

CODEX ENERGY DRINK

**Presented By:
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Fuel Your Best Moments



AGENDA

- Overview
- Objective
- Data, Requests & Tools
- Primary Insights
- Secondary Insights
-

OVERVIEW

- CodeX, a German beverage company, has launched an innovative energy drink in 10 cities across India, after conducting an extensive survey to understand consumer preferences and cater to their needs.
- By gathering valuable insights through the survey, CodeX aims to shape effective marketing strategies, increase brand awareness, and capture a significant share of the Indian beverage market.
- Committed to delivering refreshing and enjoyable experiences, CodeX combines German excellence with local preferences, ensuring that their energy drink resonates with the Indian consumers.



OBJECTIVE



1

Analyze the Data

2

Find Target Customers

3

Recommendations for
CodeX Energy Drink

1

Analyze the Data

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Recommendations for
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Analyze the Data

2

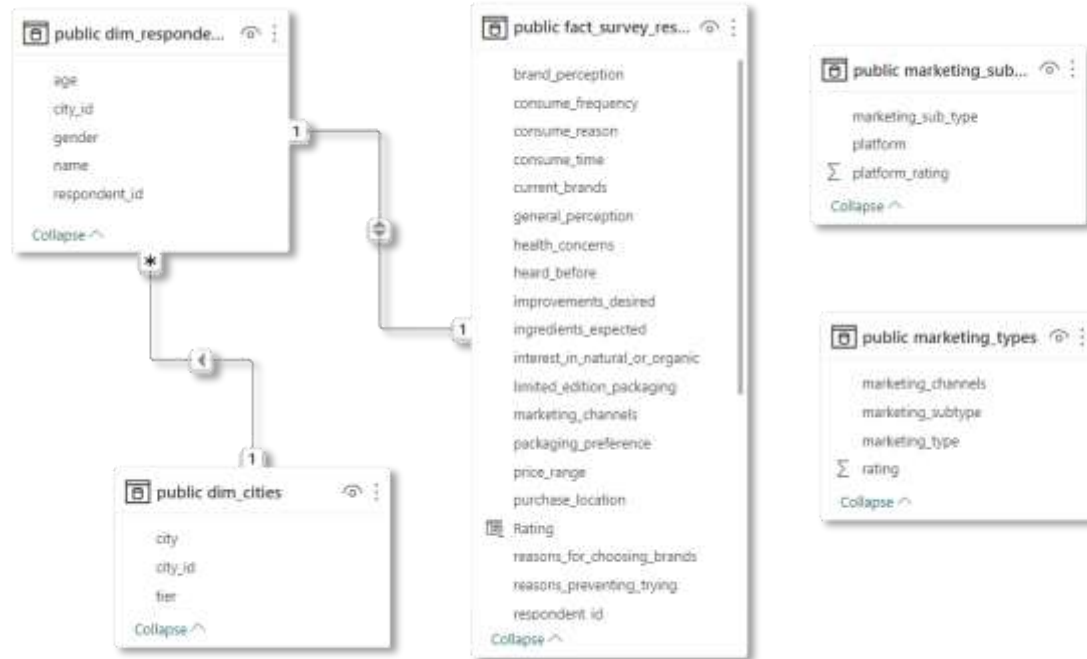
Find Target Customers

3

Recommendations for
CodeX Energy Drink



DATA, REQUESTS & TOOLS

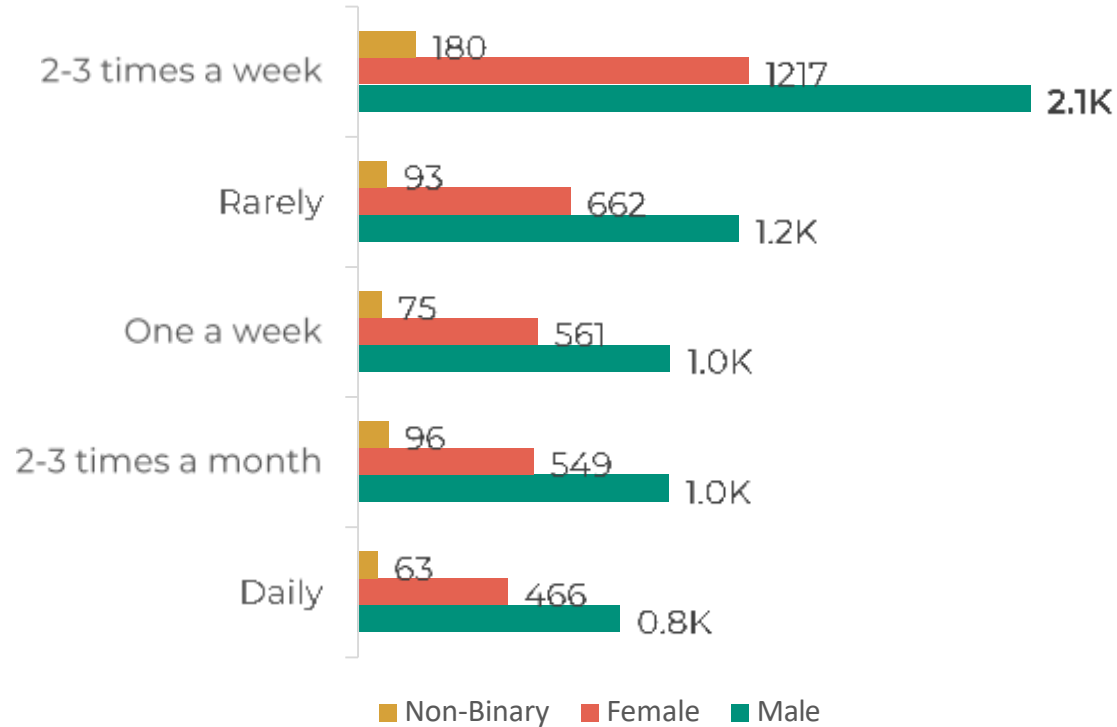


Excel
MySQL
Power BI

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

Male highly prefers energy drinks

Unique Respondents (in thousands)



