

# CodeX

## A German Beveraging Company

Delivering Key Insights to Empower the Marketing Team's Penetration into the Indian Market



# Code X

## About the project

- A few months ago, the company CodeX launched their energy drink in 10 cities of 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 the data analyst, my responsibility is to transform these survey results into actionable insights that can be utilized by the team to drive effective actions.

## Other sources provided

- Dataset required to generate insights
- Metadata
- Survey questions

## Tools Used

- My SQL
- Power BI
- Power Point



# Categories

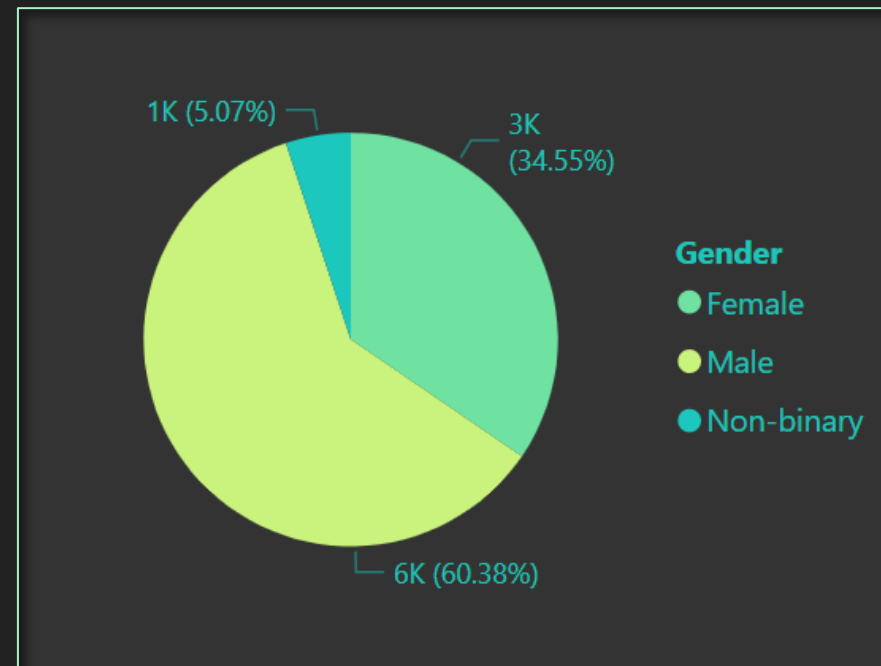
- Demographic Insights
- Consumer Preferences
- Competition analysis
- Marketing channels
- Brand Awareness
- Brand Penetration
- Purchase Behavior
- Product Development
- Recommendation for CodeX



# Demographic Insights

## ○ Who prefers energy drink more ?

Among different genders, males have a higher preference for energy drinks, representing 60% of the total preference.



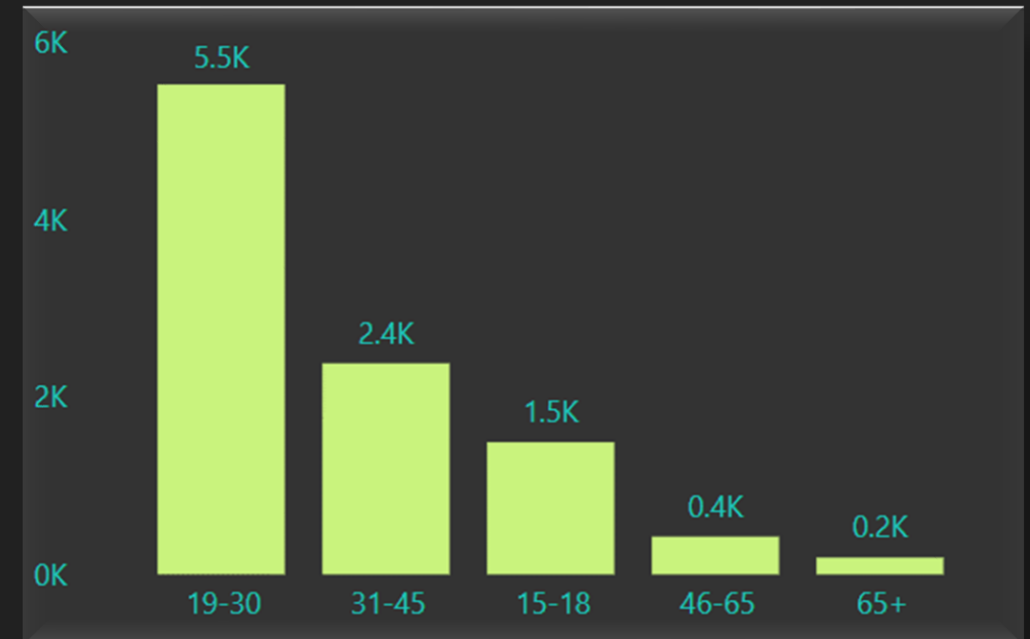
# Demographic Insights

## ○ Which age group prefers energy drink more ?

Age group 19-30 prefers more among other age group peoples (5.5K)

