



CODEX INDIA: CONSUMER INSIGHTS & GROWTH STRATEGY

By Karthiga Lakshmanan

SITUATION

TASK

ACTION

RESULT

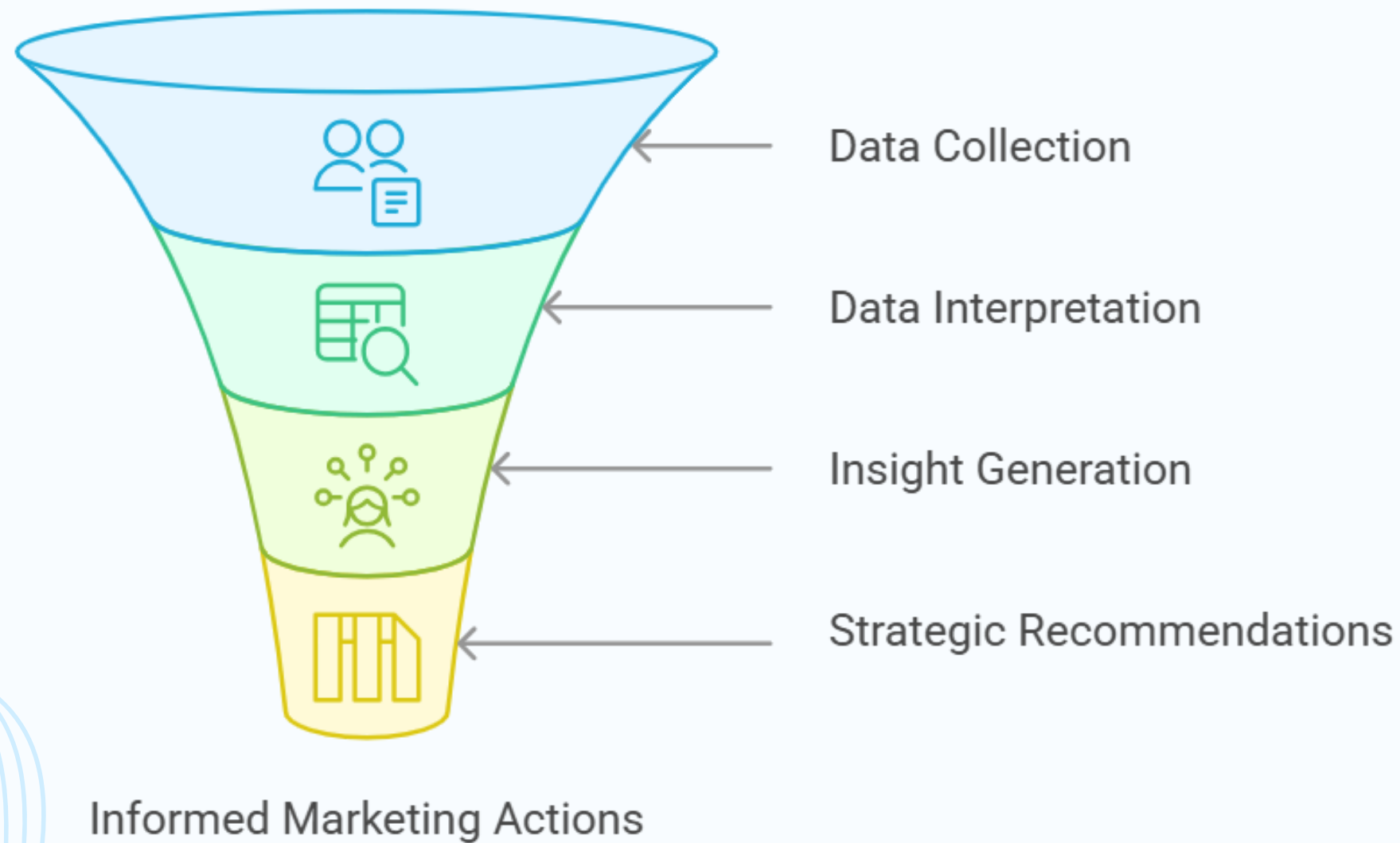
SITUATION

- CodeX is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities in India.
- Their Marketing team is responsible for increasing brand awareness, market share, and product development.
- They conducted a survey in those 10 cities and received results from 10k respondents.
- As a marketing data analyst, My task is to convert these survey results to meaningful insights which the team can use to drive actions.

TASK

Transforming Survey Data into Actionable Insights

Survey Results Analysis



To analyze survey results using MySQL and create visualizations in Power BI, generating actionable insights for informed decision-making.

ACTION

Data Processing & Analysis :

- Collected and cleaned survey data using MySQL queries to ensure accuracy.
- Identified key trends in consumer preferences, market behavior, and brand perception.

Visualization & Insights Generation :

- Created Power BI dashboards to illustrate market trends and user demographics.
- Designed interactive charts, graphs, and KPI metrics for better decision-making.

Strategic Recommendations :

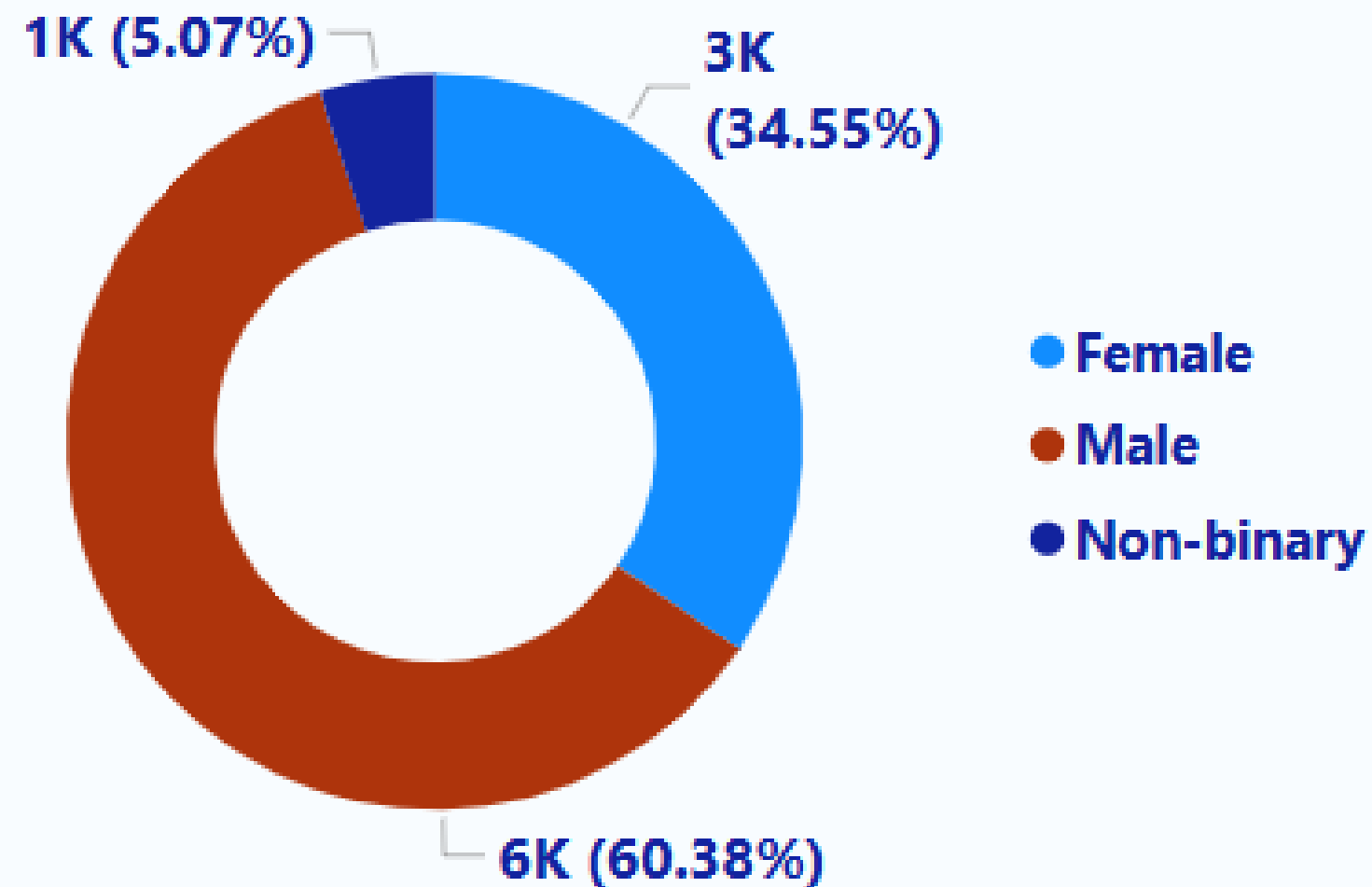
- Provided data-backed insights to guide marketing strategies and product development.
- Suggested target audience engagement strategies to improve brand positioning.

Outcome:

- Delivered clear, actionable insights to support business growth and strategic planning.
- Helped optimize marketing efforts and enhance CodeX's competitive edge.

