

Faiza

Provide Insights to the Marketing Team in Food & Beverage Industry

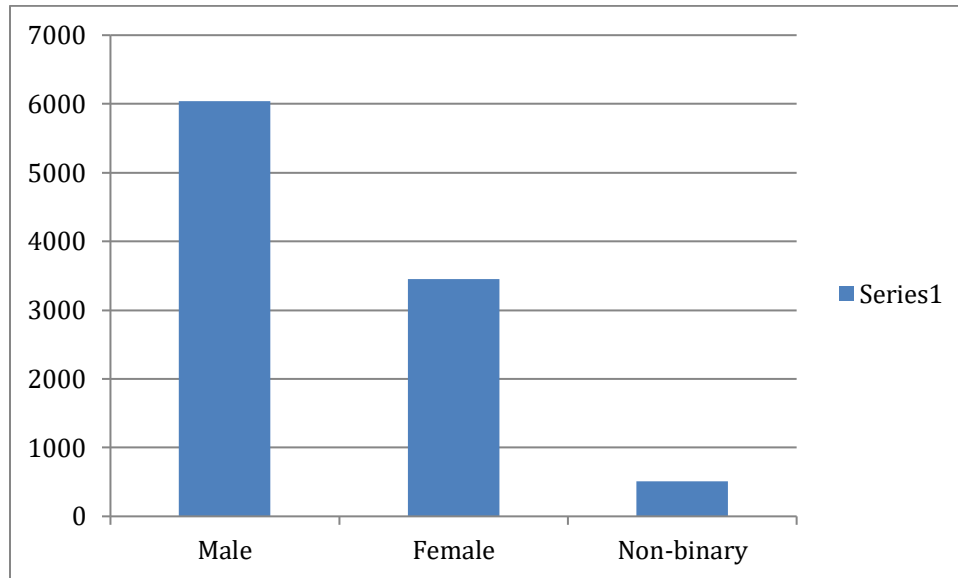
Primary Insights (Sample Sections / Questions)

Note: These insights can be derived from the survey responses

1. Demographic Insights (examples)

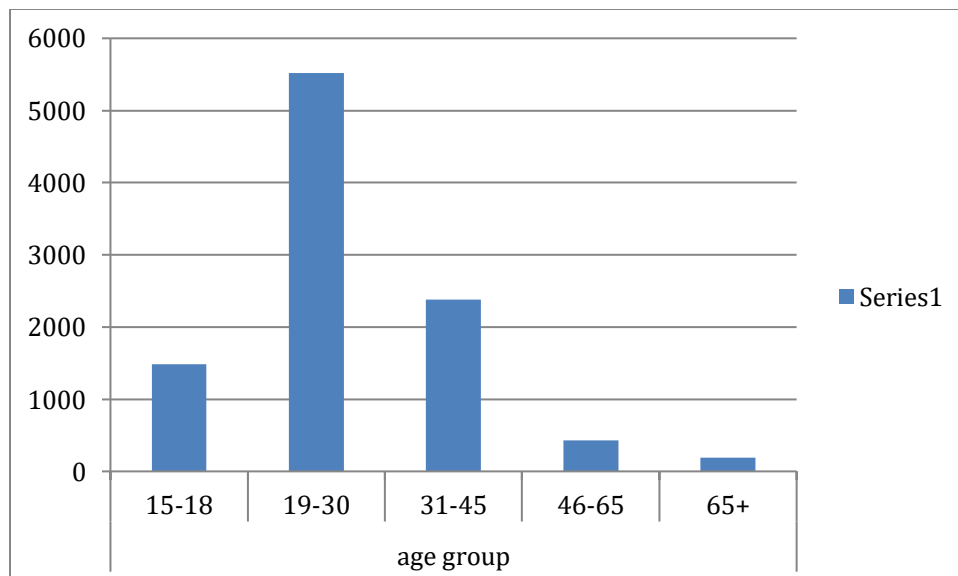
a. Who prefers energy drink more? (male/female/non-binary?)

Male



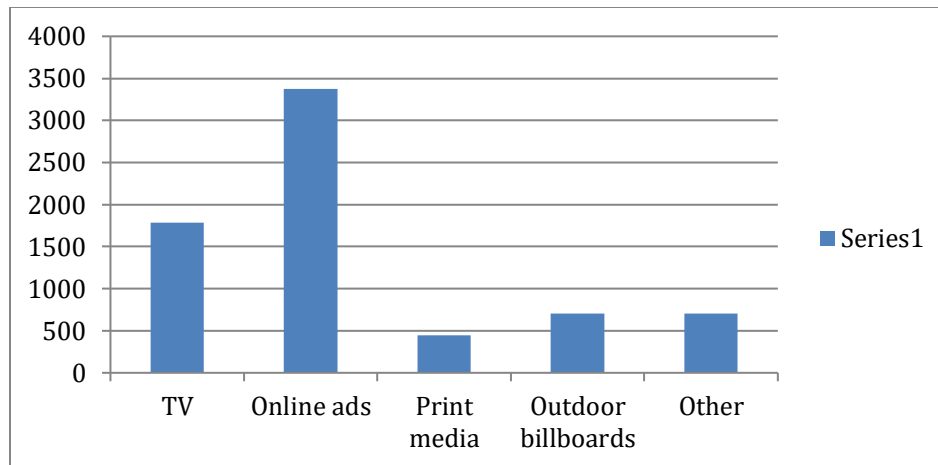
b. Which age group prefers energy drinks more?

19-30



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

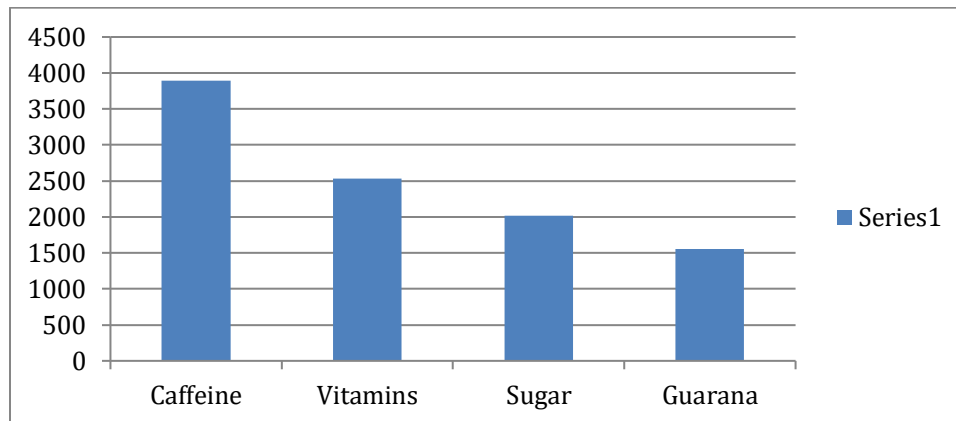
Online ads



2. Consumer Preferences:

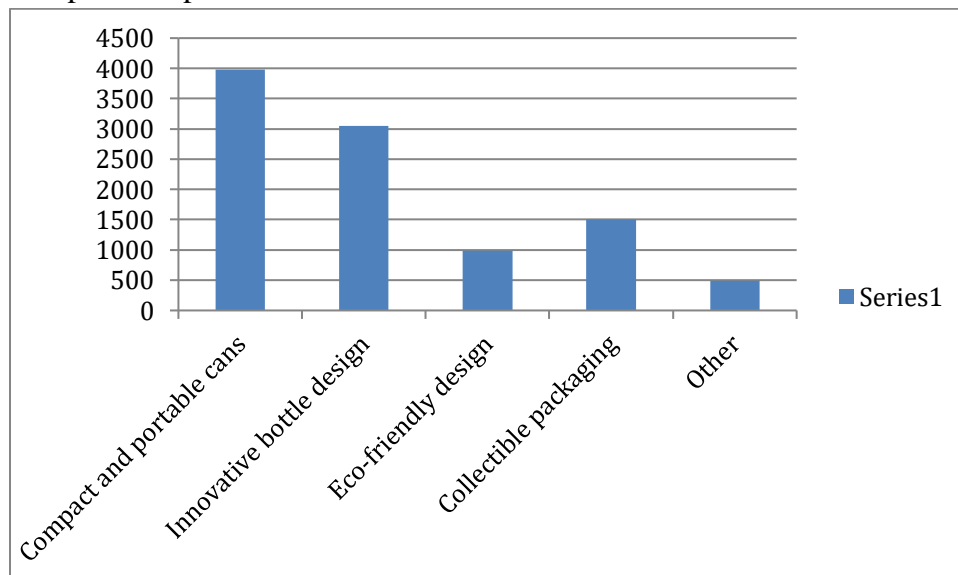
a. What are the preferred ingredients of energy drinks among respondents?

