

CodeX
Energy Drinks

Survey Data Analysis





Filters

Consume frequ... ▾

All ▾

Age ▾

All ▾

Reasons_preve... ▾

All ▾

Total Respondents

10K

Count of Cities

10

Male Respondents

6038

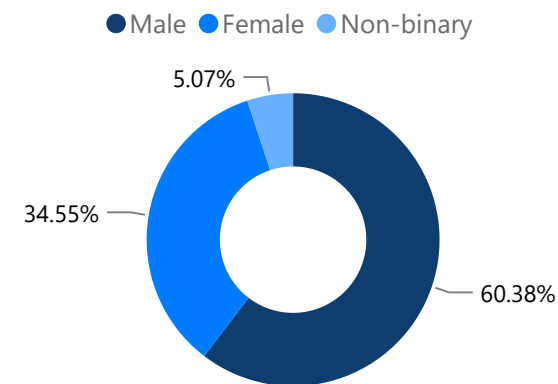
Non-binary Respondents

507

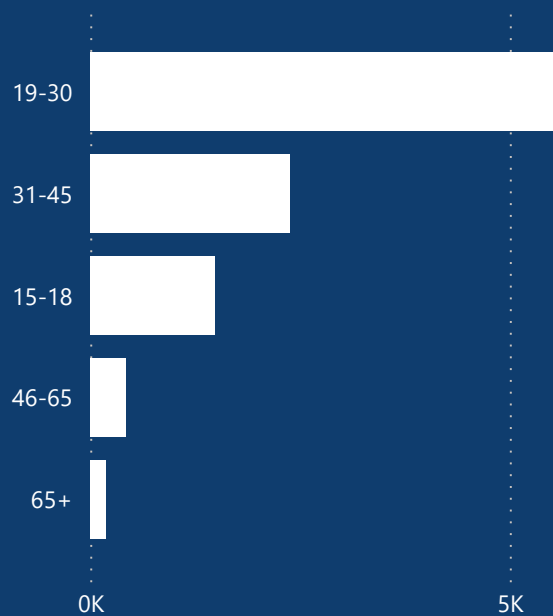
Female Respondents

3455

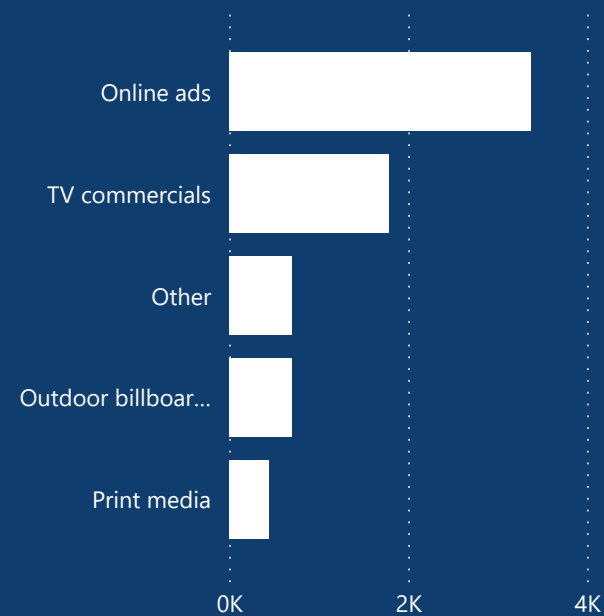
Energy drinks preference by Gender



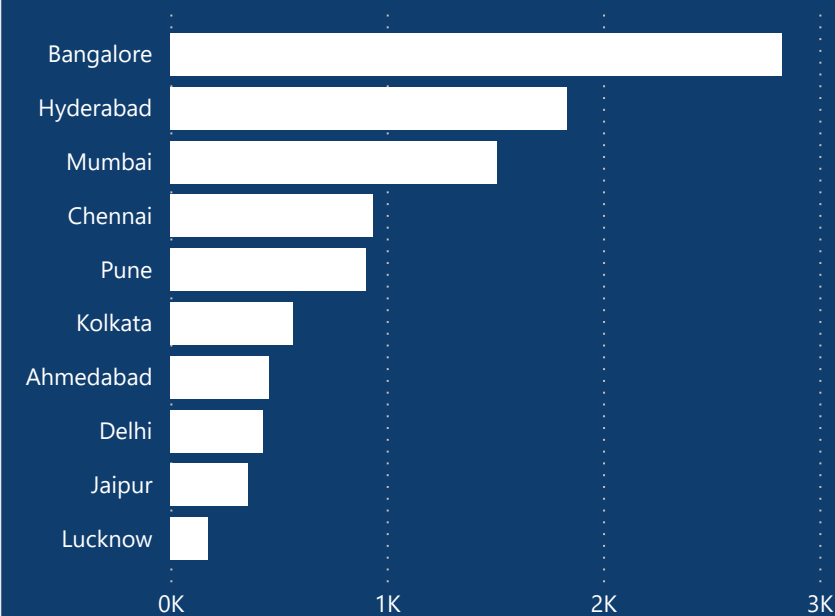
Energy drinks preference by age group



Marketing channel by Age group (15-30)