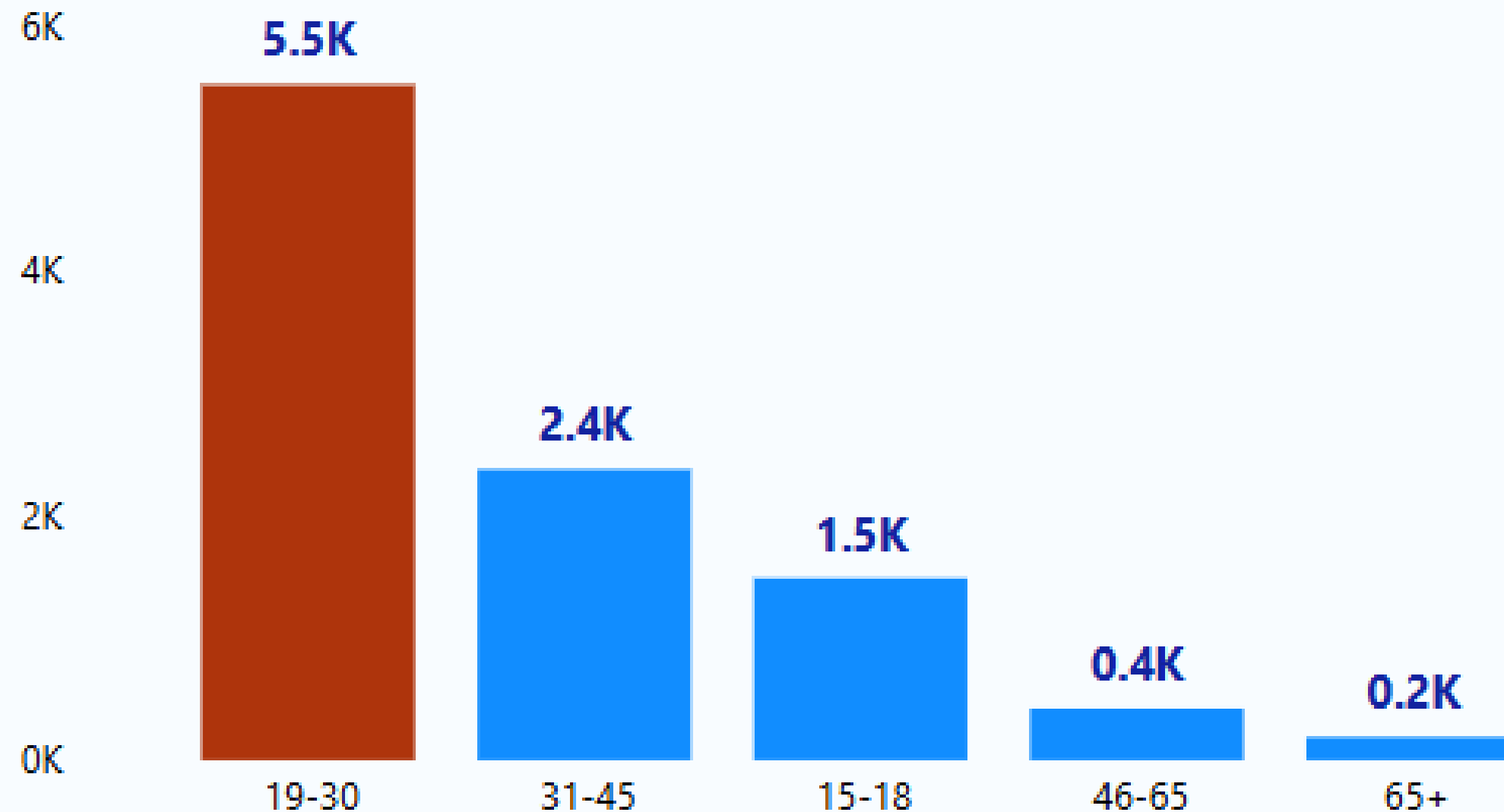
DEMOGRAPHIC INSIGHTS

Who prefers energy drink more? (male/female/non-binary?)



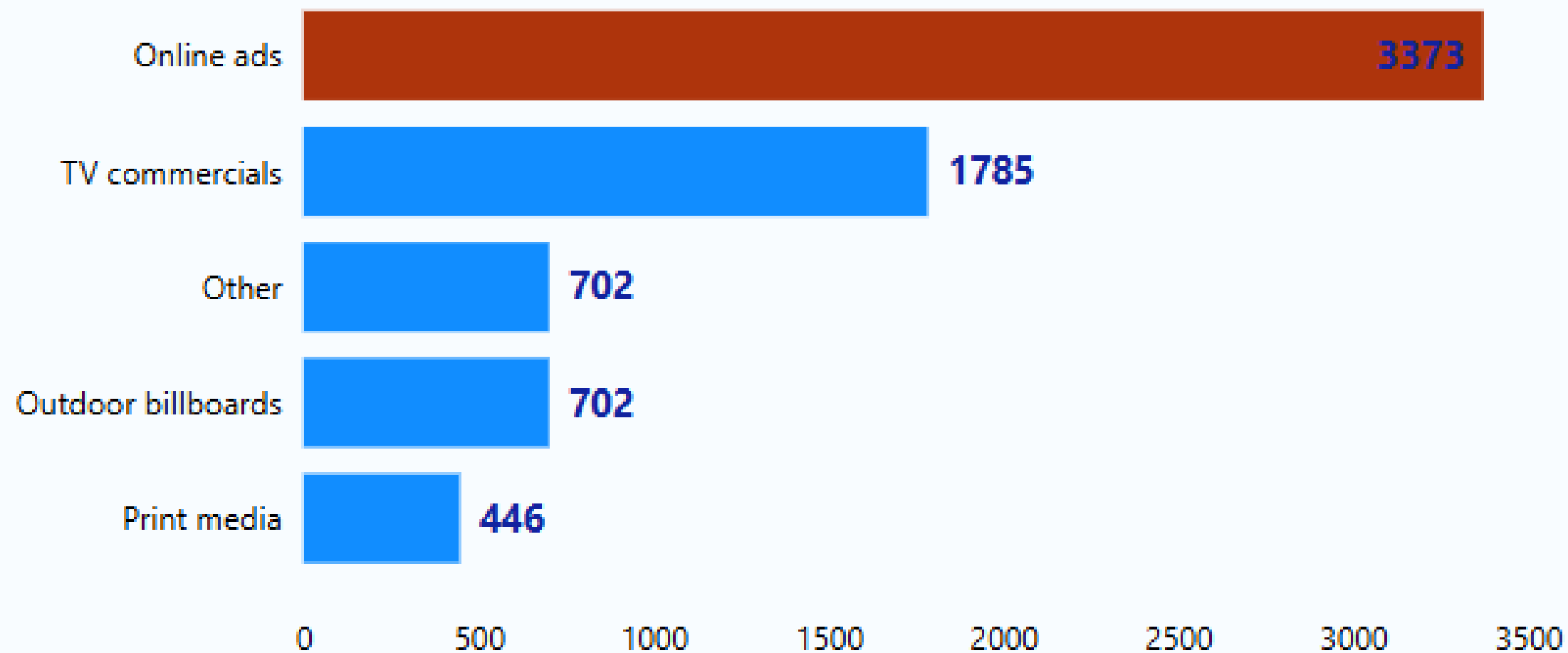
- Male respondents show a higher consumption rate of energy drinks compared to other genders.
- 60% of male respondents reported consuming energy drinks regularly.

Which age group prefers energy drinks more?



- The 19–30 age group has the highest preference for energy drinks compared to other age groups
- Approximately 5,500 respondents belong to this age group.

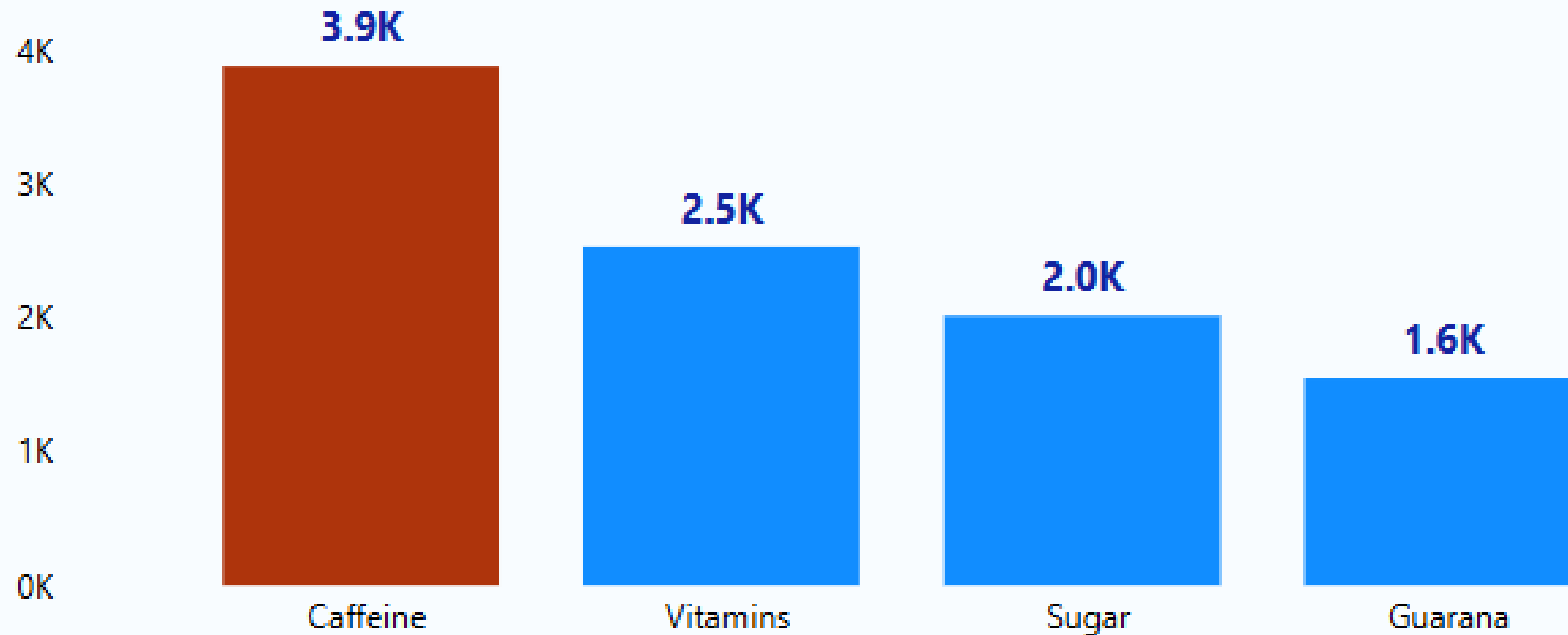
Which type of marketing reaches the most Youth (15-30)?



Online ads reach more youths (3,373) compared to other marketing channels.

