

Codex A German Beveraging Company

Unleashing the Potential: Survey Insights to Drive Strategic
Marketing Actions in the Indian Market

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Codex

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

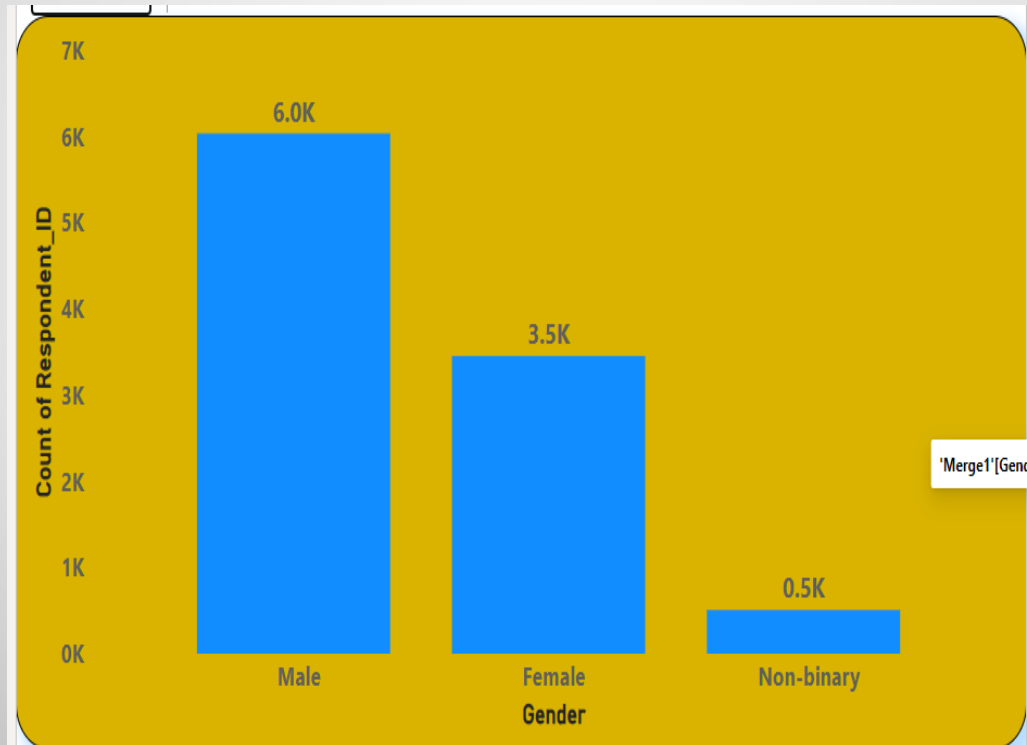
Tools Used

- My SQL
- Power BI
- Power Point

Demographic Insights

- **Who prefers energy drink more?**

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

