APPROACH

Preprocessing :

Firstly, I preprocessed the survey data in the 'Data Source' interface due to situations where some respondents may not have sincerely answered all the questions. For example, if a person hasn't heard about the drink, they are more likely to not have tasted it. It is important to review the data for inconsistencies and use your judgment to clean it accordingly.

In analyzing the data, it was observed that for every instance where Heard_before = NO, there were responses indicating Tried_before = YES. This is illogical since someone who has never heard about Codex cannot have tried it. Additionally, there were responses indicating Tried_before = NO but with a rating for Taste_experience. This poses a hindrance to understanding how Codex consumers truly feel about the taste.

To address these issues, the following steps were taken: If Heard_before = NO, I updated Tried_before to NO and set Taste_experience to empty. Again, for every Tried_before = NO I set Taste_experience to empty.

To ensure data accuracy, I updated the "Reasons_preventing_trying" field to empty when respondents indicated "yes" in the "tried before updated" field. This step helps eliminate any conflicting responses and provides a more reliable understanding of the factors that prevent individuals from trying Codex.

Creating Necessary Worksheets:

In this stage, I utilized suitable visualizations to address the primary insights and answer key questions identified during the analysis. Each worksheet was dedicated to a specific insight or question, allowing for a detailed exploration of the data.

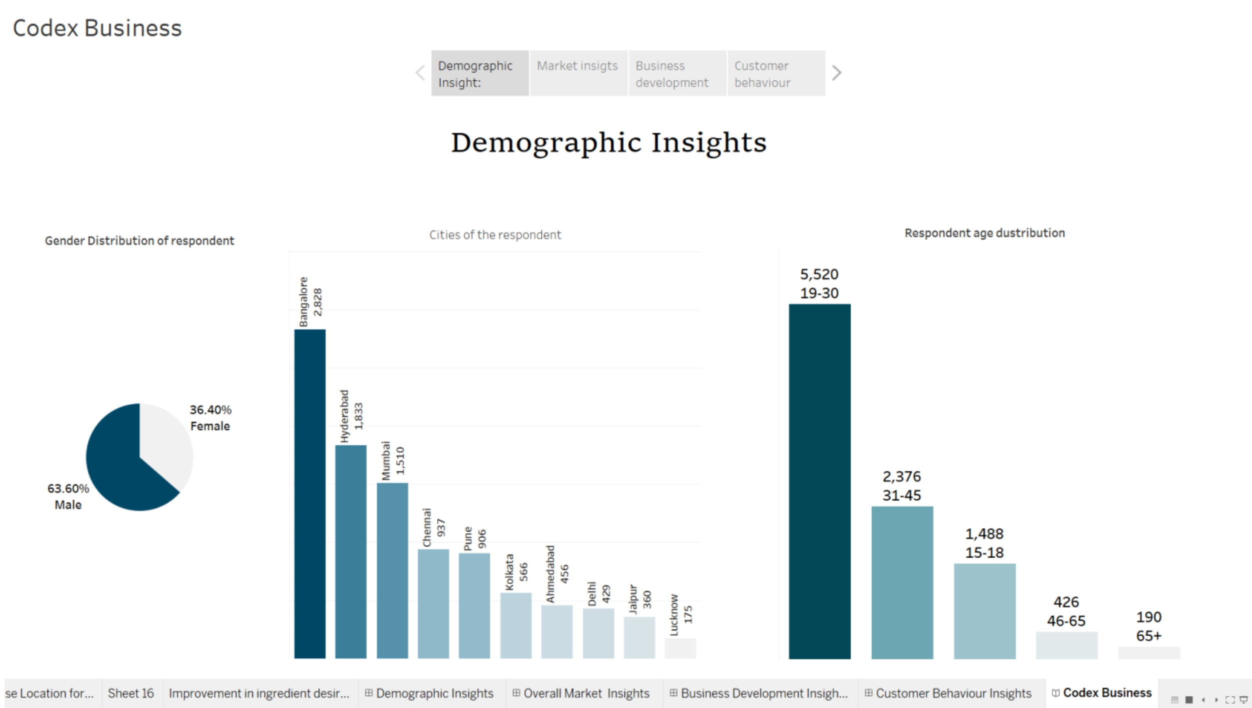
Creating Necessary Dashboards:

To provide a comprehensive view of the data analysis, I organized the worksheets into four separate dashboards, each serving a specific purpose. These dashboards were designed to present the findings in a visually appealing and easy-to-understand format.

