



# Insights to the marketing team in Food and Beverage Industry

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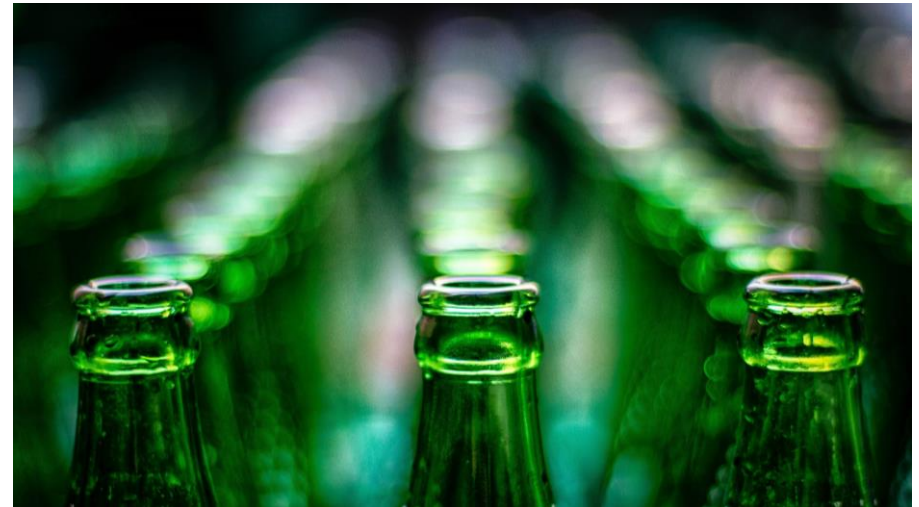
By Madiba TESSI

# Context

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.

They conducted a survey in those 10 cities and received results from 10k respondents.

Task: Convert these survey results to meaningful insights which the team can use to drive actions.



- **Dataset**

3 CSV files: **dim\_respondents**; **dim\_cities**; **fact\_survey\_responses** available at <https://codebasics.io/challenge/codebasics-resume-project-challenge>

## About the process

- Some respondents' answers were inconsistent. For instance, a person is less likely to have tasted the drink if they haven't heard about it. I had to filter out all those incoherent answers when needed for the visualization.
- I created new dimensions with Groups in Tableau at the visualization level. The Five consumption frequency types have been grouped into Three.
- The biggest challenge for me was to decide how to deliver the insights. Around thirty visualizations were created for this project. I had to decide when a bullet point was enough to convey the information or how many visualizations were necessary to explain my point.
- My favorite part of this project was the marketing segment and all the research on what the business model of an energy drink company is.

## What could I have done more?

- Create a persona(s) based on the respondent's answers.
- Emphasize the TV Commercials and Outdoor Billboard potentials as channels to grow reputation.

The screenshot shows a Tableau interface for managing a dimension. At the top, the field name is 'Consume frequency (copie) (groupe)'. Below it, there's a section for 'Groupes' with an 'Ajouter à' dropdown. The main area displays a list of groups, each with a dropdown arrow, a group icon, and a name. The groups are: 'Active Consumers' (with sub-items '2-3 times a month' and 'Once a week'), 'Very Active Consumers' (with sub-items '2-3 times a week' and 'Daily'), and 'Not Active Consumers' (with sub-item 'Rarely'). At the bottom, there are buttons for 'Regrouper', 'Renommer', 'Dissocier', and a checked checkbox for 'Afficher Ajouter l'emplacement'. Below these is a checked checkbox for 'Inclure 'Autre'' and a 'Trouver >>' button. At the very bottom are buttons for 'Réinitialiser', 'OK', 'Annuler', and 'Appliquer'.

Nom du champ	Consume frequency (copie) (groupe)
Groupes	Ajouter à
Active Consumers	2-3 times a month Once a week
Very Active Consumers	2-3 times a week Daily
Not Active Consumers	Rarely

