

Assessment:

DATA CLEANING:

For data cleaning we can remove Heard before having **NO** ,tried before having **NO** , general perception **Neautral**, brand preception **Neautral** Such people not paying any contribution in the dataset.

These are 72 in count which won't have any effect on our dataset.Keeping in that data I'm good to go for visualization.

Primary Insights

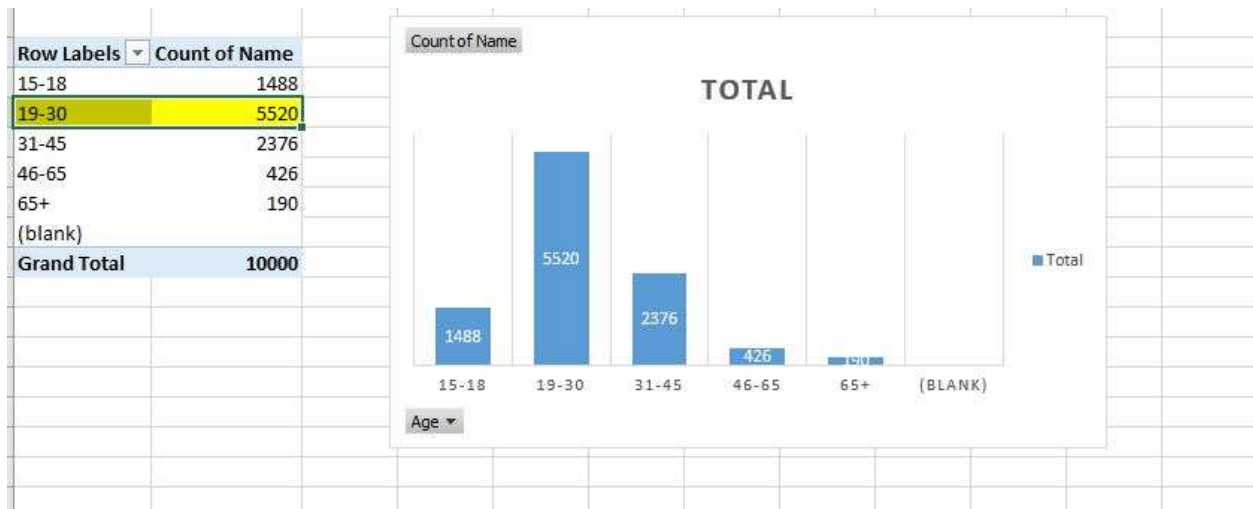
1.Demographic Insights

a. Who prefers energy drink more? (Male /Female /Non-binary?)



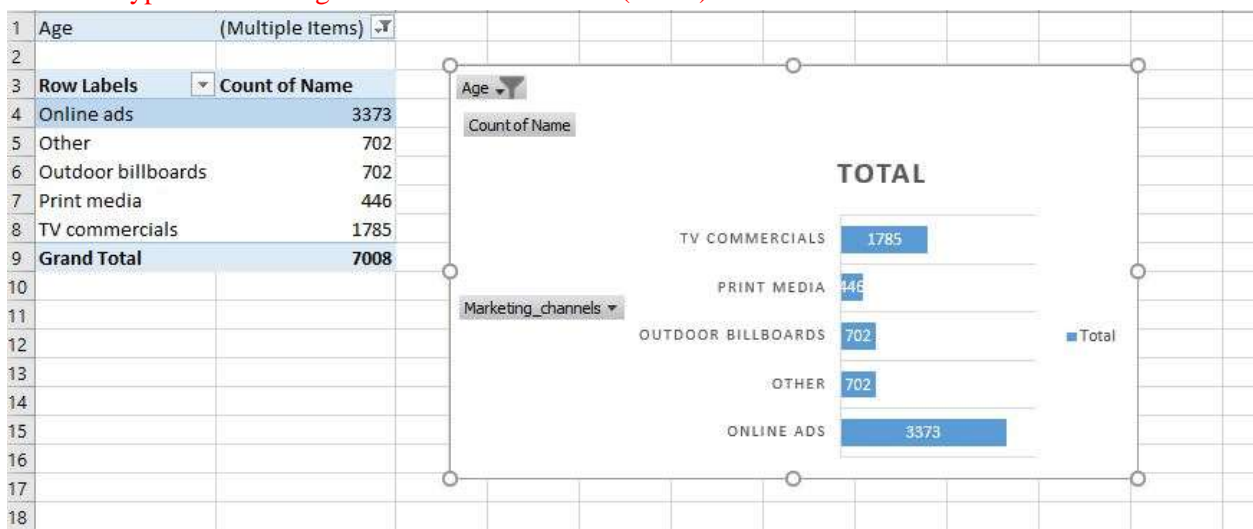
From above Visualization and Table the total respondents, 6K identified as male, constituting the largest demographic group. Following closely, 3K respondents identified as female, representing a significant portion of the sample. Additionally, 0.5K respondents identified as non-binary

b. Which age group prefers energy drinks more?