Energy drinks Preference by City





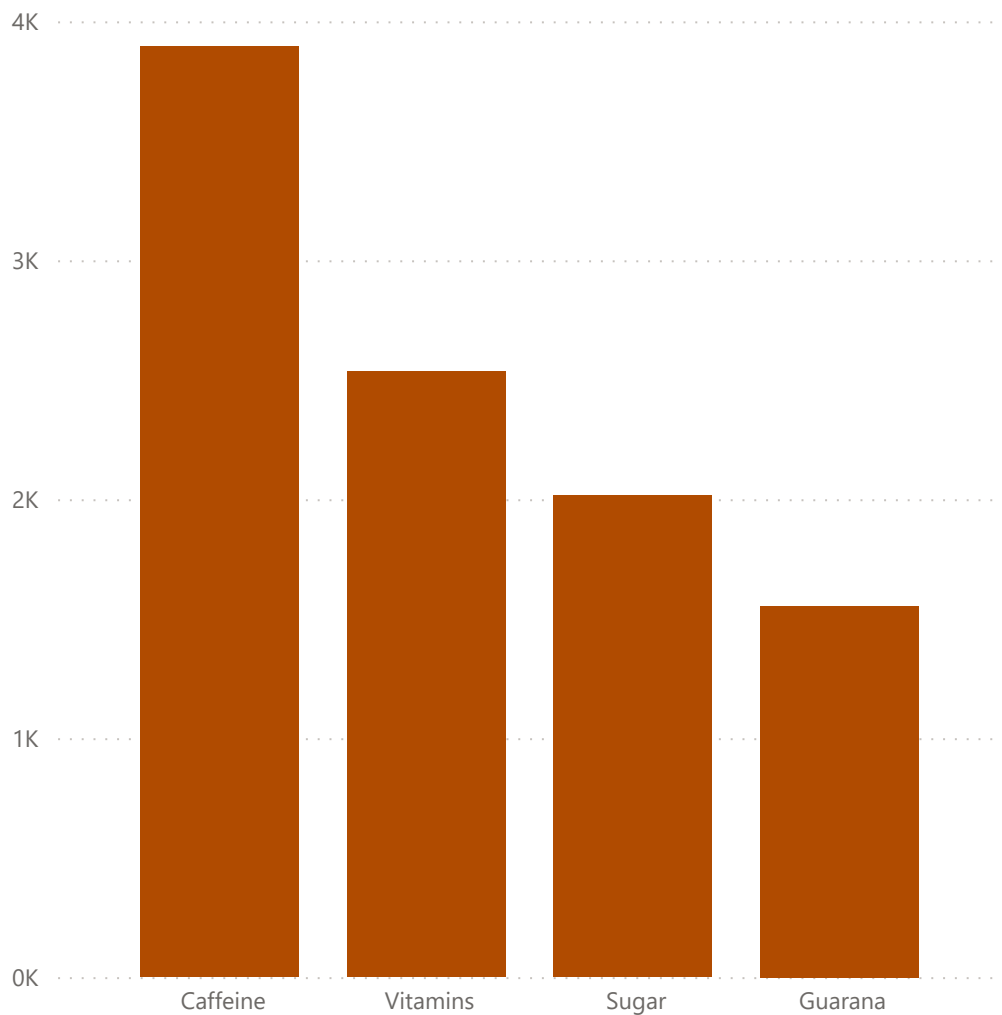
Filters

Age
All

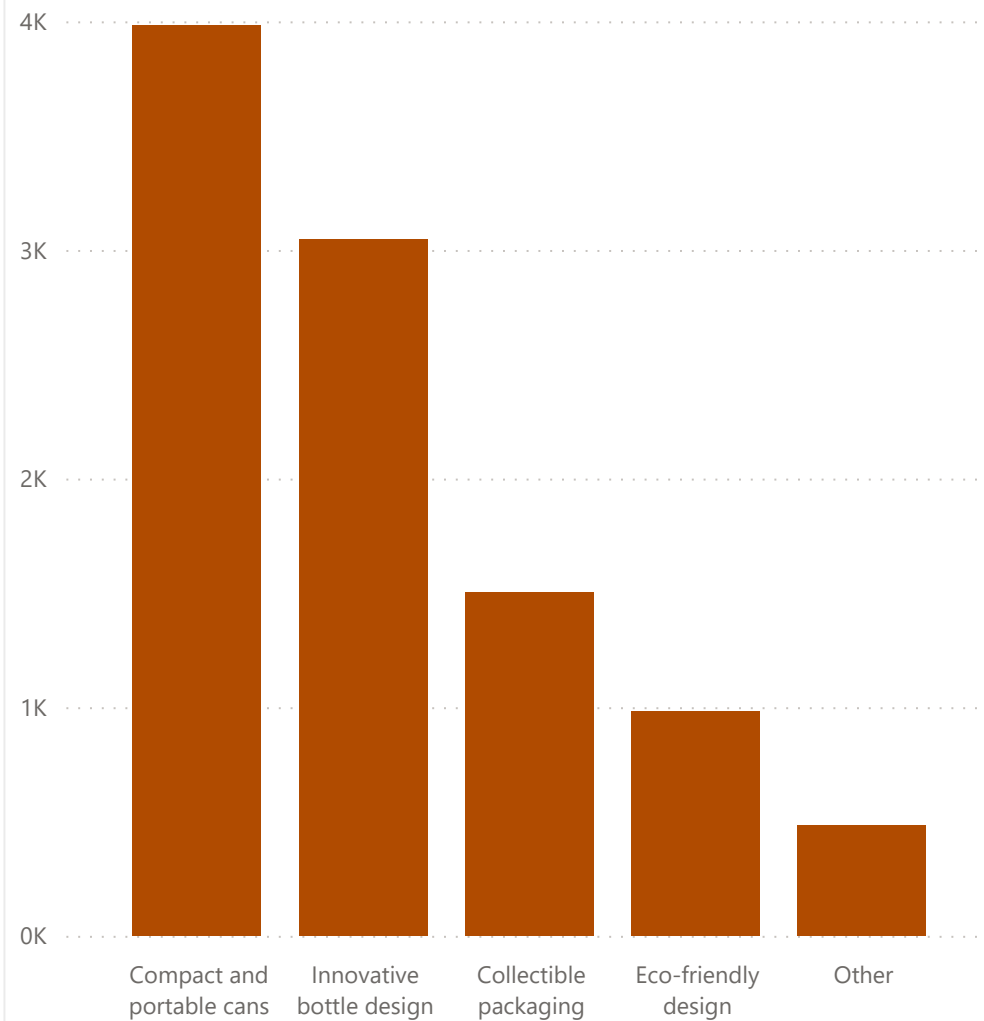
City
All

Gender
All

Preferred ingredients of energy drinks among respondents



Preferred packaging of energy drinks among respondents





Filters

Age



