

Title

Report on CodeX Beverage Company Market Analysis

About Company

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.

Objective

This report presents the findings of a market analysis conducted for CodeX Beverage Company, aiming to enhance its presence in the Indian market. The analysis focuses on understanding customer preferences and market dynamics to drive strategic decisions.

Dataset Description

The dataset includes survey results collected from 10 cities in India, comprising responses from 10,000 respondents. It contains information on customer demographics, product usage, and preferences

Data cleaning procedures were undertaken to address missing values and inconsistencies in the dataset, ensuring data quality for analysis

Data Cleaning Process

Remove duplicates from data.

And perform cleaning process through:

- if heard_before is "no" , then treid_before should also be "no".
- if tried_before is "no" , then Taste_experience_rating should be "null".
- if tried_before is "yes" , then Reasons preventing trying should be " null " .

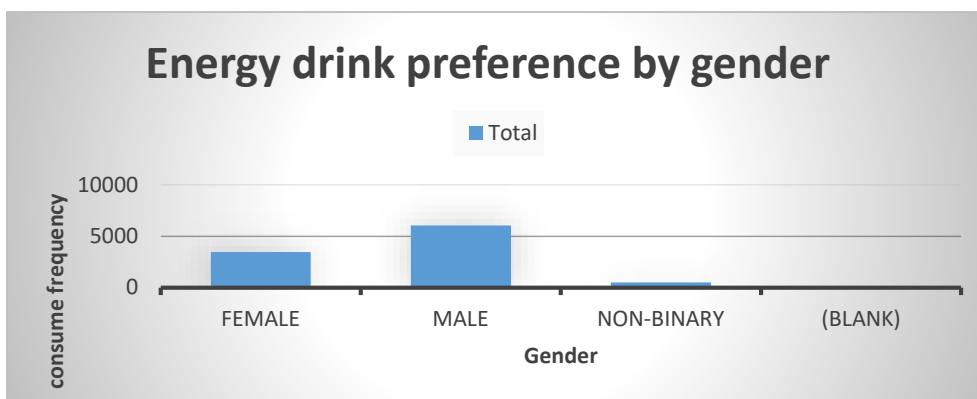
Primary Insights

1. Demographic Insights

a. Who prefers energy drink more?

Gender	Count of Consume_frequency
Female	3455
Male	6038
Non-binary	507

Male – 60%
Female -35%
Non – binary -5%



Note: I am considering here, gender w.r.t number of consumer frequency, which show that male energy drink consumption is higher than female and non-binary

b. Which age group prefers energy drinks more?

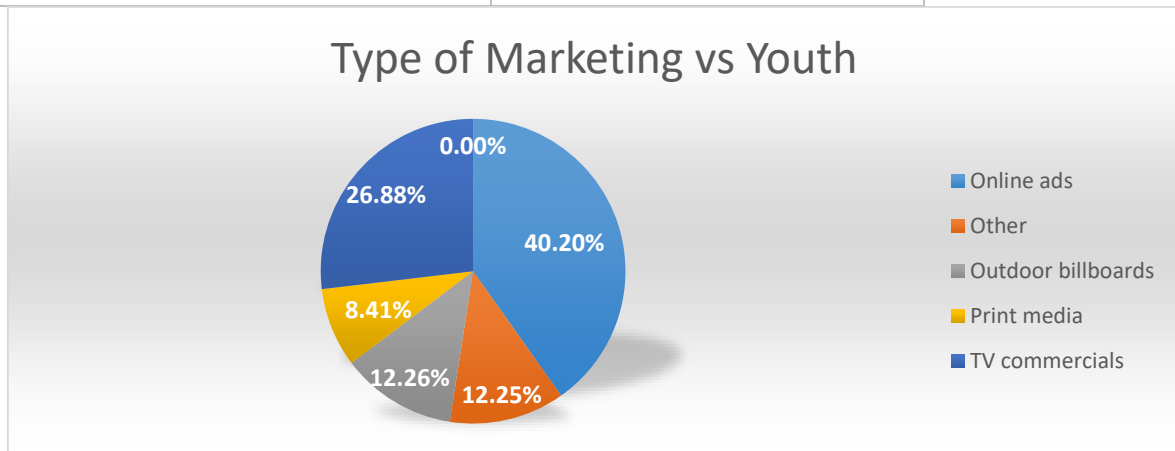
Age	Count of Consume_frequency
15-18	1488
19-30	5520
31-45	2376
46-65	426
65+	190



