Primary Insights (Sample Sections / Questions)

Note: These insights can be derived from the survey responses

1. Demographic Insights

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

* Men prefer energy drink more.
* 60% of costumers are MALE.
* 35% are Female.
* 5% are Non-binary.

b. Which age group prefers energy drinks more?

* Age group (19-30) are preferring energy drink more.
* This age group has mostly consumed the energy drink the sports, exercise, studying or working late situation.

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

* Most of youth (19-30) were influenced by Online ADS.
* As it is era of social media so we should focus on online ADS more to improve our sales

2. Consumer Preferences:

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

* Preferred ingredient by most of the costumers is Caffeine.
* 39% costumers preferred caffeine.
* There should be another special type of energy drink having caffeine with different flavors as most costumers are preferring it.

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

* Most preferred packing is compact and portable cans.
* 39.84% costumers like this packing.

3. Competition Analysis:

a. Who are the current market leaders?

* The current market leaders are cola-coka with 25.38% of costumers.
* Find the reasons why it is on top and we will make our policy according to it.

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

* 27% of costumers prefer our brand because of Brand reputation.
* 20% prefers it because of Taste or flavor.
* 19% prefers it due to Availability.
* 17% prefers it due to other reasons.
* **Effectiveness**: While slightly lower at 17.48%, ensuring our energy drink delivers its promised benefits remains crucial. Continuously improve the formulation to enhance effectiveness.
* **Availability**: While less prominent in the survey (19.10%), ensure our product is easily accessible through various retail channels and online platforms to meet consumer demand.
* **Other**: Investigate the reasons falling under the "Other" category (16.79%) to address any additional considerations for product development and customer satisfaction