All



City



All



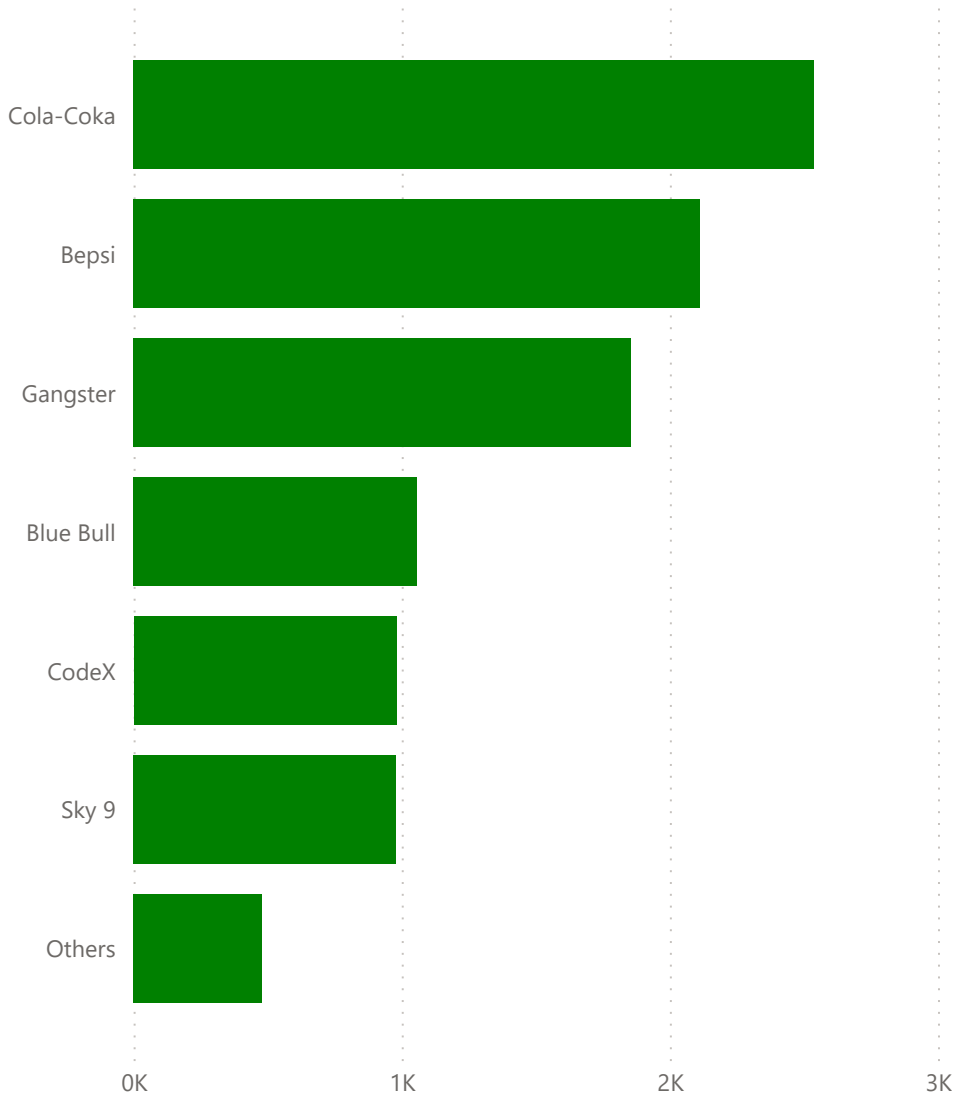
Gender



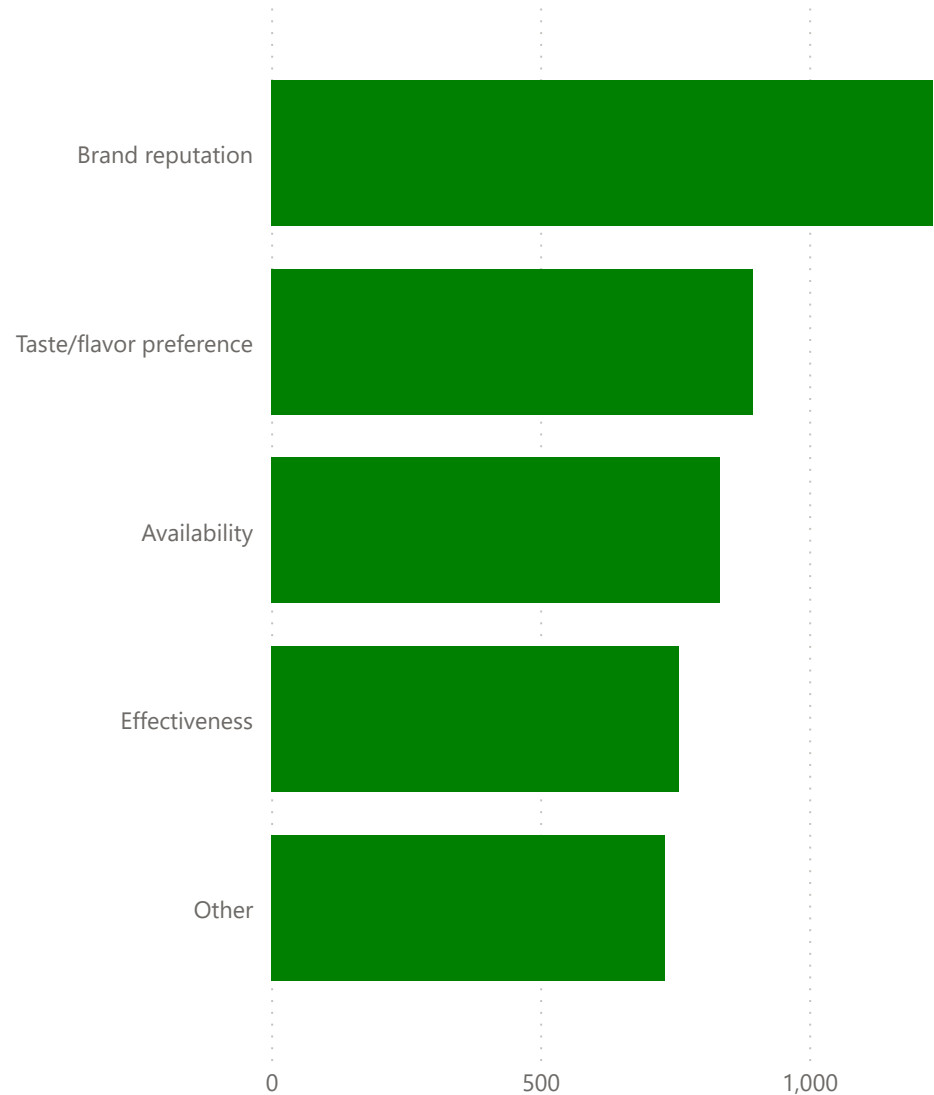
All



The current brands in the market recognised by respondents



Primary reasons consumers prefer those brands over ours





Filter

Marketing channels

Online ads

