atomcamp

Portfolio Project

CodeX is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities in India. Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from 10k respondents. Peter Pandey, a marketing data analyst, is tasked to convert these survey results to meaningful insights which the team can use to drive actions Before Starting Analysis, I have done some required steps

Demographic Insights

1a: Who prefers energy drink more? (male/female/non-binary?)
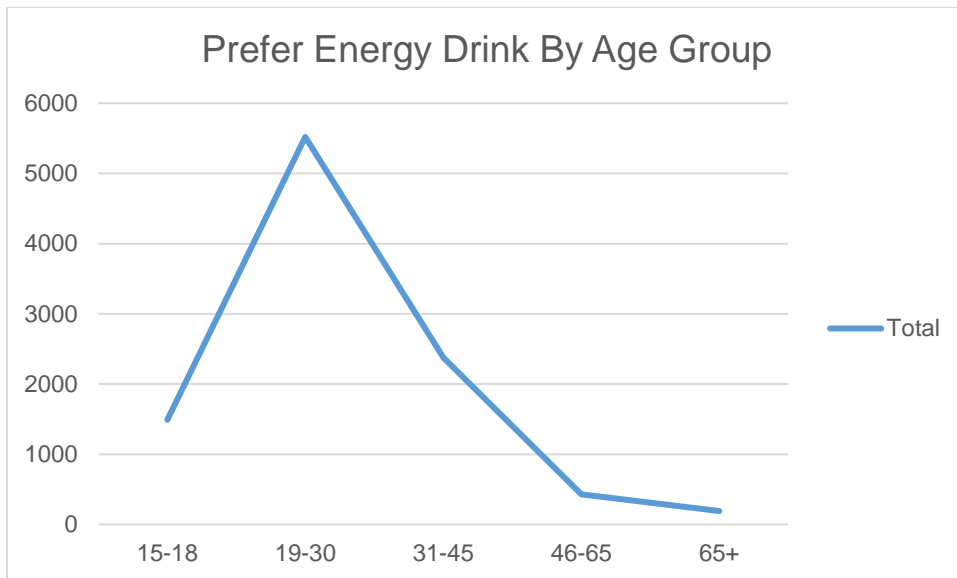
Answer: Male Prefers more energy drink

Male	6038
Female	3455
Non-binary	507

Energy Drinks perfer by gender

Female	3455
Male	6038
Non-binary	507
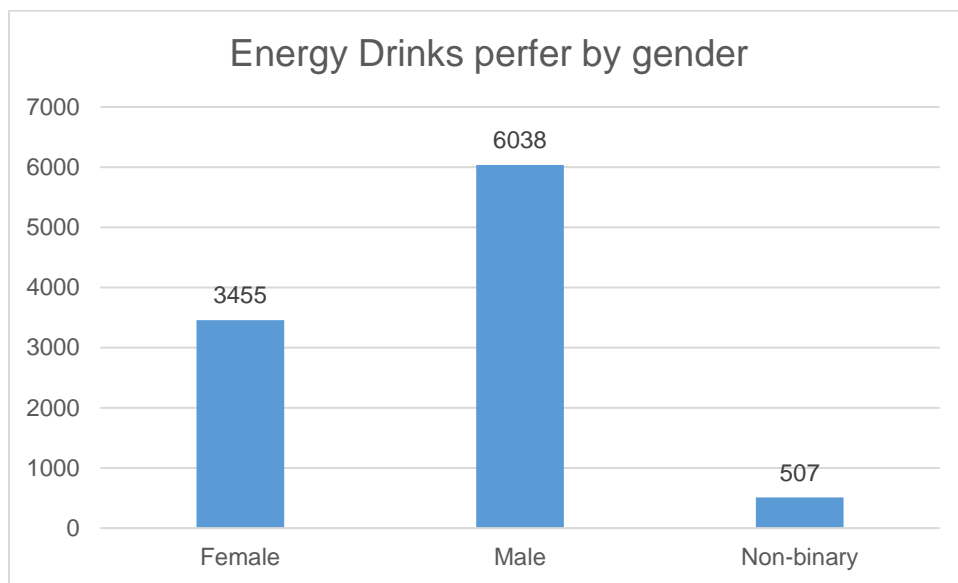
1b: Which age group prefers energy drinks more?

