



# CodeBasics Resume Project Challenge #6



## CodeX's Insights to the Marketing Team in Food & Beverage Industry

Total Respondents

10K

Total CodeX Respondents

980

Age Group

All

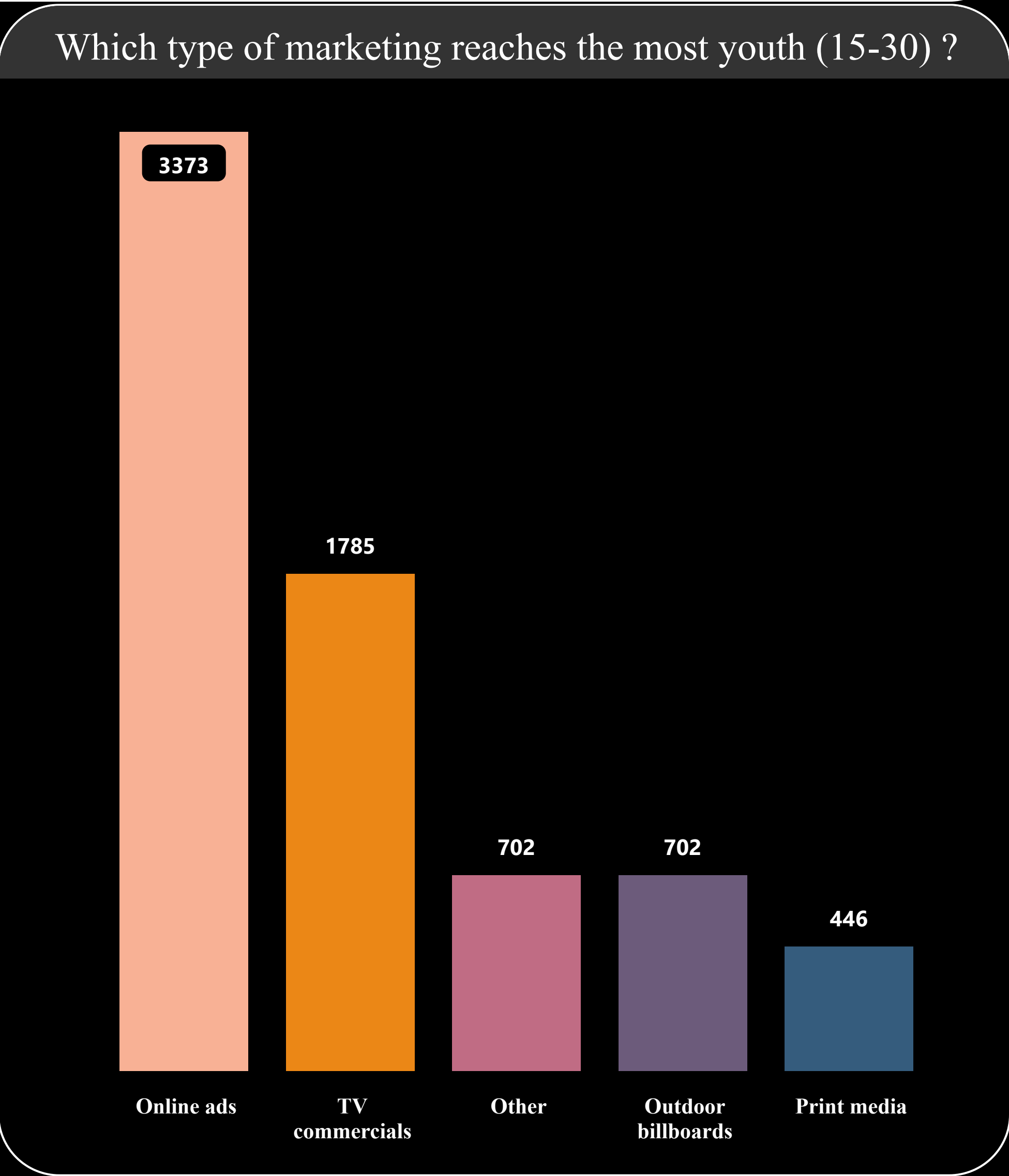
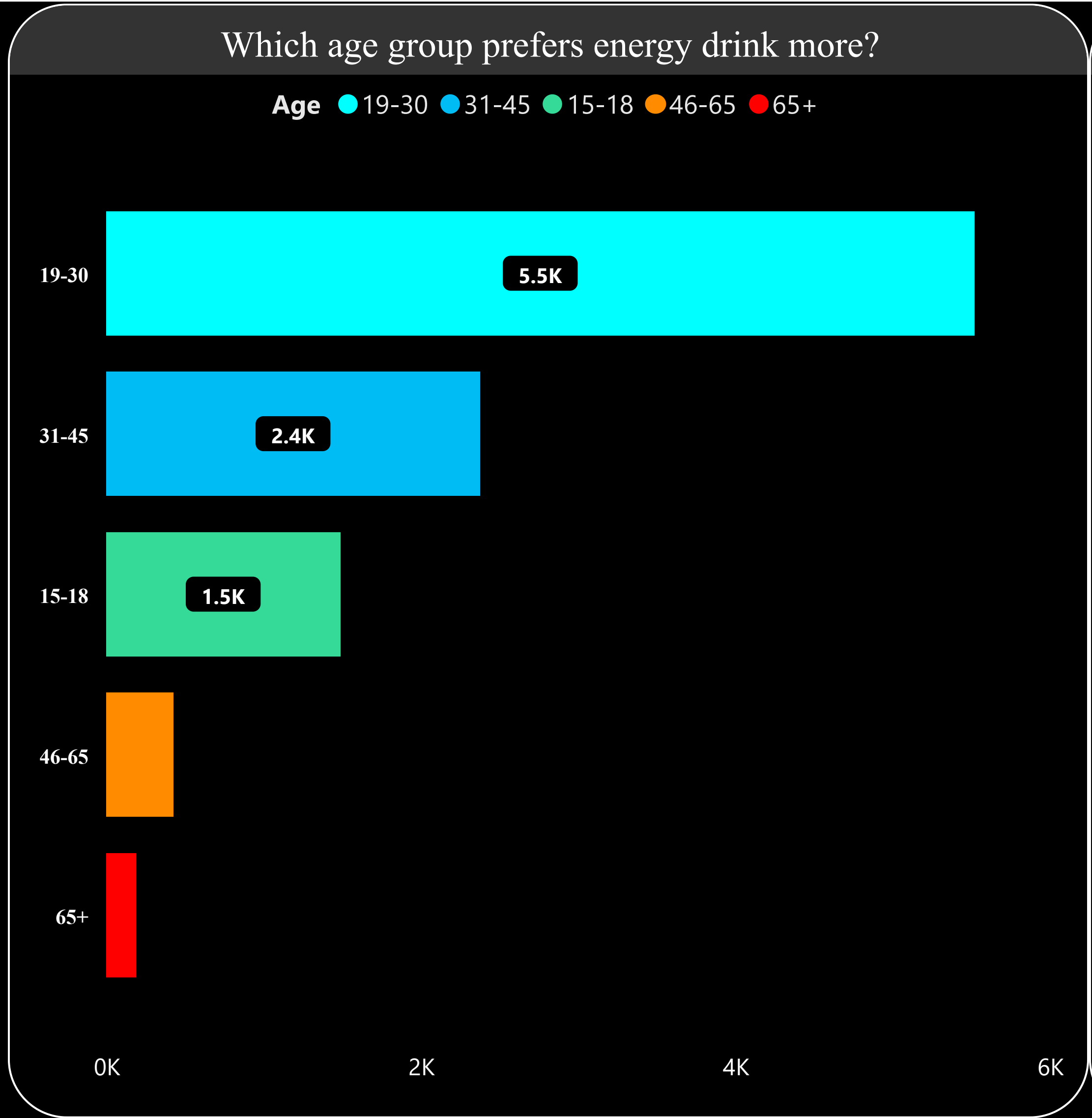
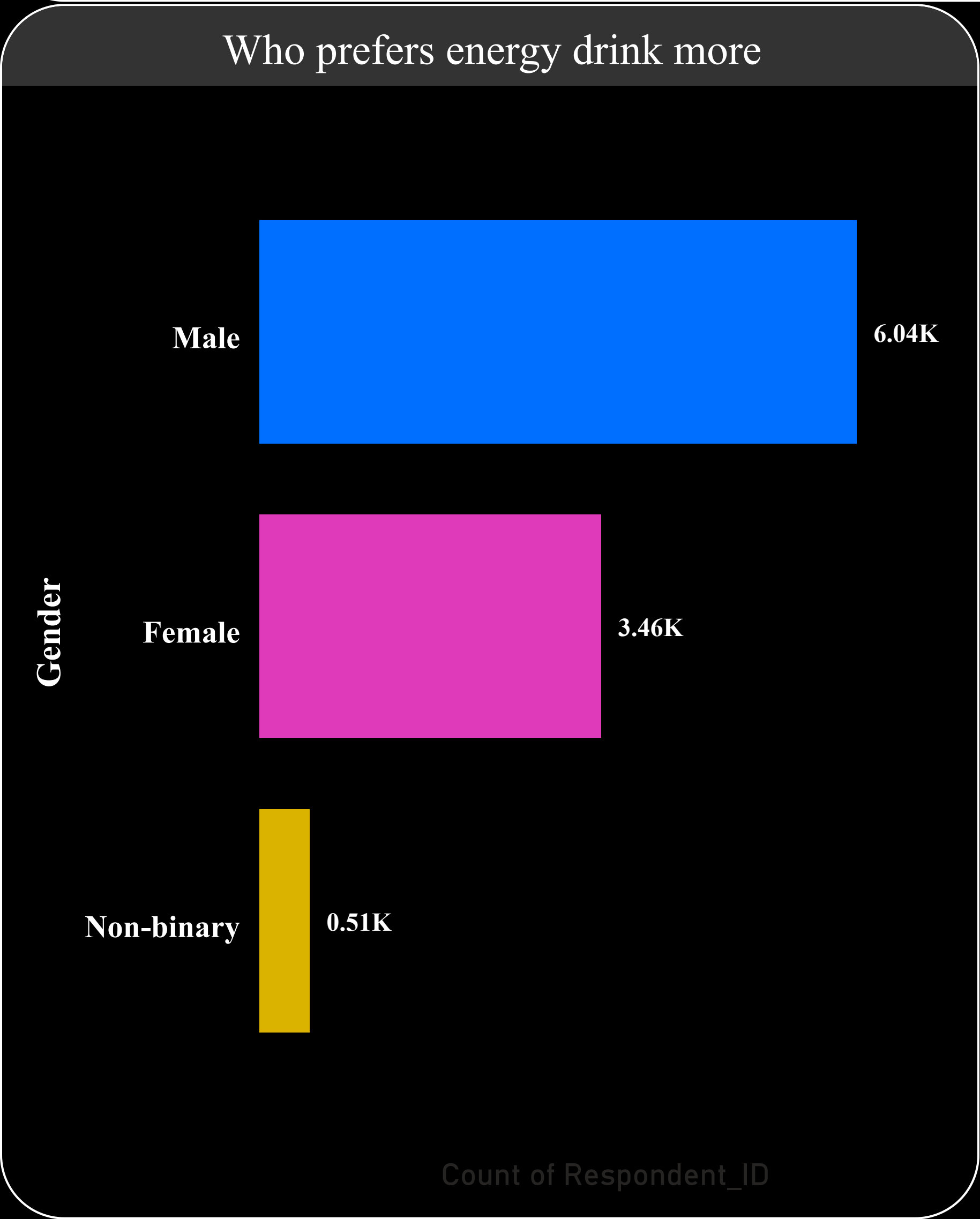
City