Caffeine



b. What packaging preferences do respondents have for energy drinks?

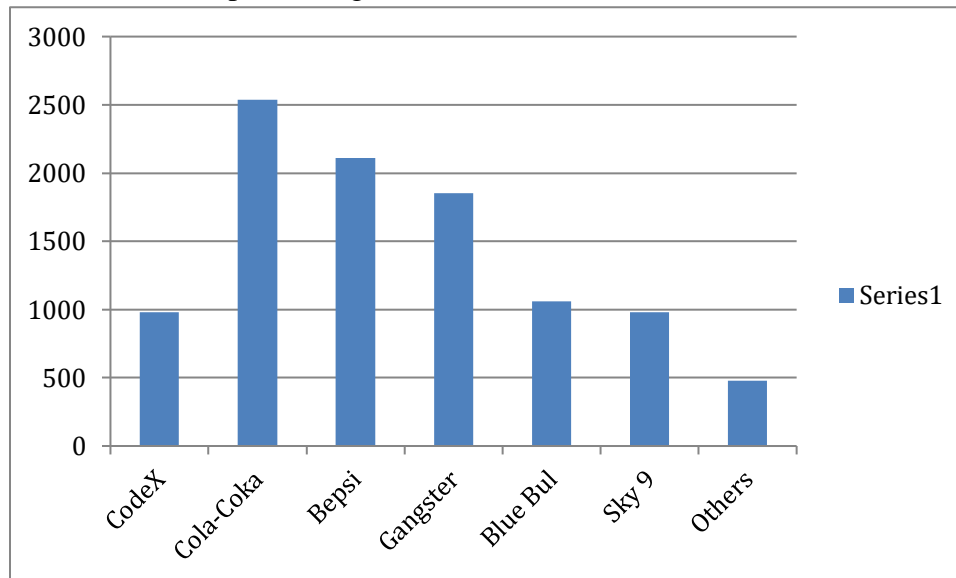
Compact and portable cans



3. Competition Analysis:

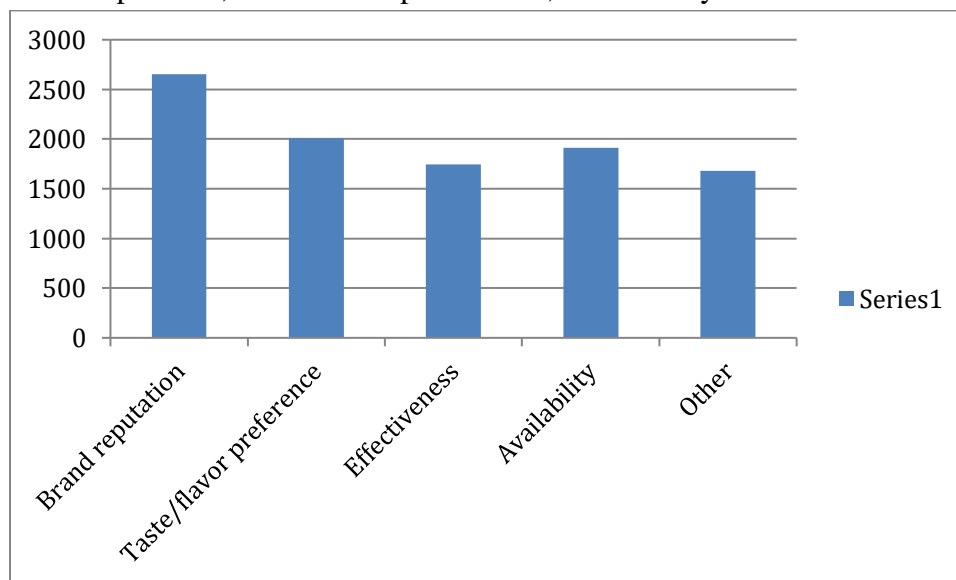
a. Who are the current market leaders?

Cola-Coka --- Bepsi---Gangster



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

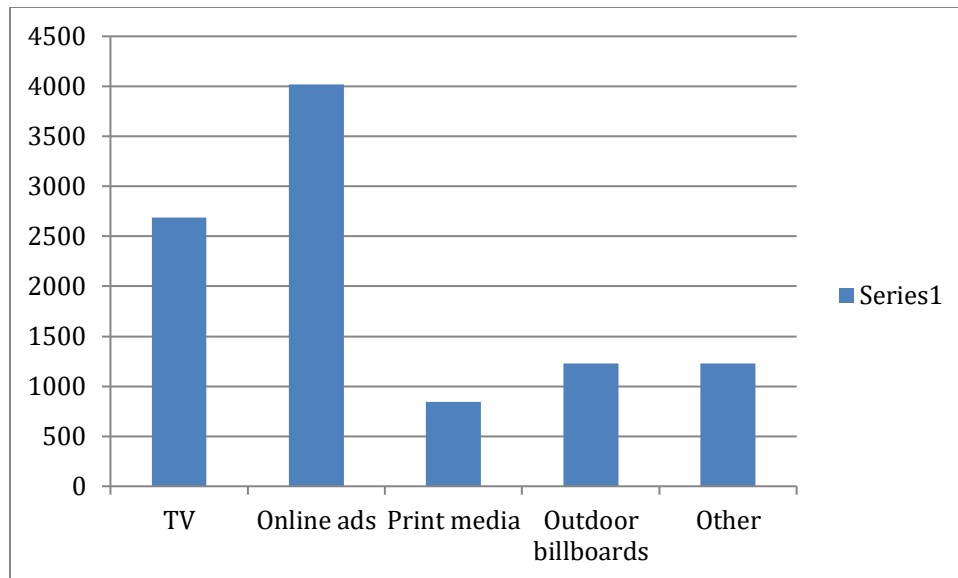
Brand reputation, Taste/flavor preferences, Availability



4. Marketing Channels and Brand Awareness:

a. Which marketing channel can be used to reach more customers?