Answer: 19-30 age group prefer more energy drink

Age group	Energy Drink type
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190

Prefer Energy Drink By Age Group

1c: Which type of marketing reaches the most Youth (15-30)?

Answer: Online Ads

Marketing Channels	Age Group between 15-30
Online ads	3373
TV commercials	1785
Other	702
Outdoor billboards	702
Print media	446

Marketing Channel Performance
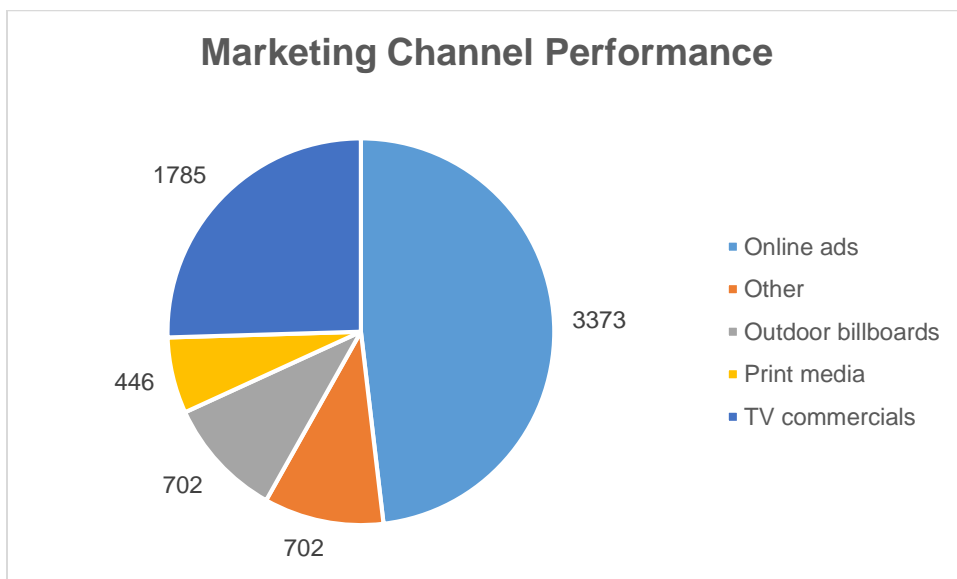
Consumer Preferences Analysis

2a: What are the preferred ingredients of energy drinks among respondents?

Answer: caffeine

ingredients	Count of Respondent Name
Caffeine	3896
Guarana	1553
Sugar	2017
Vitamins	2534

Preference Ingredients

|	Caffeine	Guarana	Sugar	Vitamins
■ Total	3896	1553	2017	2534
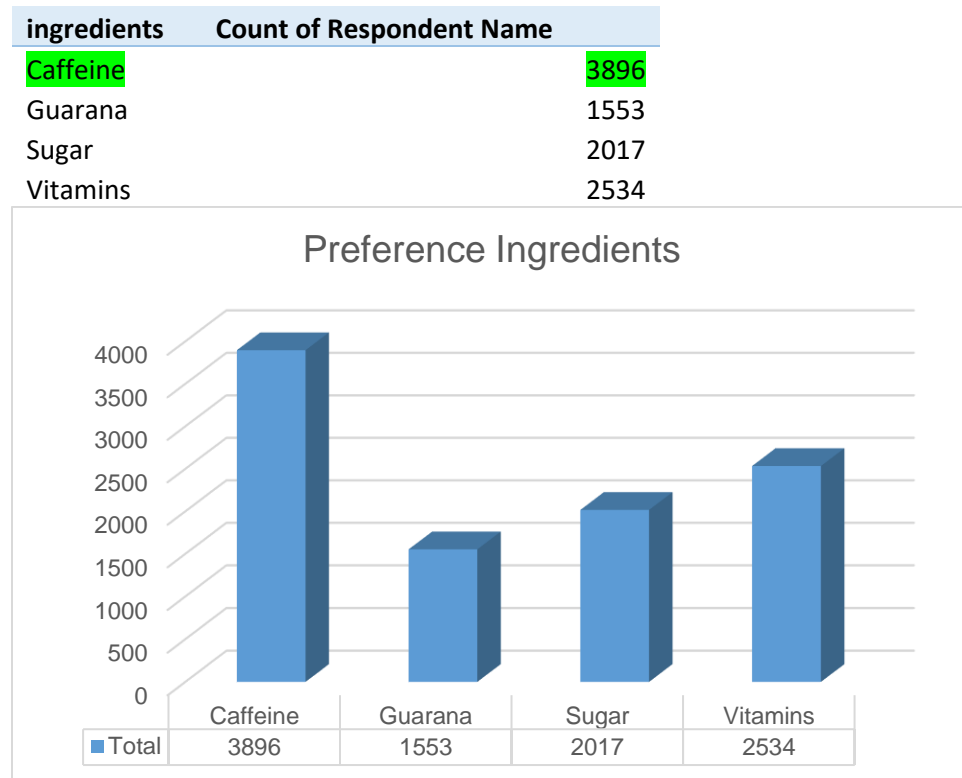
2b: What packaging preferences do respondents have for energy drinks?

