CodeX Energy Drink Analysis
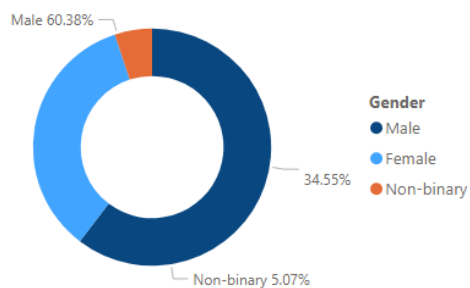
Problem Statements & Solutions

Demographic Insights

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

Out of **10,000** respondents, the number of male respondents is **6038**. This shows **60%** of the consumers are male who prefer energy drinks more.

Consumption by Gender

Male 60.38%

Gender
- Male
- Female
- Non-binary

34.55%

Non-binary 5.07%

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 youth. 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%**.

Consumption by Age

Age	Percentage
19-30	55.20%
31-45	23.76%
15-18	14.88%
46-65	4.26%
65+	1.90%
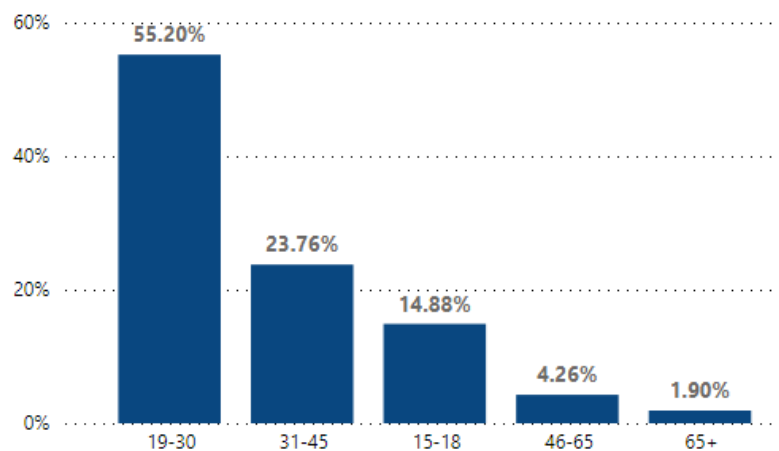
c. Which type of marketing reaches the most Youth (15-30)?

Online Ads are the most effective channel that reached **3373** respondents **Age** group **15-30**.

Reach of Marketing Types by Age

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	7.07%	26.66%	4.90%	1.09%	0.48%	40.20%
Other	0.94%	6.08%	4.08%	0.78%	0.37%	12.25%
Outdoor billboards	1.17%	5.85%	4.31%	0.65%	0.28%	12.26%
Print media	0.75%	3.71%	3.10%	0.57%	0.28%	8.41%
TV commercials	4.95%	12.90%	7.37%	1.17%	0.49%	26.88%
Total	14.88%	55.20%	23.76%	4.26%	1.90%	100.00%

Consumer Preference

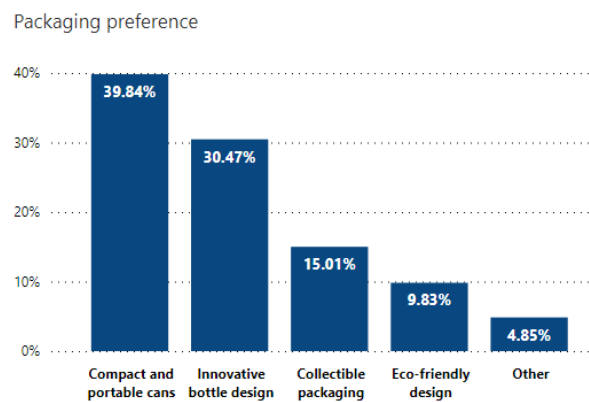**a. What are the preferred ingredients of energy drinks among respondents?**

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.