From above Visualization and Table 5K of Respondents who drink energy drinks are in the age group of 19–30. These statistics highlight that the 19–30 age group is the primary consumer base for energy drinks, indicating a strong preference among young adults.

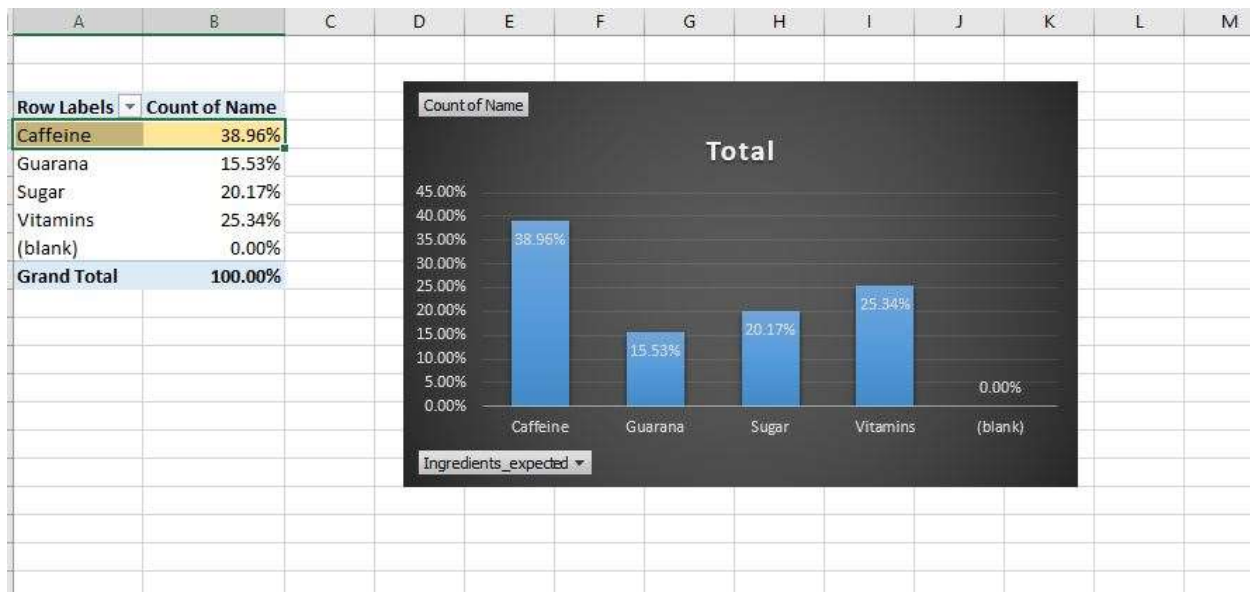
c. Which type of marketing reaches the most Youth (15-30)?



Based on the visualization and tables, it is evident that online advertisements play a pivotal role in effectively reaching out to individuals for sales purposes.

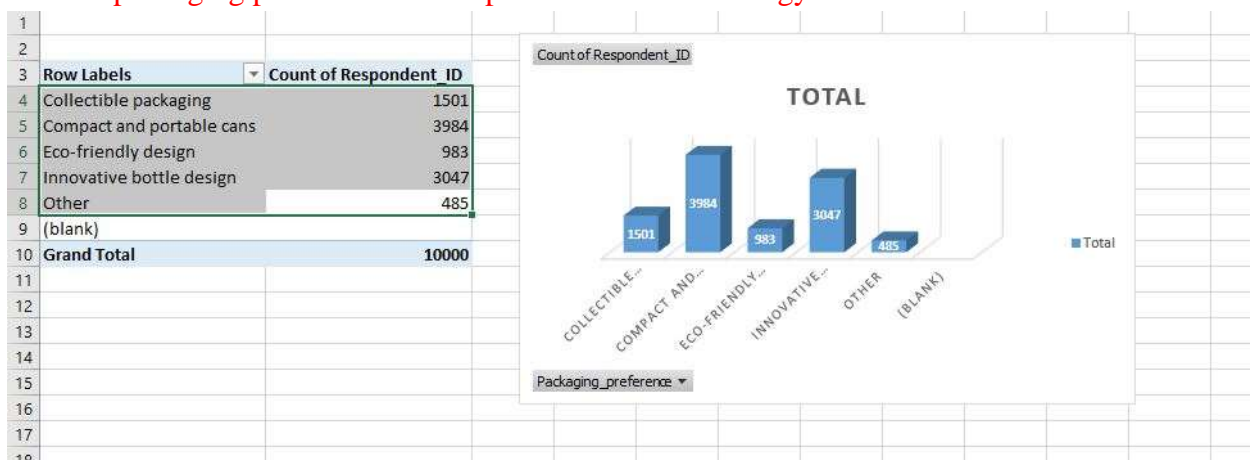
2. Consumer Preferences:

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



Caffeine is the most preferred ingredient of energy drink among respondents, followed by Vitamins and Sugar. According to the data, 38% respondents prefer caffeine, 25% prefer vitamins, 20% prefer sugar, and 15% prefer Guarana. This underscores that caffeine is the key ingredient that consumers seek in their energy drinks.