All

Gender

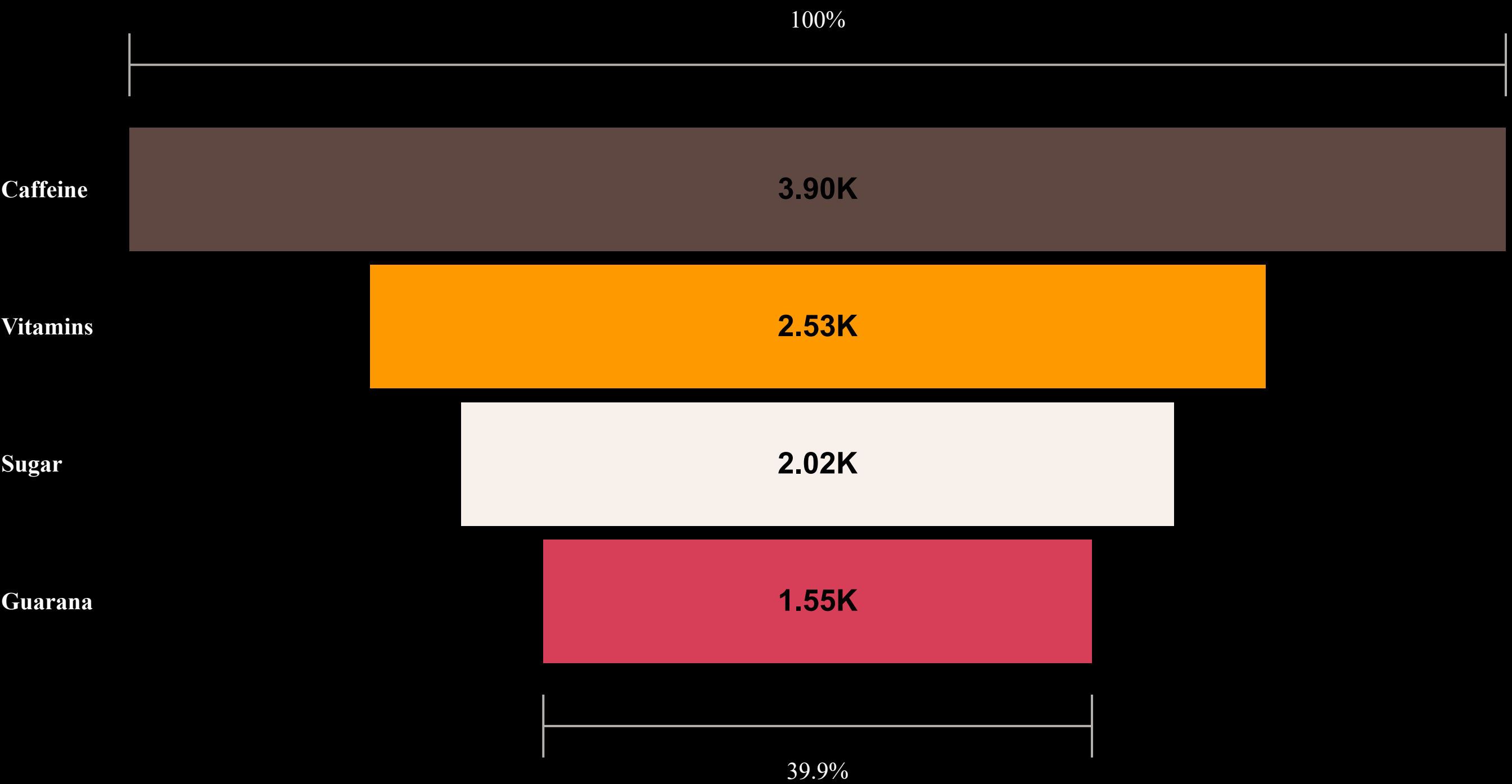
All

### Demographic Insights

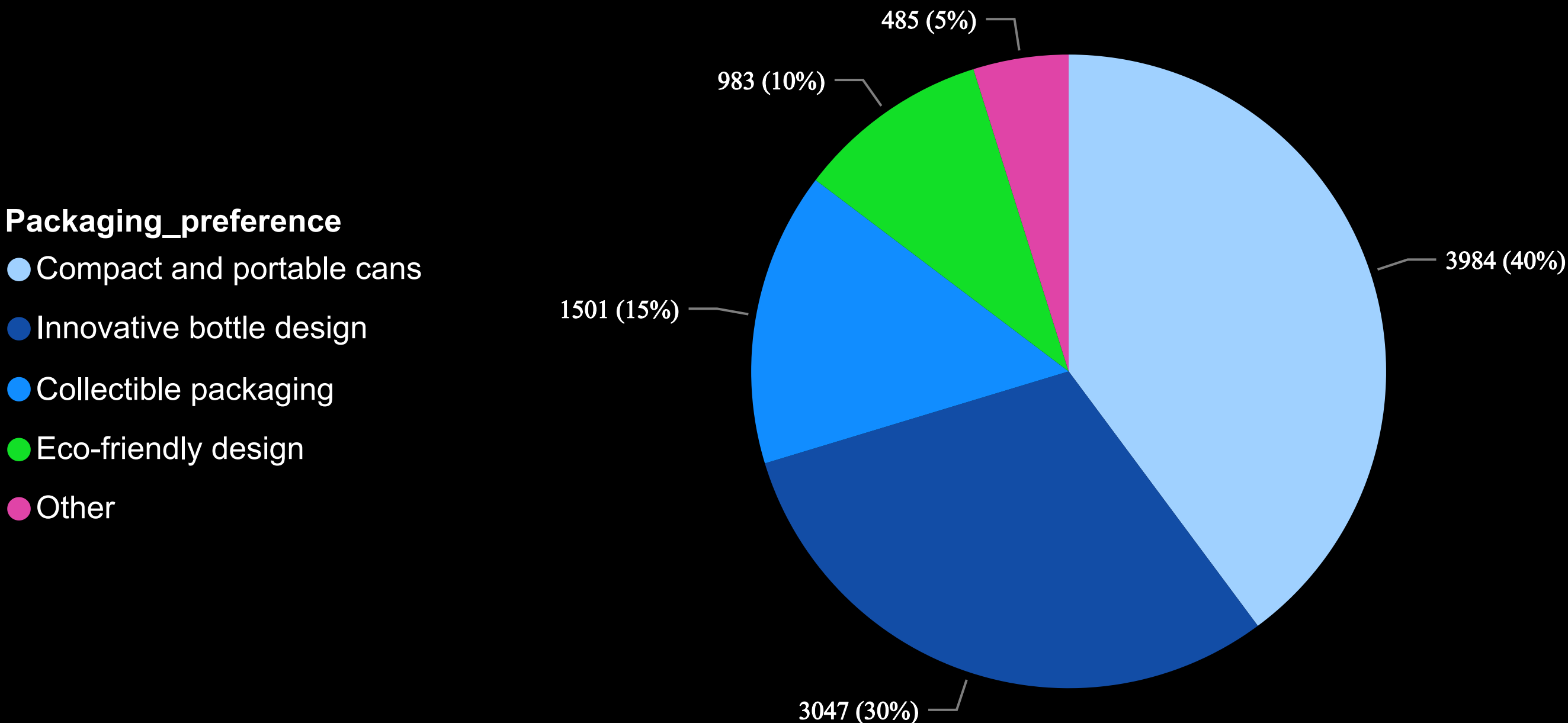


# Consumer Preferences

What are the preferred ingredients of energy drinks among respondents

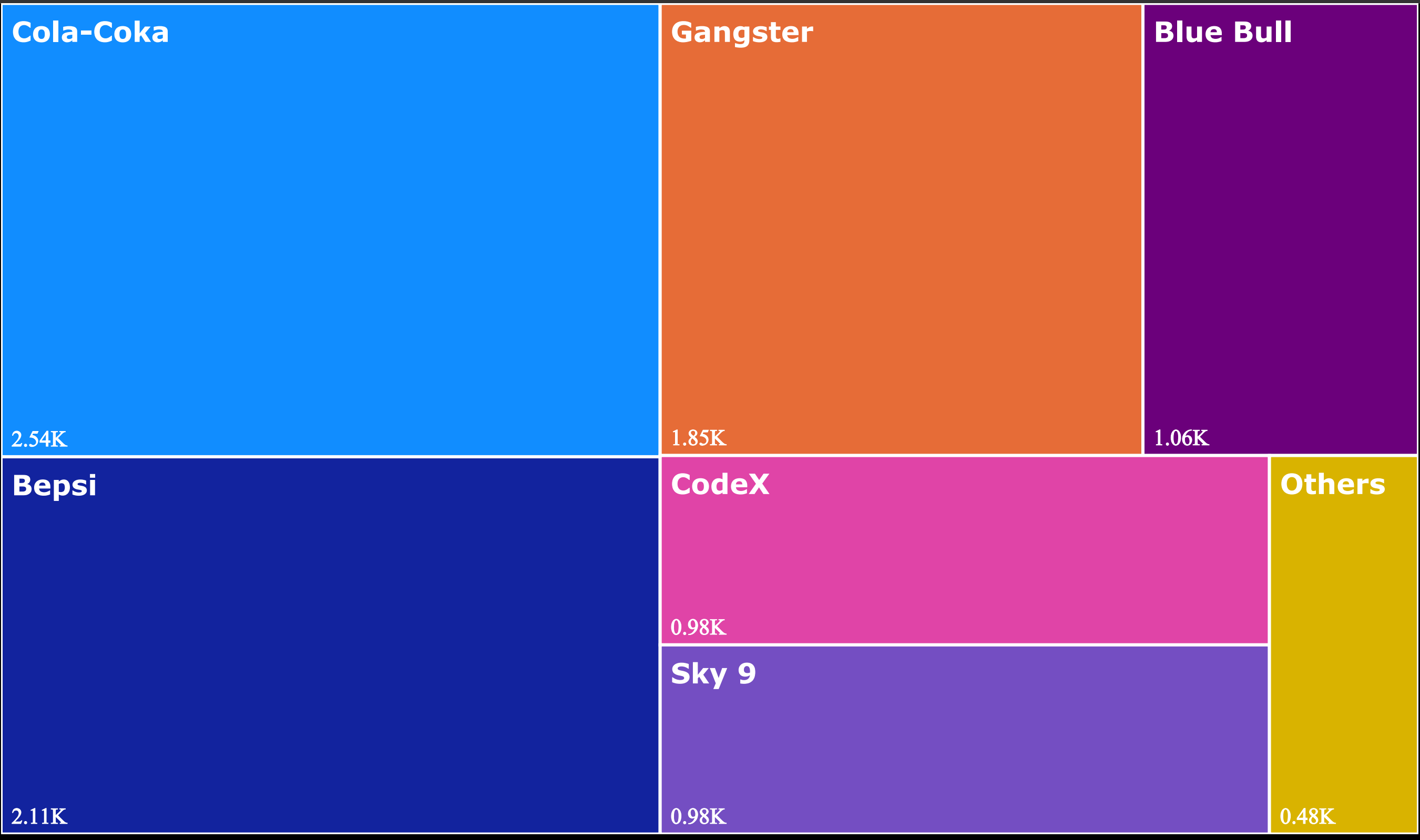


What packaging preferences do respondents have for energy drinks

