

MARKETING INSIGHTS

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OVERVIEW

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4	Marketing Channels and Brand Awareness

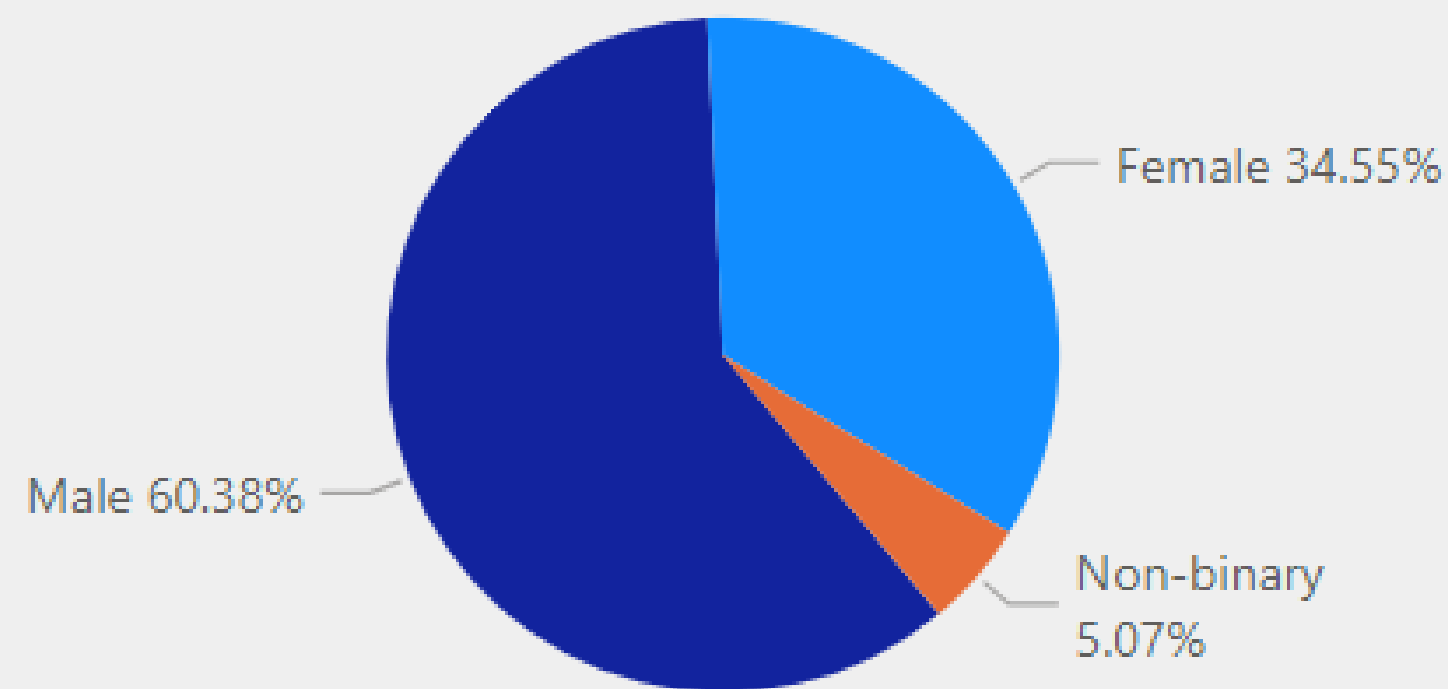
5	Brand Penetration
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Demographic Insights #1

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

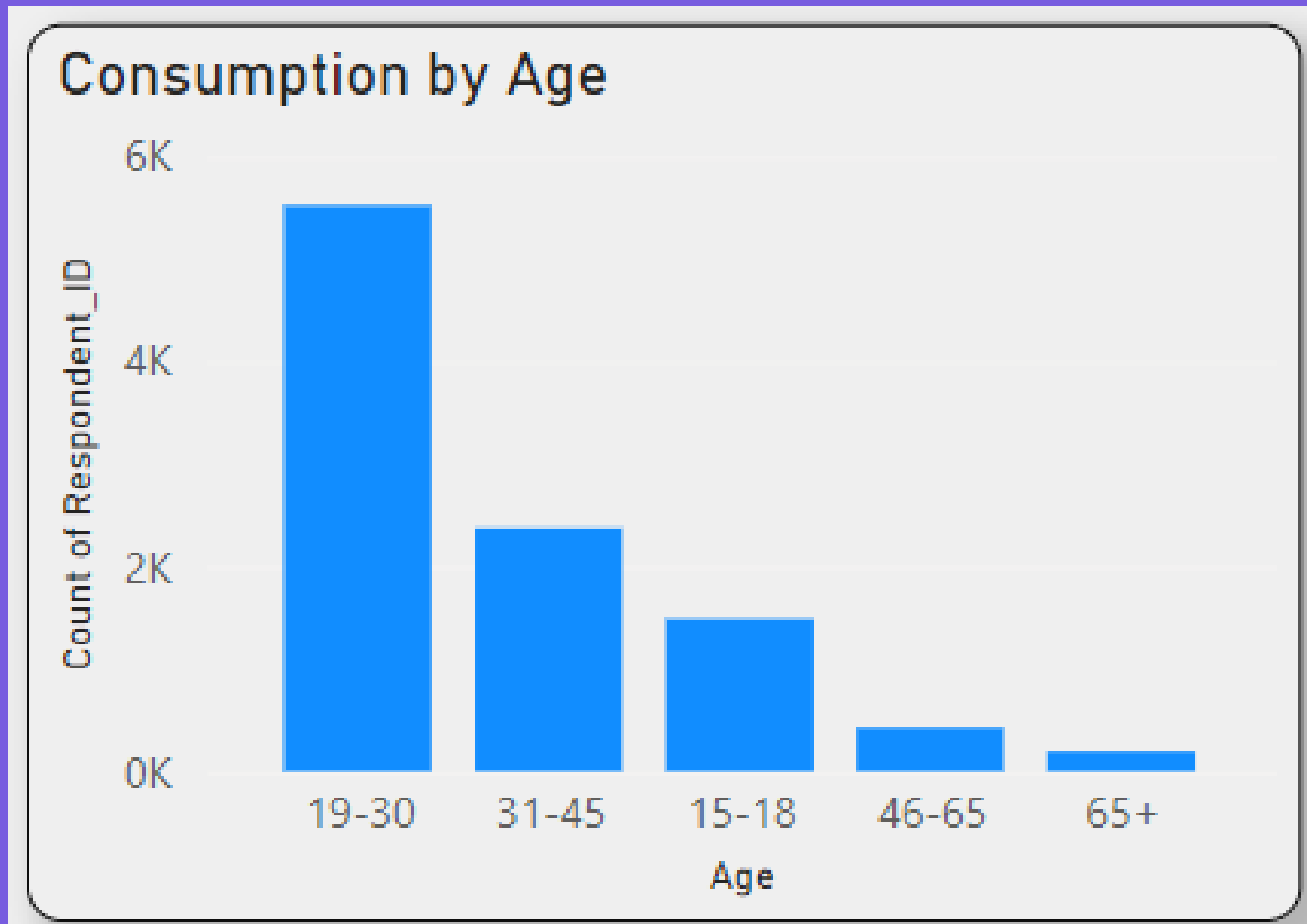
Demographics of consumption on Gender



As we can see in the pie chart that 60.36% of our participants were Male and 34.55% were female and Non-Binary were 5%

