CodeX

Marketing Insights

- Demographic View
- Competition Analysis
- Brand Penetration
- Product Development
- Consumer Preferences
- Marketing Channels
- Purchase Behavior

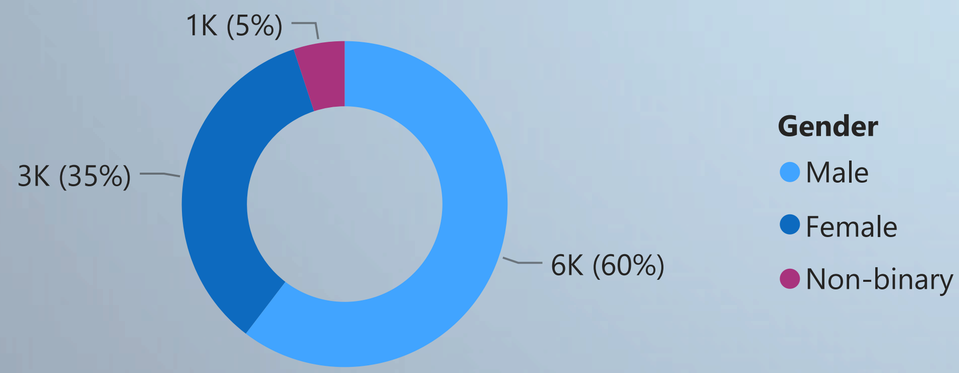
Demographic

City Category

Tier 1 | Tier 2

Ahmedabad | Bangalore | Chennai | Delhi | Hyderabad | Jaipur | Kolkata | Lucknow | Mumbai | Pune

Consumption based on Gender



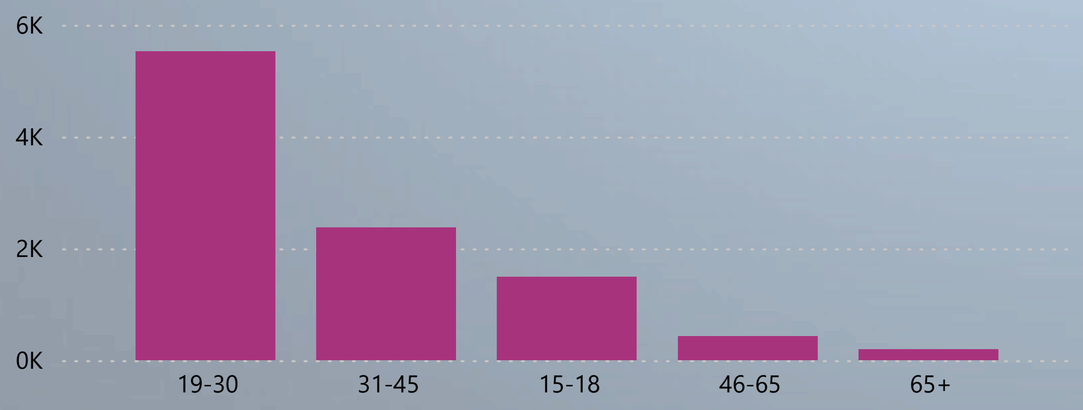
Gender

All

Age groups

All

Consumption based on Age groups



Marketing Channels

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	**4020**
TV commercials	495	1290	737	117	49	**2688**
Outdoor billboards	117	585	431	65	28	**1226**
Other	94	608	408	78	37	**1225**
Print media	75	371	310	57	28	**841**
Total	**1488**	**5520**	**2376**	**426**	**190**	**10000**

Consumer Preferences

City Category

Tier 1 | Tier 2

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Preferred Ingredients

Ingredients_expected	Count of Ingredients_expected
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553
Total	**10000**

Packaging Preference

Packaging_preference	Count of Packaging_preference
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485
Total	**10000**