## ○ Recommendation

The company has the opportunity to target the 19-30 age group as their primary audience, which can greatly contribute to increasing sales



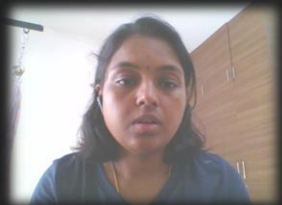
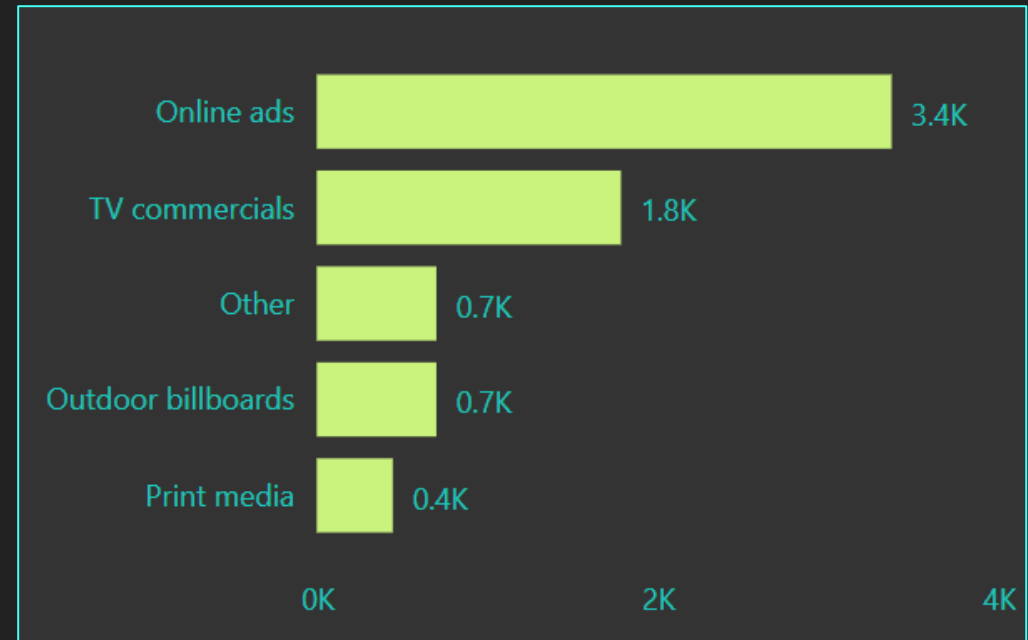
# Demographic Insights

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

Online marketing has a greater reach among people compared to other traditional media channels