Note: considering here age group w.r.t cosume-frequency , after calculation which show that age group (19-30) have highest consumption frequency.

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

Marketing channels	Count of Name
Online ads	40.20%
Other	12.25%
Outdoor billboards	12.26%
Print media	8.41%
TV commercials	26.88%
Grand Total	100.00%

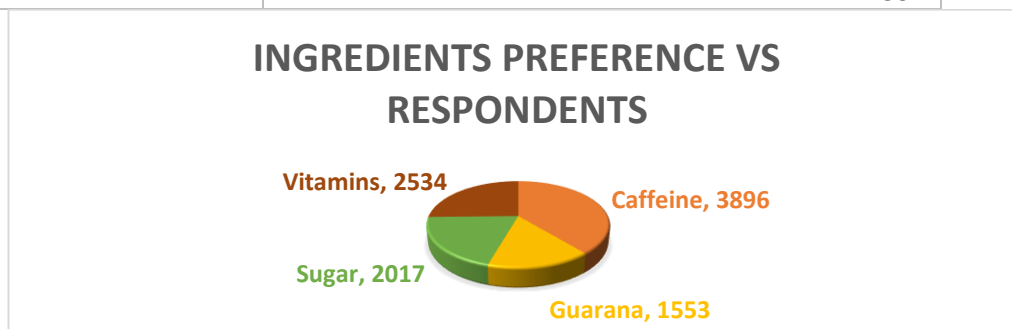


Note: Marketing channel online ads reaches to the most youth .

2. Consumer Preferences:

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

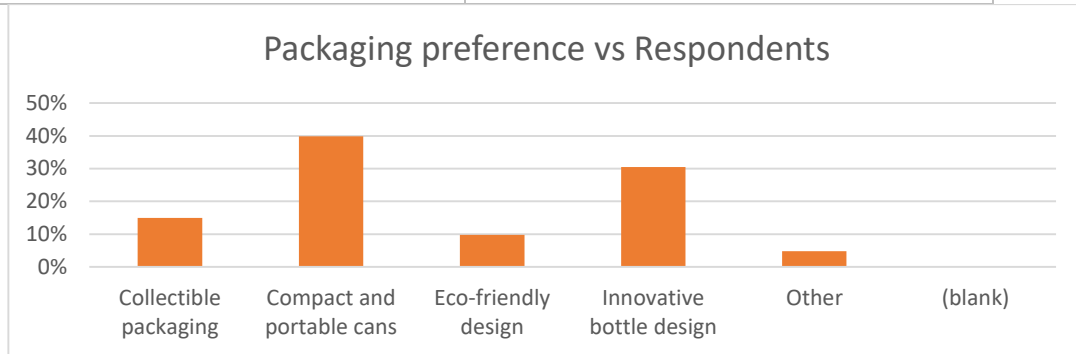
Ingredients	Count of Respondent_ID
Caffeine	3896
Guarana	1553
Sugar	2017
Vitamins	2534



Note: Caffeine is the most expected ingredients among all respondents, because it give energy and alertness.

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

Packaging	Count of Respondent_ID
Collectible packaging	15%
Compact and portable cans	40%
Eco-friendly design	10%
Innovative bottle design	30%
Other	5%



Note: Almost 40% of respondents like compact and portable cans packaging.

3. Competition Analysis:

a. Who are the current market leaders?