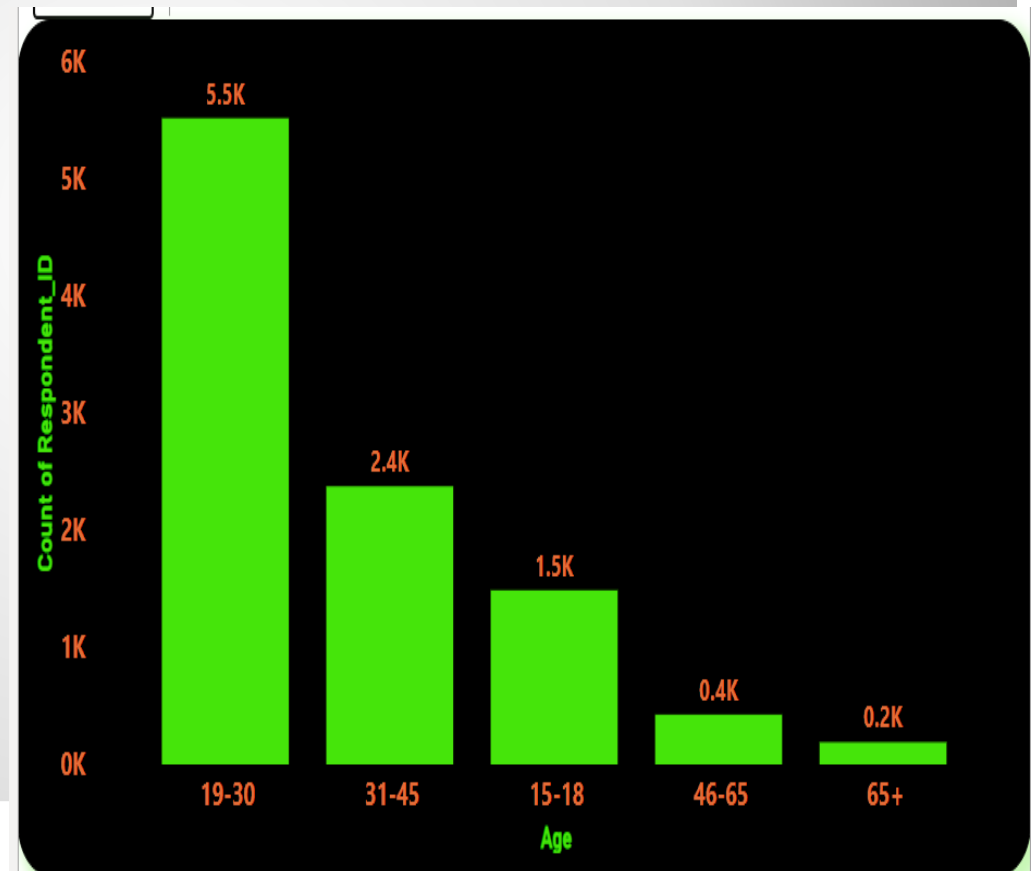


- Which age group prefers energy drink more ?

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

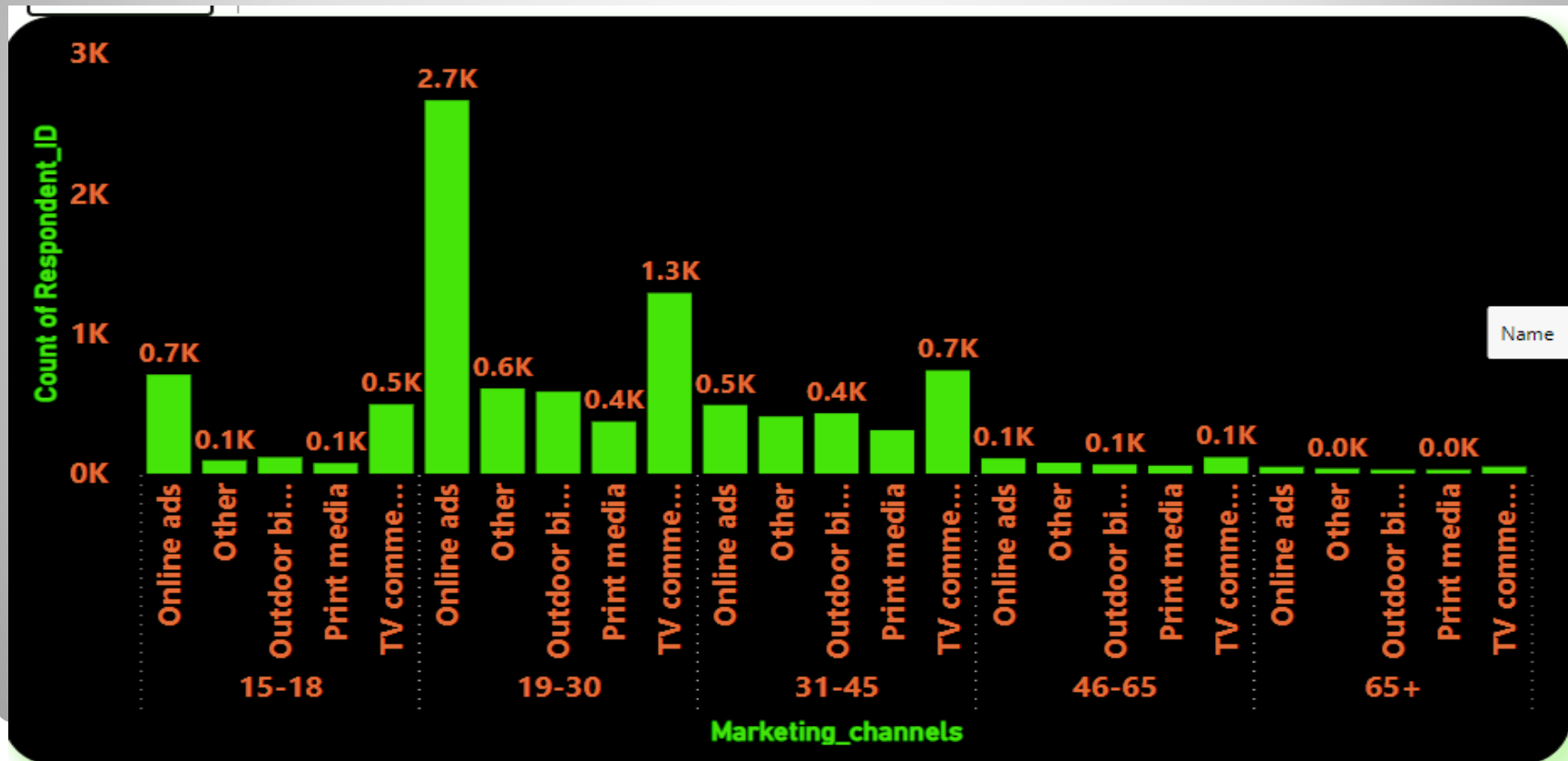


- **Which type of marketing reaches the most Youth (15-30)?**

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

- **Recommendation**

Youth spend most of their time entertaining themselves so online media and TV commercials are the best way to reach them.