- Recommendation

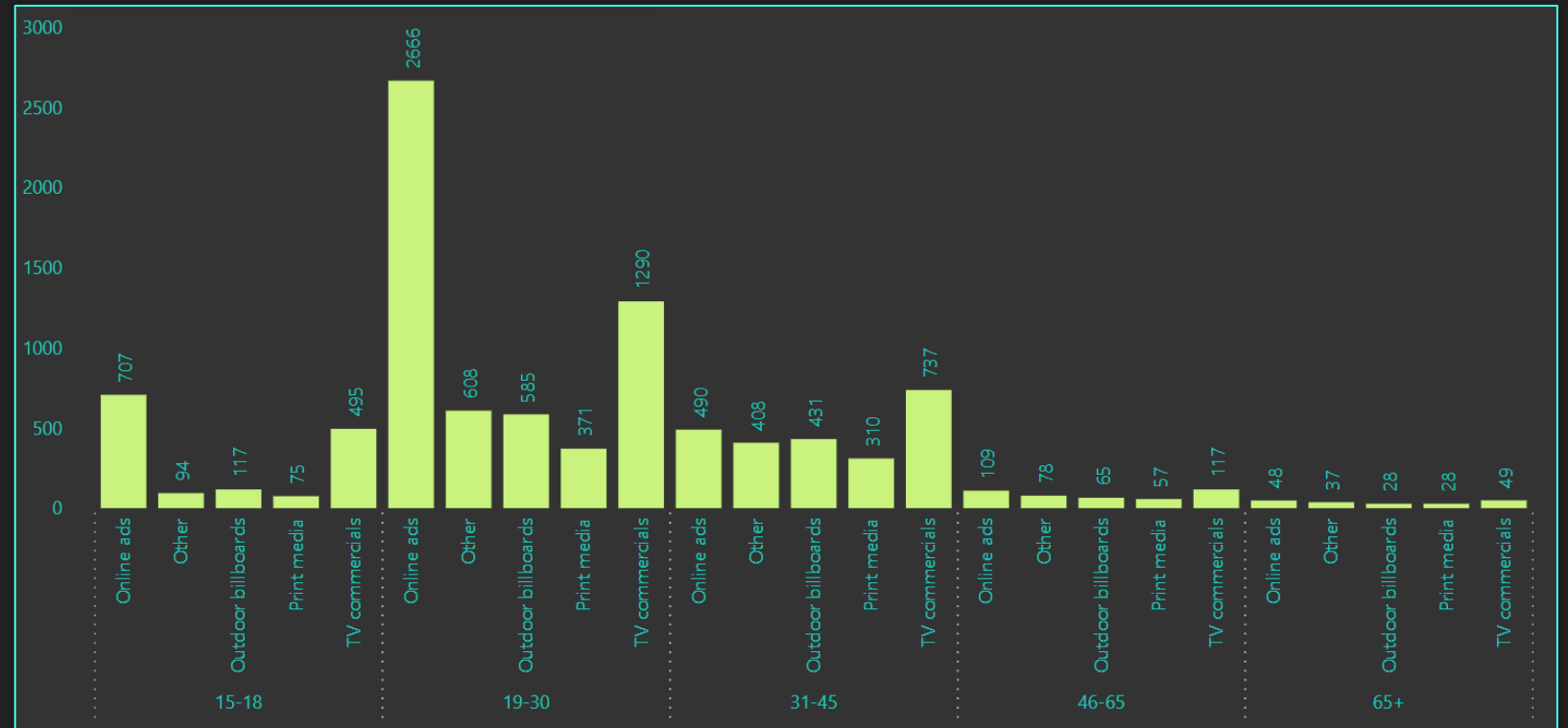
The company has a significant opportunity to capture the attention of the all by increasing the frequency of their commercial advertisements on television channels especially when introducing new offers.



# Demographic Insights

## ○ Which type of marketing prefers in each age group ?

Online ads are the most preferred marketing medium among all five age groups, followed by TV commercials in sequential order



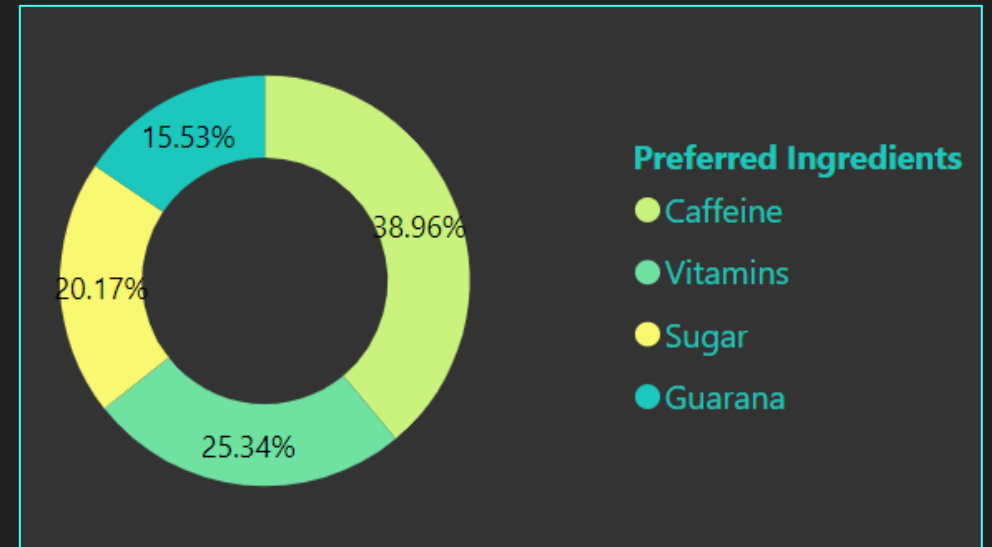
# Consumer Preferences

- What are preferred ingredients of energy drinks among respondents?

The Ingredient caffeine is most preferred among other ingredient, followed by vitamins in order.