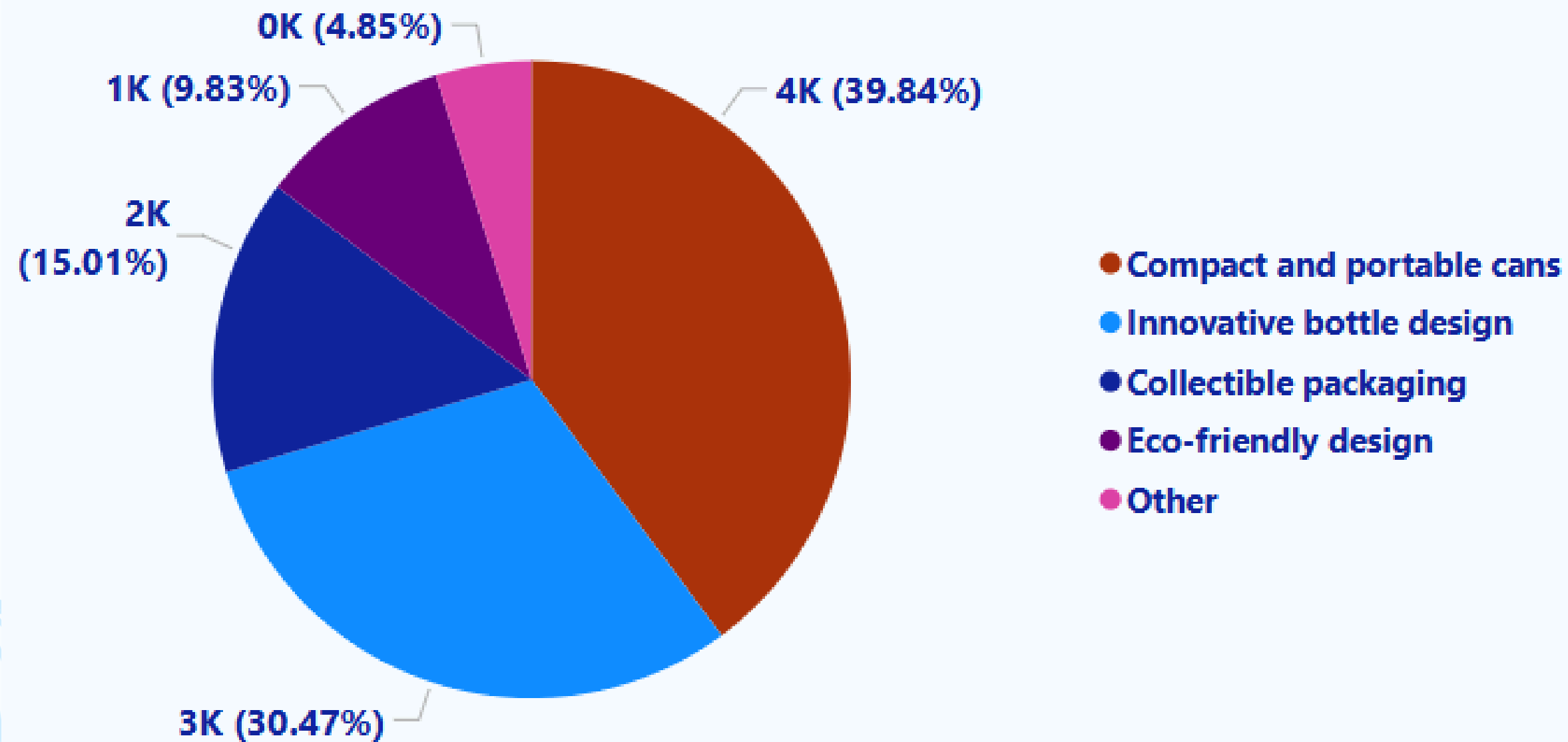
CONSUMER PREEERENCES

What are the preferred ingredients of energy drinks among respondents?



Caffeine is the most preferred ingredient among respondents

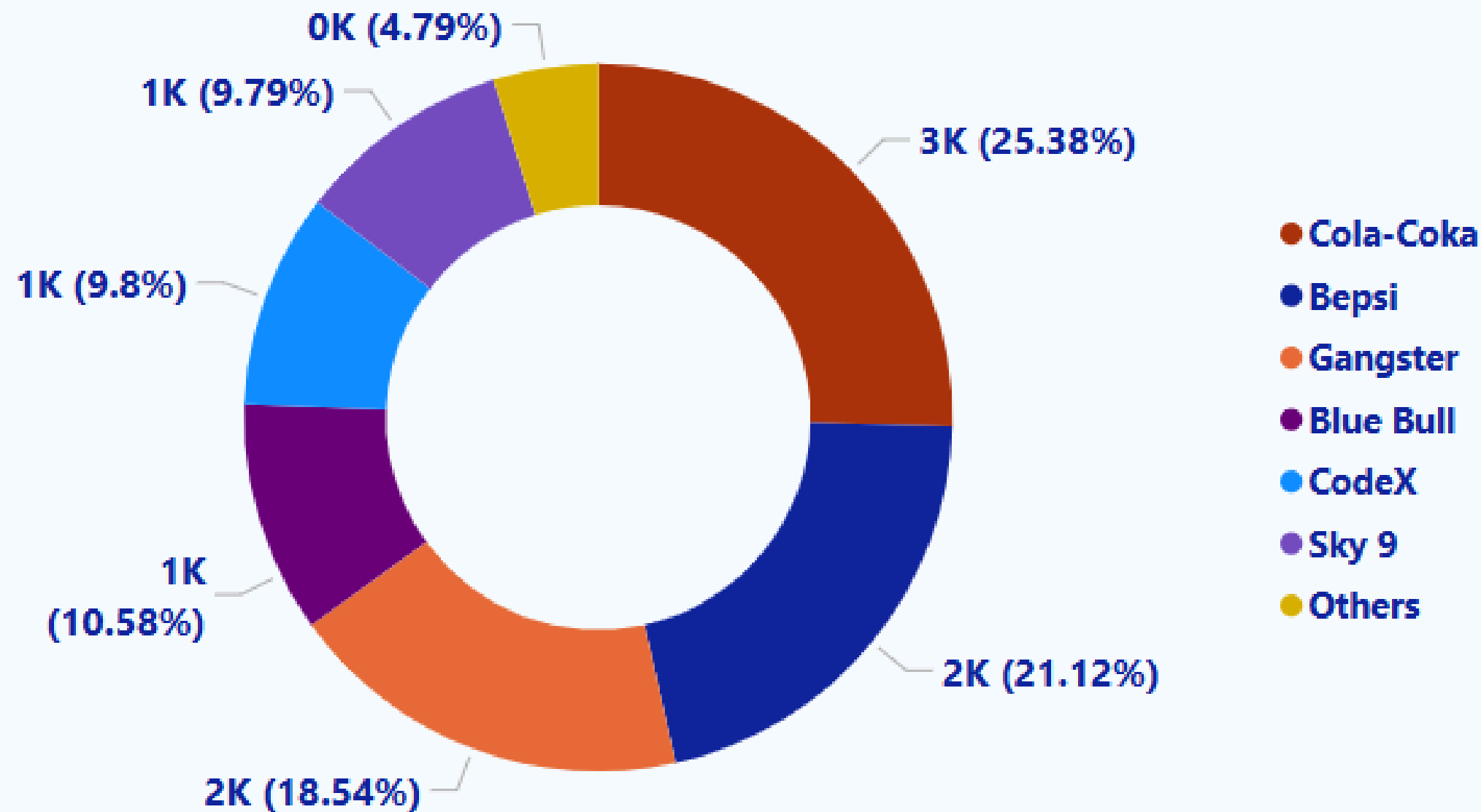
What packaging preferences do respondents have for energy drinks?



Compact and portable cans are the most liked packing preference among respondents

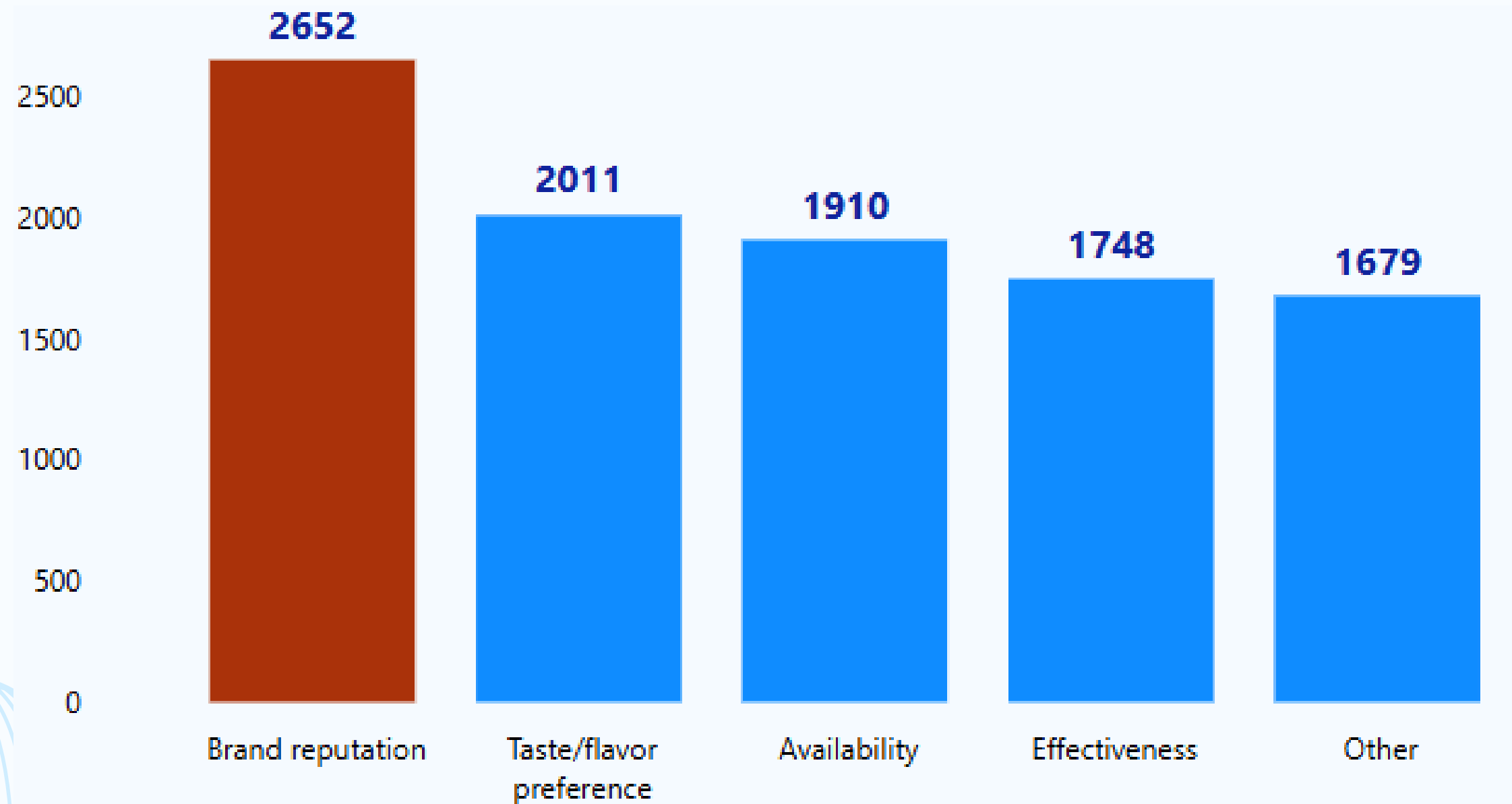
COMPETITION ANALYSIS:

Who are the current market leaders?