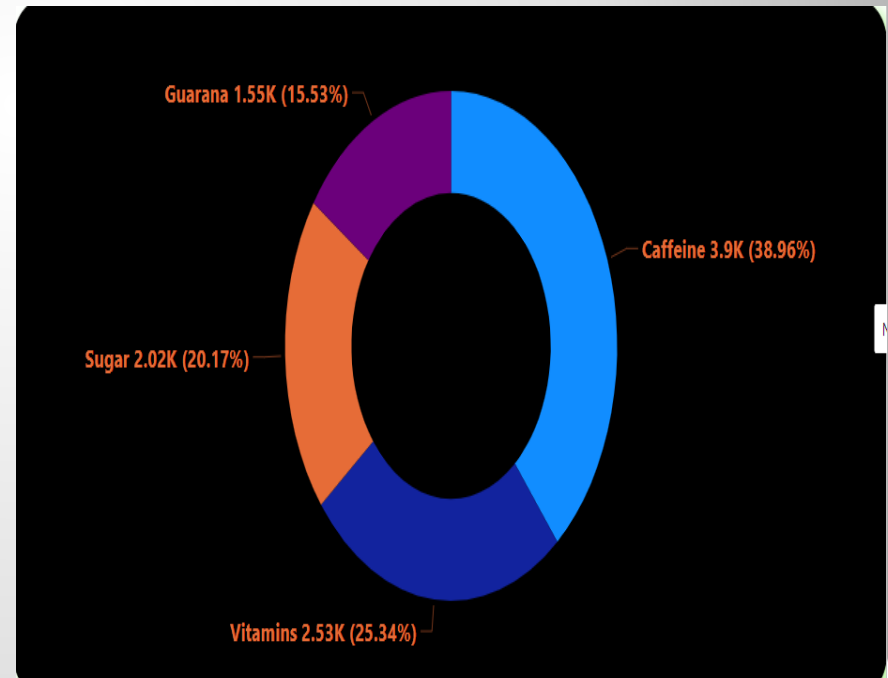
2. Consumer Preferences:

- What are the preferred ingredients of energy drinks among respondents?