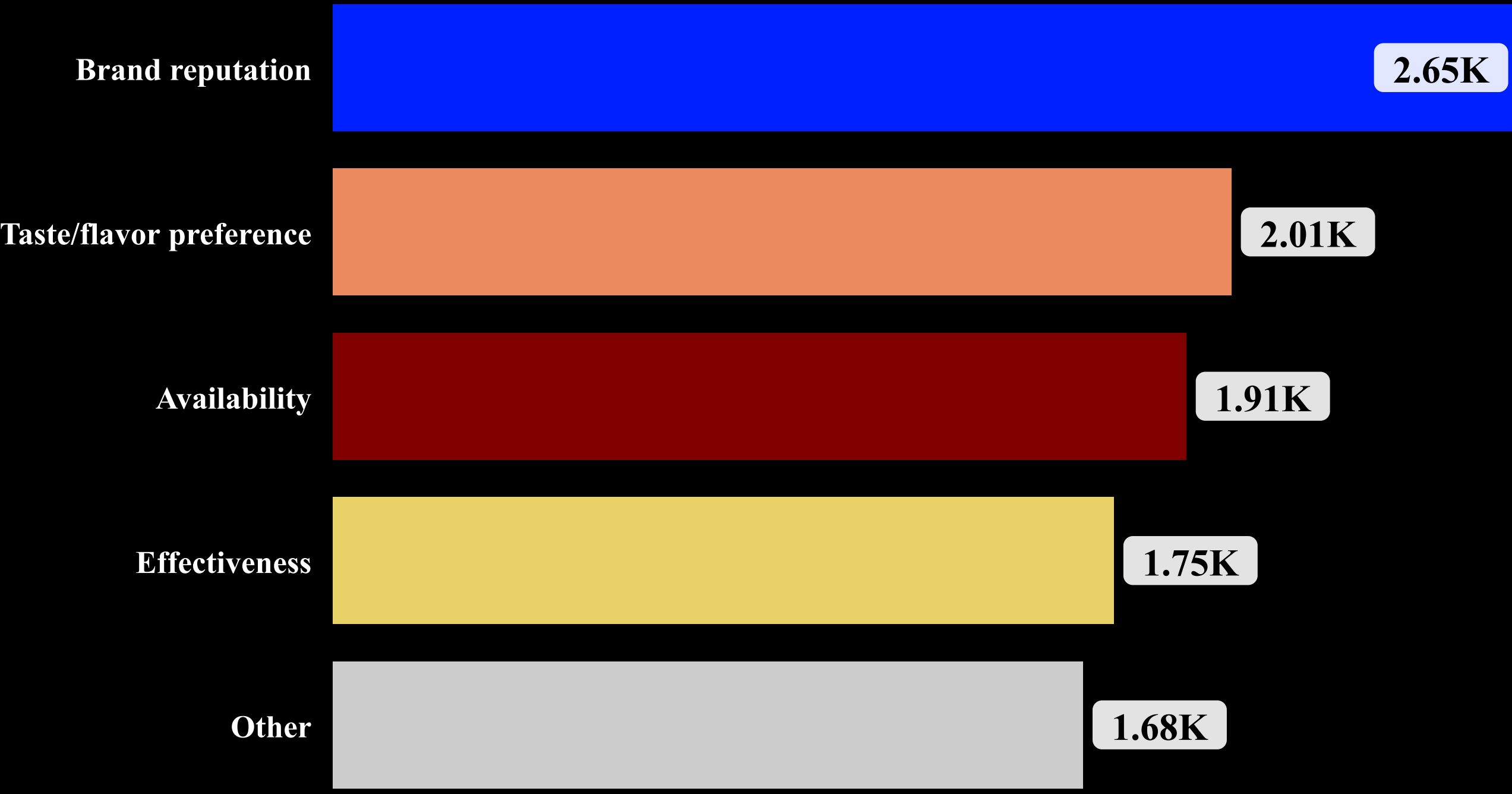


# Competition Analysis

current market leaders

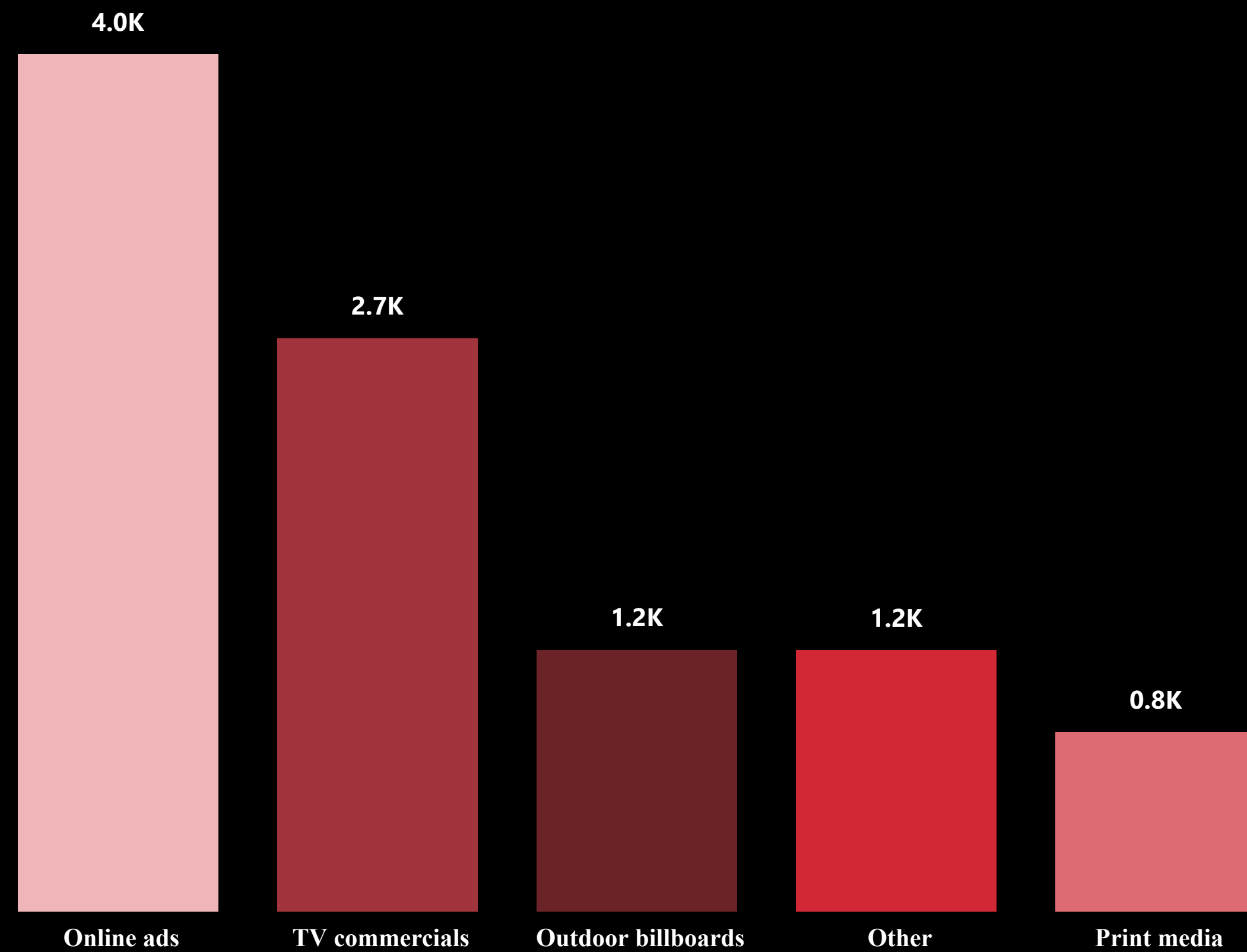


What are the primary reasons consumers prefer those brands over ours

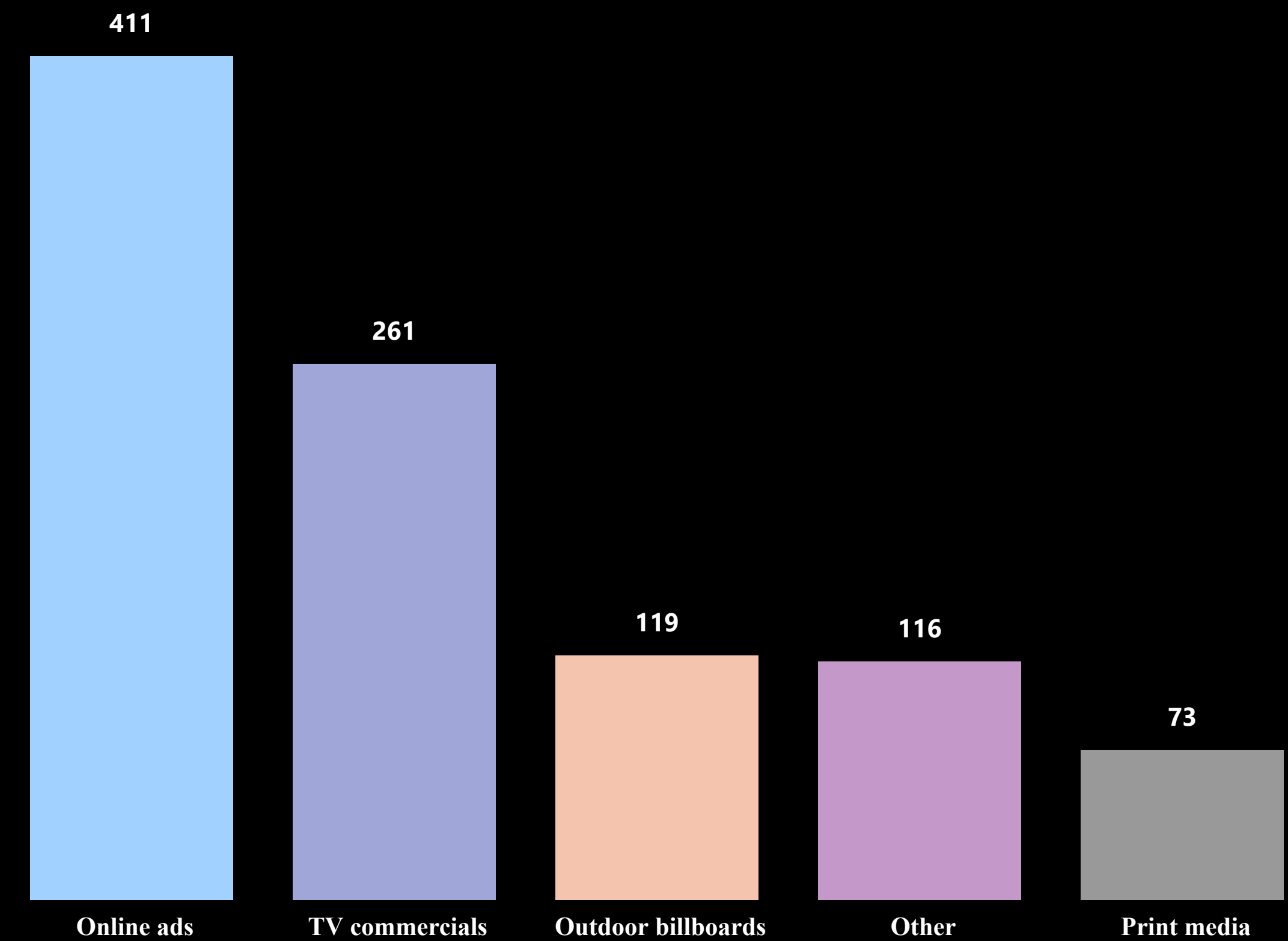


# Marketing Channels and Brand Awareness

Which marketing channel can be used to reach more customers