Answer:

Package Preferance	Total Responds
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485
Grand Total	**10000**

PACKAGING PREFERENCE

Category	Value
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485
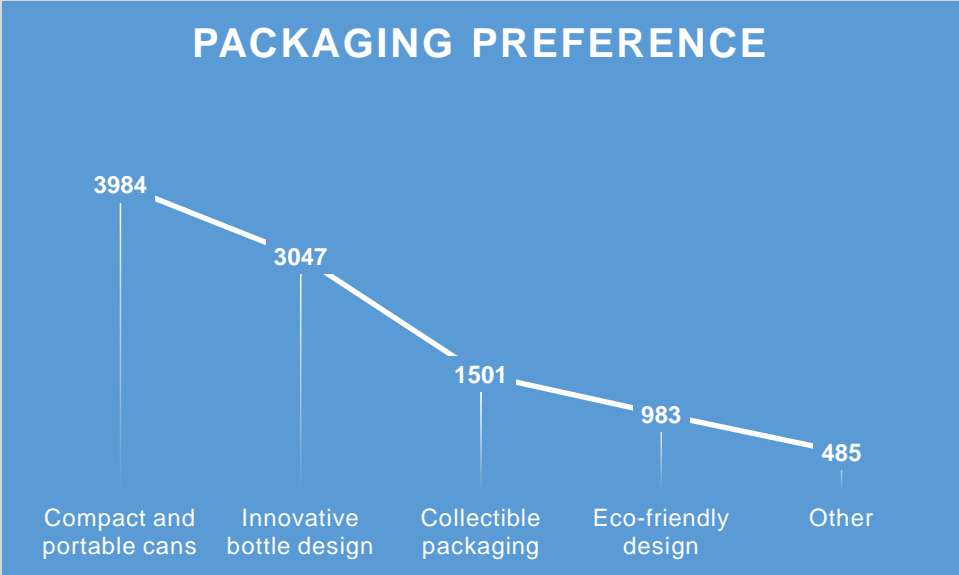
Competition Analysis

3a: Who are the current market leaders?

Brand	Current Market Leader
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

Top Market Leaders Brand
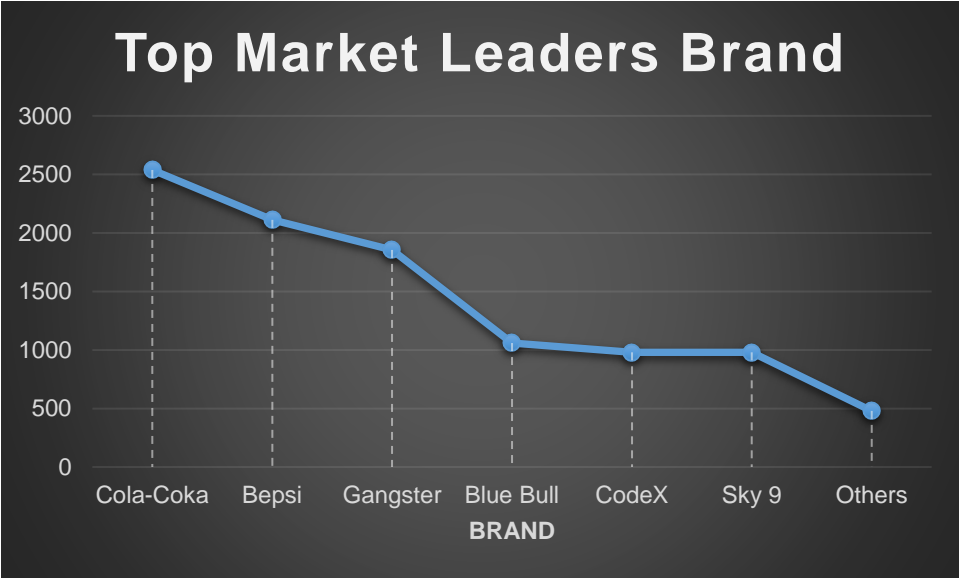
3b: What are the primary reasons consumers prefer those brands over ours?