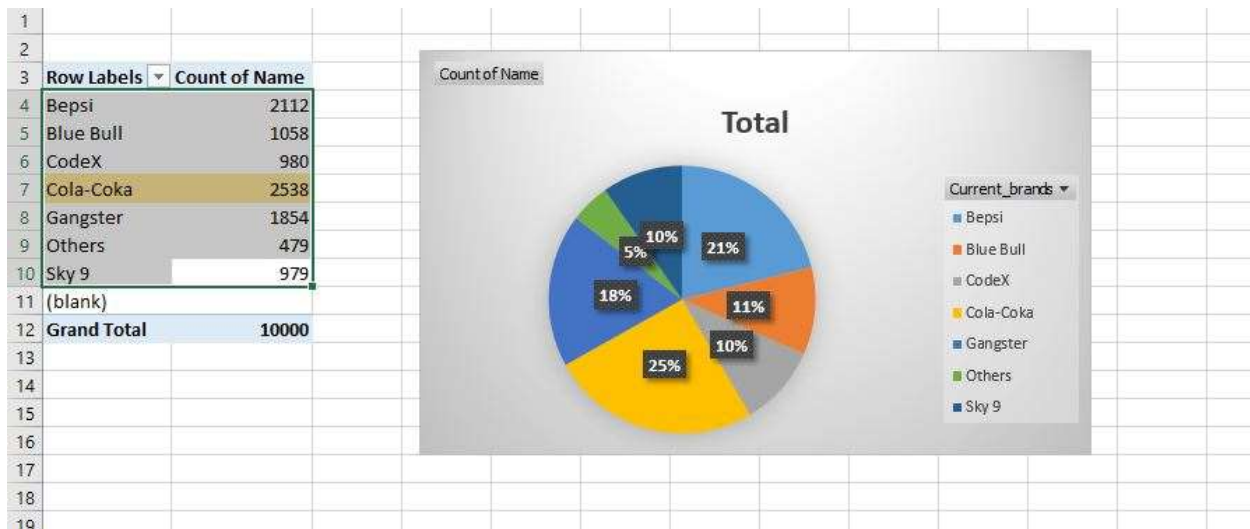
b. What packaging preferences do respondents have for energy drinks?



Compact and portable cans, followed by innovative bottle designs, are the most highly rated packaging preferences for energy drinks. According to the insights, 3.9k respondents prefer compact and portable cans

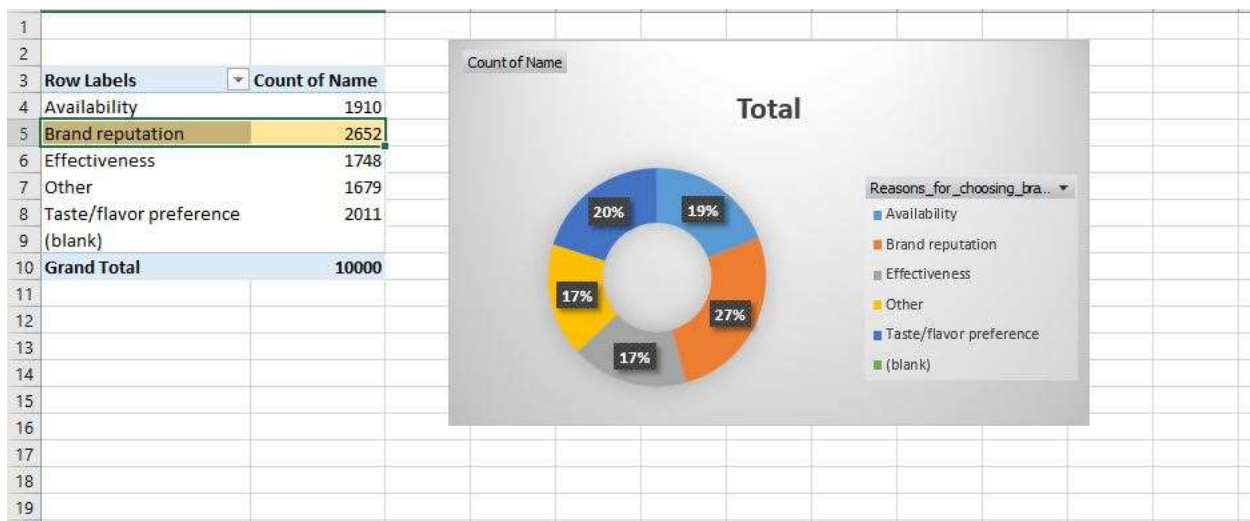
3. Competition Analysis:

a. Who are the current market leaders?