- Recommendation

The company has a unique opportunity to target health-conscious individuals by introducing a variety of natural flavors infused with different vitamins

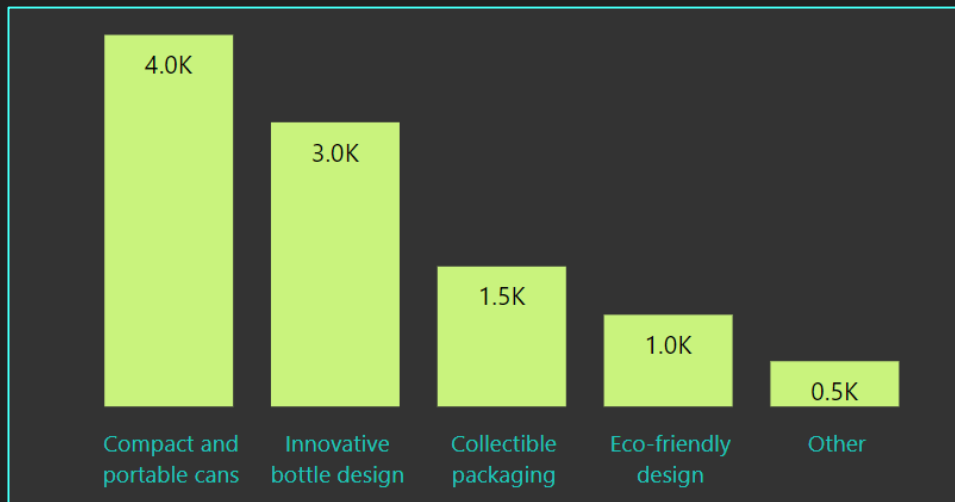




# Consumer Preferences

- What packaging preferences do respondents have for energy drinks ?

The compact and portable cans preferred by the maximum respondents (4K).



# Competition Analysis

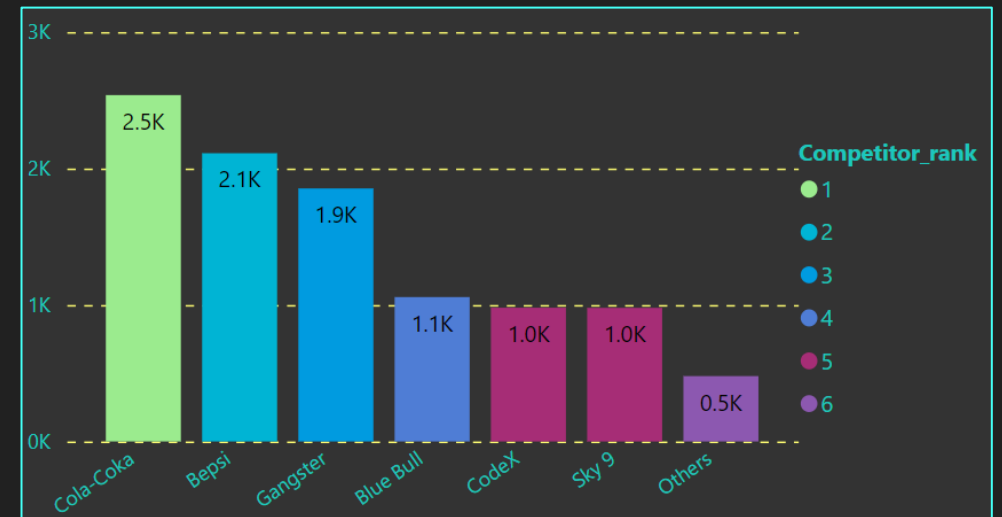
- Who are the current market leaders ?

The company cola-coka is leading in the Indian market.

- Recommendation

Company CodeX and Sky 9 hold the same rank in the Indian market, positioning them as direct competitors.

In order to outperform Sky 9, CodeX can use its strengths and gain an advantage by introducing new and innovative features.



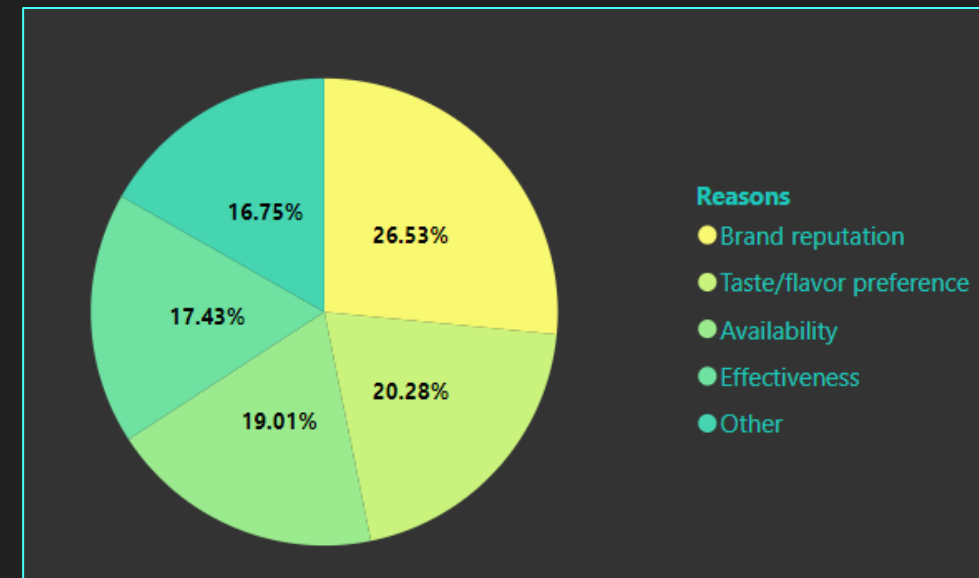
# Competition Analysis

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

Primary factor driving the selection of energy drink is the "Brand Reputation", as reported by 26.53% of the respondents.