| Reasons_for_choosing_brands	Count of Respondent_ID
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679
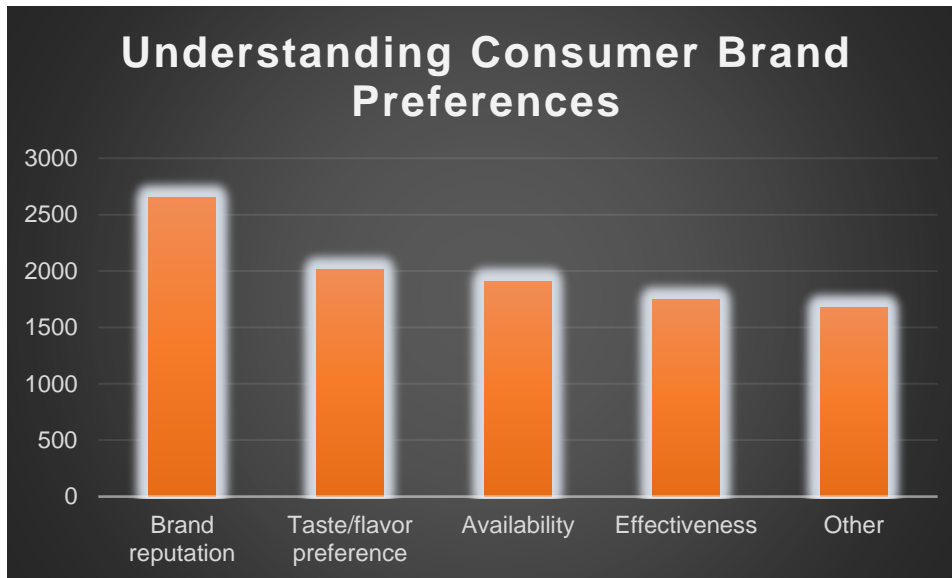
Marketing Channels and Brand Awareness

4a: Which marketing channel can be used to reach more customers?

Answer: Online ads is good way to reach more customers

Marketing channel	No's of Response on Marketing Channel
Online ads	4020
Other	1225
Outdoorbillboards	1226
Print media	841
TV commercials	2688

