

**PROJECT  
TITLE**

# **Insights for the Marketing Team in the Food & Beverage Industry**

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# INTRODUCTION

- Codex is a German beverage company launched energy drink in 10 Indian cities.
- Marketing team has conducted a survey with 10k respondents and collected the data.
- Their goal is to enhance brand awareness, increase market share and guide product development

Now my task here is to analyze the survey data for actionable insights to drive strategic actions in the Indian market.



# DEMOGRAPHIC INSIGHTS

a. Who prefers energy drink more?

- Male prefers energy drink more (60.38%)

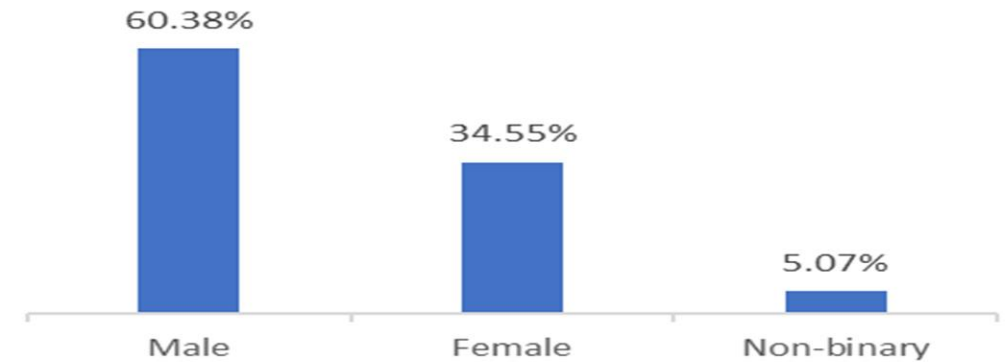
b. Which age group prefers energy drinks more?

- Age group of [19-30] prefers energy drink more (55.2%)

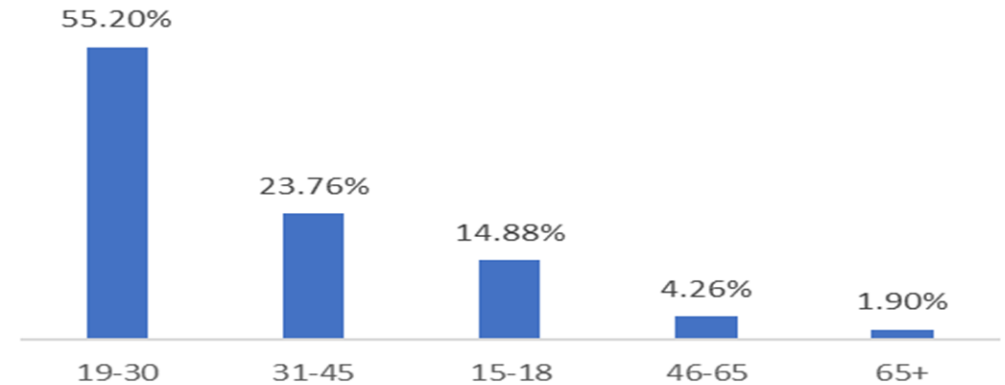
c. Which type of marketing reaches the most Youth