Ingredients expected

Caffeine	38.96%
Vitamins	25.34%
Sugar	20.17%
Guarana	15.53%
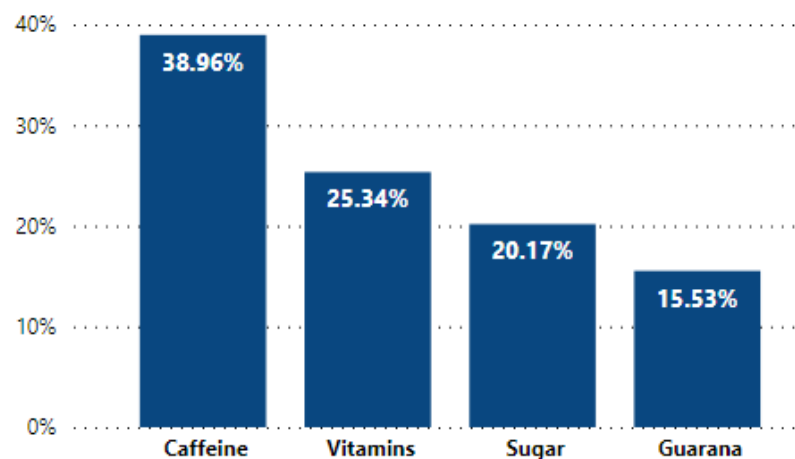
b. **What packaging preferences do respondents have for energy drinks?**

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

Packaging preference

Compact and portable cans	39.84%
Innovative bottle design	30.47%
Collectible packaging	15.01%
Eco-friendly design	9.83%
Other	4.85%

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.

Current Market Brands

Cola-Coka	25.38%
Bepsi	21.12%
Gangster	18.54%
Blue Bull	10.58%
CodeX	9.80%
Sky 9	9.79%
Others	4.79%
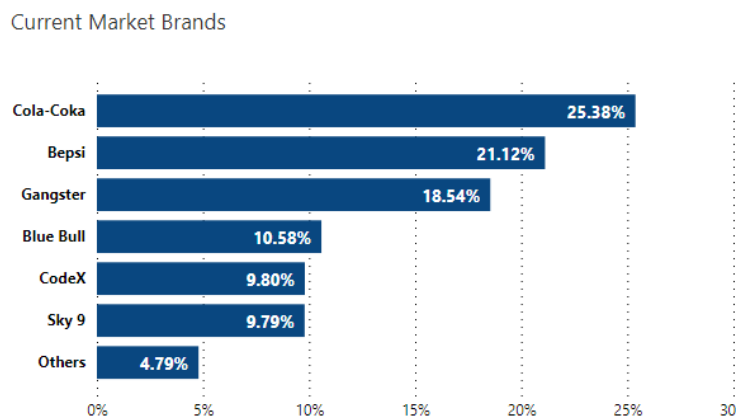
b. What are the primary reasons consumers prefer those brands over ours?

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

Reasons for Choosing Brands

## Marketing Channels and Brand Awareness

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

Online Ads can be used for reaching most of the customers followed by TV commercials.

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

As we have seen previously **Online Ads** are the most effective way to reach maximum audiences. It is cost effective as well.

