

Provide Insights to the Marketing Team in Food & Beverage Industry

Company: CodeX
2023

Domain: Food & Beverages
Function: Marketing

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Agenda



Company And Problem Statement



Task



Data, Request, Tools



Insights



Recommendation



About CodeX

- **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 of India.
- With the launch of their energy drink the Marketing team at CodeX conducted a survey in those 10 cities and received results from **10k** respondents.
- The marketing team is now responsible for increasing brand awareness, market share, and product development.



Task:

And the task is to convert these survey results into meaningful insights that the team can use to drive actions.

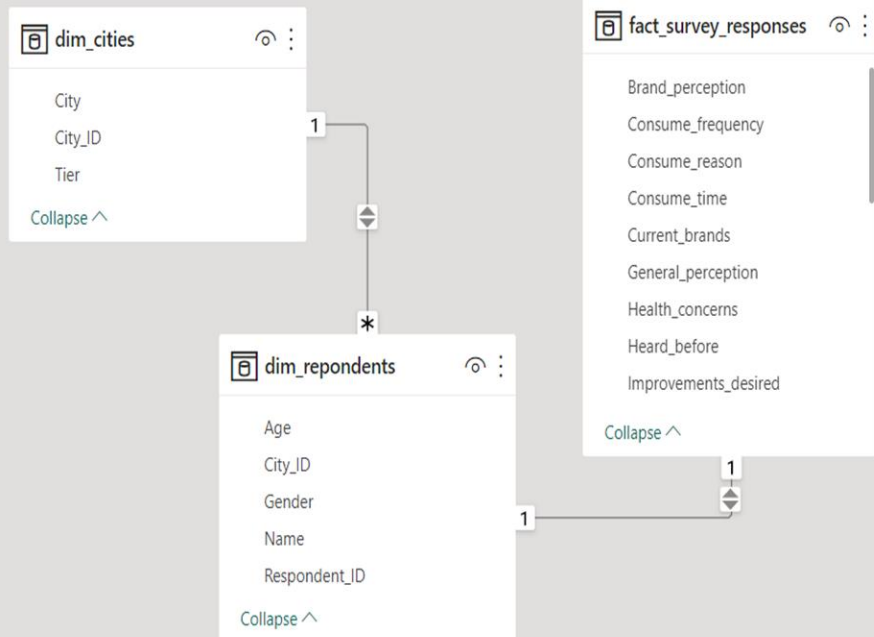


Data, Requests, Tools

Tools:



Power BI



Provide Insights to the Marketing Team in Food & Beverage Industry

Primary Insights (Sample Sections / Questions)

Note: These insights can be derived from the survey responses

- Demographic Insights (examples)**
 - Who prefers energy drink more? (male/female/non-binary?)
 - Which age group prefers energy drinks more?
 - Which type of marketing reaches the most Youth (15-30)?
- Consumer Preferences:**
 - What are the preferred ingredients of energy drinks among respondents?
 - What packaging preferences do respondents have for energy drinks?
- Competition Analysis:**
 - Who are the current market leaders?
 - What are the primary reasons consumers prefer those brands over ours?
- Marketing Channels and Brand Awareness:**
 - Which marketing channel can be used to reach more customers?
 - How effective are different marketing strategies and channels in reaching our customers?
- Brand Penetration:**
 - What do people think about our brand? (overall rating)
 - Which cities do we need to focus more on?
- Purchase Behavior:**
 - Where do respondents prefer to purchase energy drinks?
 - What are the typical consumption situations for energy drinks among respondents?
 - What factors influence respondents' purchase decisions, such as price range and limited edition packaging?
- Product Development**
 - Which area of business should we focus more on our product development? (Branding/taste/availability)

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Secondary Insights (Sample Sections / Questions)

Note: You need to do additional market research

Recommendations for CodeX:

Give 5 recommendations for CodeX (below are some samples)

- What immediate improvements can we bring to the product?
- What should be the ideal price of our product?
- What kind of marketing campaigns, offers, and discounts we can run?
- Who can be a brand ambassador, and why?
- Who should be our target audience, and why?

