



# CODEBASICS RESUME PROJECT CHALLENGE - 6



# Codex

## A German Beverage Company

*Key Insights And  
Recommendations*

*Domain : Food and Beverage Industry*

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# **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.
- Their Marketing team is responsible for increasing brand awareness, market share, and product development.



# OBJECTIVES

- Get Useful Insights From the survey conducted by CodeX Marketing Team
- Increase Brand Awareness among the consumers
- Increase Market Share in current Indian Market
- Develop Product according to customer satisfaction

# TOOLS USED :



# **DATA CLEANSING:**

- Some respondents might not have answered all the questions sincerely. So Applying Filter on Multiple Column

| <b>Heard_before</b> | <b>Tried_before</b> | <b>Current_brand</b> | <b>Brand_perception</b> |
|---------------------|---------------------|----------------------|-------------------------|
| <b>NO</b>           | <b>NO</b>           | <b>CodeX</b>         | <b>Positive</b>         |

# WORKFLOW



CodeX Marketing Team



Chief Marketing Officer



Conducted a survey in those 10 cities and received results from 10k respondents



10K Respondents



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



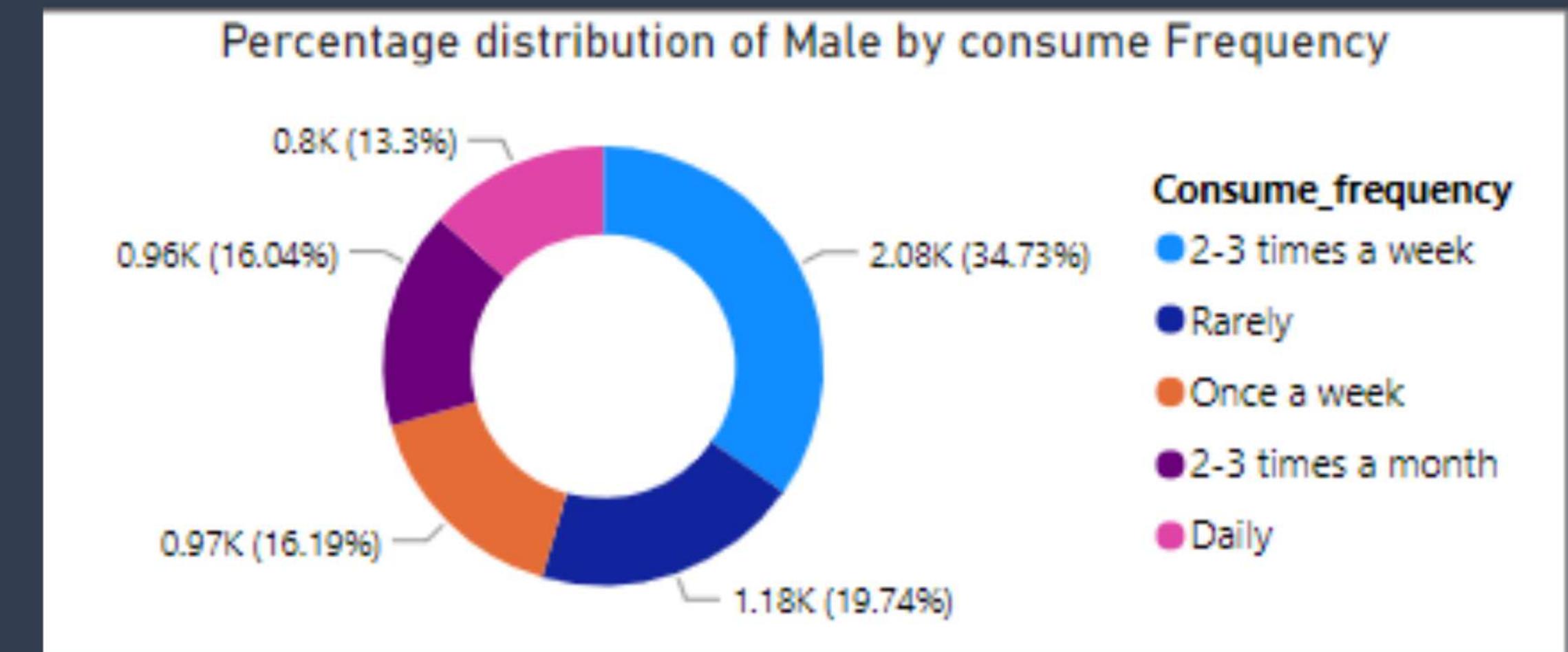
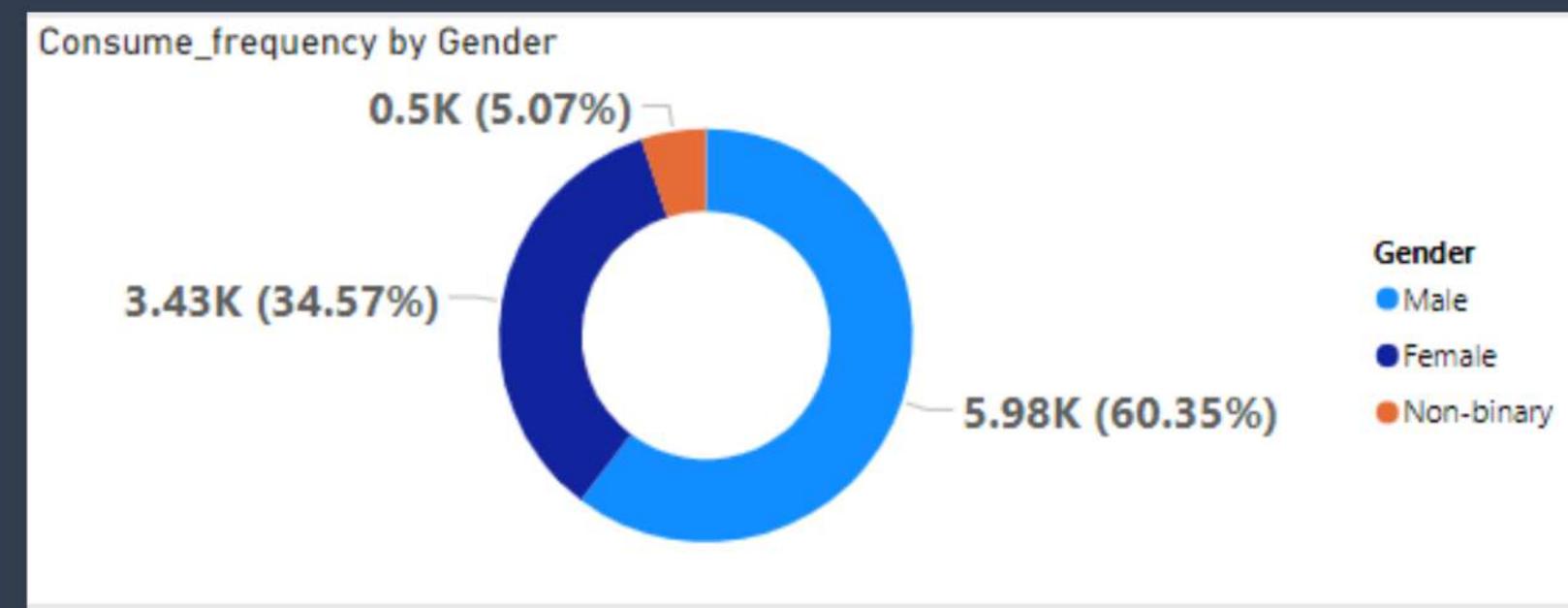
Md Nafeel Ahmad  
Marketing Data Analyst

## PRIMARY INSIGHTS:

### 1) Demographic Insights

#### i) Who prefers energy drink more? (male/female/non-binary?)

| Gender     | 2-3 times a month | 2-3 times a week | Daily | Once a week | Rarely | Total |
|------------|-------------------|------------------|-------|-------------|--------|-------|
| Male       | 960               | 2078             | 796   | 969         | 1181   | 5984  |
| Female     | 546               | 1212             | 452   | 560         | 658    | 3428  |
| Non-binary | 95                | 180              | 61    | 74          | 93     | 503   |
| Total      | 1601              | 3470             | 1309  | 1603        | 1932   | 9915  |