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

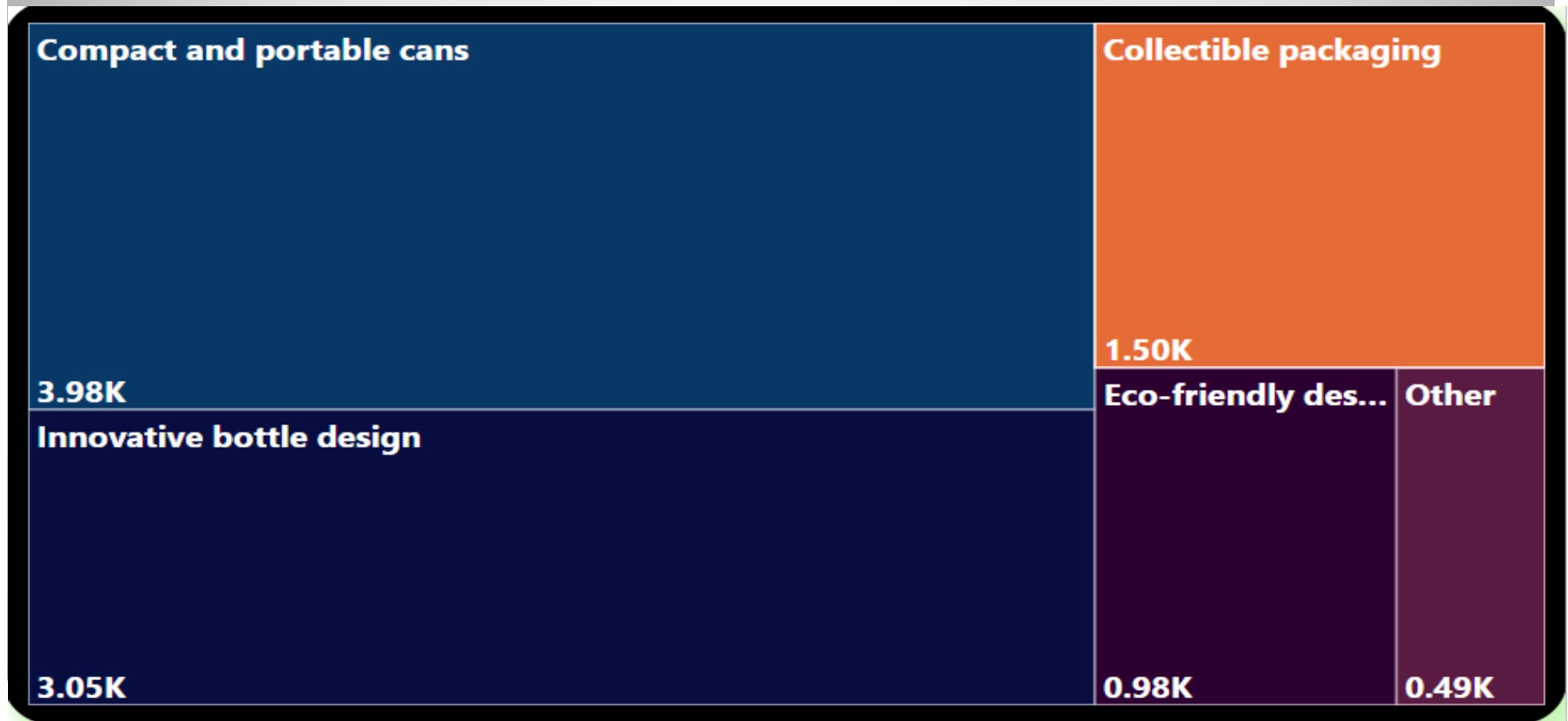
- Recommendation

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



- **What packaging preferences do respondents have for energy drinks?**

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



3. 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.

Count of Respondent_ID	Current_brands
2538	Cola-Coka
2112	Bepsi
1854	Gangster
1058	Blue Bull
980	CodeX
979	Sky 9
479	Others
10000	

