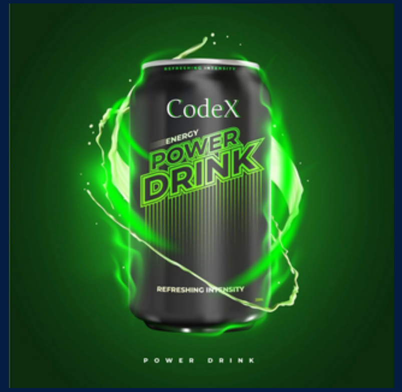

codeX

Food and Beverage Industry

MARKETING INSIGHTS

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About codeX

BUSINESS INTRODUCTION

codeX is a German beverage company that has expanded its operations to the Indian market. Specializing in energy drinks, codeX has recently launched its products in 10 cities across India

BUSINESS PLAN

The company is focused on establishing a strong presence and gaining market share in India's competitive beverage industry.

OBJECTIVES

The Marketing team at codeX aims to enhance brand awareness, expand market share, and drive product development in the Indian market. They conducted a comprehensive survey across 10 cities, gathering insights from 10,000 respondents. As a marketing data analyst, my role is to translate these survey findings into actionable insights, empowering the team to make informed decisions that propel codeX's growth and success in India

Company’s Market

codeX is relatively new to the Indian market. They recently launched their energy drink in 10 cities across India

Result Grid

city
Delhi
Mumbai
Bangalore
Chennai
Kolkata
Hyderabad
Ahmedabad
Pune
Jaipur
Lucknow

DEMOGRAPHIC INSIGHTS

1. Who prefers energy drink more?

gender	percentage
Male	60.38%
Female	34.55%
Non-binary	5.07%

The analysis indicates that males are the primary consumers of energy drinks, representing 60% of the surveyed population. Females constitute 34% of consumers, while non-binary individuals make up 5%.

2. Which age group prefers energy drinks more?

The survey shows that 55% of energy drink consumers are young adults (18-30 years old), while 24% are middle-aged adults (31-45 years old). This highlights the popularity of energy drinks among youngers

age	Percentage
19-30	55.20%
31-45	23.76%
15-18	14.88%
46-65	4.26%
65+	1.90%

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

marketing_channels	percentage
Online ads	48.13%
TV commercials	25.47%
Other	10.02%
Outdoor billboards	10.02%
Print media	6.36%

The analysis indicates that online ads are more effective in reaching the youth demographic (15-30 years old), accounting for 49% of respondents

CONSUMER PREFERENCES

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

Ingredients_expected	Percentage
Caffeine	38.96%
Vitamins	25.34%
Sugar	20.17%
Guarana	15.53%

Among respondents, 39% prefer energy drinks containing caffeine, making it the most preferred ingredient. Following closely, 25% prefer drinks with added vitamins. Meanwhile, 20% prefer drinks with sugar, and 15% prefer drinks with guarana. This indicates a strong preference for caffeine and vitamins among respondents.

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

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

Among respondents, 40% prefer compact and portable cans for energy drink packaging, while 30% prefer innovative bottle designs. Additionally, 15% prefer collectible packaging, 10% prefer eco-friendly designs, and 5% prefer other packaging options.

COMPETITION ANALYSIS

1. Who are the current market leaders?

Current_Brands	Brand_Rank
Cola-Coka	1
Bepsi	2
Gangster	3
Blue Bull	4
CodeX	5
Sky 9	6
Others	7

The current market leaders in the energy drink market are Cola-Coke (ranked 1st), followed by Pepsi (2nd), Gangster (3rd), Blue Bull (4th), codeX (5th), and Skey (6th).

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

Reasons_for_choosing_brands	Percentage
Brand reputation	26.52%
Taste/flavor preference	20.11%
Availability	19.10%
Effectiveness	17.48%
Other	16.79%

Consumers prefer other brands over yours primarily due to brand reputation (27%), taste/flavor preference (20%), and availability (19%). Effectiveness and other reasons each account for 17% of the preference.

MARKETING CHANNELS AND BRAND AWARENESS

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

Result Grid | Filter Rows:

marketing_channels	Percentage
Online ads	40.20%
TV commercials	26.88%
Outdoor billboards	12.26%
Other	12.25%
Print media	8.41%

The results indicate that online ads are the most effective channel for reaching customers, with 40% of customers reached through this medium. TV commercials reach 27% of customers, outdoor billboards reach 12%, and print media reaches 9% of customers.

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

Different marketing strategies have varying effectiveness in reaching customers. Online ads are effective for attracting youngsters, with 40% preferring them. Brand perception is neutral for 60% of respondents, indicating a need for improvement. Supermarkets are preferred by 45% of respondents for purchases, showing the effectiveness of retail strategies. Prices between 50-99 influence 43% of respondents, while 31% are influenced by prices between 100-150. Overall, there is room for improvement in brand perception, attracting youngsters, and pricing strategies.

BRAND PENETRATION

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

brand_perception	percentage
Neutral	60.10%
Positive	22.35%
Negative	17.55%

In your survey, 60% of people have a neutral opinion about your brand, 22% have a positive opinion, and 18% have a negative opinion.

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

city	percentage
Bangalore	28.28%
Hyderabad	18.33%
Mumbai	15.10%
Chennai	9.37%
Pune	9.06%

The analysis suggests that Bangalore should be the primary focus, as it has the highest percentage of 28%. Hyderabad follows with 18%, Mumbai with 15%, Chennai and Pune both with 9%. These cities are the top five among the ten cities surveyed, indicating their significance for focused marketing efforts.

PURCHASE BEHAVIOR

1. Where do respondents prefer to purchase energy drinks?

purchase_location	percentage
Supermarkets	44.94%
Online retailers	25.50%
Gyms and fitness centers	14.64%
Local stores	8.13%
Other	6.79%

Respondents prefer purchasing energy drink from supermarkets, with 45%, Online retailers are the next most popular choice, with 25.5% of respondents preferring this option, followed by gyms and fitness centers and local stores

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

Result Grid | Filter Rows:

typical_consumption_situations	percentage
Sports/exercise	44.94%
Studying/working late	32.31%
Social outings/parties	14.87%
Other	4.91%
Driving/commuting	2.97%

Among respondents, 45% prefer to consume energy drinks during sports/exercise, 32% prefer to consume while studying/working late, and 15% prefer to consume during social outings/parties

3. What factors influence respondents' purchase decisions, such as price range

Result Grid | Filter Rows:

price_range	percentage
50-99	42.88%
100-150	31.42%
Above 150	15.61%
Below 50	10.09%

Factors influencing respondents' purchase decisions include price range, with 43% influenced by prices between 50-99, 31% by prices between 100-150, 16% by prices above 150, and 10% by prices below 50.

PRODUCT DEVELOPMENT

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

Taste_experience

Result Grid | Filte

taste_experience
3.28

To improve taste experience, codeX should consider product enhancements or innovations that align with consumer preferences. Conducting further surveys or taste tests can provide specific feedback for refinement.

Improvements_Desired

Result Grid | Filter Rows:

Improvements_desired	percentage
Reduced sugar content	30.41%
More natural ingredients	23.88%
Wider range of flavors	21.22%
Healthier alternatives	14.59%
Other	9.90%

30% of respondents desire a reduction in sugar content, reflecting a growing trend towards healthier options. Secondly, 24% prefer drinks with more natural ingredients, suggesting a desire for authenticity and health-conscious choices. Thirdly, 21% express interest in a wider range of flavors, indicating a need for variety and innovation. Lastly, 15% are seeking healthier alternatives