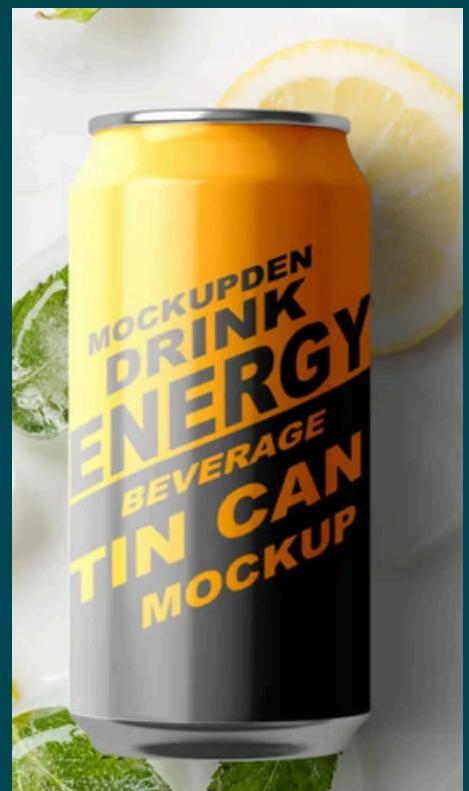


Marketing Insights For Codex



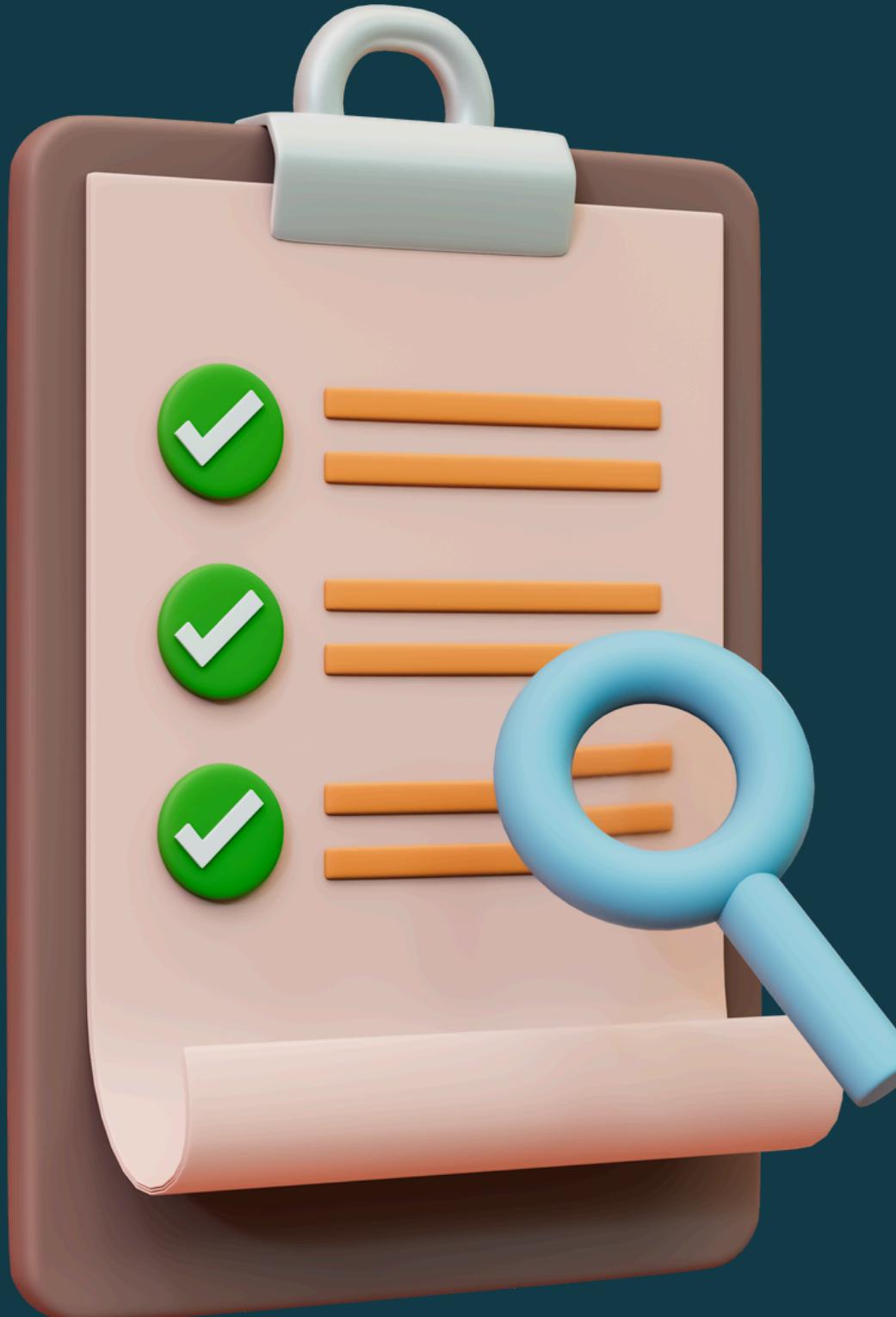
ABOUT ME



Harini B

An aspiring Data Analyst, I recently Completed a Power Bi Project called Marketing Insights For CodeX designed to support data-driven decision-making.

Agenda



- 1 Introduction
- 2 Task
- 3 Goals
- 4 Data set
- 5 Problem Statements & Insights
- 6 Recommendations

Introduction

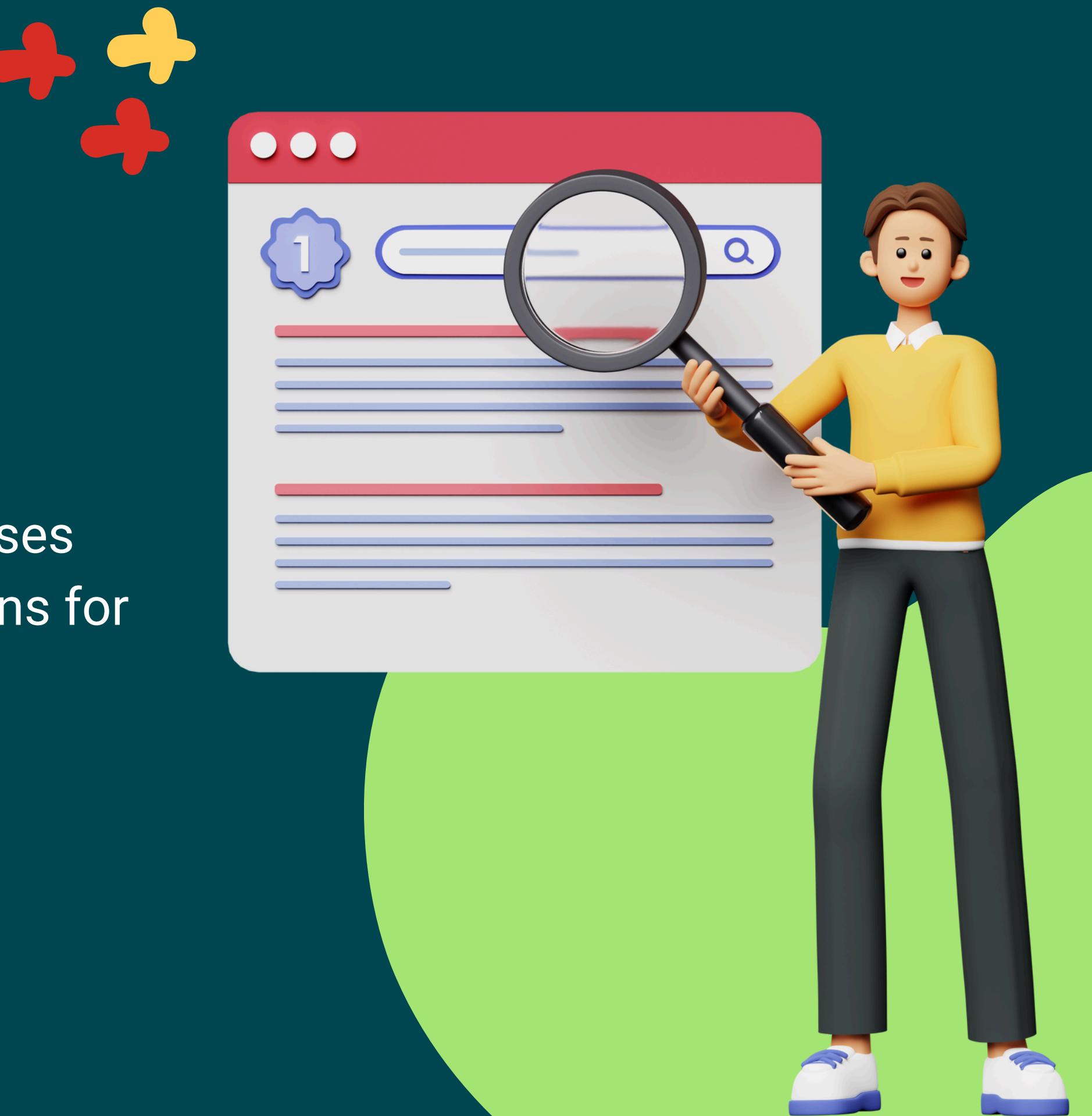
Codex, a German beverage company, recently launched its energy drink in 10 cities in India. The Marketing team aims to increase brand awareness, market share, and product development. They conducted a survey with 10,000 respondents in these cities.