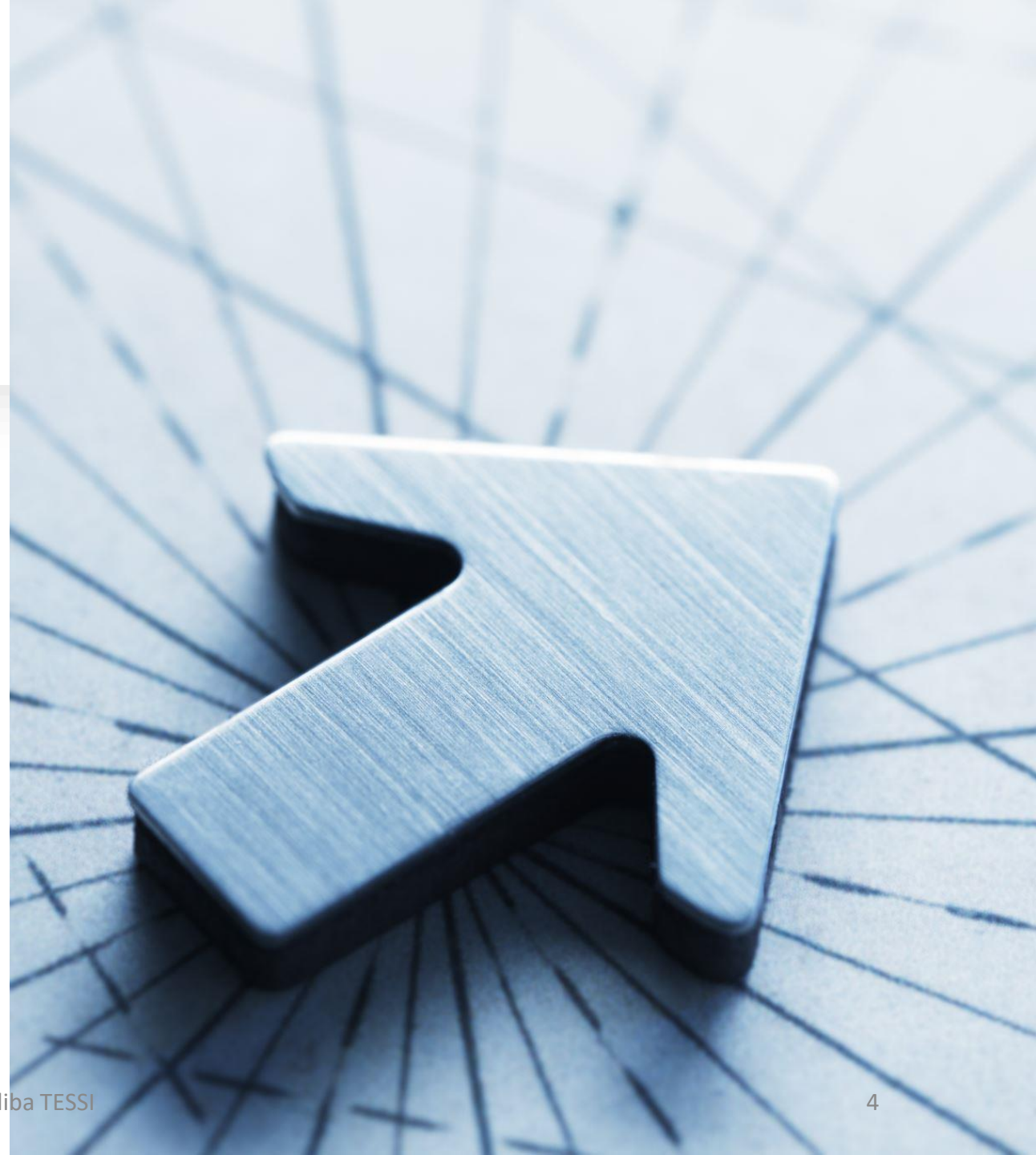
Regrouper Renommer Dissocier ☒ Afficher Ajouter l'emplacement

☒ Inclure 'Autre' Trouver >>

Réinitialiser OK Annuler Appliquer

# Summary

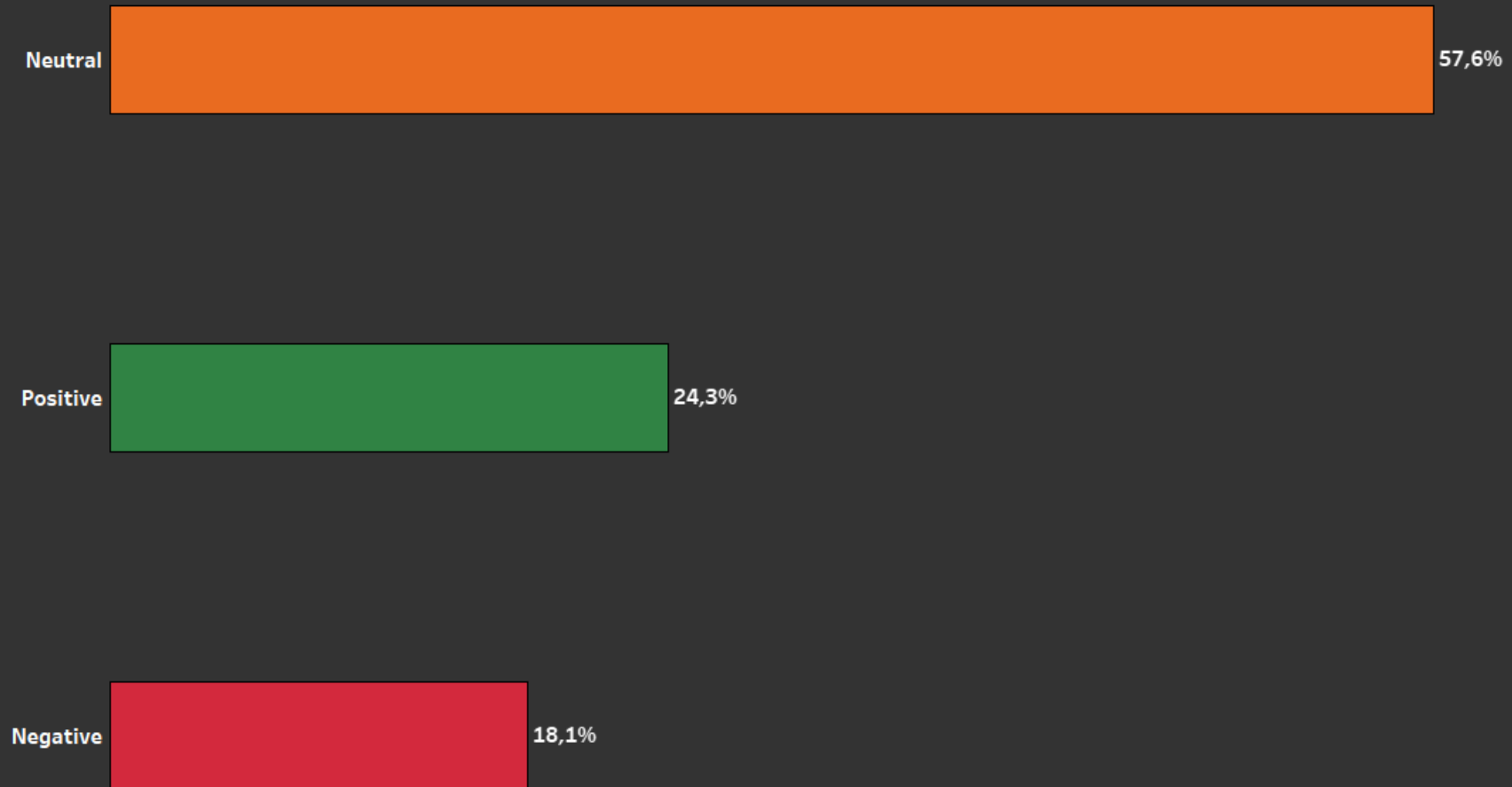
- Breakdown of the survey sample demography
- Brand Appreciation and Retention rate
- Market Share and Competition
- Insights For Improvements