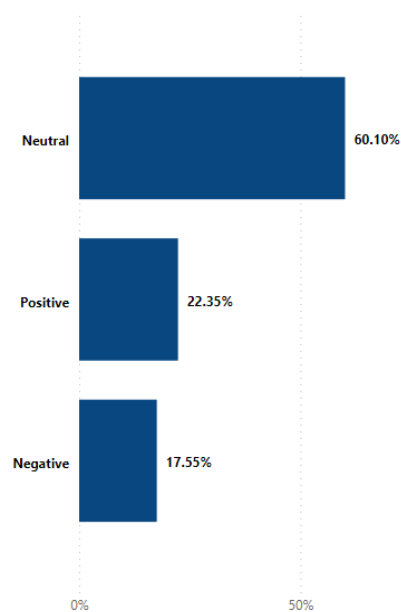Marketing channels Consumers came across
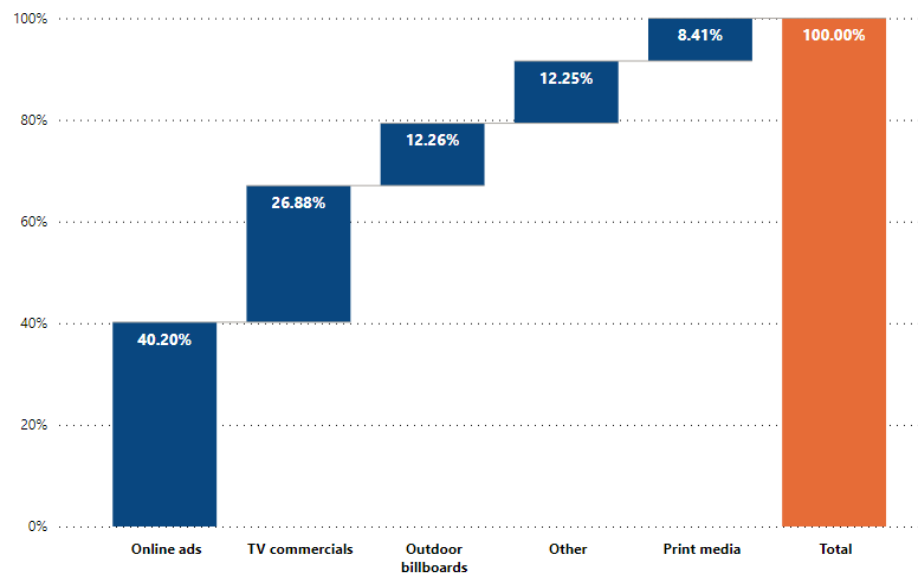
Brand Penetration

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

Overall around 60% people are neutral about our brand. So there is an opportunity for us to convert this neutral stance to positive which will benefit us eventually.
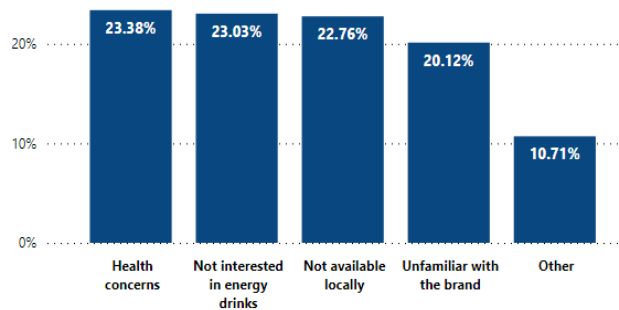
Consumer Perception on CodeX

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

Among the respondents of the survey **22.76%** of the people who have not tried our brand drink before is because our drink is **Not available locally** in their city.

Reasons preventing trying our drink

The **below graph** shows the number of people who prefer Codex energy drink, but the availability in their city is **very low** compared to the **demand**.

For now, we can focus on **top 5** cities:

Bangalore, Hyderabad, Mumbai Chennai, Pune to meet the demand with enough supply and increase the **availability** of our drinks in every corner of these cities.