- Online ads, TV commercials marketing reaches most youth

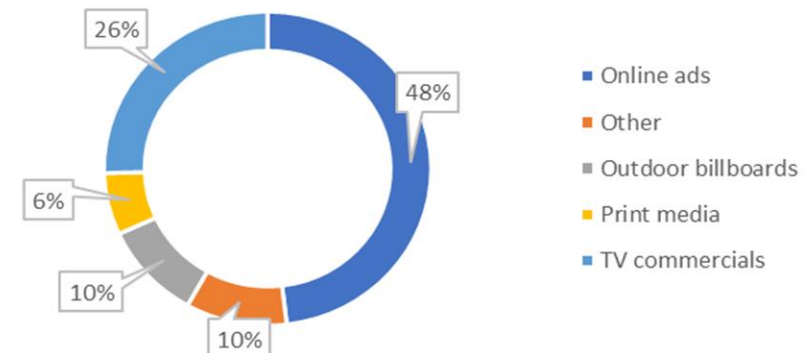
Energy Drink Preferred by Gender



Energy Drink Preferred By Age Group



Marketing Reaches The Most Youth

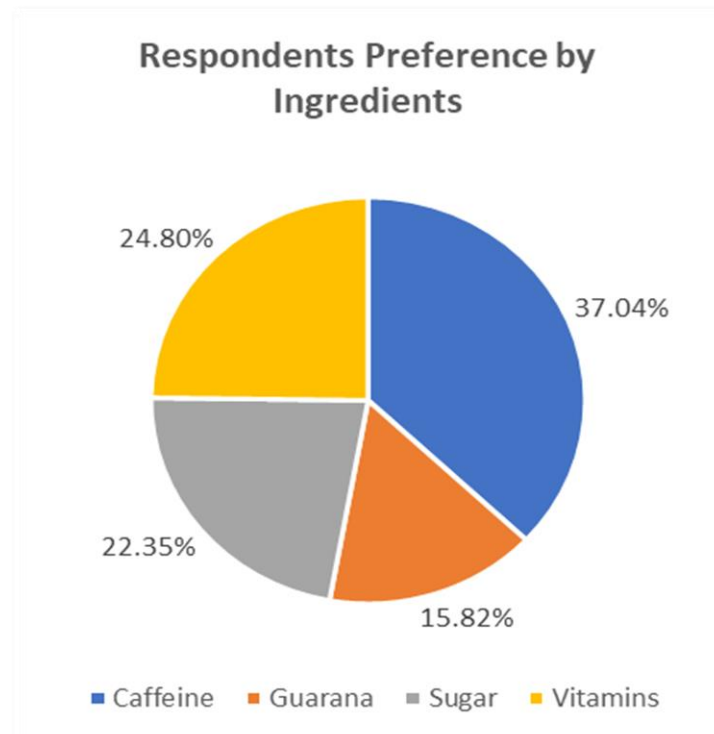


# CONSUMER PREFERENCES



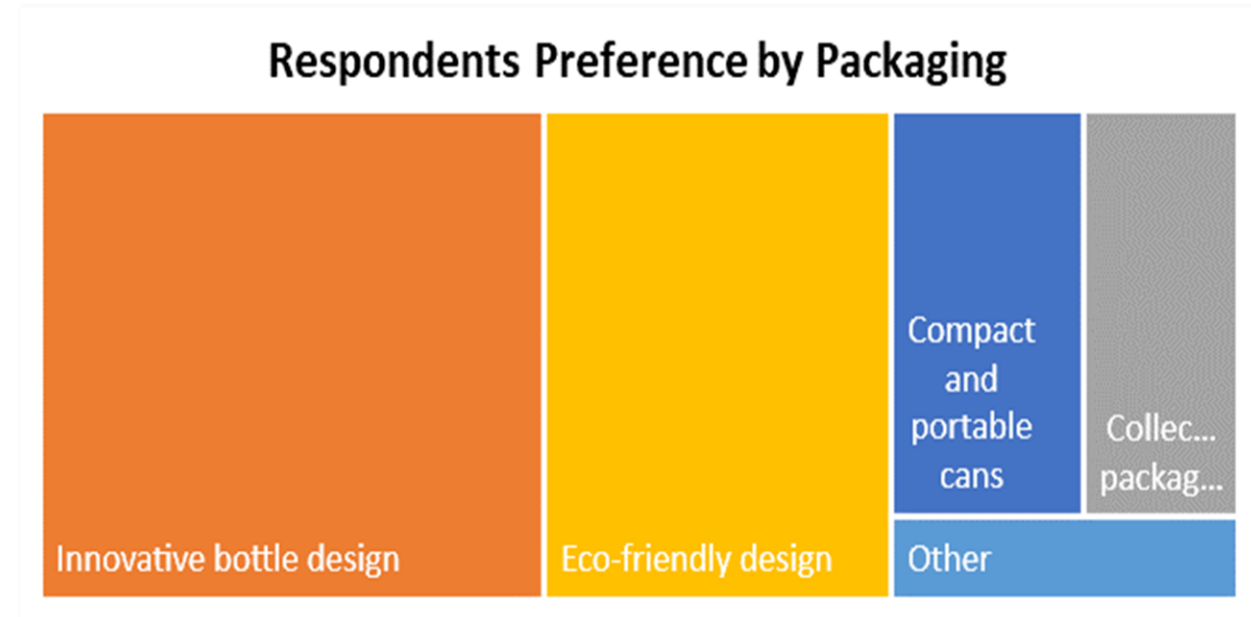
a. What are the preferred ingredients of energy drinks among respondents?