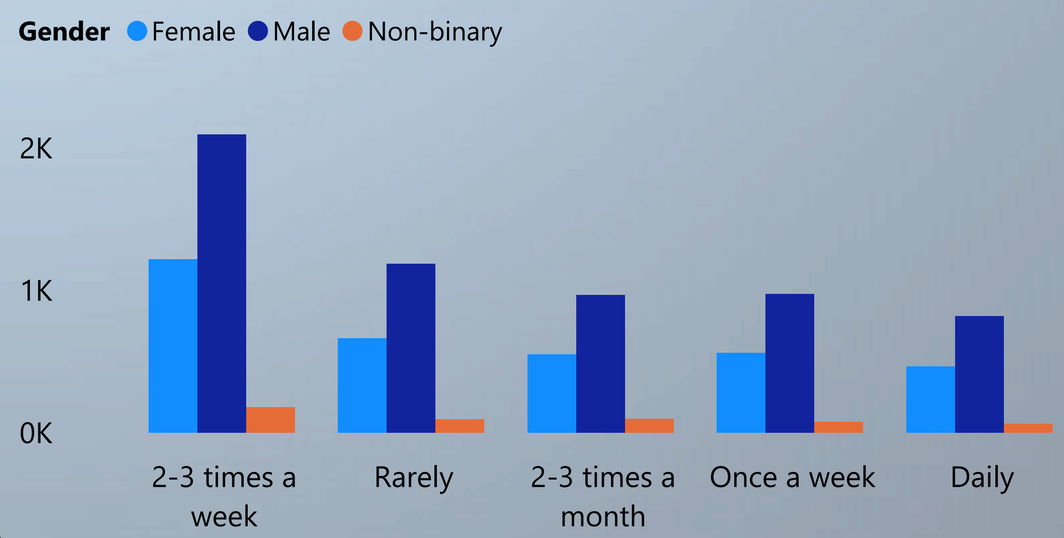
Gender

All

Age groups

All

Consume frequency by gender



Competition Analysis

City Category

Tier 1 | Tier 2

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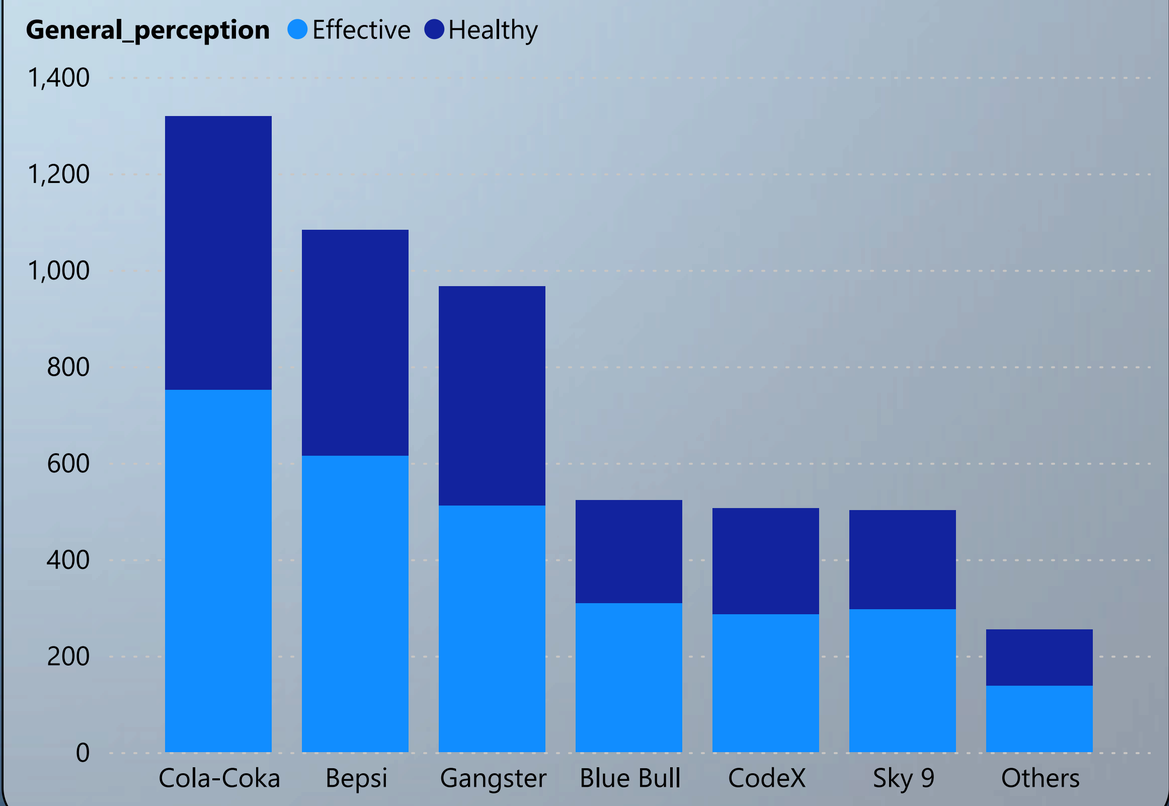
Primary Reasons Consumers