Creating Tableau Story:

To enhance the storytelling aspect of the analysis, I utilized the Tableau Story feature. By structuring the dashboards in a logical sequence, I built a cohesive narrative that guides the viewer through the insights and highlights the key findings. The Tableau Story feature allowed for a smooth flow of information and a compelling presentation of the data analysis.

General Insights for each dashboard



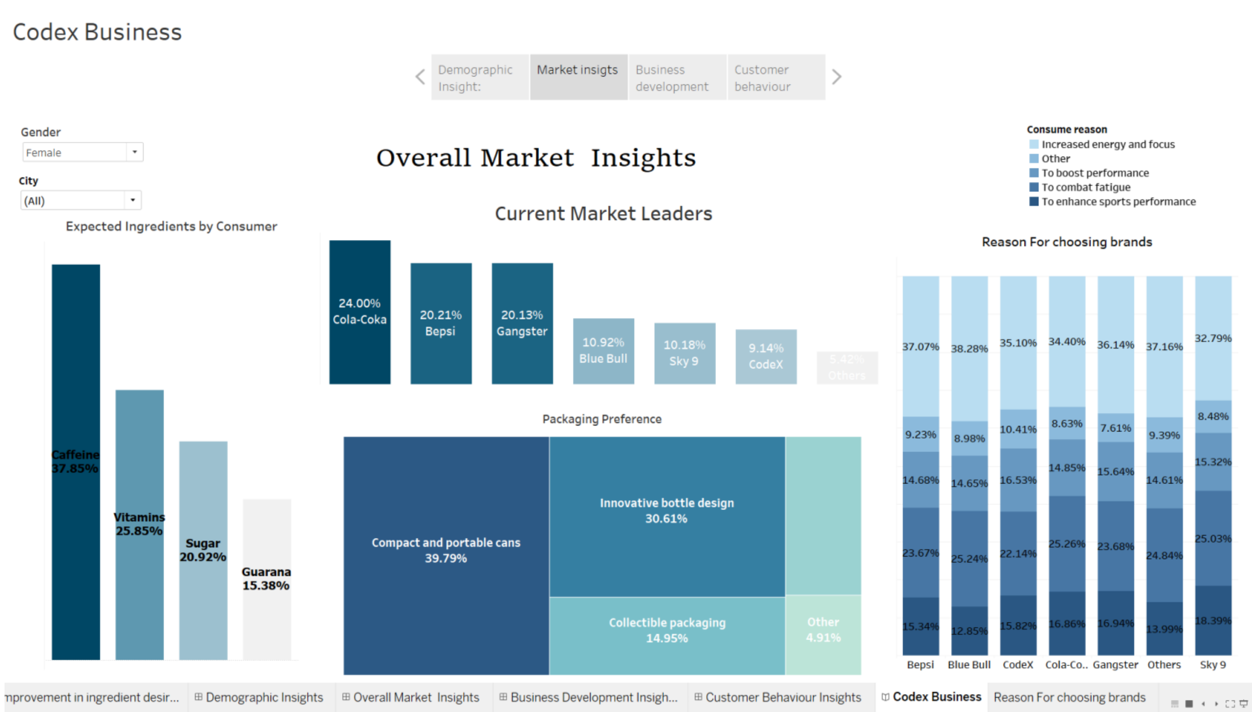
Dashboard 1: Demographic Insights

Unveiling the Pulse of the Market: This dashboard presents a comprehensive analysis of the respondents' demographics, including gender distribution, city of residence, and age distribution. Gain valuable insights into the key demographic factors that shape your target audience and drive informed marketing strategies

1. **Gender distribution of respondent:** It is evident that the majority of the respondents were male, even when the data was filtered based on regular consumption frequency.

2. **Cities of the respondents:** The respondents were primarily from Bengaluru, followed by Hyderabad and Mumbai.

3. **Respondent age distribution:** The majority of the respondents were young adults, ranging from ages 19 to 30, followed by middle-aged individuals aged 31 to 45. Teenagers aged 15 to 18 were also represented in the survey.