2

Task

Conduct an analysis on survey responses and provide actionable recommendations for CodeX's Chief Marketing Officer.



3

Goals

- Increase Brand Awareness
- Increase Market Share
- Product Development
- Identify Target Consumers



4

Data Set

1. dim_respondents
2. dim_cities
3. fact_survey_responses



5

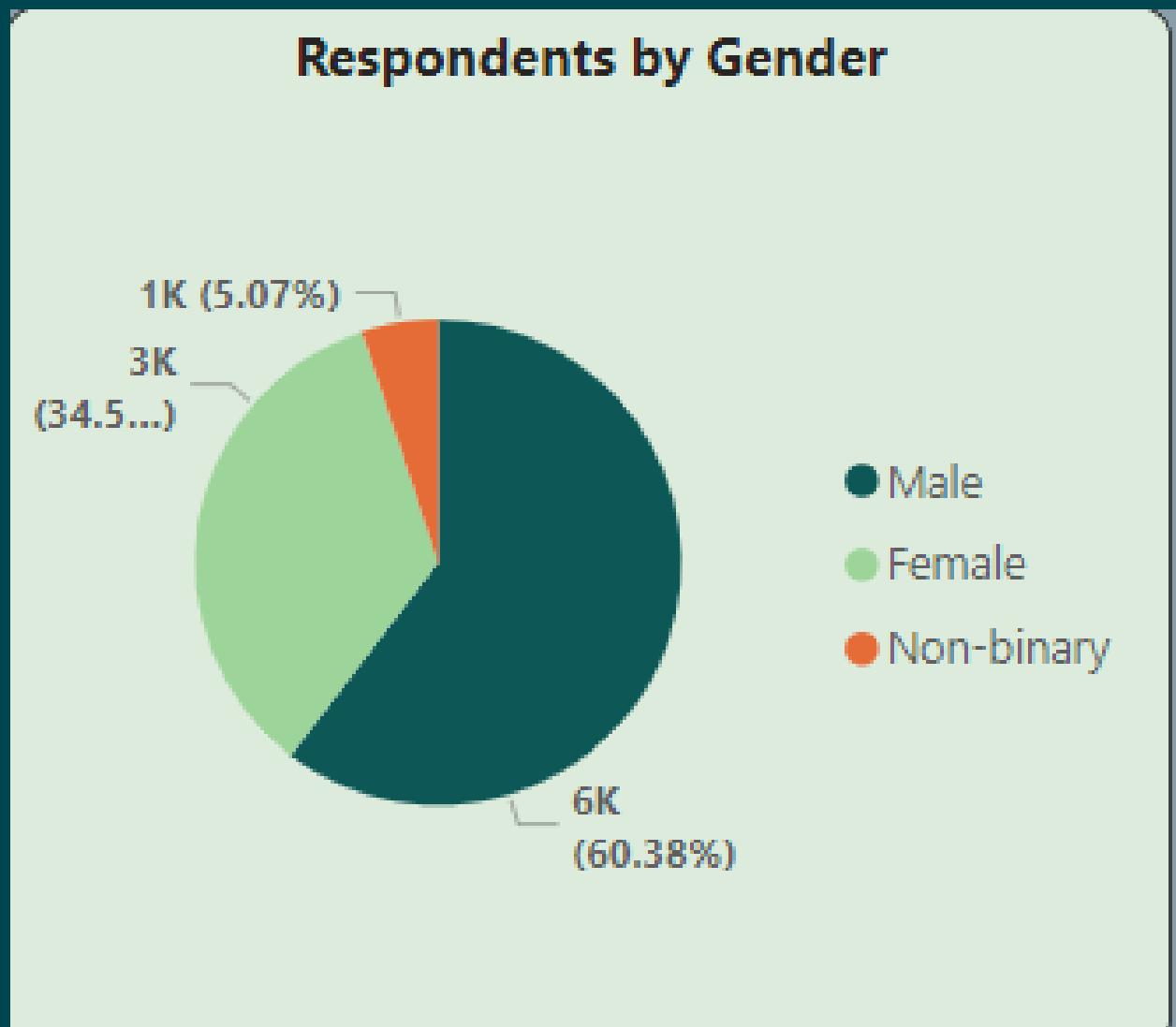
Problem Statements & Insights



Demographic Insights

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

Out of 10 thousand respondents, the number of male respondents is 6038. This shows 60% of the consumers are male who prefer energy drinks more.