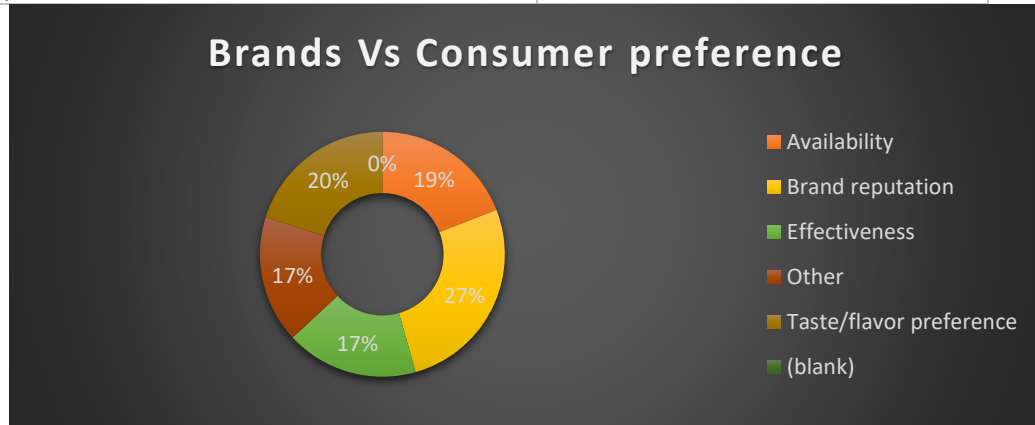
Current Brands	Count of Name
Bepsi	21%
Blue Bull	11%
CodeX	10%
Cola-Coka	25%
Gangster	19%
Others	5%
Sky 9	10%



Note: Cola-coka and Pepsi are the current market leaders. These brands have collectively 46% market share.

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

Reason for choosing brands	Count of Name
Availability	19%
Brand reputation	27%
Effectiveness	17%
Other	17%
Taste/flavor preference	20%

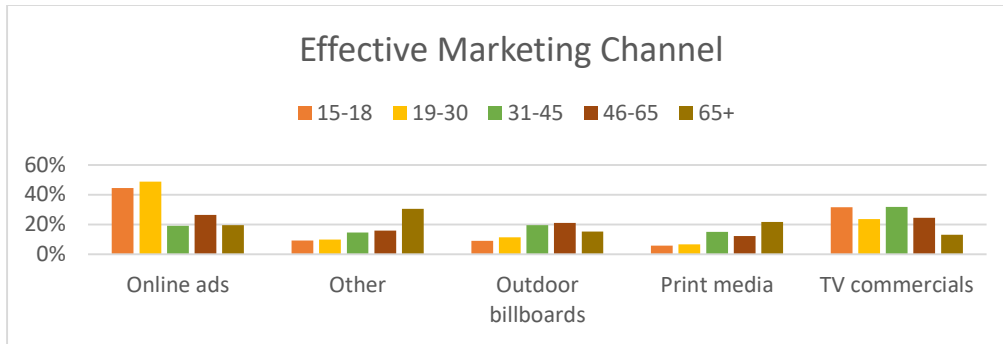


Note: Brand reputation, Taste/flavor preference and Availability are the primary reasons consumers prefer other brands over ours.

4. Marketing Channels and Brand Awareness:

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

Current_brands	Cola-Coka					
Total respondents	Age					
Marketing channel	15-18	19-30	31-45	46-65	65+	Grand Total
Online ads	44%	49%	19%	26%	20%	39%
Other	9%	10%	15%	16%	30%	12%
Outdoor billboards	9%	11%	20%	21%	15%	14%
Print media	6%	7%	15%	12%	22%	9%
TV commercials	32%	24%	32%	25%	13%	26%



Note: As 40% respondents prefer to choose their energy drinks by online ads .So, online ads will be the most effective marketing channel to reach maximum customer.

As cola coke is the marketing leader and have more consumer from online ads.

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



Note: As 40% respondents prefer to choose their energy drinks by online ads .So, online ads will be the most effective marketing channel to reach maximum customer.

Because Consumer prefer to supermarkets to purchase energy drinks , we can increase our sales by making sure our products available at every supermarkets.