**Caffeine & Vitamins are the preferred ingredients among respondents.**



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

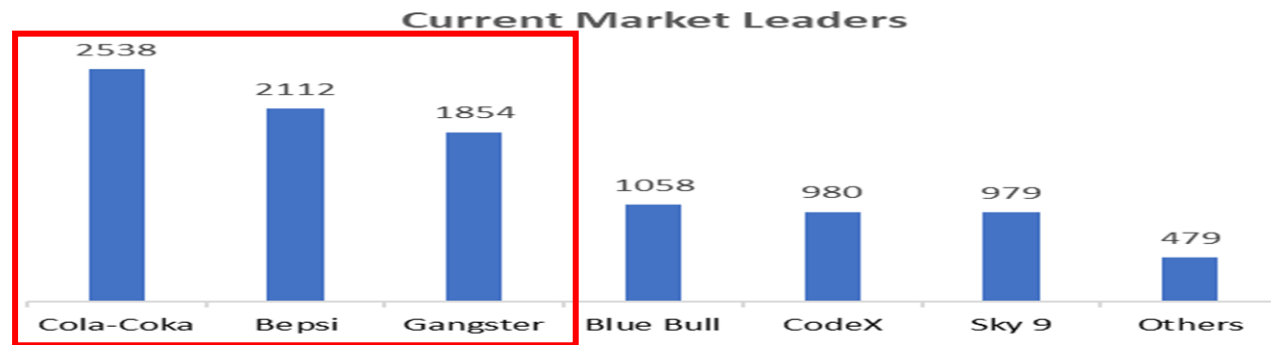
**Innovative bottle & Eco-friendly design are the preferred packaging among respondents.**



# COMPETITION ANALYSIS

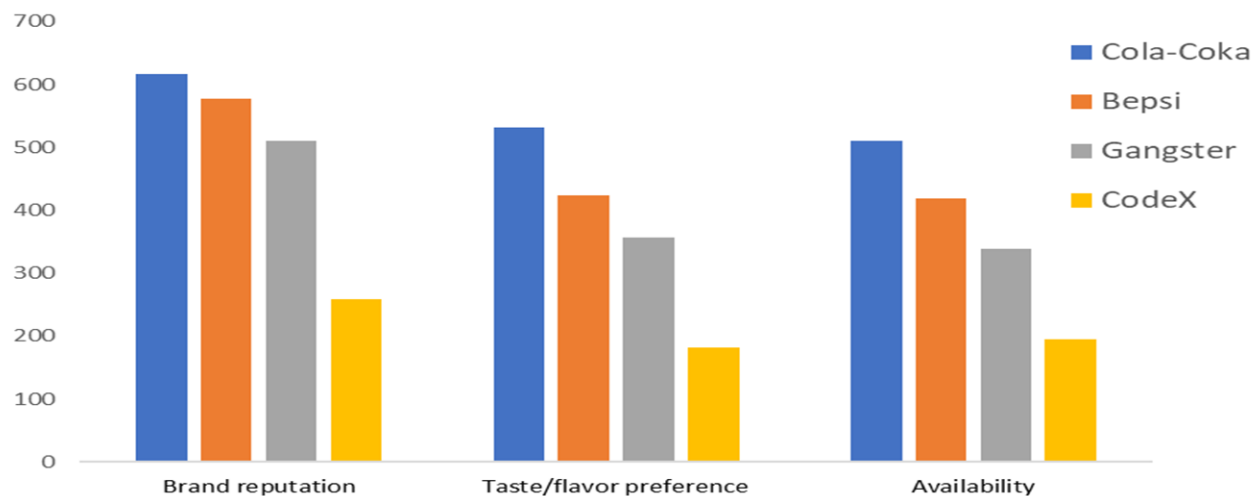
a. Who are the current market leaders?