Demographic Insights #2

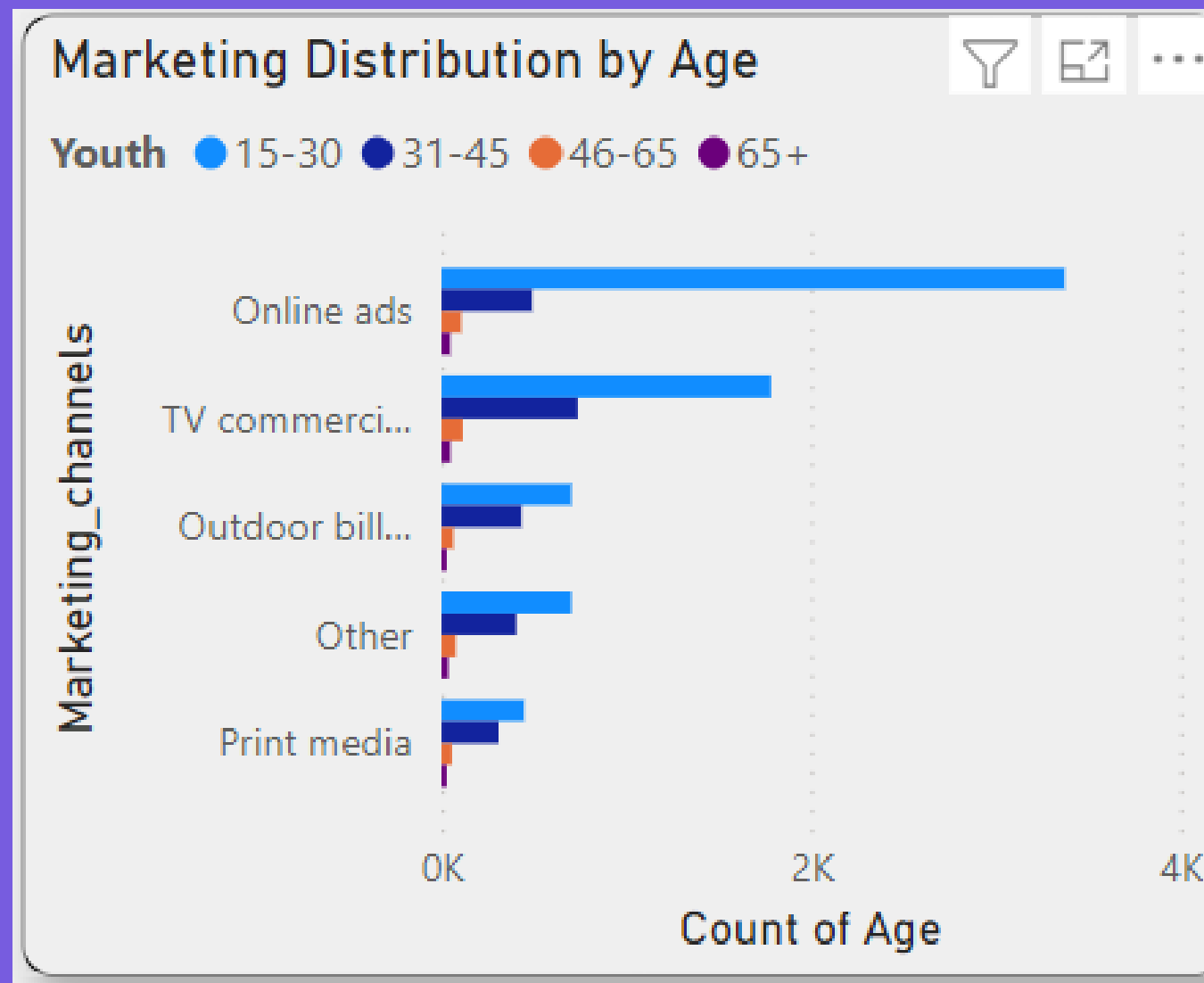
Which age group prefers energy drinks more?



The age group of 19 to 30 years is our primary customer

Demographic Insights #3

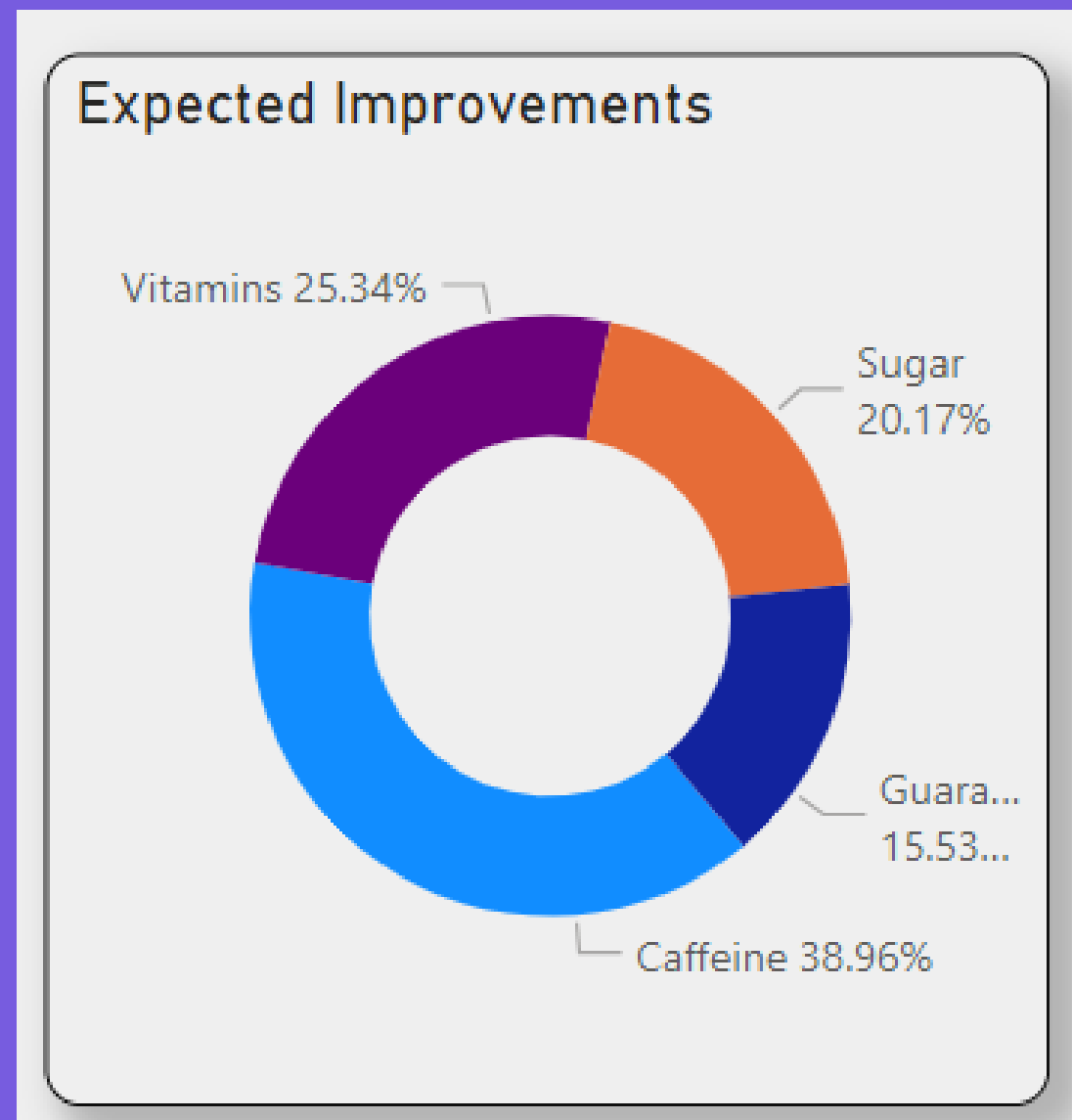
Which type of marketing reaches the most Youth (15-30)?