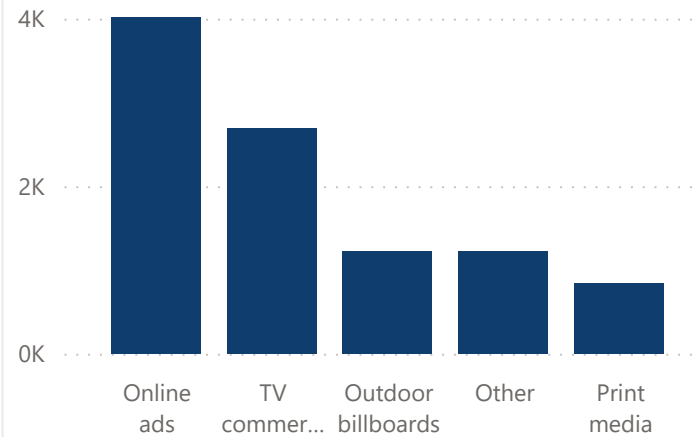
Other

Outdoor
billboards

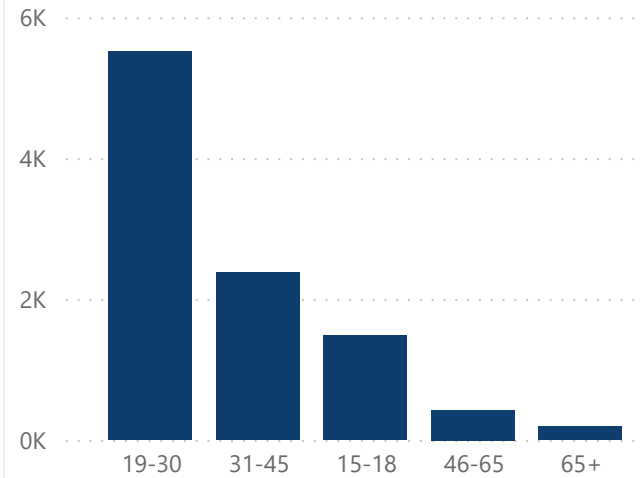
Print media

TV commercials

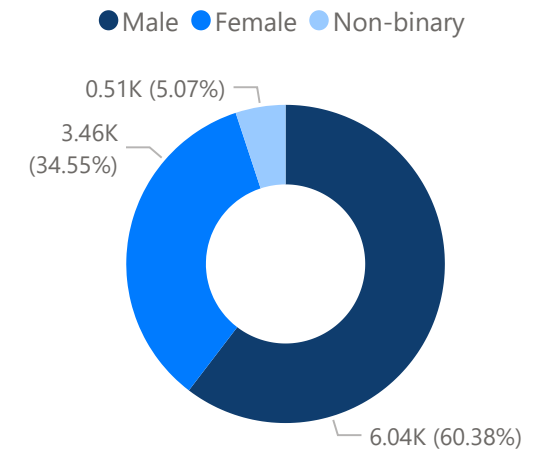
Marketing channels by respondents



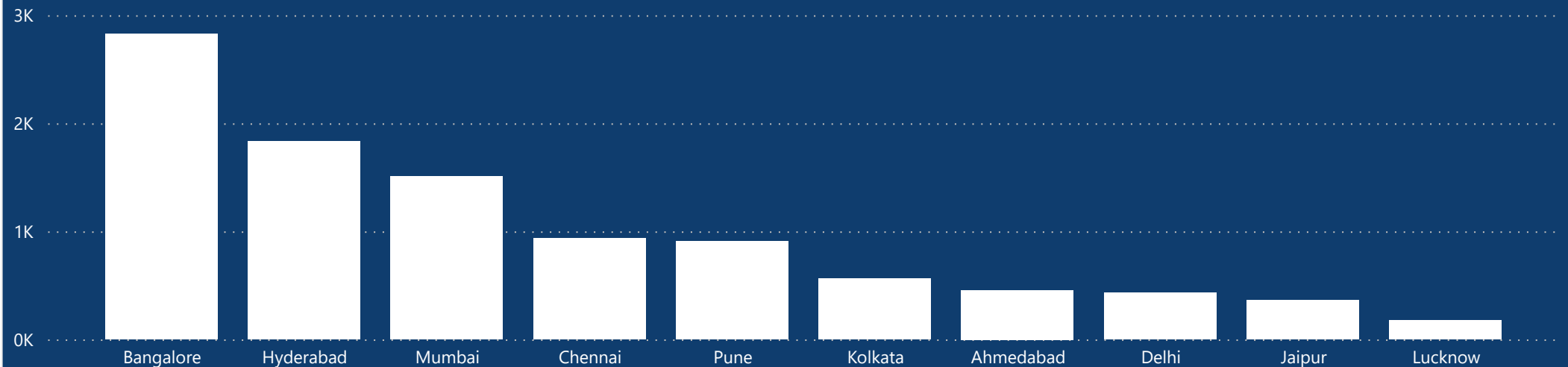
Comparing marketing channels effectiveness by age group



