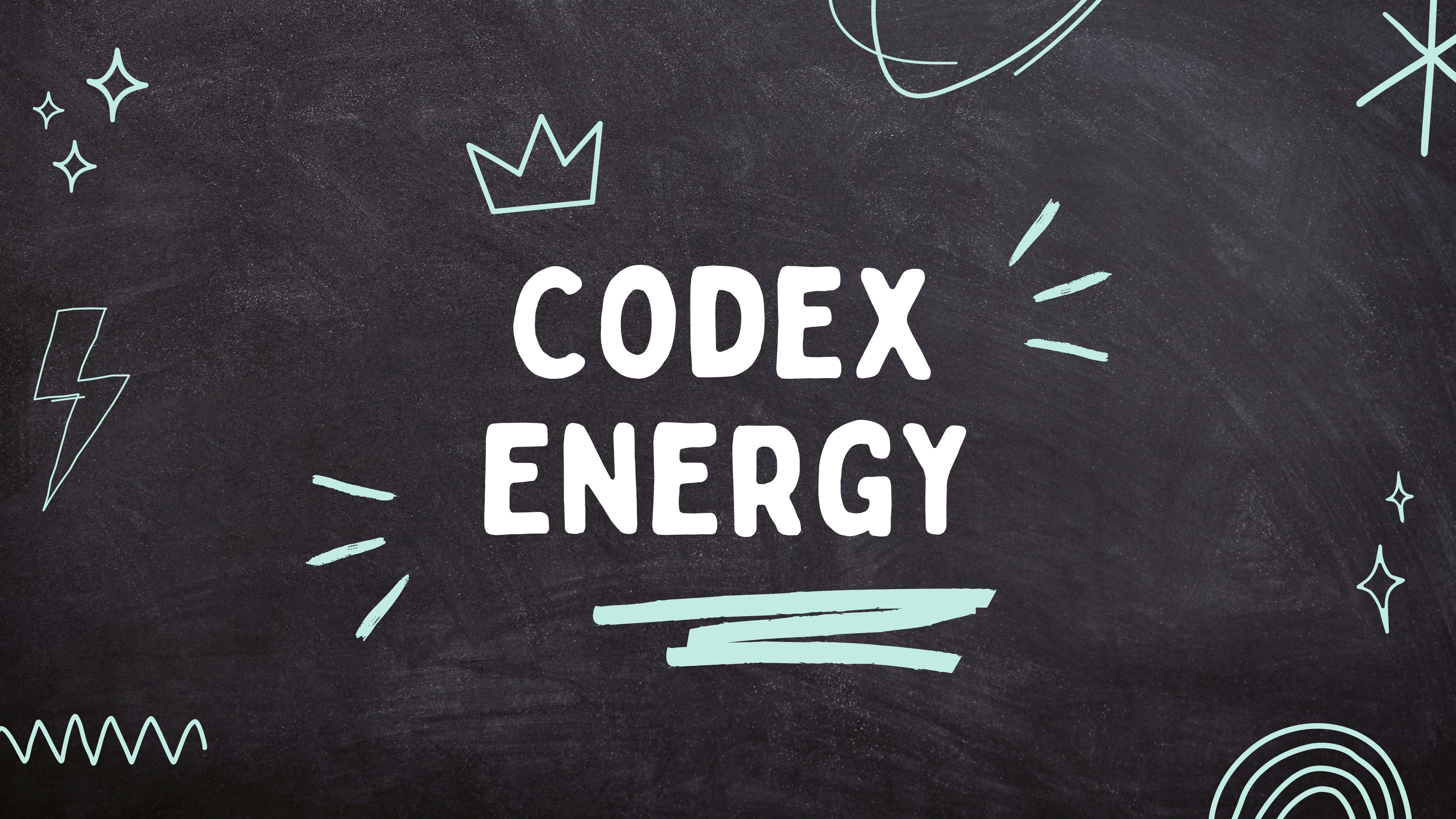


# CODEX ENERGY







# AGENDA



The Codex Energy Analysis project aims to explore consumer preferences and behaviors related to energy drinks across various demographics. By analyzing key factors such as age, gender, marketing effectiveness, and ingredient preferences, this project seeks to uncover insights that will inform marketing strategies and product development for energy drink brands. Through a series of targeted SQL queries, we aim to answer critical questions about consumer behavior, identify market leaders, and understand the primary factors influencing purchase decisions.