This way we can tackle **both Non availability issue** for people who want to try our drink and will **meet the demand supply issue** for **existing consumers** who **are currently preferring** our drink.
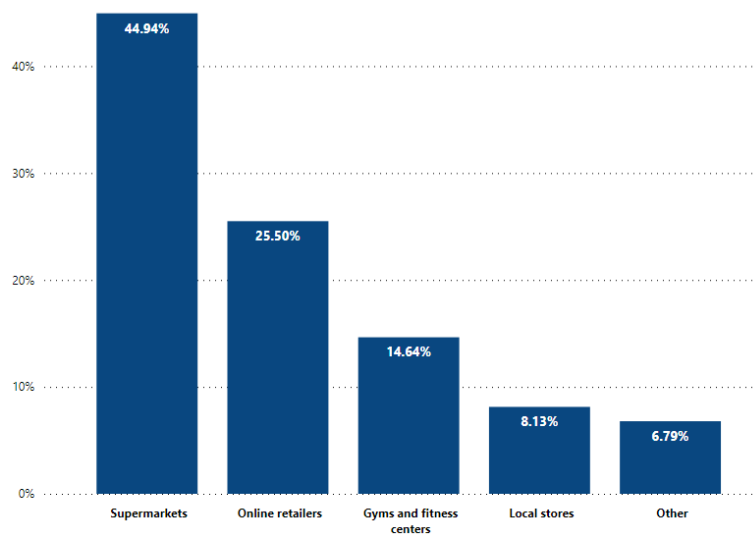
CodeX Availability by City
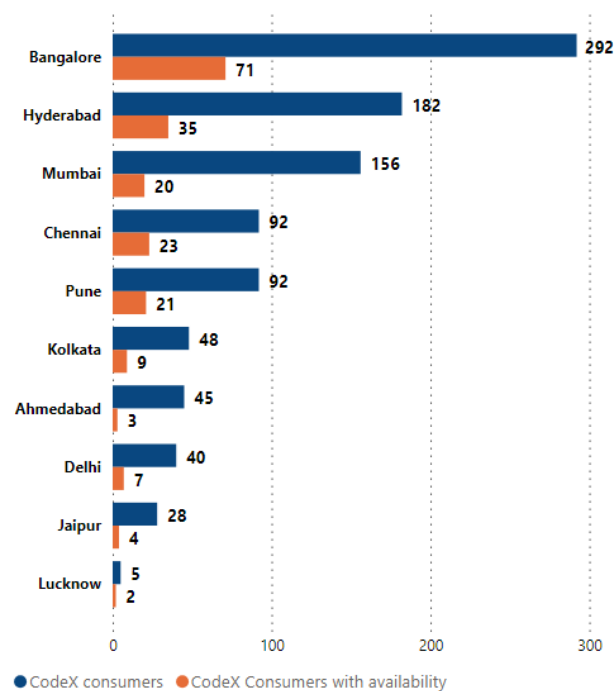
Purchase Behaviour

a. Where do respondents prefer to purchase energy drinks?
Supermarkets are the most common choice among consumers to buy energy drinks followed by online retailers.
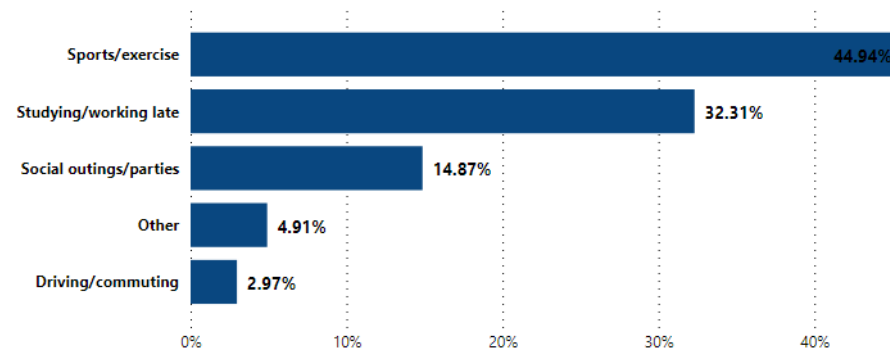
Frequent Purchase location

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

Sports/exercise, Studying/working late are the most common situations for energy drink consumption.
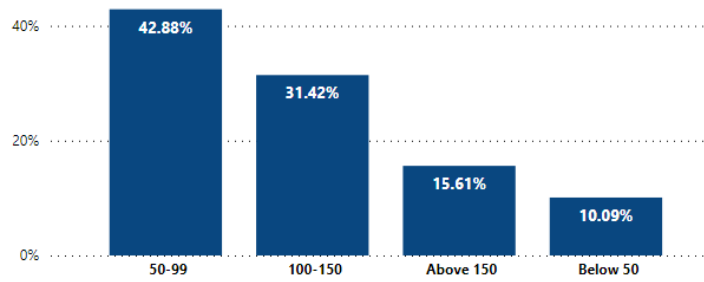
Typical consumption situations