**Coca-Cola, Bepsi, Gangster are the current market leaders in the food and beverage industry.**

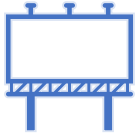


b. What are the primary reasons consumers prefer these brands over ours?

**Brand reputation, Taste, Availability are the reasons, consumers prefer brands over ours Codex brand**



# MARKETING CHANNELS AND BRAND AWARENESS



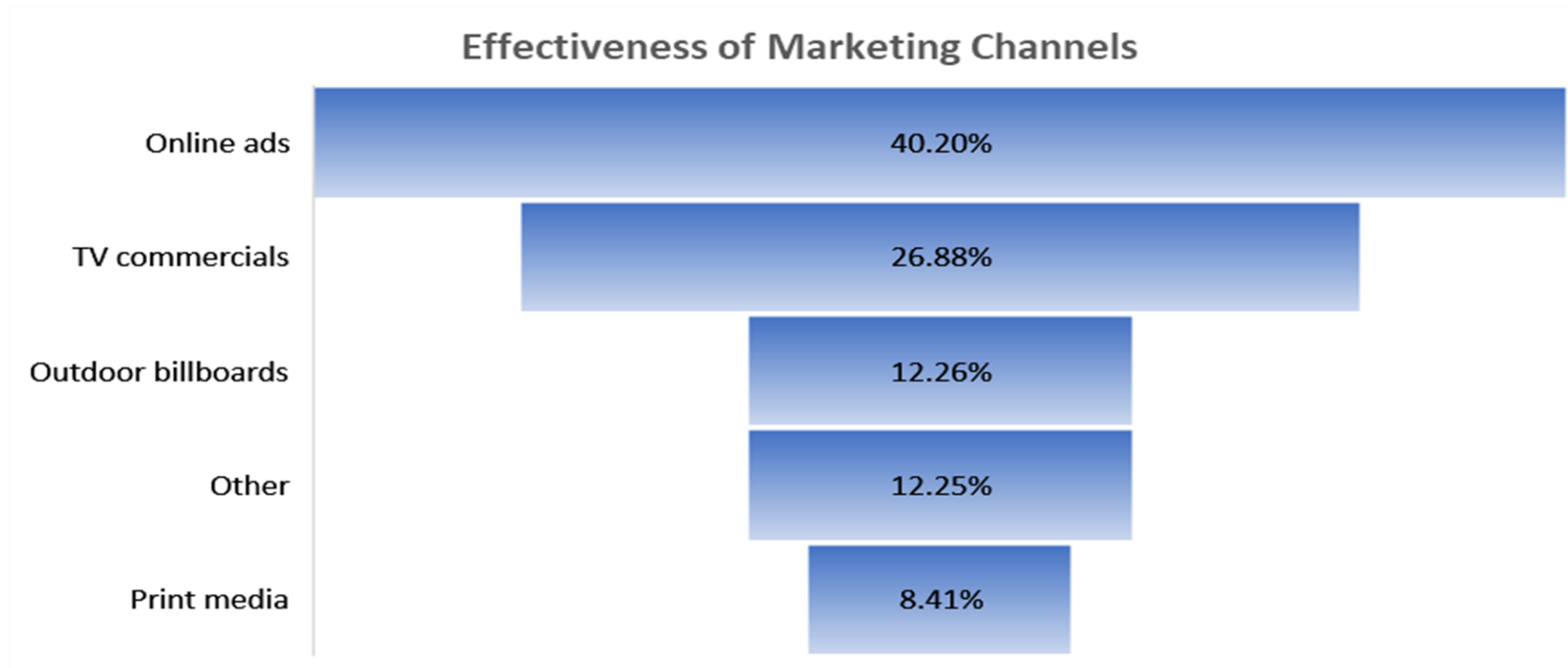
a. Which marketing channel can be used to reach more customers?