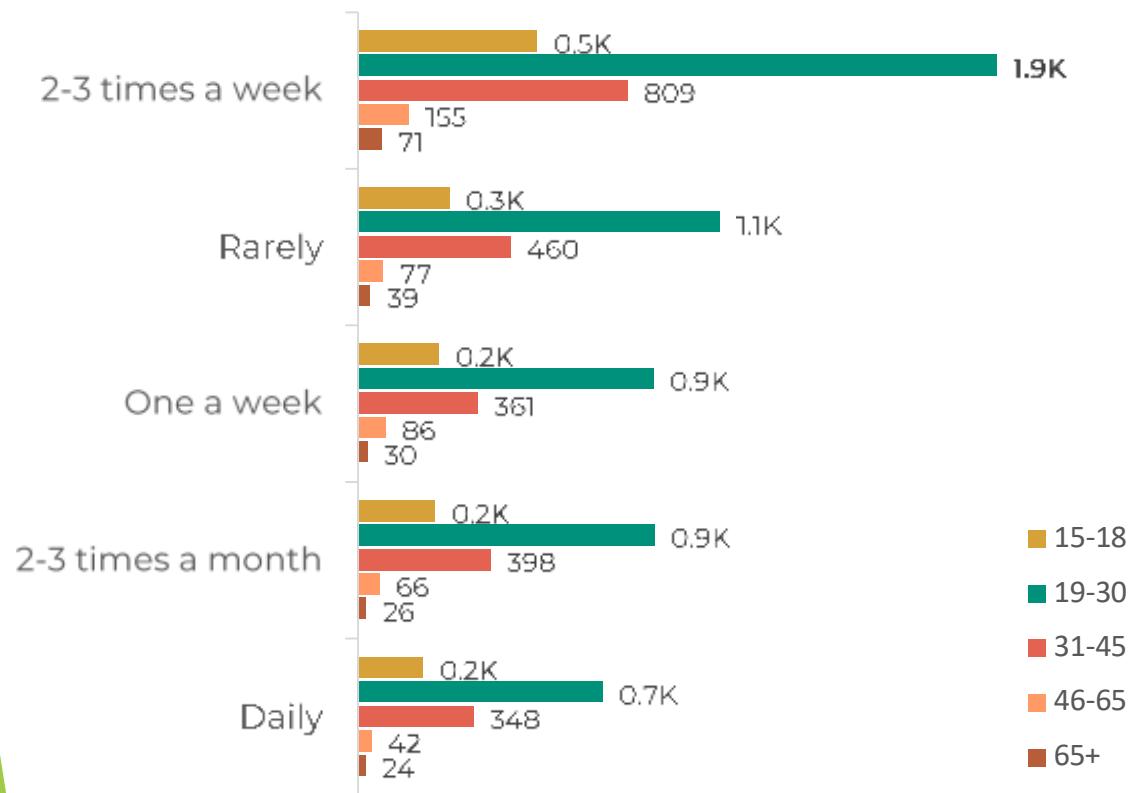
Insights:

Among the respondents, **2.1K males** show a high preference for the energy drink, consuming it at least **2-3 times a week**.

2. Which age group prefers energy drinks more?

19-30 Age Group: Top Energy Drink Consumers

Unique Respondents (in thousands)



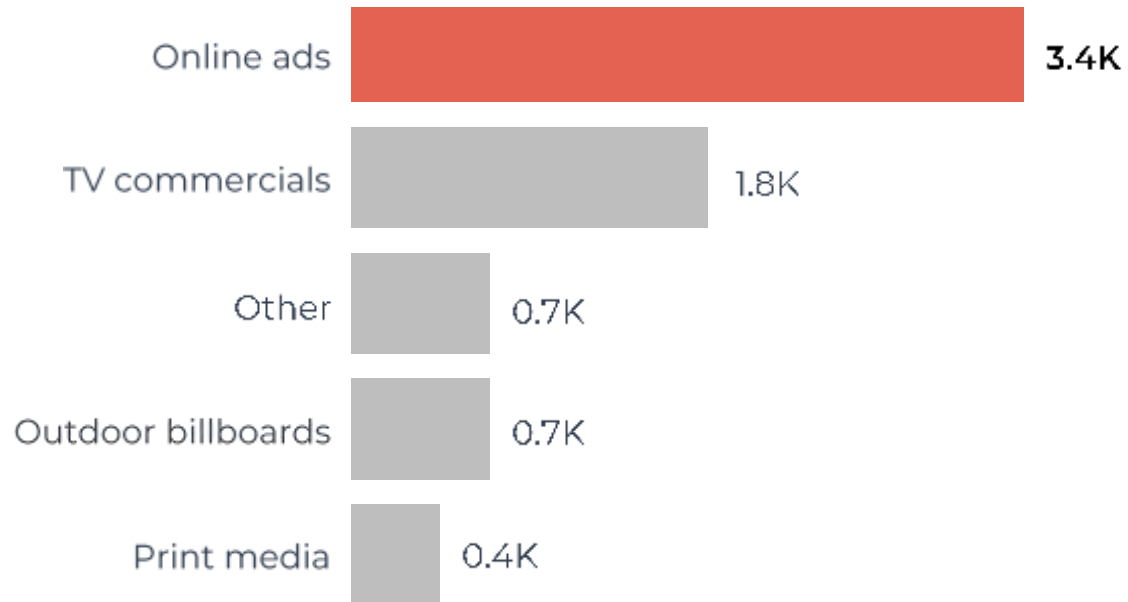
Insights:

The **19-30 age group** displays the highest preference for energy drinks, followed by the 31-45 and 15-18 age groups.