Dashboard 2: Overall Market Insights

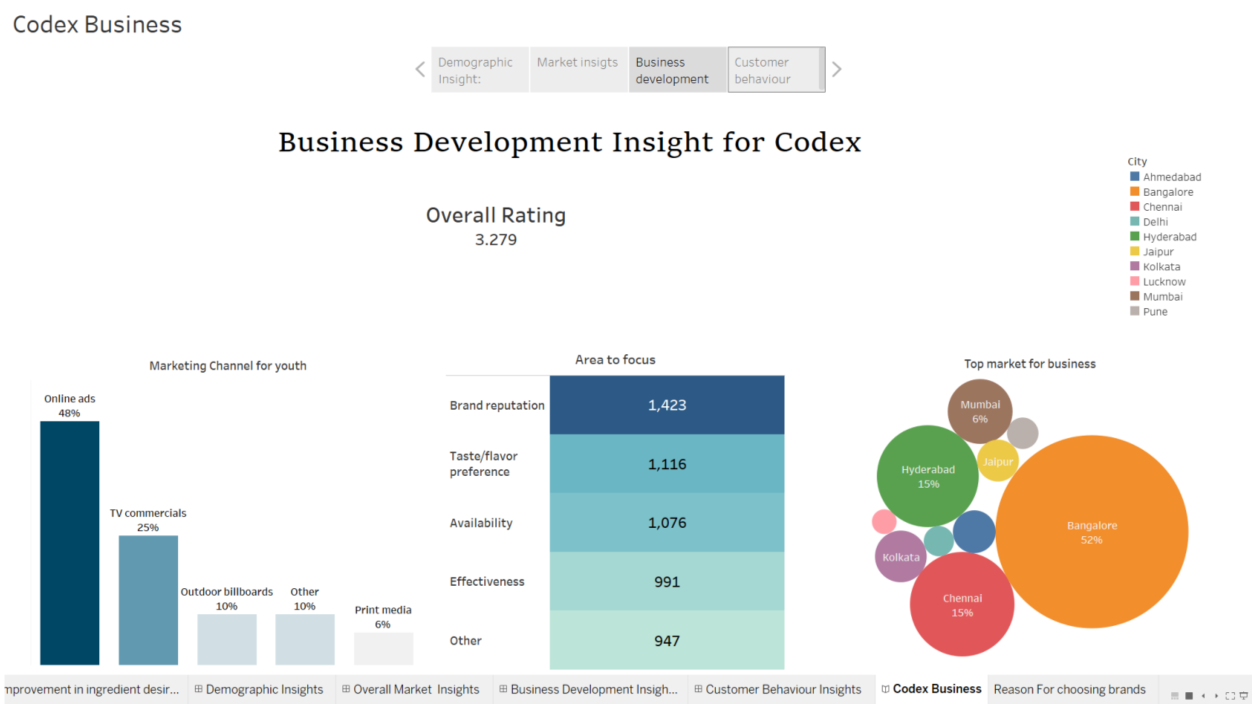
Gaining Market Insights: Unveiling Consumer Expectations, Packaging Preferences, and Reasons for Choosing Brands

1. **Expected Ingredients by Consumers:** According to the survey results, most of the respondents (39%) expect caffeine, followed by vitamin (25%) and sugar (20%). This dashboard provides the option to filter the data based on gender, and interestingly, the results tend to be similar. Furthermore, the dashboard allows filtering by city and gender, and even when filtered by city, the results remain consistent.

2. **Current Market Leader:** Based on consumer preferences, the leading energy drink in the market is Cola-Coka, with a preference rate of 24%. Following closely are bepsi at 20% and gangster at 20.13%. Even when filtered by city, the results show a similar pattern.

3. **Packaging Preferences:** The majority of respondents (40%) prefer compact and portable cans, while innovative bottle designs rank second with 30.6%. When the data is filtered by age, the ranking of these options remains the same, with slight variations in the percentages.

4. **Reasons for Choosing Brands:** The dominant reason for consuming energy drinks, regardless of the brand, is "increased energy and focus." This preference is evident in Blue Bull, as 38% of Blue Bull consumers choose it for increased energy and focus. The second most common reason is "to combat fatigue," which shows similar trends across the chart, with 23%-25% of consumers choosing this reason for each energy drink.