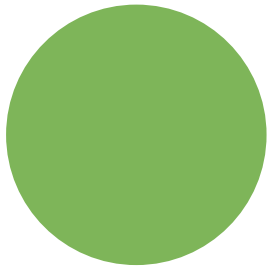
**61,7%** of respondents are from **Bangalore, Hyderabad and Mumbai**  
**60%** of the consumers are **Male**  
**55%** of energy drink consumers are in the **19-30** age group.

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





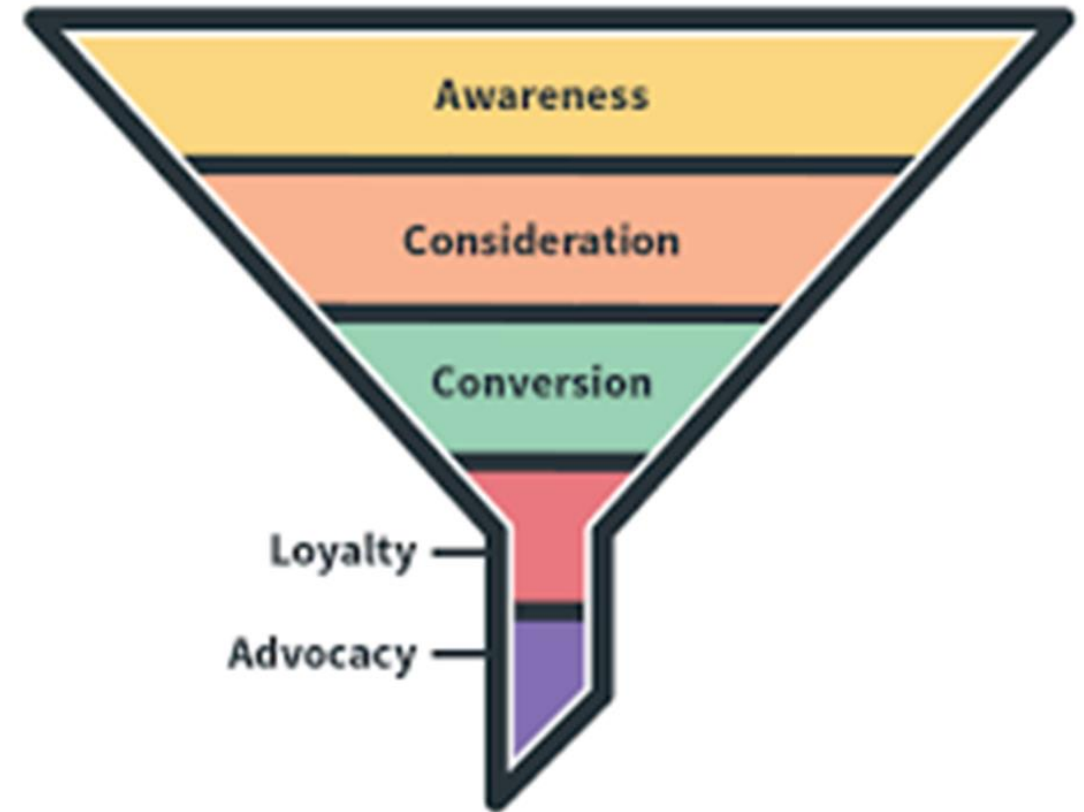
For the sake of this presentation, let me introduce you to the Marketing Funnel