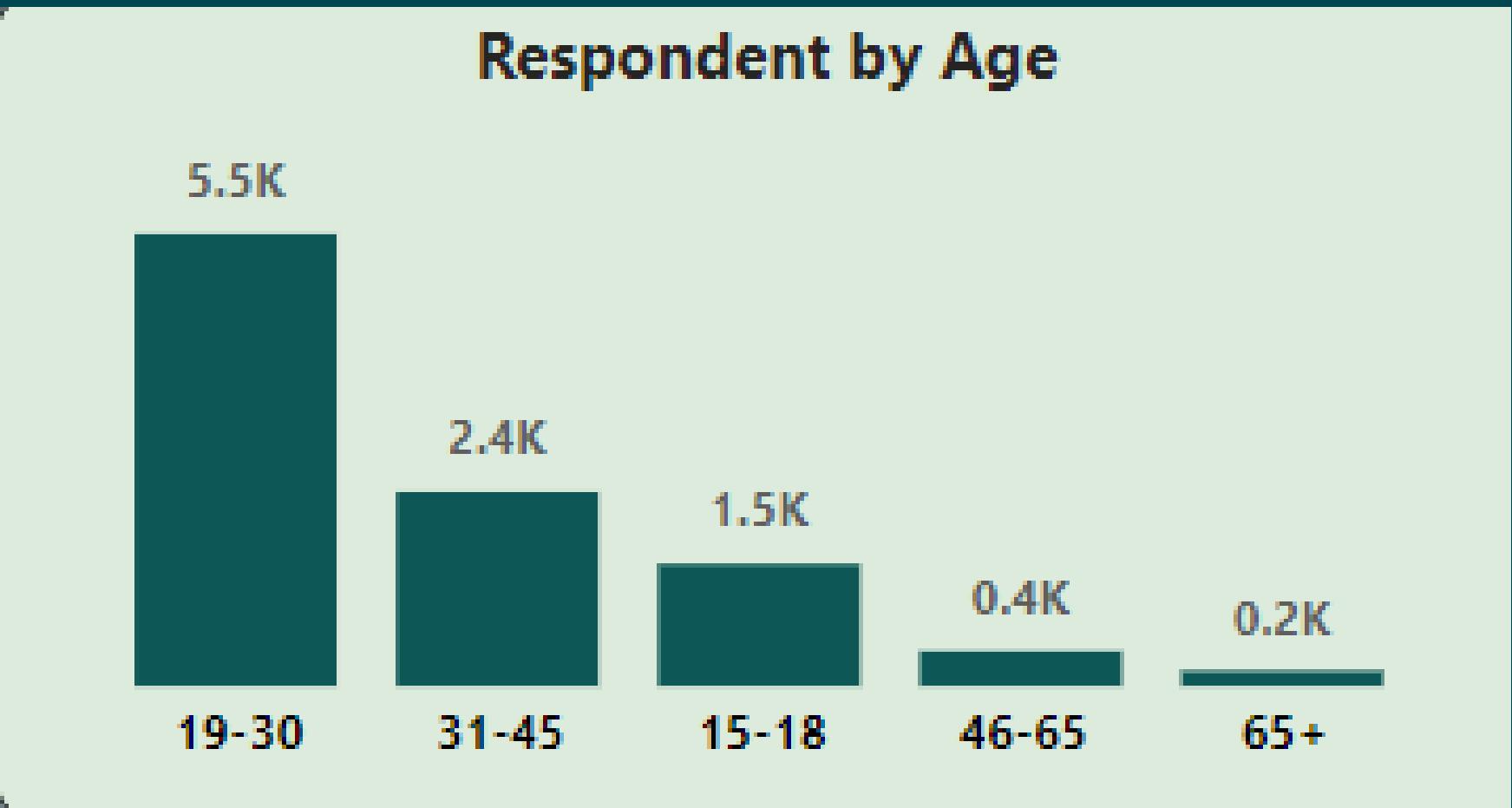


Demographic Insights

b. Which age group prefers energy drinks more?

From the result of this survey, we get to know that energy drinks are **more popular among youngsters**. More than 50% of the respondents belong to the Age Group 19-30.

If we look at overall young age groups from 15 to 30, then the % will rise to 70%.



Demographic Insights

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

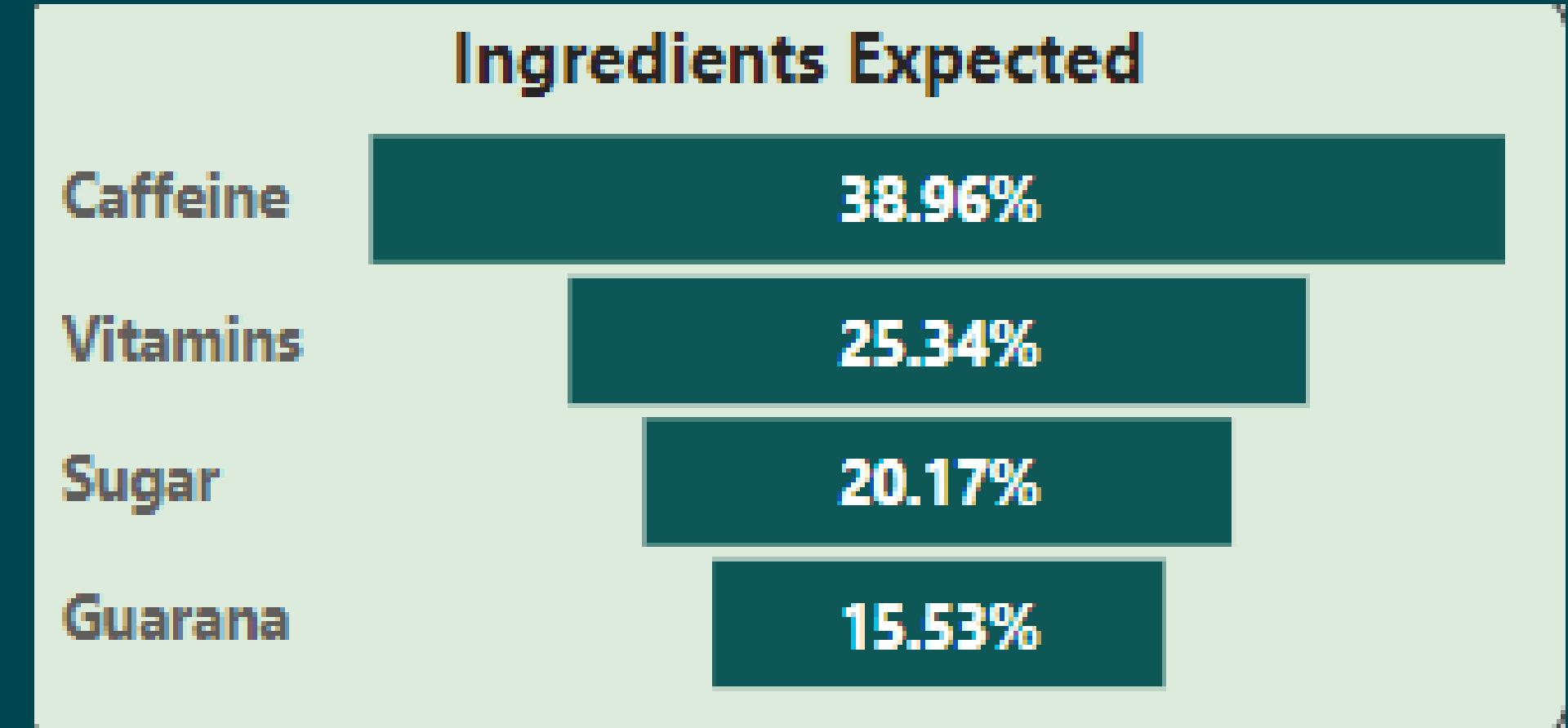
Online Ads are the most effective channel to reach for the respondents Age group 15-30.