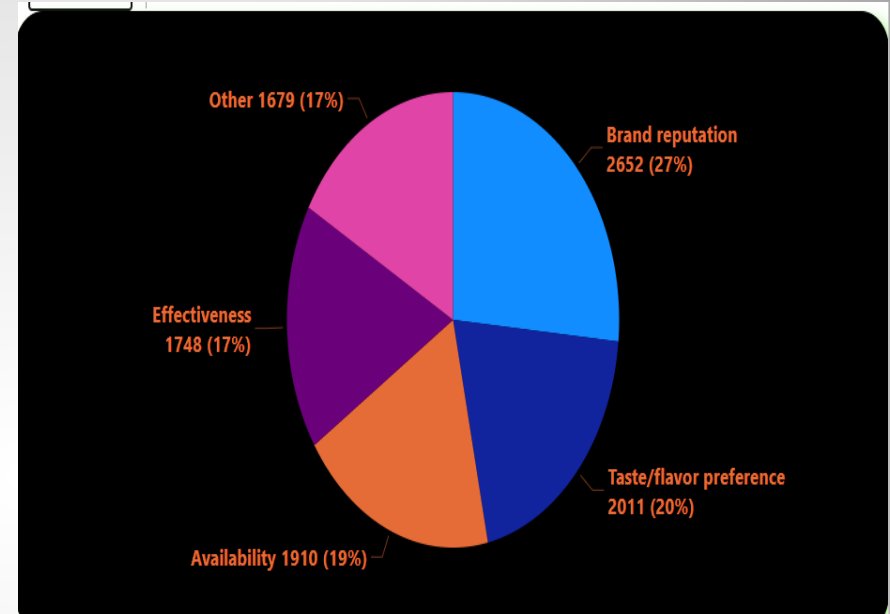


- **What are the primary reasons consumers prefer those brands over ours?**

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

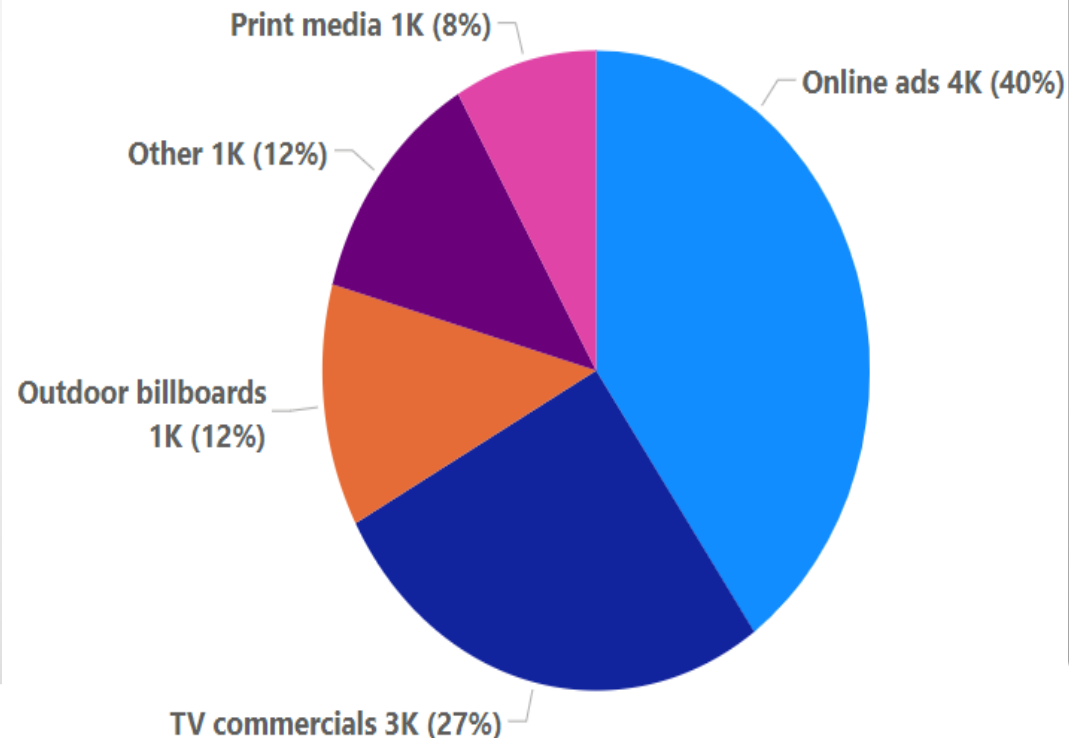


Reasons_for_choosing_brands	Count of Respondent_ID
Availability	1910
Brand reputation	2652
Effectiveness	1748
Other	1679
Taste/Flavor preference	2011
Total	10000

4. Marketing Channels and Brand Awareness:

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

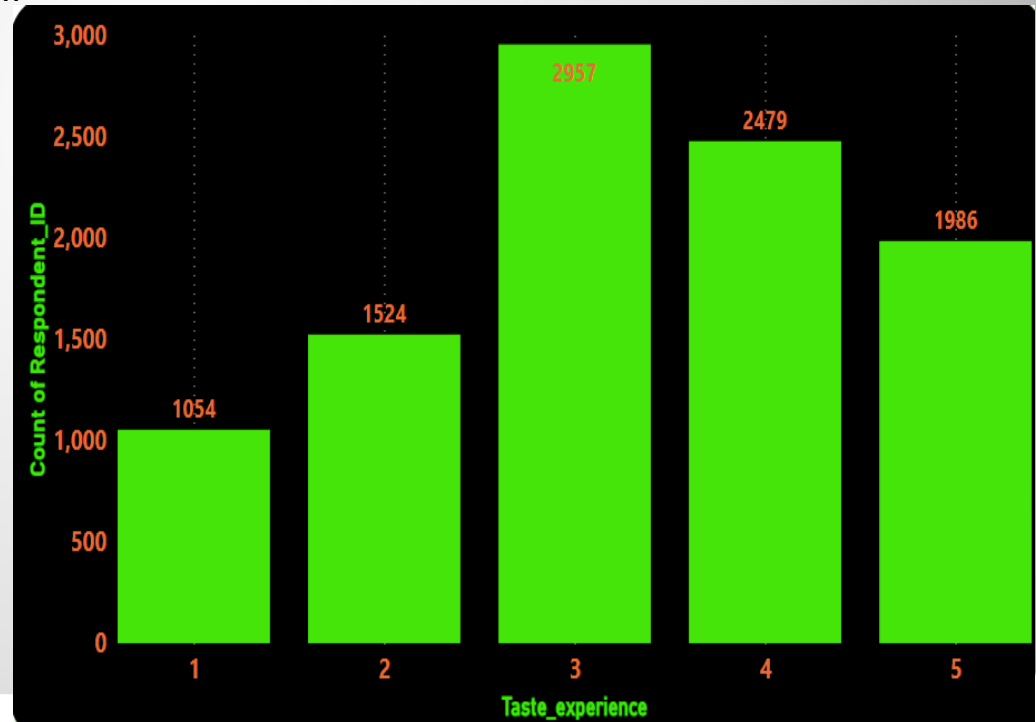
Marketing channels play a crucial role across all the industry. According to the survey responses, we have discovered that online ads and TV commercials are the most effective means of reaching our target audience and promoting our products directly to end users.