## ○ Recommendation

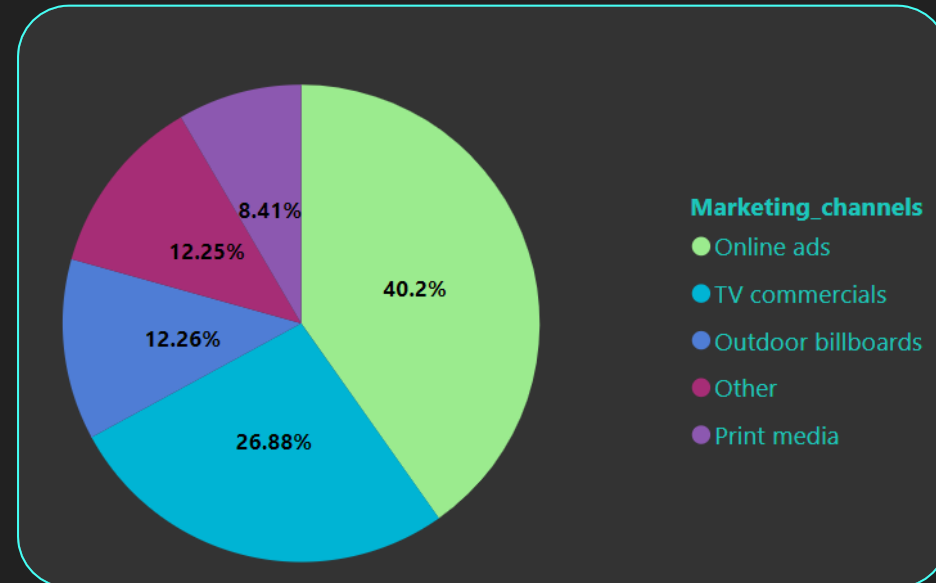
To establish a strong brand reputation, we can advertise our brand through popular marketing channels such as online ads and TV commercials. This approach will help us reach a wider audience and build a positive perception of our brand



# Marketing channels

- Which marketing channel can be used to reach more customers ?

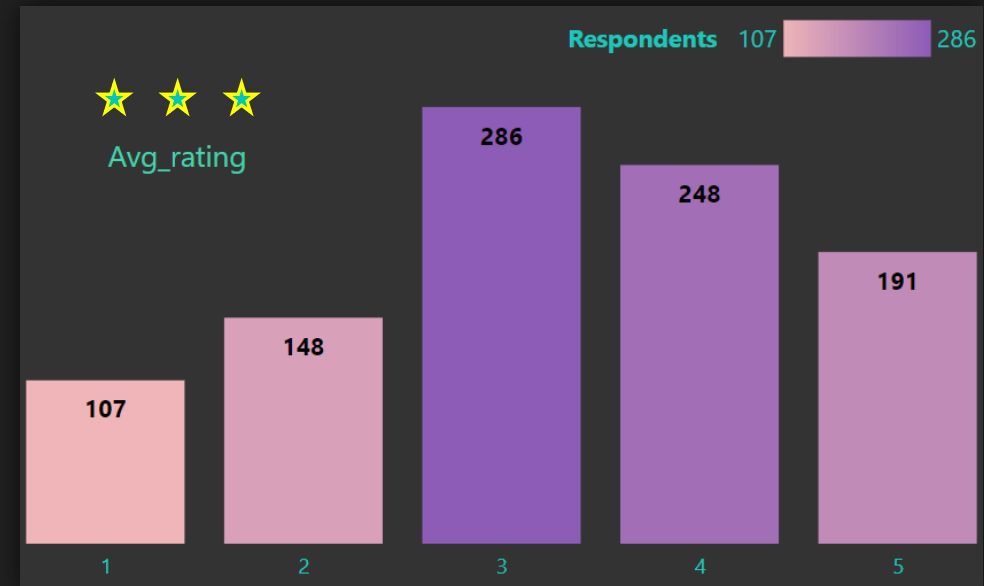
Marketing channels plays a crucial role across all the industry. According to the survey responses, we have discovered that online ads and TV commercials are the most effective means of reaching our target audience and promoting our products directly to end users.