Marketing_channels	Marketing Channels					
	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
TV commercials	495	1290	737	117	49	2688
Outdoor billboards	117	585	431	65	28	1226
Other	94	608	408	78	37	1225
Print media	75	371	310	57	28	841
Total	1488	5520	2376	426	190	10000

Consumer Preference

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

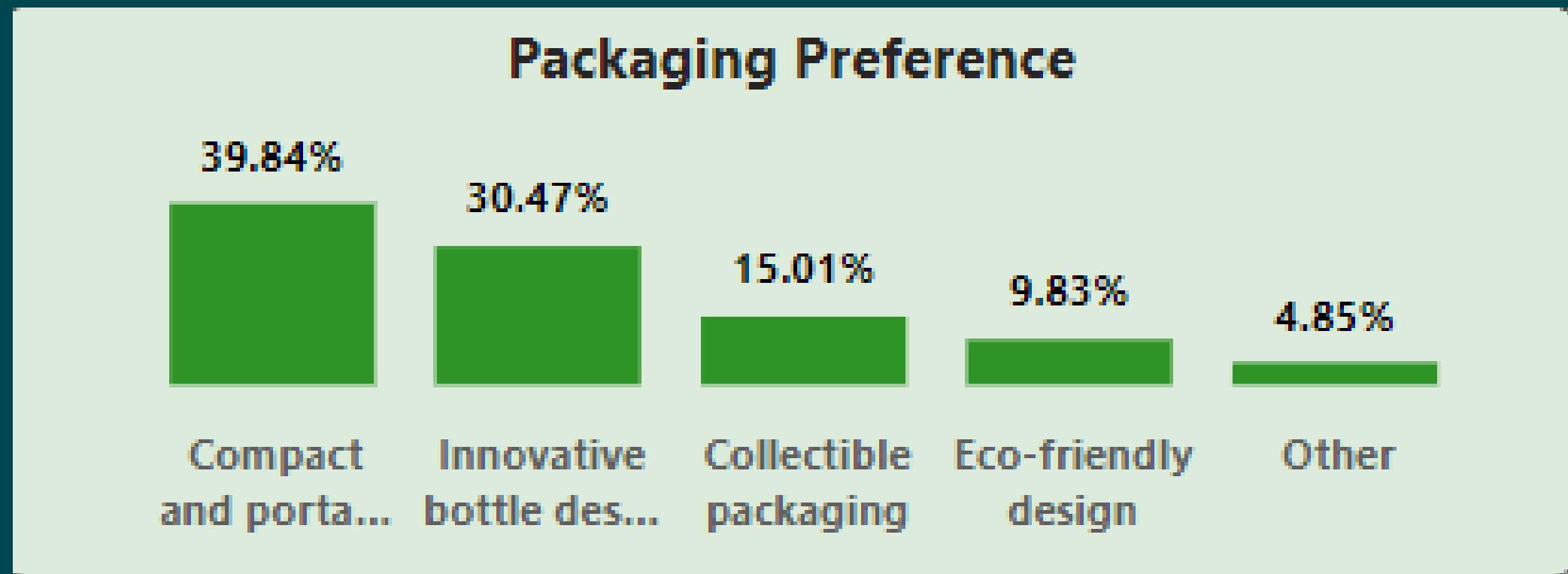
As we know caffeine increases attention and alertness, and it is often used in energy drinks. Caffeine is the most expected ingredient followed by the Vitamins in energy drinks.



Consumer Preference

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

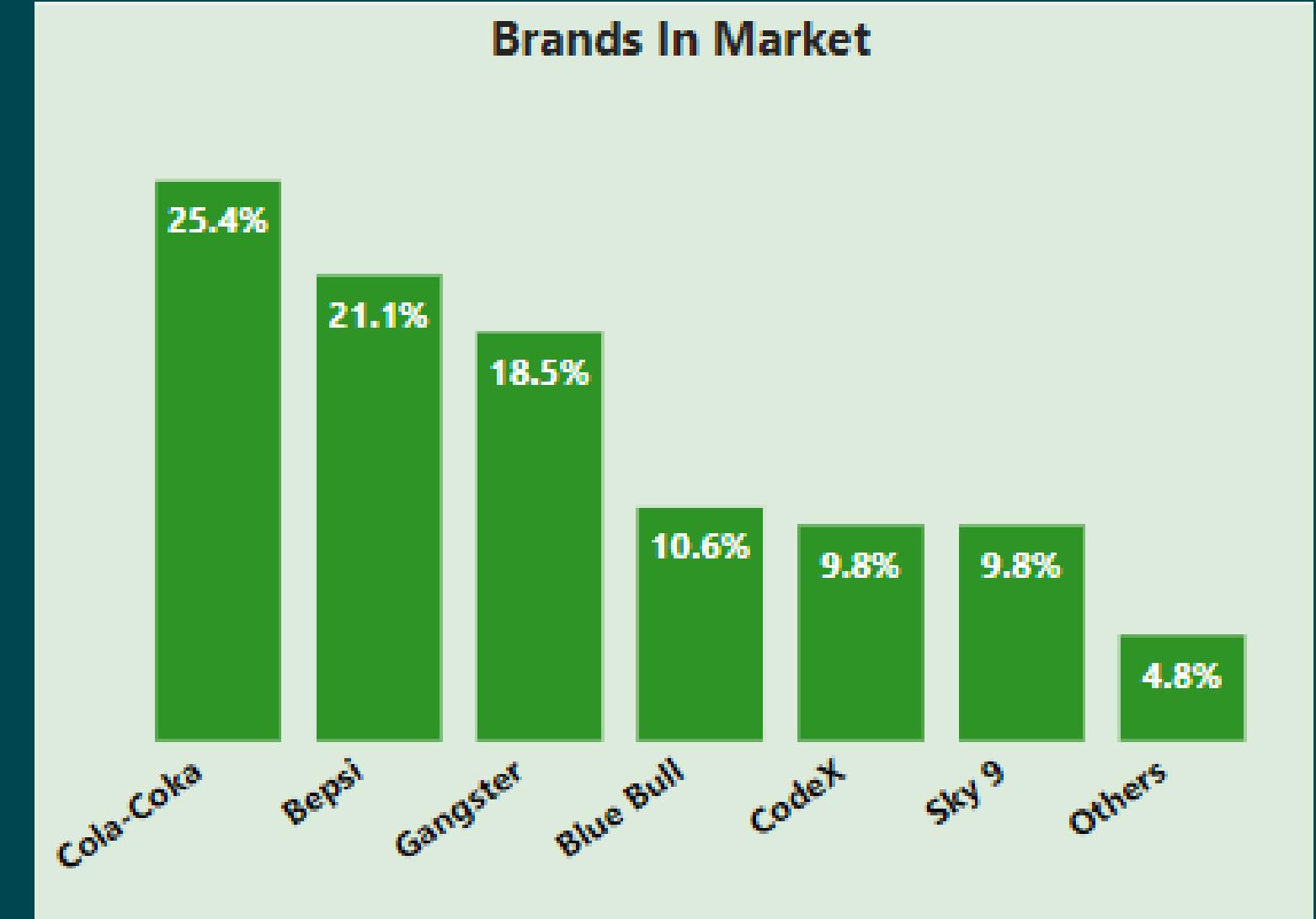
Compact & Portable Cans are high in demand followed by Innovative Bottle Designs.



Competition Analysis

a. Who are the current market leaders?

Cola Coka is leading the market followed by Bepsi. The data shows there more respondents for Cola Coka than the other brands.



Competition Analysis

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

The top reason for choosing the brands by consumers is brand reputation.

Current_brands	Reason For Choosing The Brands					
	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference	
Bepsi	19.8%	27.3%	16.1%	16.8%		20.0%
Blue Bull	17.0%	27.3%	17.7%	15.6%		22.4%
CodeX	19.9%	26.4%	18.0%	17.1%		18.6%
Cola-Coka	20.1%	24.3%	17.1%	17.7%		20.9%
Gangster	18.3%	27.6%	18.2%	16.7%		19.3%
Others	18.0%	29.2%	18.2%	16.5%		18.2%
Sky 9	18.6%	26.6%	19.2%	15.8%		19.8%

Marketing Channels and Brand Awareness

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

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

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
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Total	1488	5520	2376	426	190	10000

As we have seen previously Online Ads are the most effective way to reach maximum audiences in a short duration & it is cost effective as well.

Brand Penetration

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

Out of 980, 455 people have heard about our brand and hence we consider their ratings for the CodeX product's taste.