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Insights

**1.
Demographic
Insights**

**2.
Consumers
preferences**

**3.
Competition
Analysis**

**4.
Marketing
Channels and
Brand Awareness**

**5.
Brand
Penetration**

**6.
Purchase
Behavior**

**7.
Product
Development**

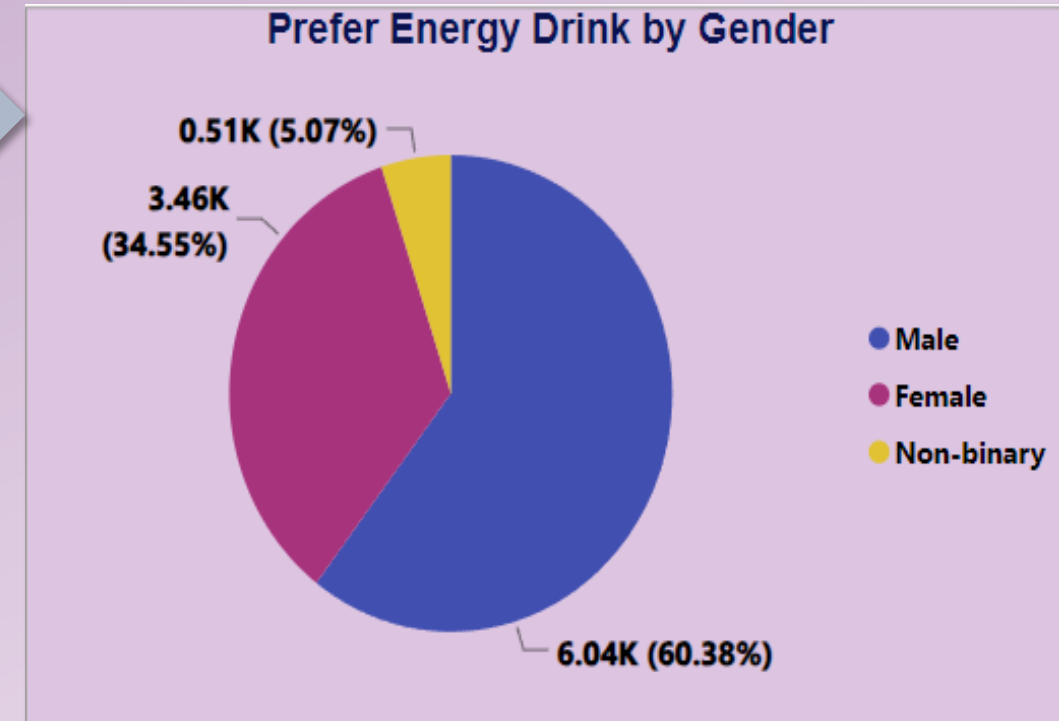


1. Demographic Insights



Request 1: Who prefers energy drinks more? (male/female/non-binary?)

Gender	Total Respondants
Male	6038
Female	3455
Non-binary	507

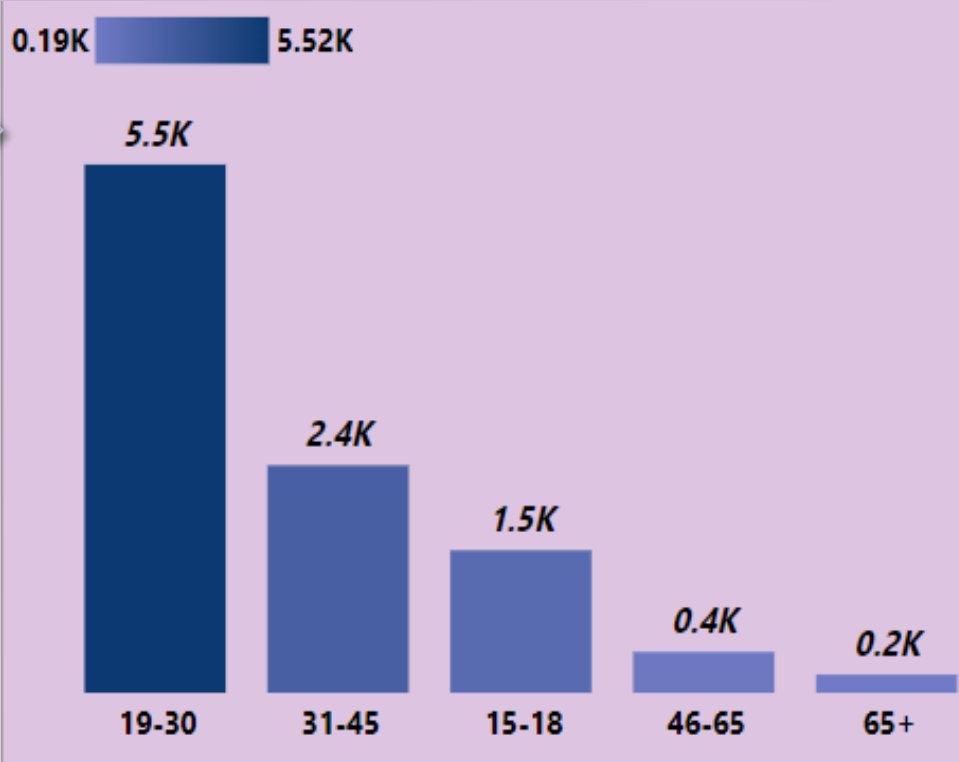


Insight:

Male prefers energy drink more at 6,038, followed by female at 3,455 and Non-binary at 507. Males accounted for 60.38% of the preferred energy drink.

Request 2: Which age group prefers energy drinks more?


Age Group	Total Respondents
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190



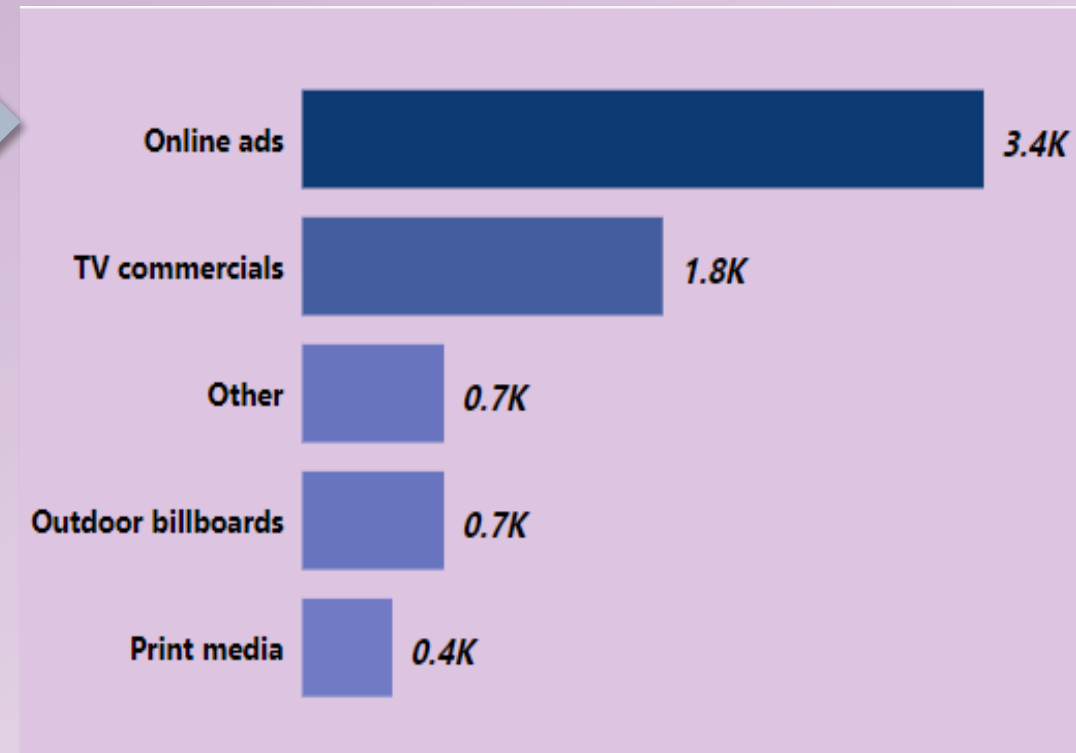
Insight:

At 5,520, the 19-30 Age group prefers energy drinks more.
Thus, the age group 15-45 has the highest number of consumers.