As we can see Online Ads and TV commercial played an important role to reach our young customers (15-30)

Consumer Preferences #1

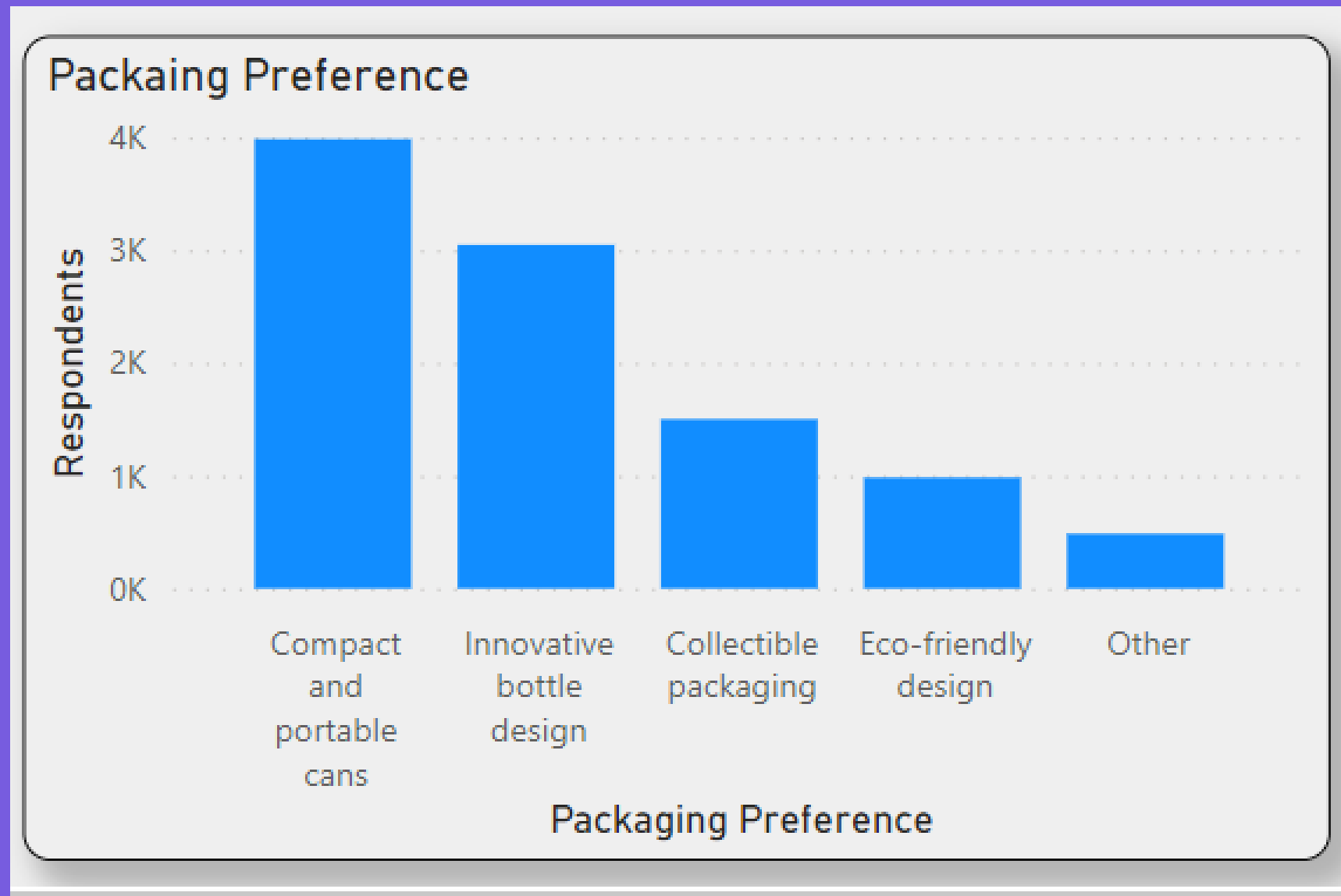
What are the preferred ingredients of energy drinks among respondents?