This **rating of 3.28 is the industry avg rating as well.**

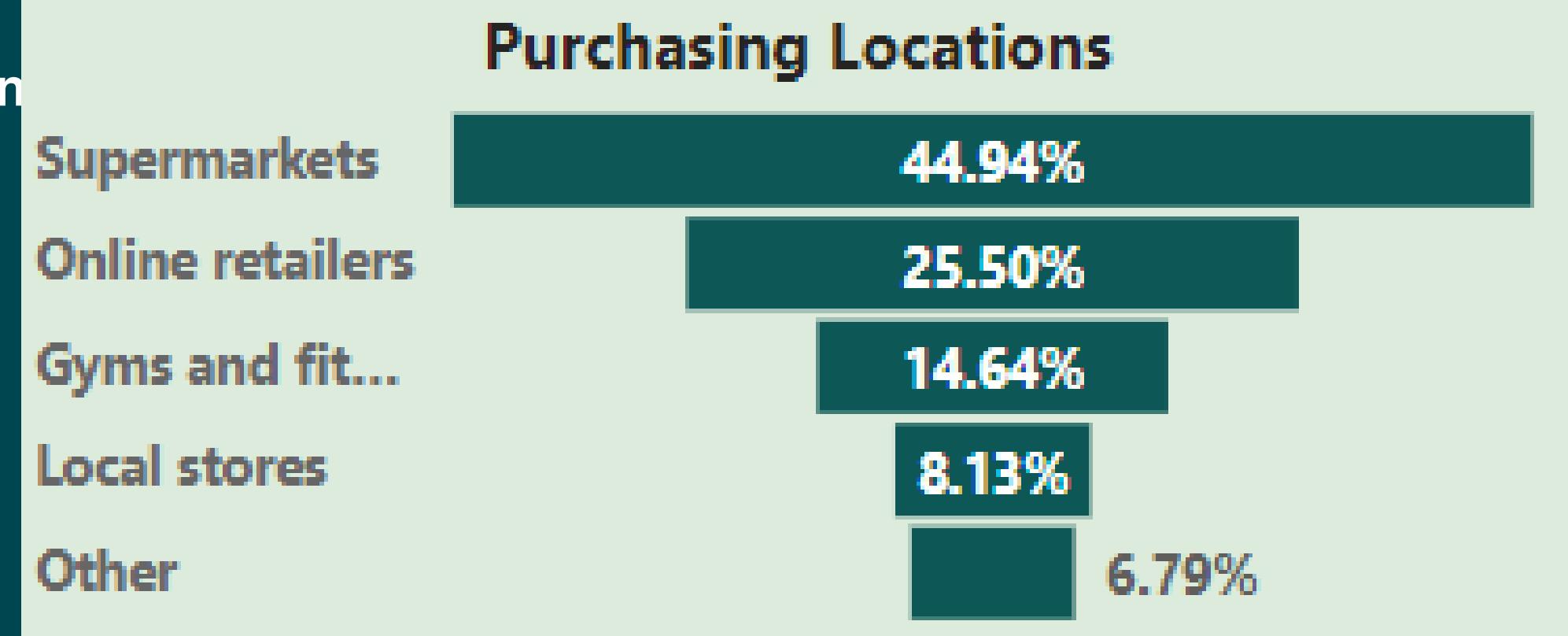
3.28

CodeX Avg Taste Exp

Purchase Behavior

a. Where do respondents prefer to purchase energy drink?

Supermarkets are the most common choice among consumers to buy energy drinks.



Purchase Behavior

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

This Data shows people's perception of CodeX as a brand in different cities.

City Wise Response For Brand Perception

City	Negative	Neutral	Positive
Ahmedabad	11.05%	3.23%	3.20%
Bangalore	24.42%	31.58%	29.22%
Chennai	7.56%	10.02%	9.13%
Delhi	4.65%	3.40%	5.48%
Hyderabad	16.86%	19.19%	18.26%
Jaipur	2.91%	2.21%	4.57%
Kolkata	3.49%	5.94%	3.20%
Lucknow	1.16%	0.34%	0.46%
Mumbai	13.37%	15.45%	19.18%
Pune	14.53%	8.66%	7.31%
Total	100.00%	100.00%	100.00%

Purchase Behavior

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

Sports/exercise

Studying/working late

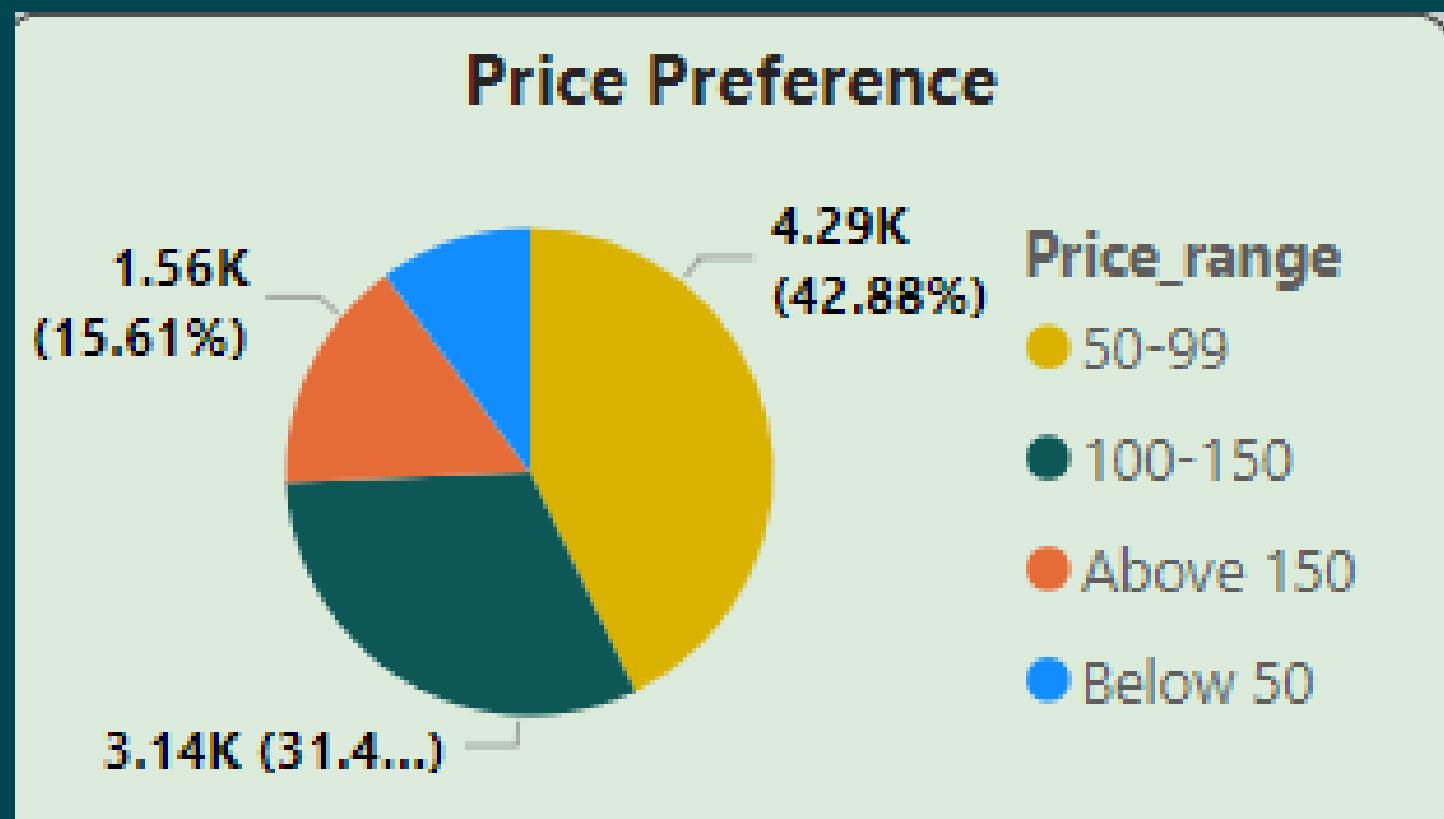
Also, this data shows youth is consuming these drinks more.