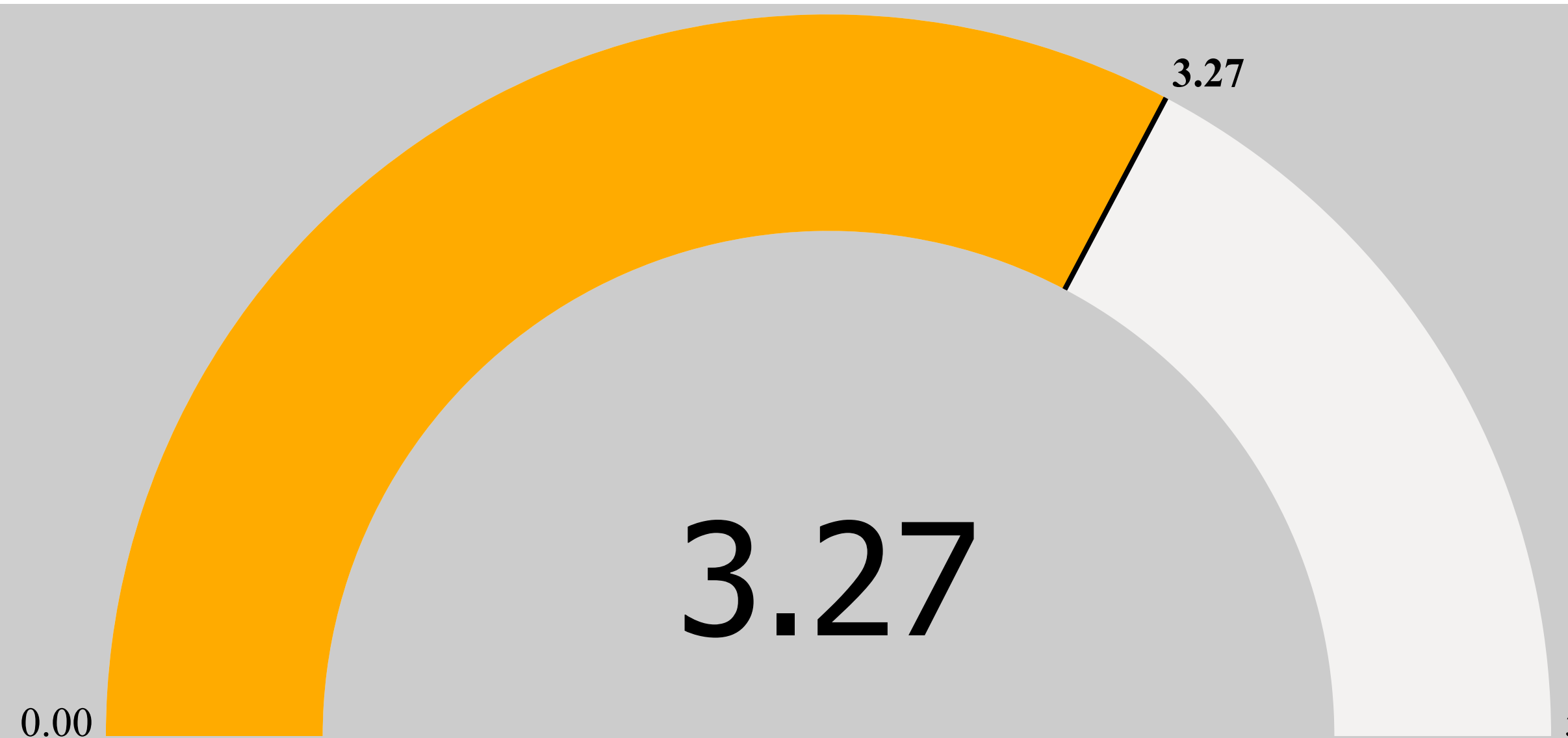
How effective are different marketing strategies and channels in reaching our CodeX customers



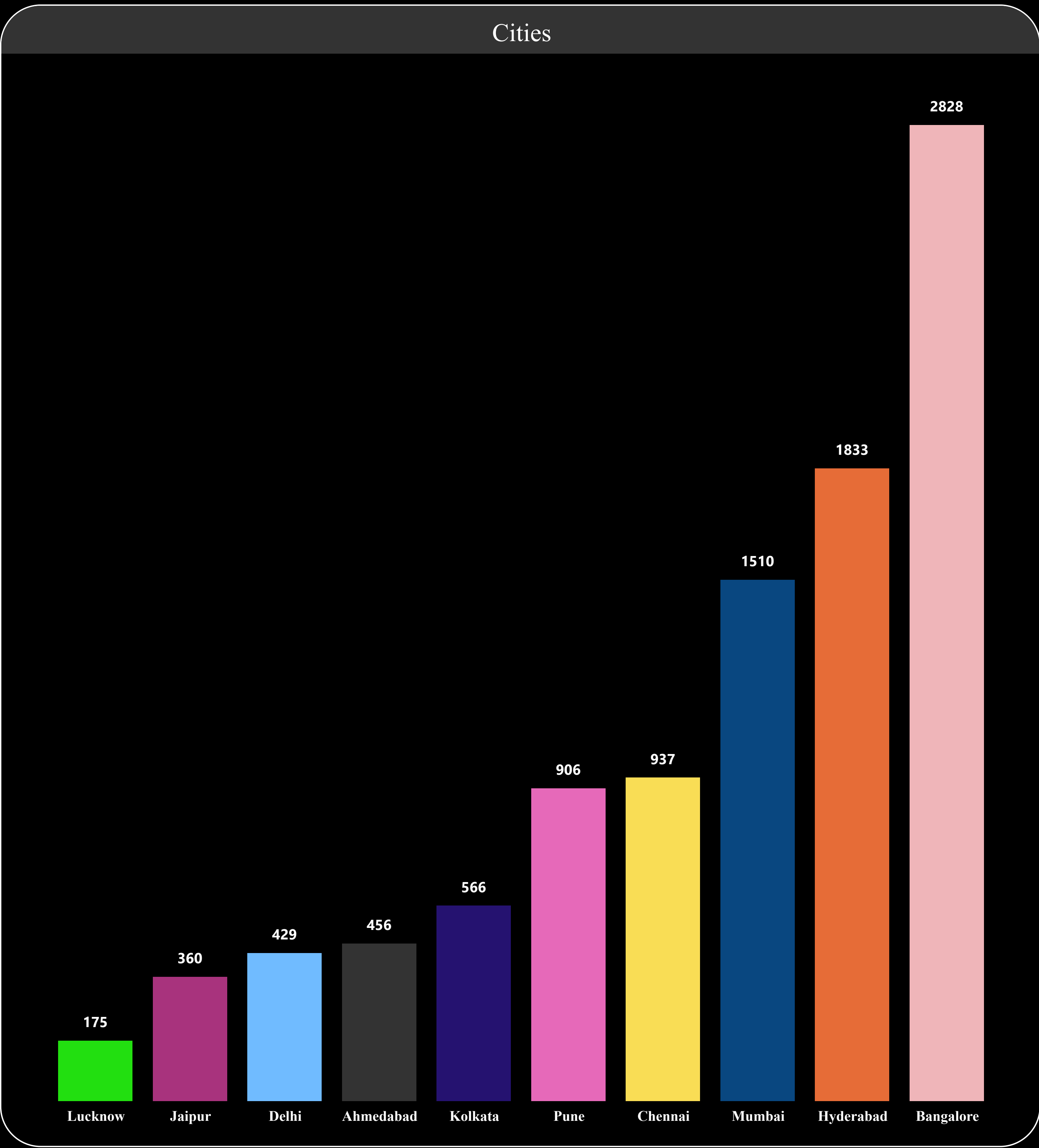
## Brand Penetration



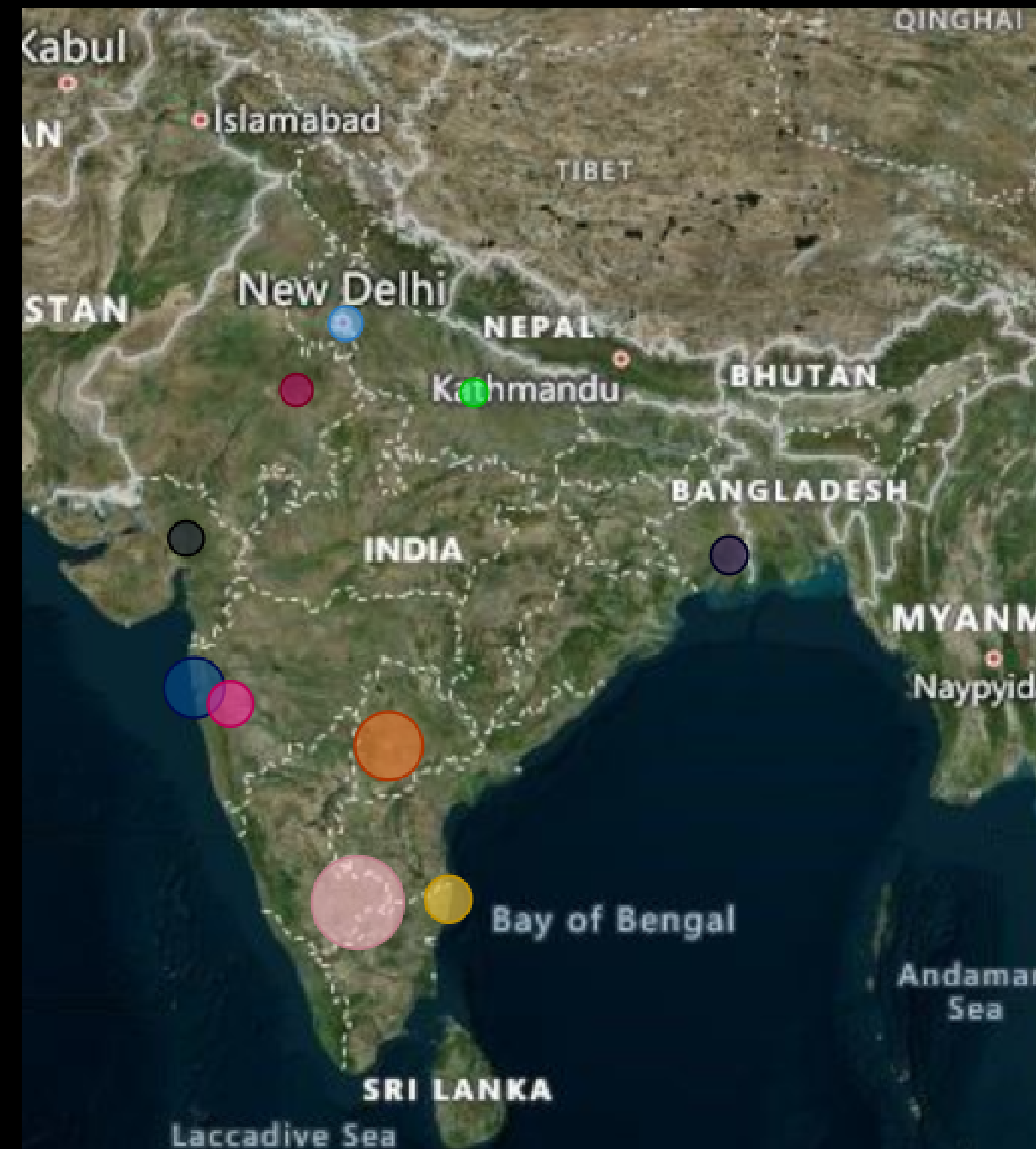
What do people think about our CodeX brand (overall rating)