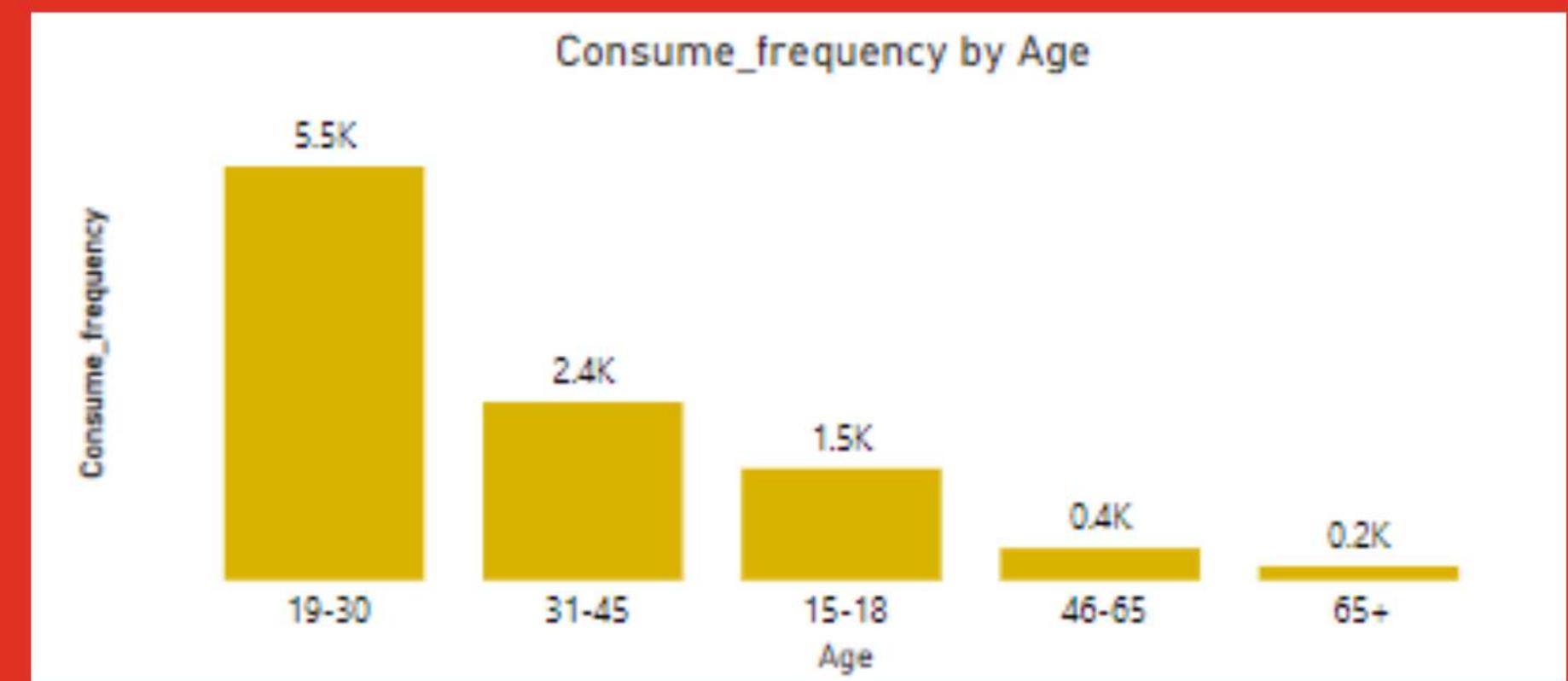
About 60% of Male prefer energy drink more than Female and non-binary i.e roughly 5984 out of 9915. In which 34.73% Male consume energy drink 2-3 times a week.

## PRIMARY INSIGHTS:

### 1) Demographic Insights

#### ii) Which age group prefers energy drinks more?

| Age   | 2-3 times a month | 2-3 times a week | Daily | Once a week | Rarely | Total |
|-------|-------------------|------------------|-------|-------------|--------|-------|
| 19-30 | 883               | 1907             | 713   | 884         | 1083   | 5470  |
| 31-45 | 395               | 800              | 341   | 361         | 459    | 2356  |
| 15-18 | 232               | 538              | 192   | 242         | 274    | 1478  |
| 46-65 | 66                | 155              | 40    | 86          | 77     | 424   |
| 65+   | 25                | 70               | 23    | 30          | 39     | 187   |
| Total | 1601              | 3470             | 1309  | 1603        | 1932   | 9915  |



| Age   | 2-3 times a month | 2-3 times a week | Daily  | Once a week | Rarely | Total   |
|-------|-------------------|------------------|--------|-------------|--------|---------|
| 19-30 | 16.14%            | 34.86%           | 13.03% | 16.16%      | 19.80% | 100.00% |

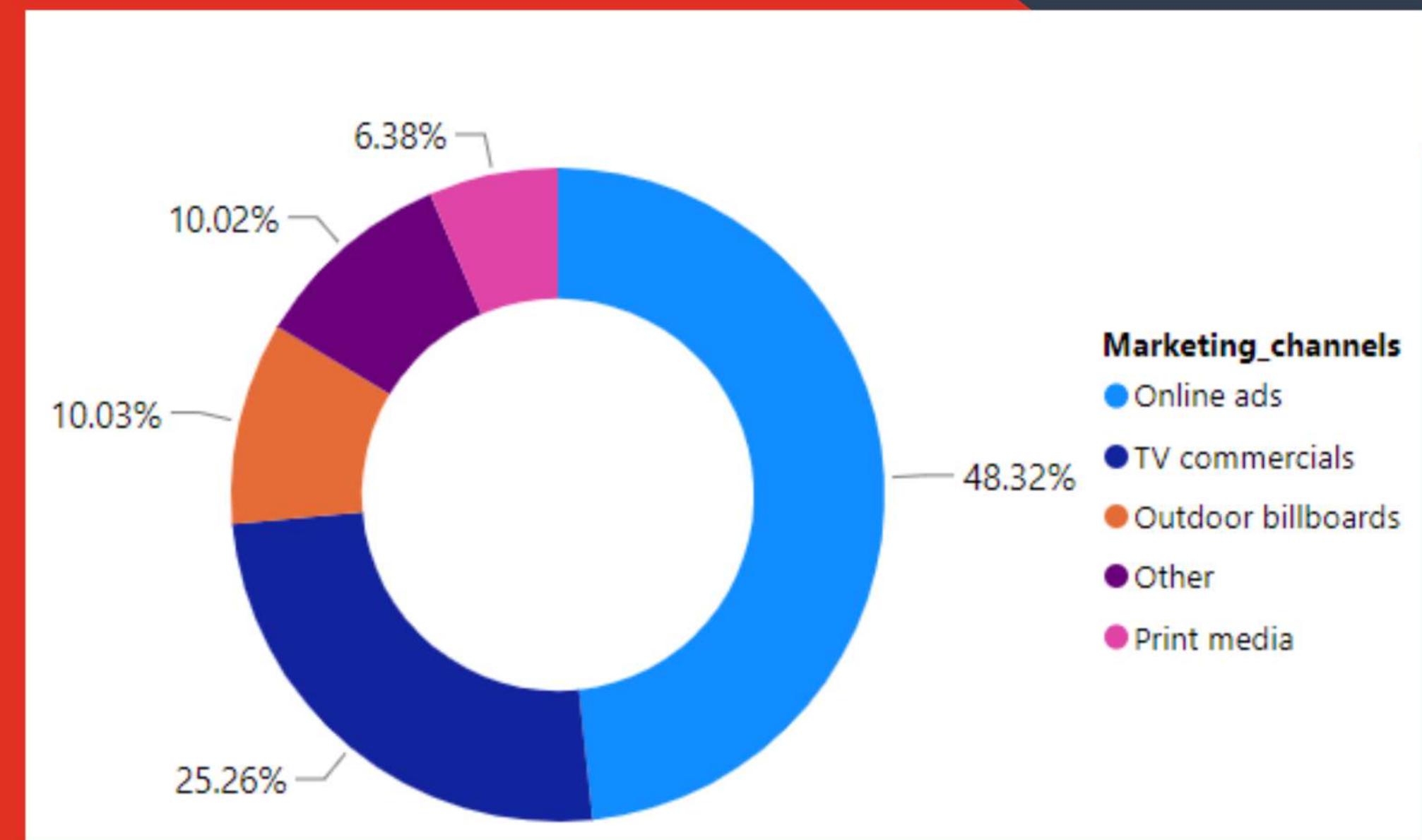
As clearly seen 19-30 age group prefer energy drink more. 5470 out of 9915 belongs to 19-30 age group and 34.86% respondents who belongs to age 19-30 consume energy drink 2-3 times a week.