Request 3: Which type of marketing reaches the most Youth (15-30)?



Marketing_channels	Count of Age
Online ads	3373
TV commercials	1785
Other	702
Outdoor billboards	702
Print media	446



Insight:

At 3,373, the 15-30 Age group Online ads have the most popular. Online ads accounted for 48.13% of Age group.

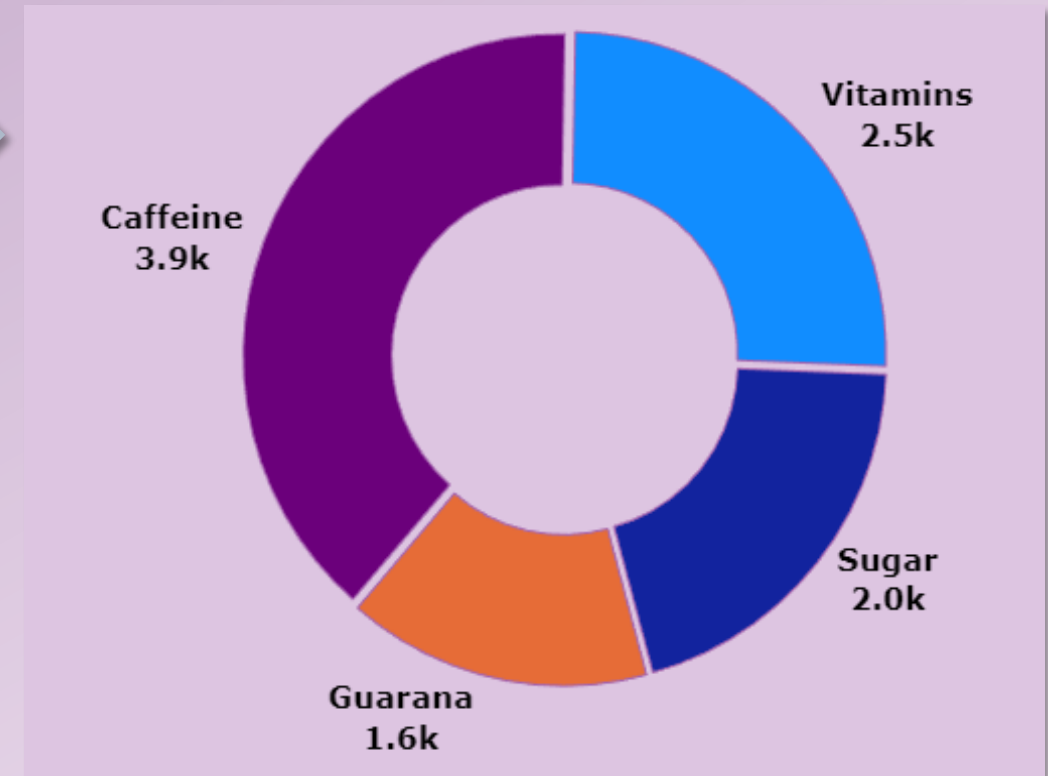


2. Consumer preferences



Request 1: What are the preferred ingredients of energy drinks among respondents?

Ingredients_expected	Count of Respondent_ID
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

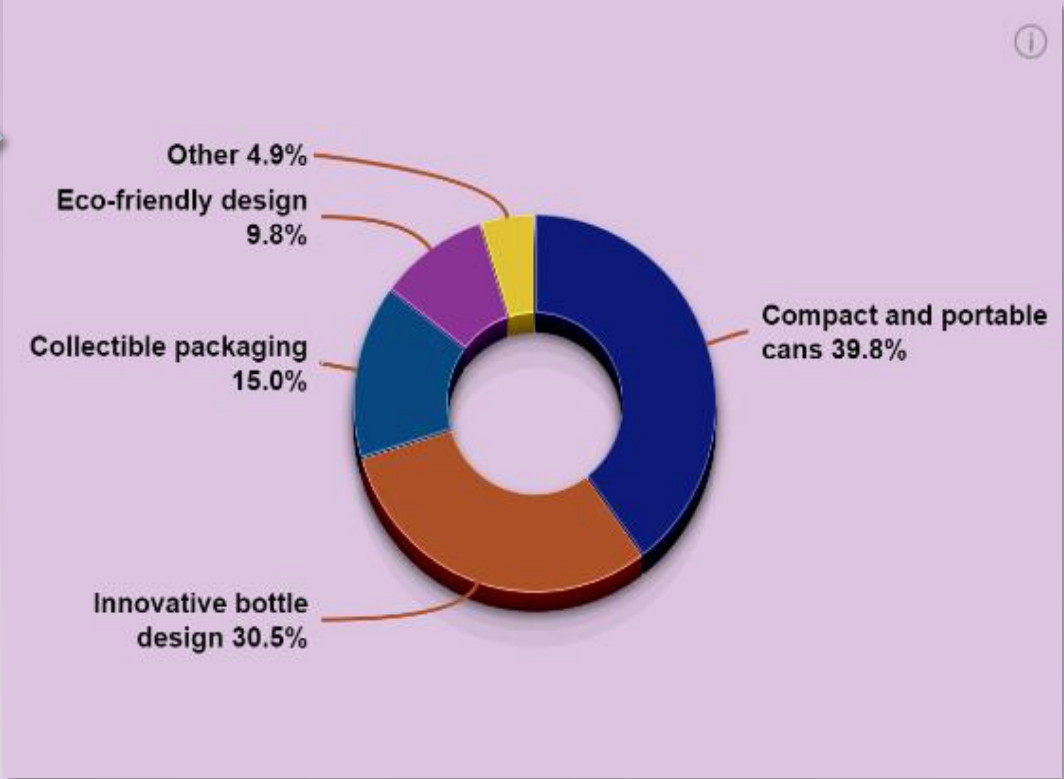


Insight:

Caffeine have the highest preferred ingredient at 3,896, followed by Vitamins, Sugar, and Guarana.

Request 2: What packaging preferences do respondents have for energy drinks?

Packaging Preferences	Total Respondents
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485



Insight: At 3,984, Compact and portable cans have the highest packing preference by respondents. Compact and portable cans accounted for 39.84% of preferred packaging.

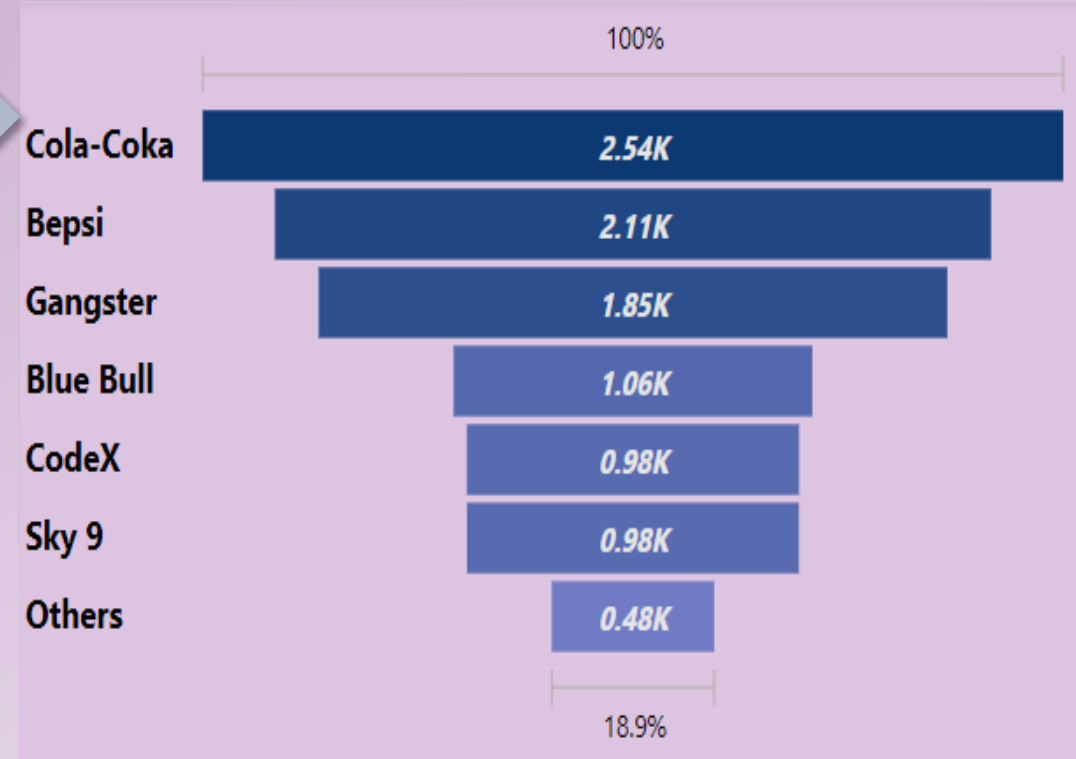


3. Competition Analysis



Request 1: Who are the current market leaders?

Current_brands	Count of Respondent_ID
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

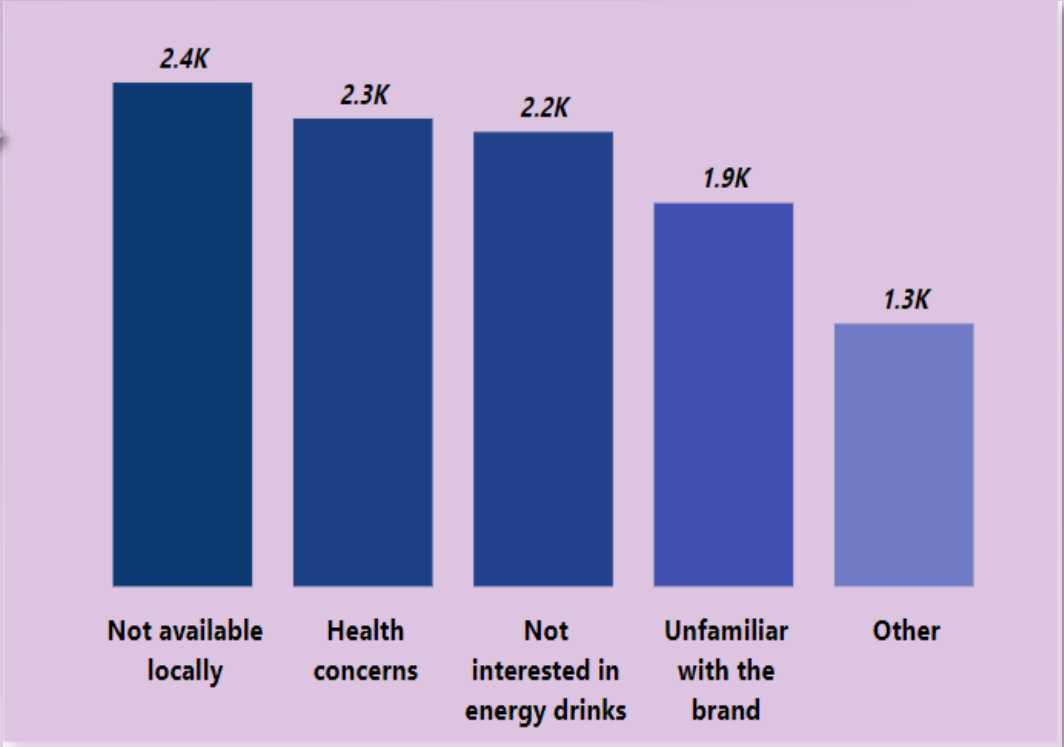


Insight:

At 2,538, Cola-Coka is the current market leader. Cola-Coka accounted for 25.38% of the total respondents.