# Brand Penetration

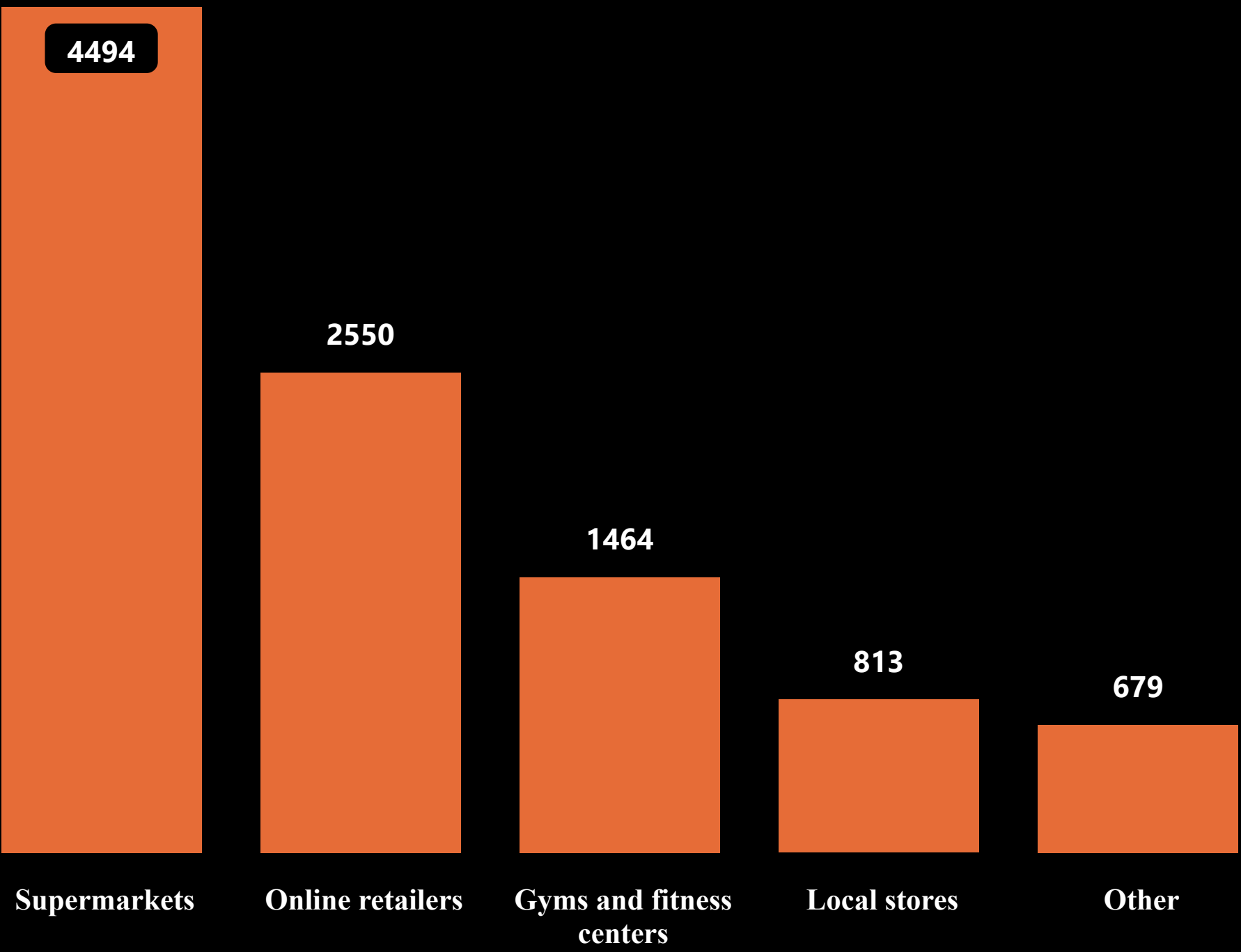


- City
- Bangalore
  - Hyderabad
  - Mumbai
  - Chennai
  - Pune
  - Kolkata
  - Ahmedabad
  - Delhi
  - Jaipur
  - Lucknow

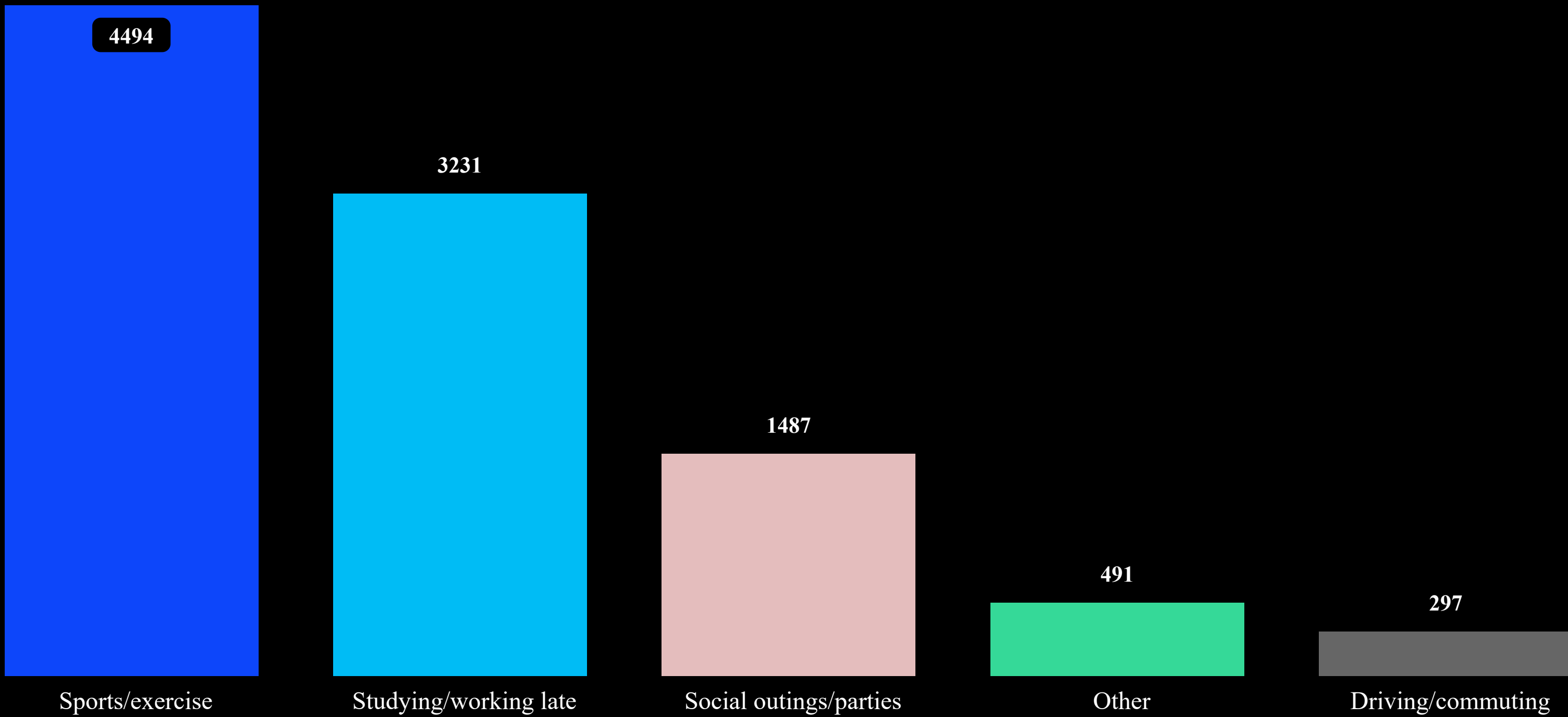


# Purchase Behaviour

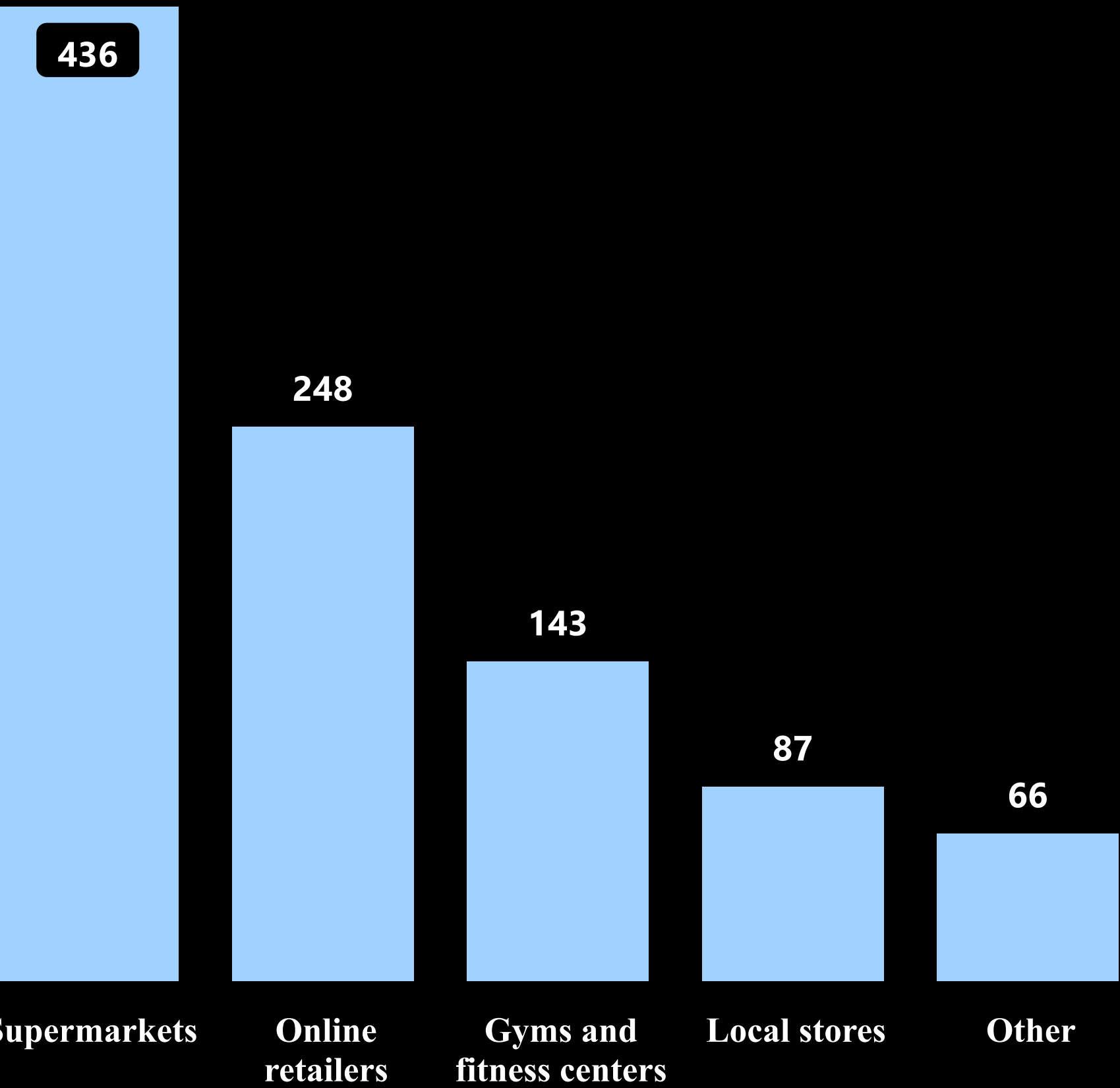
Where do respondents prefer to purchase energy drinks



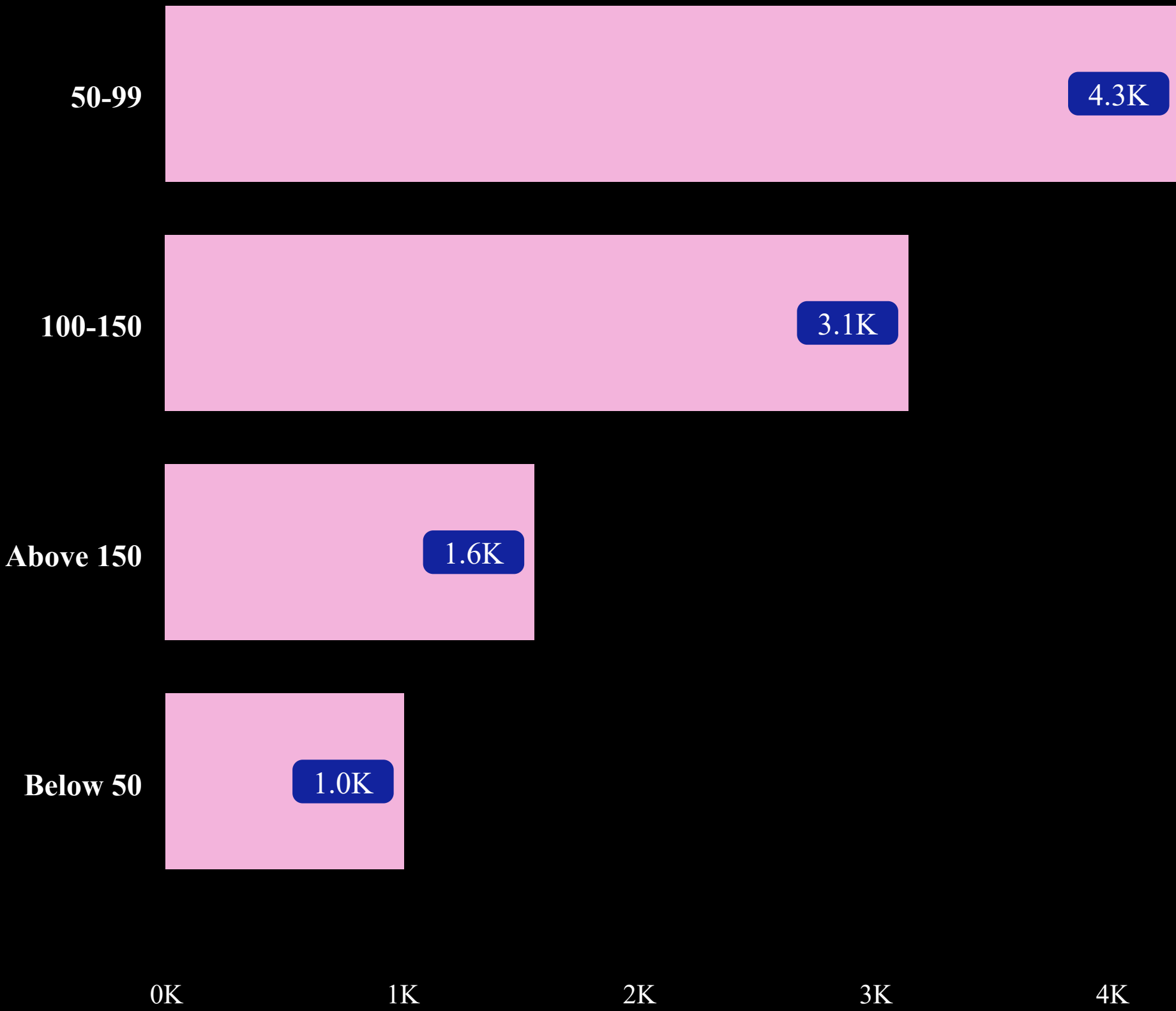
What are the typical consumption situations for energy drinks among respondents