Comparing marketing channels effectiveness by gender



Comparing marketing channels effectiveness by city





Filters

Age
All

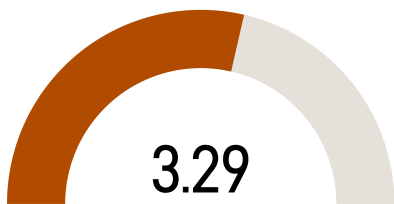
City
All

Heard_before
All

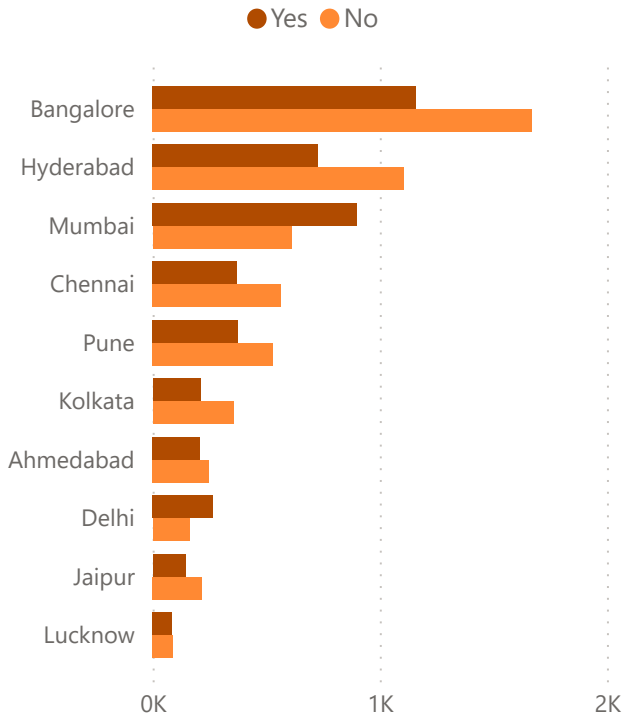
General_percep...
All

Taste_experien...
All

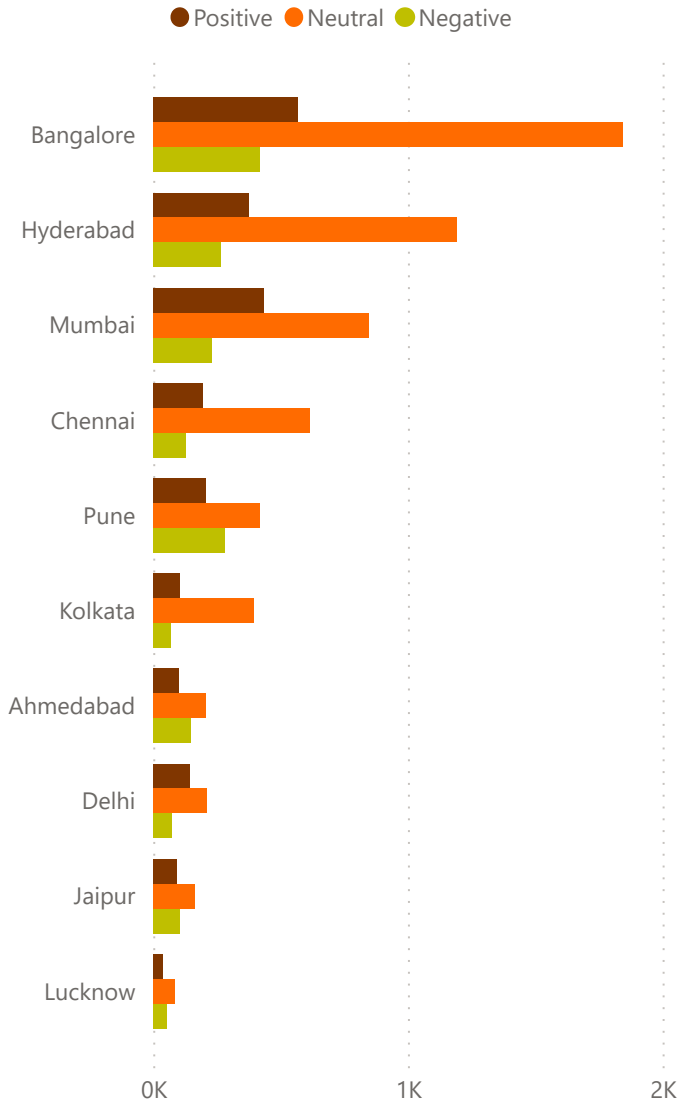