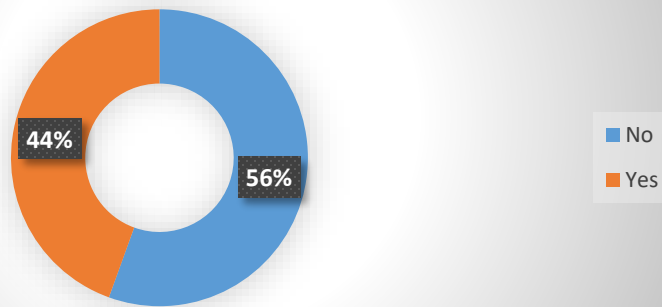
Using these channels and strategies helping to reach out to maximum customers.

5. Brand Penetration:

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

Hear before	Count of Respondent_ID
No	5553
Yes	4447
Grand Total	10000

Respodents Vs Hear_before

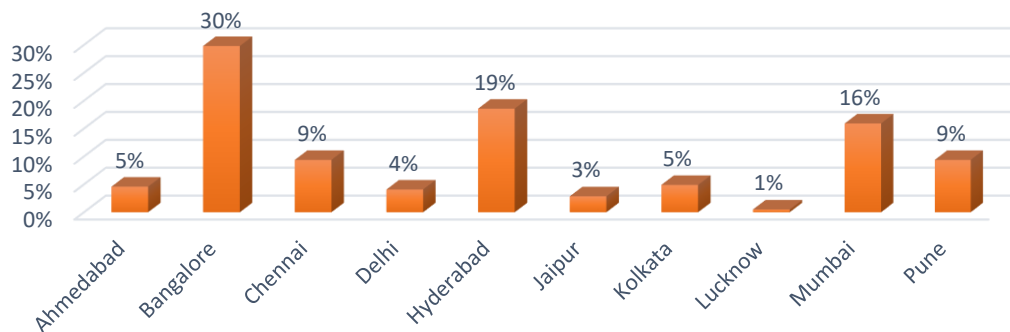


Note: Out of 10000 respondents only 44% heard about our brand and tried its product, which show a room for improvement.

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

Current_brands	CodeX
Cities	Total Respondents
Ahmedabad	5%
Bangalore	30%
Chennai	9%
Delhi	4%
Hyderabad	19%
Jaipur	3%
Kolkata	5%
Lucknow	1%
Mumbai	16%
Pune	9%

Cities Need To Be Focused

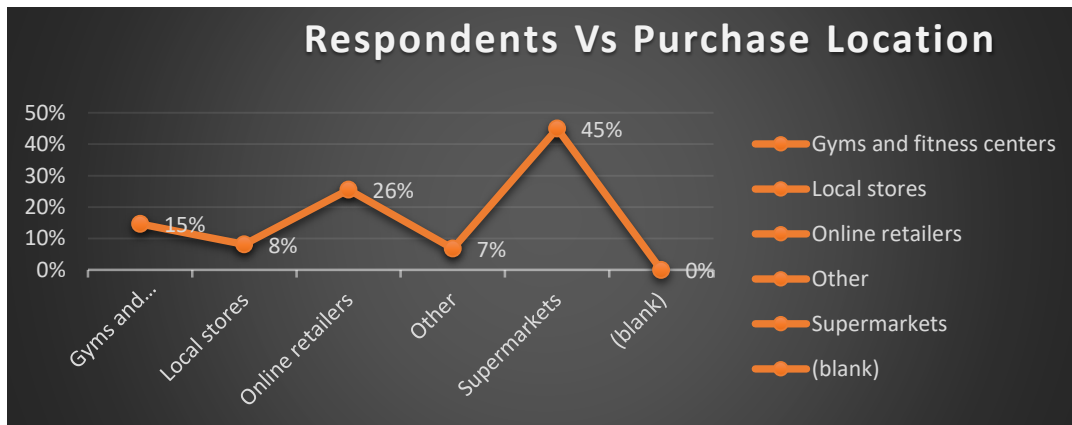


Note: We need to focus more on Lucknow, Jaipur, Delhi, Ahmedabad and Chennai because these are the cities where very number of customer know about codex.