Dashboard 3: "Business Development Insights for Codex"

Unveiling the Best City, Areas to Focus, and Effective Marketing Channels"

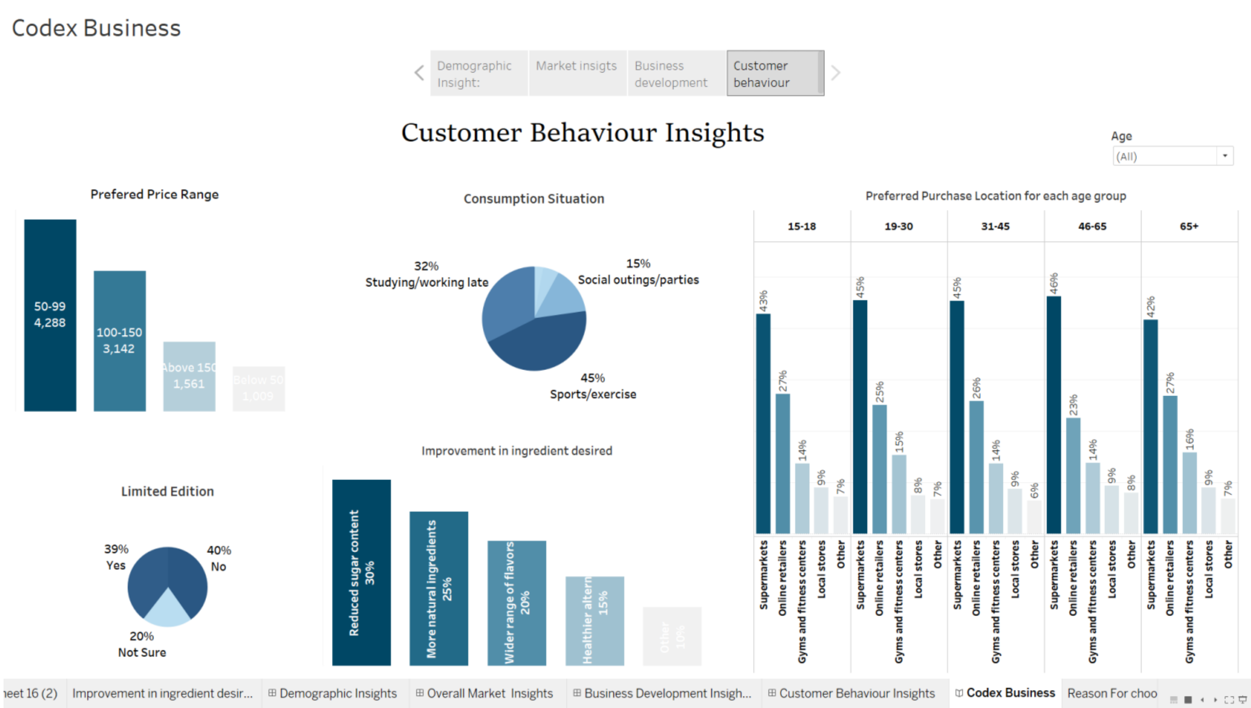
In this dashboard, I aimed to provide insights on the best city for marketing, areas to focus on, and the most effective channels to reach the target audience.

1. **Overall Rating:** In this analysis, I aimed to determine the average rating given by individuals who have already tried Codex. I utilized the 'taste experience updated' field, which ensured that only those who had consumed Codex provided ratings. We saw overall rating is 3.2 which means there need significant improvement in taste.

2. **Marketing Channel for Youth:** For this analysis, I narrowed down the age range to 15-30. The results indicate that 'online ads' emerged as the most effective medium to reach the youth, accounting for 48%. TV commercials followed at 25%, and outdoor billboards at 10%. Therefore, it is recommended to prioritize online ads to enhance brand reputation.

3. **Area to Focus:** To gain deeper insights into why Codex is not well-known, I filtered the data based on Heard_before = 'no'. By examining the respondents' reasons for choosing other brands, we discovered that brand reputation is a significant factor. Even though they were unfamiliar with Codex, they may have doubts about its taste. Another issue is the availability of Codex, as respondents mentioned difficulties in finding the brand locally. Therefore, focusing on building brand reputation and ensuring availability are key areas to address.