**A marketing funnel is the purchase cycle consumers go through from awareness to loyalty.**

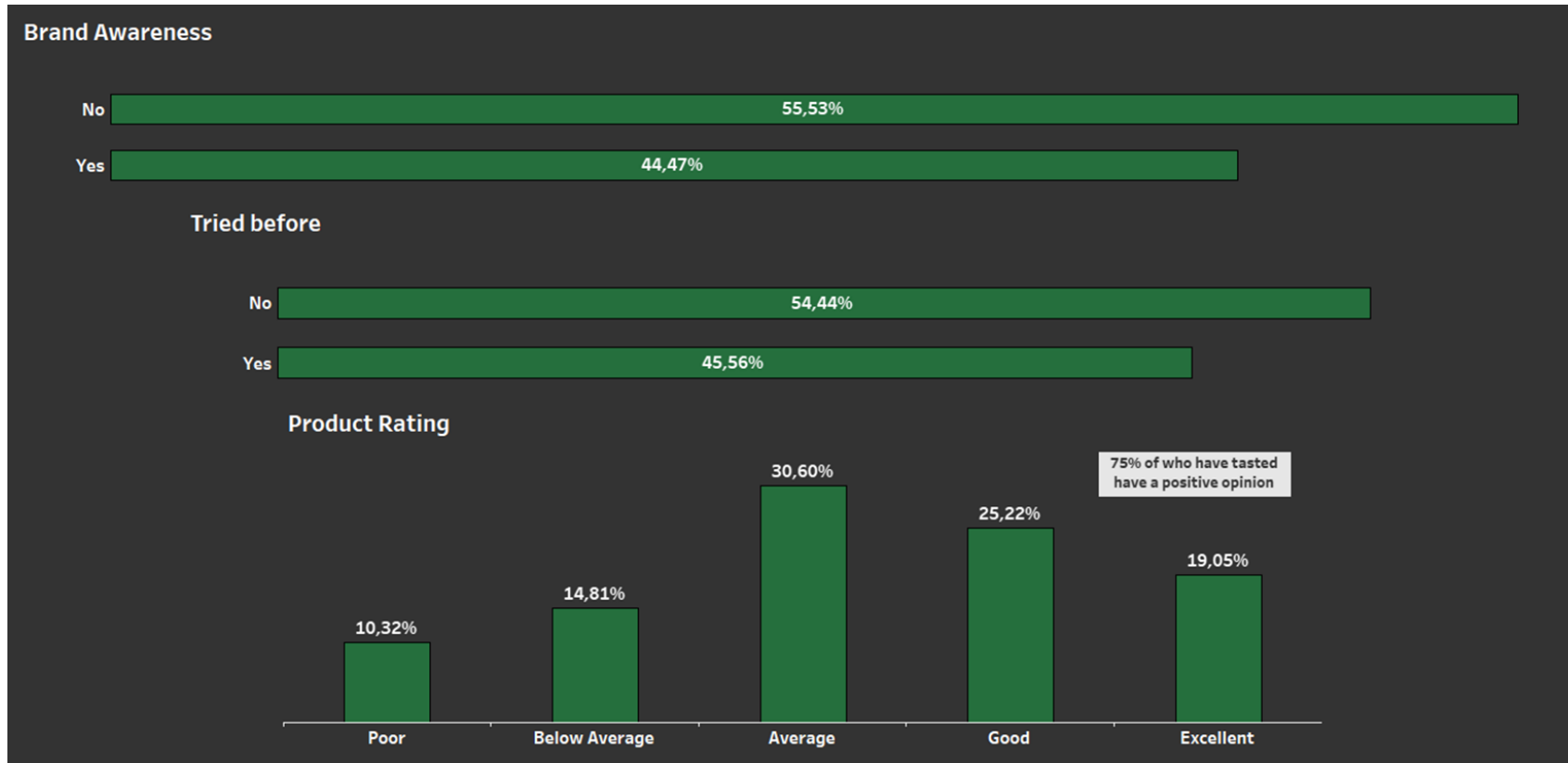
**The marketing funnel has to be curated for each business. The depth of the funnel is different from a car seller to a streaming service. The streaming service most likely needs to push its customers into the loyalty level to keep them subscribed for a certain amount of time**

**There is no universally accepted version of the funnel. However, a marketing funnel has three core/primary stages: brand awareness, consideration, and conversion**





I needed to introduce this concept to you so that you could understand this visualization. This is a dashboard made of three visualizations to replicate a marketing funnel for CodeX. Keep in mind that the deeper it goes, the smaller the customer base will be.