6. Purchase Behavior:

a. Where do respondents prefer to purchase energy drinks?

Purchase location	Count of Name
Gyms and fitness centers	15%
Local stores	8%
Online retailers	26%
Other	7%
Supermarkets	45%

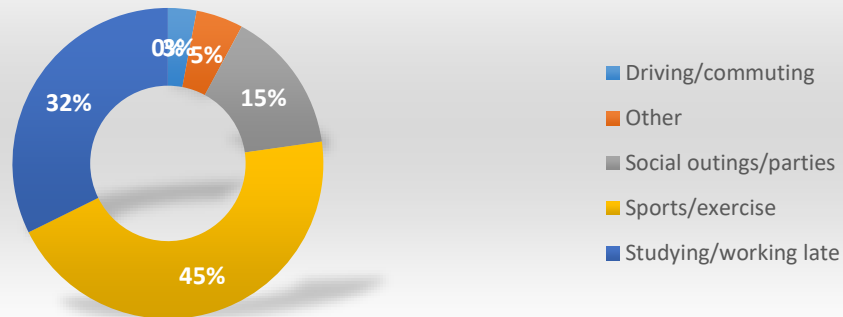


Note: Consumer prefer to supermarkets to purchase energy drinks , we can increase our sales by making sure our products available at every supermarkets.

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

Consume reason	Count of Respondent_ID
Driving/commuting	3%
Other	5%
Social outings/parties	15%
Sports/exercise	45%
Studying/working late	32%

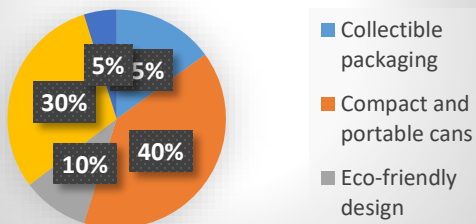
Respondents VS Consumption Situation



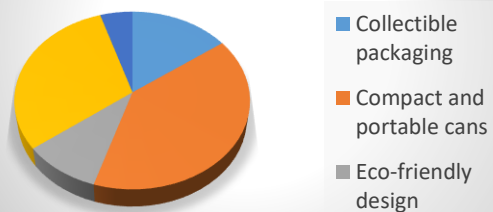
Note: Consumer mostly prefer to have energy drinks whenever they are doing exercise or playing sports or when studying and working late.