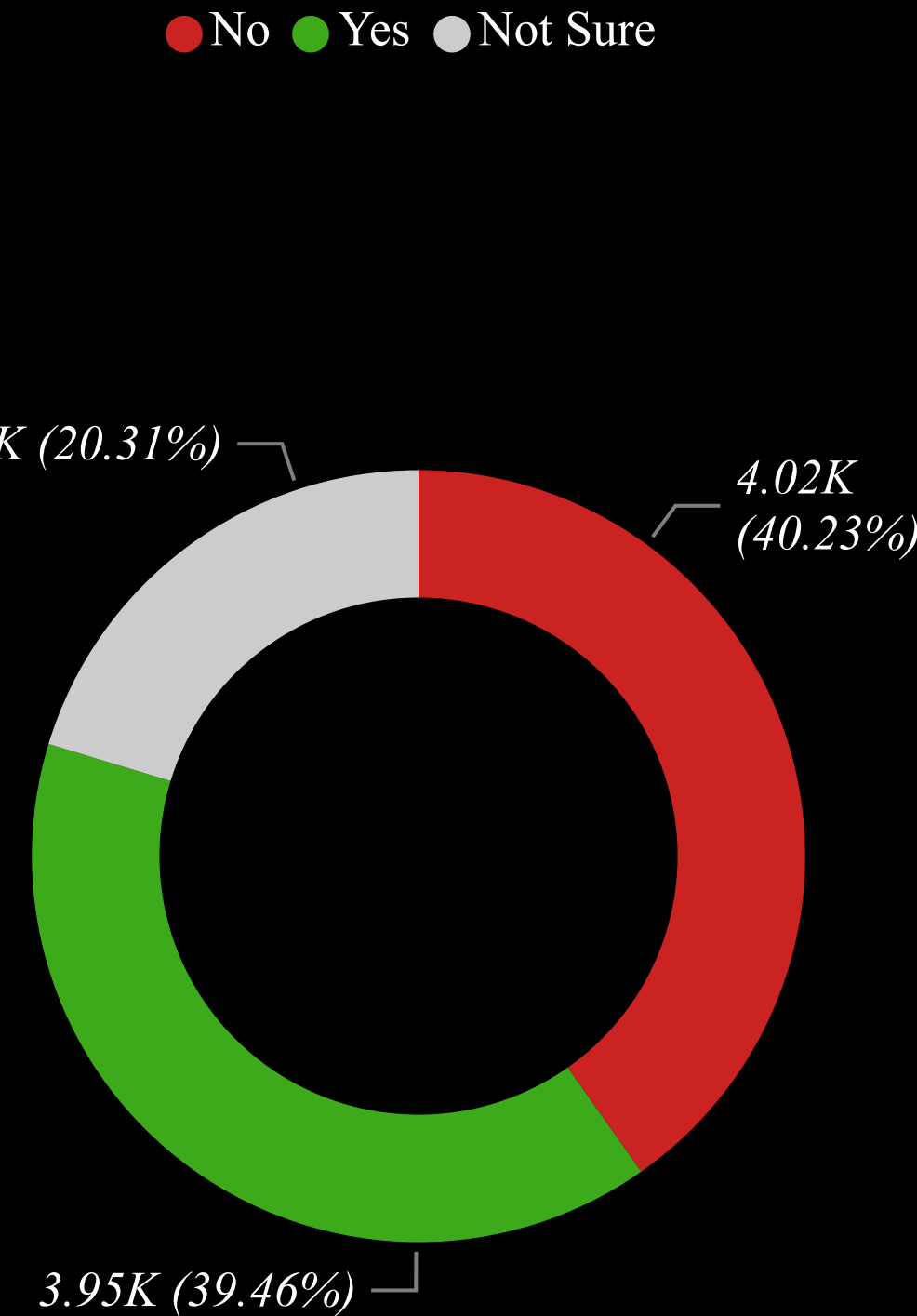
Purchase\_location of CodeX



Ideal\_price\_range



Limited edition packaging

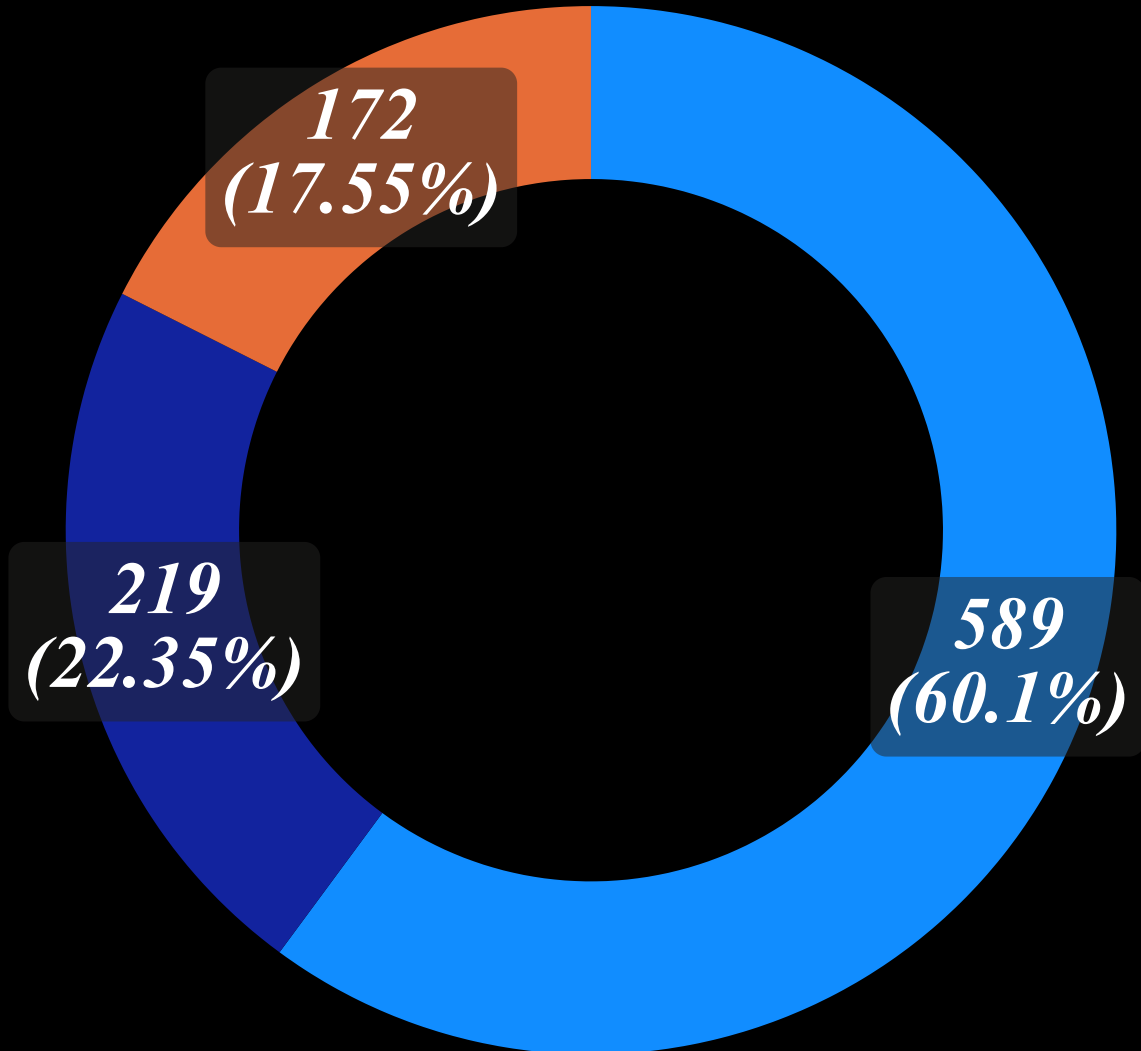




# Product Development

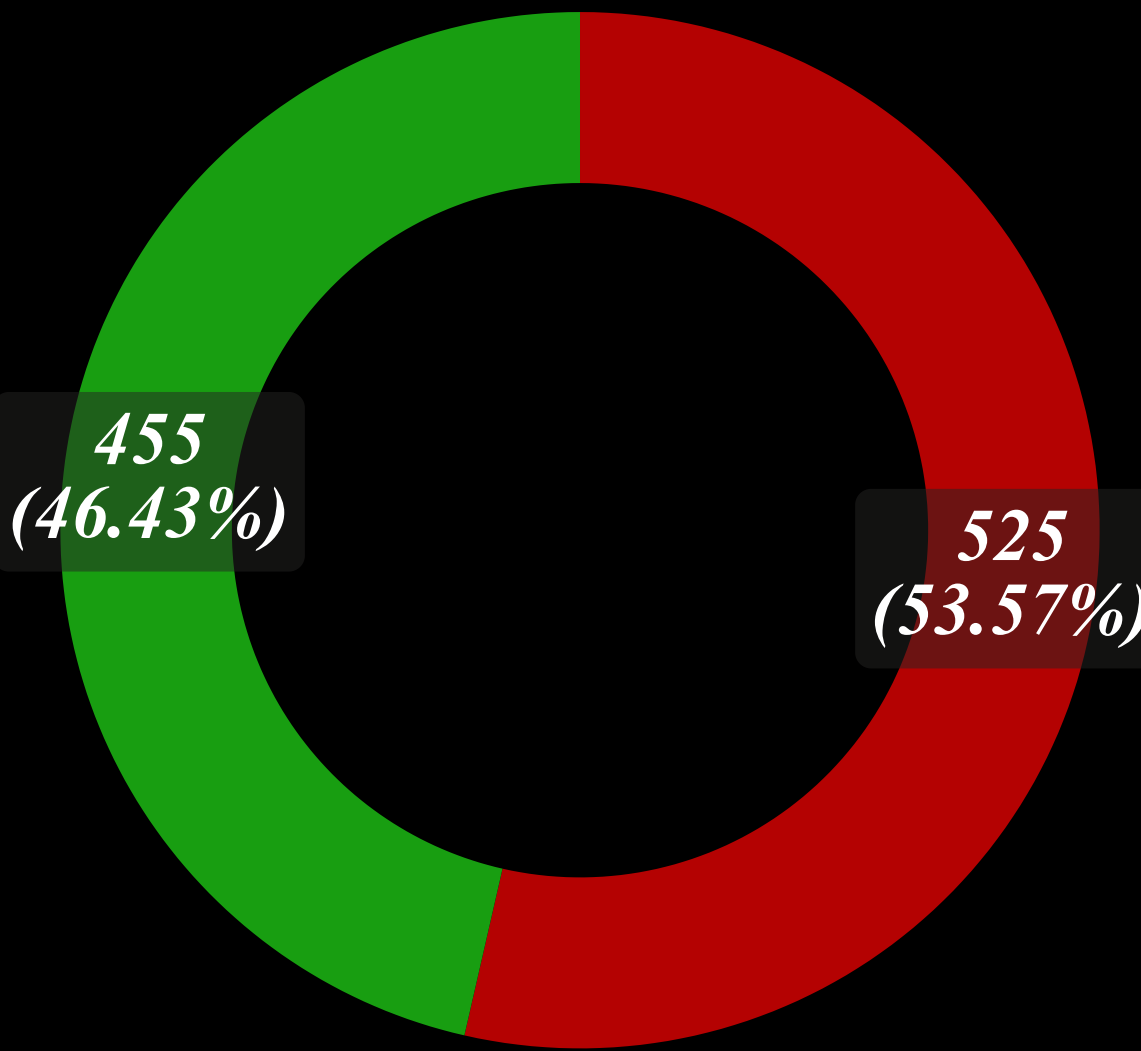
Brand\_perception of CodeX

- Neutral
- Positive
- Negative