Online ads and TV commercials

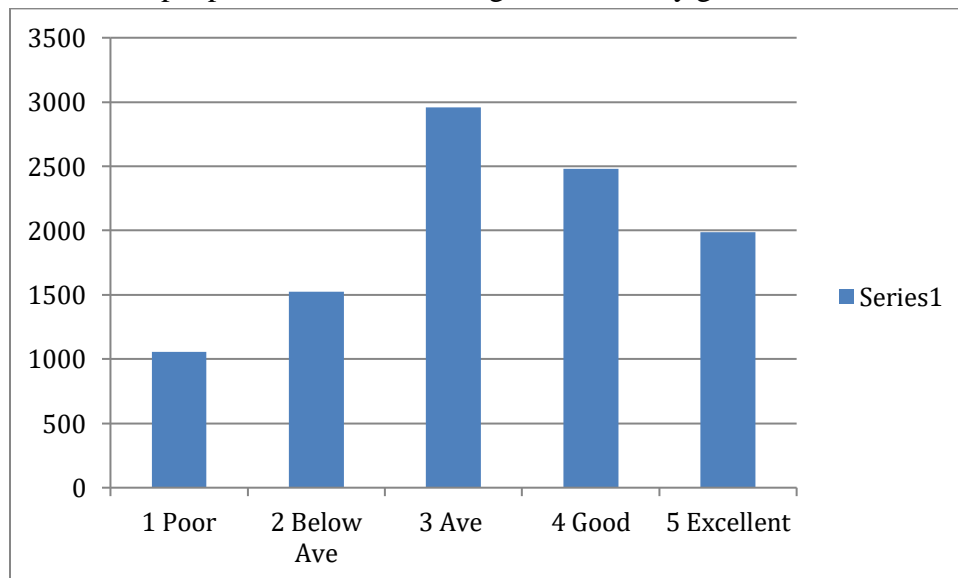


b. How effective are different marketing strategies and channels in reaching our customers?
Most effective marketing strategies and channels are online ads and then TV commercials.

5. Brand Penetration:

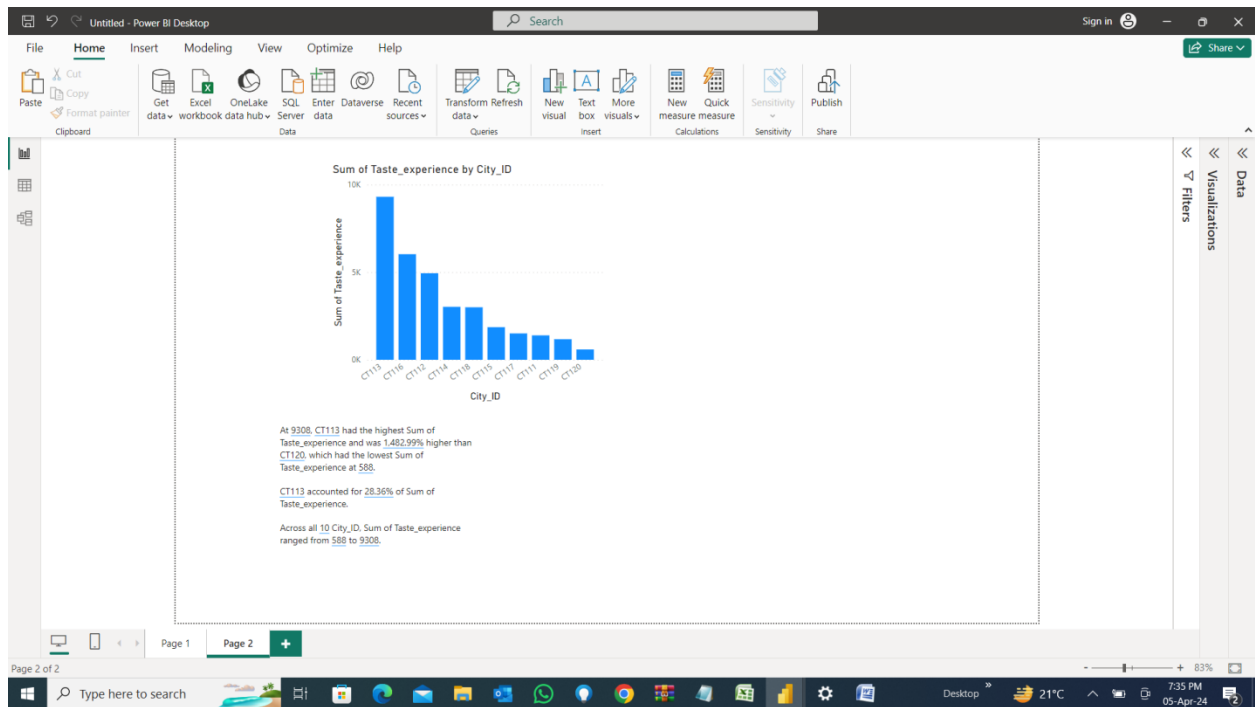
a. What do people think about our brand? (overall rating).

Most of the people have rated it average, followed by good and then excellent.

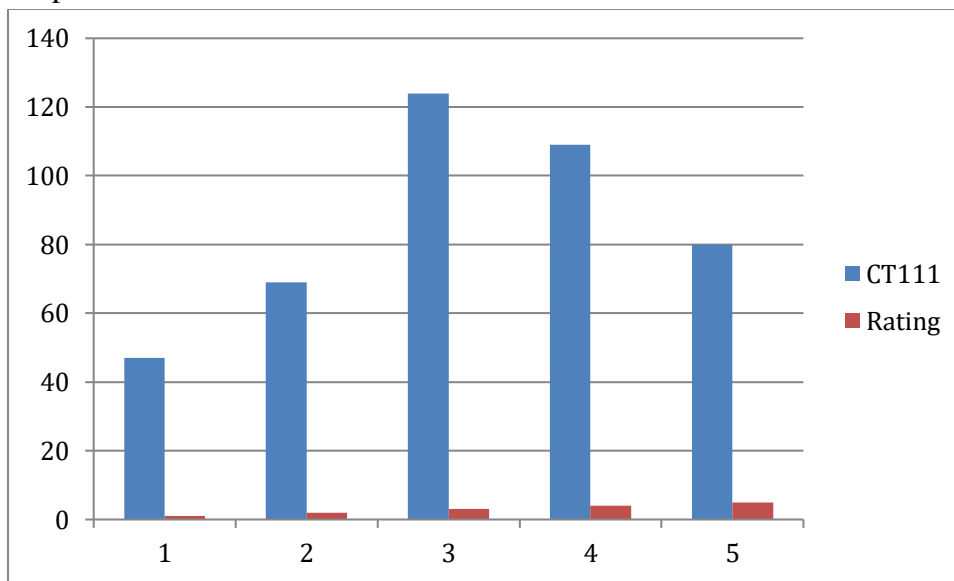


b. Which cities do we need to focus more on?