**Majority of the customers around (67%) can be reached by Online ads & TV commercials**



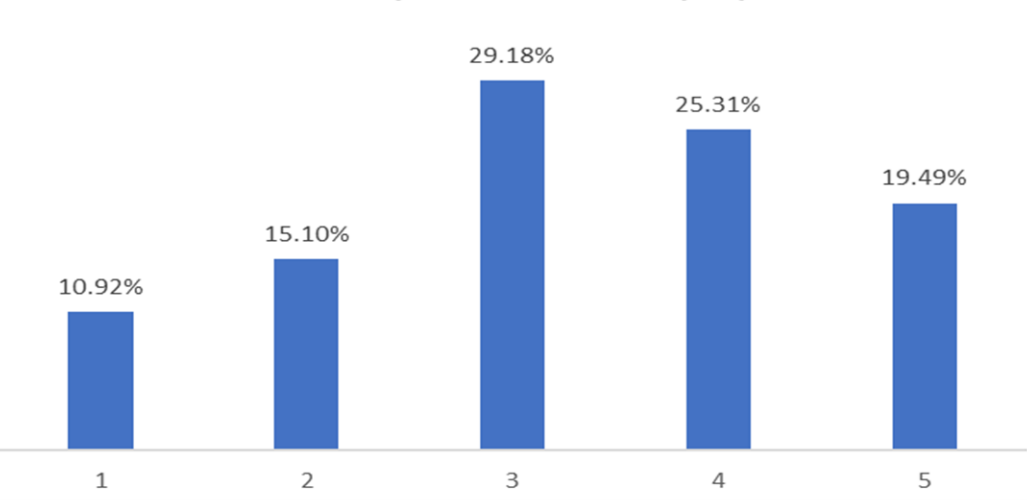
b. How effective are different marketing strategies and channels in reaching our customers?

**We need to mostly target the Youths on social media platforms and TV commercials**



# BRAND PENETRATION

Taste Experience of Codex (1-5)