# Brand Penetration

## ○ What do people think our brand ? (Overall Rating)

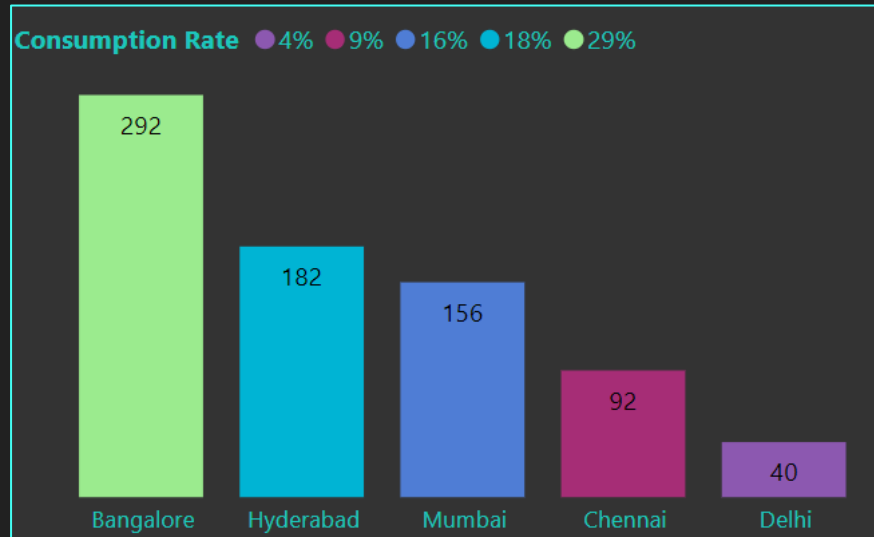
The company CodeX has received an overall rating of three from all the respondents, indicating a positive sign for their marketing efforts in reaching the Indian market. This rating reflects their hard work and successful engagement with the target audience.



# Brand Penetration

## ○ Which cities do we need to focus more ? (Tier 1 Cities)

Based on the analysis, Chennai (9%) and Delhi (4%) have the lowest consumption rate among all the Tier 1 cities. Bangalore holding first placing in energy drink consumption rate.

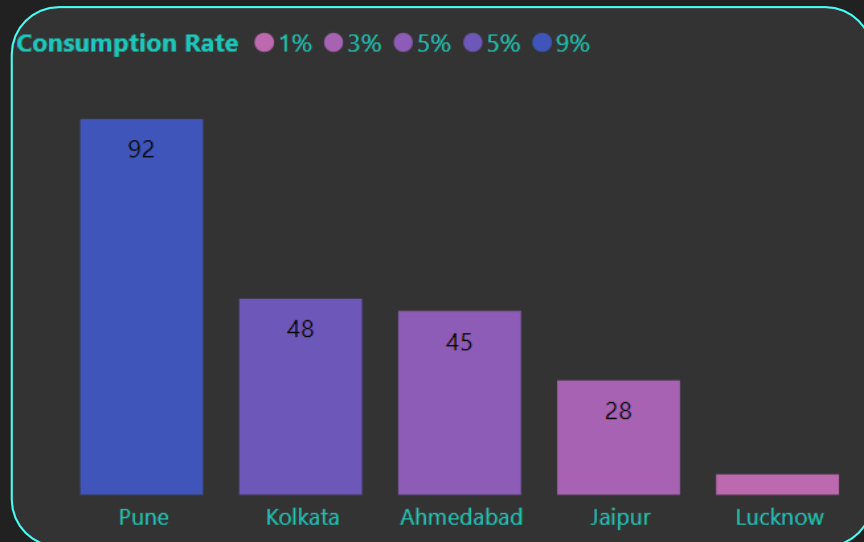


# Brand Penetration

## ○ Which cities do we need to focus more ? (Tier 2 Cities)

The city Pune (9%) having maximum consumption rate among all the cities in Tier 2 level.