## PRIMARY INSIGHTS:

### 1) Demographic Insights

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

| Marketing_channels | Count of Marketing_channels |
|--------------------|-----------------------------|
| Online ads         | 3357                        |
| TV commercials     | 1755                        |
| Outdoor billboards | 697                         |
| Other              | 696                         |
| Print media        | 443                         |
| Total              | 6948                        |

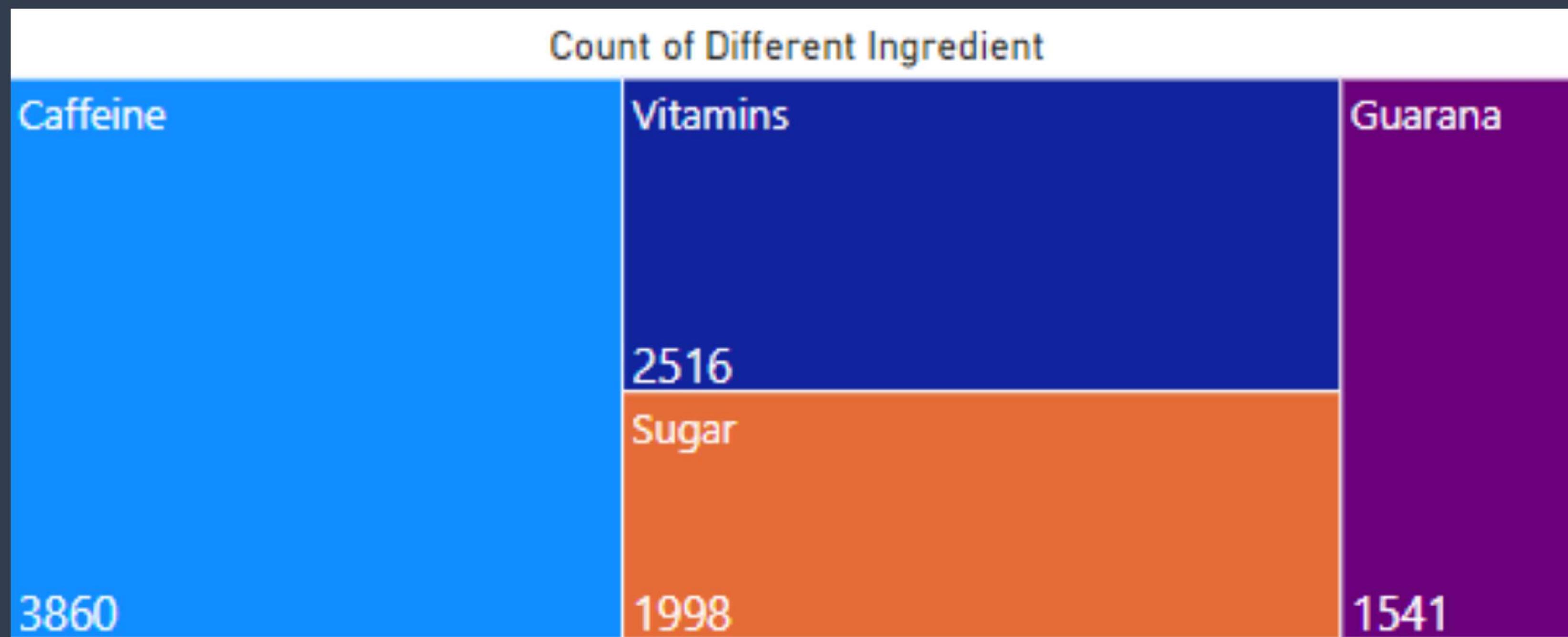


Online Ads are the most effective way of marketing among all. 48.32% of respondents from (15-30) age mostly youth come across about energy drink through online ads. i.e, about 3357 out of 6948.

## PRIMARY INSIGHTS:

### 2) Consumer preferences:

#### i) What are the preferred ingredients of energy drinks among respondents?

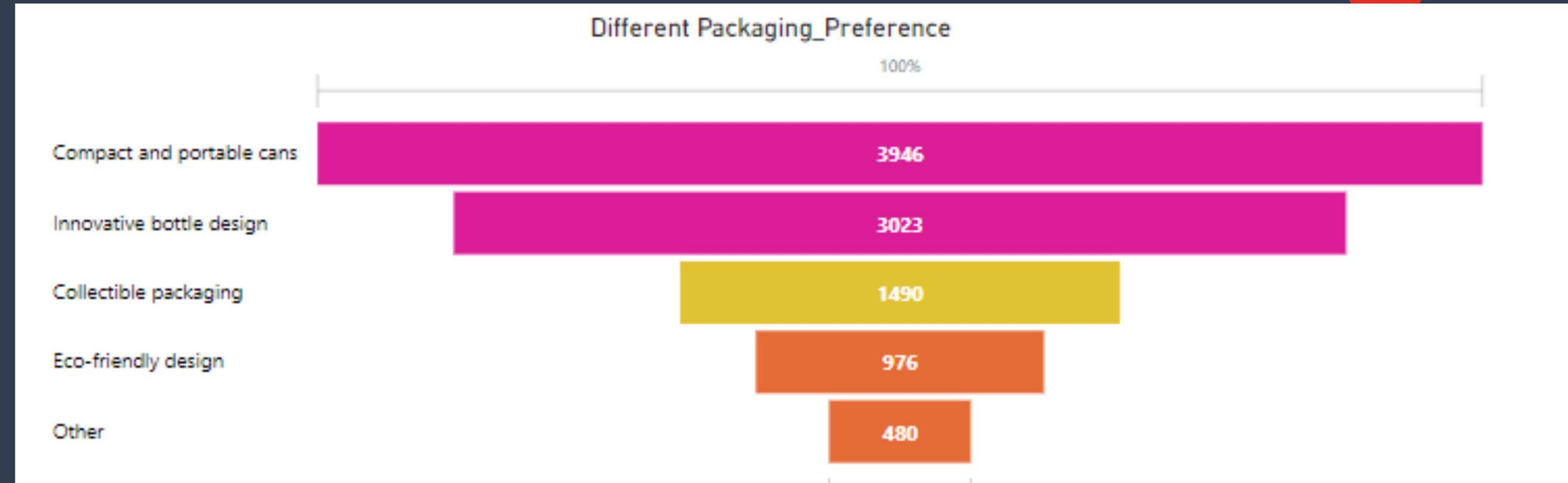


Caffeine are the most preferred ingredients of energy drinks among respondents. Because caffeine in energy drinks provides the consumer with the desirable effects of improved memory, increased alertness and elevated mood.