38% of our customer prefer Caffeine followed by 25% with Vitamins

Consumer Preferences #2

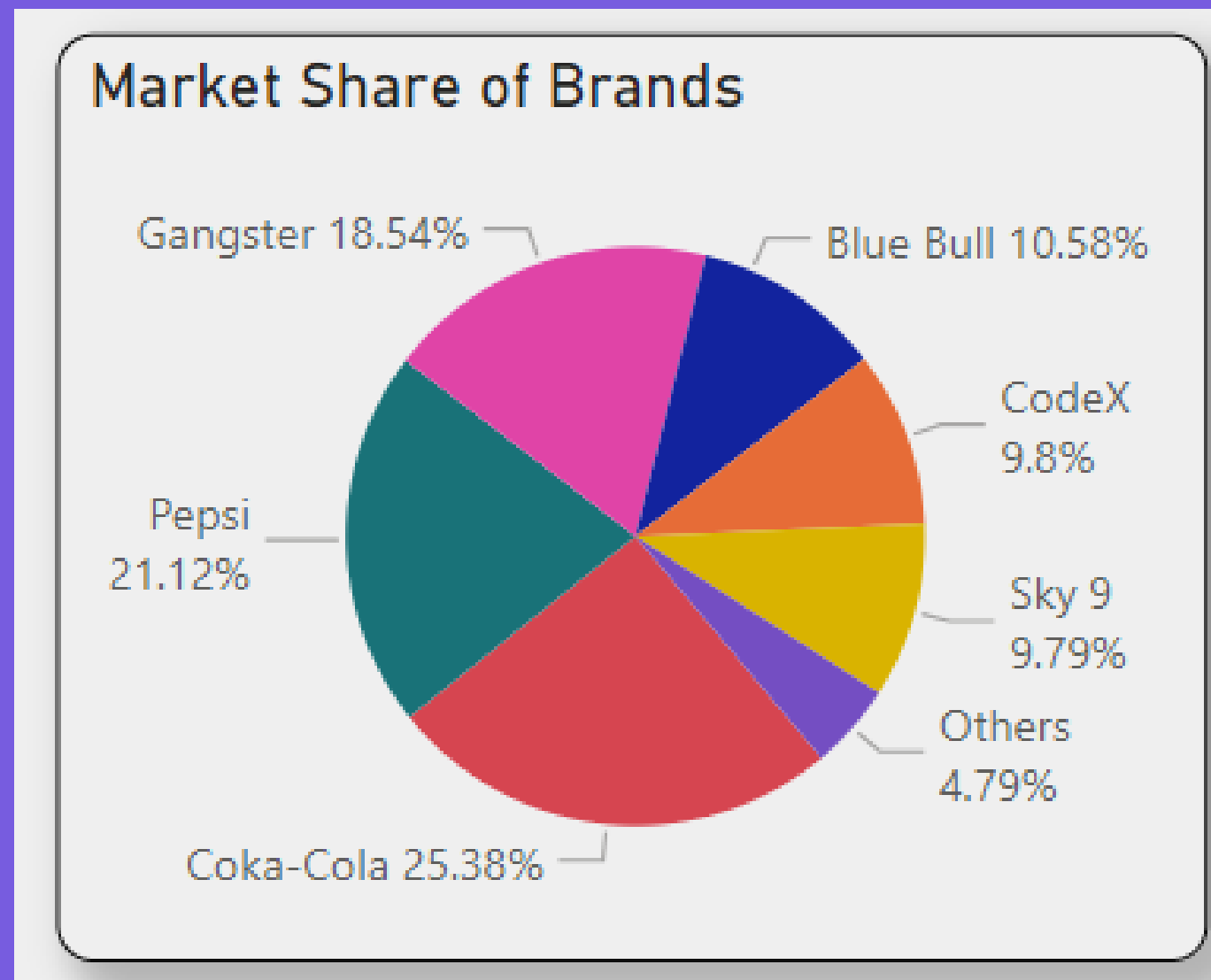
What packaging preferences do respondents have for energy drinks?



40% of our respondents prefer Compact and Portable Cans

Competition Analysis #1

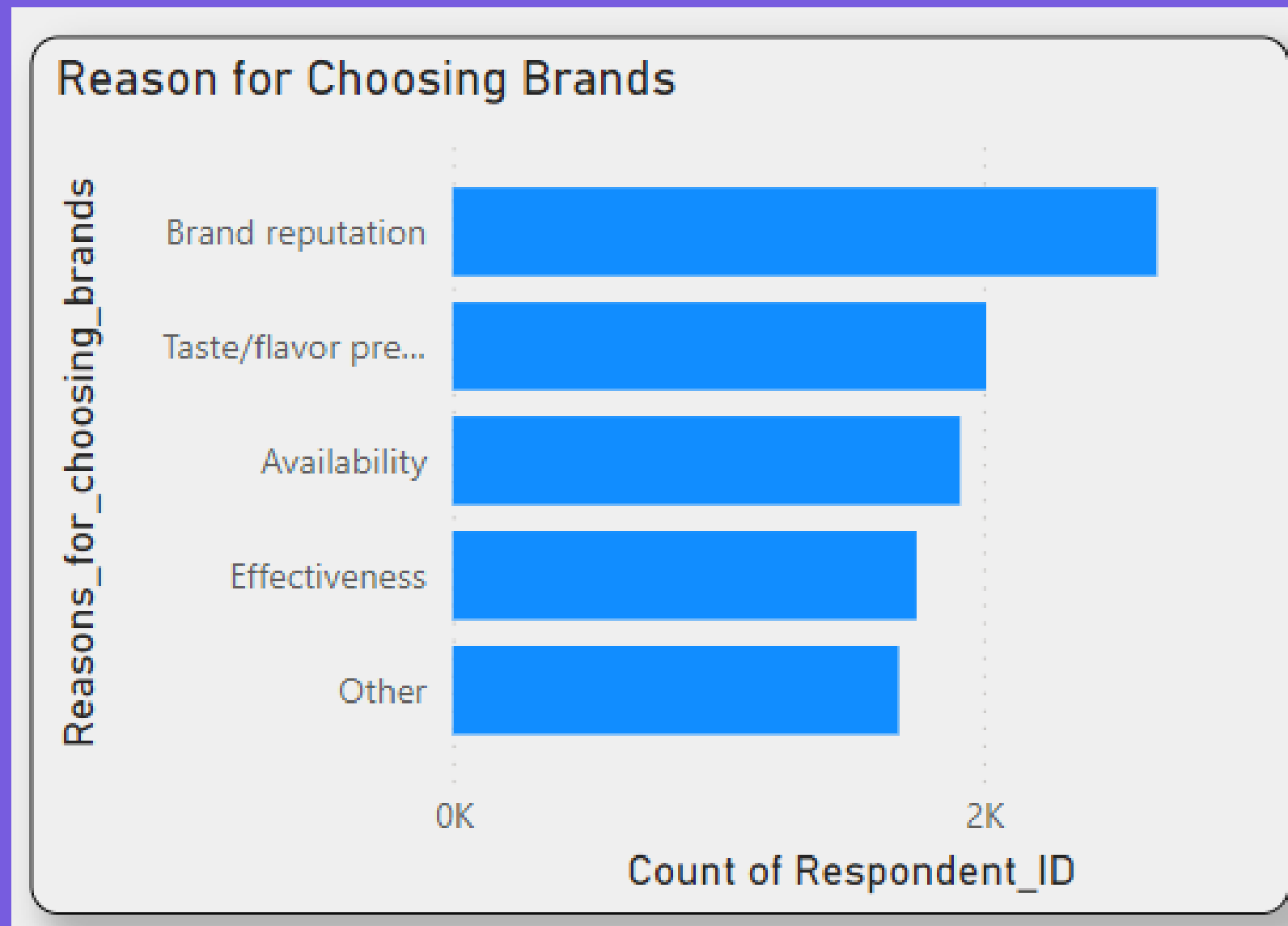
Who are the current market leaders?