Cola-Coka is leading the market, followed by Bepsi and Gangster, while CodeX holds 9.8% of the market share.

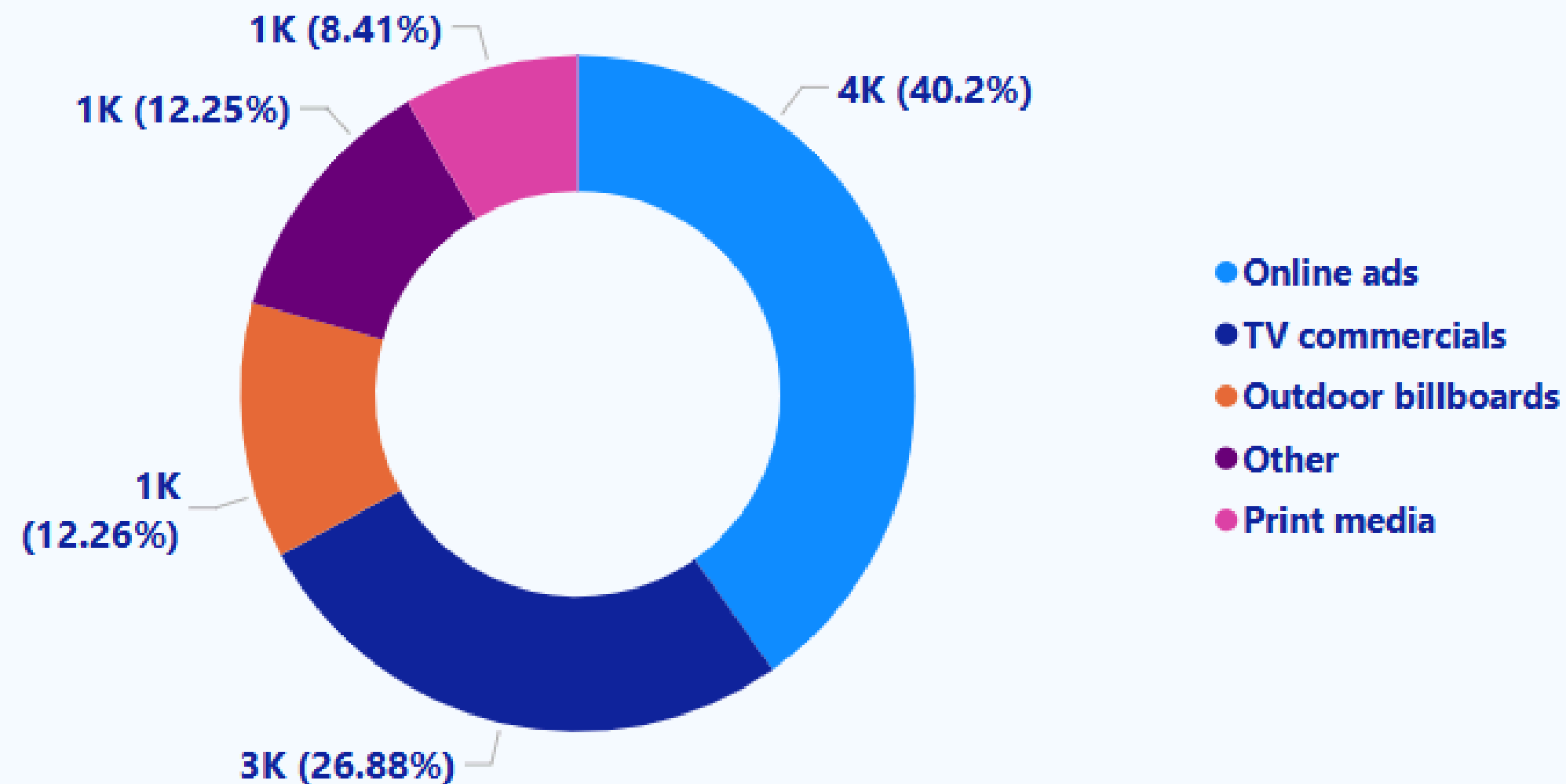
What are the primary reasons consumers prefer those brands over ours?



Brand reputation is one of the primary reasons for consumers to choose CodeX products.

MARKETING CHANNELS AND BRAND AWARENESS

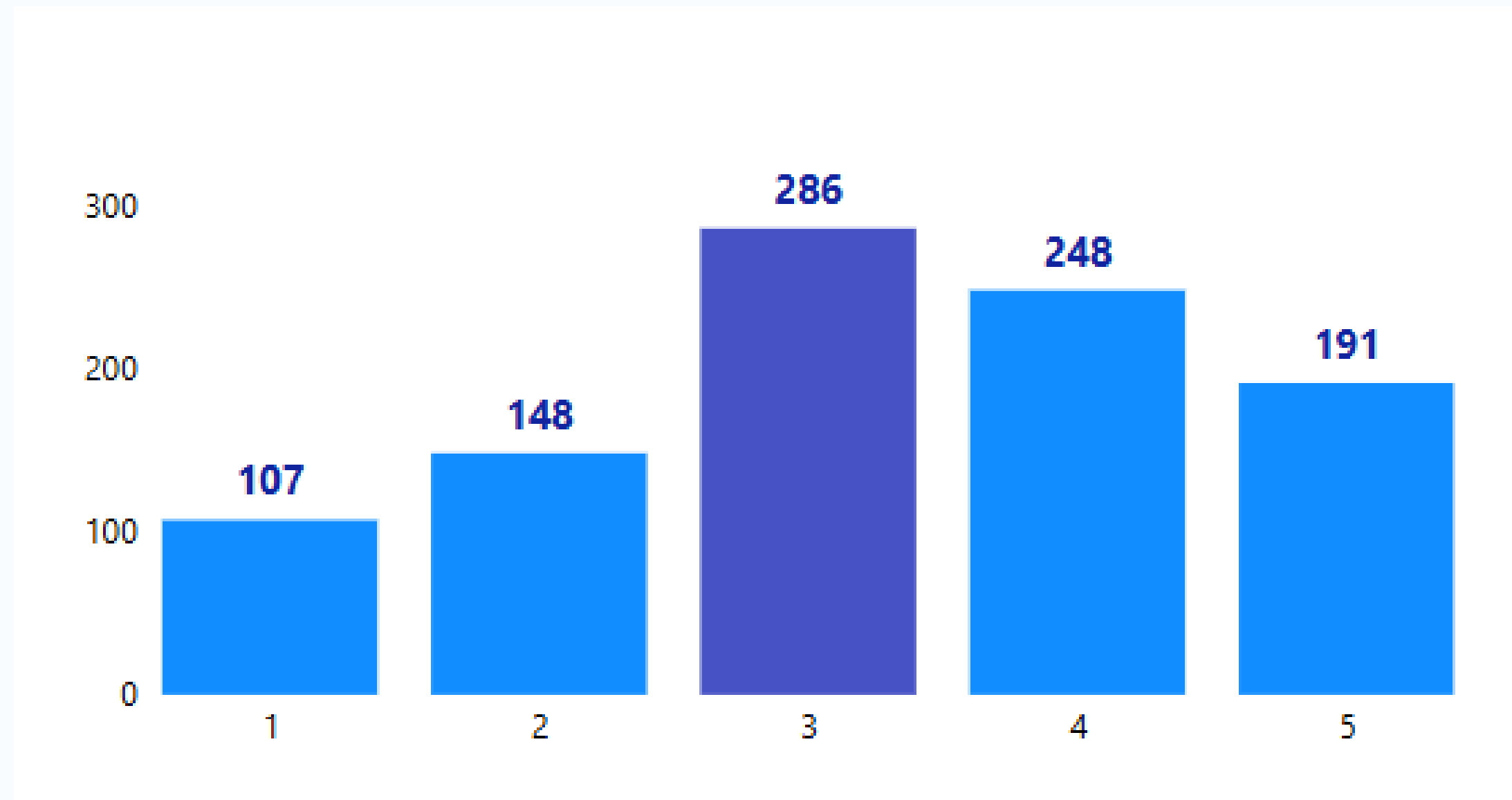
Which marketing channel can be used to reach more customers?



Online ads are the most effective marketing channel, reaching 40% of our audience. Investing in digital marketing can maximize brand awareness.