## **PRIMARY INSIGHTS:**

### *2) Consumer preferences:*

#### *ii) What packaging preferences do respondents have for energy drinks?*

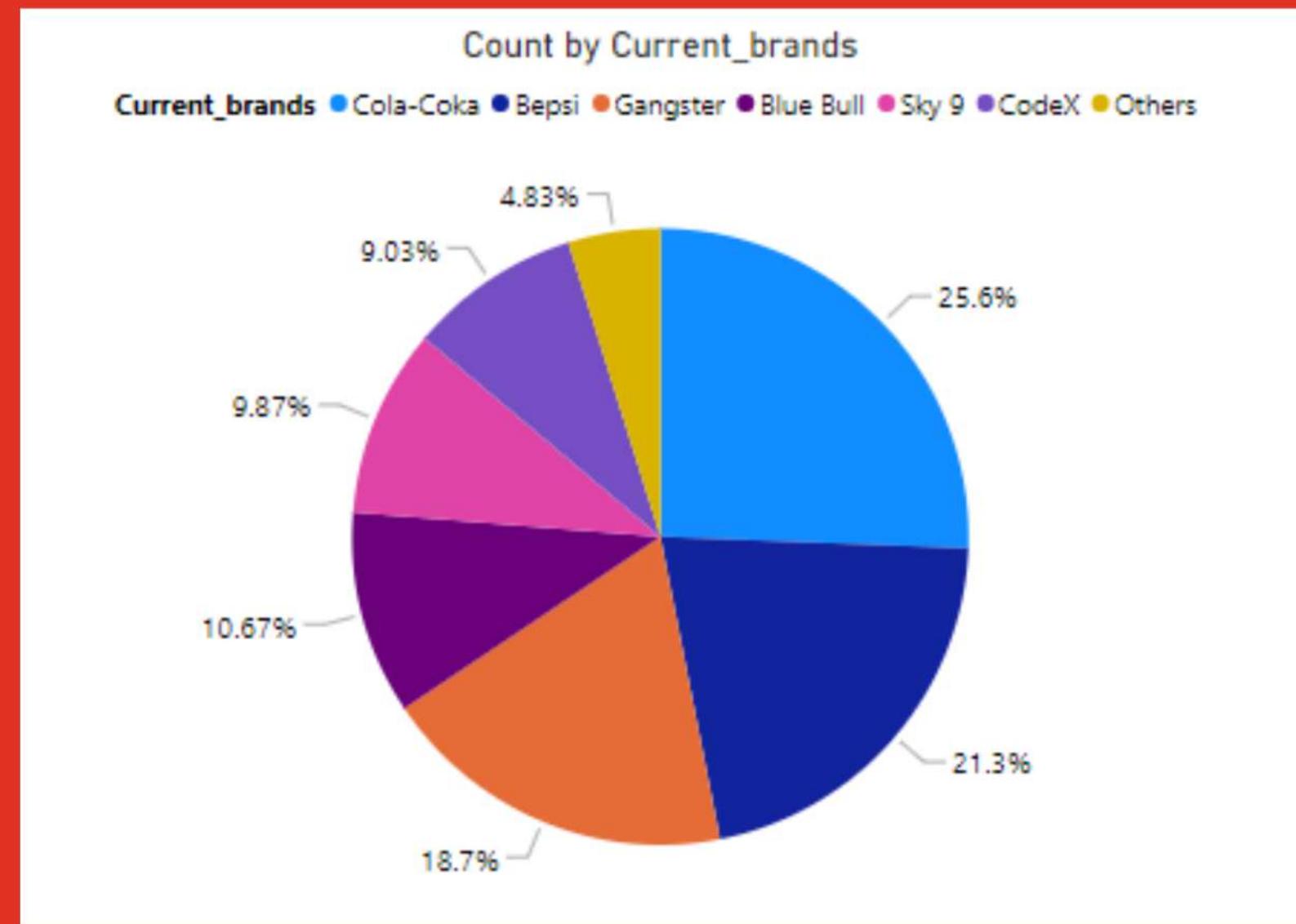


Respondents prefer more **Compact and portable cans** as packing preference and **Eco-friendly design** are not so popular among respondents.

## PRIMARY INSIGHTS:

### 3) Competition Analysis :

#### i) Who are the current market leaders?



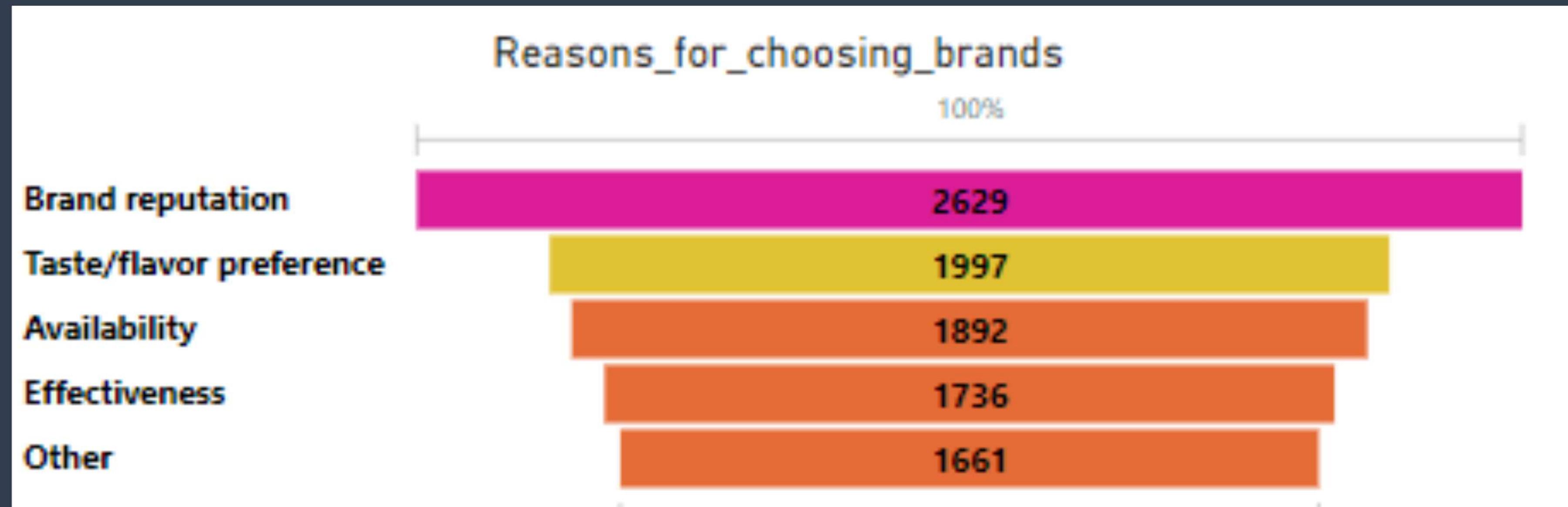
| Current_brands | Count       | %GT Count      |
|----------------|-------------|----------------|
| Cola-Coka      | 2538        | 25.60%         |
| Bepsi          | 2112        | 21.30%         |
| Gangster       | 1854        | 18.70%         |
| Blue Bull      | 1058        | 10.67%         |
| Sky 9          | 979         | 9.87%          |
| CodeX          | 895         | 9.03%          |
| Others         | 479         | 4.83%          |
| <b>Total</b>   | <b>9915</b> | <b>100.00%</b> |

Cola-Coka is the current market leader. 25.60 % of respondents choose Cola-coka as their energy drink followed by Bepsi. CodeX is the least popular brand till now in the Indian Market.

## **PRIMARY INSIGHTS:**

### *3) Competition Analysis :*

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



**Brand reputation, Taste, Availability & Effectiveness** are the primary reasons to choose other brand.

## PRIMARY INSIGHTS:

### 4) Marketing Channels and Brand Awareness :

i) Which marketing channel can be used to reach more customers?

ii) How effective are different marketing strategies and channels in reaching our customers?

| Marketing_channels | Count |
|--------------------|-------|
| Online ads         | 3996  |
| TV commercials     | 2649  |
| Outdoor billboards | 1219  |
| Other              | 1217  |
| Print media        | 834   |
| Total              | 9915  |

Online ads are the most effective way of marketing after TV Commercials. Data shows Print Media is out of trend. 12.2% reach occur due to Outdoor billboards.

## PRIMARY INSIGHTS:

### 5) Brand Penetration :

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



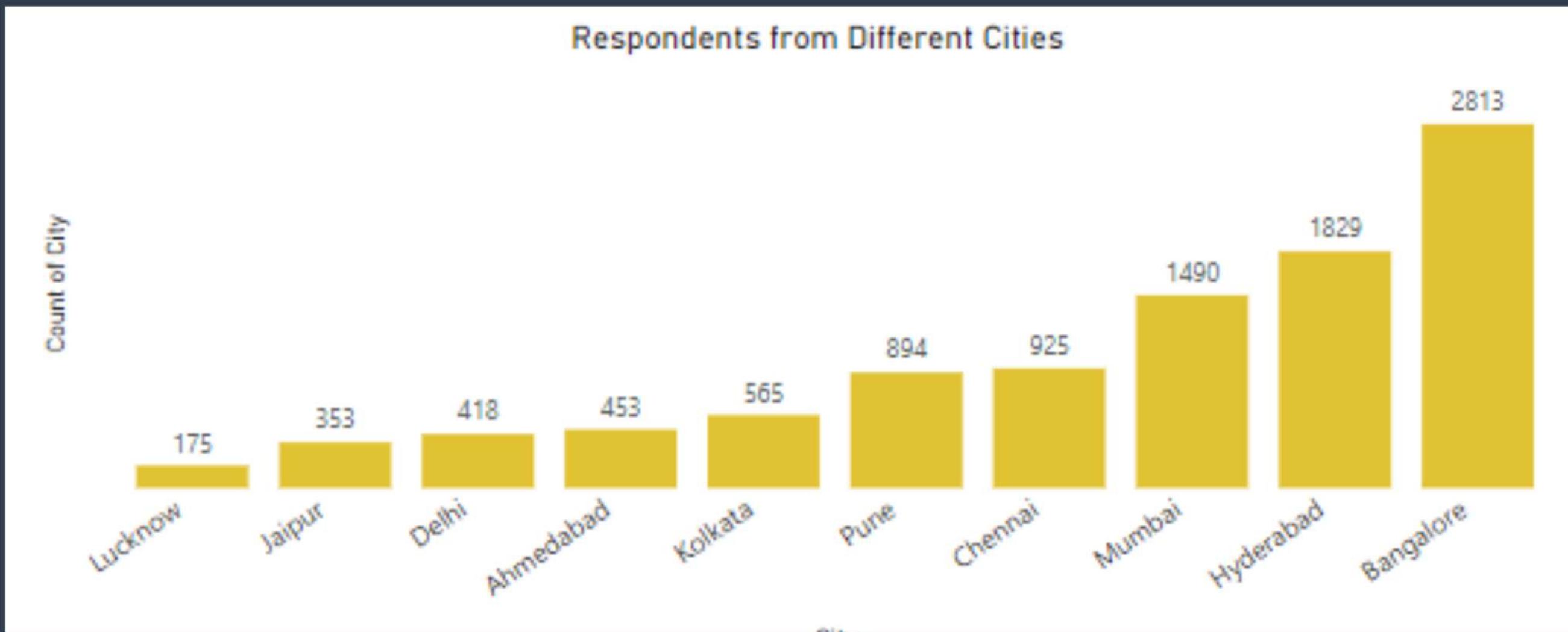
| Taste_experience | %GT Count of Taste_experience |
|------------------|-------------------------------|
| 3                | 28.94%                        |
| 4                | 25.59%                        |
| 5                | 19.89%                        |
| 2                | 15.08%                        |
| 1                | 10.50%                        |
| <b>Total</b>     | <b>100.00%</b>                |