Typical_consumption_situations	Consumption Situations					Total
	15-18	19-30	31-45	46-65	65+	
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Total	1488	5520	2376	426	190	10000

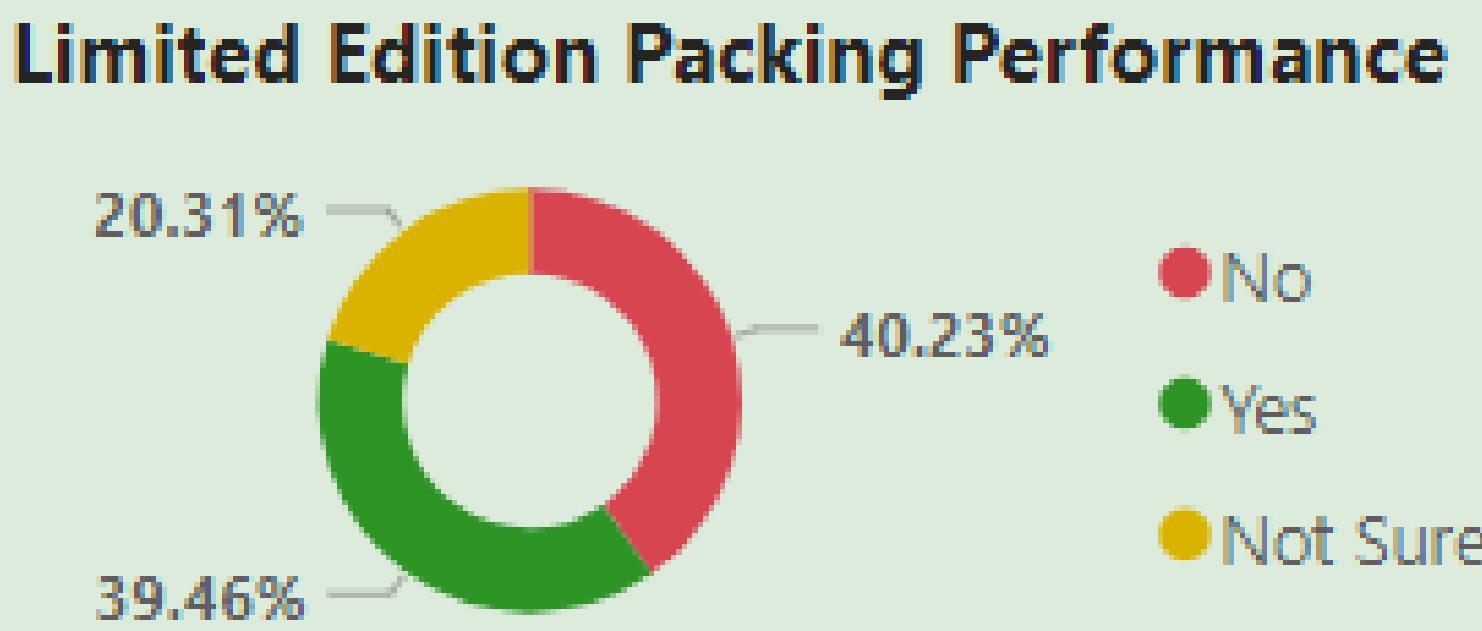
Purchase Behavior

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

43% of the consumers buy a product if the price is between 50-99.



40% of the consumers do not expect a change in the packaging while 39% of consumers are open to trying the Limited Edition Packaging.



Product Development

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

Out of 980 respondents of CodeX, **only 219 have a positive brand perception.**

The taste experience rating is the same as the industry rating. This is something that needs immediate attention.

We need to work on the availability of the product. About 20% of the consumers choose the product because it is available. Availability is a major factor in sales of a product.

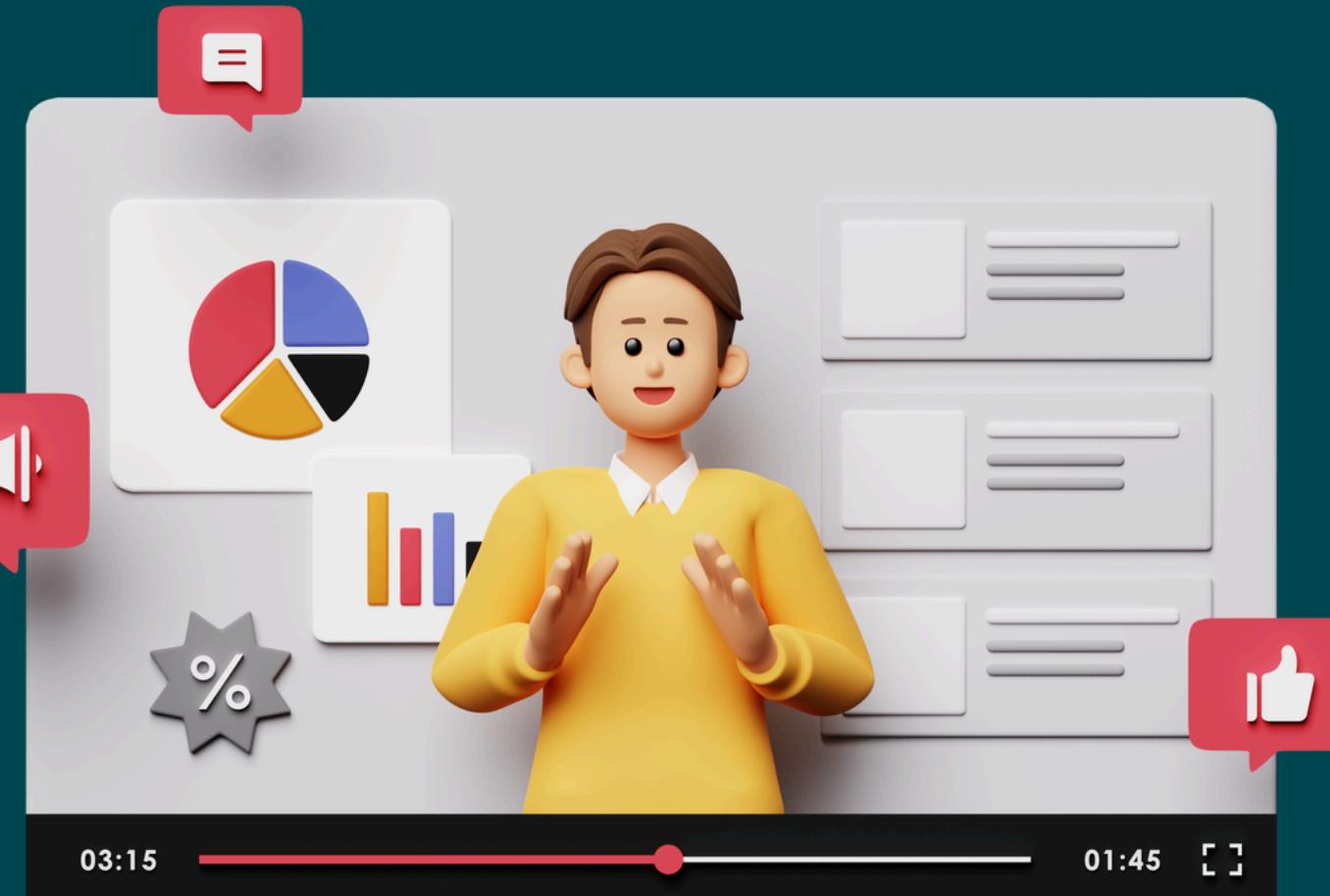
Brand_Perception	Responses
Negative	172
Neutral	589
Positive	219
Total	980