Cola-Coka, followed by Bepsi and Gangster, are the current market leaders in the beverage industry. 2.5k people indicated they consume Cola-Coka, 2.1k people consume Bepsi, and 1.8k people consume Gangster. This data identifies the top players in the market.

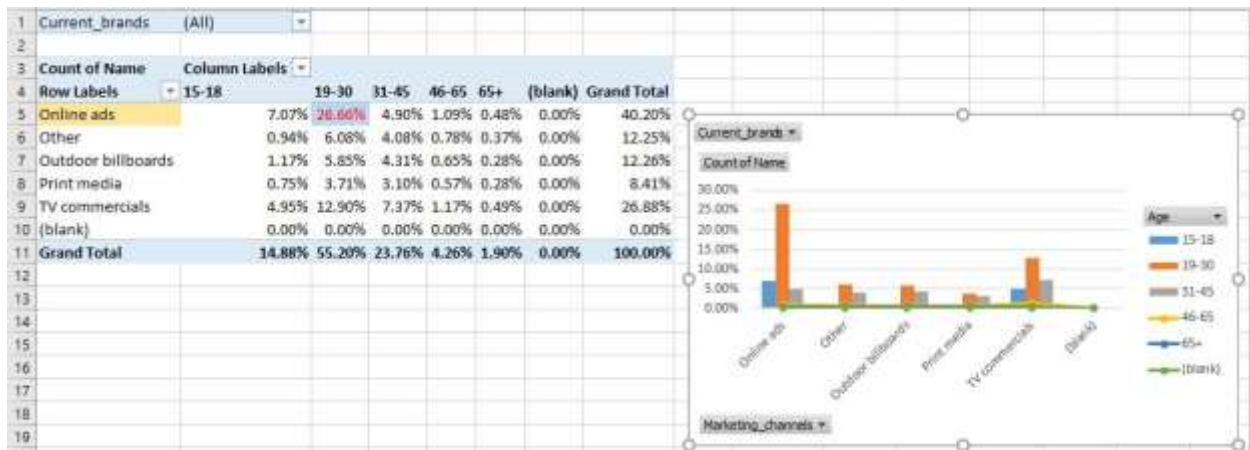
b. What are the primary reasons consumers prefer those brands over ours?



Brand reputation is the primary reason why customers prefer other brands. 2.6k people indicated that brand reputation influences their choice, followed by 2.0k for taste/flavor preference, 1.9k for availability, and 1.7k for effectiveness. This data underscores the importance of brand reputation in consumer choices.

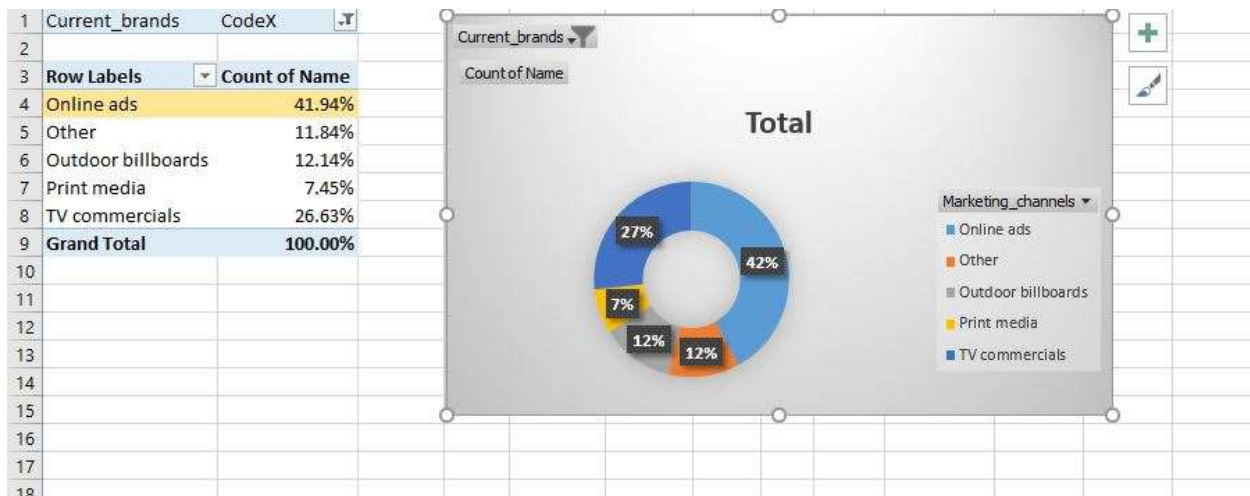
4. Marketing Channels and Brand Awareness:

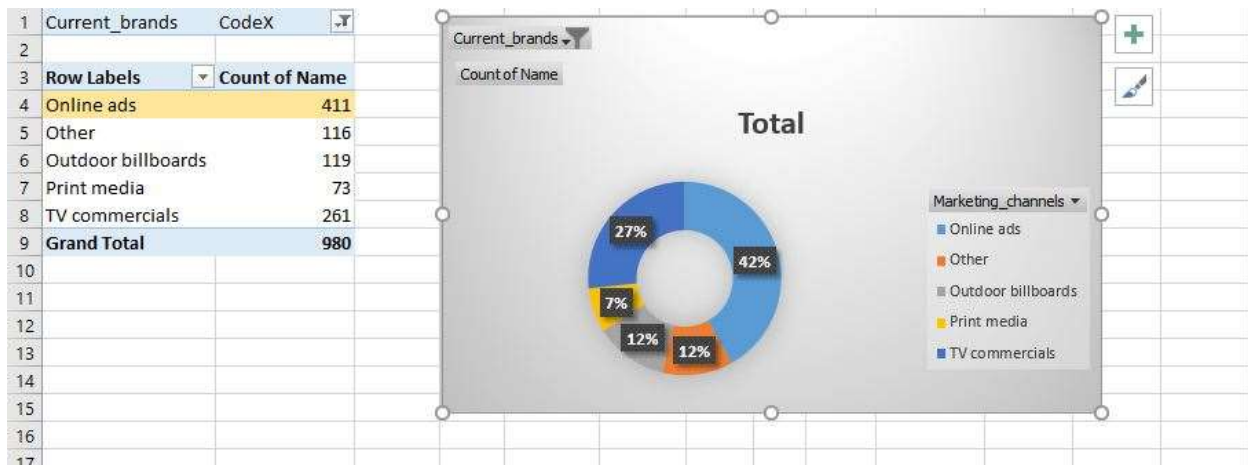
a. Which marketing channel can be used to reach more customers?



Online marketing and ads are the most effective ways to reach more customers in a short period of time, especially the youth population. According to the insights, online ads 40% and TV commercials 26% are the most effective channels for reaching consumers. This highlights the significance of online marketing channels.

b. How effective are different marketing strategies and channels in reaching our customers?