Coka Cola have 25%, followed by Pepsi with 21% market share makes them Market leaders

Competition Analysis #2

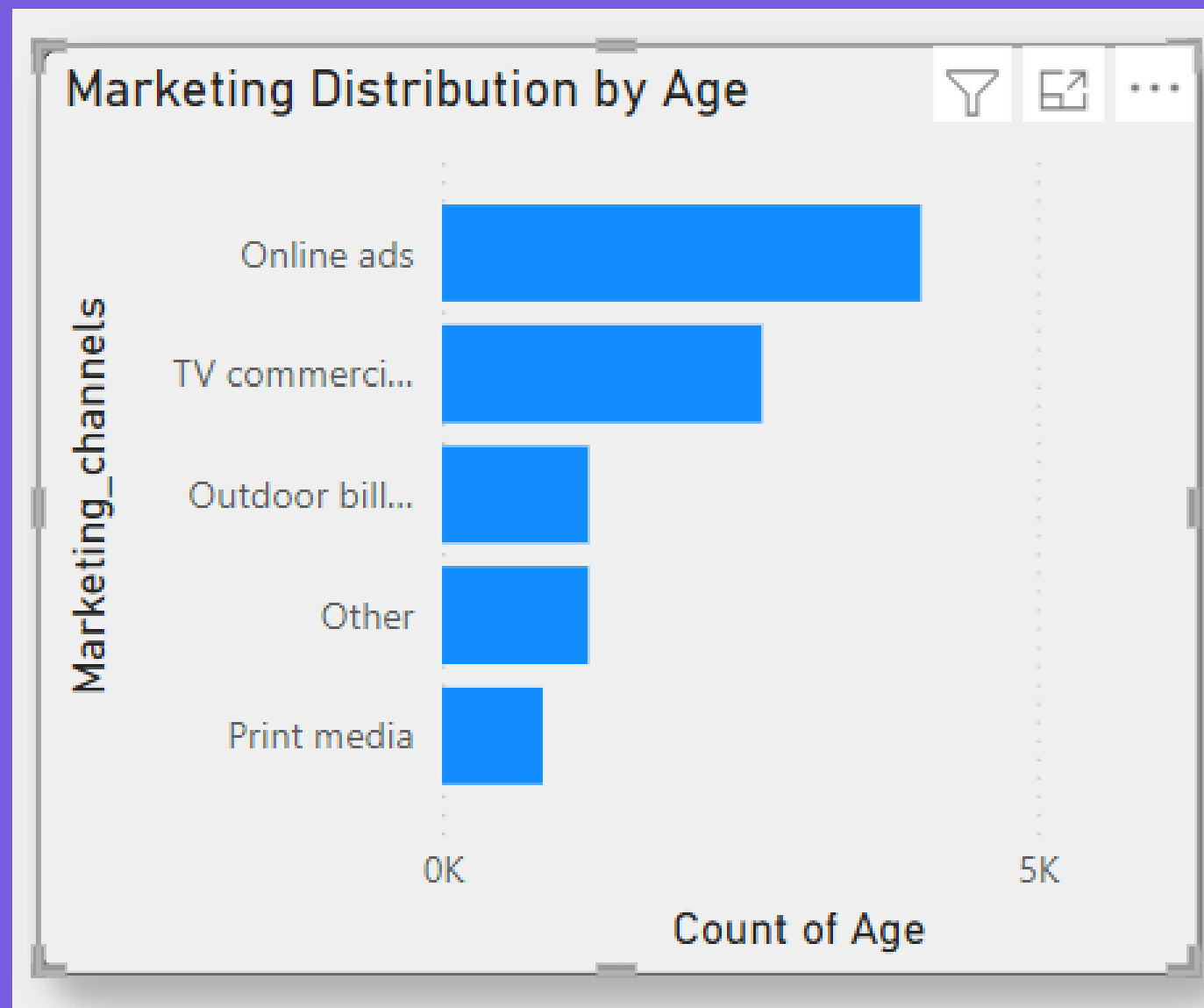
What are the primary reasons consumers prefer those brands over ours?



Brand reputation is playing a significant role for choosing the brands

Marketing Channels and Brand Awareness #1

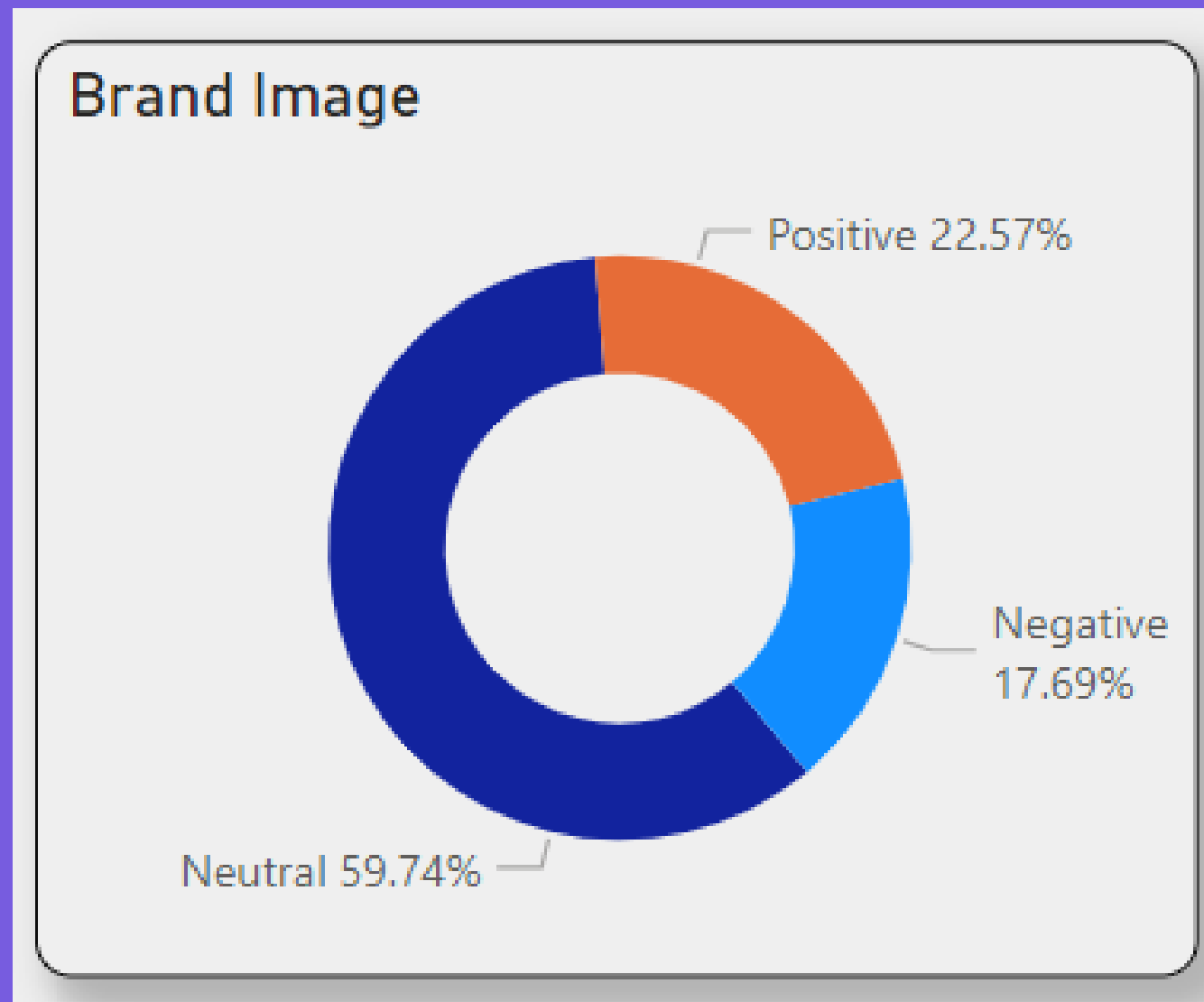
Which marketing channel can be used to reach more customers?



