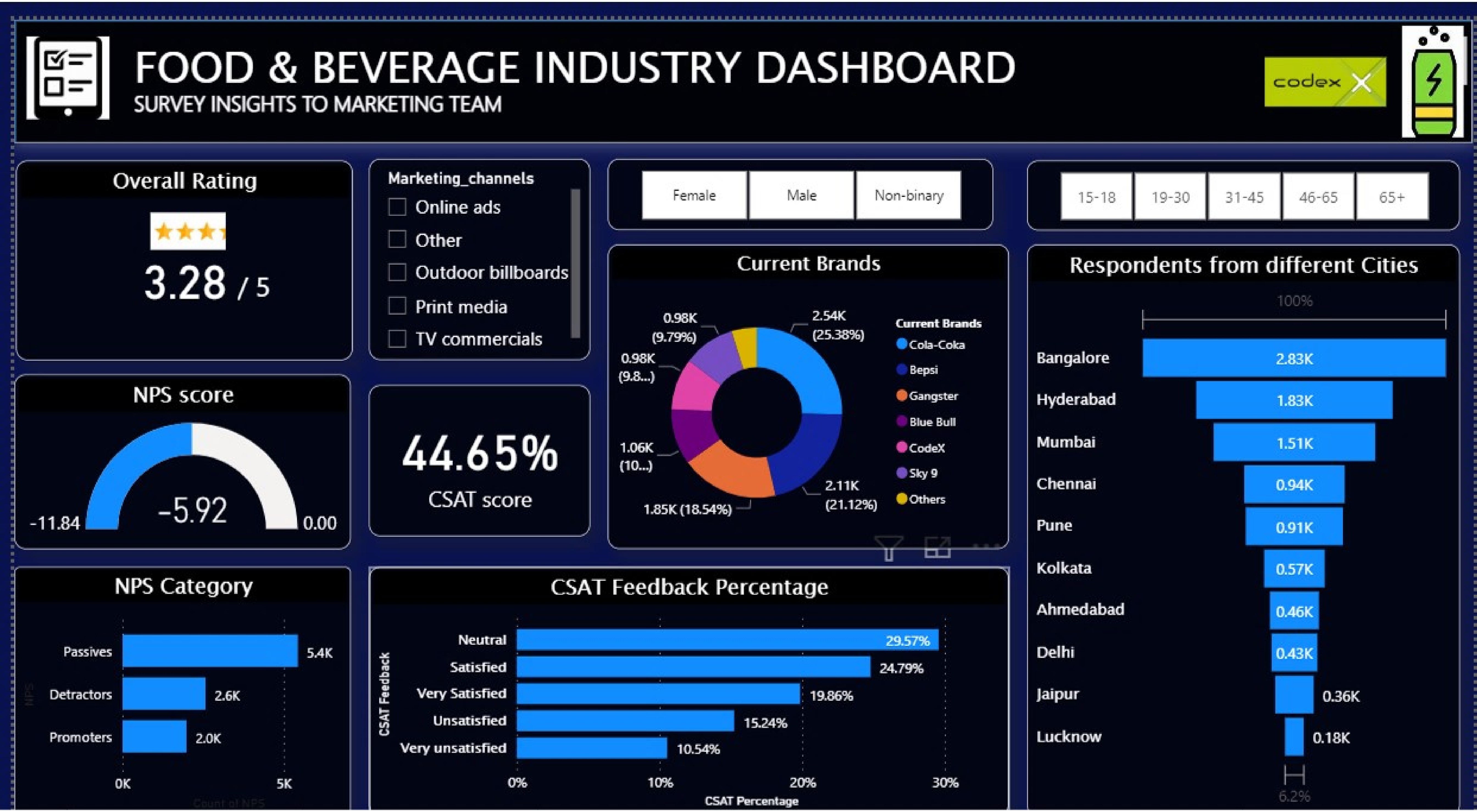
