



STRATEGIC MARKETING INSIGHTS FOR THE FOOD & BEVERAGE INDUSTRY

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BACKGROUND

introduction

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 in India. Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from 10k respondents.



My role was to analyze survey data from 10,000 participants and extract meaningful insights. This helped CodeX make informed marketing decisions, increase brand awareness, and enhance product development.

Who prefers energy drink more?

```
SELECT Gender, COUNT(respondent_ID) AS Count_of_pref  
FROM dim_repondents  
GROUP BY Gender ORDER BY Count_of_pref DESC;
```

Which age group prefers energy drinks more?

```
SELECT age, COUNT(respondent_ID) AS num_of_pref  
FROM dim_repondents  
GROUP BY age;
```





What are the preferred ingredients of energy drinks among respondents?

```
SELECT Ingredients_expected, COUNT(respondent_ID) AS Count_of_Response  
FROM fact_survey_responses  
GROUP BY Ingredients_expected;
```

What packaging preferences do respondents have for energy drinks?

```
SELECT Packaging_preference, COUNT(Respondent_ID) AS  
Count_of_Response  
FROM fact_survey_responses  
GROUP BY Packaging_preference  
ORDER BY Count_of_Response DESC;
```



Who are the current market leaders?

```
SELECT Current_brands, COUNT(Respondent_ID) AS Count_of_Response  
FROM fact_survey_responses GROUP BY Current_brands ORDER BY  
Count_of_Response DESC;
```

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

```
SELECT Reasons_for_choosing_brands, COUNT(Respondent_ID) AS  
Count_of_Response FROM fact_survey_responses GROUP BY  
Reasons_for_choosing_brands ORDER BY Count_of_Response DESC;
```



Which marketing channel can be used to reach more customers?

```
SELECT Marketing_channels, COUNT(Respondent_ID) AS Count_of_Response FROM  
fact_survey_responses  
GROUP BY Marketing_channels  
ORDER BY Count_of_Response DESC;
```



Where do respondents prefer to purchase energy drinks?

```
SELECT Purchase_location, COUNT(Respondent_ID) AS Count_of_Response  
FROM fact_survey_responses  
GROUP BY Purchase_location  
ORDER BY Count_of_Response DESC;
```



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

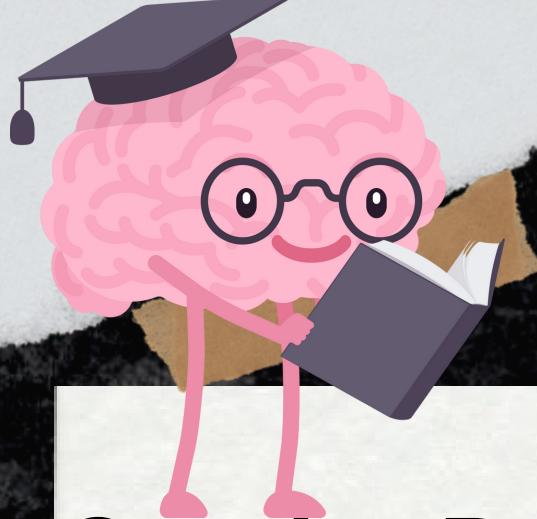
```
SELECT Typical_consumption_situations, COUNT(Respondent_ID) AS Count_of_Response  
FROM fact_survey_responses  
GROUP BY Typical_consumption_situations  
ORDER BY Count_of_Response DESC;
```



Which cities do we need to focus more on?