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

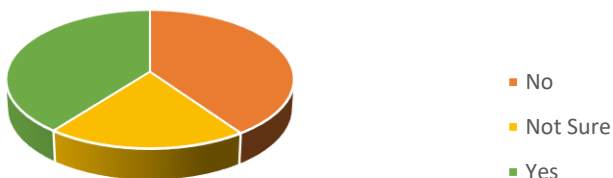
Total Respodents by price range



Total Respodents by packaging preference



Total Respondents by Limited edition packaging

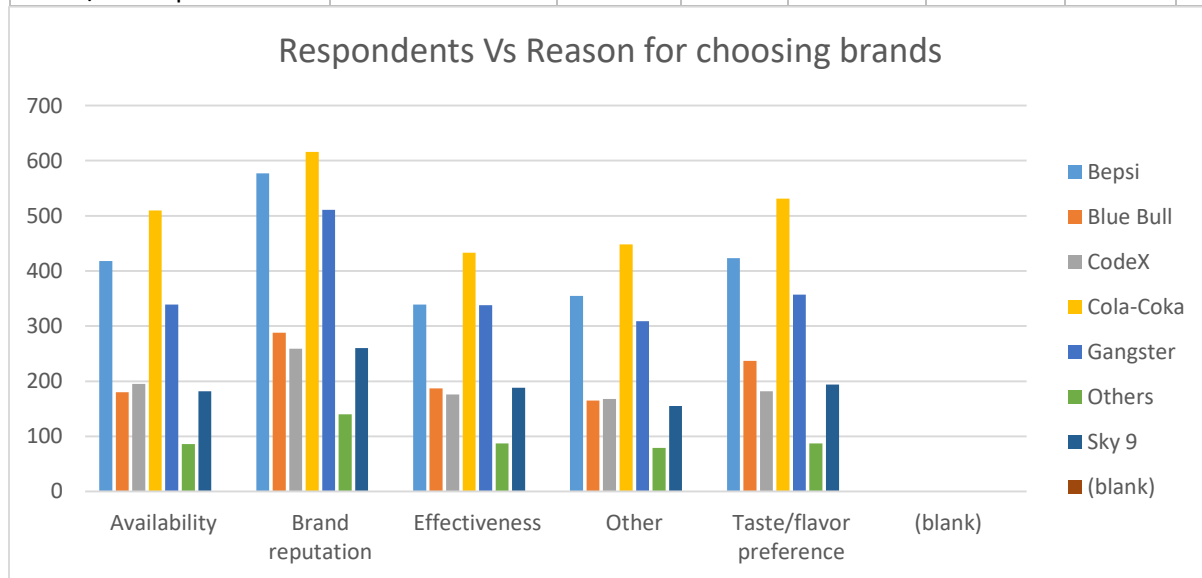


- *Note:*
- *50 – 99 is the best price for people to spend on energy drinks.*
- *Limited Edition Packaging is not the important purchasing factor.*
- *The most preferred packaging style by consumer is compact and portable cans packaging.*

7. Product Development

a. Which area of business should we focus more on our product development?

Count of Respondent_ID	Column Labels						
Reasons for choosing brands	Bepsi	Blue Bull	CodeX	Cola-Coka	Gangster	Others	Sky 9
Availability	418	180	195	510	339	86	182
Brand reputation	577	288	259	616	511	140	260
Effectiveness	339	187	176	433	338	87	188
Other	355	165	168	448	309	79	155
Taste/flavor preference	423	237	182	531	357	87	194

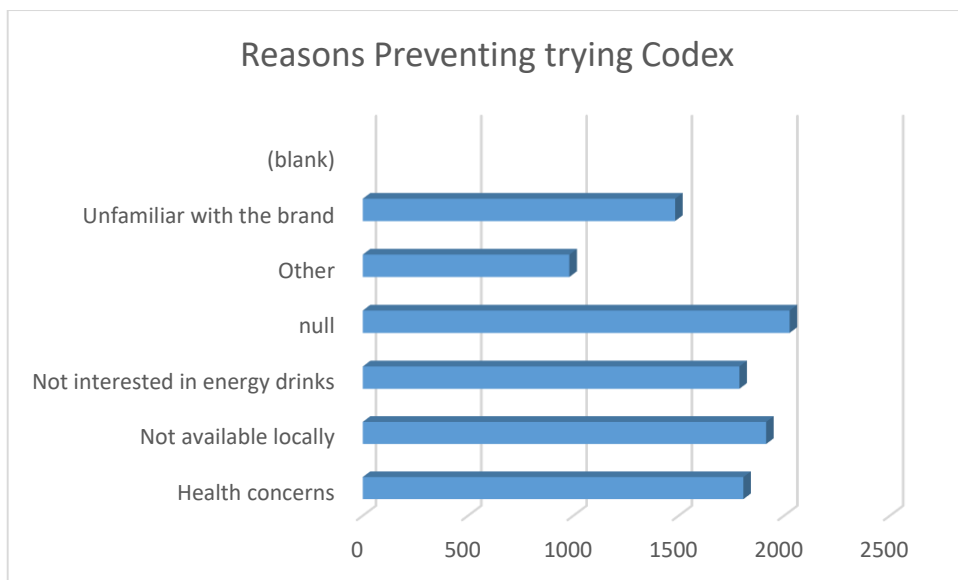
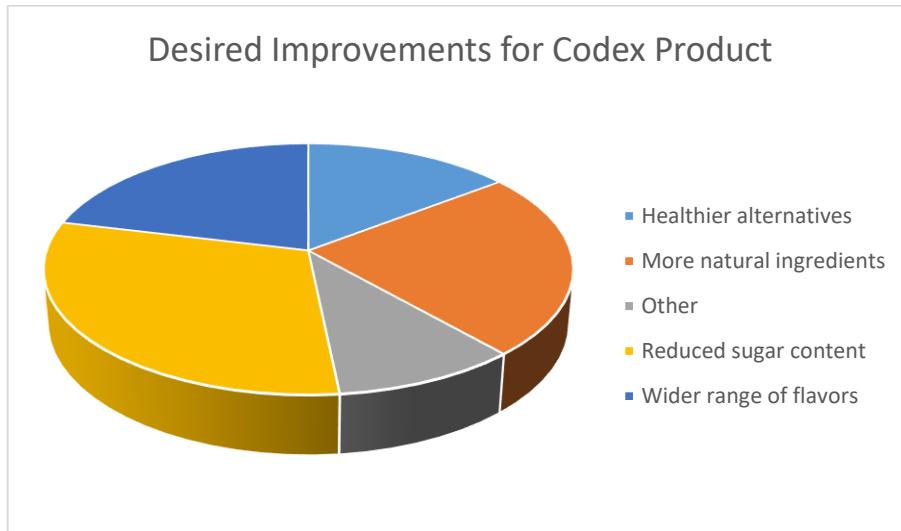