5. Brand Penetration:

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

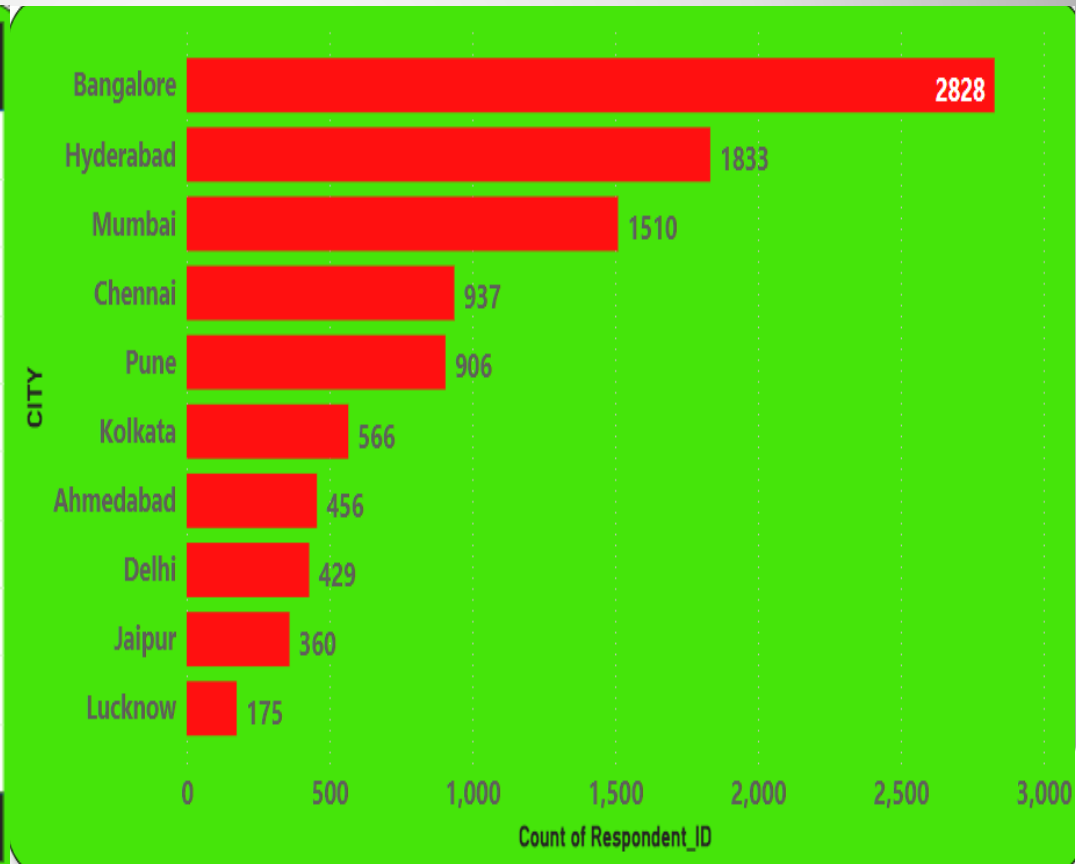
The company CodeX has received an overall rating of three from all the respondents, indicating a positive sign for their marketing efforts in reaching the Indian market. This rating reflects their hard work and successful engagement with the target audience.



- **Which cities do we need to focus more on?**

- 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.
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CITY	%GT Count of Respondent_ID
Bangalore	28.28%
Hyderabad	18.33%
Mumbai	15.10%
Chennai	9.37%
Pune	9.06%
Kolkata	5.66%
Ahmedabad	4.56%
Delhi	4.29%
Jaipur	3.60%
Lucknow	1.75%
Total	100.00%