## Stats

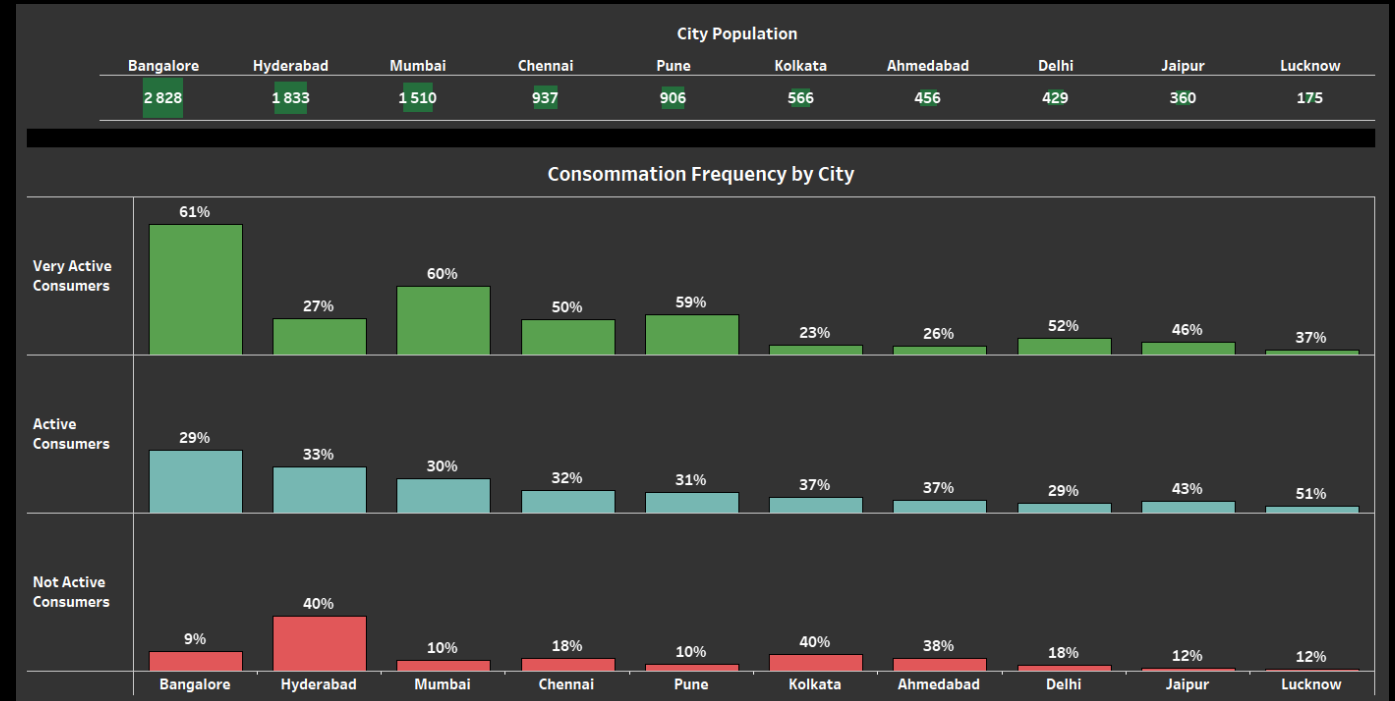
On 10,000 respondents  
4447 have heard about CodeX.

Among the 4447 respondents,  
2026 have tasted the product.

1517 respondents of those who  
have tasted it have a positive  
opinion.

In conclusion, **15,17%** of the  
whole sample are potential  
regular customers.

Bengaluru, Mumbai, Chennai, Pune, Delhi and Jaipur have the highest concentration of **Very Active Consumers**

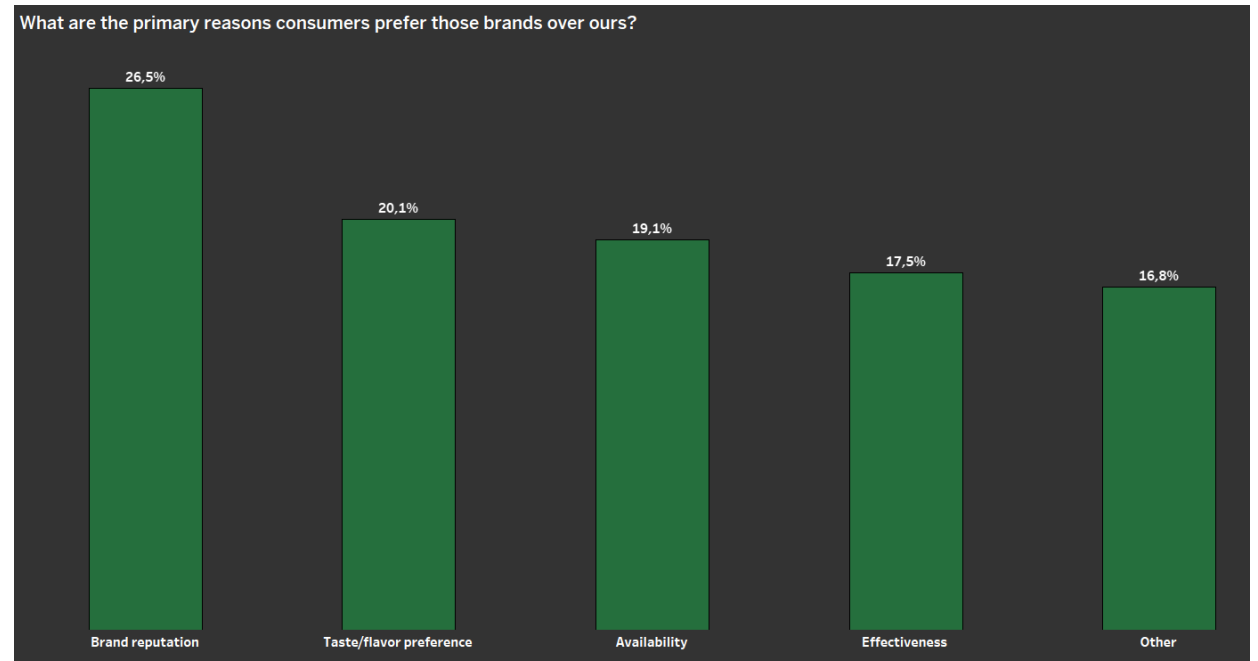
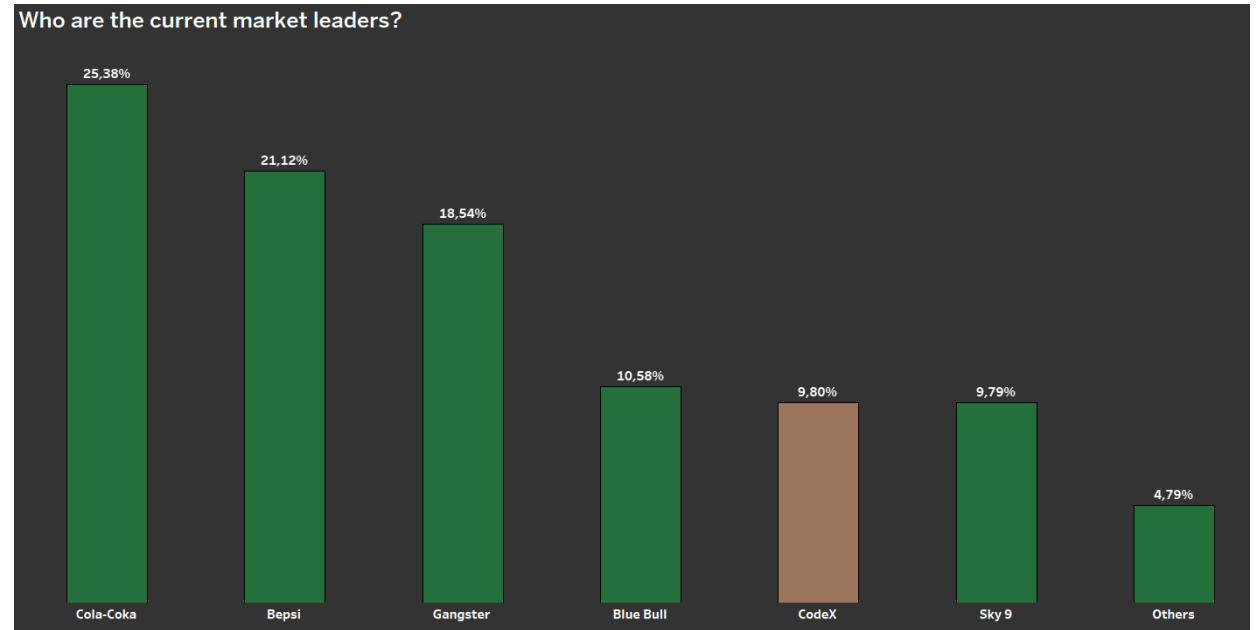