Using the Online Ads effectively can reach us to more customers

Brand Penetration #1

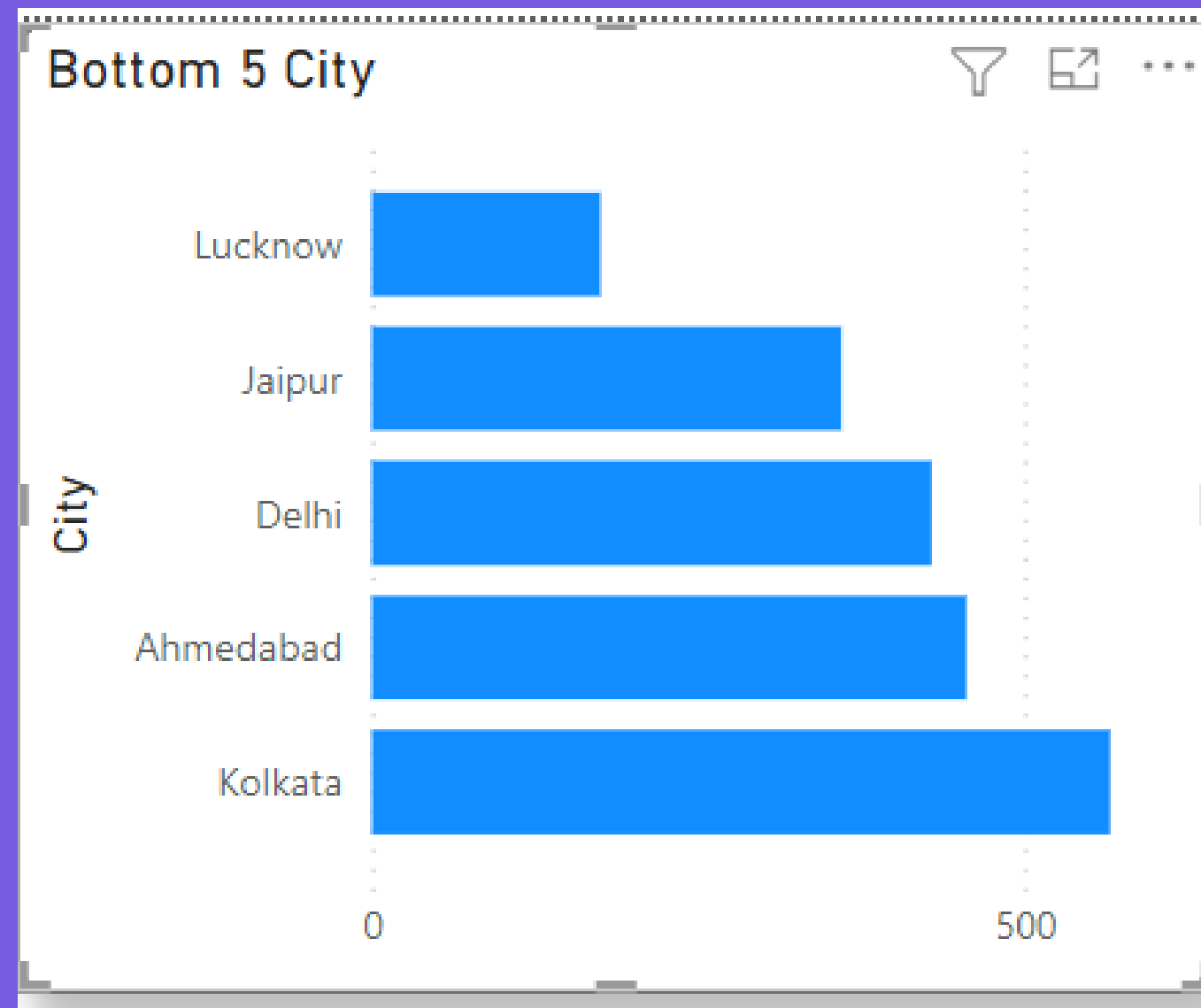
What do people think about our brand? (overall rating)



59% of our respondents think of us as neutral, 22% positive and 17% negative. So we need to work on our brand image.

Brand Penetration #2

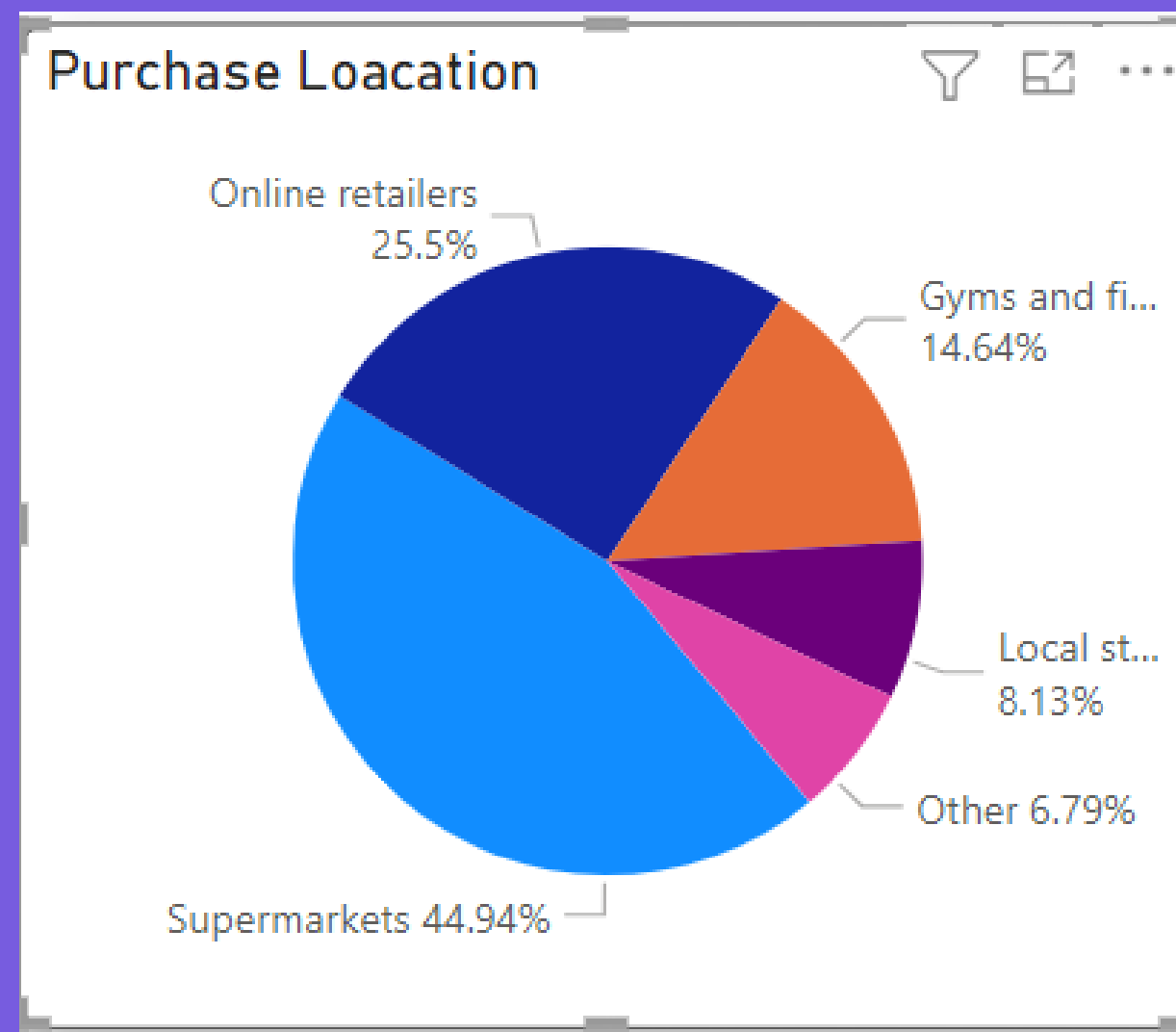
Which cities do we need to focus more on?