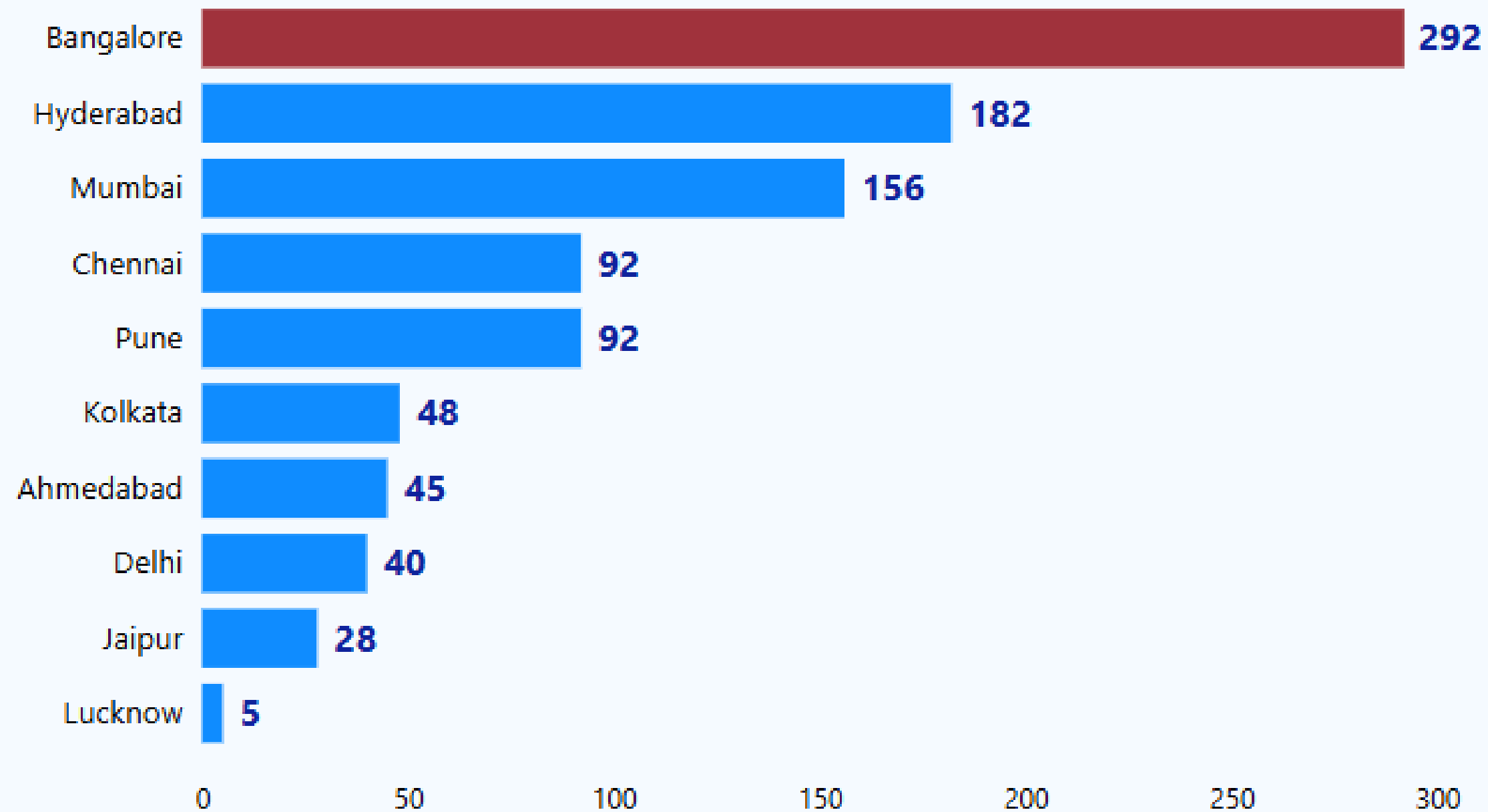
BRAND PENETRATION

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



CodeX received an overall rating of 3 out of 5

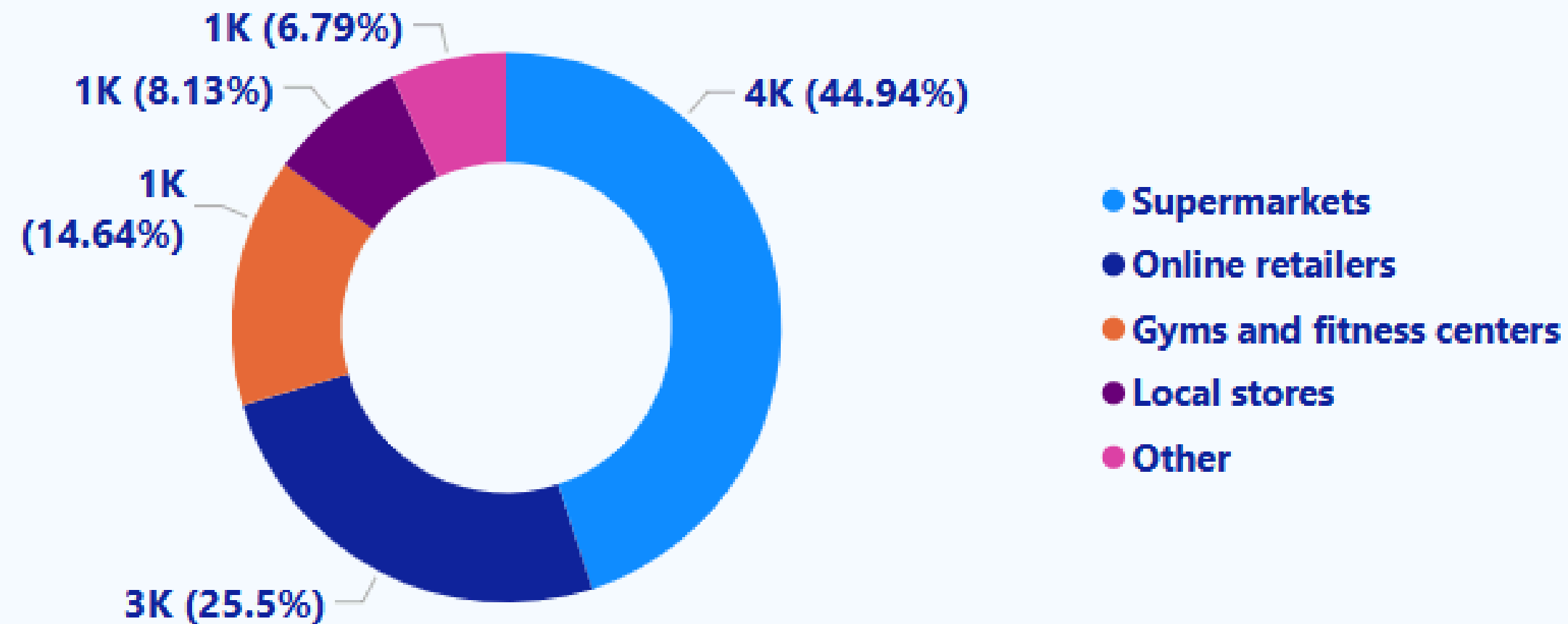
Which cities do we need to focus more on?



Need to focus on Chennai and Delhi from tier 1 cities and Jaipur and Lucknow from tier 2 cities

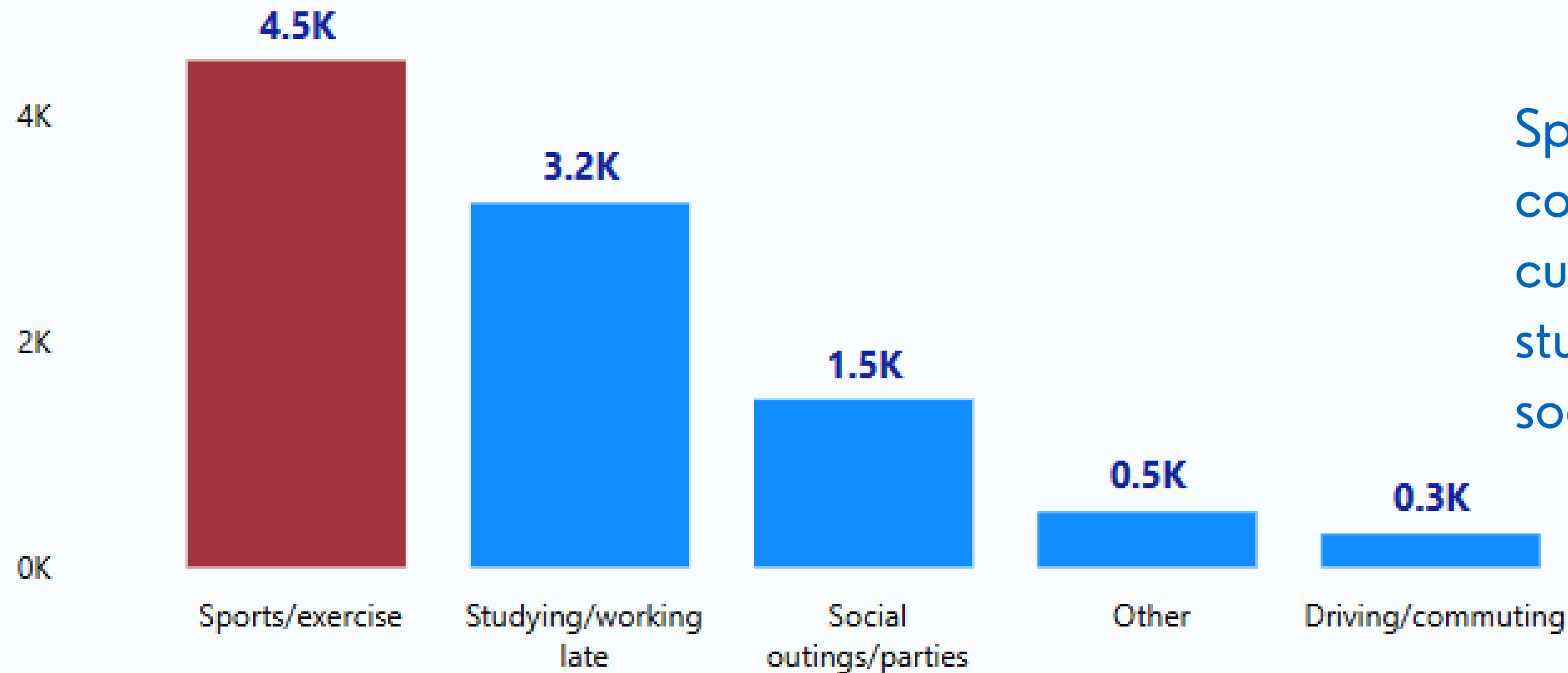
PURCHASE BEHAVIOUR

Where do respondents prefer to purchase energy drinks?