# Competition

In terms of popularity; CodeX is the fifth in the market.

Why is the case?

- **Brand Reputation**
- **Taste/Flavor**
- **Availability**

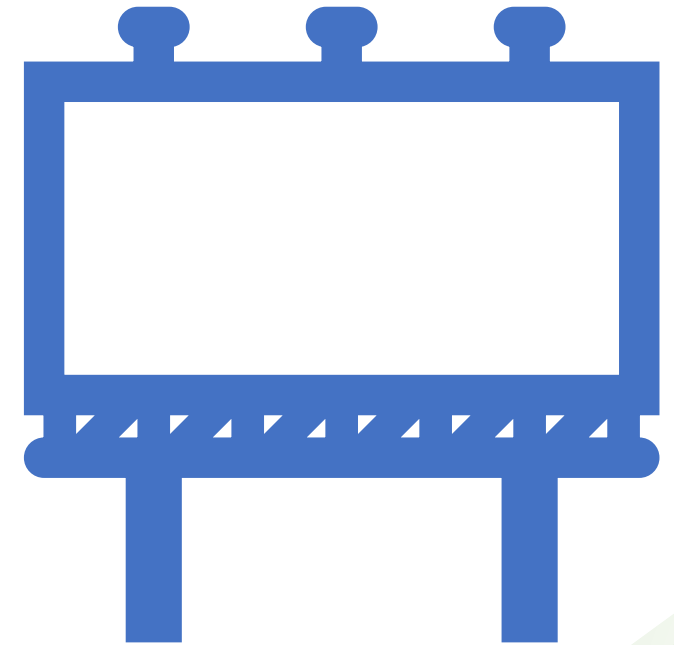


# Brand Reputation: Insights for Improvement

- 48% of the younger segment (15-30) say they come across energy drink advertisements through Online Ads
- 40% for the whole sample.
- 27% come across energy drink advertisements through TV Commercials

