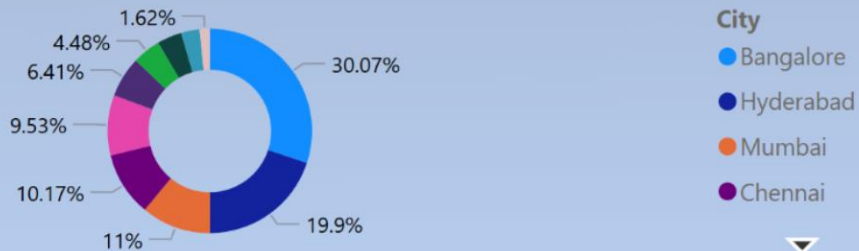
Preferred Packaging Types



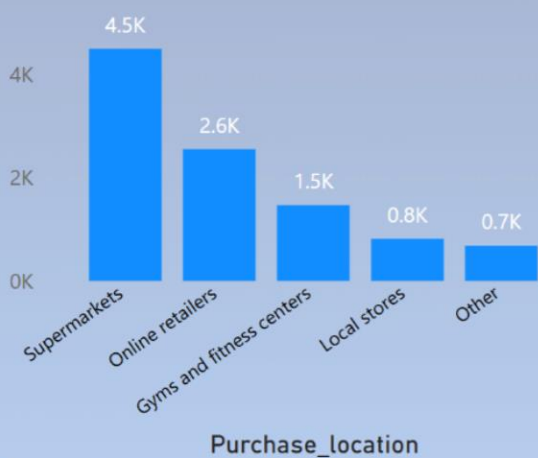
Preferred Price Ranges



Brand Awareness Gaps by City



Consumer Purchase Locations



**In summary**

## Key Takeaways

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- Our analysis covered Demographics, Preferences, Competition, Marketing Channels, Brand Penetration, Purchase Behavior, and Product Development.
- Consumer preferences indicate a strong demand for compact packaging, natural ingredients, and wider flavor options.
- Purchase behavior shows supermarkets as the most preferred buying location, with a price range preference of \$50-\$99.
- Brand awareness gaps exist in certain cities, highlighting opportunities for targeted marketing.
- The findings emphasize the need for innovation, strategic marketing, and better product alignment with consumer expectations.

# Strategic Recommendations

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## 1. Product Development

- Introduce healthier alternatives with reduced sugar and natural ingredients.
- Expand flavor variety to cater to diverse consumer preferences.

## 2. Packaging & Pricing

- Prioritize compact and portable packaging, as it is the most preferred.
- Offer competitive pricing within the 50-99 range, aligning with majority preference.

## 3. Marketing & Brand Awareness

- Strengthen brand visibility in cities with lower awareness through targeted campaigns.
- Leverage digital and offline channels to reach key demographics effectively.

## 4. Distribution Strategy

- Enhance availability in supermarkets and online retailers, the primary purchase locations.
- Expand presence in gyms and fitness centers to tap into the health-conscious segment.

# Q&A