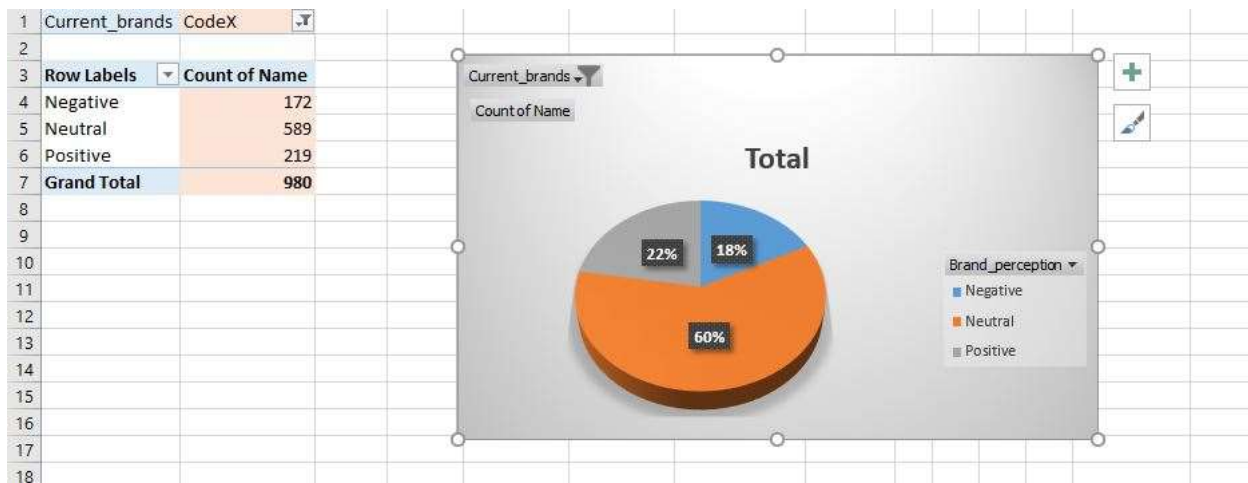


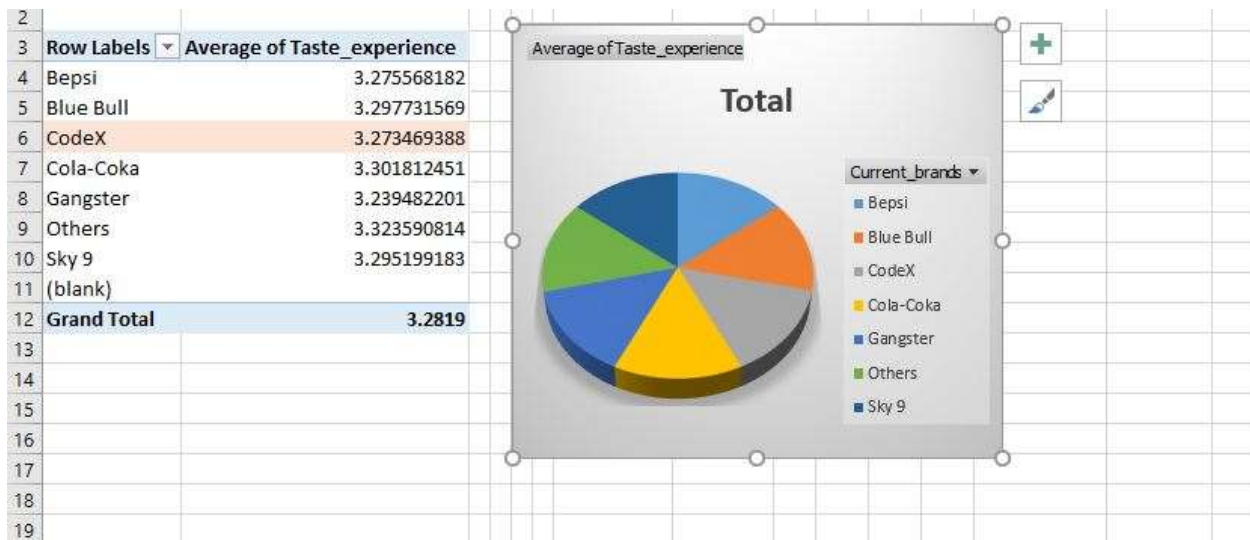


Different marketing channels and strategies in reaching the youth are most effective through online ads 42% followed by TV commercials 26%. This data indicates that online ads are highly effective in reaching the target demographic of young consumers.

5. Brand Penetration:

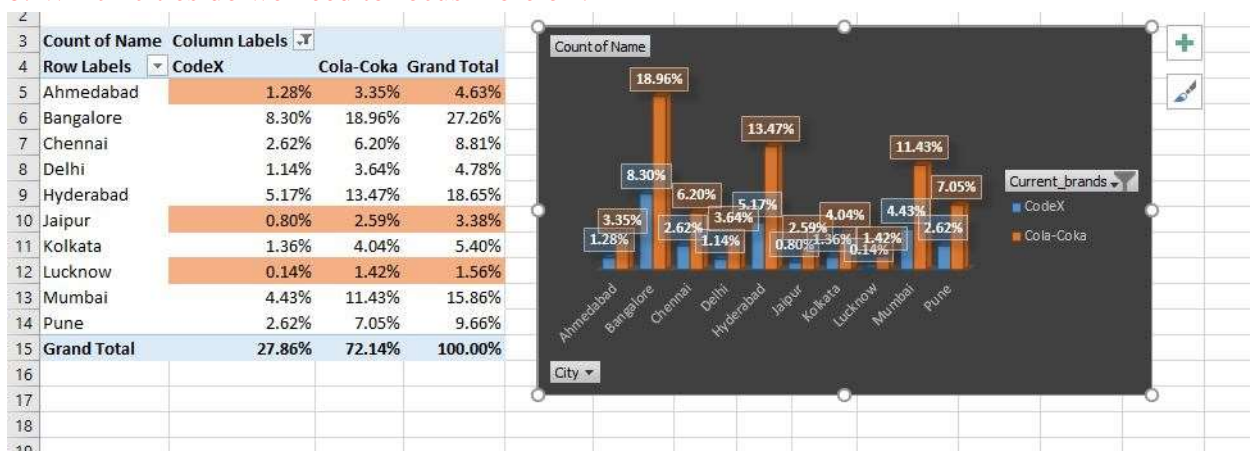
a. What do people think about our brand? (overall rating)





The average rating regarding to taste expirience by those who have tried our brand is 3.27. This data suggests that the brand has potential but room for improvement in order to reaches it height.