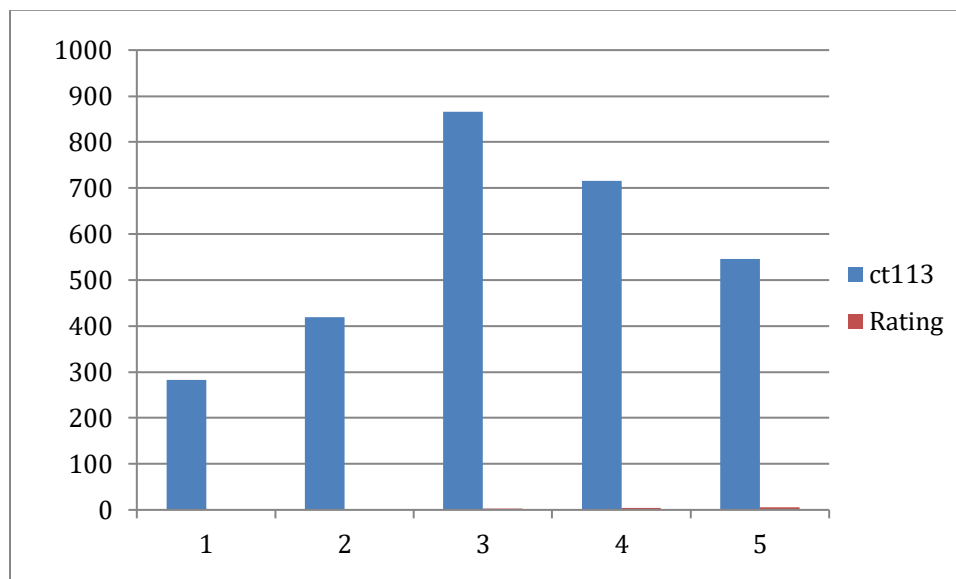
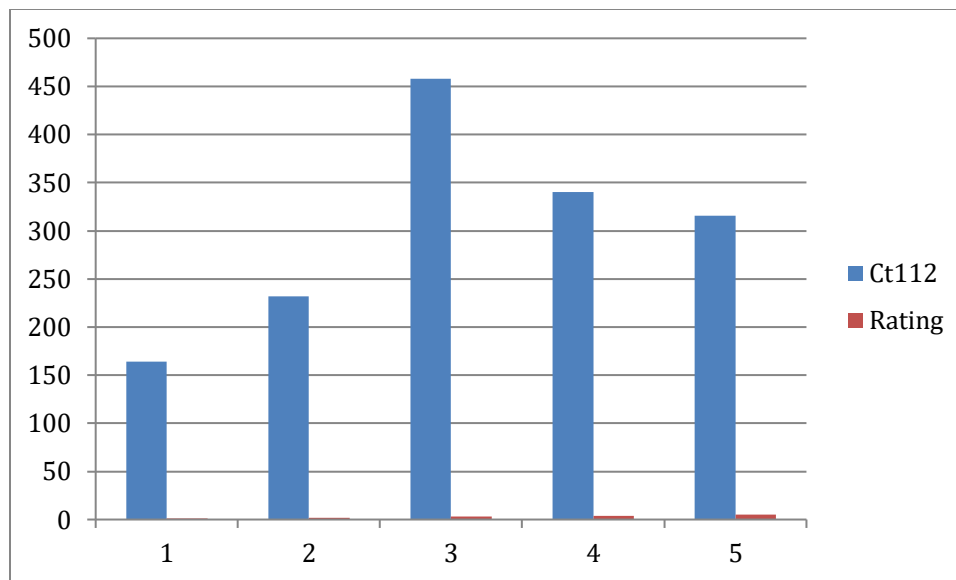
The graph from power BI shows that CT113 has got top position on customer ranking.
CT120, CT119,CT111,CT117,CT115 need to be focus on.

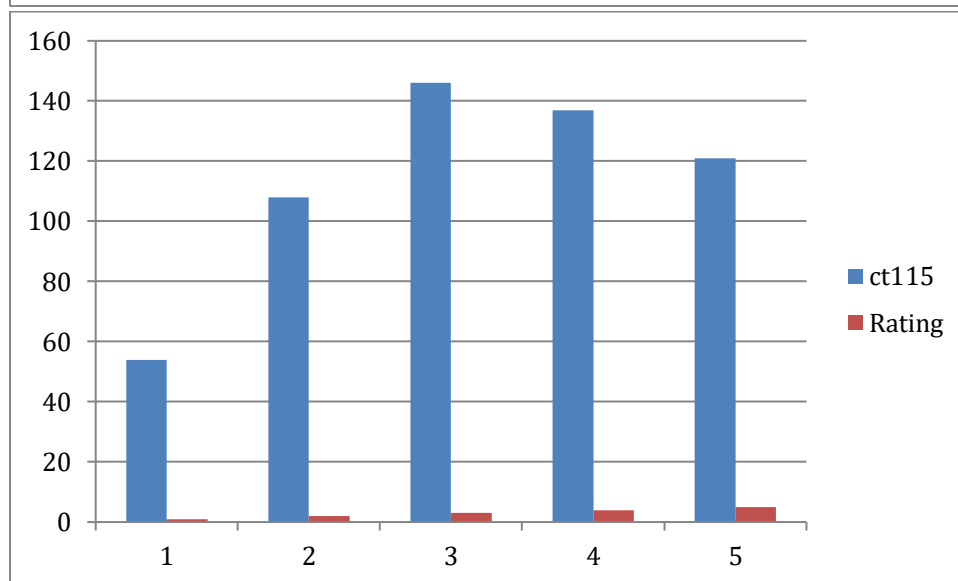
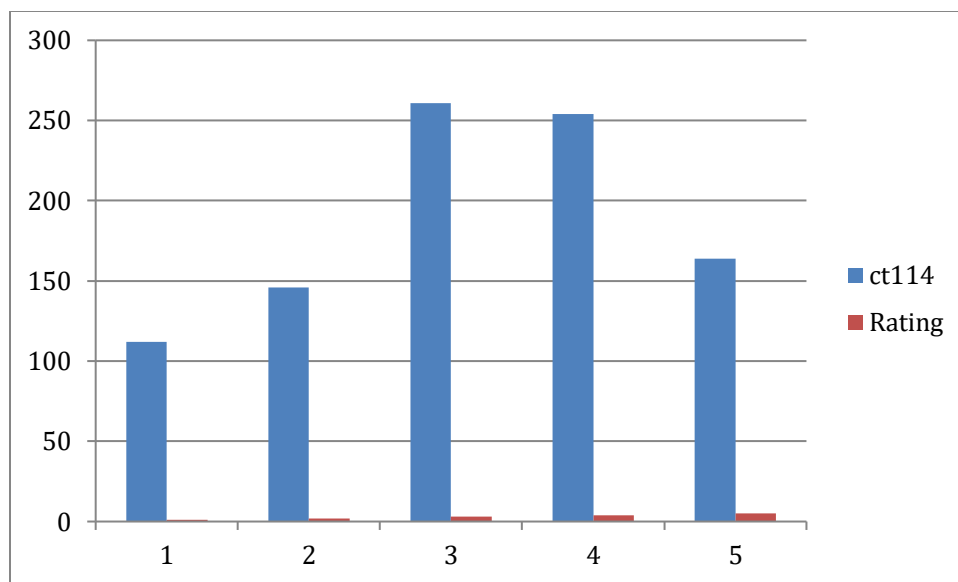


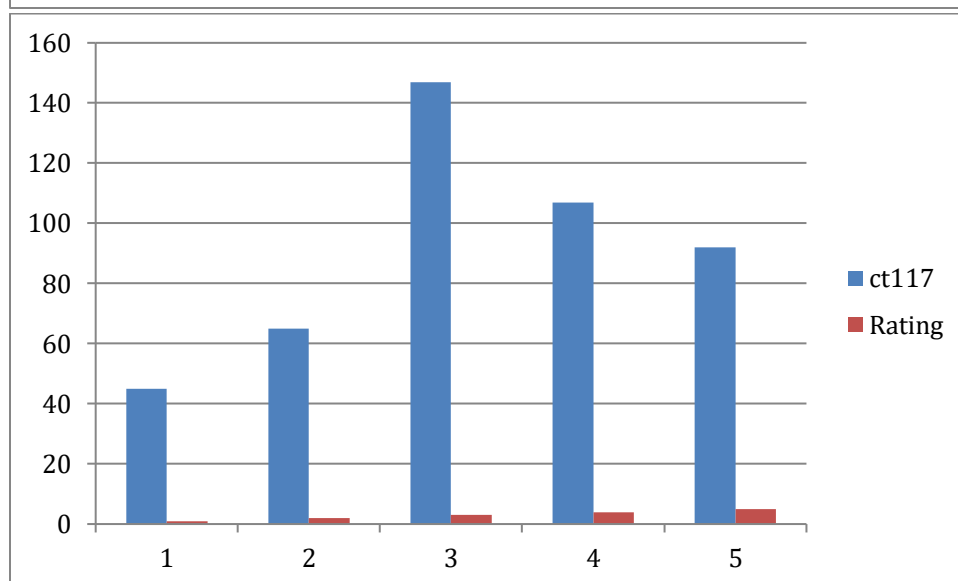
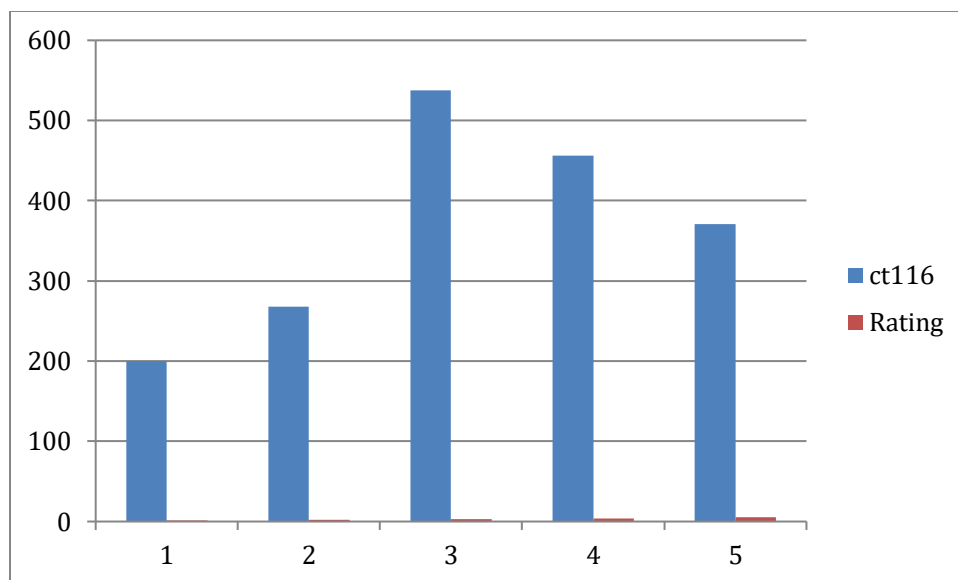
Graph of CT111