259 out of 895 gives 3 rating i.e, 28.94%. Almost 45% of respondents gives 4 & 5 rating on the product taste which reflects positive impact on product.

## PRIMARY INSIGHTS:

5) Brand Penetration :

ii) Which cities do we need to focus more on?



| City      | Tier   |
|-----------|--------|
| Bangalore | Tier 1 |
| Chennai   | Tier 1 |
| Delhi     | Tier 1 |
| Hyderabad | Tier 1 |
| Mumbai    | Tier 1 |
| Ahmedabad | Tier 2 |
| Jaipur    | Tier 2 |
| Kolkata   | Tier 2 |
| Lucknow   | Tier 2 |
| Pune      | Tier 2 |

| City         | 100-150     | 50-99       | Above 150   | Below 50   | Total       |
|--------------|-------------|-------------|-------------|------------|-------------|
| Bangalore    | 876         | 1249        | 424         | 264        | 2813        |
| Hyderabad    | 555         | 778         | 297         | 199        | 1829        |
| Mumbai       | 459         | 637         | 245         | 149        | 1490        |
| Chennai      | 307         | 380         | 144         | 94         | 925         |
| Pune         | 292         | 383         | 127         | 92         | 894         |
| Kolkata      | 171         | 252         | 87          | 55         | 565         |
| Ahmedabad    | 144         | 180         | 81          | 48         | 453         |
| Delhi        | 153         | 146         | 74          | 45         | 418         |
| Jaipur       | 100         | 168         | 47          | 38         | 353         |
| Lucknow      | 54          | 82          | 27          | 12         | 175         |
| <b>Total</b> | <b>3111</b> | <b>4255</b> | <b>1553</b> | <b>996</b> | <b>9915</b> |

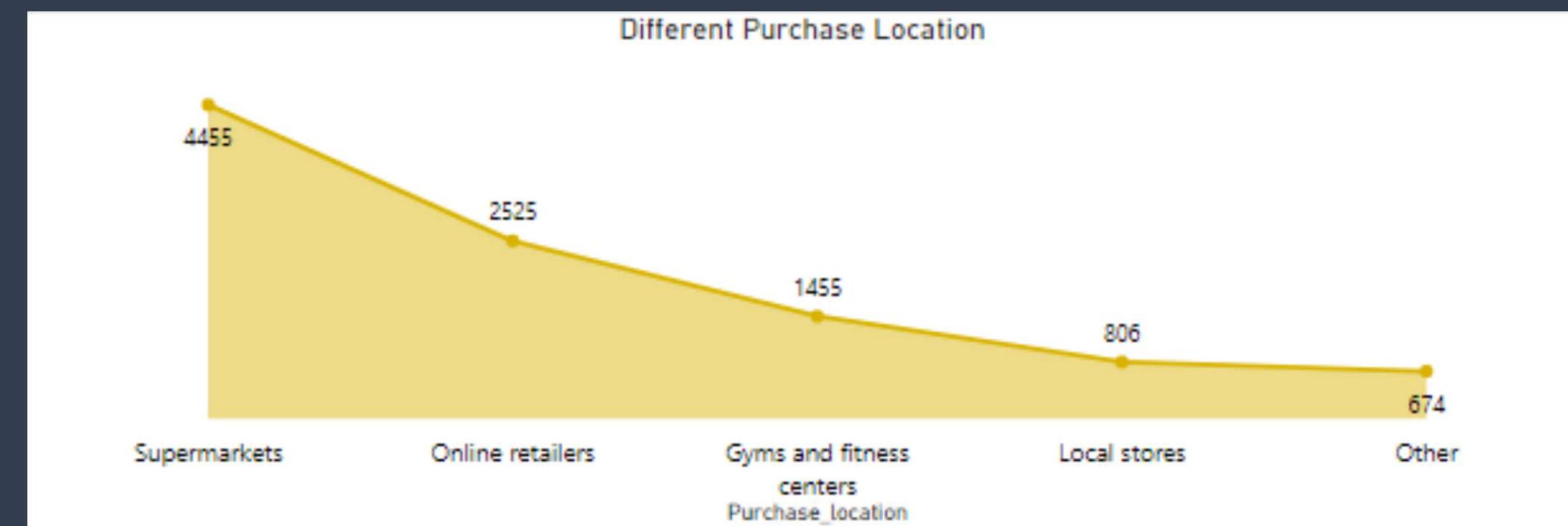
**Lucknow, Jaipur, Delhi, Ahmedabad & Kolkata** are the cities which need more focus. Specially **Delhi** which comes under **Tier 1 City**.

## PRIMARY INSIGHTS:

6) Purchase Behavior :

i) Where do respondents prefer to purchase energy drinks?

| Purchase_location        | Count       |
|--------------------------|-------------|
| Supermarkets             | 4455        |
| Online retailers         | 2525        |
| Gyms and fitness centers | 1455        |
| Local stores             | 806         |
| Other                    | 674         |
| <b>Total</b>             | <b>9915</b> |



Supermarkets are the **common purchase location** among respondent.