Marketing Channels Response

MARKETING CHANNEL	NO'S OF RESPONSE
TV commercials	2688
Print media	841
Outdoor billboards	1226
Other	1225
Online ads	4020
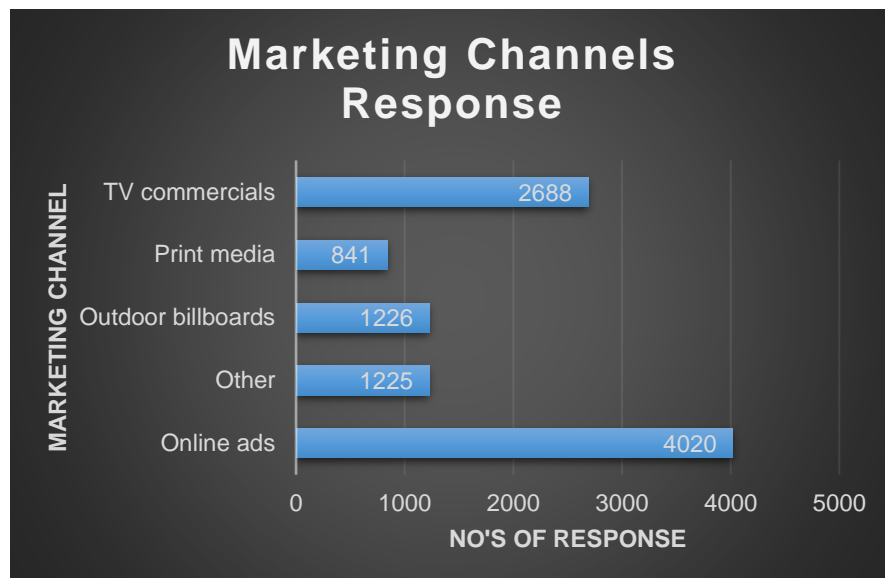
4b: How effective are different marketing strategies and channels in reaching our customers?
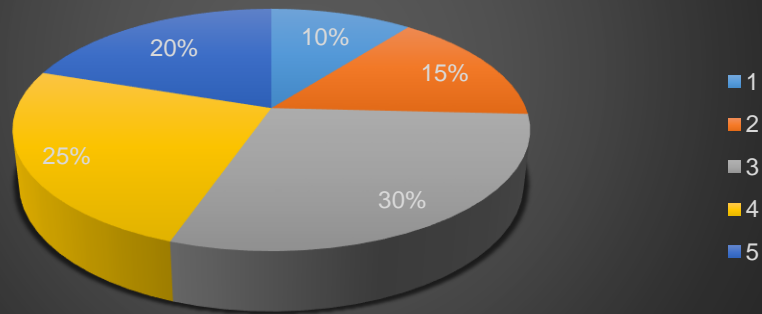
Brand Penetration

5a : What do people think about our brand? (overall rating)

Answer:

| Rating	Counts of People Rating
1	1054
2	1524
3	2957
4	2479
5	1986

Overall Rating Survey

5b: Which cities do we need to focus more on

Answer: we need to focus on these cities Ahmadabad Luknow and Kolkata because these cities have less amount of cosuming energy drinks.

Consume_frequency	Daily

| Row Labels	Count of Consume_frequency
Ahmedabad	26
Kolkata	32
Lucknow	34
Pune	82
Jaipur	91
Hyderabad	95
Mumbai	143
Delhi	163
Bangalore	302
Chennai	378
Grand Total	**1346**

City Prefernce Survey
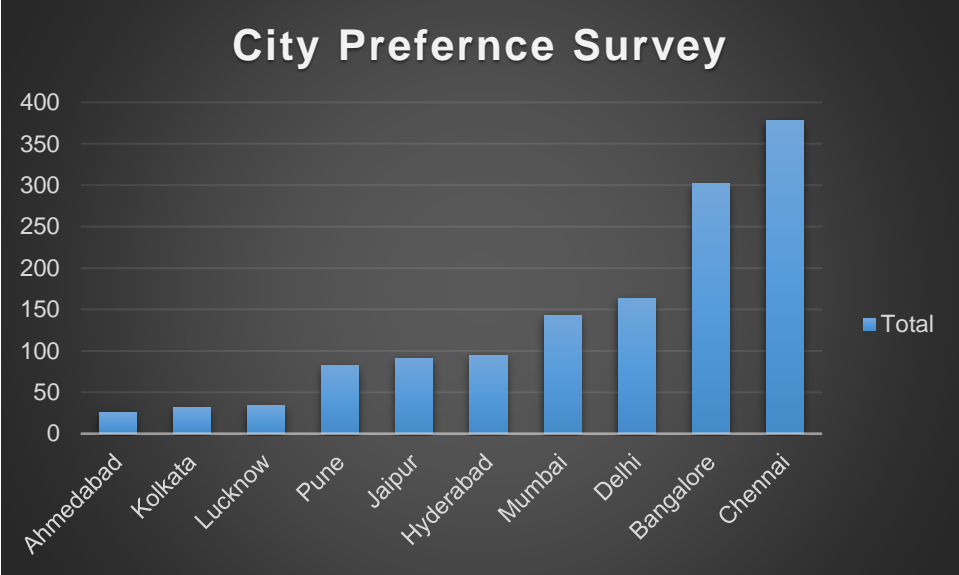
Purchase Behavior

6a: Where do respondents prefer to purchase energy drinks?