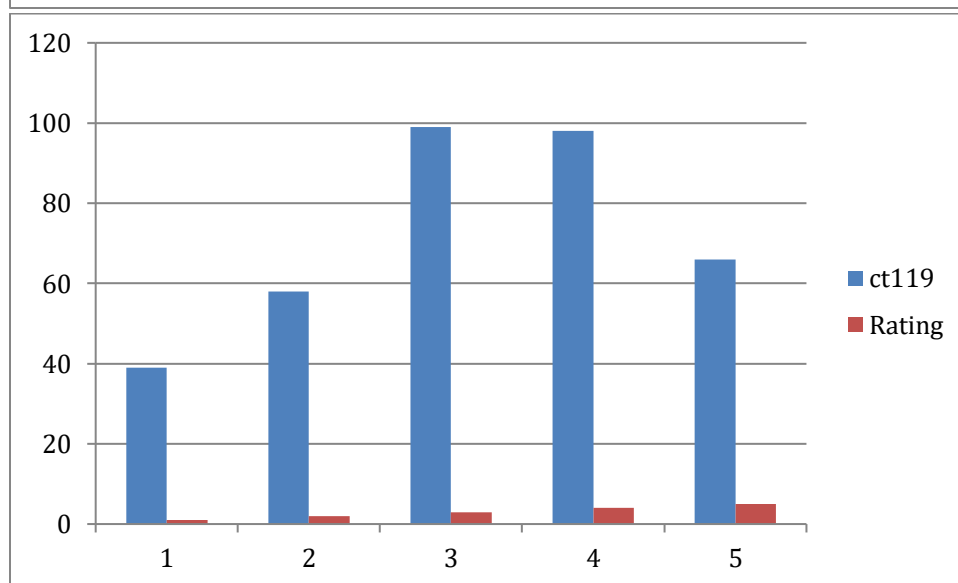
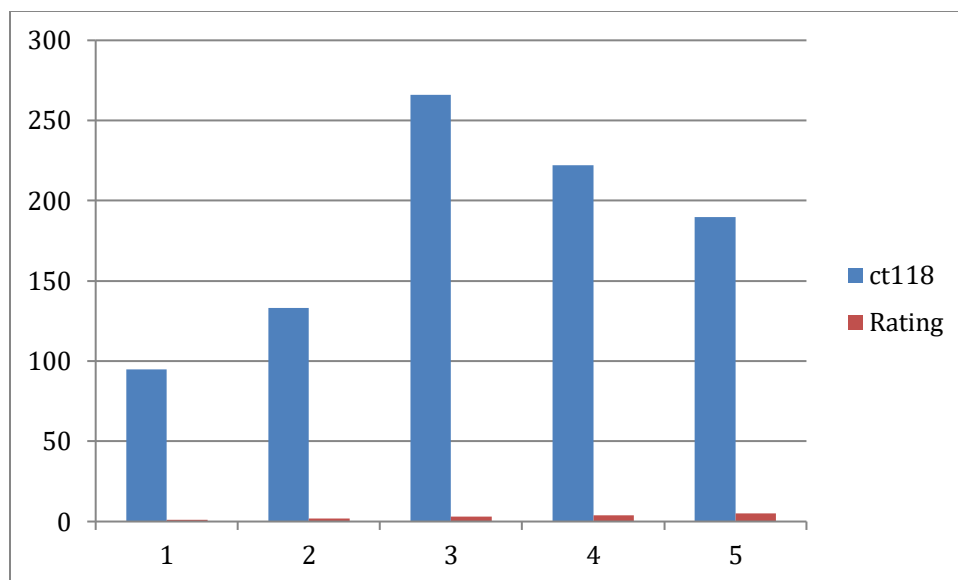