c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?
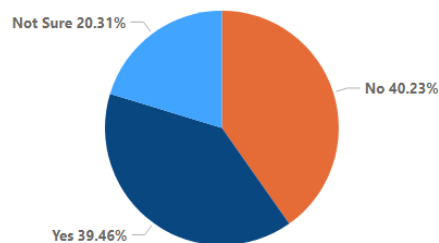
43% of the consumers buy a product if the price is between **50-99**.

Preferred Price range

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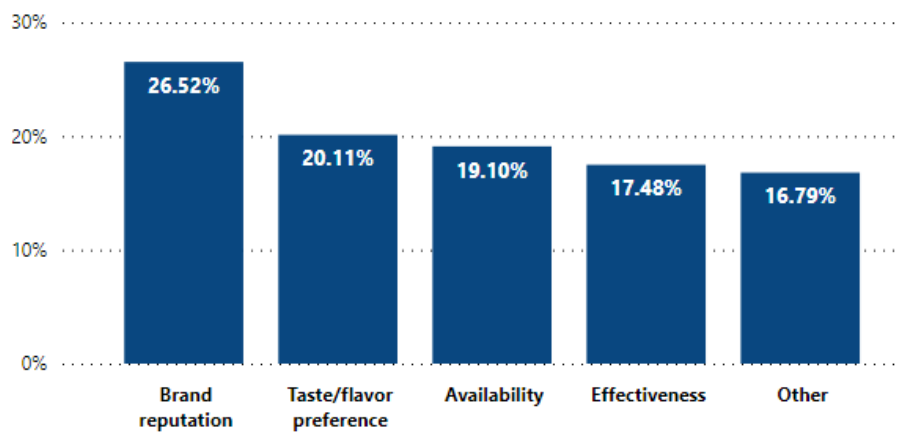
Interest in Limited edition packaging

Product Development

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

The top 3 reasons for a consumer to choose a brand in energy drinks are **Brand reputation, Taste/flavour preference, Availability.**
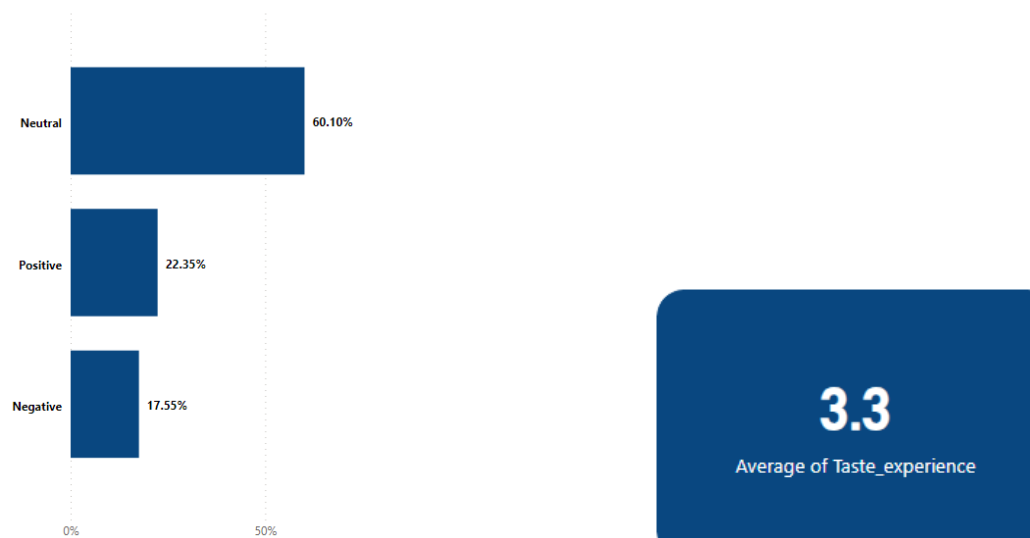
Reasons for Choosing Brands

Out of **all** respondents of CodeX, only **22.35%** have a positive brand perception. We need to improve our brand perception/reputation among the consumers.