Average Rating



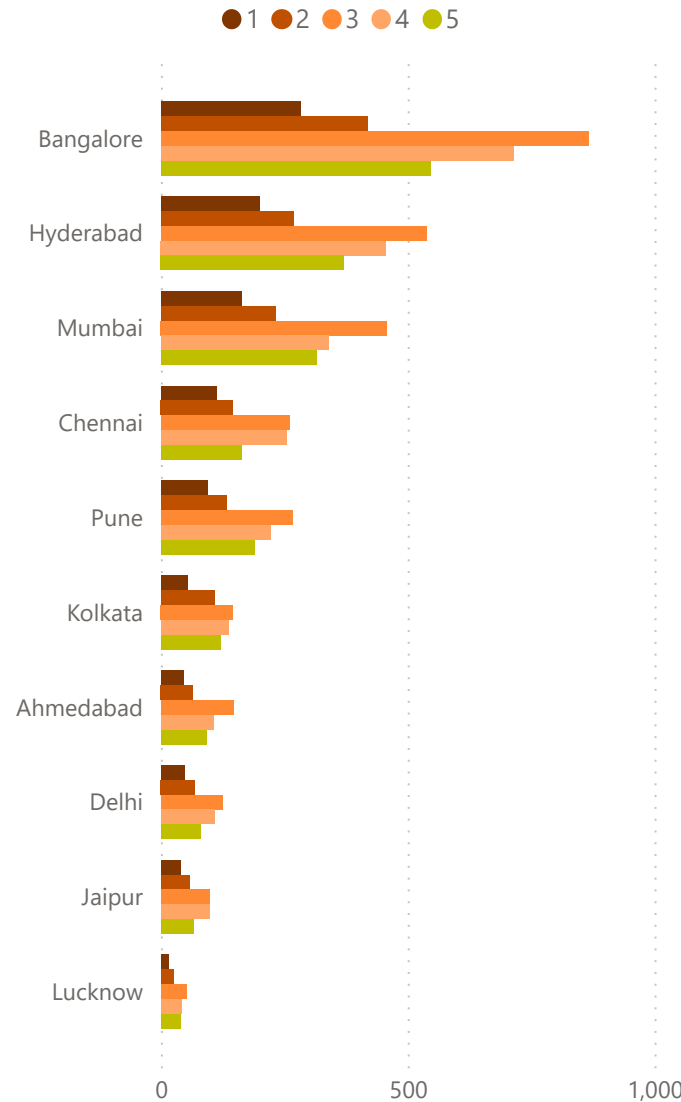
Brand awareness by city



Brand perception by city



Taste experience by city





Filters

Age

All

City

All

Consume_frequ...

All

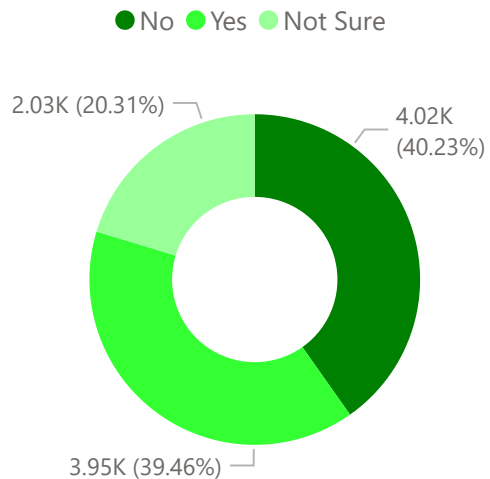
General_percep...

All

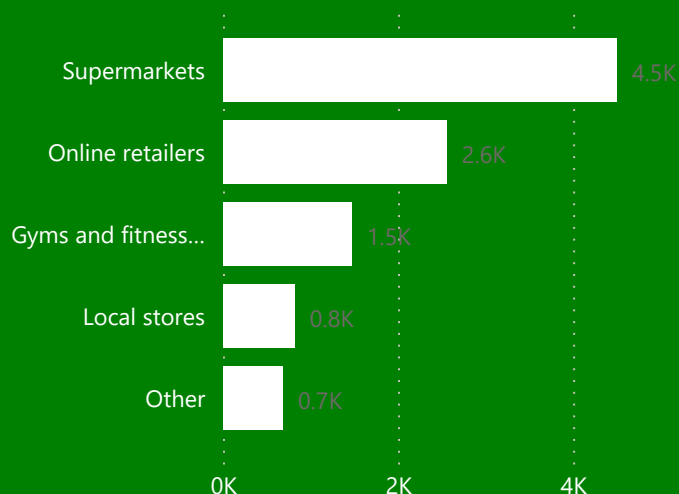
Taste_experien...