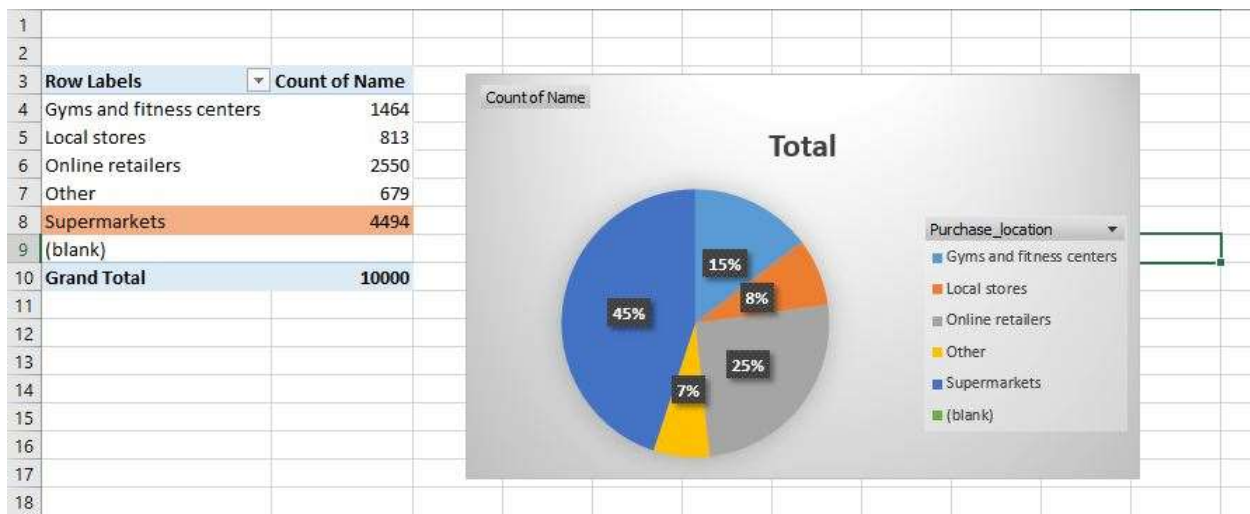
b. Which cities do we need to focus more on?



In contrast to Coca-Cola's strategy, directing our focus towards Bangalore and Hyderabad could be advantageous in attracting Coca-Cola's audience to opt for CodeX. This targeted approach has the potential to yield significant benefits for CodeX.

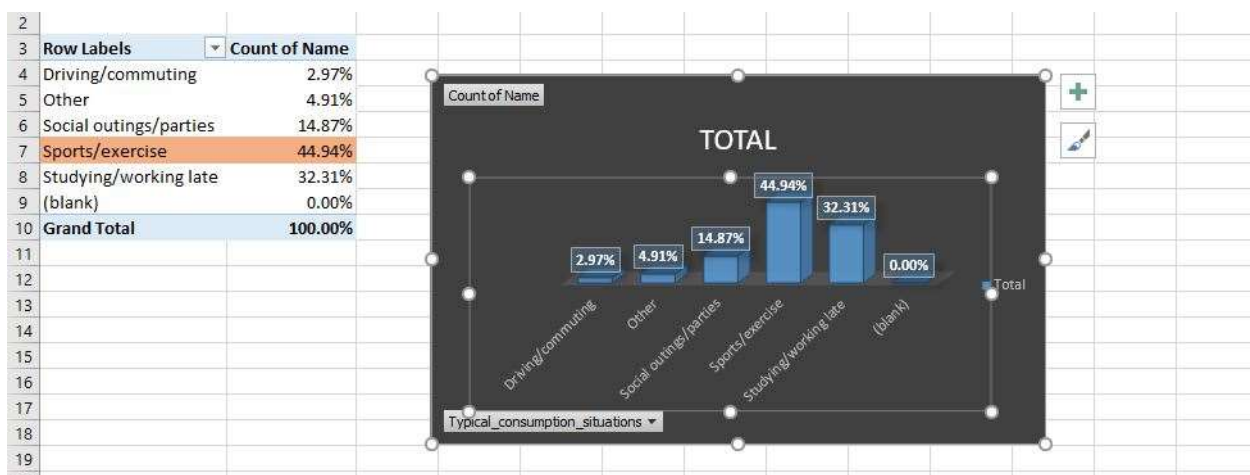
6. Purchase Behavior:

a. Where do respondents prefer to purchase energy drinks?