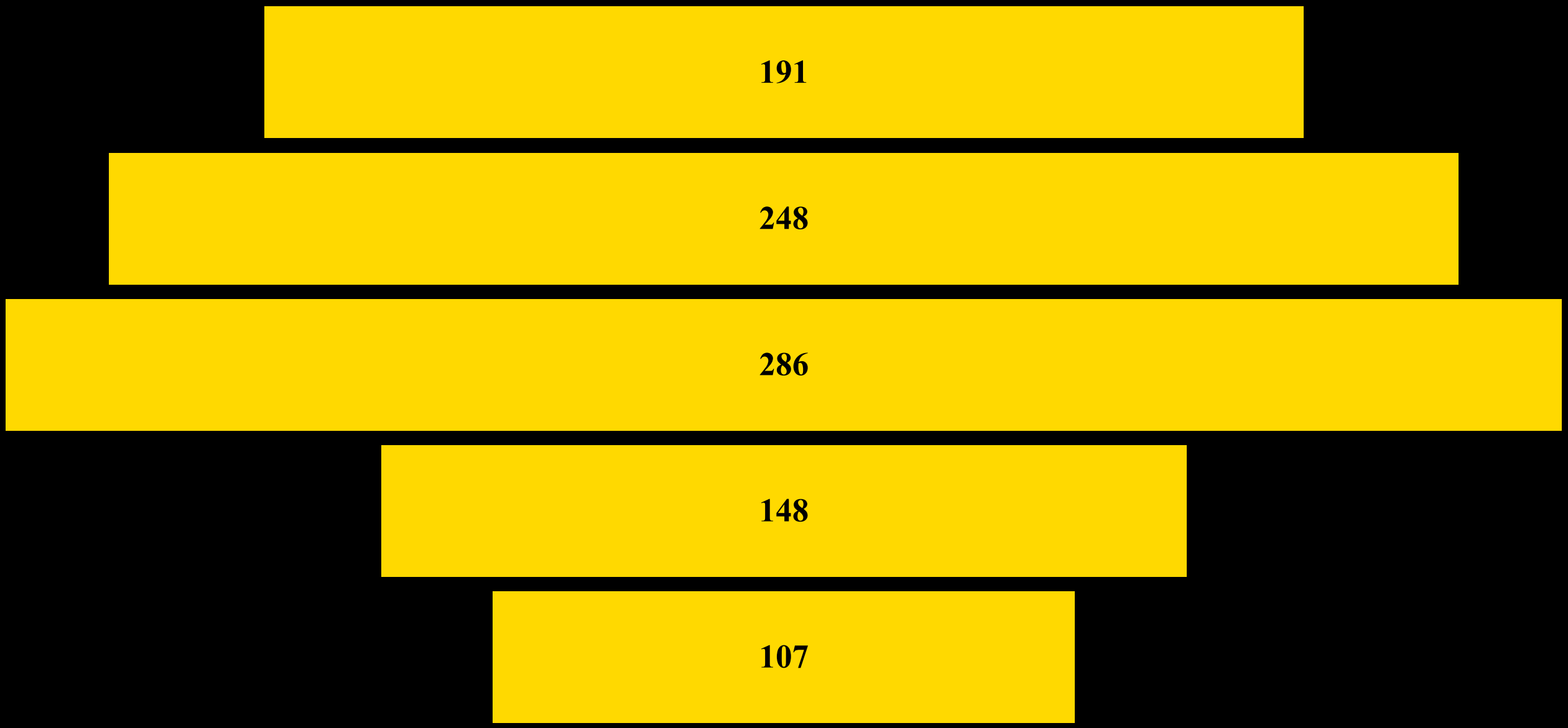
Heard\_before

- No
- Yes

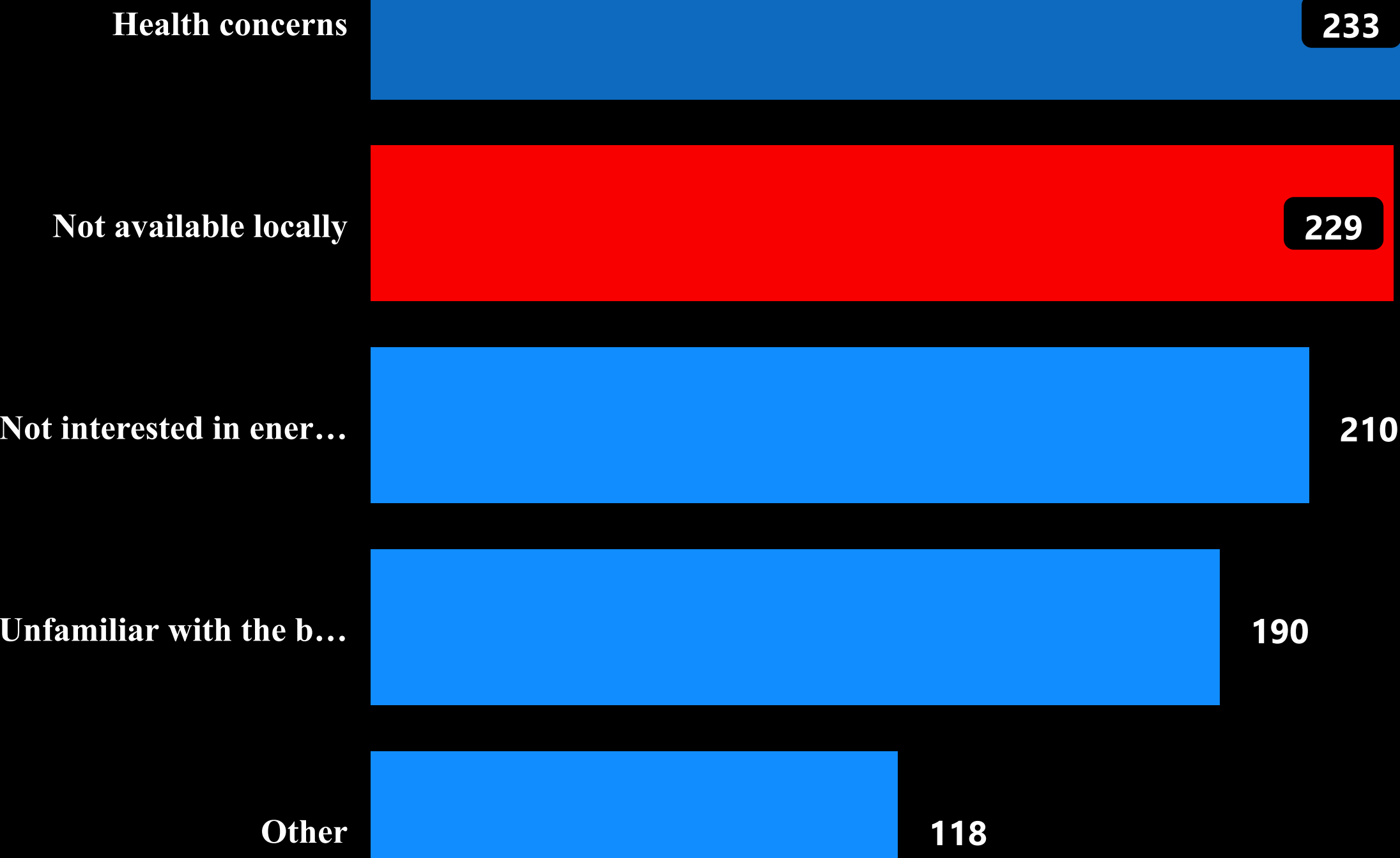


Taste\_Experience

- 5
- 4
- 3
- 2
- 1



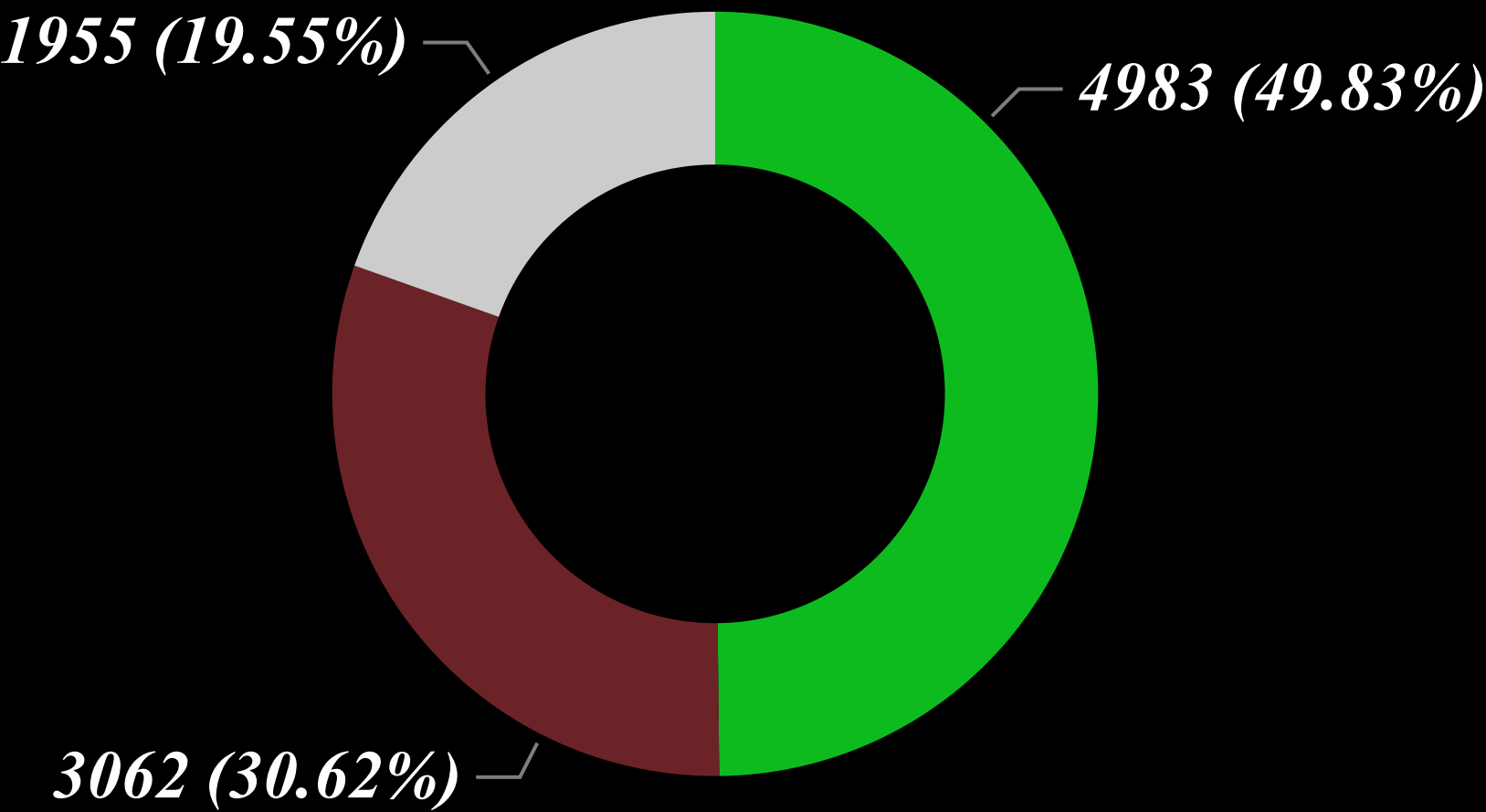
Reasons\_prevent\_trying\_CodeX



# Additional Market Research

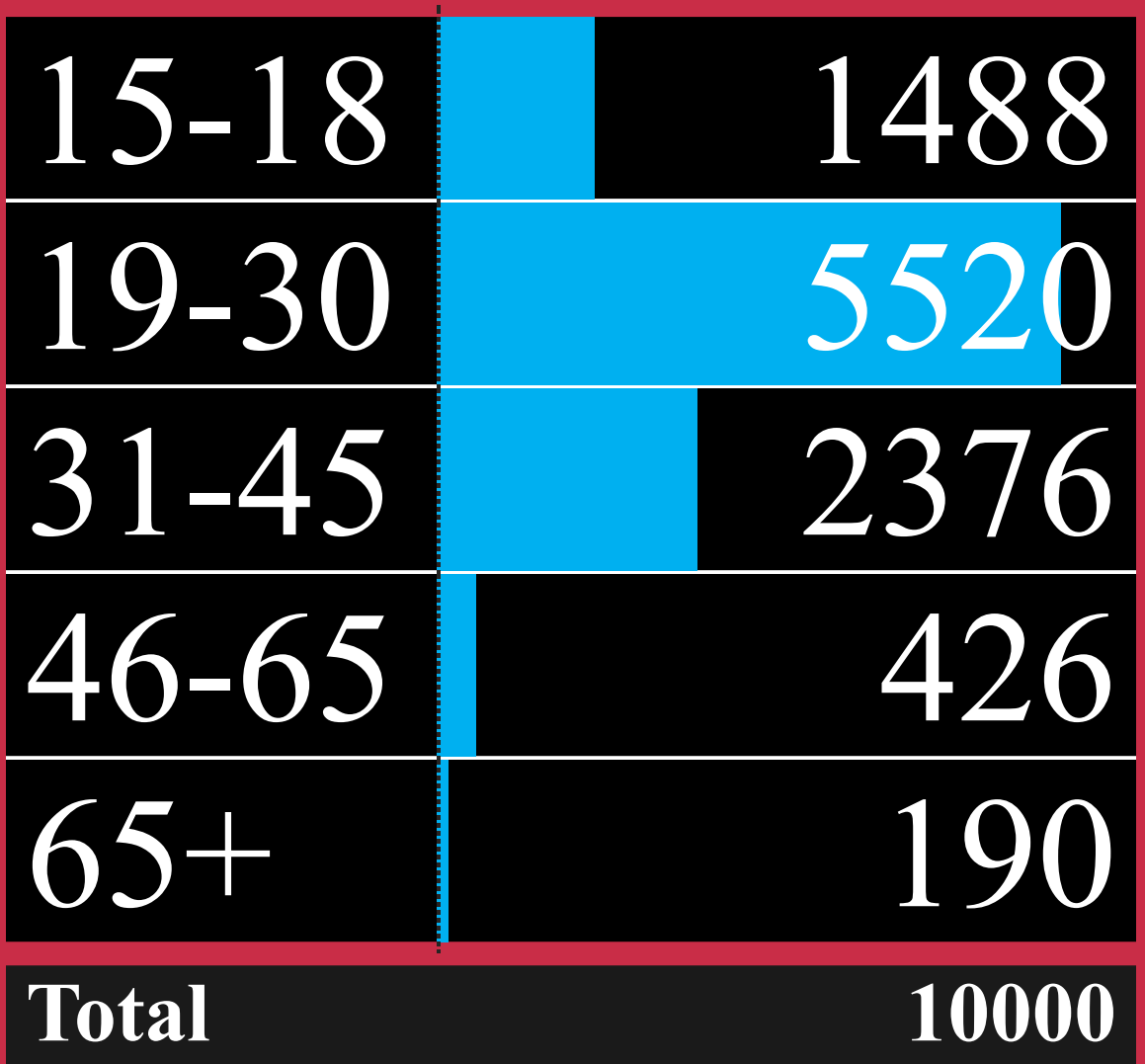