Consume_reason	Current_brands	Count of Consume_reason
Increased energy and focus	Cola-Coka	873
Increased energy and focus	Bepsi	783
Increased energy and focus	Gangster	670
To combat fatigue	Cola-Coka	641
To combat fatigue	Bepsi	500
To combat fatigue	Gangster	439
To enhance sports performance	Cola-Coka	428
Increased energy and focus	Blue Bull	405
To boost performance	Cola-Coka	377
Increased energy and focus	CodeX	344
To enhance sports performance	Bepsi	324
Increased energy and focus	Sky 9	321
To enhance sports performance	Gangster	314
Total		**10000**

Market Leaders



Marketing Channels and Brand Awareness

City Category

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Effective marketing channels

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
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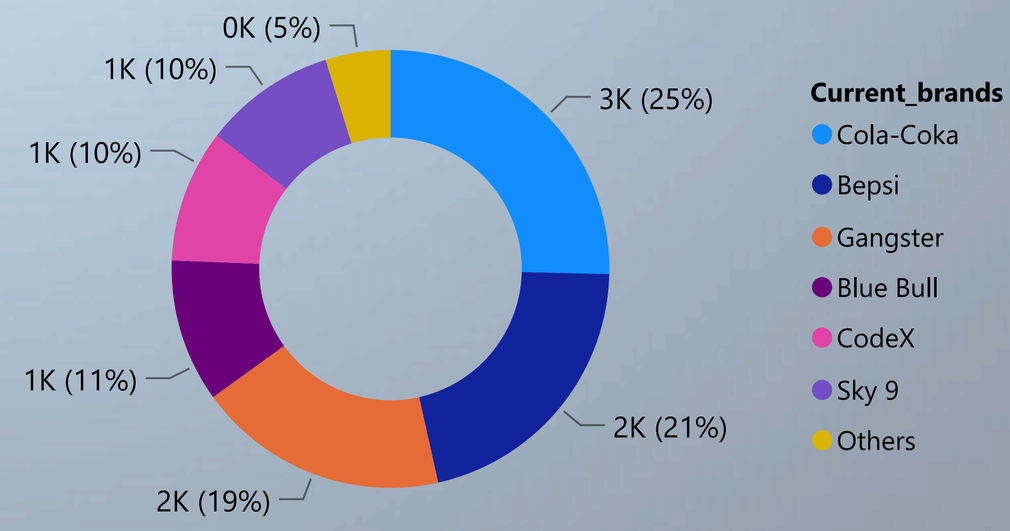
Average taste experience

3.29

Heard Before



Heard Before (CodeX)

