

Cold Beverage Analysis: Insights

Bepsi

Blue Bull

CodeX

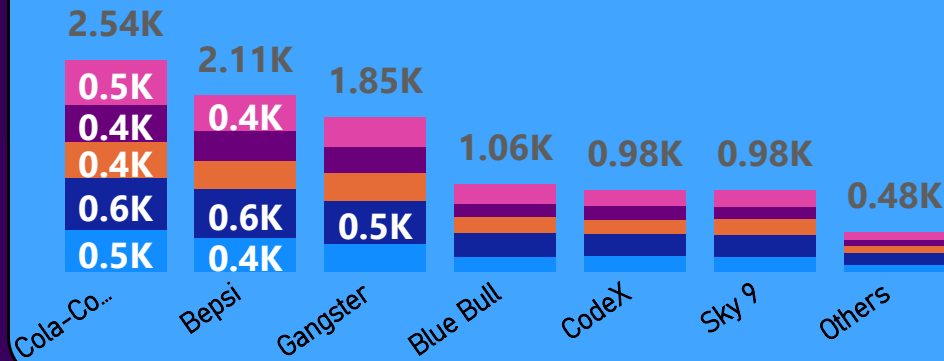
Cola-Coka

Gangster

Others

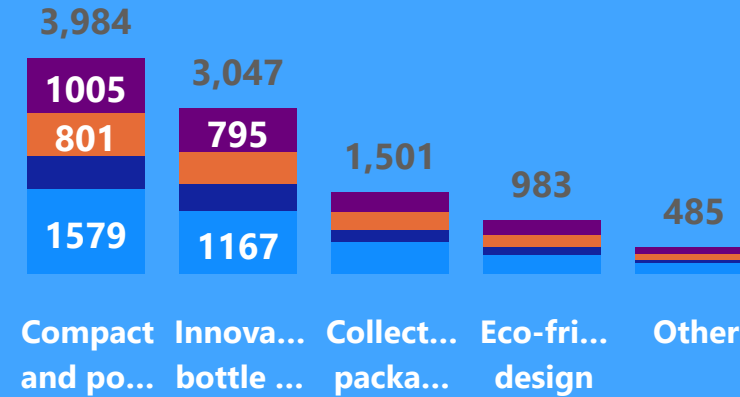
Brands

Availability Brand reput... Effectiveness Other Taste/flavor ...