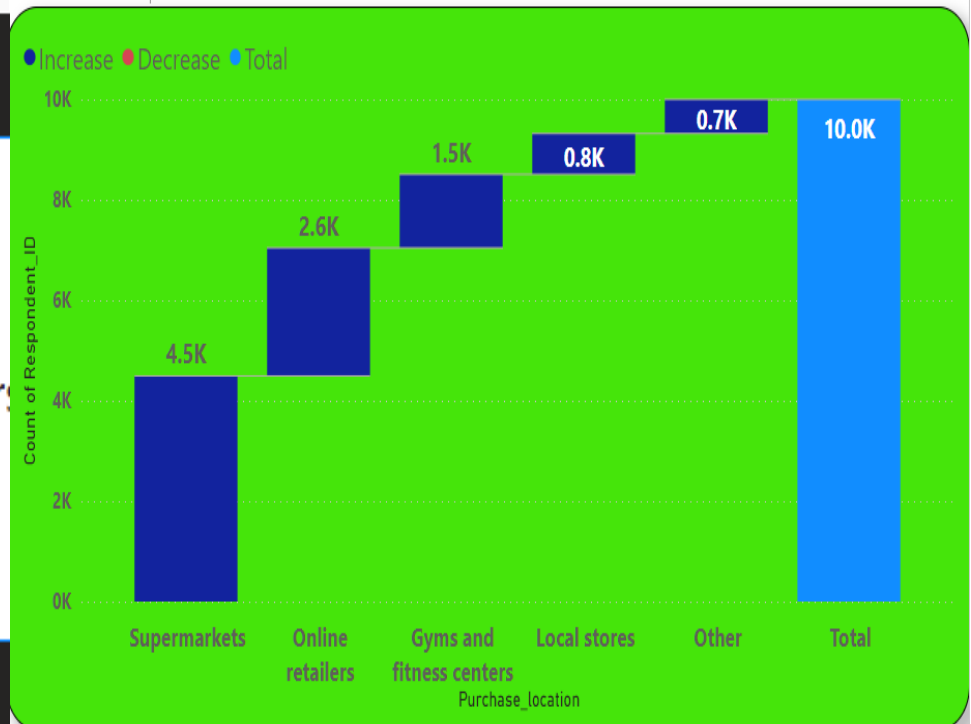
6. Purchase Behavior:

- **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.

Count of Respondent_ID Purchase_location

4494 Supermarkets
2550 Online retailers
1464 Gyms and fitness centers
813 Local stores
679 Other

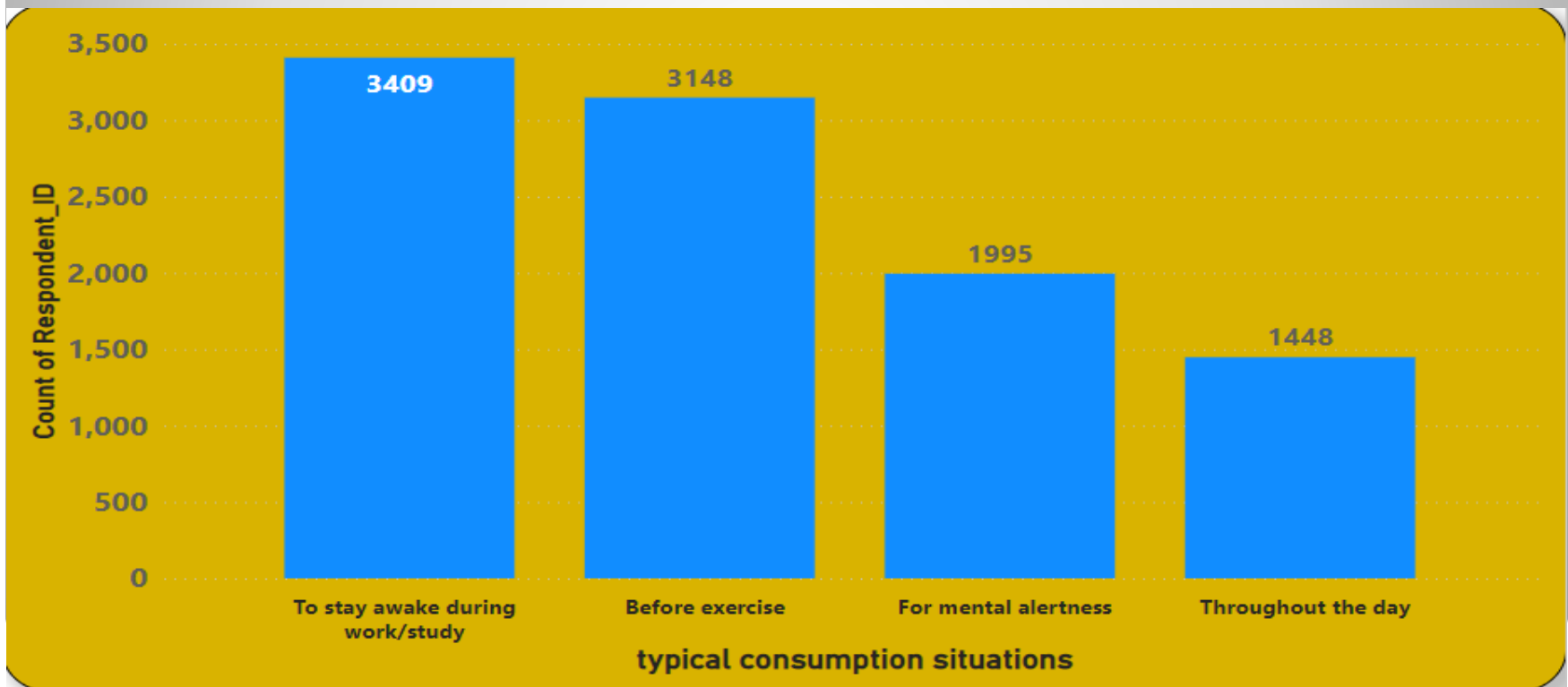
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- **What are the typical consumption situations for energy drinks among respondents?**