Answer:Super Market

Purchase Location	Count of Respondent_ID
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

Energy Drink Purchase Preferences
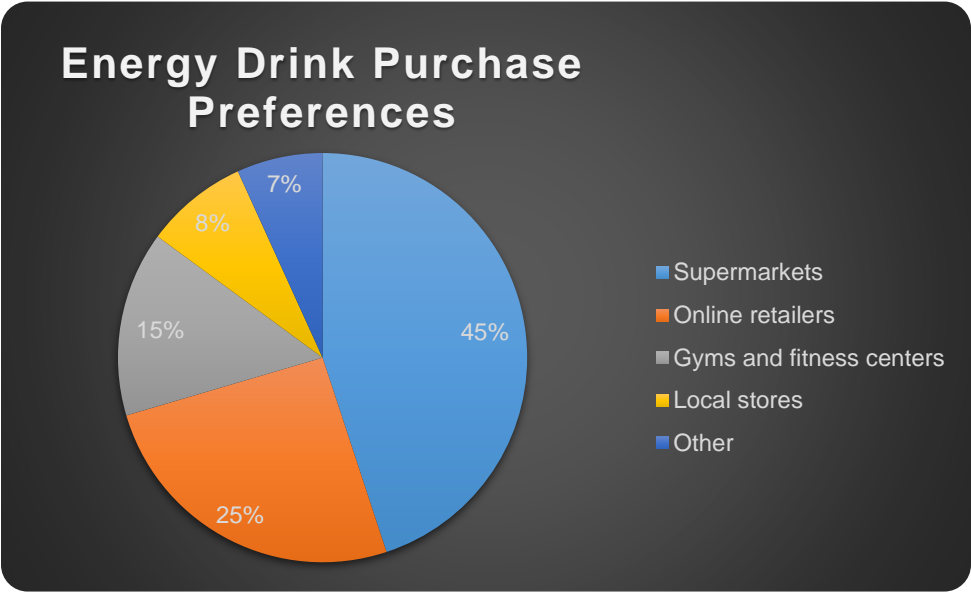
6b. What are the typical consumption situations for energy drinks among respondents?

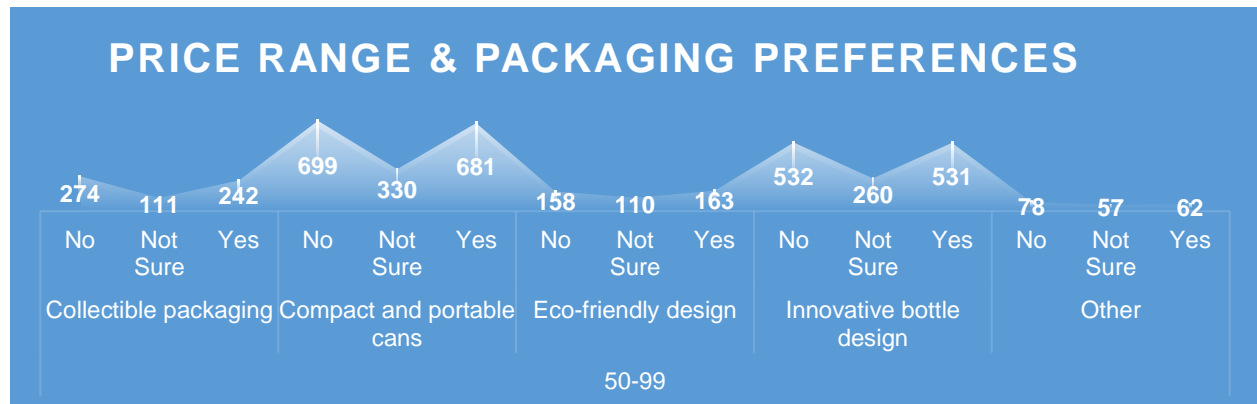| typical consumption r energy drinks	No's of Responds
Driving/commuting	297
Other	491
Social outings/parties	1487
Sports/exercise	4494
Studying/working late	3231
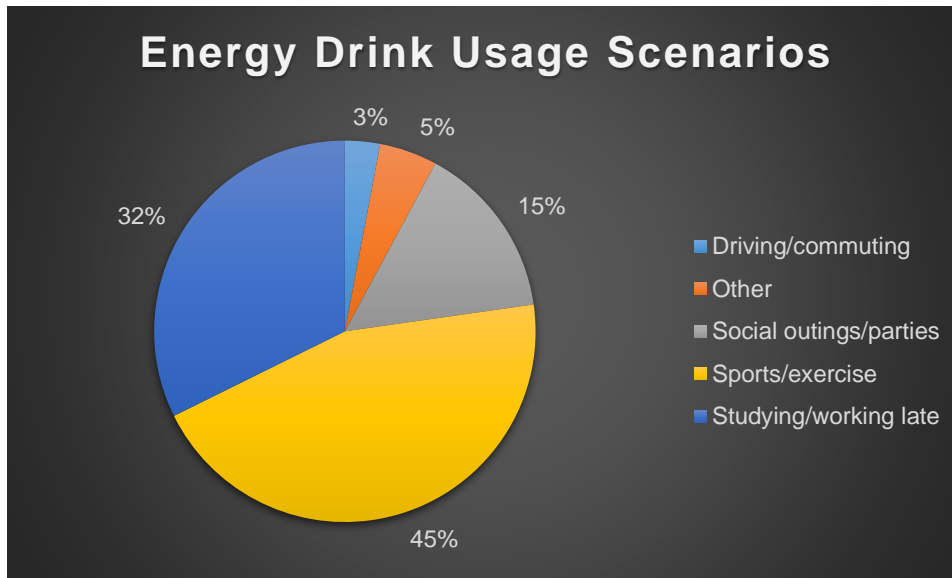
6c: What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