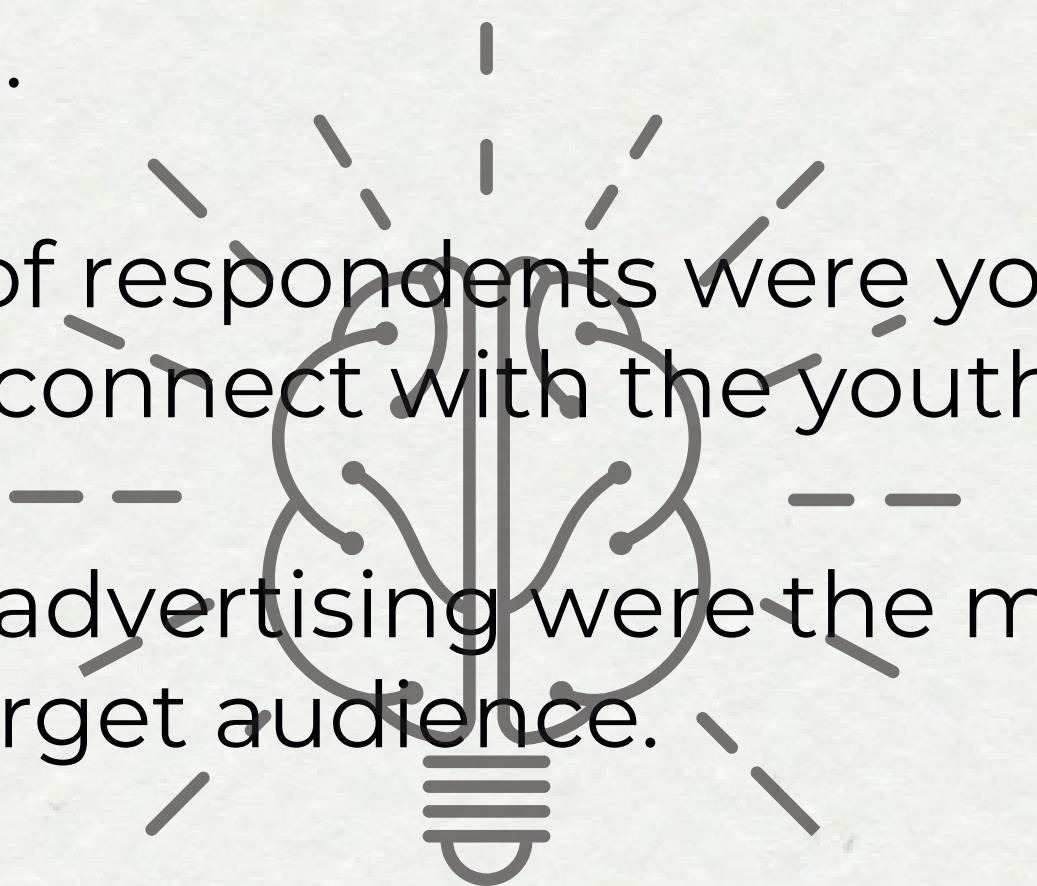
```
SELECT c.City, c.Tier, COUNT(r.Respondent_ID) AS Count_of_Response,  
ROUND((COUNT(r.Respondent_ID)/10000*100), 1) AS Percentage_of_Response FROM  
dim_cities c  
JOIN dim_repondents r ON c.city_id=r.city_id  
GROUP BY c.City, c.Tier  
ORDER BY Count_of_Response DESC;
```





INSIGHTS THAT CAN SHAPE CODEX'S MARKETING STRATEGY

Gender Dynamics: 60% of our customers identify as male, signaling a robust male consumer base.

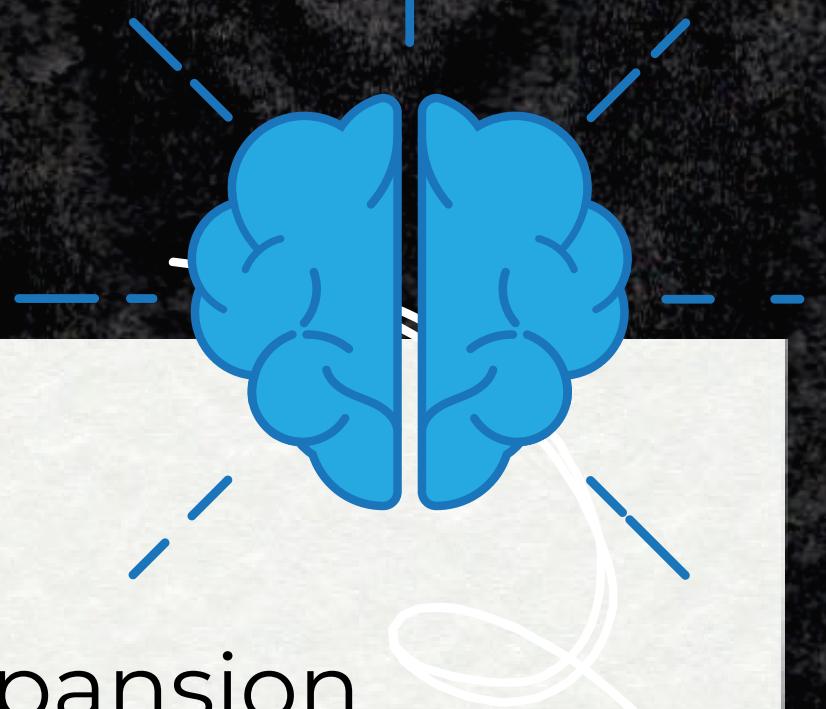


Youthful Connection: 56% of respondents were young people, presenting an excellent opportunity to connect with the youth.

Digital Dominance: Online advertising were the most effective and cost-efficient way to reach our target audience.

Ingredients Matter: Consumers express a clear preference for energy drinks featuring caffeine and natural ingredients. Aligning our product offerings with these desires ensures we stay in tune with market trends.

INSIGHTS THAT CAN SHAPE CODEX'S MARKETING STRATEGY



City Expansion: Tier 2 cities showed great potential for expansion.

Purchase Preferences: 45% preferred purchasing from supermarkets, while 25% preferred online channels.

Healthier Choices: The call for healthier options is evident, with consumers seeking reduced sugar and natural ingredients.



THANK
YOU