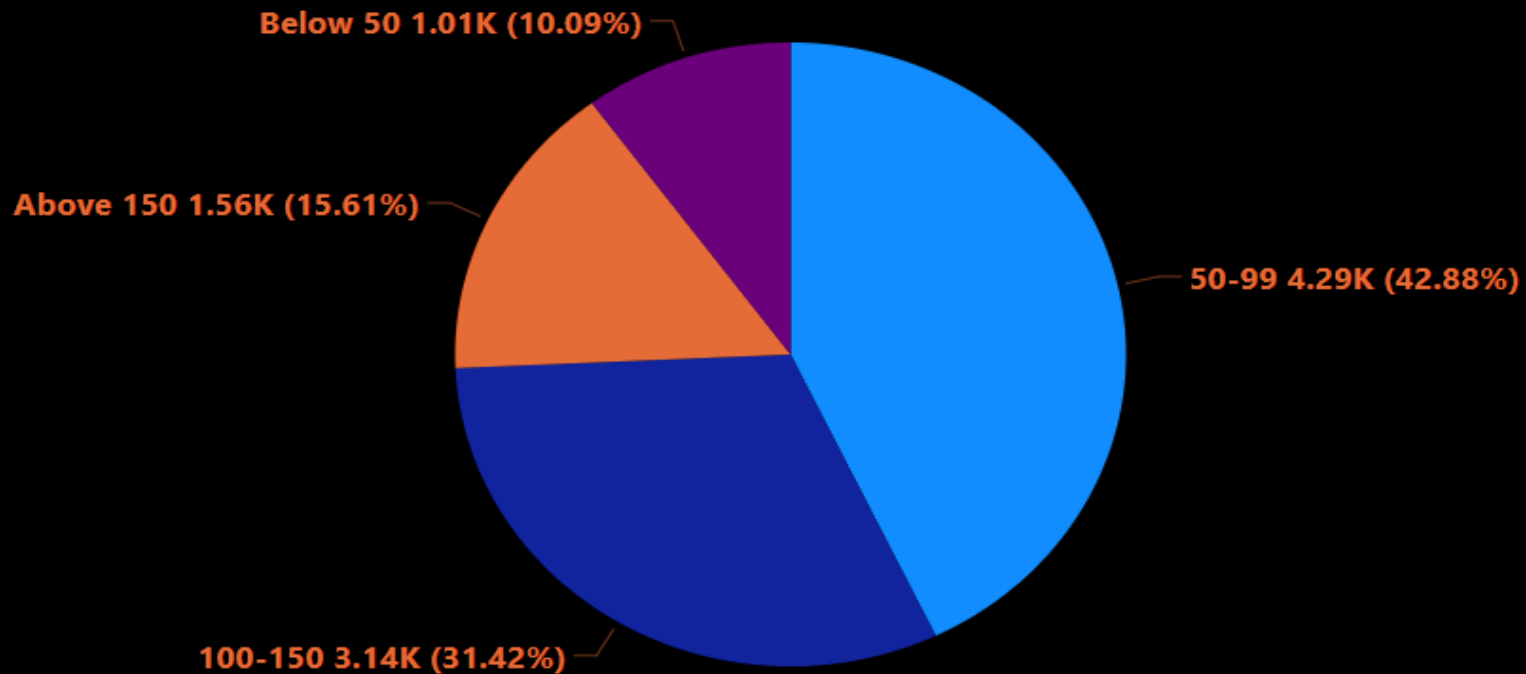
Based on the respondents' feedback, their typical consumption situations can be categorized as follows: sports/exercise, studying/working late, social outings, and driving

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



- **Ideal price for the 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



7. Product Development

- **Which area of business should we focus more on our product development? (Branding/taste/availability)**
 - Targeted age group: 15-45
 - Major consumers: sports and fitness activists.
 - Preferred ingredients: Caffeine
 - Packaging: compact and innovative cans.
 - Marketing channel: Online ads and Tv commercials.
 - Brand ambassador: sports person with good social media influence. Our product should have more flavors and should have healthy ingredients.

Thank You