Request 2: What are the primary reasons consumers prefer those brands over ours?

Reasons_preventing_trying	Count of Respondent_ID
Not available locally	2431
Health concerns	2258
Not interested in energy drinks	2193
Unfamiliar with the brand	1850
Other	1268



Insight:
At 2,431, Not available locally have the highest primary reason for consumers to prefer those brands over ours. Not available locally accounted for 24.31% of Respondents.

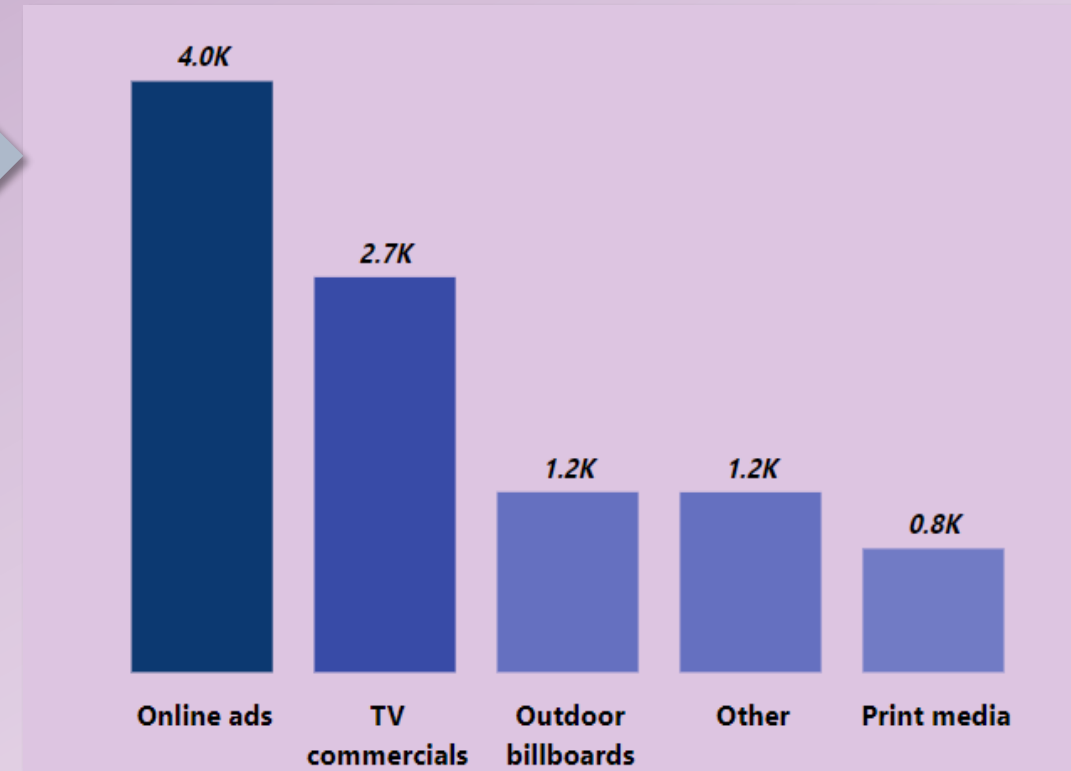


4. Marketing Channels & Brand Awareness



Request 1: Which marketing channel can be used to reach more customers?

Marketing_channels	Count of Respondent_ID
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