These are the bottom 5 cities we have less exposure so We need to find solution to penetrate these markets

Purchase Behavior #1

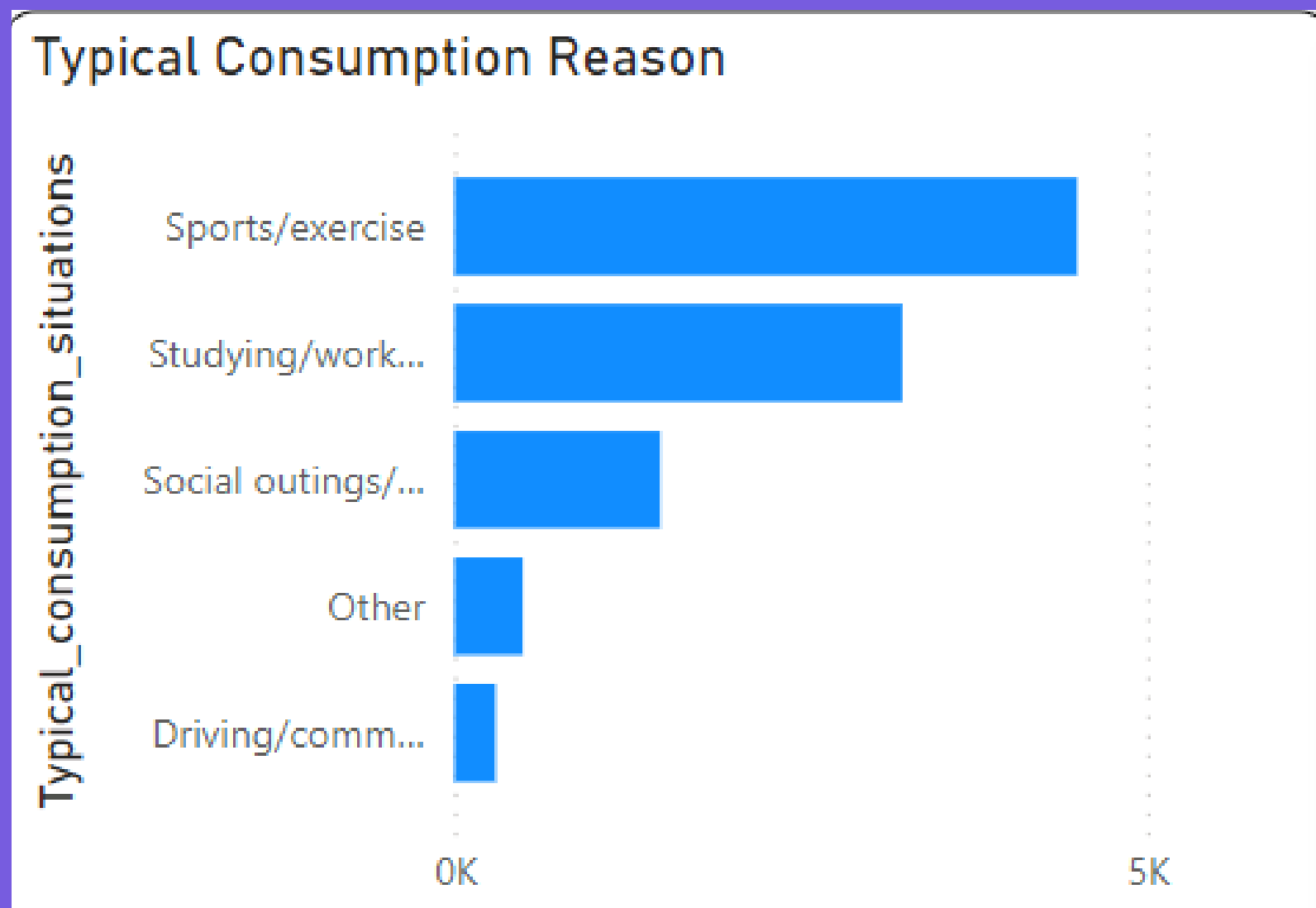
Where do respondents prefer to purchase energy drinks?



44% of our respondents prefer to buy our product from supermarkets. So we need to increase our products availability in the supermarkets