Note: Here find total number of respondents against reason for choosing brands for each brands

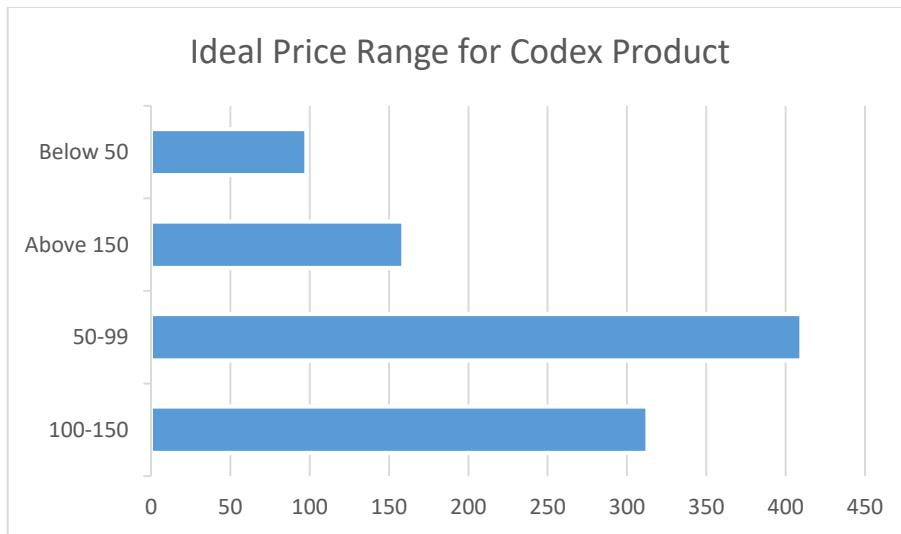
Concluding that out of 980 consumer of codex only 176 and 182 select due to its effectiveness and taste/flavor , so we need to focus more on effectiveness and taste/flavor of the product.