4. **Top Market for Codex:** To ascertain Codex's true market position, I filtered the data by 'tried before updated' = 'yes' to identify the cities where respondents who had already tried Codex reside. Additionally, I filtered by consume_frequency = '2-3 times a week' and 'Daily' to identify potential high sales areas. The analysis indicates that people in Bengaluru demonstrate a higher tendency to consume drinks frequently, accounting for 52% of the market. Chennai and Mumbai also show potential as they contribute 15% of the market share. It is crucial to ensure a robust supply chain and effective marketing strategies for these markets. The market trends remain consistent when filtered by age group and gender.



Dashboard 4: Customer Behavior Insights

This dashboard provides valuable insights into customer preferences, including their preferred price range, consumption situations, preferred purchase location, desired improvements in ingredients, and limited edition packaging.

Preferred Price Range: The preferred price range overall appears to be between 50-99. When filtered by different age groups, it was observed that individuals aged 15-30 prefer the 50-99 range. However, the 31-45 age group tends to have a higher range of 100-150, possibly indicating a higher income at this stage. For those aged 46-65, a price range above 150 is preferred, which could be influenced by nearing retirement and potentially lower income. Considering that Codex targets the youth, a price range between 50-100 is recommended.

The reason behind the preferred price range could be attributed to various factors such as affordability, perceived value, and income levels. Individuals aged 15-30, being younger and potentially with limited income sources, might find the 50-99 range more suitable and within their budget. The 31-45 age group, who are likely in their career peak and have a higher income, may be willing to spend more and perceive the 100-150 range as offering better quality or features. The preference for a higher price range among those aged 46-65 could be influenced by factors like financial stability, retirement savings, or willingness to invest in premium products. It is essential for Codex to align its pricing strategy with the target audience's affordability and perceived value to maximize market appeal and sales potential.

Consumption Situations: The data reveals that the majority of people tend to consume drinks after exercise and sports, accounting for 45% of the respondents. Another significant situation where people consume drinks is during studying or working late, which constitutes 32% of the responses. Social outings also account for a notable portion, with 15% of respondents indicating this as a consumption situation. Interestingly, when the data is further analyzed by gender and various age groups, the rankings of these consumption situations remain similar, although there are slight differences in the percentages.

There could be several reasons behind these consumption patterns. Consuming drinks after exercise and sports might be attributed to the need for rehydration and replenishing electrolytes lost during physical activity. The consumption during studying or working late could be driven by the desire for increased focus and energy during mentally demanding tasks. Social outings may provide an opportunity for individuals to socialize and enjoy drinks in a relaxed and leisurely environment. However, further research and analysis are necessary to delve deeper into the specific motivations and preferences behind these consumption situations.

Preferred Purchase Location: According to the data analysis, the preferred place to buy Codex for each age group is the 'Supermarket,' accounting for an average of 43-45% of consumers. The second and third positions are occupied by 'Inline retailer' and 'Gym and Fitness centers,' representing 25% and 14% of the market, respectively. 'Local stores' make up around 4% of the market.

Elaborating on this information, one possible reason for the popularity of 'Supermarkets' as the preferred purchase location could be convenience. Supermarkets offer a wide range of products, including energy drinks, making it a convenient one-stop-shop for consumers. Additionally, supermarkets often have promotional offers and competitive pricing, attracting consumers to choose them as their preferred purchase location.

The prominence of 'online retailers' can be attributed to the growing trend of online shopping. Consumers appreciate the convenience and ease of ordering energy drinks online and having them delivered directly to their doorstep. Furthermore, online retailers often provide a broader selection of products and personalized recommendations, enhancing the overall shopping experience.

The presence of 'Gym and Fitness centers' as a significant purchase location is interesting. One possible reason could be the association between energy drinks and exercise.
Many consumers prefer consuming energy drinks before their workout sessions to enhance their energy levels and improve performance.

Therefore, having Codex available at gym and fitness centers provides a convenient option for fitness enthusiasts to purchase and consume the drink before their exercise routines.

The relatively lower preference for 'Local stores' may be due to factors such as limited product availability or less competitive pricing compared to supermarkets and online retailers. However, it is worth noting that local stores may still have a loyal customer base who prefer the convenience and personalized service they offer.