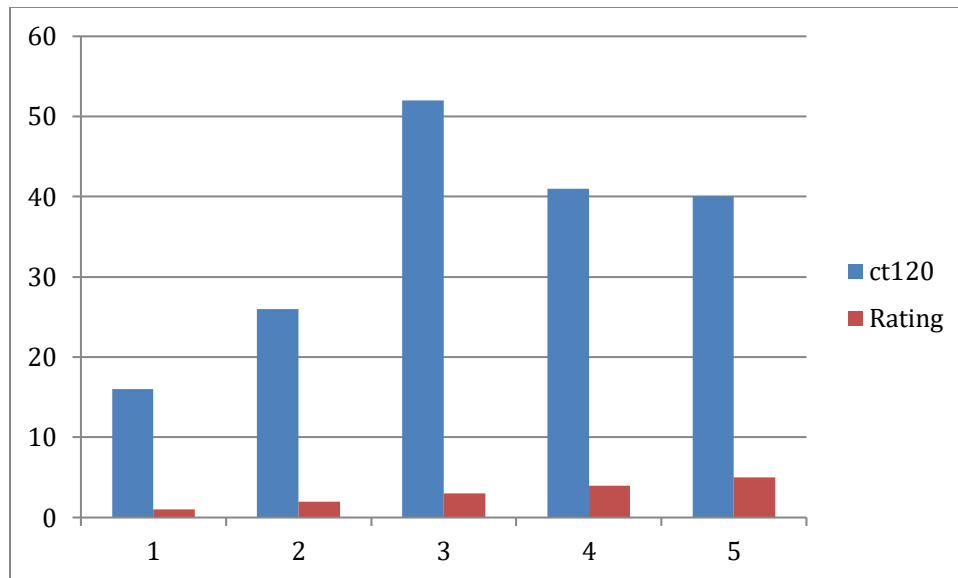
Graph of CT112









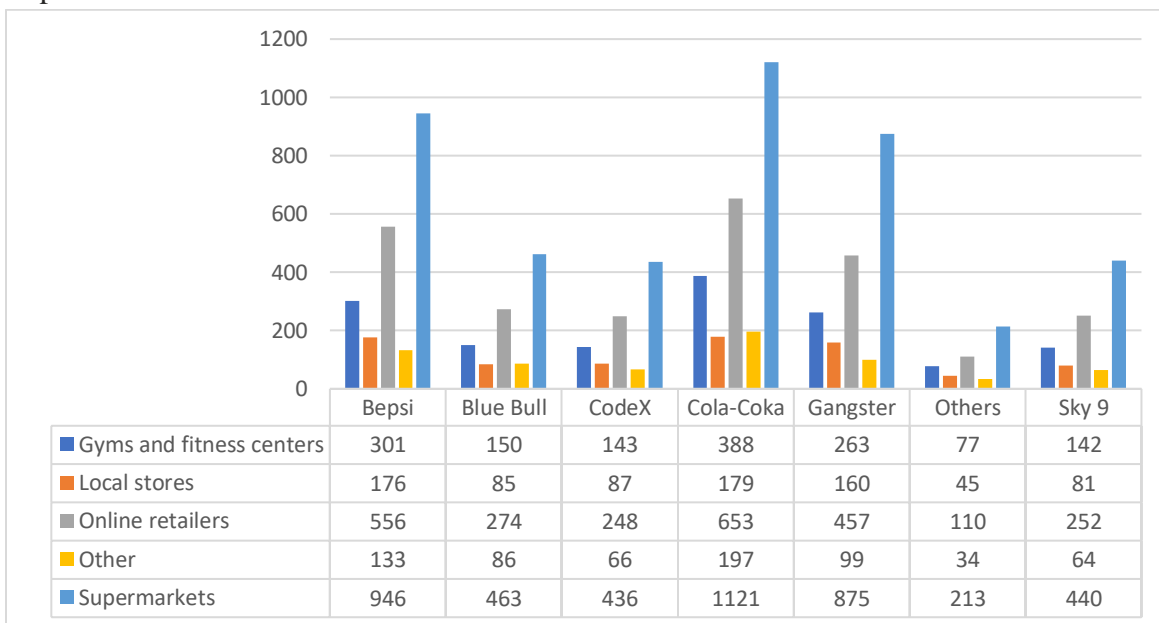


6. Purchase Behavior:

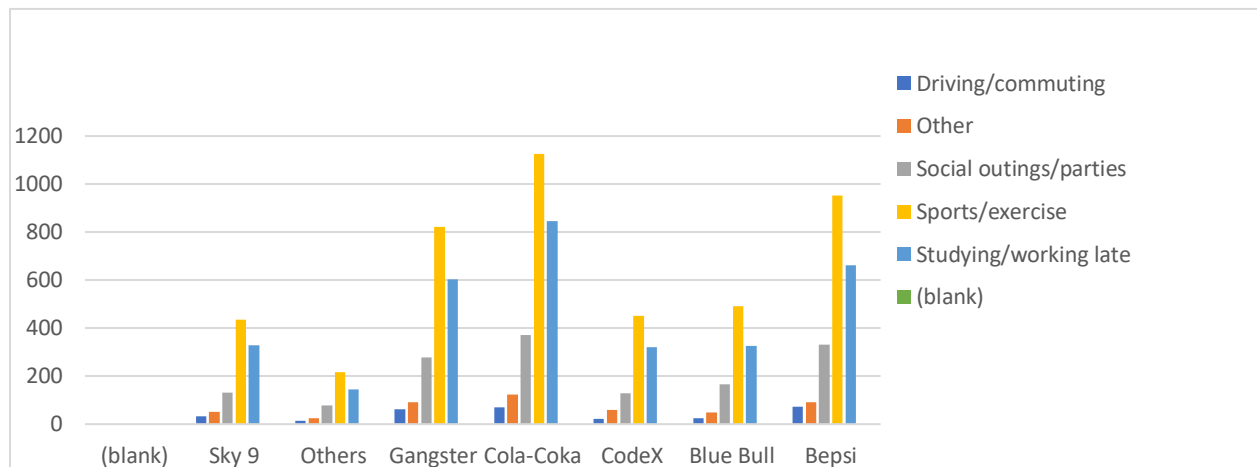
a. Where do respondents prefer to purchase energy drinks?

Respondents prefer to purchase energy drinks to increase energy and focus.

Super market

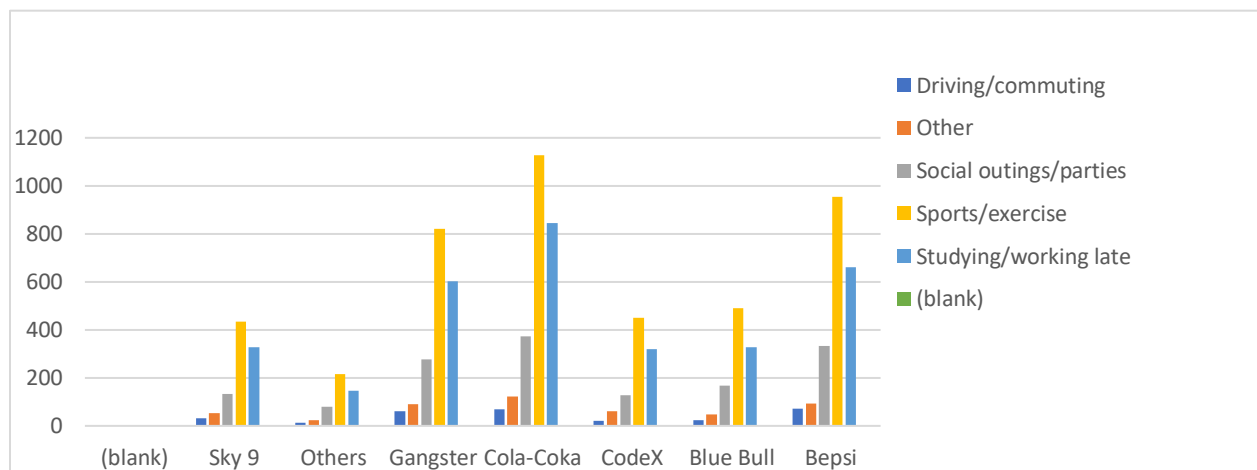


b. What are the typical consumption situations for energy drinks among respondents?



'Sports/exercise' are situations where energy drinks are consumed most, whereas **'Studying/working late'** is the second situation.