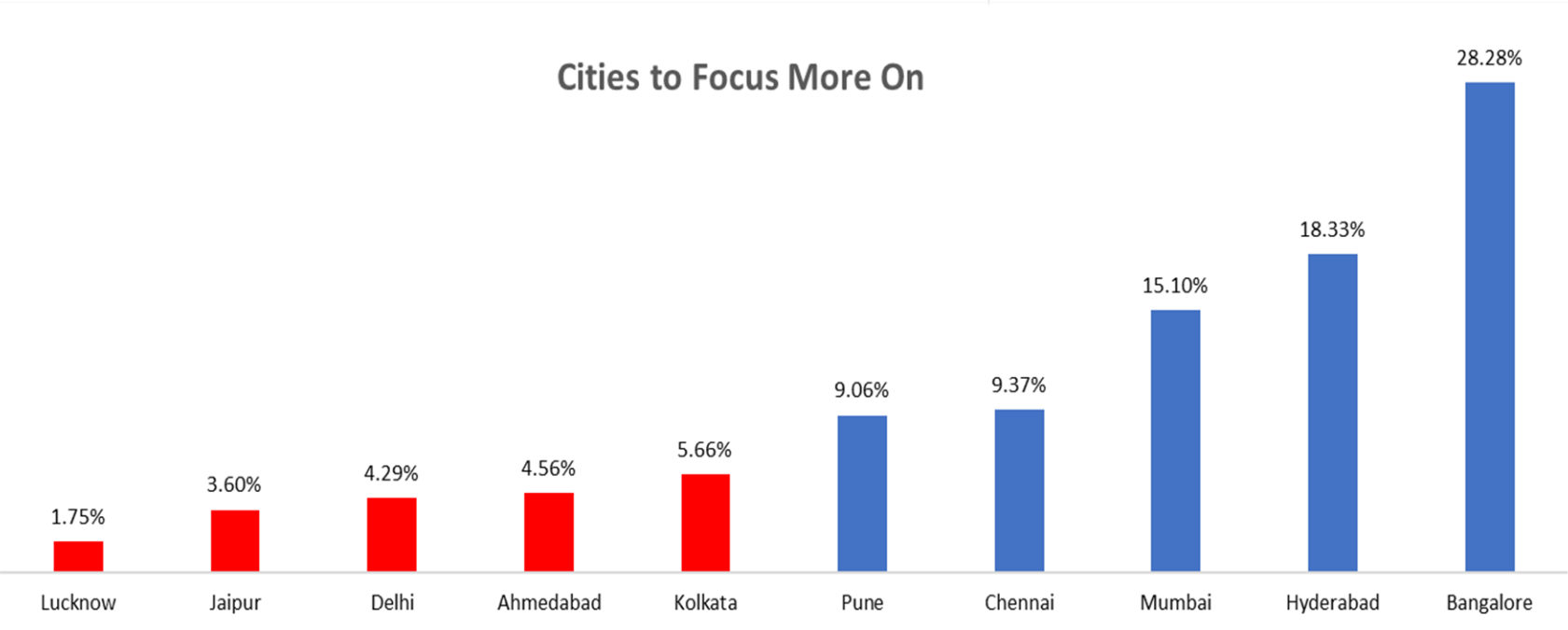


What do people think about our brand (overall rating) & which cities do we need to focus more on?

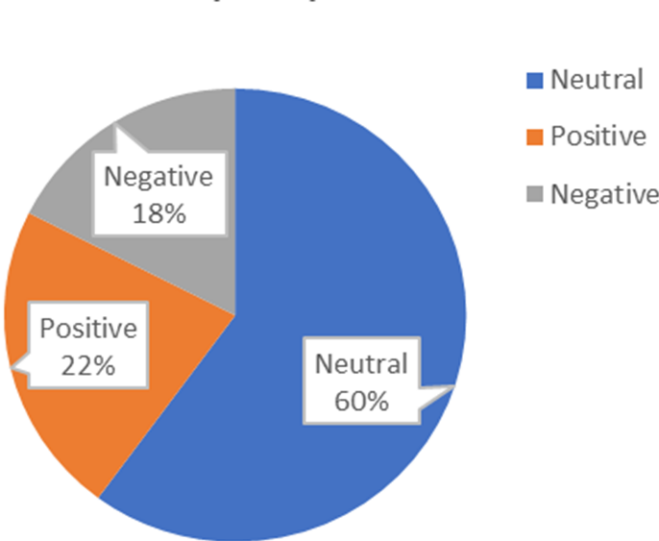
Brand perception of Codex is Neutral & overall ratings as per the taste is 3, around (30%)

We need to focus more on these cities like Lucknow, Jaipur, Delhi, Ahmedabad, Kolkata