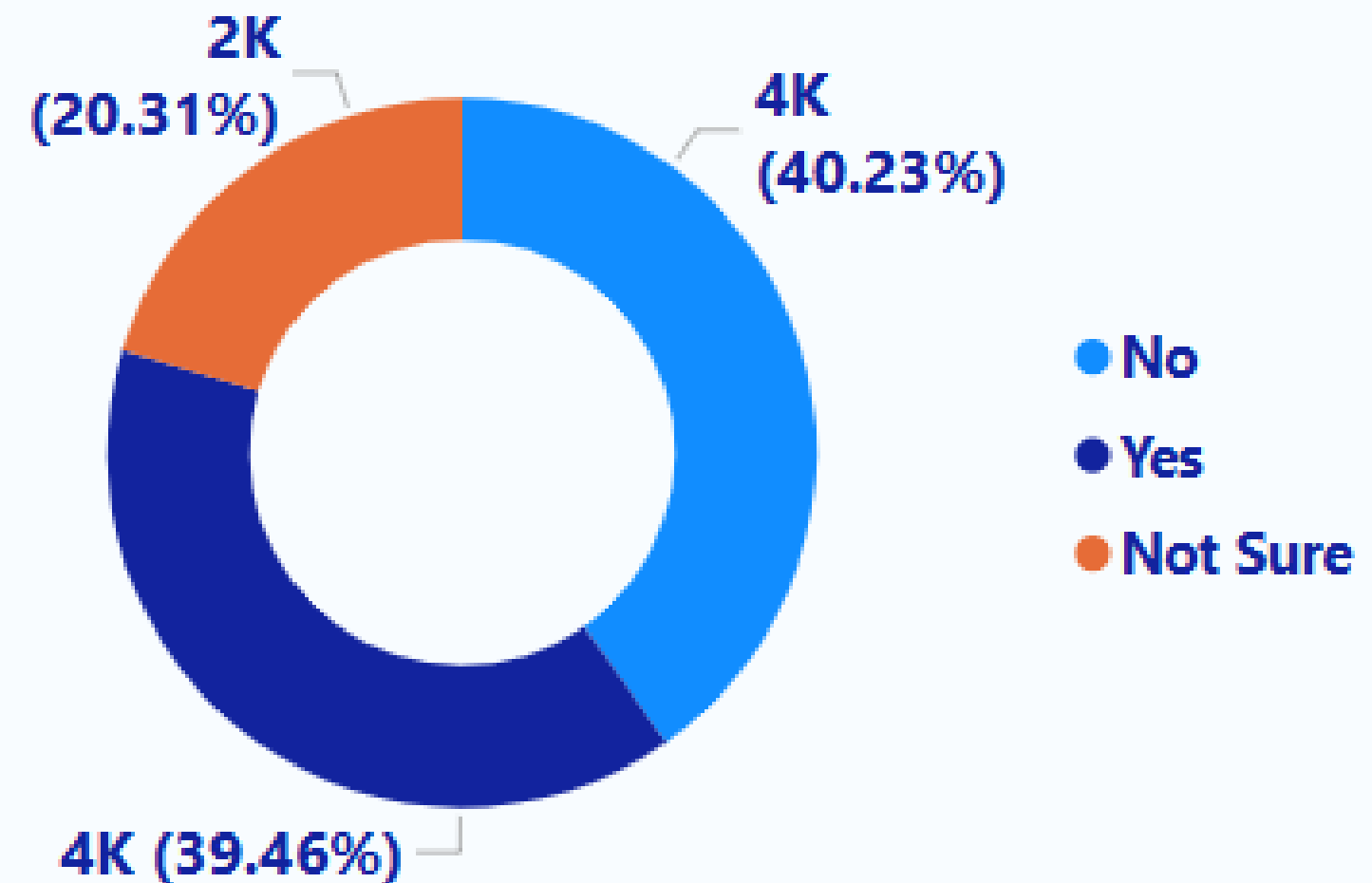
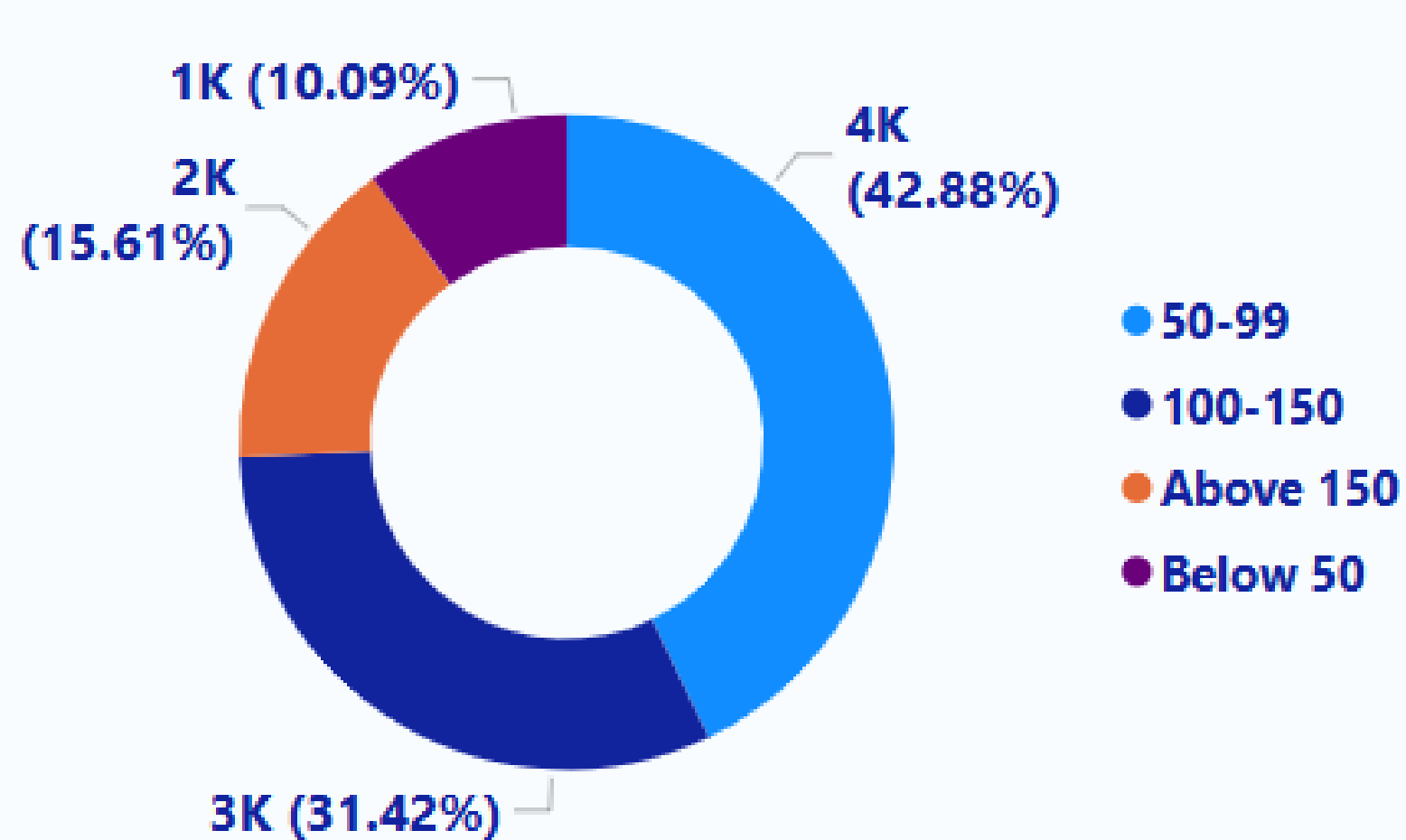
Customers likely to purchase energy drinks from supermarkets, online retailers followed by gyms and fitness centers

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



Sports/ exercise are the primary consumption situation for customers followed by studying/working late and social outings / parties

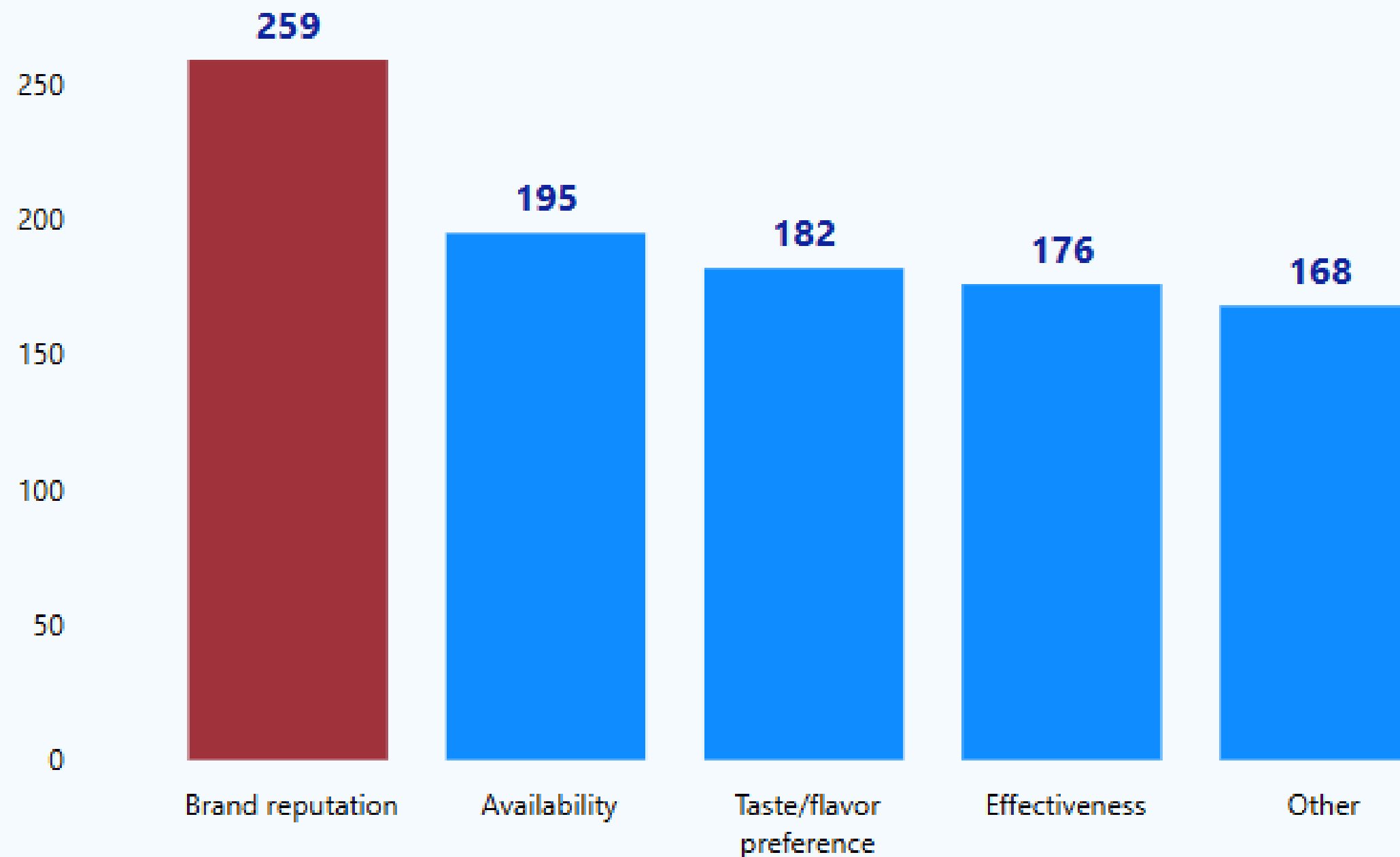
What factors influence respondents' purchase decisions, such as price range and limited edition packaging?



price range is a major influence on purchase the energy drinks among customers compared with the limited edition packaging. 50-99 is most preferred price range among customers