Least consumption rates are 3%, 1% holding the city Jaipur and Lucknow



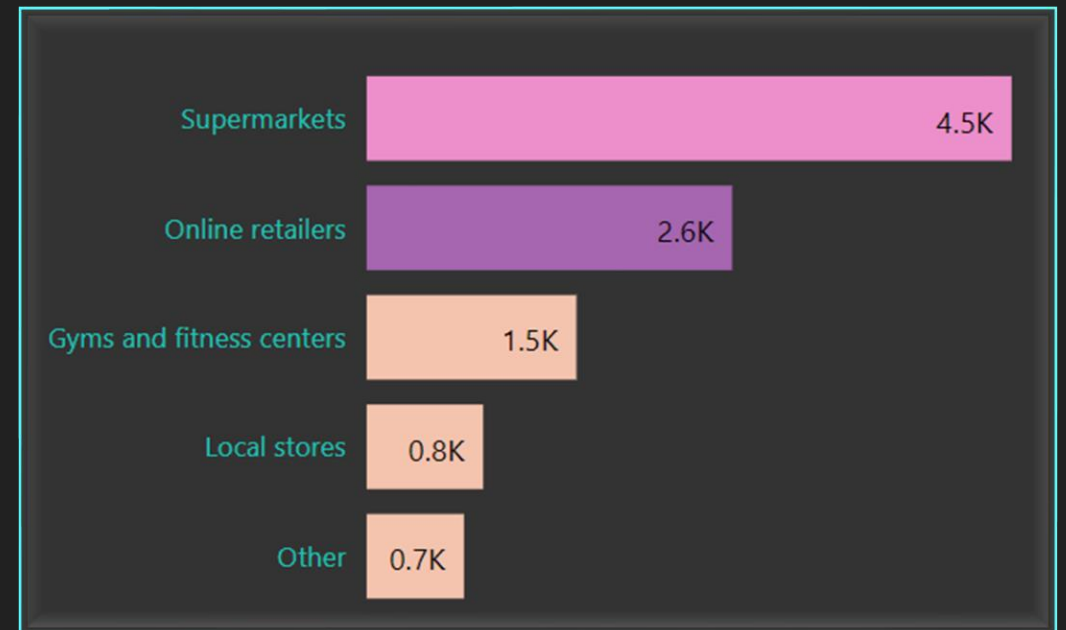
# Purchase Behavior

- Where do respondents prefer to purchase energy drinks ?

According to the responders, Supermarkets are the preferred option for purchasing energy drinks among all other options.

- Recommendations

The company must ensure the continuous availability of the energy drinks in supermarkets at all the times.





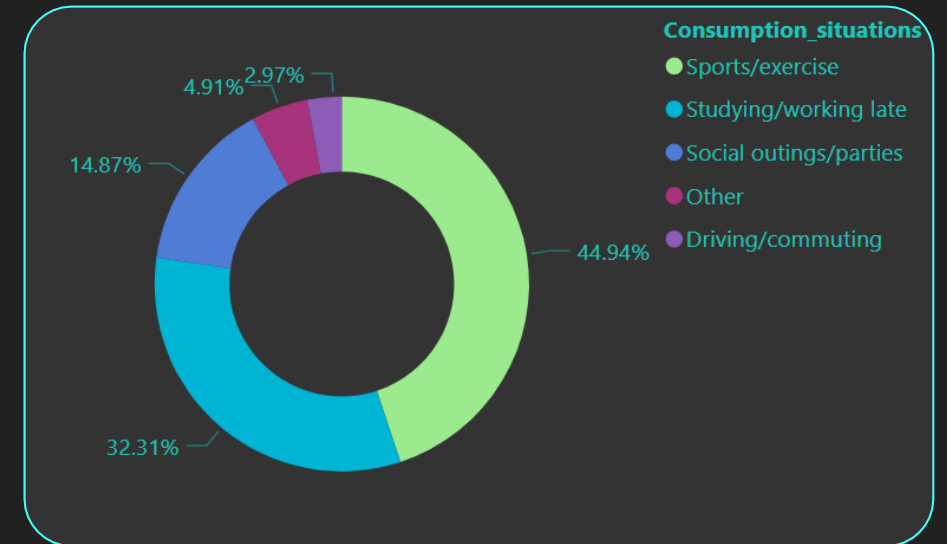
# Purchase Behavior

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

Based on the respondents' feedback, their typical consumption situations can be categorized as follows:

sports/exercise,  
studying/working late,  
social outings, and driving

- According to the survey conducted, specifically 77.25% of responders preferring to drink during sports/exercise and studying/working late



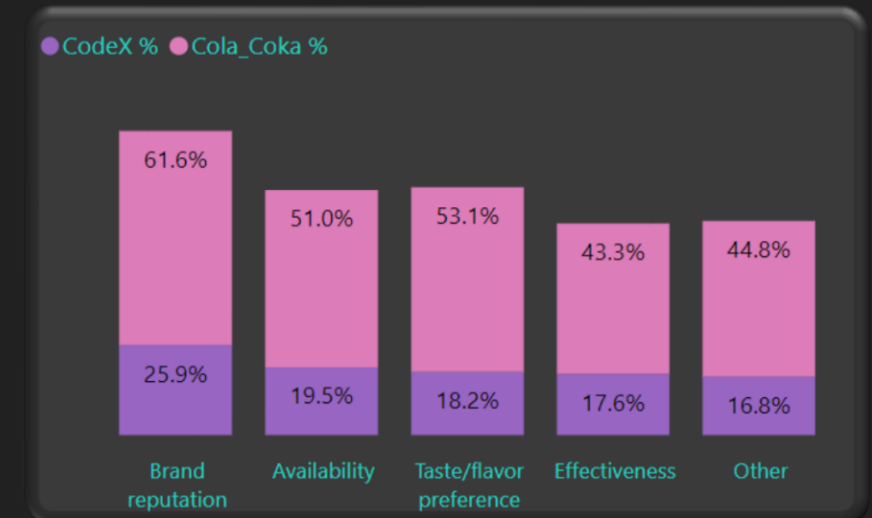
# Product Development

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

This is the chart visualized in collaboration with CodeX, a top leading company cola-coka.