Cities to Focus More On



Brand perception of Codex

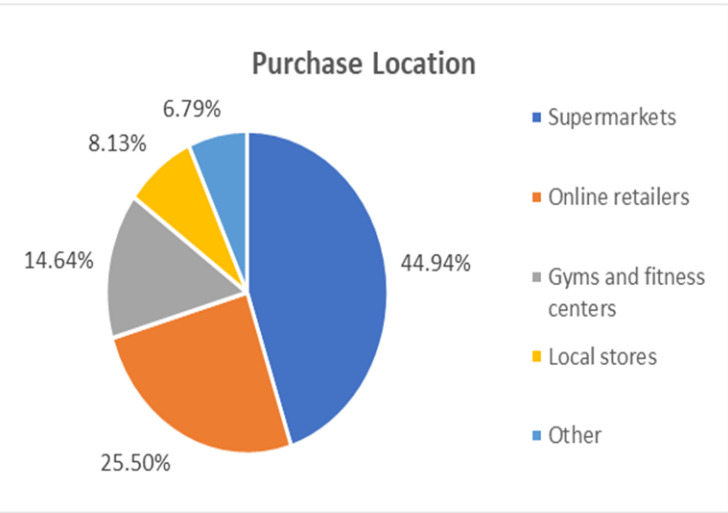


# PURCHASE BEHAVIOUR



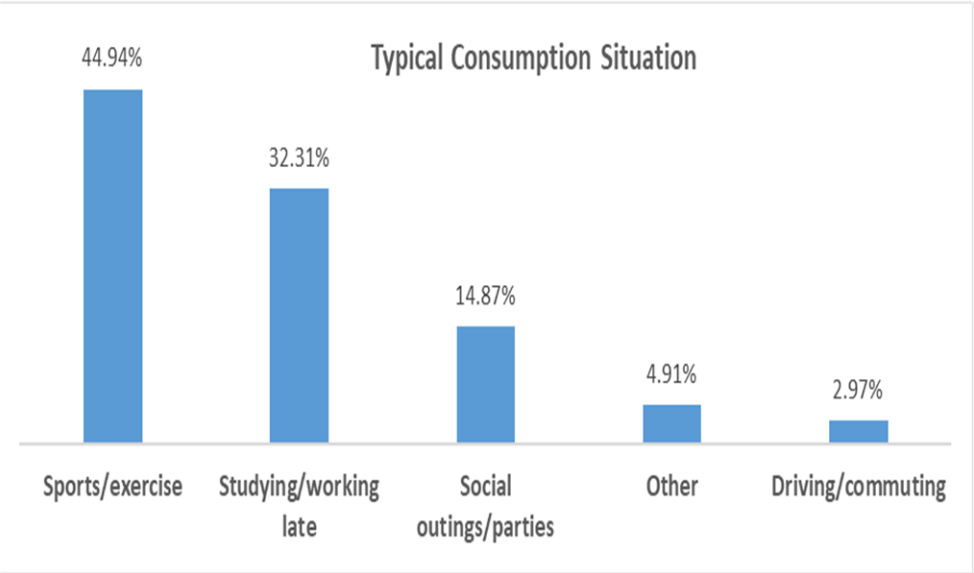
a. Where do respondents prefer to purchase energy drinks?

**Mostly from Supermarkets, Online retailers, Gyms (around 85%)**



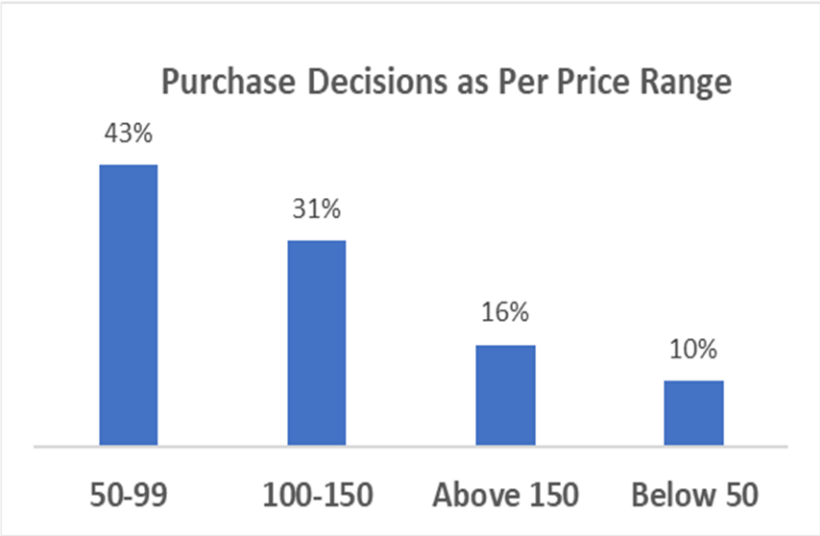
b. What are the typical consumption situations for energy drinks?

**Mostly are Sports/Exercise, Studying/Working Late (around 77%)**



c. What factors influence respondents purchase decisions?