3.28

CodeX Avg Taste Exp

6

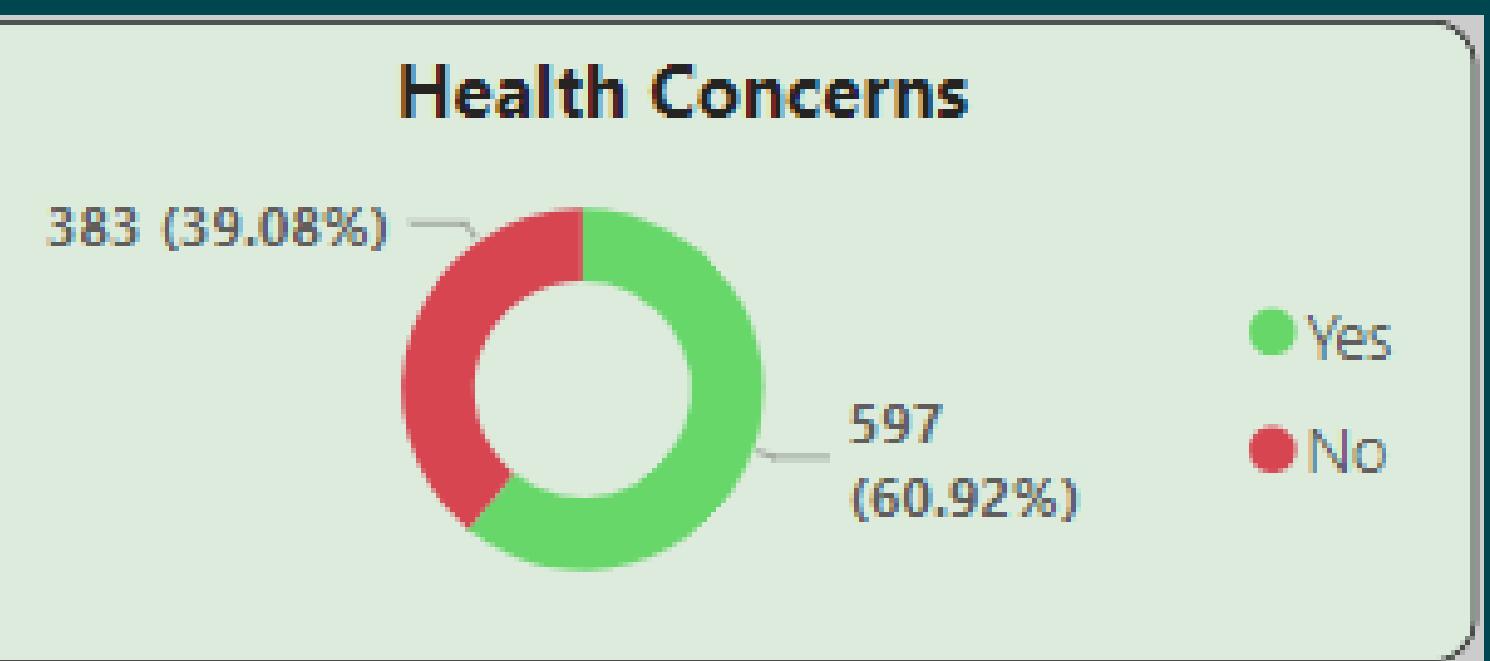
Recommendations For CodeX



Immediate Improvement

What immediate improvements can we bring to the product?

- Availability
- Health Concern – If possible another survey related to health concern questions. (455 Respondents who have heard about us)
- Limited Edition Packaging
- Add more natural ingredients, reduce sugar content and add more flavours.
- Improve positive response rate

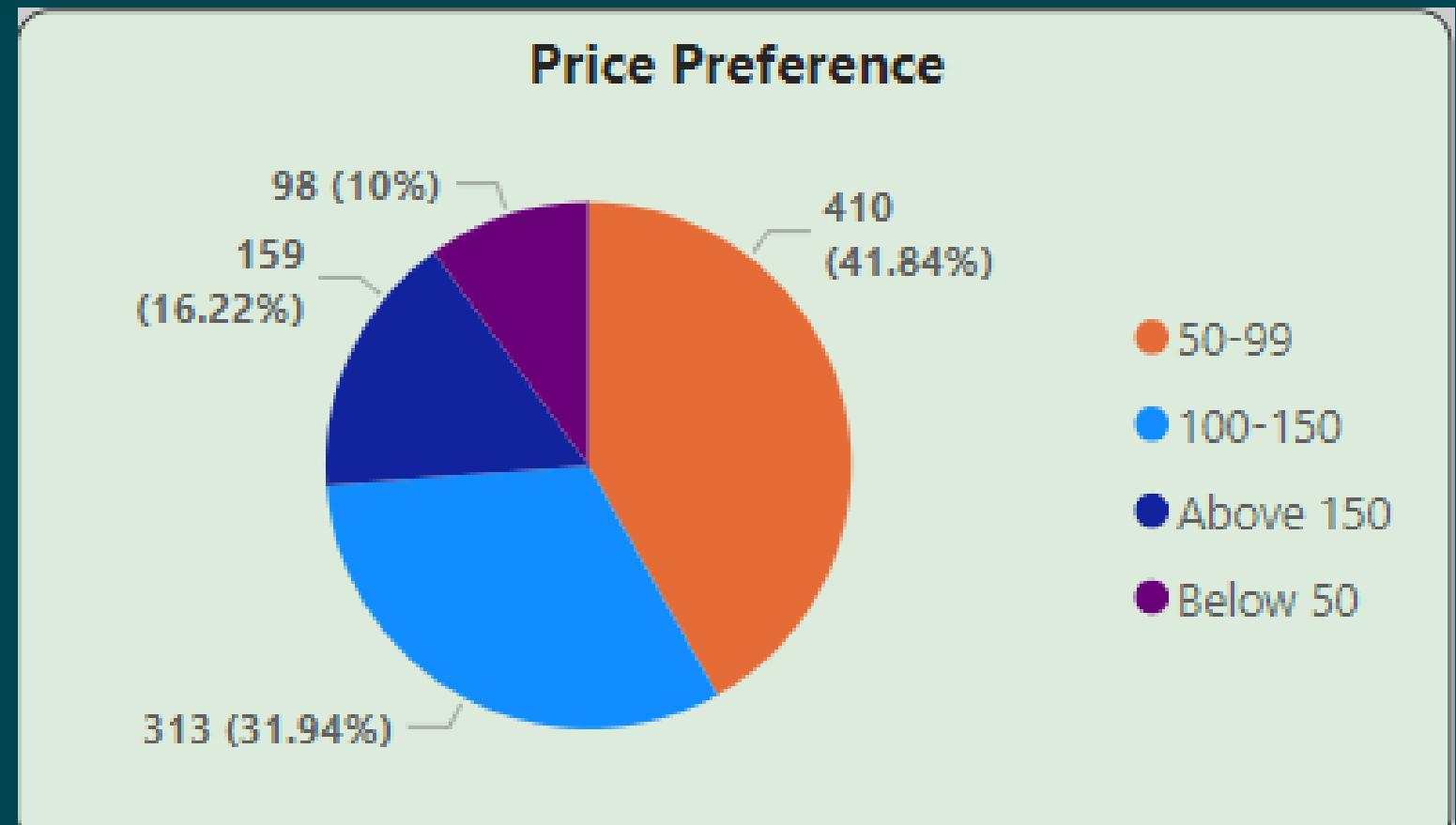


Product Development

What should be the ideal price of our product?