## PRIMARY INSIGHTS:

### 6) Purchase Behavior :

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

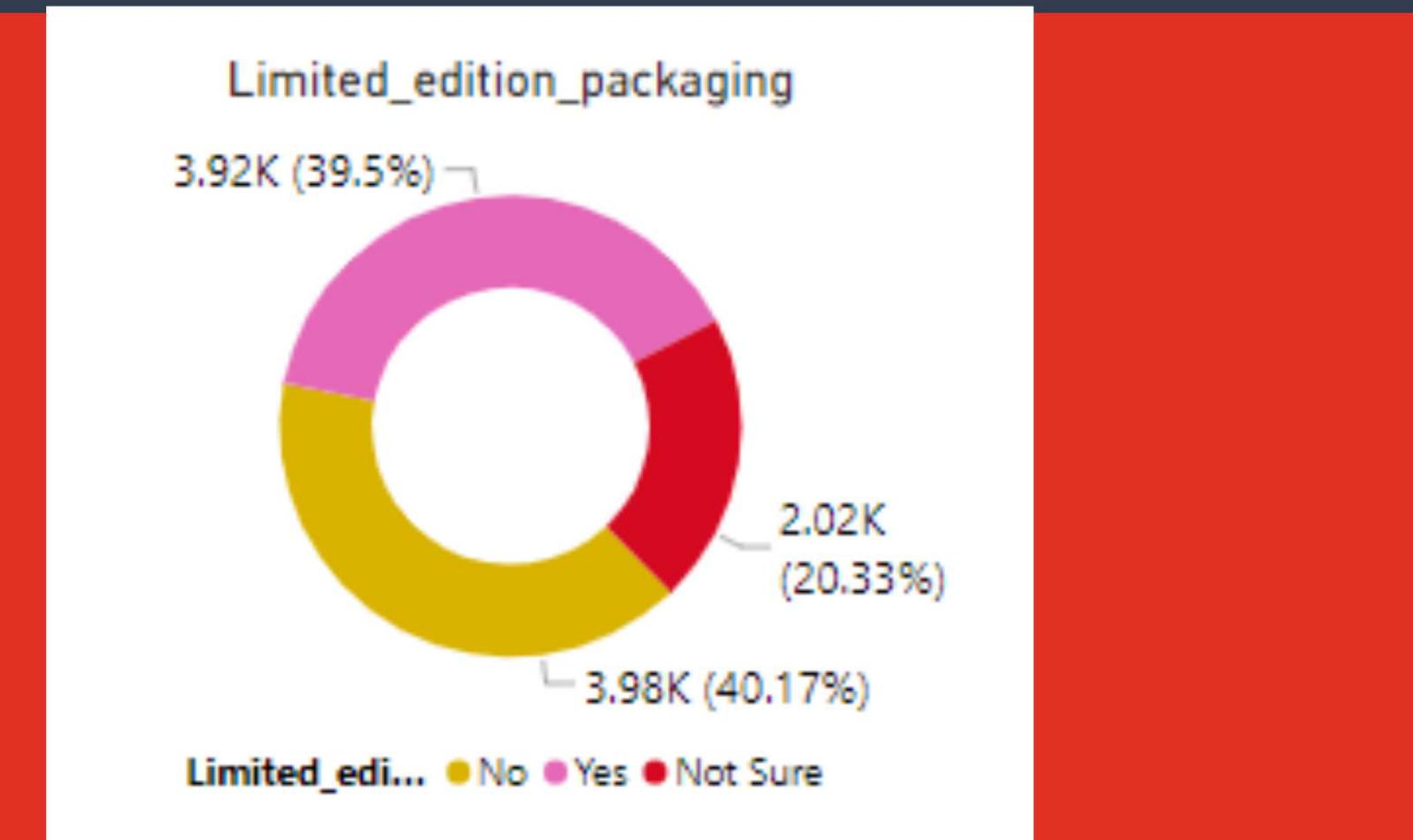
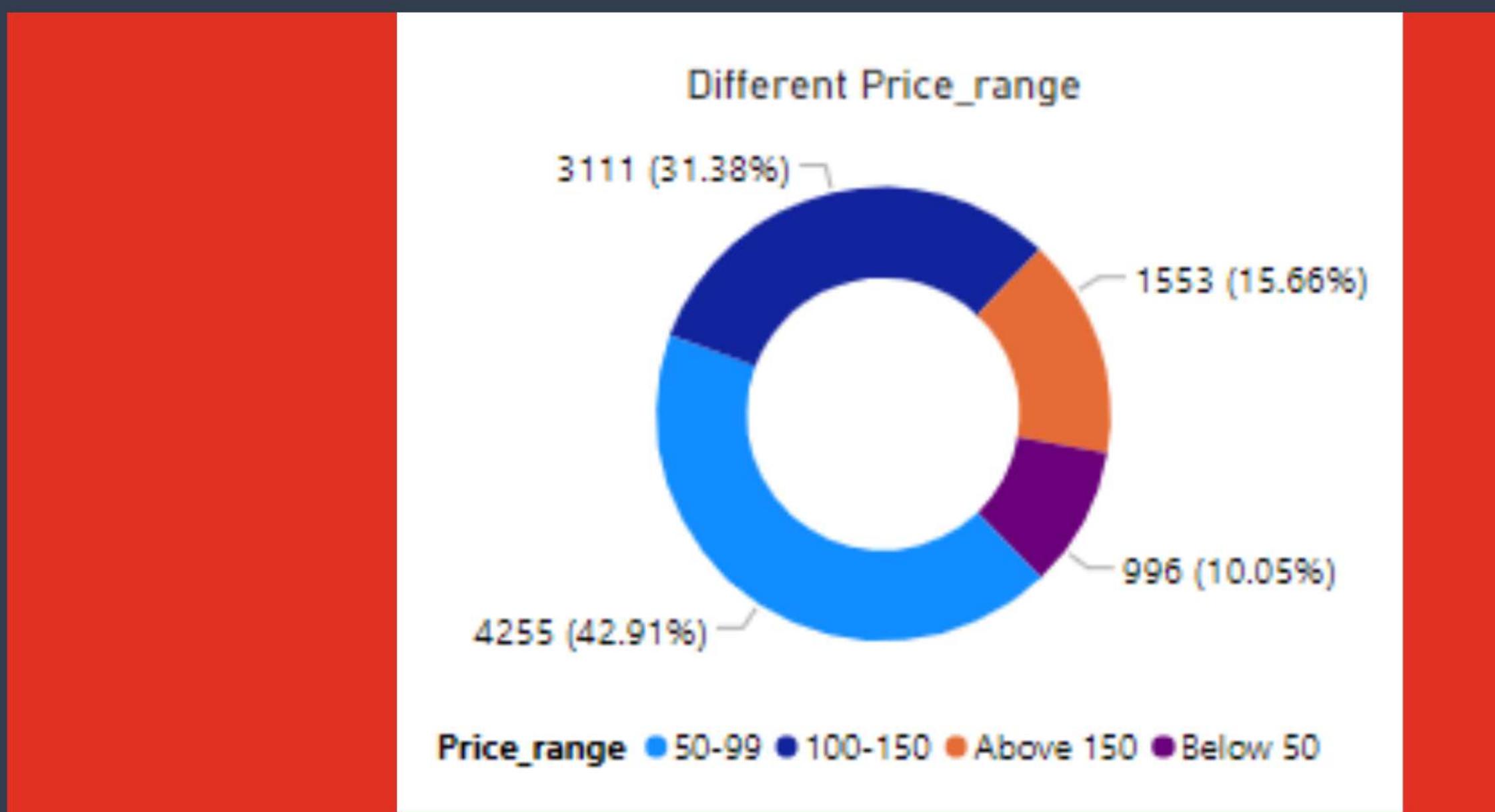
| Consume_time                    | Count of Consume_time |
|---------------------------------|-----------------------|
| To stay awake during work/study | 3375                  |
| Before exercise                 | 3123                  |
| For mental alertness            | 1984                  |
| Throughout the day              | 1433                  |
| <b>Total</b>                    | <b>9915</b>           |

During Work/study & before exercise are the typical consumption situation among respondents.

## PRIMARY INSIGHTS:

### 6) Purchase Behavior :

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



42.19% of respondents are happy with the price range of 50-99. Data shows Price range is the significant factor on purchase decision. Limited edition packing showed reflection on consumer behavior.

## PRIMARY INSIGHTS:

### 7) Product Development :

i) Which area of business should we focus more on our product development?  
(Branding/taste/availability)

| Brand_perception | Respondent Review |
|------------------|-------------------|
| Neutral          | 5949              |
| Positive         | 2201              |
| Negative         | 1765              |
| <b>Total</b>     | <b>9915</b>       |



| Reasons_preventing_trying       | Count       | Percent        |
|---------------------------------|-------------|----------------|
| Not available locally           | 2418        | 24.39%         |
| Health concerns                 | 2229        | 22.48%         |
| Not interested in energy drinks | 2174        | 21.93%         |
| Unfamiliar with the brand       | 1836        | 18.52%         |
| Other                           | 1258        | 12.69%         |
| <b>Total</b>                    | <b>9915</b> | <b>100.00%</b> |