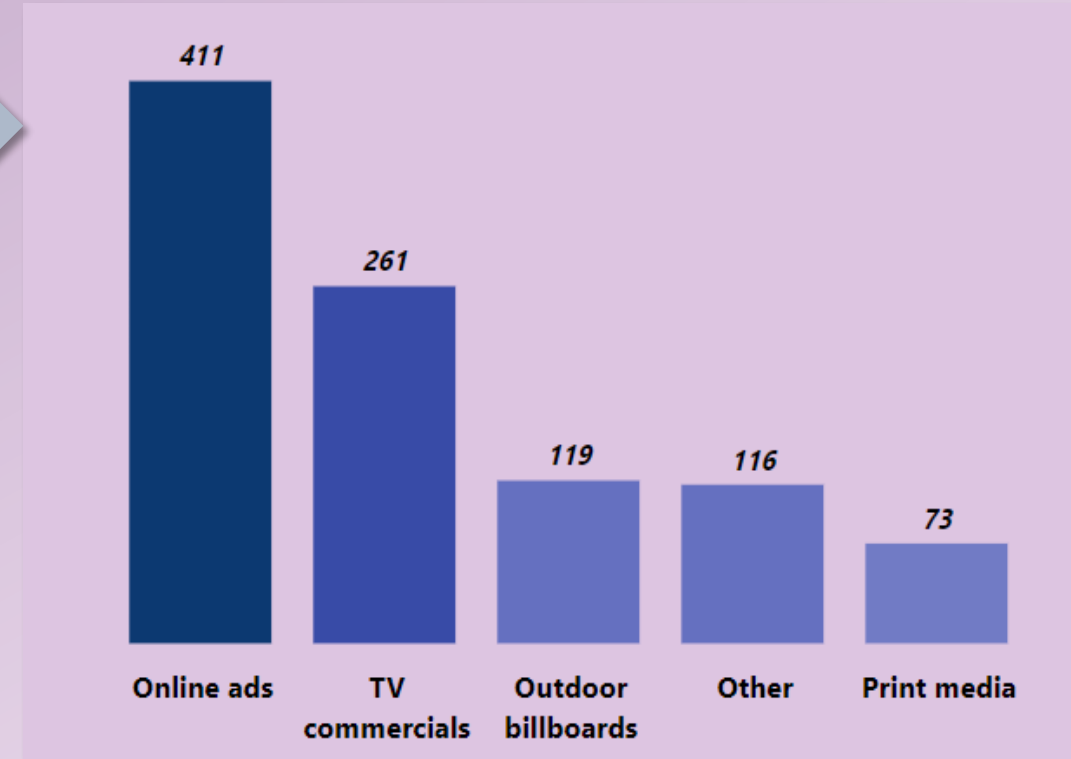


Insight:

At 4,020, the maximum number of respondents got to know about energy drinks through Online ads.

Request 2: How effective are different marketing strategies and channels in reaching our customers?

Marketing_channels	CodeX Respondent
Online ads	411
TV commercials	261
Outdoor billboards	119
Other	116
Print media	73



Insight:

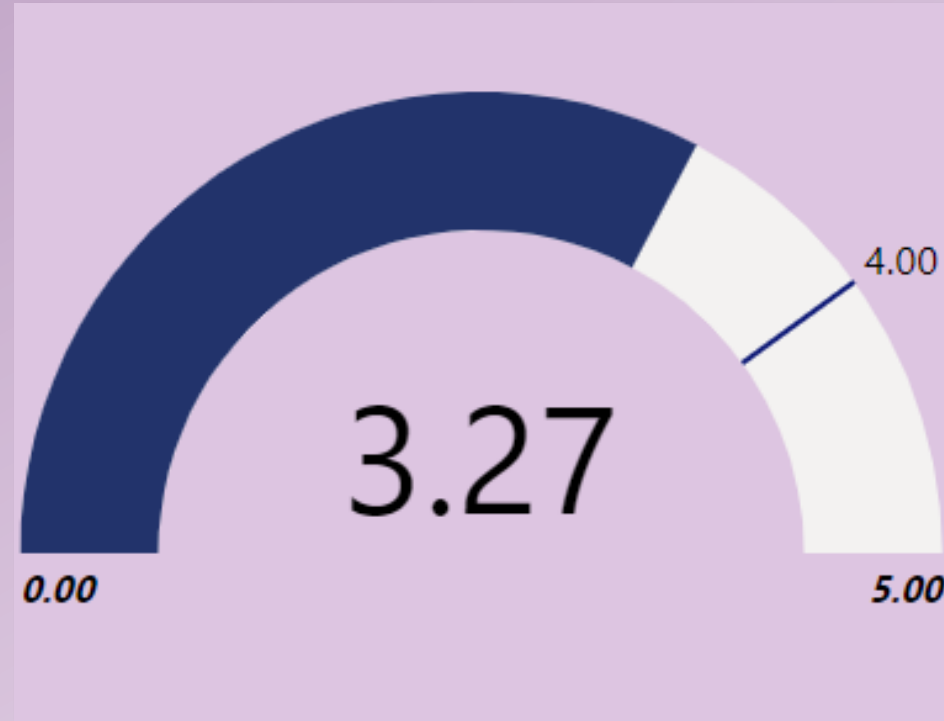
At 411, Online ads have the highest number of CodeX Respondents followed by TV Commercials at 261.



5. Brand Penetration



Request 1: What do people think about our brand? (overall rating)