Answer: Based on the analysis, make recommendations for marketing strategies and product improvements. For example, if the majority of respondents prefer a certain price range or packaging option, consider focusing marketing efforts on products that align with these preferences.

Row Labels	Count of Name
50-99	**4288**
Collectible packaging	**627**
No	274
Not Sure	111
Yes	242

Compact and portable cans	**1710**
No	699
Not Sure	330
Yes	681
Eco-friendly design	**431**
No	158
Not Sure	110
Yes	163
Innovative bottle design	**1323**
No	532
Not Sure	260
Yes	531
Other	**197**
No	78
Not Sure	57
Yes	62

PRICE RANGE & PACKAGING PREFERENCES

274	111	242	699	330	681	158	110	163	532	260	531	78	57	62
No	Not Sure	Yes	No	Not Sure	Yes	No	Not Sure	Yes	No	Not Sure	Yes	No	Not Sure	Yes
Collectible packaging			Compact and portable cans			Eco-friendly design			Innovative bottle design			Other		

50-99

Product Development

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

Answer:

We should work on making our product taste even better. People care a lot about how it tastes when they choose it. So, focusing on improving the taste and brand reputation will make our product more popular.

Secondary Insights/Recomendation

Question: What immediate improvements can we bring to the product?

Answer:

Less Sugar: Make the product with less sugar to make it healthier.

Use Natural Ingredients: Use more natural stuff in the product because people like that.

More Flavors: Make the product in more different flavors so people have more choices.

Answer

Stick to $50-$99 Prices: Since most people like this price range, focus on offering products in this range.

Have Some Cheaper Options Under $50: Make sure you also offer products that cost less than $50 for people looking for affordable choices.

Answer

Special Deals for Special Times: Offer special flavors or discounts during festivals or special occasions.

Ads on the Internet: Put ads on websites and social media to tell people about the drink.

Try It for Free: Let people taste the drink for free at events in busy places.

Answer: A brand ambassador is someone popular, like a celebrity, social media star, or expert. They talk about the brand to their fans because people trust them. This helps the brand get noticed by more people and seem trustworthy.

Sports/Exercise: Focus on promoting the drink as a refreshing option for people who exercise or play sports.
Studying/Working Late: Highlight the drink's ability to boost energy for late-night studying or work sessions.
Social Outings/Parties: Position the drink as a fun and refreshing choice for social gatherings and parties.