The primary reasons why a majority of people choose Cola-Coke over other options are its strong brand reputation, widespread availability, and appealing taste/flavor.

- Therefore, it is crucial for CodeX to focus on these key areas in order to establish a strong presence in the Indian market.

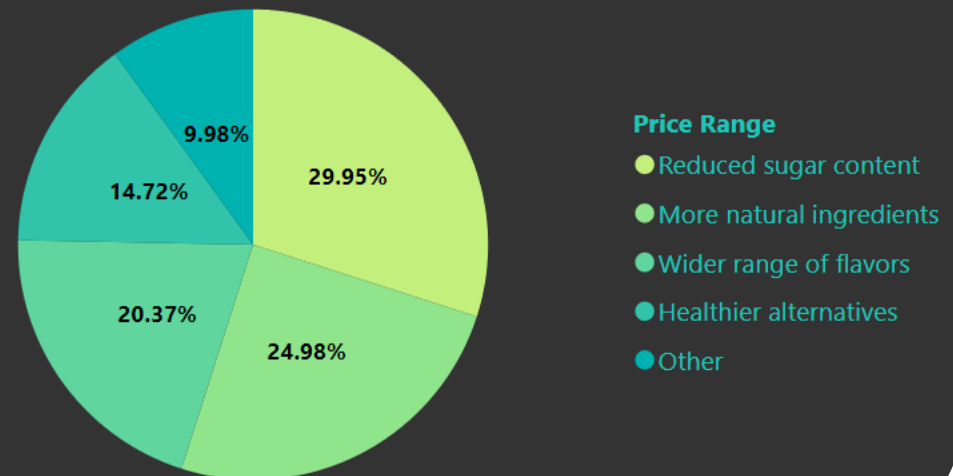


# Recommendation

## ○ What immediate improvements can we bring to the product ?

We observed higher individuals prefers to drink reduced sugar content, more natural ingredient and wide rage of flavors.

After analyzing the answers from respondent's – improvements desired, It's possible that more people will be interested in our product when we Introducing reduced sugar with wide range of natural fruit flavor.



# Recommendation

## ○ Who should be our target audience ? Why ?

This survey results clearly indicate that our target audience consists of young and middle aged individuals.

The reason is that the age groups of 15-18, 19-30 and 31-45 are consuming more energy drinks than elderly people (46-65+)

## ○ Who can be a brand ambassador and why ?

Choosing sports personalities, especially cricketers like Mr. M.S. Dhoni or Mr. Virat Kohli, would be a great idea to promote this energy drink because cricket is hugely popular in India, and people have a strong liking for the sport.

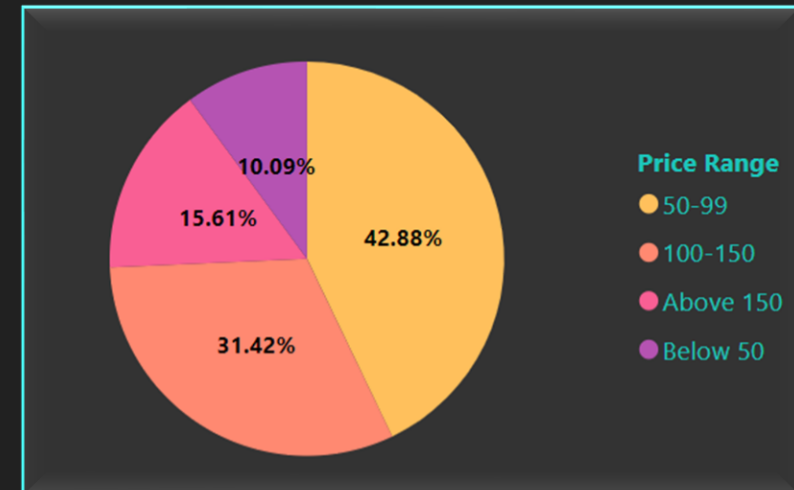


# Recommendation

## ○ What should be the ideal price of our product ?

Based on the survey results, 43% of the respondents showed a preference for purchasing products within the price range of 50-99, while 31% preferred the 100-150 price range compared to other options.

Therefore, considering the ingredients used and flavor of the product, the company can consider setting an ideal price range of **90-120**



I hope this analysis will assist the marketing team of CodeX in achieving their goal in Indian market.

Thank you



Transforming Energy:  
Insights into Our New  
Drink's Impact.

Resume project challenge 6  
from Codebasics