# GENDER WISE BAVERAGE PREFERENCE

```
2 • use codex_energy;  
3  
4 • select gender, count(*) as gender_count  
5     from dim_repondents  
6     group by gender;  
7
```

Result Grid     Filter Rows: <input data-bbox="2065 1313 2499 1403" type="text"/>		
	gender	gender_count
▶	Female	3455
	Male	6038
	Non-binary	507



# GENDER WISE FREQUENCY OF CONSUMPTION

```
8 • SELECT dr.gender, fr.consume_frequency, COUNT(fr.consume_frequency) AS frequency_count
9 FROM dim_repondents dr
10 JOIN fact_survey_responses fr
11 ON dr.respondent_id = fr.respondent_id
12 GROUP BY dr.gender, fr.consume_frequency
13 ORDER BY dr.gender, frequency_count DESC;
```

	gender	consume_frequency	frequency_count
	Female	2-3 times a week	1217
	Female	Rarely	662
	Female	Once a week	561
	Female	2-3 times a month	549
	Female	Daily	466
	Male	2-3 times a week	2094
	Male	Rarely	1186
	Male	Once a week	872



# FREQUENCY OF CONSUMPTION ACROSS SEPARATE AGE GROUPS

```
15 • select dr.age,fr.consume_frequency,count(fr.consume_frequency) as age_interest
16 from dim_repondents dr
17 join fact_survey_responses fr
18 on dr.respondent_id = fr.respondent_id
19 group by dr.age,fr.consume_frequency
20 order by dr.age,age_interest desc;
```

	age	consume_frequency	age_interest
▶	15-18	2-3 times a week	539
	15-18	Rarely	277
	15-18	Once a week	244
	15-18	2-3 times a month	232
	15-18	Daily	196
	19-30	2-3 times a week	1917
	19-30	Rarely	1088
	19-30	2-3 times a month	894



# POPULAR MARKETING CHANNELS AMONG YOUTH

```
-- Popular marketing channels among youth (15-30)
SELECT fr.marketing_channels, COUNT(fr.marketing_channels) AS channel_count
FROM dim_repondents dr
JOIN fact_survey_responses fr
ON dr.respondent_id = fr.respondent_id
WHERE dr.age = 15-18 or 19-30
GROUP BY fr.marketing_channels
ORDER BY channel_count DESC;
```

	marketing_channels	channel_count
►	Online ads	4020
	TV commercials	2688
	Outdoor billboards	1226
	Other	1225
	Print media	841



# INGREDIENTS PRIORITIZED BY CONSUMERS

```
31 -- Ingredients preferred by the consumers
32 • select fr.ingredients_expected, count(fr.respondent_id) as preferred_ingrident
33 from fact_survey_responses fr
34 group by fr.ingredients_expected;
```

	ingredients_expected	preferred_ingrident
▶	Guarana	1553
	Caffeine	3896
	Vitamins	2534
	Sugar	2017



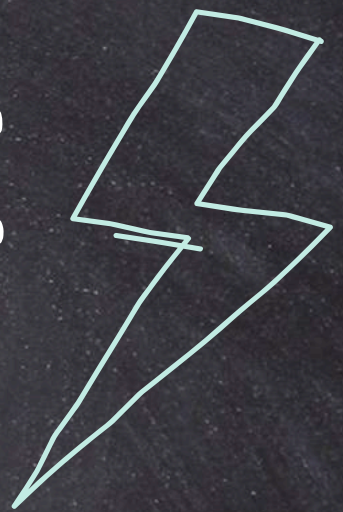
# PREFERRED CONTAINER

```
37 • select fr.packaging_preference, count(fr.respondent_id) as preferences
38    from fact_survey_responses fr
39    group by fr.packaging_preference
40    order by preferences desc;
```

	packaging_preference	preferences
▶	Compact and portable cans	3984
	Innovative bottle design	3047
	Collectible packaging	1501
	Eco-friendly design	983
	Other	485



# CURRENT MARKET LEADERS BASED ON THE SURVEY



```
43 • select fr.current_brands, count(fr.respondent_id) as Brand_specific_consumers
44 from fact_survey_responses fr
45 group by fr.current_brands
46 order by Brand_specific_consumers desc limit 1;
```

	current_brands	Brand_specific_consumers
►	Cola-Coka	2538





# CUSTOMER'S REASON TO CHOOSE ANY OTHER BRAND

```
49 • SELECT fr.Reasons_for_choosing_brands, COUNT(fr.respondent_id) AS reason_count
50 FROM fact_survey_responses fr
51 WHERE fr.current_brands <> 'Codex'
52 GROUP BY fr.Reasons_for_choosing_brands
53 ORDER BY reason_count DESC;
54
```