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

Online Ads: Youth's Top Choice

Unique Respondents of 15-30 age group (in thousands)



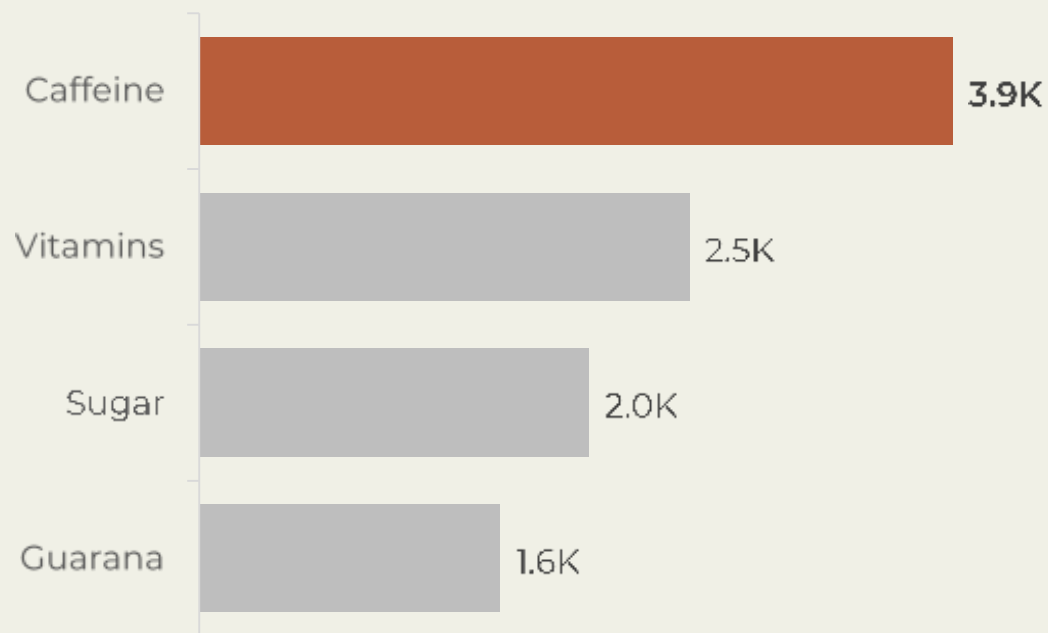
Insights:

Online ads effectively reach the youth aged 15-30, with TV commercials being the next effective marketing channel.

4. What are the preferred ingredients of energy drinks among respondents?

Caffeine: Energy Drink's Key Ingredient

Unique Respondents (in thousands)



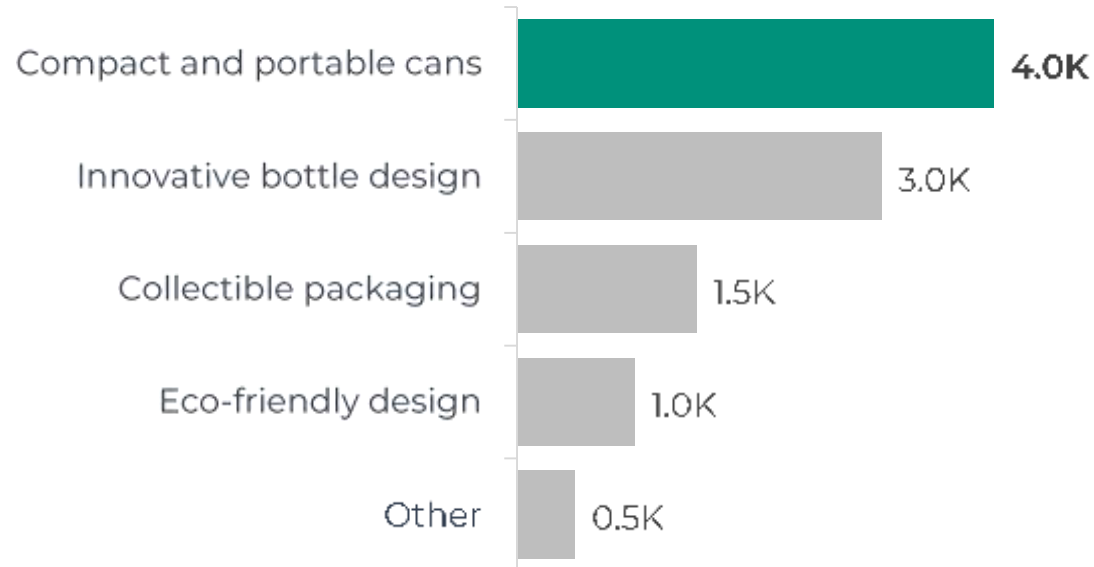
Insights:

Caffeine and vitamins are the preferred ingredients in energy drinks among the respondents.

5. What packaging preferences do respondents have for energy drinks?

Go-To Packaging: Compact Containers for Energy Drinks

Unique Respondents (in thousands)



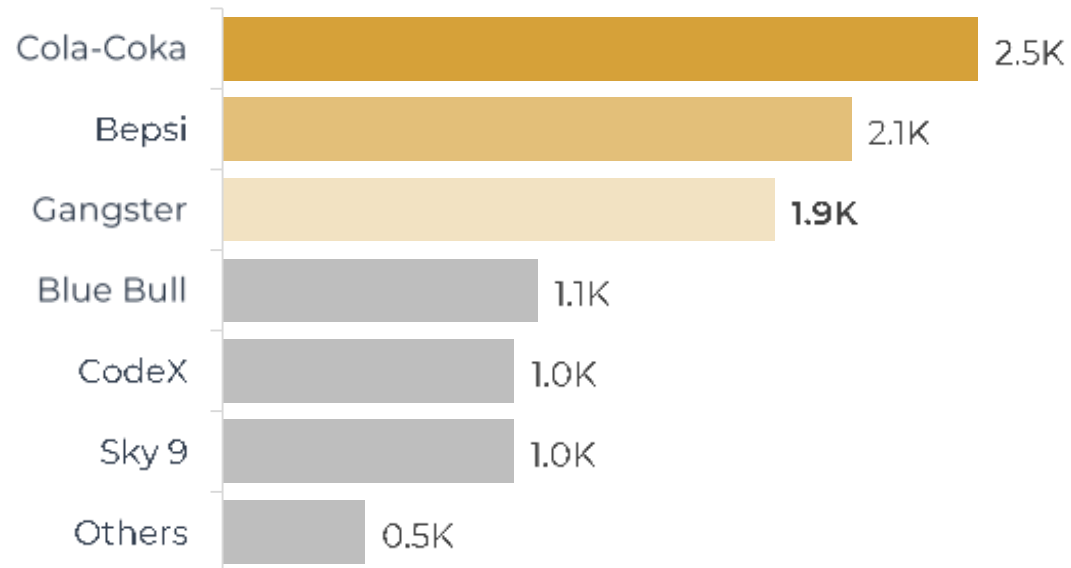
Insights:

Compact and portable cans are the top preferred packaging, followed by innovative bottle designs.