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

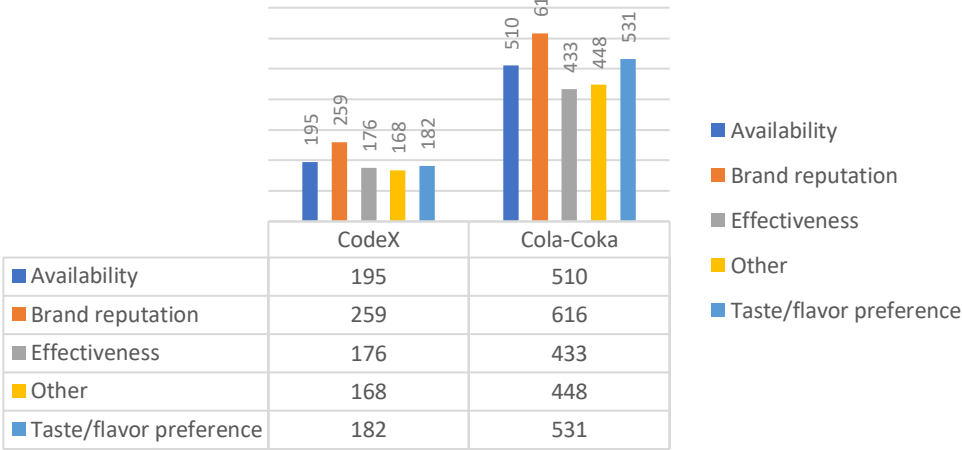


7. Product Development

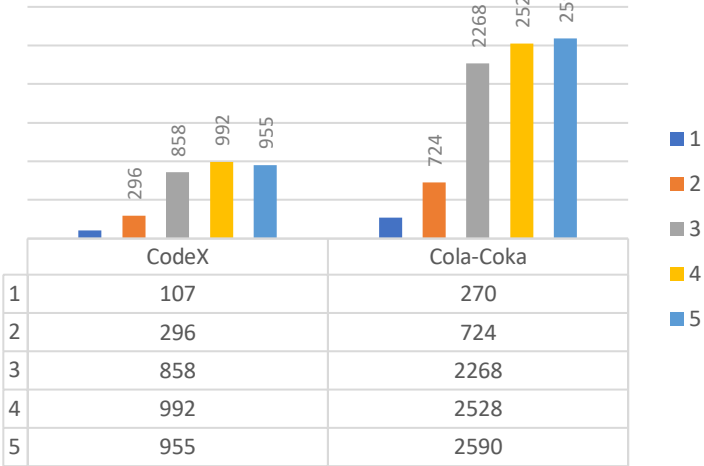
a. Which area of business should we focus more on our product development?
(Branding/taste/availability)

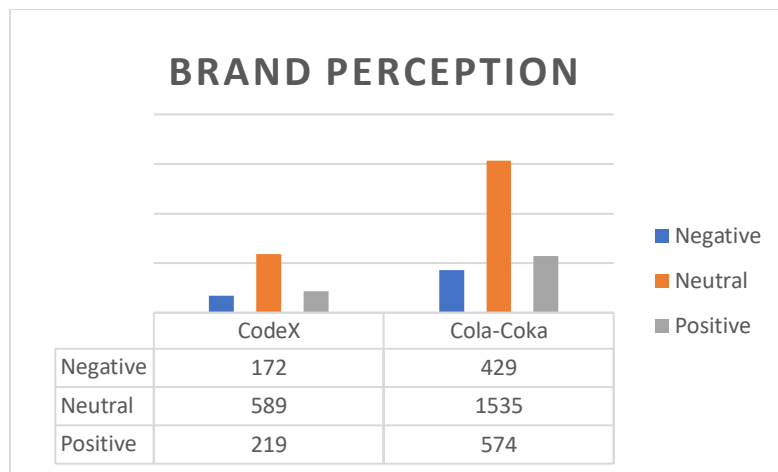
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REASON FOR CHOOSING BRAND



TASTE EXPERIENCE





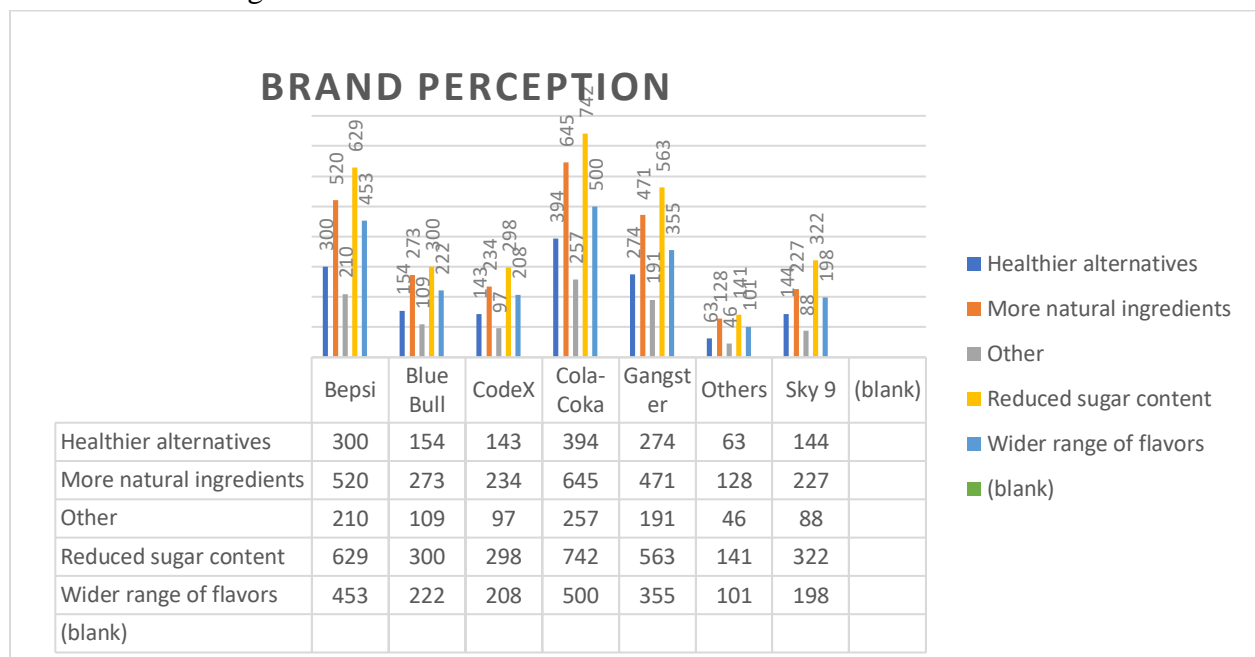
What immediate improvements can we bring to the product?

Codex should improve in producing healthier alternatives based on number of respondents.

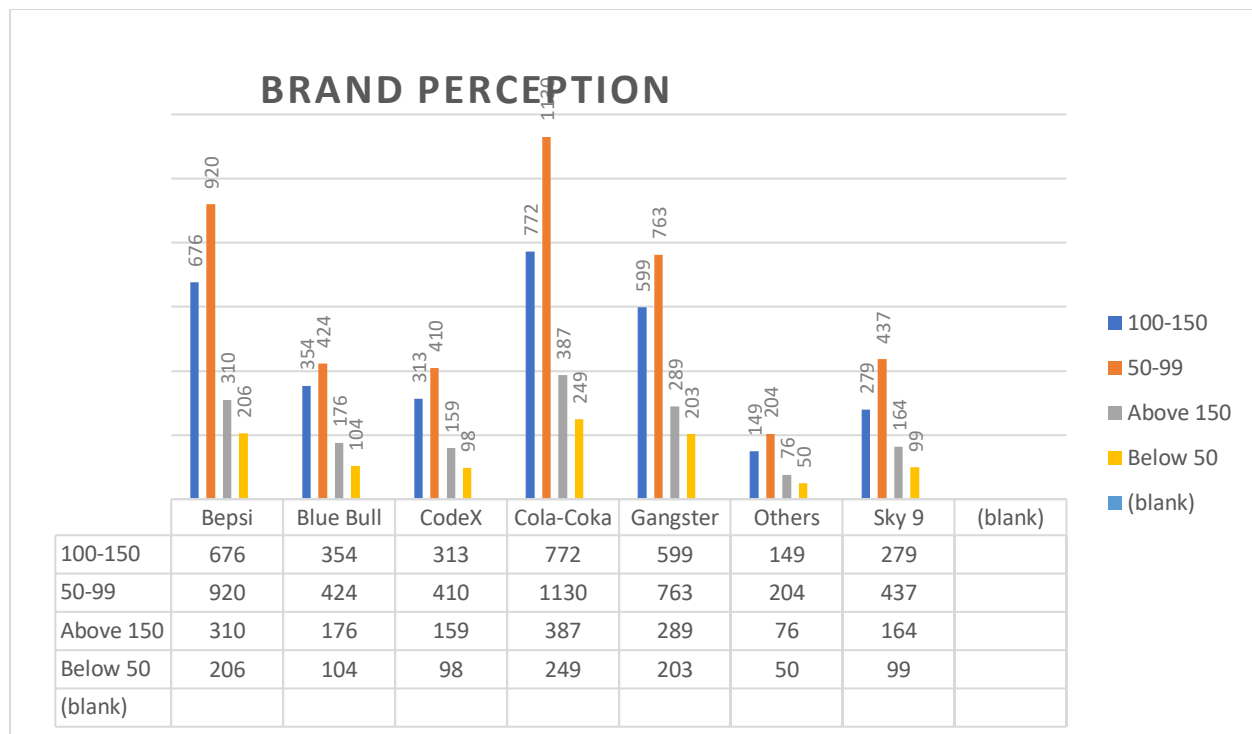
It should also work on more natural products.