All

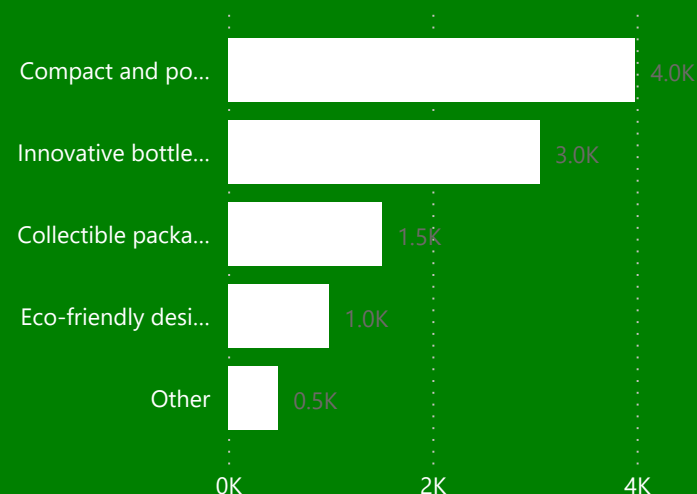
Responses to limited edition packaging



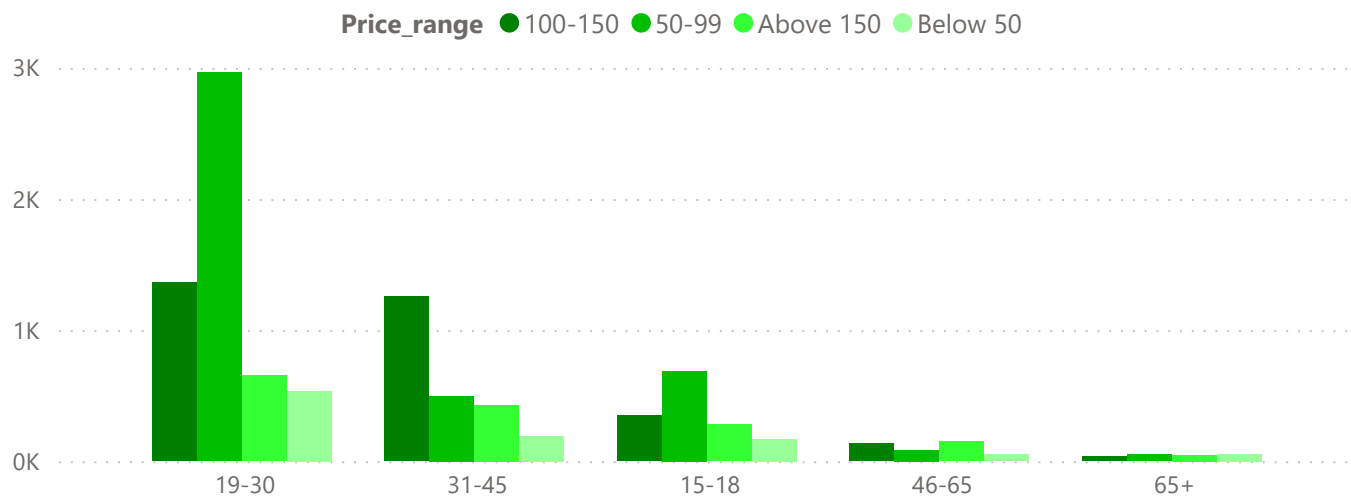
Preferred purchase location by respondents



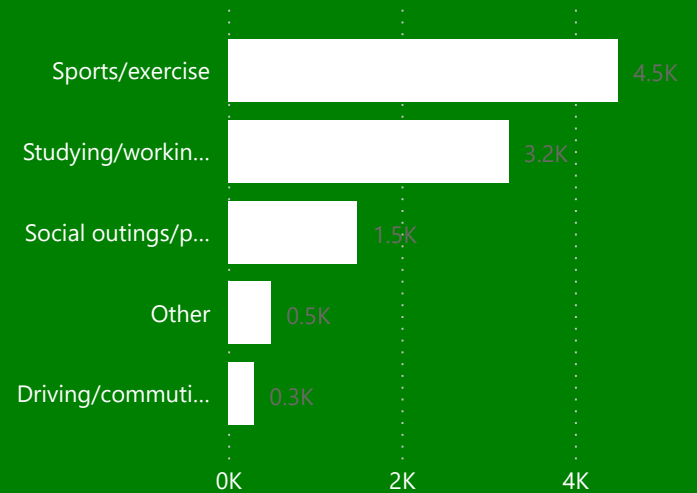
Packaging preference by respondents



Price range preference by respondents' age group



Typical consumption situation by responndents





Filters

Age

All

City

All

Taste experience

All

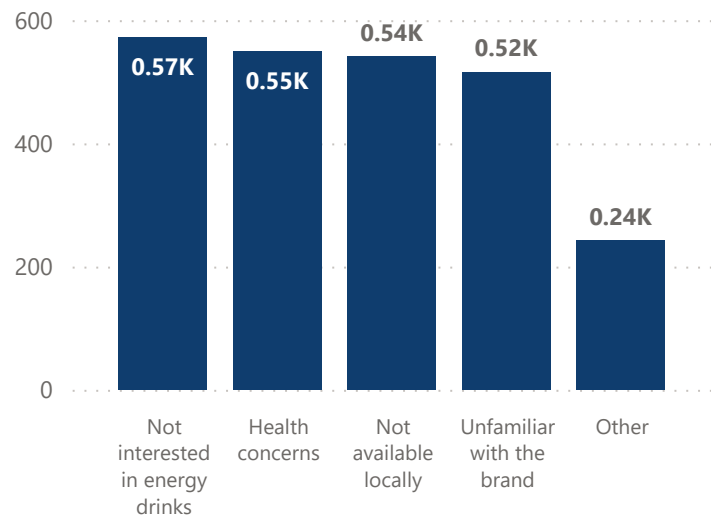
General_percep...