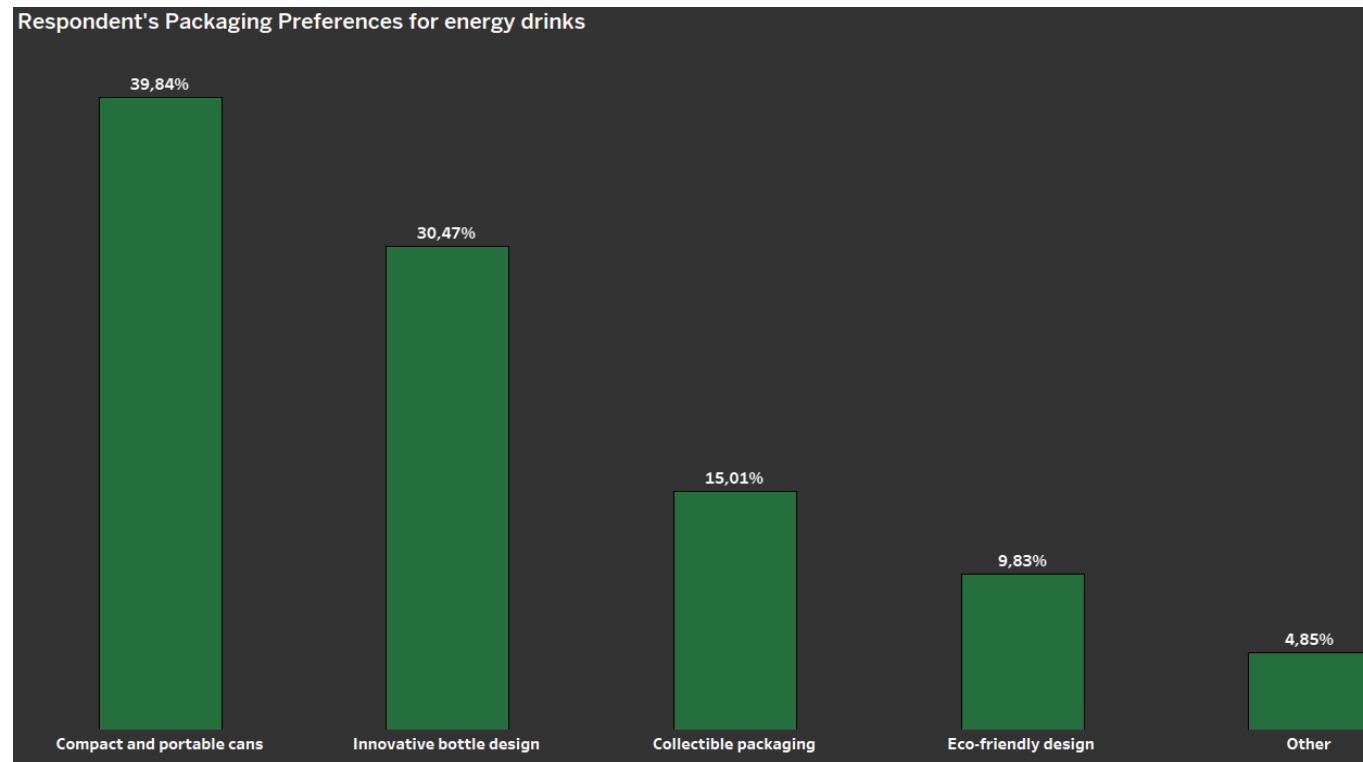
## Hints for the Marketing Team:

- The SEO on Google is not negotiable.
- And if as a brand, you are more interested in being appreciated by the public than just seen.
- Prioritise partnerships/Sponsorships with online Content creators (YouTubers, Podcasters) who already have a community that fits your target.
  - People hate invasive Ads, especially the younger generation



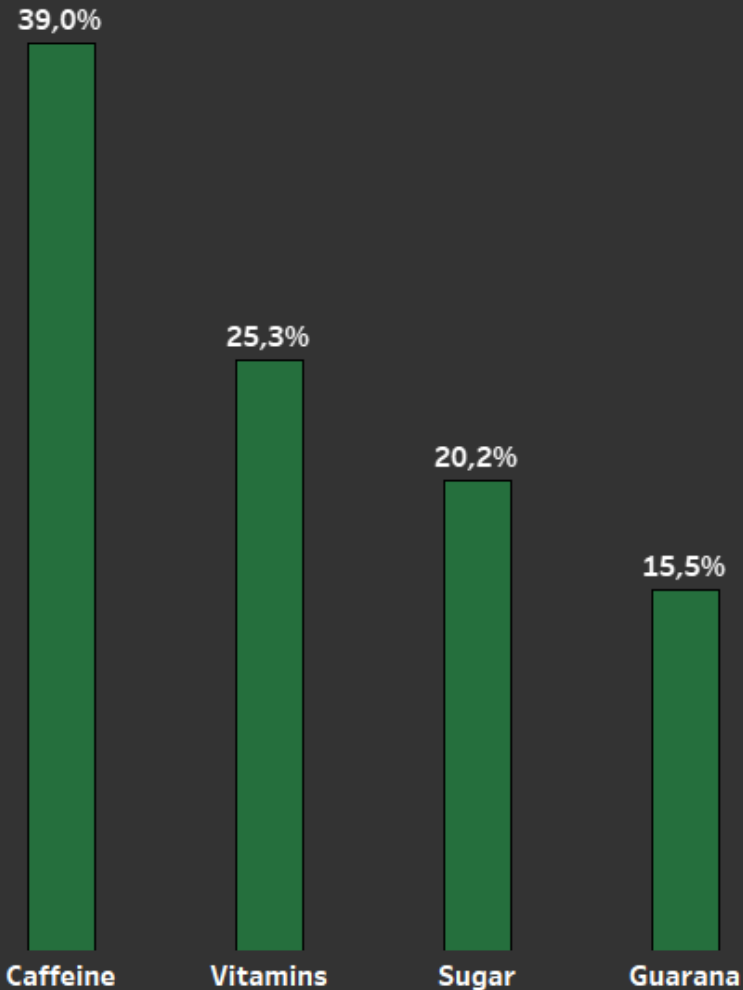
# Packaging is the silent salesman

Online reputation is crucial but we cannot rely solely on that. One huge part of our reputation is our image, which is conveyed for the most part through our packaging. The packaging in the beverage industry is almost as impactful as the taste. Packaging is not only about graphics, it's also about sizing, form, and material.