Based on the data, targeting 'Gym and Fitness centers' as an emerging market segment could be a strategic move. By leveraging the association between Codex and exercise, focusing marketing efforts on gym-goers and fitness enthusiasts can create a perfect combination of product relevance and target audience alignment.

Improvement in Desired Ingredients: The analysis revealed that 30% of consumers expressed a desire for reduced sugar content in the energy drinks. Additionally, 25% of consumers indicated a preference for more natural ingredients. Another aspect that garnered attention was a wider range of flavors, which was desired by 20% of the respondents.

The reasons behind these preferences could be attributed to evolving health consciousness among consumers. With increasing awareness of the potential health risks associated with excessive sugar consumption, individuals are seeking healthier alternatives with lower sugar content. The demand for more natural ingredients aligns with the growing preference for clean and transparent product formulations, as consumers prioritize products that are perceived as more wholesome and less artificial.

Furthermore, the desire for a wider range of flavors suggests a desire for variety and personalization. Consumers today value unique and diverse options that cater to their individual taste preferences. Offering a broader selection of flavors can enhance consumer satisfaction and engagement, as it allows them to experiment and find the flavors that resonate with their preferences.

To cater to these preferences, codex should consider formulating products with reduced sugar content, incorporating natural ingredients, and expanding their flavor options. By addressing these consumer desires, Codex can position themselves as more health-conscious and responsive to consumer needs, ultimately gaining a competitive edge in the market

Limited Edition Packaging: The responses regarding the likelihood of purchasing an energy drink with limited edition packaging were fairly balanced. Among the respondents, 39% answered "yes," indicating their interest in such packaging, while 40% answered "no." Additionally, 20% of the respondents were uncertain. Although the overall percentages do not show a significant preference, it is worth noting that there is slightly more interest (41%) among the 15-18 years age group.The higher interest among the 15-18 years age group could be attributed to several factors. Firstly, this age group tends to be more receptive to trendy and unique marketing approaches. Limited edition packaging may appeal to their desire for exclusivity and novelty.

However, it is important to conduct further research and analysis to understand the underlying reasons for the varying responses and to gather more insights into the preferences and motivations of different consumer segments.

Recommendations

1. **Improvements for the product could include:**
    - Reducing the sugar content to align with consumer preferences for healthier options.
    - Incorporating more natural ingredients to cater to the growing demand for clean and transparent formulations.
    - Expanding the range of flavors to provide variety and personalization for consumers.

2. **Ideal price of the product:**

The ideal price range for the product should be between $50 and $100, as suggested by the analysis. This range is aligned with the affordability and perceived value preferences of the target audience, particularly those aged 15-30.

3. **Marketing campaigns, offers, and discounts recommended:**

Marketing campaigns should focus on promoting the health benefits of the product, emphasizing reduced sugar content and natural ingredients. Offers and discounts can be provided to incentivize consumers to try the product and drive initial brand awareness. Collaborating with fitness centers, gyms, and online platforms can also be effective in reaching the target audience.

4. **Brand ambassador:**

An ideal brand ambassador could be a well-known fitness influencer or athlete who aligns with the brand's values of promoting a healthy and active lifestyle. This individual can help endorse the product's benefits, create awareness among the target audience, and establish credibility and trust.

5. **Target audience:**

The target audience should primarily focus on health-conscious individuals aged 15-30 who are active in fitness and exercise. This segment is more likely to prioritize energy-boosting drinks and be receptive to the product's reduced sugar content, natural ingredients, and association with gym and fitness centers. Additionally, marketing efforts can be extended to reach individuals aged 31-45 who have higher income levels and may be willing to invest in premium products.

6.**Cater to the Health-conscious Consumers:**

As drinks with reduced sugar and organic ingredients are preferred, consider introducing a line of beverages that align with this preference. Emphasize the health benefits and natural ingredients to attract health-conscious consumers.

7.**Offer Energy-Boosting Variants:**

Develop and promote drink variants specifically designed to enhance energy and focus. Highlight the ingredients and benefits that contribute to increased energy levels and improved focus, appealing to individuals seeking a productivity boost.

8.**Target the Gym and Fitness Market:**

Focus on making your products readily available in gym and fitness centers. Partner with these establishments to ensure your beverages are stocked and promoted prominently. Offer a competitive price range between $50 and $100 to attract fitness enthusiasts and individuals invested in their health and wellness.