Purchase Behavior #2

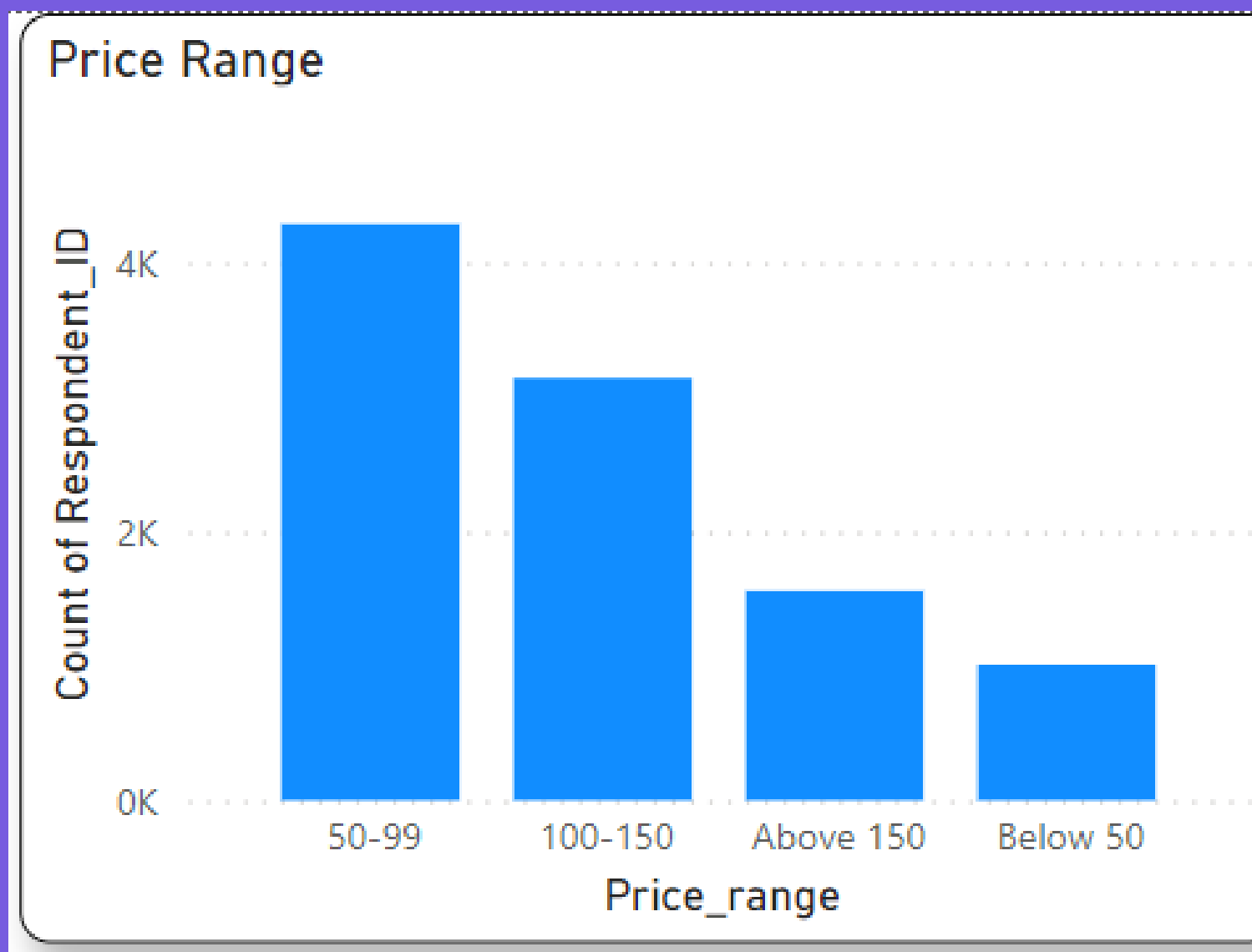
What are the typical consumption situations for energy drinks among respondents?



Majority of our respondents consumed our product for Sport and Exercise purpose. So maybe we should market our product as a sports drink

Purchase Behavior #3

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

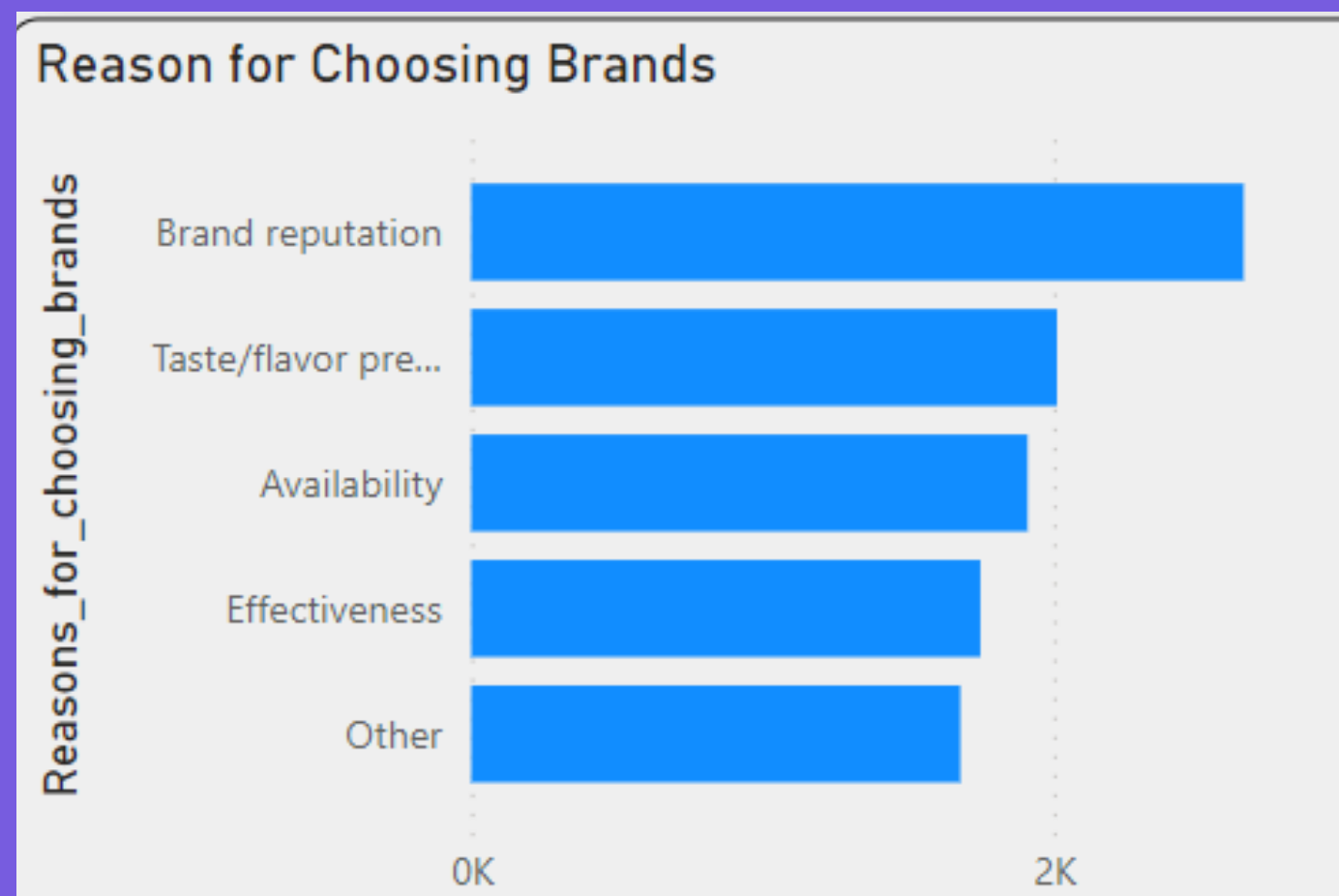


Price Range should be between 50 to 150 with various volume of bottles

Product Development

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

As brand reputation is a major purchase factor and average taste rating of our product is 3 out of 10 so We need to improve both and made sure our product is made available in the market



Average taste rating

3

Recommendations for CodeX

Give 5 recommendations for CodeX

- What immediate improvements can we bring to the product?
Improve the taste, increase brand awareness, introduce new range of flavors
- What should be the ideal price of our product?
50 to 150
- What kind of marketing campaigns, offers, and discounts we can run?
Not sure, open for any suggestion
- Who can be a brand ambassador, and why?
No idea
- Who should be our target audience, and why?
Age group between 19 to 30 as this group have more spending power and our marketing channels also align with them.

**Thank
You**