6. Who are the current market leaders?

Leading the Way: Cola-Coka, Bepsi, Gangster at the Top

Unique Respondents (in thousands)



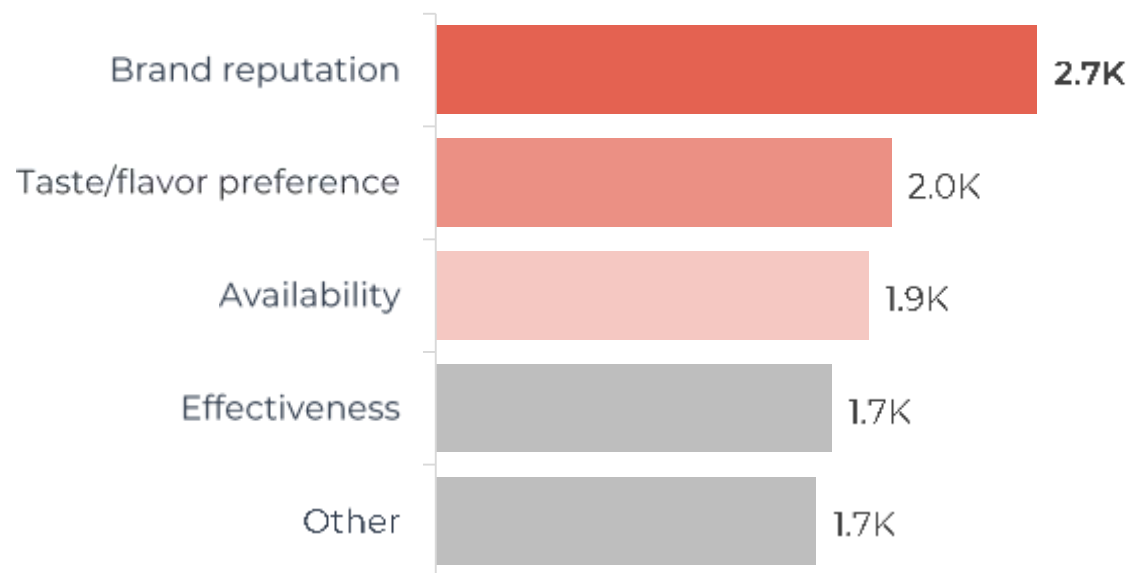
Insights:

Cola-Coka, Bepsi, and Gangster rank as the top three energy drink brands, while **CodeX** holds a position within the top five, showcasing its competitiveness in the market.

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

Preferred Brands: Reputation, Taste, and Accessibility Win Consumers

Unique Respondents (in thousands)



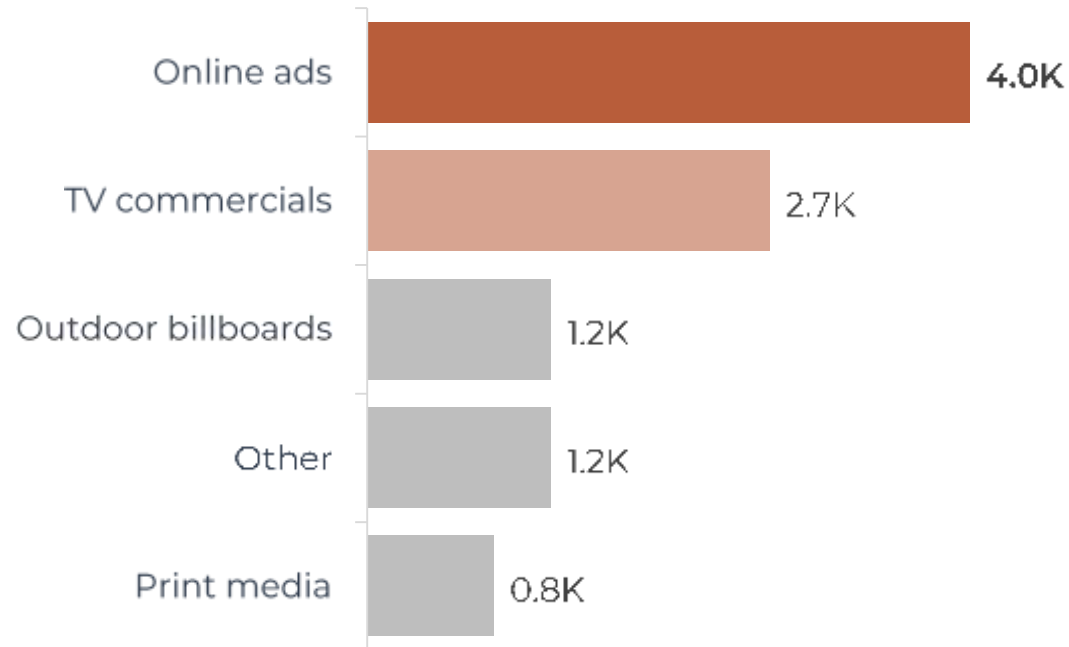
Insights:

Consumer preferences for energy drinks are influenced by brand reputation, a wide variety of flavors, and product availability.