Secondary Insights

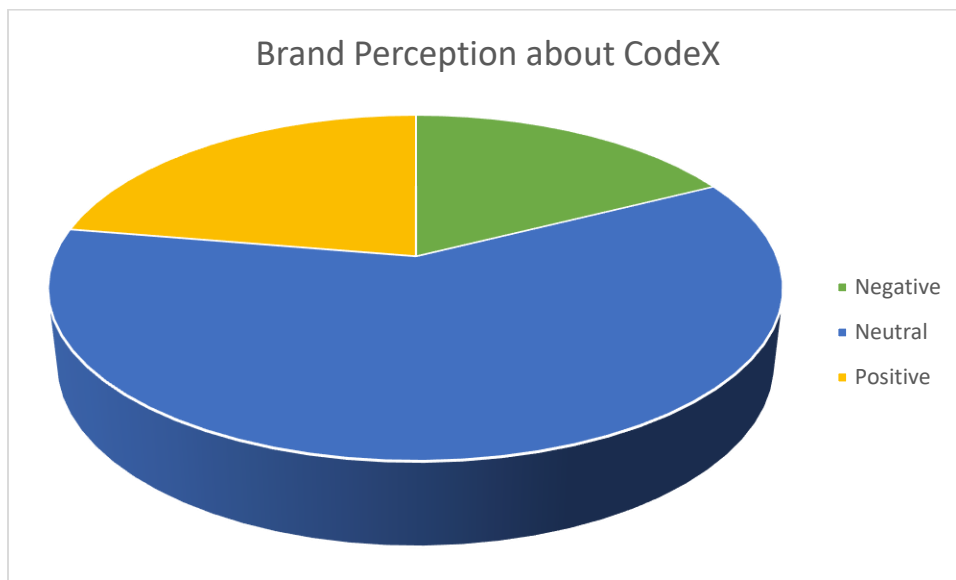
- What immediate improvements can we bring to the product?



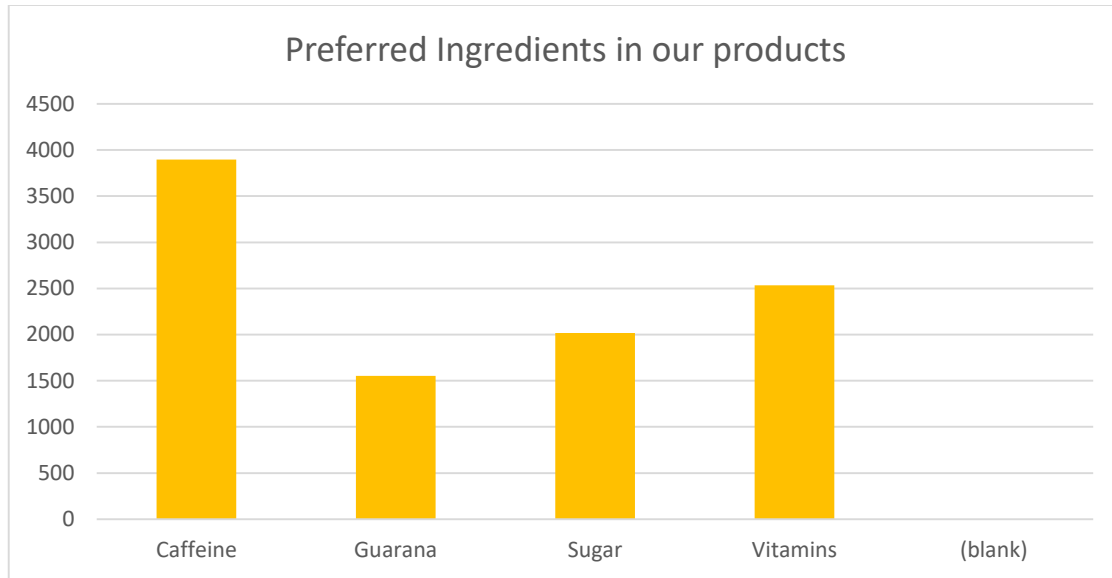
- What should be the ideal price of our product?



- **What is the perception of customer about our brand?**



- **What are the most preferred ingredients in our product?**



Recommendations:

- Should target audience of age group 19-30
- Should create a well brand reputation and also increase positive brand reputation.
- Should offer sugar free products, as well as compact and portable bottle design.
- Can sponsor sports events to increase their sales.
- The brand ambassador should be a young male sportsperson within the age range of 19-30. This person should be widely recognized and admired for their fitness and high energy.

Thank You