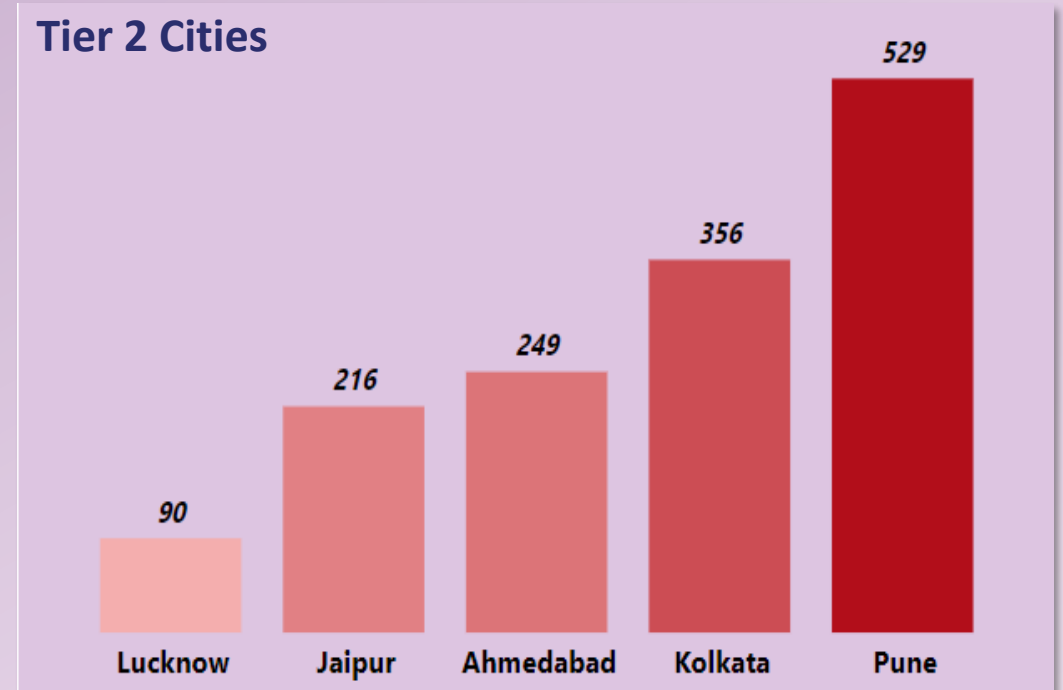
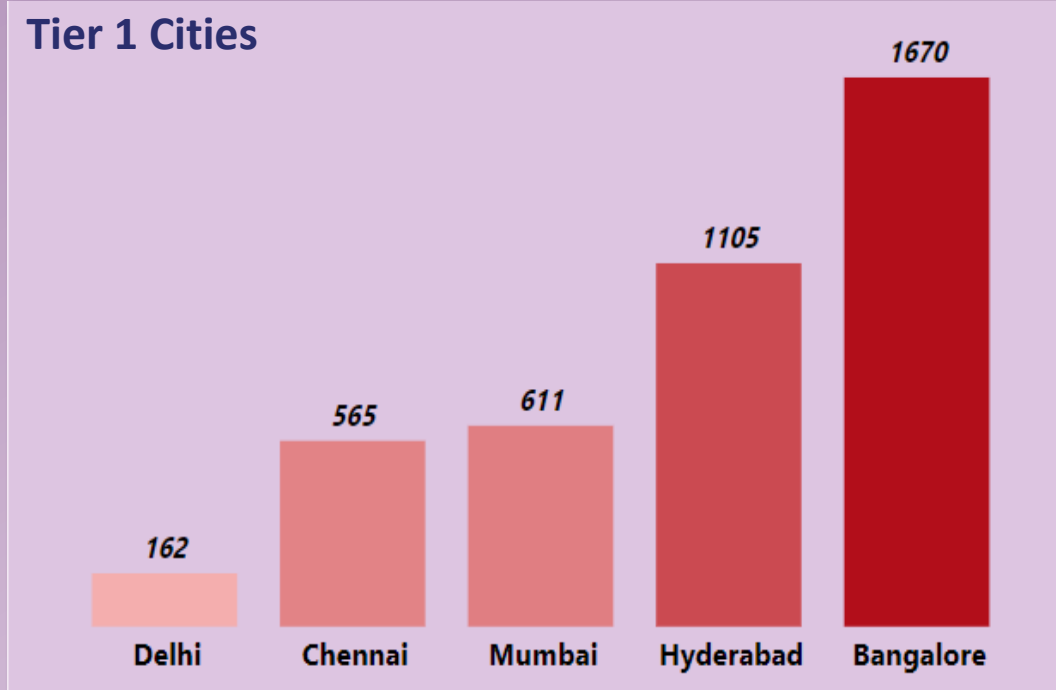


Insight:

3.27 is the average rating given by respondents for CodeX.

Request 2: Which cities do we need to focus more on?

Haven't heard before



Insight:

In Tier 1 Cities we need to focus more on Bangalore, Hyderabad, Mumbai, Chennai, and Delhi.
In Tier 2 Cities we need to focus more on Pune, Kolkata Ahmedabad, Jaipur, and Lucknow.

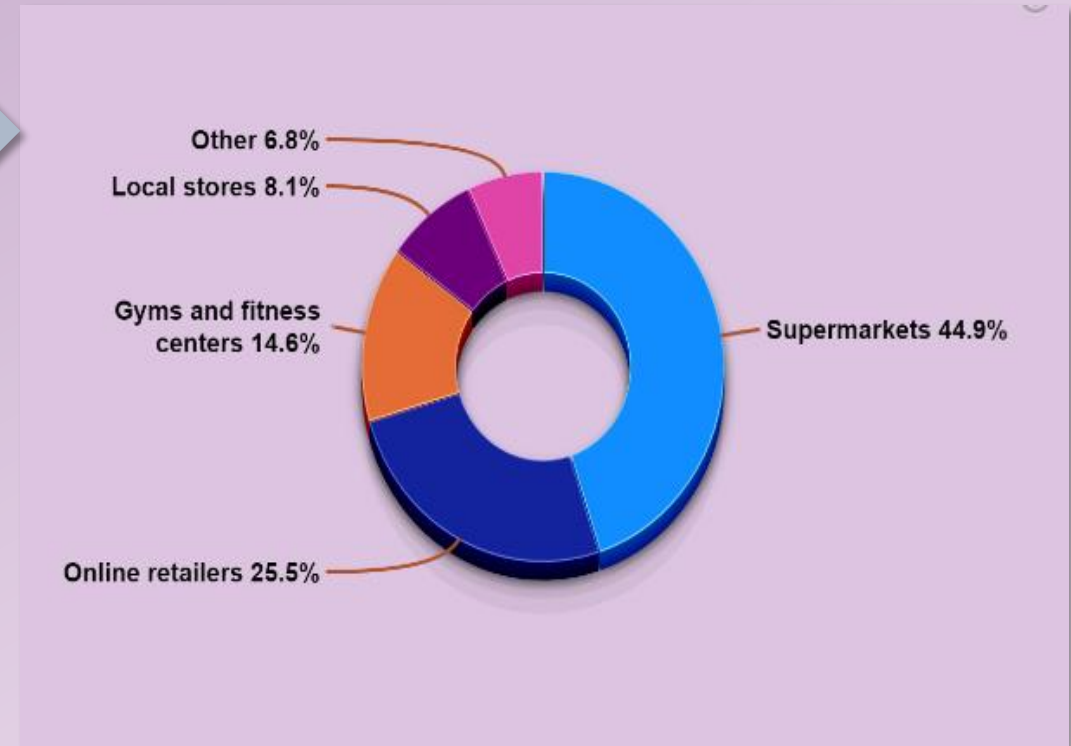


6. Purchase Behavior



Request 1: Where do respondents prefer to purchase energy drinks?