PRODUCT DEVELOPMENT

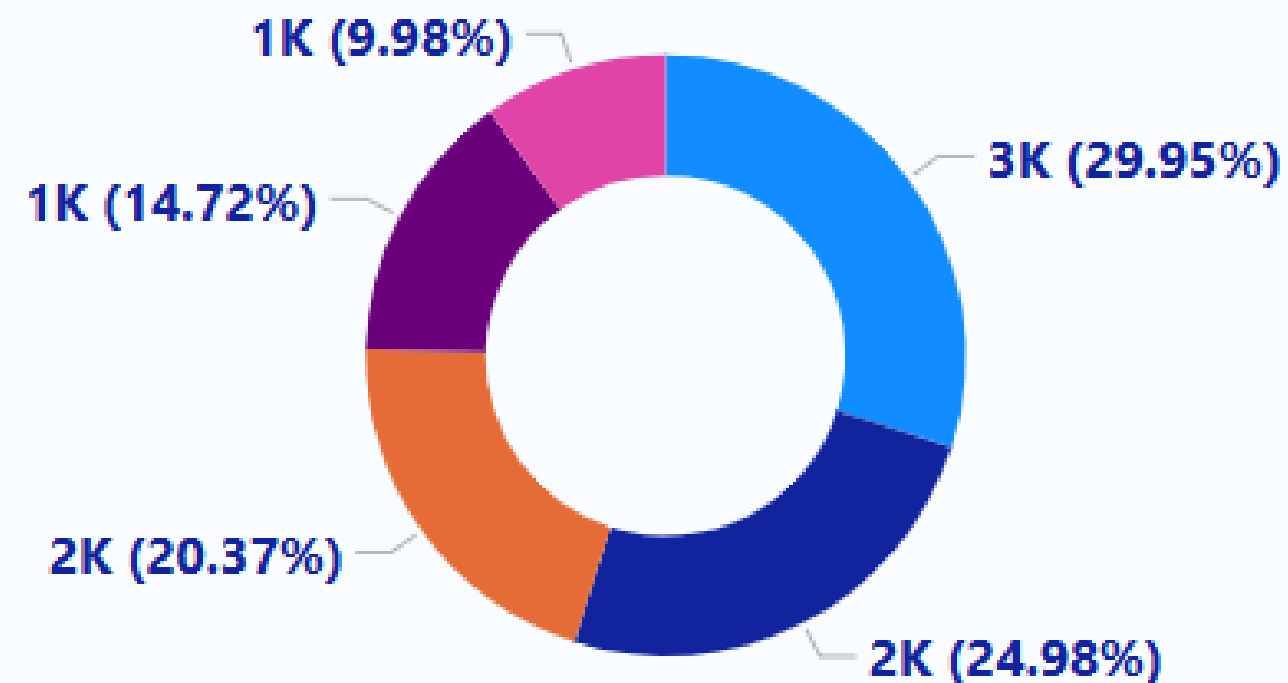
Which area of business should we focus more on our product development? (Branding/taste/availability)



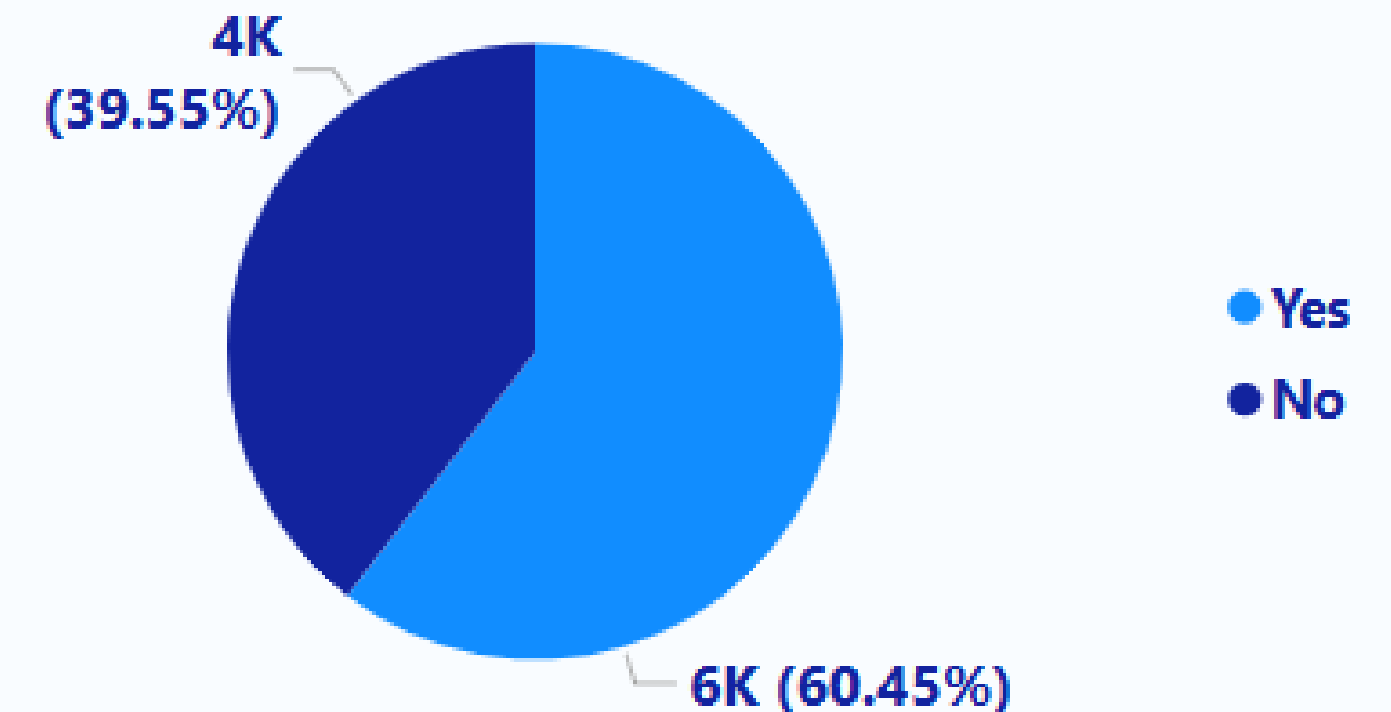
Around 250 respondents choose brand reputation for codex product development

RECOMMENDATIONS

What immediate improvements can we bring to the product?

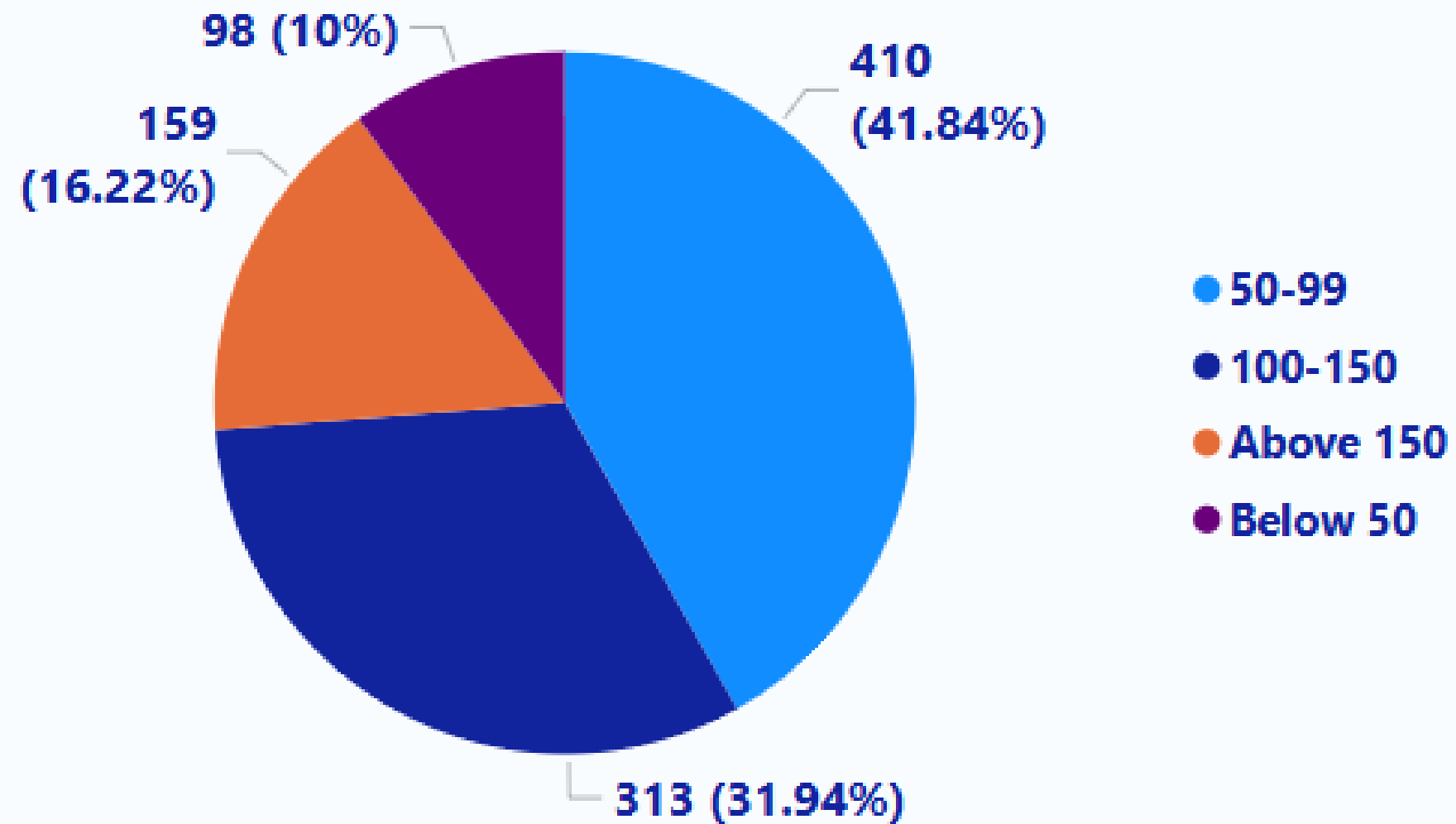


- Reduced sugar content
- More natural ingredients
- Wider range of flavors
- Healthier alternatives
- Other