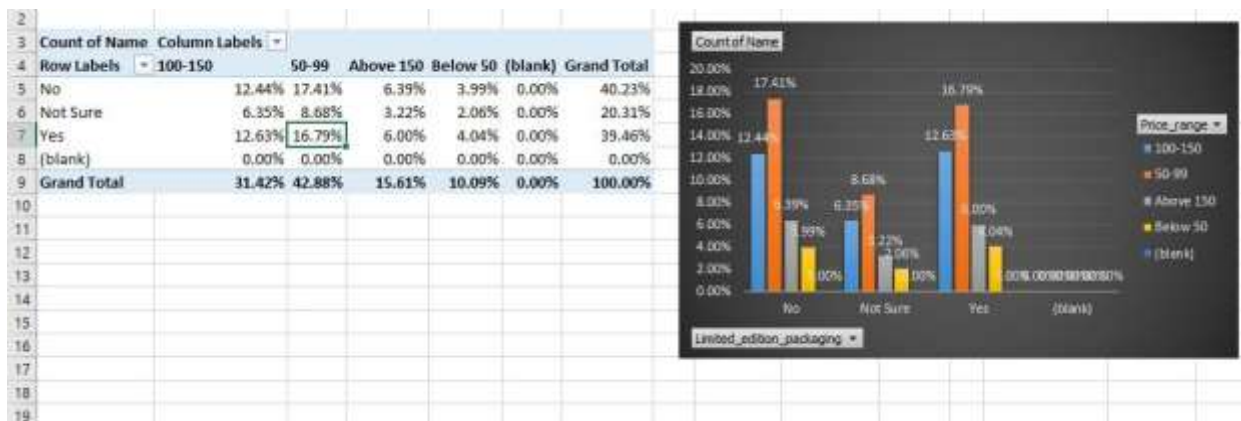
Most respondents prefer to purchase drinks from supermarkets 4.5k, followed by online retailers 2.6k, gyms and fitness centers 1.5k, and local stores 0.8k. This data highlights the importance of making energy drinks accessible in supermarkets.

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



Most respondents consume energy drinks before or after sports/exercise 44% and while studying/working late 32.1% to stay alert and active. This data indicates that energy drinks are primarily used in scenarios that require increased energy and alertness.

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



43% of respondents consume drinks when the price range is between 50–99 RS. Additionally, around 40% would buy the drink with limited edition packaging. This data emphasizes the importance of competitive pricing and limited edition packaging in influencing purchase decisions.

7. Product Development

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



Among the respondents, 30% indicated that taste, with a rating of 3, could be enhanced further, suggesting an opportunity for taste improvement. Additionally, a majority of 60% remained neutral. Given this data, prioritizing brand perception improvement should be a key focus area.

Secondary Insights (Sample Sections / Questions)

• What immediate improvements can we bring to the product?

Taste Enhancement:

Based on consumer feedback, immediate efforts should be directed towards improving the taste of the product. This can involve reformulating the flavor profile or adjusting ingredient proportions to achieve a more appealing taste.

Ingredients Enhancement:

Introducing a product with a substantial content of 38% caffeine and 25% essential vitamins can be a powerful strategy to attract consumers. Caffeine is widely recognized for its stimulating effects, appealing to individuals seeking a boost in energy and focus. Meanwhile, the inclusion of essential vitamins addresses the growing demand for functional and health-focused products. By combining these two ingredients in significant proportions, you offer consumers a unique proposition that not only energizes but also supports their overall well-being. This approach capitalizes on the popularity of both caffeine and vitamins, making your product appealing to a wide range of potential customers.

Packaging Innovation:

By introducing customizable cans and eco-friendly packaging, we cater to consumer desires for personalization and sustainability. Leveraging cross-functional teams for idea generation and consumer feedback, we ensure innovative and resonant designs. Collaborating closely with suppliers streamlines production, while our marketing campaign emphasizes consumer involvement, generating excitement and interest.

● What should be the ideal price of our product?

Competitive Pricing Strategy:

The ideal price range for our product should be between 50-100, aligning with consumer preferences observed in the survey.

Maximizes Sales:

Setting the price within the 50–99 RS range is poised to broaden the customer base, as it aligns with consumers' perception of reasonable pricing. This strategy can potentially boost sales volume and overall revenue. Additionally, focusing marketing efforts on online ads, which constitute 41% of the total, presents an opportunity to enhance sales by providing compelling and targeted advertisements.

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

Bundle Discounts: Offer multi-pack deals to encourage larger purchases.

Limited-Time Discounts: Create time-limited promotions for quick purchasing decisions.

Segmented Targeting:

Online Ads Customization: Tailor online ads to consumer preferences for better engagement.

Influencer Marketing: Partner with relevant influencers to boost brand visibility.

Seasonal and Event-Based Promotions: Align campaigns with seasons or events to drive sales.

Social Responsibility Campaigns: Highlight brand commitment to sustainability and health for consumer appeal.

● Who can be a brand ambassador, and why?

The Most Popular people in that City or World Can be Brand Ambassadors as people follow them

- Imran Khan
- Ronaldo
- Messi

These will attract a large Audience following them which will increase the sales of CodeX.

- Who should be our target audience, and why?

According to the survey, the youth demographic, aged between 19-30, comprises a significant portion of the audience.