Purchase_location	Count of Respondent_ID
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679



Insight:

At 4,494, Supermarkets have the highest number of respondents who prefer to purchase energy drinks more. Supermarkets account for 44.94% of respondents.

Request 2: What are the typical consumption situations for energy drinks among respondents?

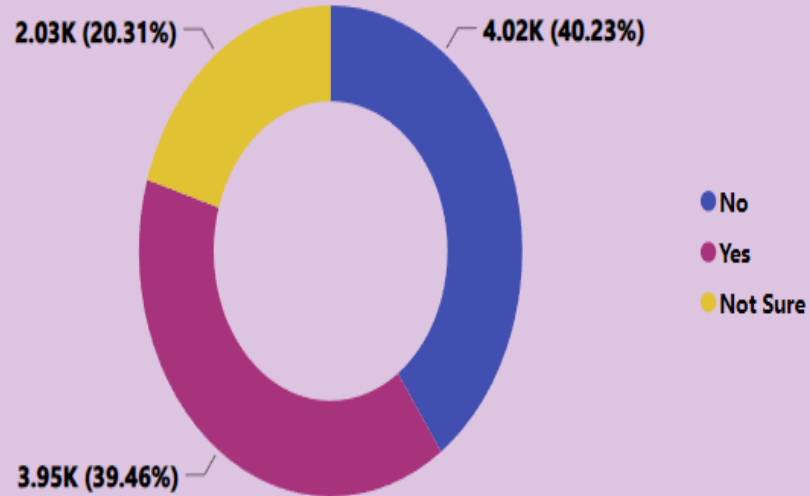
Typical_consumption_situations	Count of Respondent_ID
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297



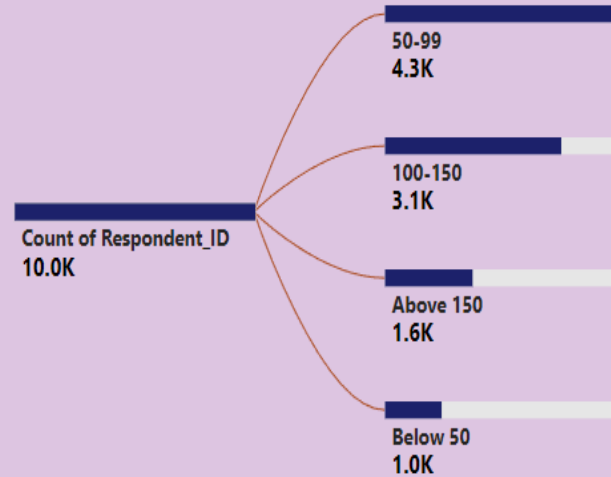
Insight:
At 4,494, Sports/exercise have the highest number of respondents who consume more energy drinks. Sports/exercise accounted for 44.94% of respondents.

Request 3: What factors influence respondents' purchase decisions?

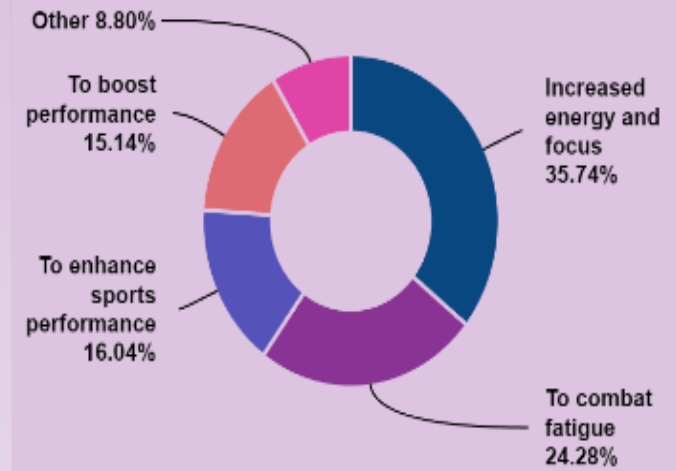
By Limited Edition Packaging



By Price Range



By Consumption reason



Insight:

The majority of them do not consider limited edition packaging as a significant factor.

The majority of the respondents tend to buy energy drinks that cost them not more than Rs 100.

And the main purpose of energy drinks consumption among respondents is to Increase energy and focus.



7. Product development



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

Taste: Reduced sugar content followed by more natural ingredients and a wide range of flavors are the key improvements desired by consumers. Caffeine is highly expected by consumers, so in addition to that to reduce the bitterness of caffeine, we should add more sweetening agents like glucose and no-calories sweeteners.

Availability: The majority of the respondents are not able to find their product locally, so we should provide energy drinks in more local markets, shops, and malls, for easier access to the customers.

Branding: Craft a compelling brand story that resonates with the target audience, emphasizing the unique qualities and benefits of energy drinks to establish a strong emotional connection.



Recommendations



Product Innovation: Look for opportunities to innovate and differentiate the energy drink product. Consider developing new flavors, introducing healthier or organic options, or incorporating unique ingredients that appeal to the current market trends.



Marketing and Branding: Evaluate the current marketing and branding strategies. Identify ways to refresh the brand image, enhance packaging design, and develop compelling advertising campaigns that resonate with the target audience. Leverage social media platforms and influencers to reach a wider audience. Explore collaborations with popular athletes, fitness experts, or celebrities who align with the brand's values. Partnering with well-known personalities can help increase brand visibility and attract new customers.



Ideal Price: The ideal price range should be between 50-100 as it is preferred by most of the respondents.



Health-Conscious Approach: Address the growing demand for healthier energy drinks by focusing on low-sugar or sugar-free options, natural ingredients, and functional benefits such as cognitive enhancement or stress reduction. Emphasize the positive aspects of your product and educate consumers about the health benefits it offers.



Target Audience: Target the youth, as they are more inclined to have energy drinks, and in the process, focus on expanding the targeted age group as well

**THANK
YOU**