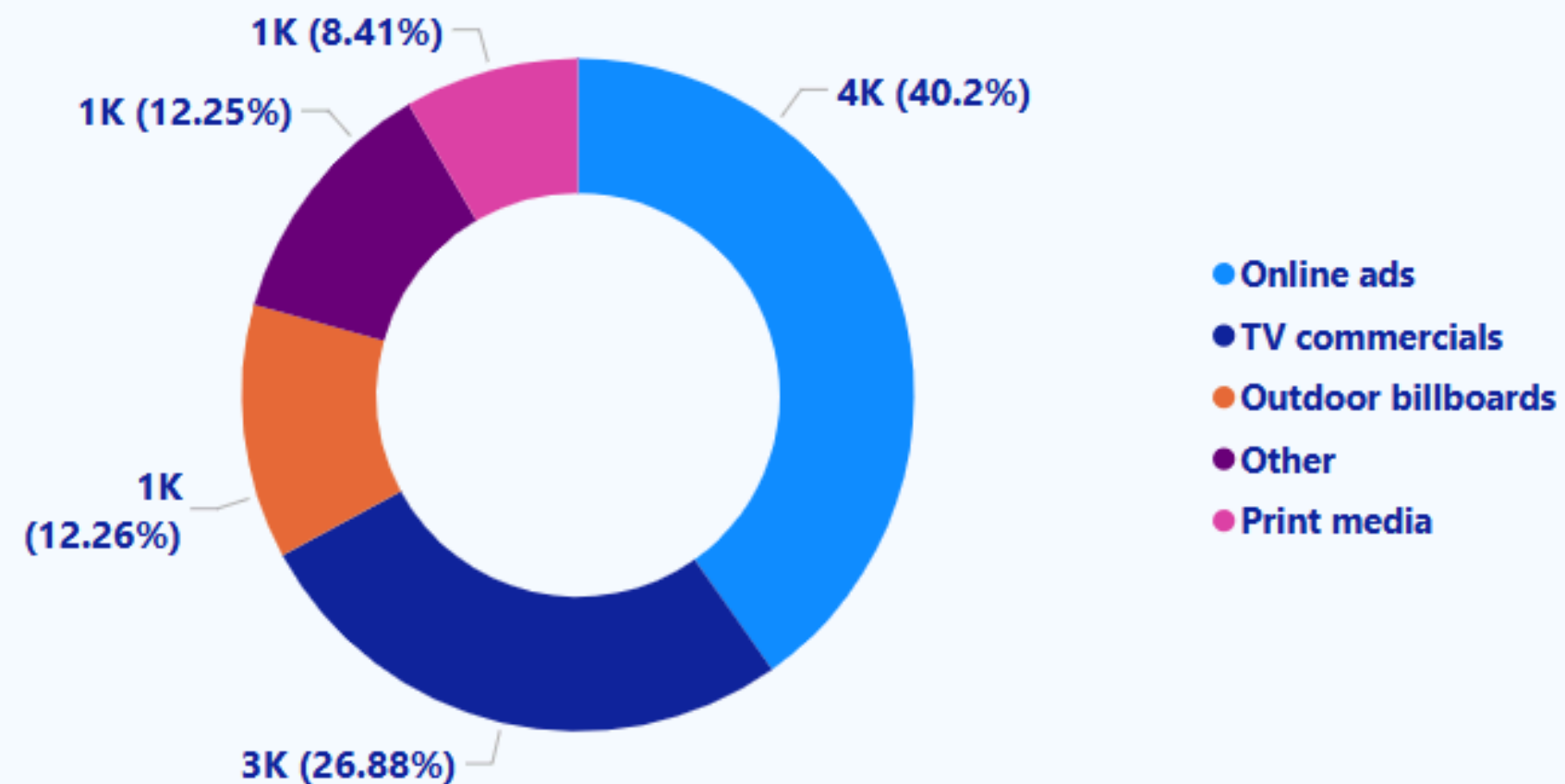
Approximately 60% of respondents prefer healthier options such as natural ingredients, healthier alternatives, and reduced sugar content in CodeX energy drinks. Analysis of the results shows that respondents are also more interested in healthier ingredients combined with a wide range of flavors.

What should be the ideal price of our product?



41% of respondents choose the ideal price of the product in the 50-99 price range while 31% people preferred 100-150 price range compared to other options

What kind of marketing campaigns, offers, and discounts we can run?



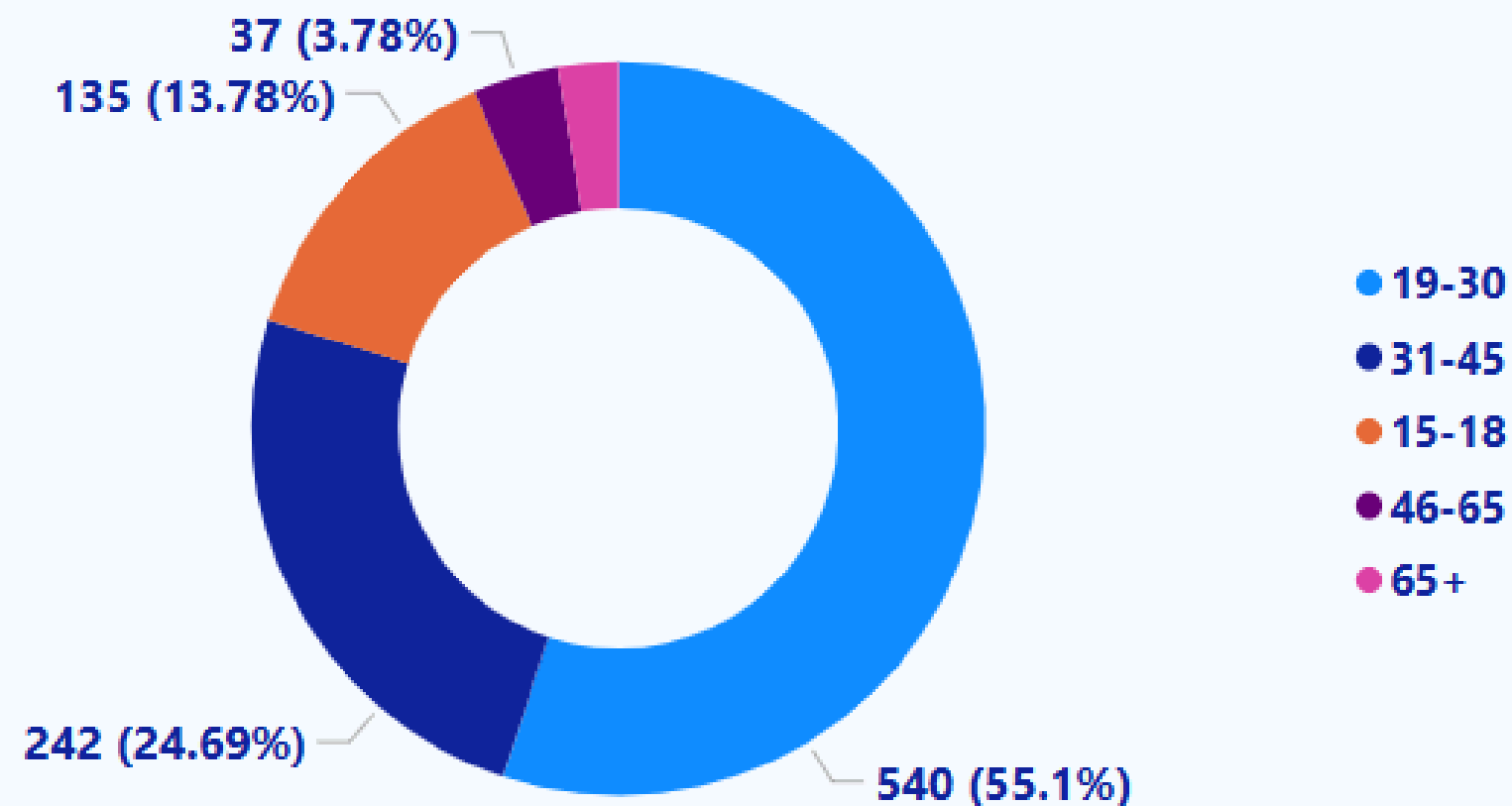
Online ads reach more customers (40%) compared to other marketing channels. so we can run customized ads for the target audience

Who can be a brand ambassador, and why?

- Based on the survey results, approximately 45% of respondents prefer consuming energy drinks during sports or exercise, making it the primary consumption scenario.
- Since our target audience primarily falls within the 19–30 age group, a sports personality would be the ideal choice for our brand ambassador.
- Cricket is one of the most popular sports in India, with a huge fan base. Choosing a cricketer as our brand ambassador would be an effective marketing strategy.
- Mr. **Rohit Sharma**, the captain of the Indian cricket team, is a well-recognized and influential figure, making him the most suitable choice for the CodeX brand ambassador.



Who should be our target audience, and why?



Approximately 51% of respondents are from the 19–30 age group, followed by 24% from the 31–45 age group. Therefore, our key target audience is the 19–30 age group.

CONCLUSION

After analyzing the survey results from 10k respondents. These are the major recommendations to the product development and marketing team.

- 60% of respondents preferred natural ingredients with a wide range of flavours
- 41% of respondents choose the ideal price range of product as 50-99
- Online ads are the most effective marketing channel, reaching 40% of our audience.
- 51% of our target audience comes under the 19-30 age group followed by 24% from the 31–45 age group.

Marketing Strategy Enhancements

Expand Digital Advertising

- Increase investment in online ads, as they effectively reach 40% of the audience.
- Leverage social media, influencer marketing, and targeted ads to maximize engagement.

Retail Expansion

- Ensure availability in gyms, sports complexes, supermarkets, and convenience stores.
- Strengthen distribution channels in high-demand areas.

Product Development & Innovation

Healthier Product Variants and Flavor Expansion

- Introduce low-sugar and natural ingredient-based energy drinks, as 60% of respondents prefer healthier options.
- Launch new flavors based on consumer preferences to cater to diverse tastes.
- Conduct flavor testing and market trials before a full-scale launch.

Brand Positioning & Awareness

Leverage Cricket's Popularity

- Appoint Rohit Sharma as the CodeX brand ambassador to strengthen market positioning.
- Sponsor major cricket tournaments and sports events to gain brand visibility.

Sponsorships & Events

- Organize and sponsor marathons, fitness boot camps, and college sports fests to create strong brand recall.

Target Audience Engagement

Focus on the 19-30 Age Group

- Tailor marketing campaigns, packaging, and messaging to appeal to this primary consumer base.
- Introduce youth-centric branding and interactive digital campaigns.

Loyalty Programs & Discounts

- Launch membership programs, discounts, and referral incentives to encourage repeat purchases.
- Implement a mobile app or digital rewards program for better customer engagement.

The background features decorative blue wave patterns in the corners. The top-left corner has a solid blue wave, while the top-right, bottom-left, and bottom-right corners feature multi-lined, wavy patterns in varying shades of blue.

THANK YOU