Consumer Perception on CodeX

The average taste experience rating is **3.3**. This is something needs to be improved but does not need immediate attention.

Reasons preventing trying our drink
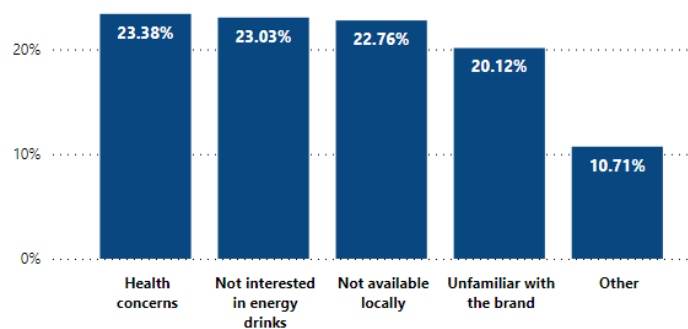
About **20%** of the consumers choose the product because it is available. In our case **22%** of the consumers are **not trying** codeX brand drink because of **non-availability.** Availability is a **major** factor in sales of a product, We need to work on the availability of the product.

Recommendations For CodeX

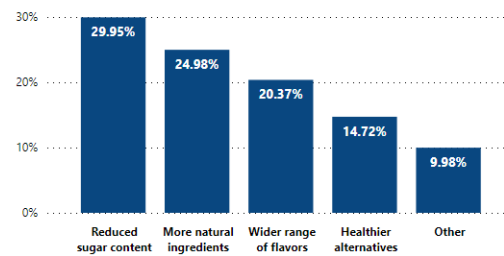**What immediate improvements can we bring to the product?**

- Availability
- Limited Edition Packaging
- Improve **positive** brand perception.
- Health Concern – If possible, another survey related to health concern questions.

- Add more **natural ingredients**, **reduce sugar** content and add more flavours.

Worried
BY HEALTH_CONCERNS

Improvements_desired

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**.

What kind of offers and discounts we can run?

- We can provide offers on buying the combo pack at a cheaper cost.
- We can offer additional discounts when ordered in bulk for various events/celebrations.

What kind of marketing campaigns we can run?

➢ Social Media/Influencer Marketing
➢ Online Retailers/E-commerce

Social Media/ Influencer Marketing

Our insights show that our customers are primarily between the ages of 15 and 30. This age group uses social media extensively. Additionally, internet advertisements inform them about the merchandise. Using social media ads is one effective way to connect with them.

• Inexpensive:
We establish a plan to target influencers and their audiences, and influencer marketing can be inexpensive.

• Special Discounts and Coupons:
By offering these special deals and discount coupons, we can keep our consumers. By saving money on these kinds of ads, this will also help with remarketing.

Online merchants and e-commerce

There are dedicated platforms for e-commerce and online food stores. Since we are still not as well-known to customers as the other businesses, we can employ sponsored advertisements on these platforms to boost product sales.

Who can be a brand ambassador, and why?

It is important that we bear certain aspects in mind when selecting the influencers.

1. Budget: Depending on their influence and following on social media, celebrity influencers charge more money.
   Ex: Fitness Influencers
2. Relevance-Those who enjoy physical exercise are the users of energy drinks. Thus, a sportsman, athlete, or someone who enjoys physical activity should be the celebrity.
   Ex: Athletes and Sportsmen
3. Impact - Making an impression on their fans is crucial. Even though a celebrity may not be powerful, a large audience can nonetheless follow them. Our brand ambassador must be a well-known person who has the ability to sway consumer decisions.
   Ex: Film celebrities (with fitness image in public).

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.
So, our target audience should be between age 15 to 30 years.