8. Which marketing channel can be used to reach more customers?

Online Ads: Maximizing Customer Reach

Unique Respondents (in thousands)



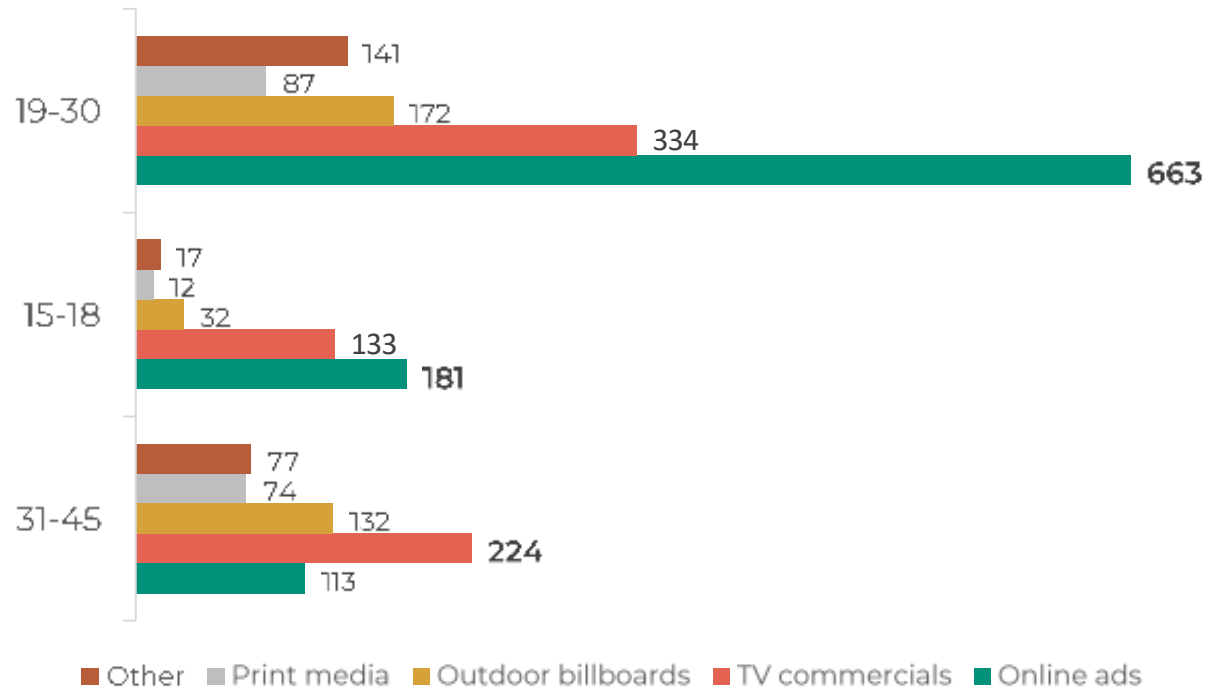
Insights:

Both **online ads** and **TV commercials** have extensive reach, making them effective marketing channels for promoting energy drinks.

9. How effective are different marketing strategies and channels in reaching our customers?(CodeX)

Effective Marketing: Online Ads and TV Commercials Take the Lead

Unique Male Respondents in Age Group 15-45 (in hundreds)



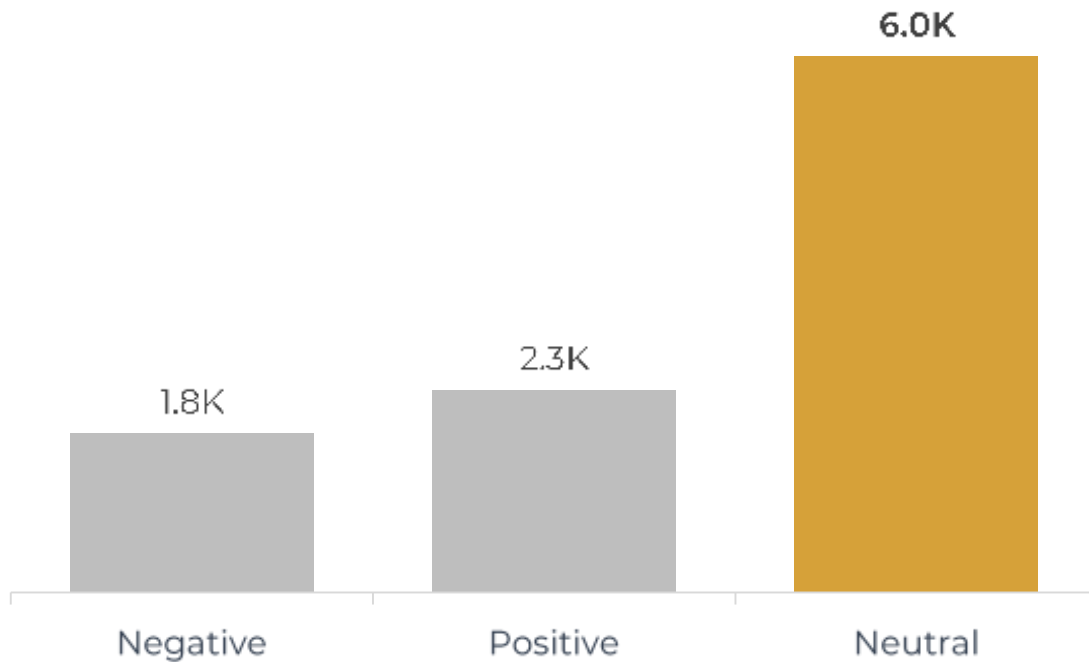
Insights:

Online ads resonate well with the 15-30 age group, while TV commercials prove to be more impactful for the 31-45 age group.

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

Brand Perception: Neutral Rating, Mixed Opinions

Unique Respondents (in thousands)