The price range expected by consumers lies between **50 to 150**.
In cities like Ahmedabad, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai, and Pune consumers expect the price range to be between **50 to 99**.

While in the rest of the cities, people are willing to pay **up to 150**.



Product Development

What kind of offers and discounts we can run?

In the previous recommendation, we saw that we can **experiment** with the price in **different cities**. Also, if changing the price does not go with the brand's strategy, we can provide offers on buying the **pack of 6 cans at a cheaper cost**.

Also, each of these cities celebrates multiple **festivals** throughout the year. We can come up with the gift set packs.

Brand Ambassador

Who can be a brand ambassador, and why?

While choosing the influencers, we need to keep in mind that we have to consider certain factors in mind.

1. **Budget** – Celebrity influencers charge more money according to their following and impact on social media.
2. **Relevancy** – Energy drinks are consumed by consumers who like to do some sort of physical activity. So, the celebrity should be a sportsperson, athlete or person indulged in some physical activity.
3. **Impact** – It is important to have an impact on their followers. Not every celebrity is influential but can still be followed by a vast audience. A celebrity who can influence the buying decision needs to be our brand ambassador.

Brand Ambassador

Neeraj Chopra

- For the past two years, **Neeraj Chopra** has been in the news and gained significant popularity on social media after winning the Gold Medal for India. Recently, he further solidified his reputation by winning a Silver Medal at the 2024 Paris Olympics.
- We can capitalize on the free PR that he is getting from the media.
- He is at his career peak and winning tournaments throughout the world.
- He will be playing in upcoming high-profile tournaments including the Olympics.



Social Media



We have seen in the **insights that our consumers fall in the age group of 15 to 30**. This age group is very much active on social media. Also, they get to know about the products from online ads. Running Social Media Ads can be a good strategy to reach them.

Influencer Marketing



- **Collaborating with local influencers (multiple Macro & Micro)** –We can collaborate with the influencers with the following of 10k to 100k, then 100k to 500k and so on. This will help our brand with branding and sales.
- **Giveaway to Influencers and their Followers** –Providing our products to consumers via influencers can help in changing brand perception.
- **Exclusive Coupons and Discounts** –Providing these discount coupons and exclusive offers will help us in retaining our customers. This will also play a role in remarketing by not spending money again and again on these campaigns.



Online Retailers/E-commerce

E-commerce and online grocery store do have their own PPC platforms. **We can run paid ads on these platforms to increase the sale of the product** because we are still not as well known by the consumers as the other brands.

Guerilla Marketing

Consumers are **buying products from supermarkets** – We need to do some kind of special displays in supermarkets like renting and **setting up a counter**, or **paying supermarkets for a space to display our products exclusively**.

Participate in Events –

Like in Bengaluru Bangalore Food Fete, Namma Karnataka Food Festival and similar food festival events. We can do some creative campaigns here to attract consumers and provide free testers to get more feedback on tasting to get reasonable insights.

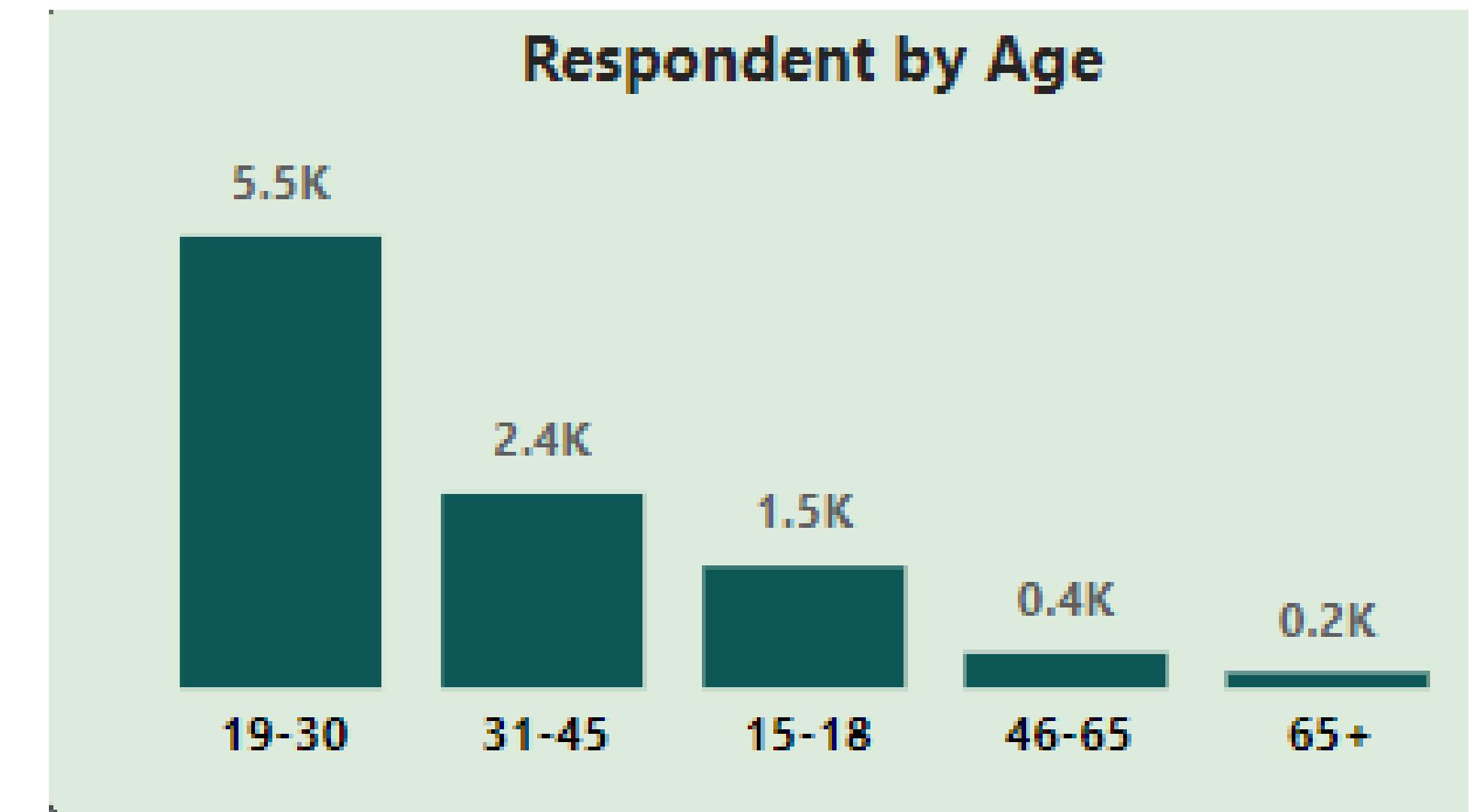


Target Audience

Who should be our target audience, and why?

It is evident from the statistics that our consumers are mostly **between the ages of 15 to 30.**

From this survey, the count shows that 70% of consumers are youth.





Conclusion

In conclusion, implementing and adapting your marketing strategy while keeping your customers at the center is key to success in today's dynamic business landscape. Stay agile, measure results, and continually innovate to achieve your marketing goals effectively.

Thank You!



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