**Price range is the most important factor in this, mostly the price range from (50 to 150)**

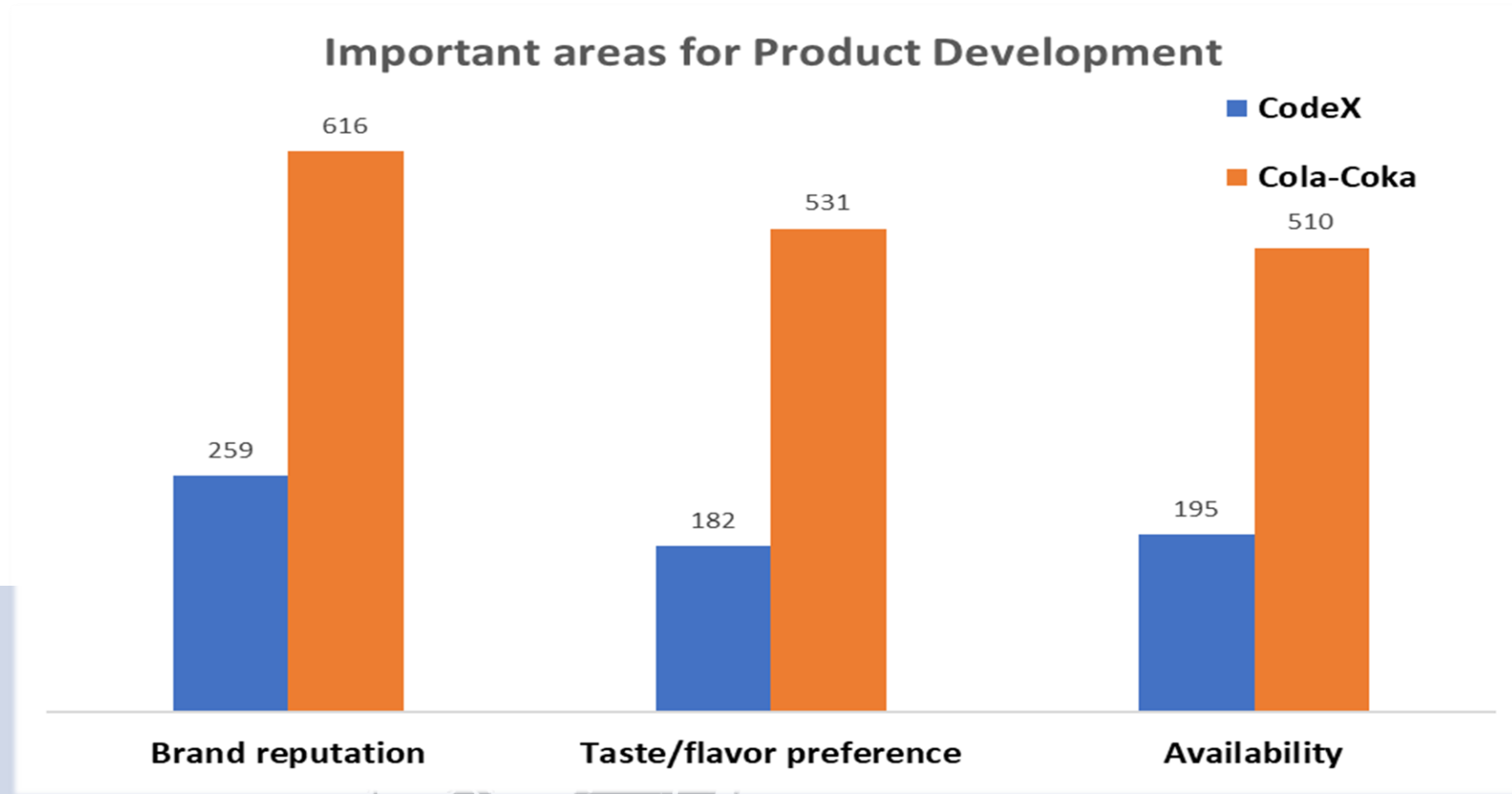




# PRODUCT DEVELOPMENT

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

**We have to focus more on Brand Reputation, Availability then Taste**



# RECOMMENDATIONS FOR CODEX

## 1) Immediate Product Improvements

- Enhance brand reputation
- Improve taste
- Ensure wider availability

## 2) Ideal Price Range

- Tier 1 cities: ₹100 to ₹150
- Tier 2 cities: ₹ 50 to ₹99

## 3) Marketing Strategies

- Online marketing targeting smartphones
- Social media campaigns with engaging content
- Exclusive online discounts

## 4) Brand Ambassador (Virat Kohli)

- Widespread popularity
- Strong appeal among the youth
- Association with fitness and dynamic lifestyle

## 5) Target Audience

- Youth demographic
- Strategic market

# THANK YOU

- Your time and attention are greatly appreciated.
- I am excited about the opportunity to discuss my findings further.
- Looking forward to any feedback or questions you may have.

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Tool Used : Excel (2019)