By Madiba TESSI

What are the preferred ingredients of energy drinks among respondents?

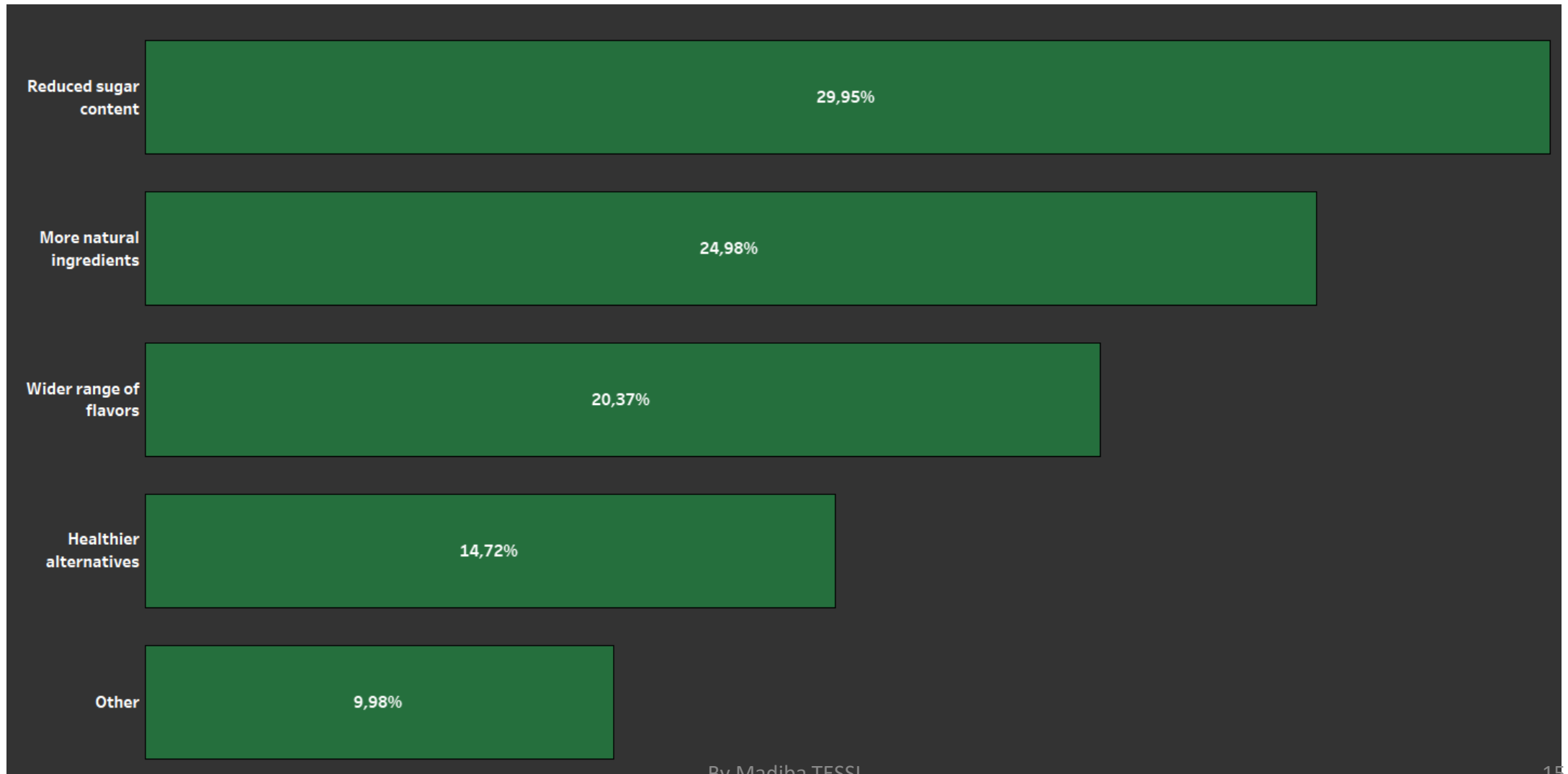


## Taste/Flavor: Insights for Improvement

- Packaging is great but it is for first-time consumers. People won't be loyal to the product if they don't like the taste or If the product does not deliver on its promises.

Caffeine and Vitamins are the top 2 preferred ingredients of energy drink consumers.

**At the same time, the desire for less sugar and more natural ingredients is rising among customers.  
One-fifth of participants would like more range of flavors.**





When asked about the reasons preventing customers from trying our product. The top reason is **Not Available** locally.

### **Availability: Insights for Improvement**

- **45%** of respondents typically purchase their drinks at the Supermarket.

As a Fast Consumer Goods Company, Convenience is one of the pillars of our success.

Other places our drinks should be supplied: **Convenience Stores, Gas Stations, Vending Machines**

Another pillar of our success is the Pricing.

- **43%** of the respondents are ready to pay up to 99 rupees (1,19\$) for an energy drink
- Another third of the respondents are ready to pay up to 150 rupees (1,80\$) for an energy drink

The most efficient discounts to boost sales are the **BUNDLE** and **BOGOF**.