All

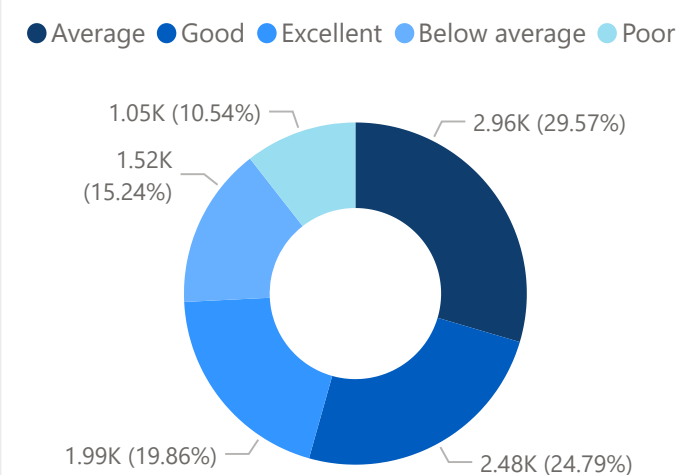
Heard_before

Yes

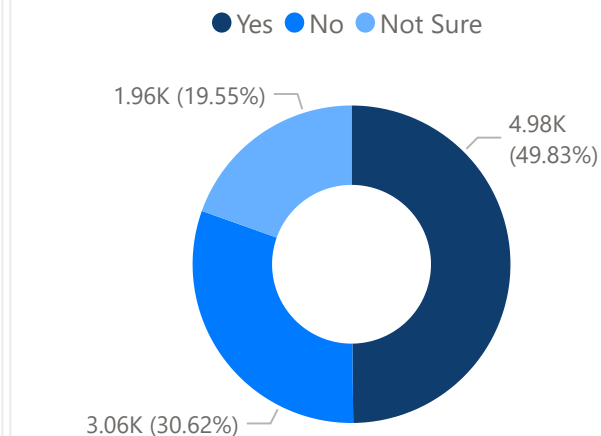
Respondents' reasons preventing trying



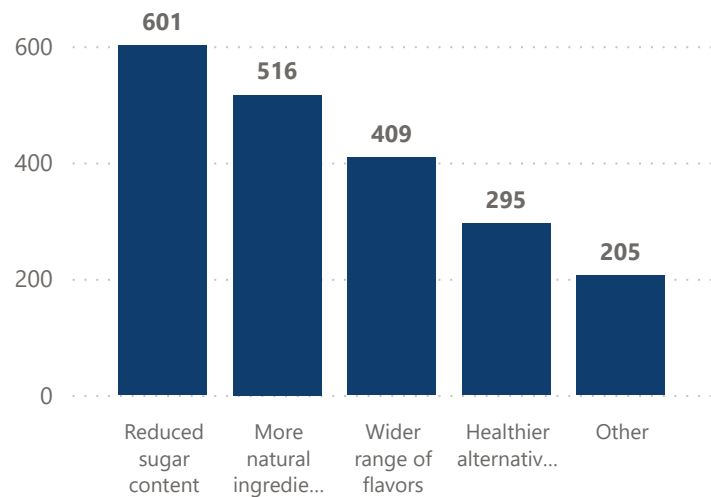
Respondents' rating by taste experience



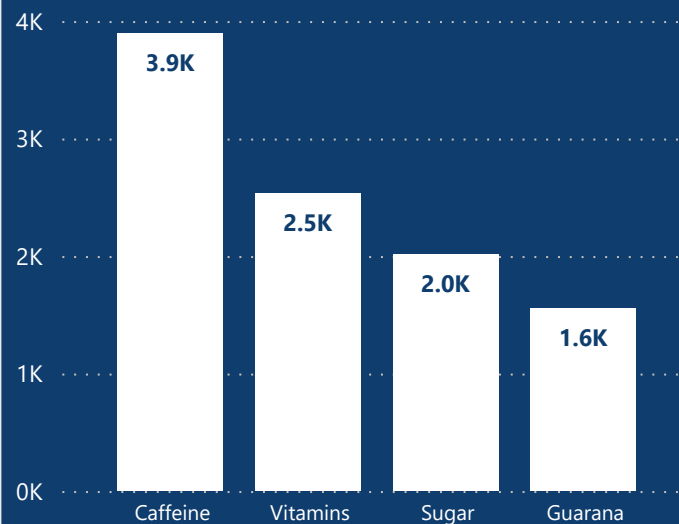
Respondents' interest in natural/organic ingredients



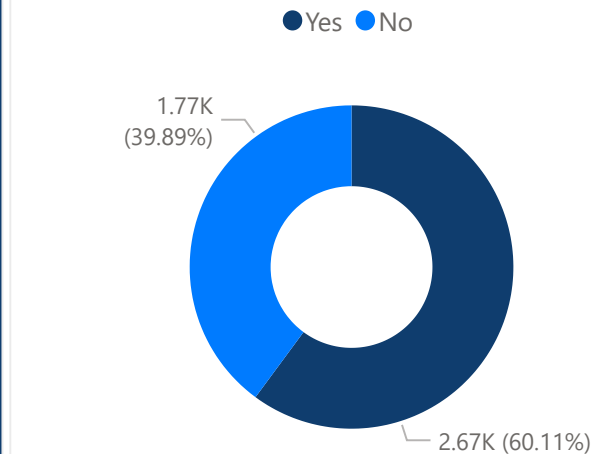
Improvements desired by respondents



Ingredients expected by respondents



Respondents' concern about the health impact of energy drinks



Thank you