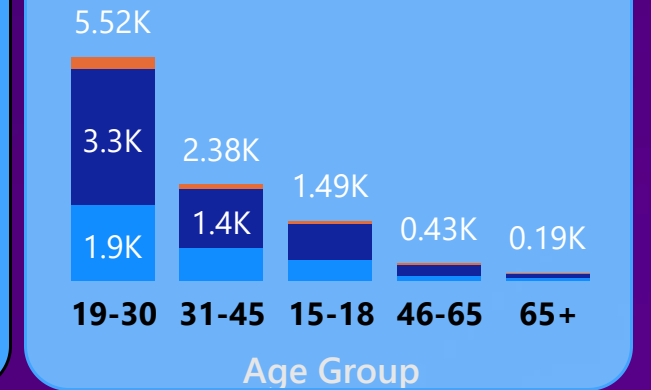
Packaging Wise Ingredients

Caffeine Guarana Sugar Vitamins



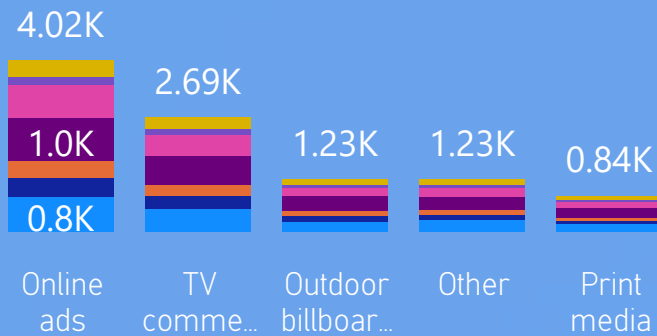
Gender Wise Age Group

Gender Female Male Non-binary

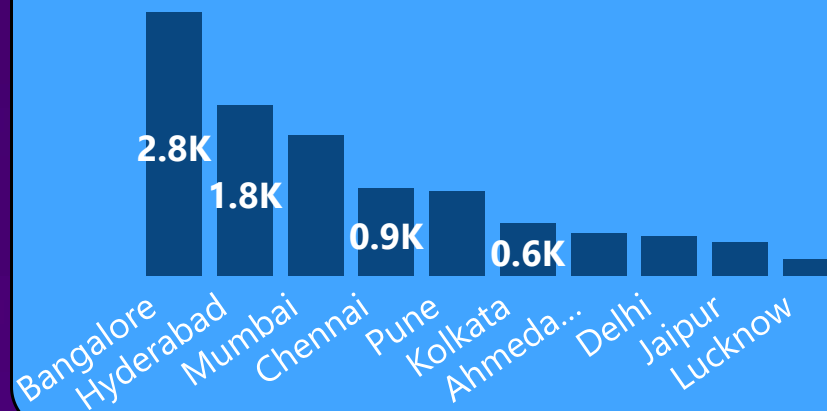


Marketing

Bepsi Blue Bull CodeX

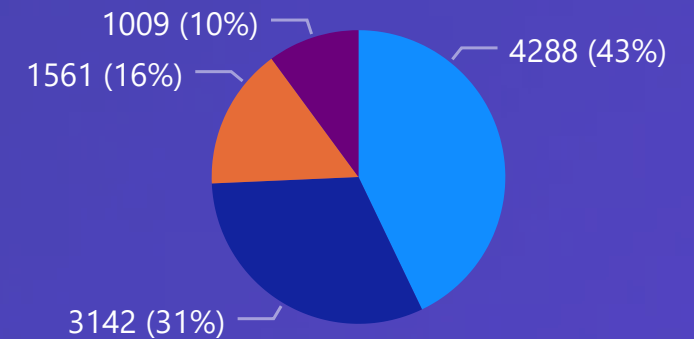


City Vs Sale



Price Range

50-99 100-150 Above 150 Below 50



Cold Beverage Analysis: Insights-2

Bepsi

Blue Bull

CodeX

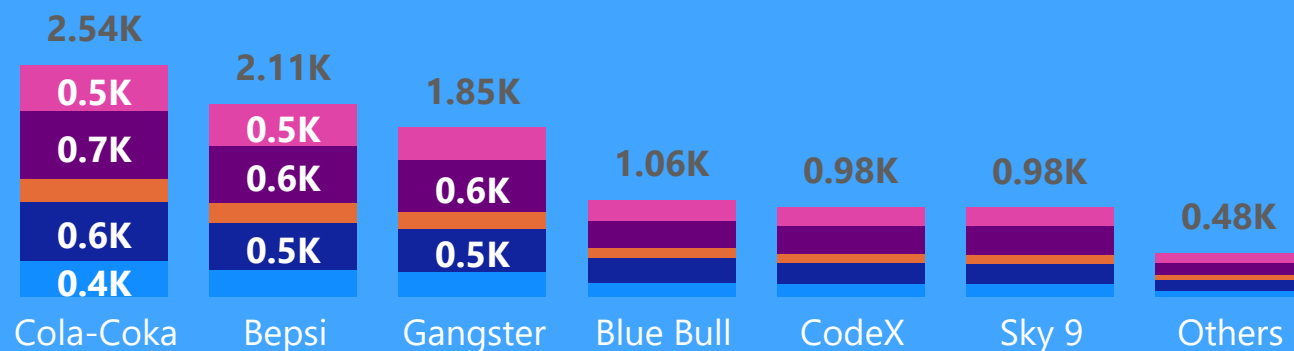
Cola-Coka

Brand and why it Prefer



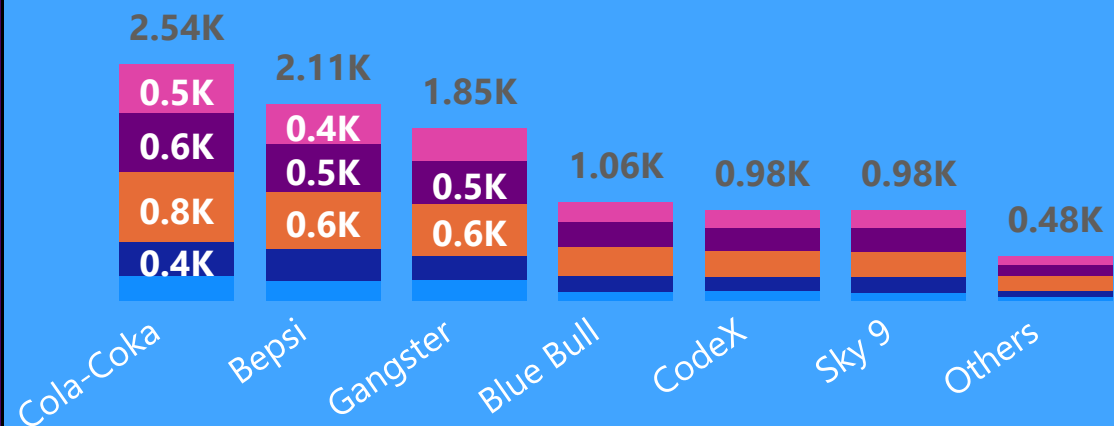
Need Improvement In Brand

● Healthier alternatives ● More natural ingredients ● Other ● Reduced sugar content ● Wider range of flavors



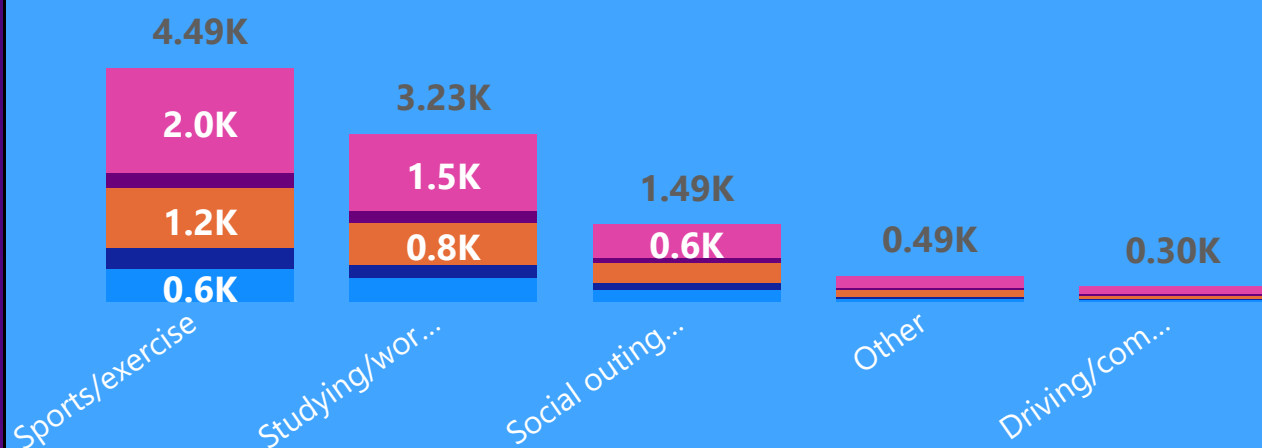
Rating of Brands

● 1 ● 2 ● 3 ● 4 ● 5



Consume Situation vs Purchase location

● Gyms and fitness centers ● Local stores ● Online retailers ● Other ● Supermarkets



Market Research and insights on Soft Drink

Immediate Improvement: You should **reduce the sugar level** in soft drink, add natural ingredients and wider Range of flavor. You should add caffeine as an ingredient and use Compact and portable cans or innovative bottle design for packing because 40% customers are preferred this type of packing. You also maintain your brand value and available your products on supermarket.

Price level: The ideal price should be in between **50 and 99 rupees** because 50% of the customers prefer this price.

Marketing: For marketing purpose you should focus on **online ads and TV commercial** because at around 70% of the customers come from these two sides. You should available your products on the supermarkets in Bangalore and Hyderabad because 50% of the customers are came from these two cities and you should capture on those two cities and specially those supermarkets which are beside the working field or any sports ground.

Brand ambassador: The Brand Ambassador should be a role model for majority of sport person because 50% of our customers consume this drink when they are doing sports activity and most of them are from 19-30 age group so our most of the customer are came from a sports background. So, the Brand Ambassador should be a sports person like **Virat Kohli** or any famous sport person from India.

Target Audience: Our target audience should be **19-30 age male** person from Bangalore, Hyderabad and Mumbai who are involved in sports or working activity.