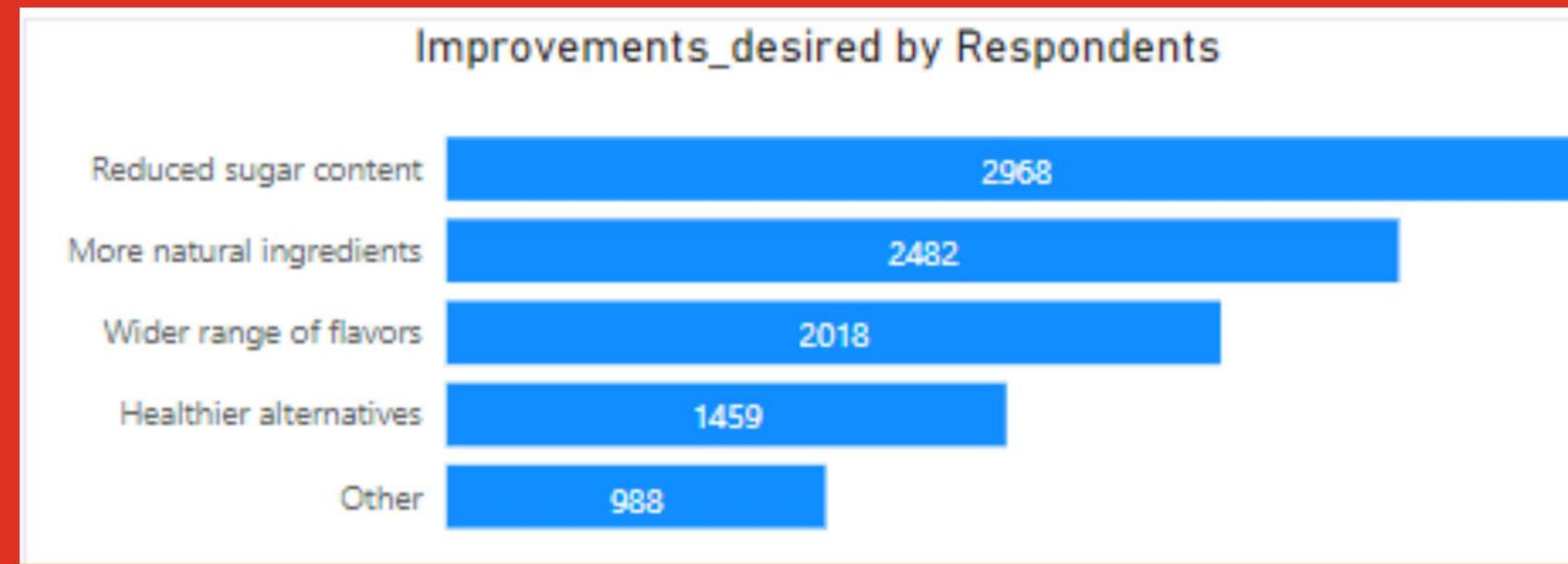
Average taste rating should be greater than 4 but it is 3.28. So CodeX brand should focus on its taste.

Almost 60 % of respondents have Neutral brand perception. Due to locally not available 24.39% of people not take our brand & 22.48% don't take due to health concerns.

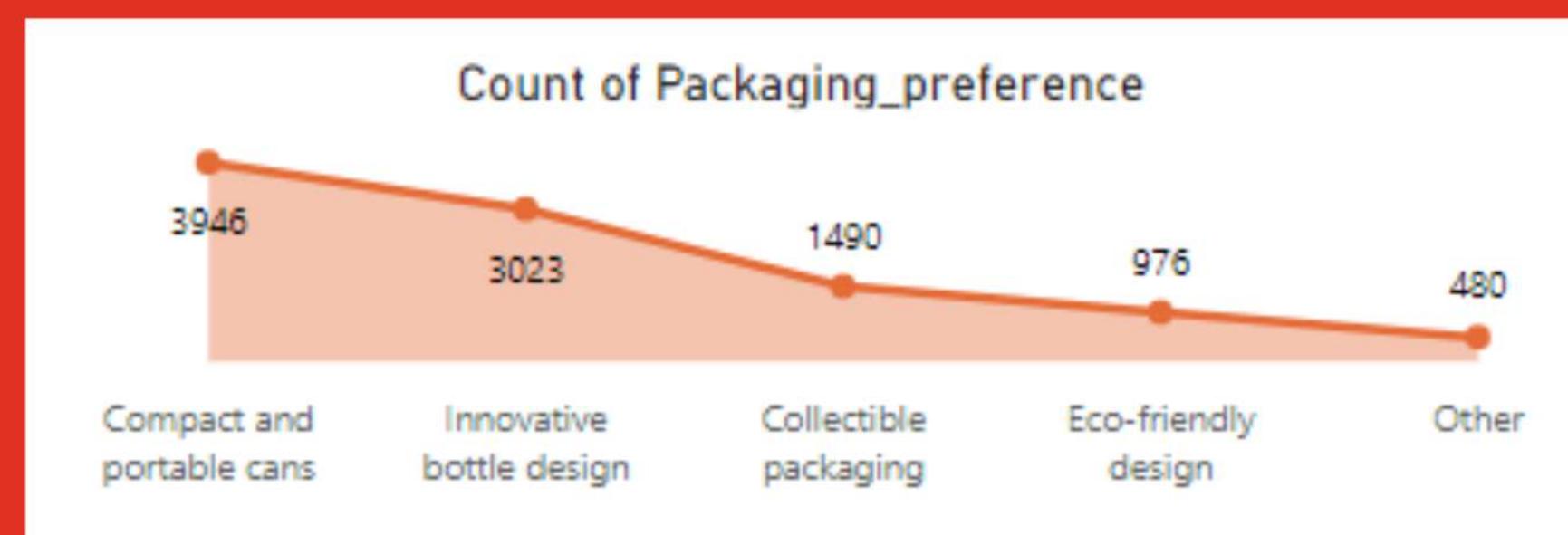
CodeX Brand should more focus on availability, Brand awareness & by increasing the taste quality of product, positive brand perception can increase.

# Product Recommendation for CodeX :

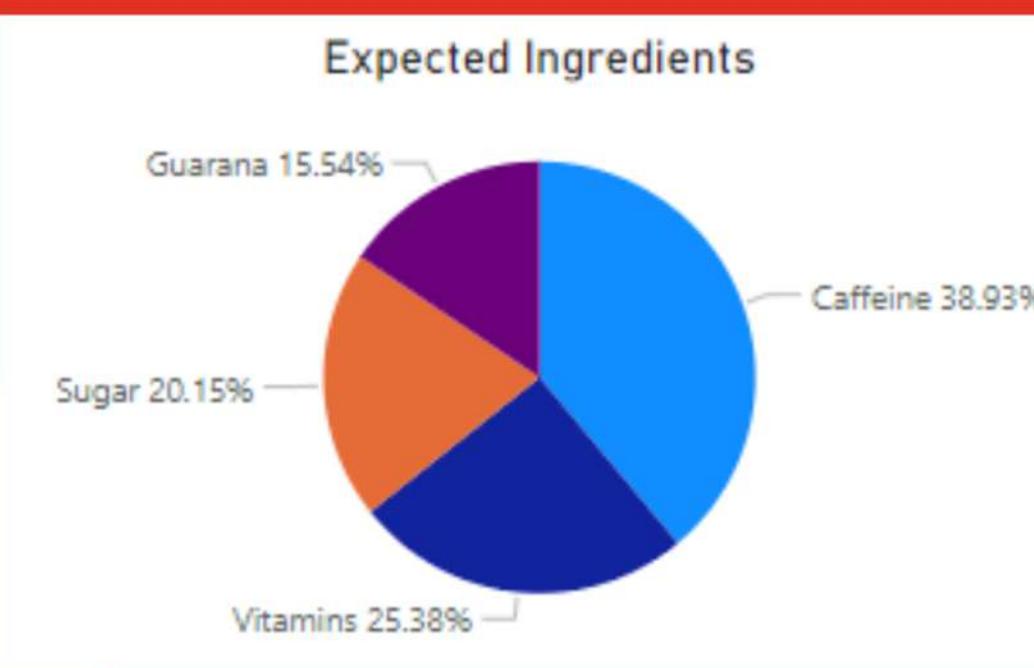
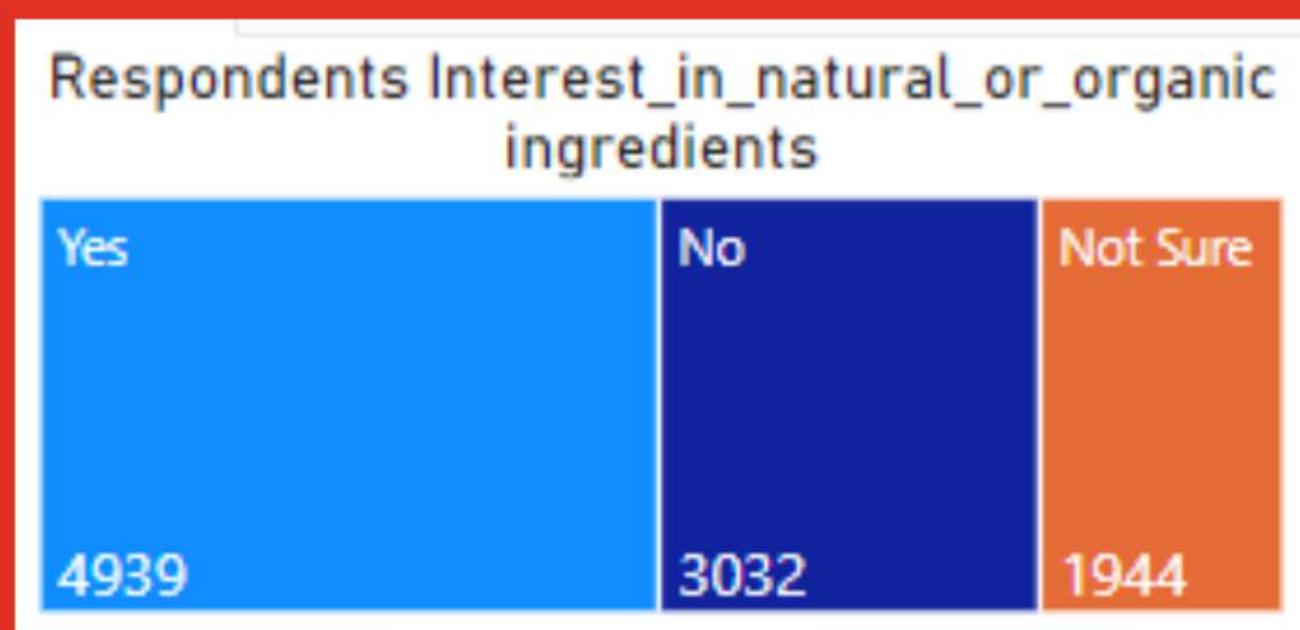
## 8.1) What immediate improvements can we bring to the product ?



