**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?)

Ans) **Men drink more, 59% are men, 35% women, 6% non-binary**

b. Which age group prefers energy drinks more?

Ans) **Youngsters (19-30) consisting of 55% of population.**

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

Ans) **Online Ads reach the most youth (15-30). About 46% of Youth purchases through online Ads**

2. Consumer Preferences:

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

Ans) **39% of the population prefer Caffeine in their drink**

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

Ans) **Almost 40% population prefer Compact and portable Cans**

3. Competition Analysis:

a. Who are the current market leaders?

Ans) **Currently, Cola-Coka, Bepsi and Gangster are the top 3 market leaders, with Cola-Coka getting 25.9%, Bepsi with 21.1% and Gangster with 18.3% market share**

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

Ans) **There are multiple reasons, but the majority of people prefer these brand because of the brand’s reputation, availability and Taste Experience.**

4. Marketing Channels and Brand Awareness:

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

Ans) **Online Ads can be used more to reach customers and about 40% of our sales come from online ads**

b. How effective are different marketing strategies and channels in reaching our customers? Ans) **Online ads are the most effective marketing channels with an average of 40% effectiveness across all Purchase locations.**

5. Brand Penetration:

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

Ans) **The overall experience has a 3 star rating that needs to be improved.**

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

Ans) **It's essential to prioritize and allocate resources strategically, concentrating on the high-performing markets like Bangalore with 23.3% and Mumbai with 20.4% market share while implementing targeted strategies to enhance our market share in cities with lower representation, like Jaipur and Lucknow. This balanced approach will help maximize our overall market impact.**

6. Purchase Behavior:

a. Where do respondents prefer to purchase energy drinks?

Ans) **According to the survey, 45% population prefer to purchase energy drinks at Supermarkets followed by online retailers with 25.1% share. The remaining 29.9% is dispersed between Gyms, local stores and others**

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

Ans) **As mentioned earlier, 45% of the population purchases from Supermarkets, hence, the typical consumption situations are sports or exercise and the reason to purchase are increased energy and focus.**

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

Ans) **Purchase Influencing Factors: When it comes to the factors that influence people's purchasing decisions "Brand Reputation" takes the lead. Has an impact, of 28.8%. This means we should put in the effort to strengthen and establish trust in our brand. "Availability" is also crucial, with 19.3% of buyers considering it so ensuring that our product is easily accessible is key. "Taste/Flavor Preference" closely follows at 18.8% emphasizing the importance of delivering a product. To summarize these are the areas to focus on to create a product that deeply connects with our customers.**

7. Product Development

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

Ans) **it is clear that "Brand reputation" holds the highest percentage at 26.4% in terms of factors influencing purchase decisions. Following closely are "Availability" at 19.9% and "Taste/flavor preference" at 18.6%.**

**Therefore, to prioritize product development efforts, we should focus more on enhancing and strengthening our brand reputation. This includes investing in branding strategies, improving brand perception, and building a positive image among our target audience. Improving availability and ensuring that our product is readily accessible to consumers should also be a key area of focus.**

Secondary Insights (Sample Sections / Questions)

Note: You need to do additional market research

Recommendations for CodeX: Give 5 recommendations for CodeX (below are some samples)

● What immediate improvements can we bring to the product?

Ans) **You should immediately reduce the sugar content and add more natural ingredients in your drinks**

● What should be the ideal price of our product? The Ideal price range is **Rs** **50-99.**

● What kind of marketing campaigns, offers, and discounts we can run? Will write in report

● Who can be a brand ambassador, and why? Will write in report

● Who should be our target audience, and why? Will write in report  
Ans) **Our primary target audience should be "Youngsters," which are mainly between the age group of (19-30) representing 55.2% of the surveyed population. They are the largest segment and most receptive to our marketing efforts. Additionally, consider "Adults" and "Teenagers," comprising a total of 38.8%, as secondary target segments due to their significant market presence.**