Interest\_in\_natural\_or\_organic

● Yes ● No ● Not Sure

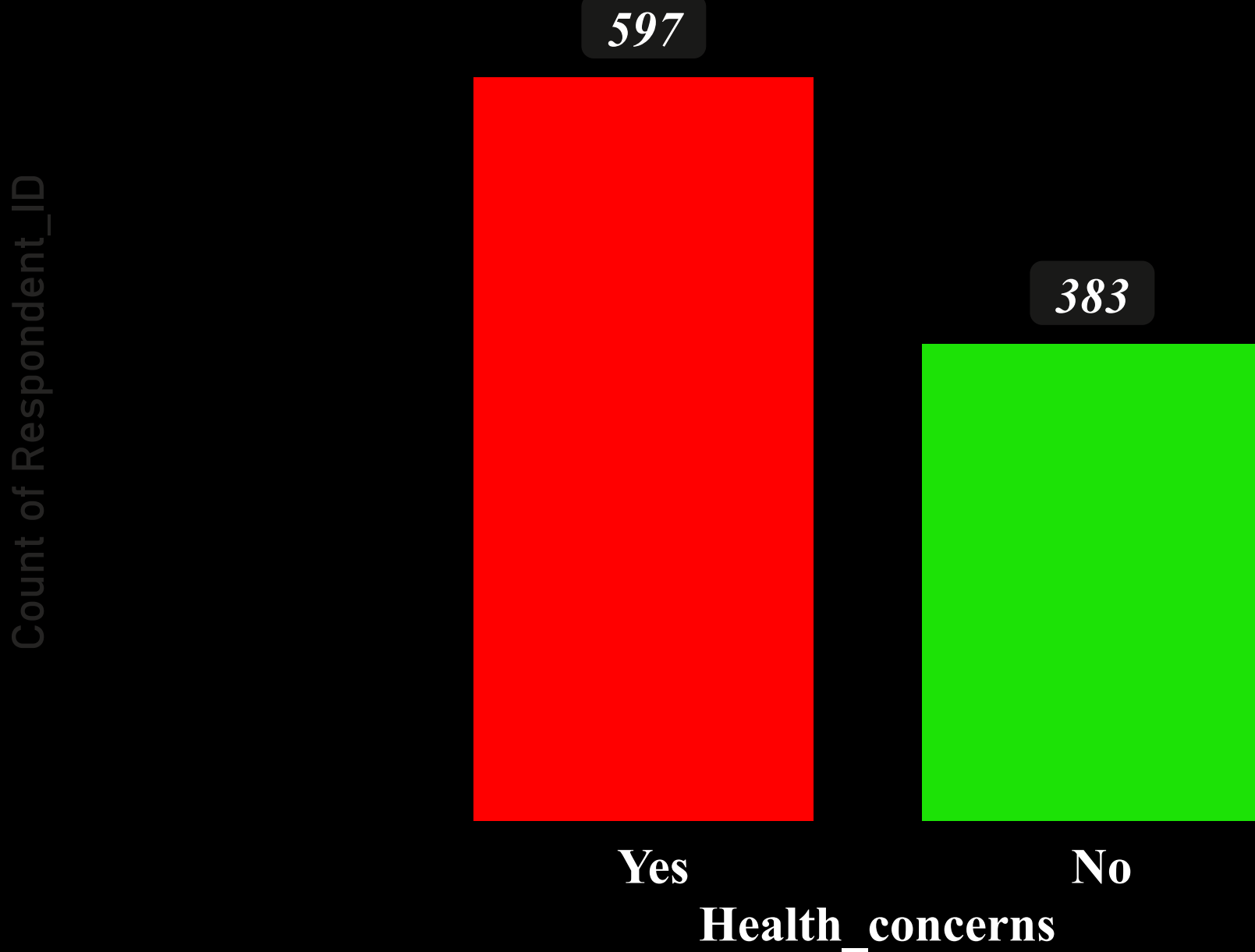


Age

Count of Response\_ID

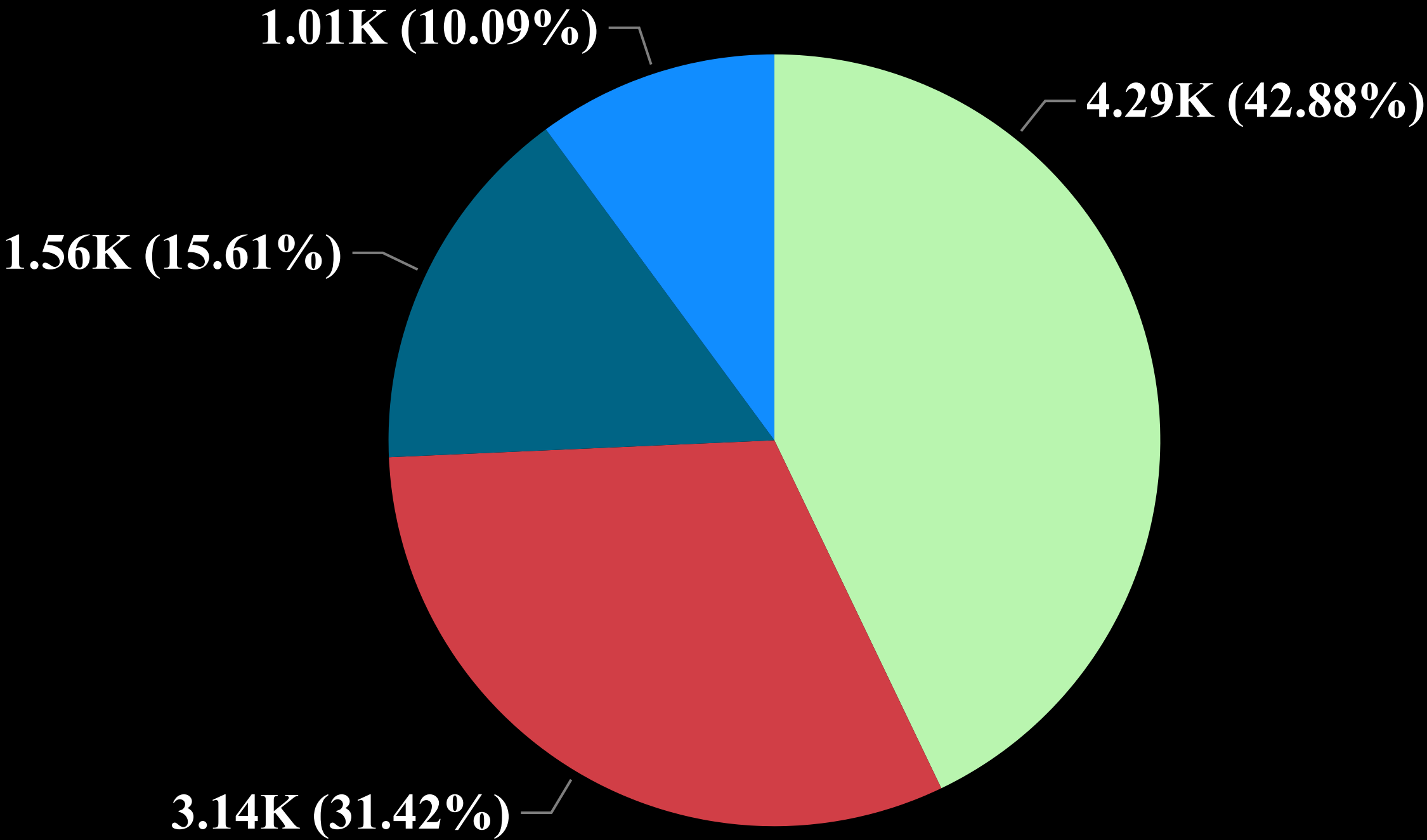


Health\_concerns\_count\_CodeX



Price\_range

Price\_range ● 50-99 ● 100-150 ● Above 150 ● Below 50



Improvements\_desired