It should present wider range of flavors.

It should reduce sugar level.



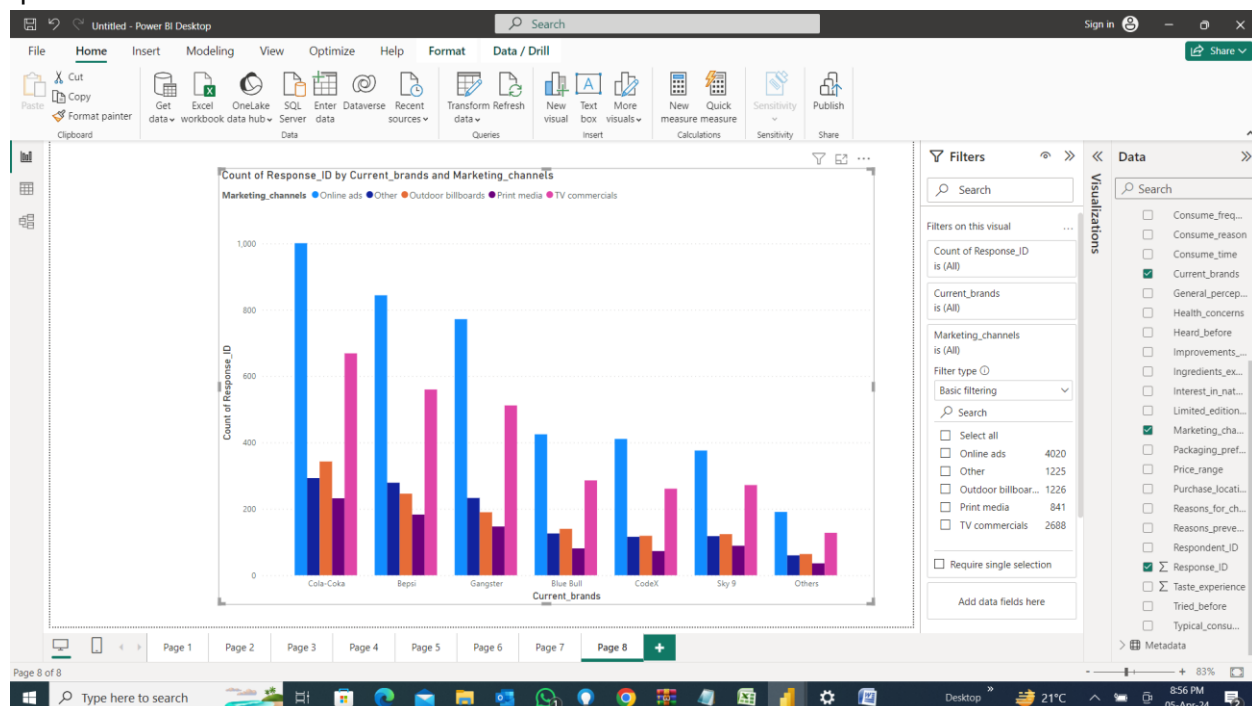
- What should be the ideal price of our product?
- The price should be 50-99 for codex based on number of respondents.
- 50-99 in Current_brands CodeX made up 41.84% of Count of Response_ID.



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

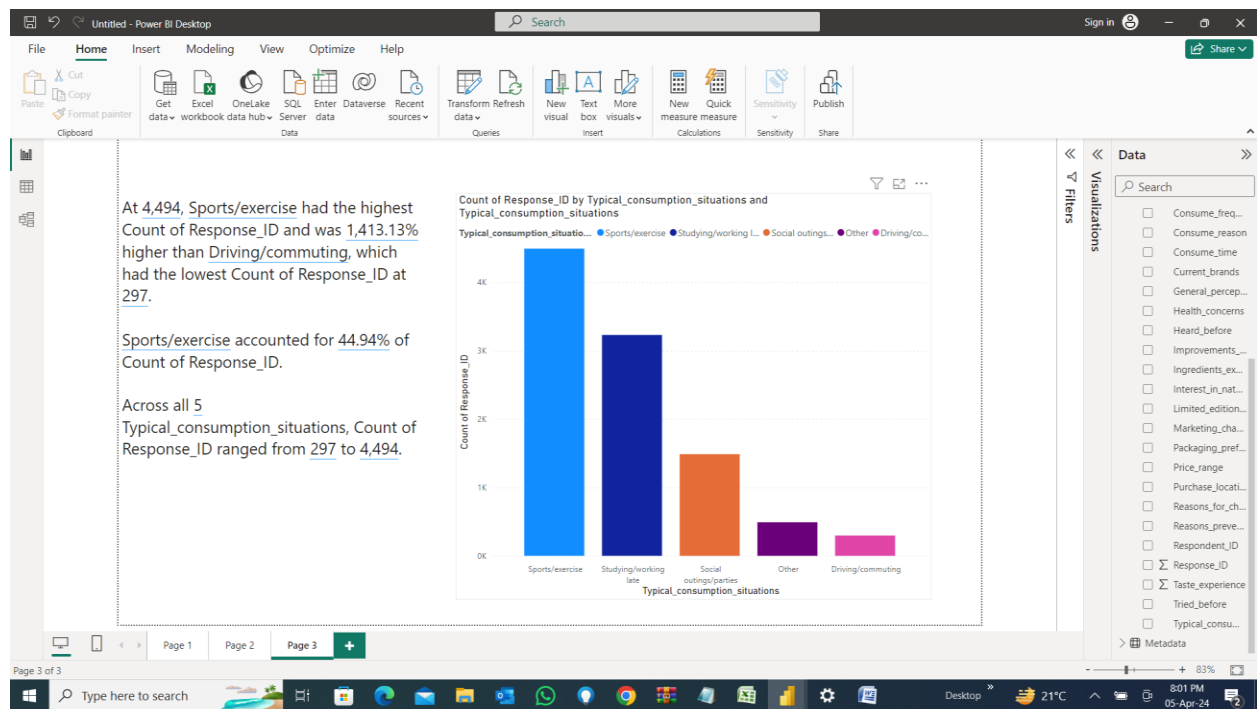
Online ads and then Tv commercials.

We should increase our investment in 'online ads' to enhance our marketing strategy, enabling us to offer enticing incentives such as discounts on bulk orders or early bird specials for the launch of new flavors



- Who can be a brand ambassador, and why?

Selecting a fitness influencer as CodeX's energy drink brand ambassador would be an optimal choice. Their dedication to advocating for healthy living and physical fitness perfectly complements the product's identity as a beverage designed to boost energy and endurance. Their endorsement has the potential to deeply connect with our target demographic, reaffirming the notion that CodeX's energy drink is a supporter of an active and well-rounded lifestyle.



- Who should be our target audience, and why?

CodeX's target demographic primarily encompasses health-conscious individuals aged 18-40, specifically those who actively engage in fitness and sports activities. This demographic trend towards prioritizing healthier beverage choices presents CodeX with a strategic opportunity to establish itself as a premium brand with a strong focus on health and wellness. By catering to this audience segment, CodeX can solidify its position within the market as a provider of top-quality, health-oriented products, resonating effectively with the evolving preferences of consumers seeking healthier lifestyle options.