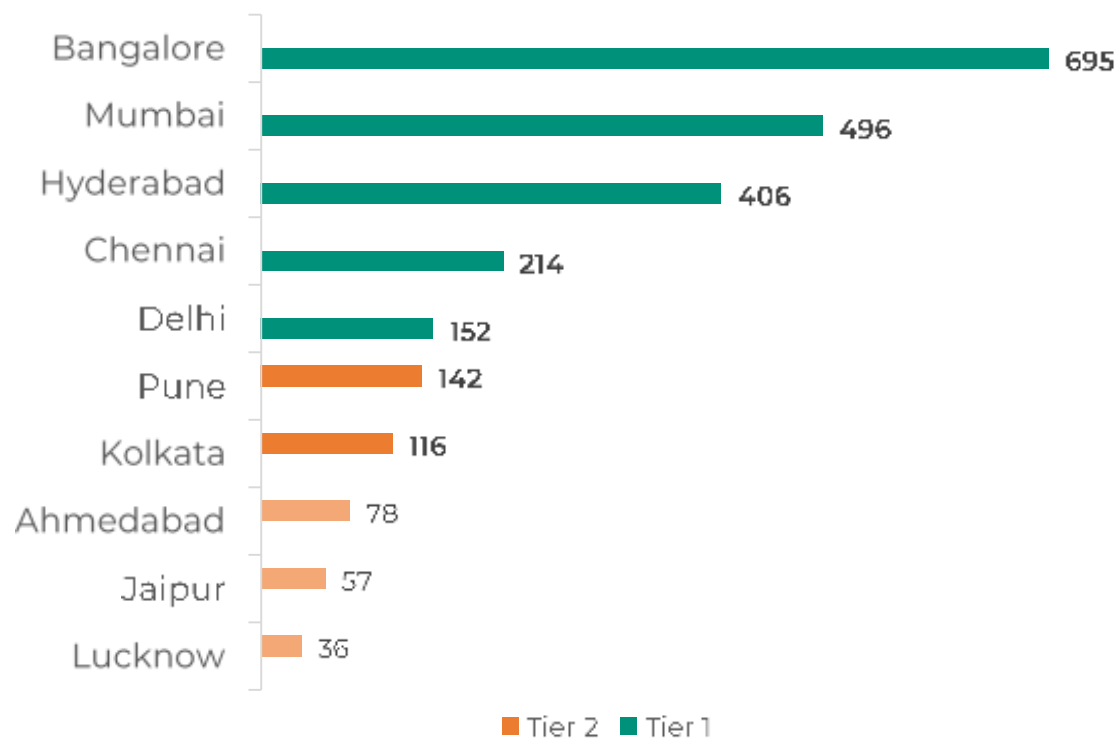
Insights:

Around **60%** of respondents gave mixed reviews, resulting in an overall '**Neutral**' brand rating. This indicates the need for improvement in various areas to shift the rating towards a more positive sentiment.

11. Which cities do we need to focus more on?

Targeting Cities: Tier 1 and 2 Hotspots for Brand Focus

Unique Male Respondents of Age Group 15-45 (in hundreds)



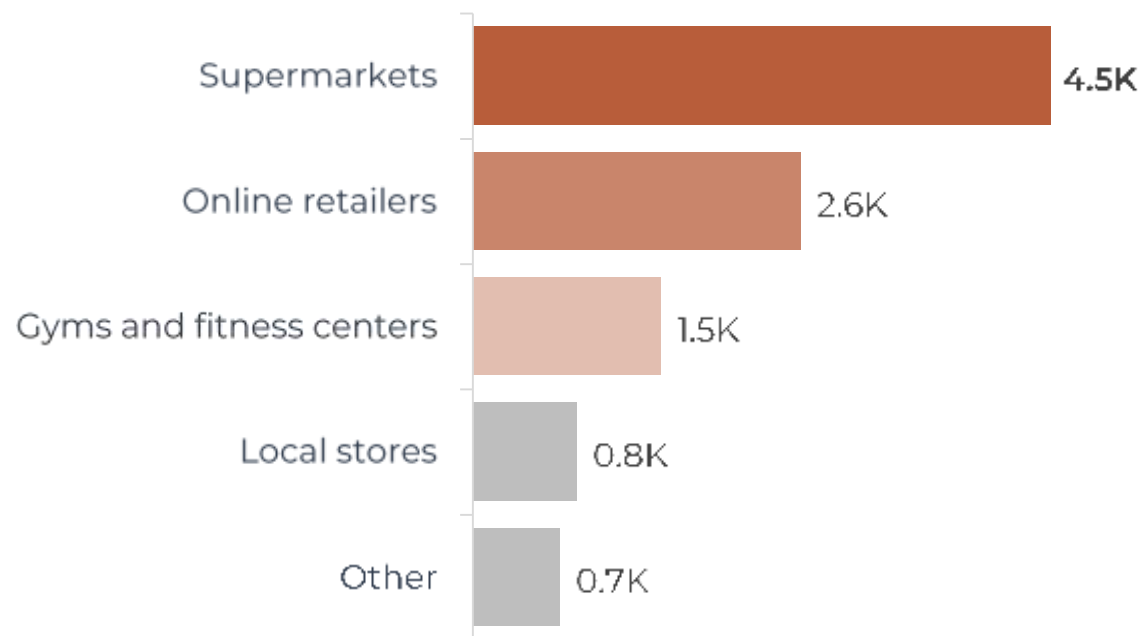
Insights:

It is advisable to focus on **Bangalore, Mumbai, Hyderabad, Chennai, Delhi** from tier 1 cities, along with **Pune** and **Kolkata** from tier-2 cities, as these locations demonstrate a higher concentration of target customers.

12. Where do respondents prefer to purchase energy drinks?

Retail Preference: Supermarkets as Preferred Energy Drink Outlets

Unique Respondents (in thousands)



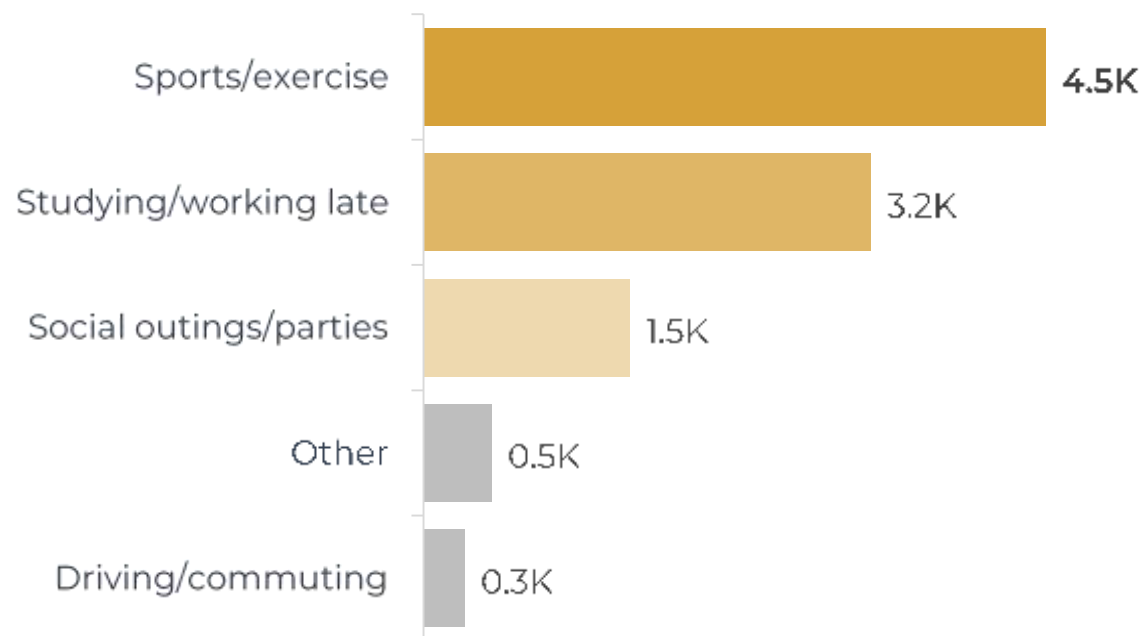
Insights:

Supermarkets are the preferred location for purchasing energy drinks, followed by **online retailers** and **gyms**, indicating the importance of ensuring availability in these key retail channels.

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

Energize and Excel: Typical Energy Drink Scenarios

Unique Respondents (in thousands)

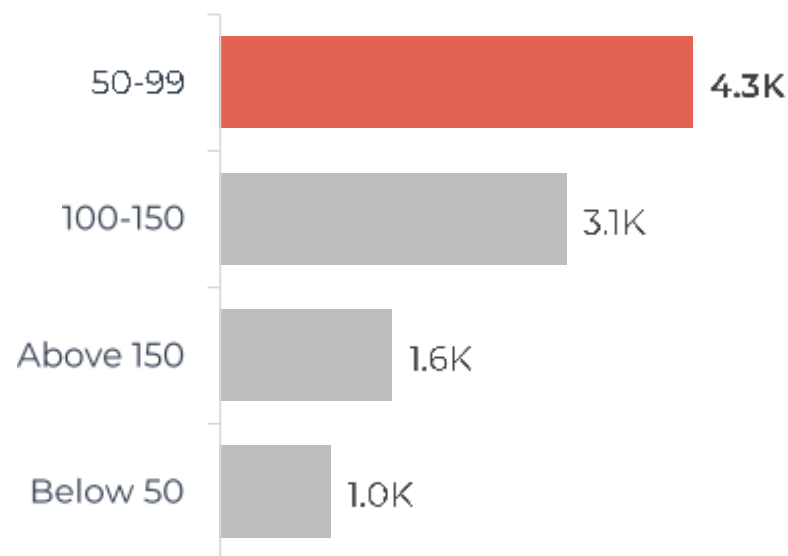


Insights:

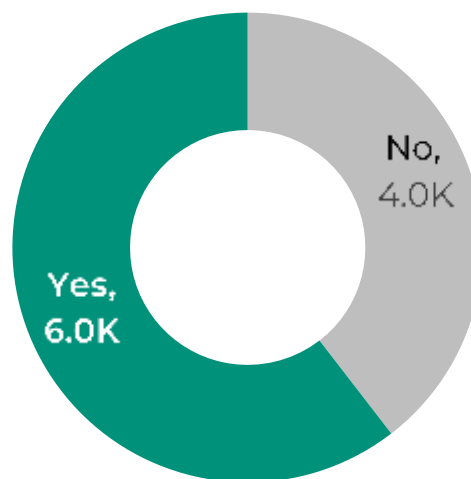
The top consumption situations for energy drinks include **sports and exercise**, **studying or working late**, and **social outings**, highlighting the diverse scenarios in which consumers seek an energy boost.