	Reasons_for_choosing_brands	reason_count
►	Brand reputation	2393
	Taste/flavor preference	1829
	Availability	1715
	Effectiveness	1572
	Other	1511



# CUSTOMERS GAINED FROM VARIOUS MARKETING CHENNELS FOR CODEX

```
56 • select fr.marketing_channels, count(respondent_id) as Codex_market_chain
57 from fact_survey_responses fr
58 where current_brands = 'codex'
59 group by fr.marketing_channels
60 order by codex_market_chain desc;
61
```

	marketing_channels	Codex_market_chain
►	Online ads	411
	TV commercials	261
	Outdoor billboards	119
	Other	116
	Print media	73



# MARKETING CHANNELS THAT GAIN CUSTOMERS FOR TOP BRANDS

How many customers do various marketing channels attract for top brands

```
63 • select fr.marketing_channels, count(respondent_id) as Codex_market_chain
64 from fact_survey_responses fr
65 where current_brands = 'cola-coka'
66 group by fr.marketing_channels
67 order by codex_market_chain desc;
68
```

	marketing_channels	Codex_market_chain
►	Online ads	1001
	TV commercials	669
	Outdoor billboards	343
	Other	293
	Print media	232



# PERCEPTION OF CODEX AS A BRAND

```
87 • SELECT
88     SUM(CASE WHEN fr.current_brands = 'codex' AND fr.brand_perception LIKE '%positive%' THEN 1 ELSE 0 END) AS positive,
89     SUM(CASE WHEN fr.current_brands = 'codex' AND fr.brand_perception LIKE '%negative%' THEN 1 ELSE 0 END) AS negative,
90     SUM(CASE WHEN fr.current_brands = 'codex' AND fr.general_perception LIKE '%Healthy%' THEN 1 ELSE 0 END) AS positiv
91     SUM(CASE WHEN fr.current_brands = 'codex' AND fr.general_perception LIKE '%dangerous%' THEN 1 ELSE 0 END) AS negat
92     SUM(CASE WHEN fr.current_brands = 'codex' AND fr.taste_experience LIKE '%5%' THEN 1 ELSE 0 END) AS positive_taste_
93     SUM(CASE WHEN fr.current_brands = 'codex' AND fr.taste_experience LIKE '%1%' THEN 1 ELSE 0 END) AS negative_taste_
94     COUNT(*) AS total_responses
95 FROM fact_survey_responses fr
96 WHERE
97     fr.current_brands = 'codex';
98
```

	positive_brand_perception	negative_brand_perception	positive_general_perception	negative_general_perception	positive_taste_experience	negative_taste_experience
▶	219	172	220	214	191	107

Result Grid



# LOCATIONS THAT ARE BEST SUITED FOR CODEX

```
99 • select fr.purchase_location, count(fr.respondent_id) as Location_preference
100 from fact_survey_responses fr
101 where fr.current_brands = 'codex'
102 group by purchase_location
103
```

Result Grid		Filter Rows:	Export:
	purchase_location	Location_preference	
▶	Supermarkets	436	
	Gyms and fitness centers	143	
	Local stores	87	
	Online retailers	248	
	Other	66	





# SOME IMMEDIATE FIXES

## QUICK FIXES

- More availability of the product in local stores and gyms for display, this would help in more word to word publicity.
- Targeted marketing towards little mature males in the age group of 19-30.

## LONG TERM FIXES

- work on brand perception using widely reached marketing channels like online ads and TV commercials.
- Develop a recipe more preferred by females of age group 19-45 and give that product a brand persona more befitting female customers.








# PRICE RANGE

- The price should be more competitive with other brands and should still be able to earn required amount of money, the price that the analysis propose is between RS 100- 140.
- Depending on seasons and discountsapplied the proce of the drink can be dropped upto RS 80.



# TARGET AUDIENCE AND BRAND AMBASSADOR

- As the target audience observed by the analysis is of the age group 19-30, the brand ambassador should be choosen such that he/she relates to the target audience and displays eneretic vibes all the time. Some of the suggestions would be: Neeraj chopra, Ranveer Singh, P.V. Sindhu and related stars.
- 
- 
- 



THANK  
YOU!