Brand Penetration

City Category

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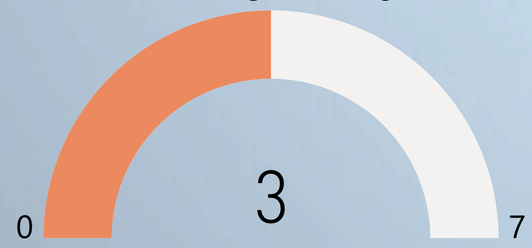
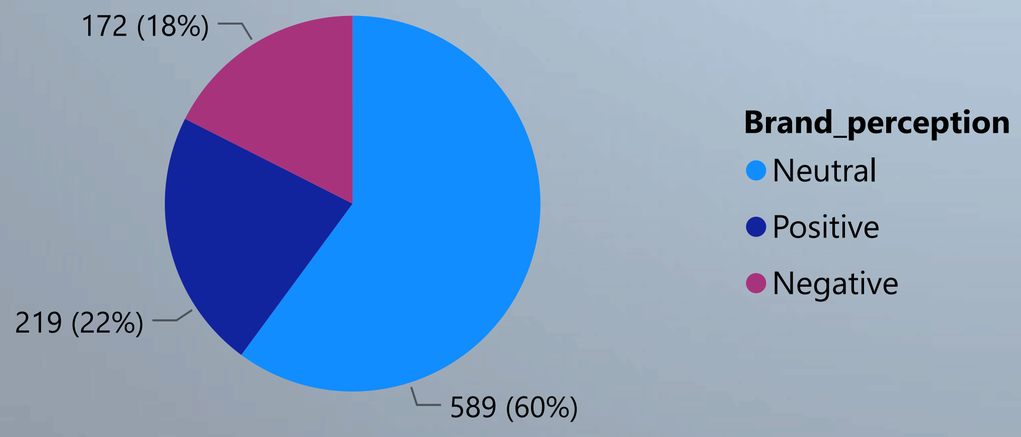
Average rating



Reason for choosing brands



Brand perception citywise

City	Negative	Neutral & Positive
Bangalore	23.63%	29.28%
Hyderabad	15.04%	19.04%
Mumbai	12.89%	15.58%
Chennai	7.12%	9.85%
Pune	15.94%	7.58%
Kolkata	3.79%	6.06%
Ahmedabad	8.42%	3.73%
Delhi	4.18%	4.31%
Jaipur	5.99%	3.09%
Lucknow	3.00%	1.48%

Purchase Behavior

City Category

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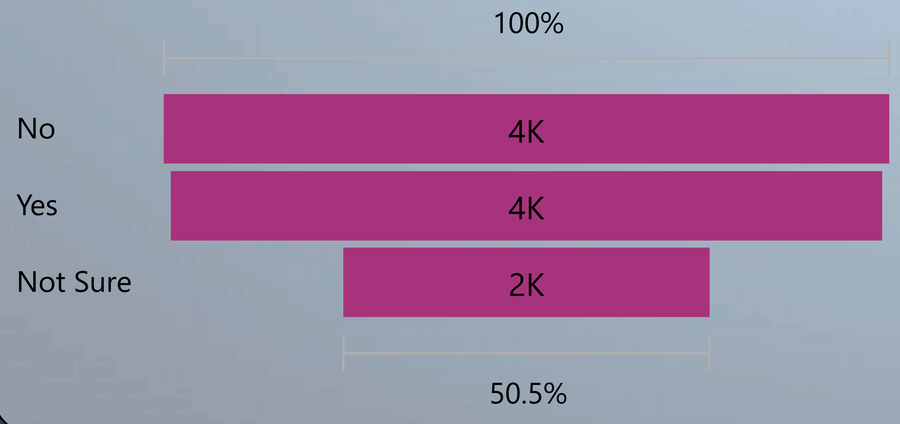
Consumption Situation

Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Sports/exercise	680	2471	1065	190	88	**4494**
Studying/working late	498	1787	751	142	53	**3231**
Social outings/parties	204	809	383	54	37	**1487**
Other	73	285	107	20	6	**491**
Driving/commuting	33	168	70	20	6	**297**
Total	**1488**	**5520**	**2376**	**426**	**190**	**10000**

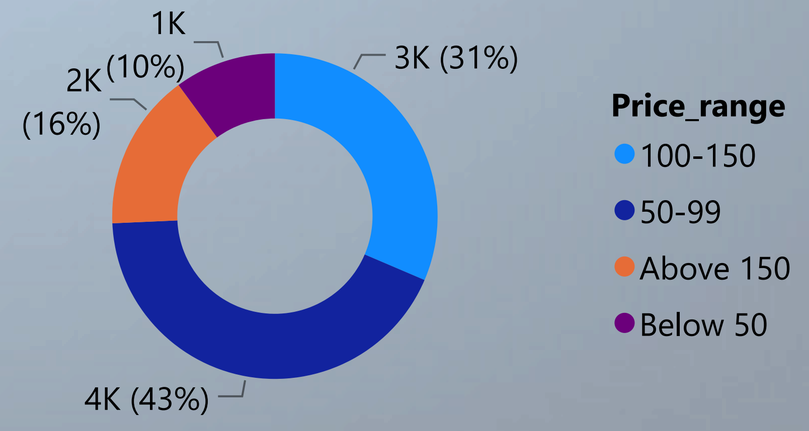
Preferred Purchase Location

Purchase_location	%GT Count of Purchase_location
Supermarkets	44.94%
Online retailers	25.50%
Gyms and fitness centers	14.64%
Local stores	8.13%
Other	6.79%

Preferred Limited edition packaging



Preferred Price range



Product Development

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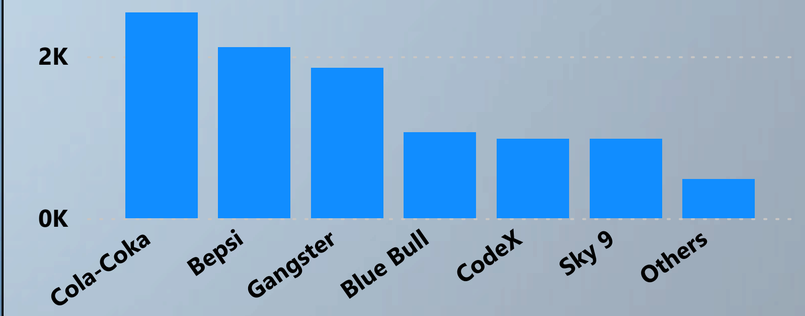
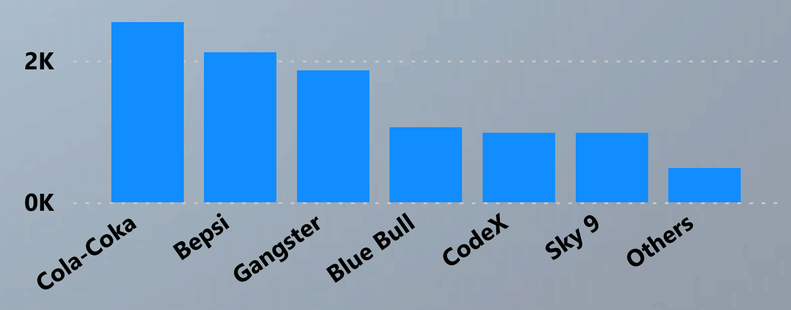
Jaipur	5.99%	3.09%
Lucknow	3.00%	1.48%

Response for CodeX

City	Count of Respondent_ID
Bangalore	71
Hyderabad	35
Chennai	23
Pune	21
Mumbai	20
Kolkata	9
Delhi	7
Jaipur	4
Ahmedabad	3
Lucknow	2
Total	195

Heard Before



Taste Experience