Out of 9915, 2968 respondents want to reduce the sugar content, 2482 respondents want more natural ingredient. Other data shows 38.93% people want caffeine as ingredients & 25.38 % people want vitamins in their energy drink.



Overall we should reduce the sugar content because many people are serious about thier health concern. So they want natural or organic ingredients in their energy drink and add wide variety of different natural flavor. So that more different people try our product. When it comes on Packaging if we should make compact and portable cans with innovative bottle design then chances of buying our energy drink can increase.



# Product Recommendation for CodeX :

## 8.2) What should be the ideal price of our product?

| City         | 100-150     | 50-99       | Above 150   | Below 50   | Total       |
|--------------|-------------|-------------|-------------|------------|-------------|
| Bangalore    | 876         | 1249        | 424         | 264        | 2813        |
| Hyderabad    | 555         | 778         | 297         | 199        | 1829        |
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| Jaipur       | 100         | 168         | 47          | 38         | 353         |
| Lucknow      | 54          | 82          | 27          | 12         | 175         |
| <b>Total</b> | <b>3111</b> | <b>4255</b> | <b>1553</b> | <b>996</b> | <b>9915</b> |

| City      | Tier   |
|-----------|--------|
| Bangalore | Tier 1 |
| Chennai   | Tier 1 |
| Delhi     | Tier 1 |
| Hyderabad | Tier 1 |
| Mumbai    | Tier 1 |
| Ahmedabad | Tier 2 |
| Jaipur    | Tier 2 |
| Kolkata   | Tier 2 |
| Lucknow   | Tier 2 |
| Pune      | Tier 2 |

The Ideal price should be in between Rs 80 - Rs 120 because Data shows 4255 people wants the price range should be in 50-99 and 3111 people are interested with the price range of 100-150.

But 15.56% respondents agree to pay Above Rs 150 in which almost 76% respondents belongs to Tier 1 city. So another thing we do to make our energy drink with two different price range one in range Rs 80-120 & other with Rs 150-170 that focus more with their respective Tier city.

# **Product Recommendation for CodeX :**

## *8.3) What kind of marketing campaigns, offers, and discounts we can run?*

1) Social Media Marketing Strategy : Share Taste Experience by creating content on Social Media & won a chance to meet our Brand Ambassador.

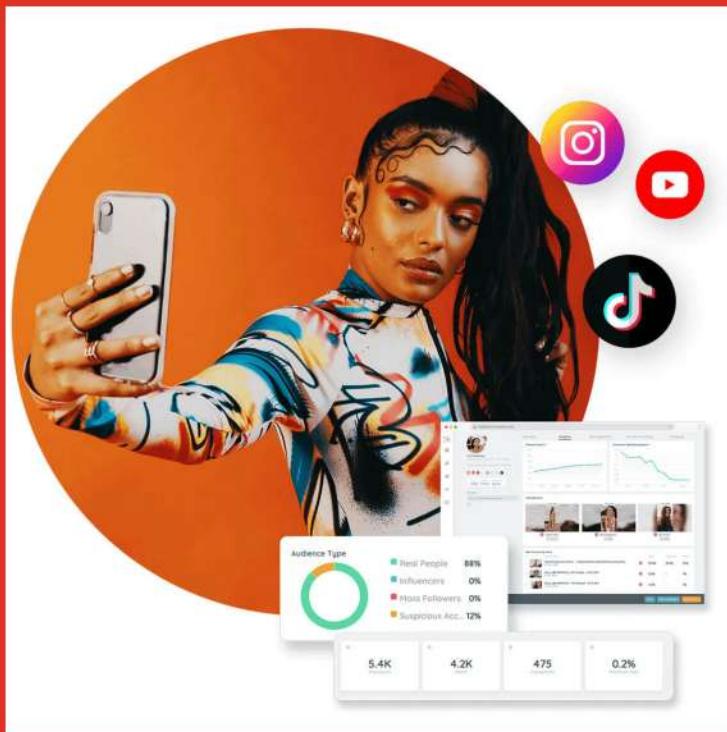
2) Organizing Adventurous event , sports event, Music concert.

3) Run Online Ads and penetrate our slogan "CodeX Makes You Flyy"

4) Use Publicity stunts

5) Do Influencer Marketing and offer coupon code.

50% of Millennials trust product recommendations from influencers. This drops to 38% for product recommendations from celebrities. 8. 92% of marketers believe that influencer marketing is an effective form of marketing.



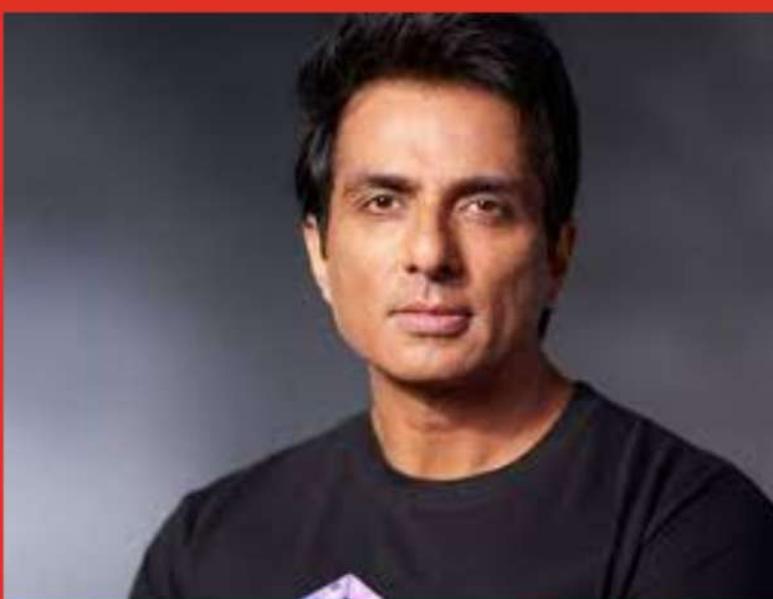
# **Product Recommendation for CodeX :**

## *8.4) Who can be a brand ambassador, and why?*



Virat Kohli

- ✿ Popularity and Fan Following
- ✿ Youth Appeal
- ✿ Media Attention
- ✿ Highest Instagram Following in India



Sonu Sood

- ✿ Popular actor done more than 50 movies
- ✿ Hailed as a real-life superhero for his humanitarian work
- ✿ Recently acted on Martial art movie named KungFU Yoga
- ✿ Hosting Mtv Rodies S-20

# *Product Recommendation for CodeX :*

## *8.5) Who should be our target audience, and why ?*

| Age   | 2-3 times a month | 2-3 times a week | Daily | Once a week | Rarely | Total |
|-------|-------------------|------------------|-------|-------------|--------|-------|
| 19-30 | 883               | 1907             | 713   | 884         | 1083   | 5470  |
| 31-45 | 395               | 800              | 341   | 361         | 459    | 2356  |
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| 46-65 | 66                | 155              | 40    | 86          | 77     | 424   |
| 65+   | 25                | 70               | 23    | 30          | 39     | 187   |
| Total | 1601              | 3470             | 1309  | 1603        | 1932   | 9915  |

The **youth (19-30)** of India is **our targeted audience**.

Many young people are engaged in active lifestyles, including **sports, fitness**, and various **adventurous activities**. Young adults frequently engage in social activities, parties, and nightlife. Building brand loyalty **early in a consumer's life** can lead to **long-term customers**.