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

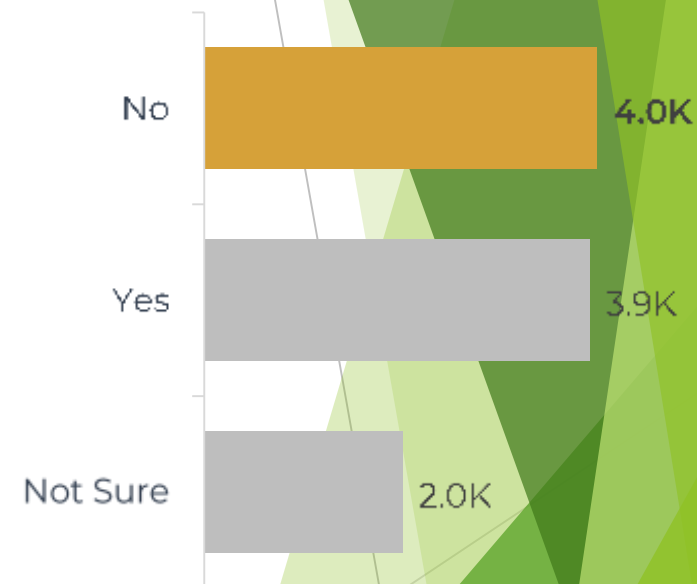
Price Range



Health Concerned



Limited Edition Packaging



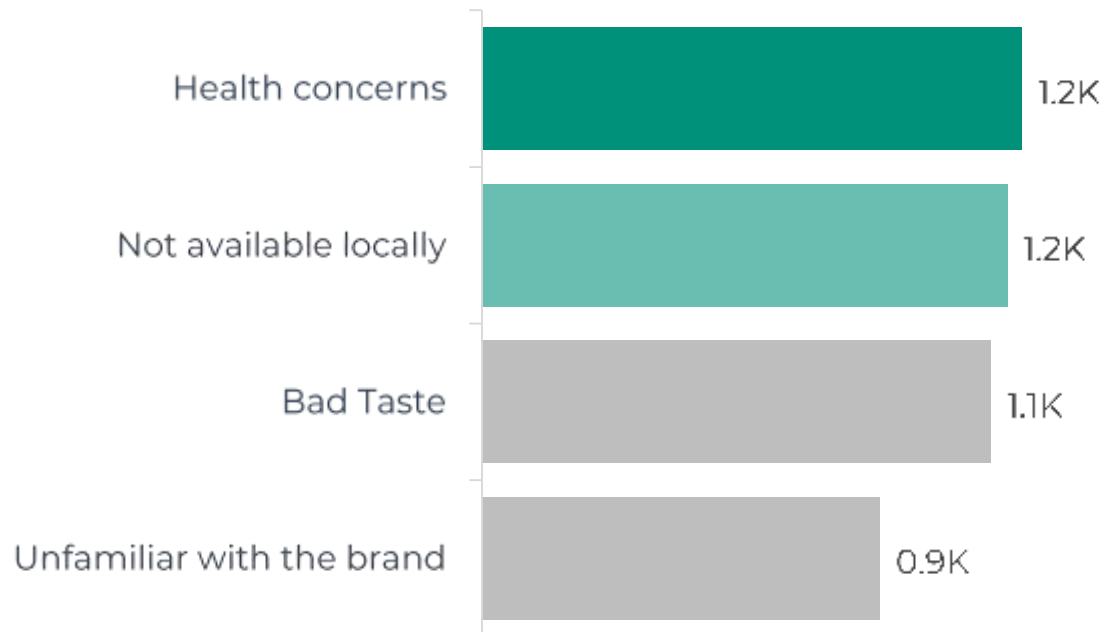
Insights:

Most consumers prefer to purchase energy drinks within the price range of **50-99rs**. Additionally, **60%** respondents prioritize their health, while about **40%** also show a preference for limited edition packaging.

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

Product Development Focus: Improving Taste and Accessibility, Addressing Health Concerns

Unique Respondents (in thousands)



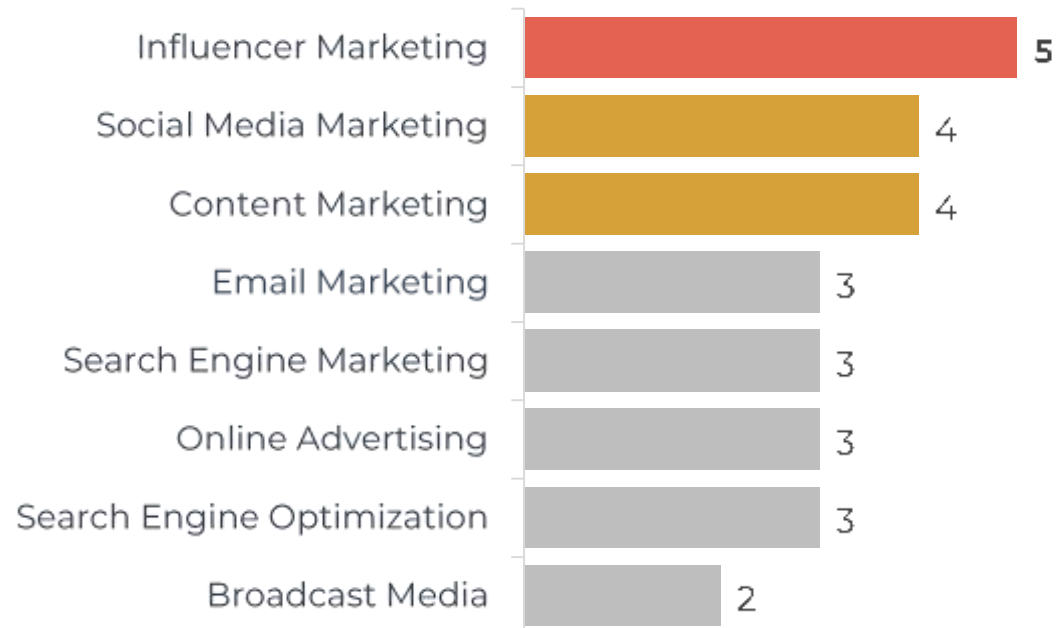
Insights:

The key areas of focus for product development should be **taste** improvement, ensuring widespread **availability**, and incorporating **health-conscious features** to cater to customer preferences and enhance the overall product experience.

16. What are the top marketing ways we can market our CodeX energy drink?

Marketing Power Trio: Influencers, Social Media, Engaging Content

Online Marketing Ways Rating



Insights:

Influencer marketing, social media marketing, and content marketing are the top three online marketing strategies

RECOMMENDATIONS

An illustration of a diverse group of eight people of various ages and ethnicities, smiling and looking towards the viewer. They are dressed in casual clothing.

WHO

A collection of social media icons including Instagram, Twitter, WhatsApp, and a red 'N' logo, all set against a blue background.

WHERE

A 3D rendering of a pink and orange can of Codex Energy Drink, tilted diagonally. The can has 'CODEX ENERGY' in black and 'Drink' in blue. A blue starburst graphic is behind it.

HOW

We should target males, aged 15-45 years. Our aim is to reach our audience in major cities in tier 1 and 2 like Bangalore, Mumbai, Hyderabad, Chennai, Delhi, Pune, Kolkata.

Our target customers consist of two distinct groups: individuals who engage in sports and exercise activities, and those who are dedicated to studying or working late hours. They are seeking a refreshing energy drink to support their active and demanding lifestyles.

To successfully market our drink, we need to target health-conscious individuals who prioritize their well-being. By effectively engaging this audience, we can build brand loyalty and capture a significant share of the market.



Target customers prefer online ads and lead active lifestyles, making influencer marketing on social media a key strategy to reach them.

We'll build a vibrant brand community through social media, online ads, and TV commercials, while also organizing sports events to engage customers during physical activities.

To amplify our marketing, a prominent sport or athlete with a strong social media presence will serve as a brand ambassador, connecting with our target audience of age 15-45.



To market our drink effectively, we need to make it affordable within the preferred price range of 50-99rs, establishing it as a go-to option for customers.

To market our drink effectively, prioritize eco-friendly packaging, offer diverse flavors, highlight caffeine for an instant energy boost, and provide organic/healthy options.

To enhance marketing efforts, we can create limited edition drinks tied to trends, enticing customers to collect and try our energy drinks.



HOW

THANK YOU



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