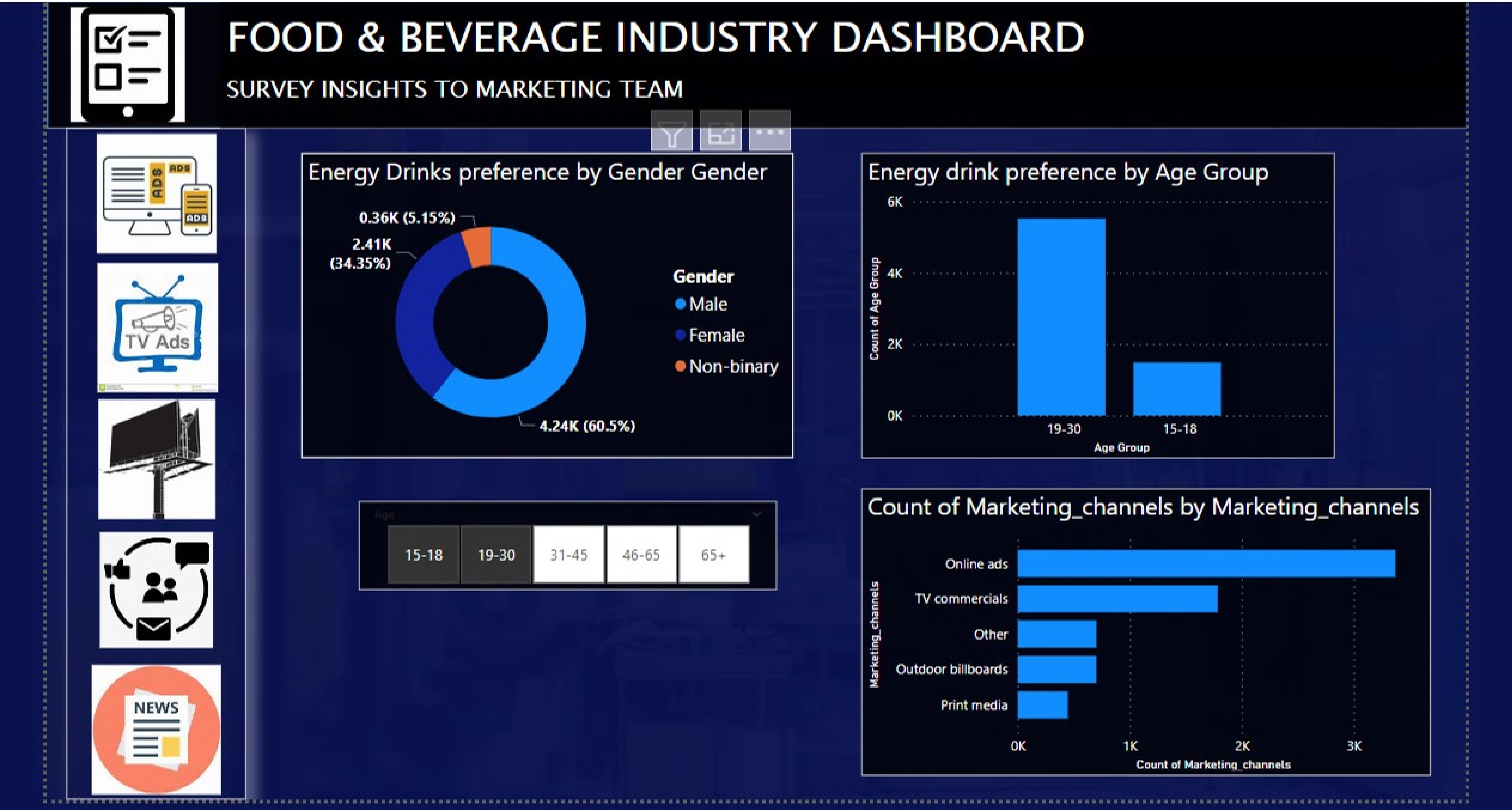
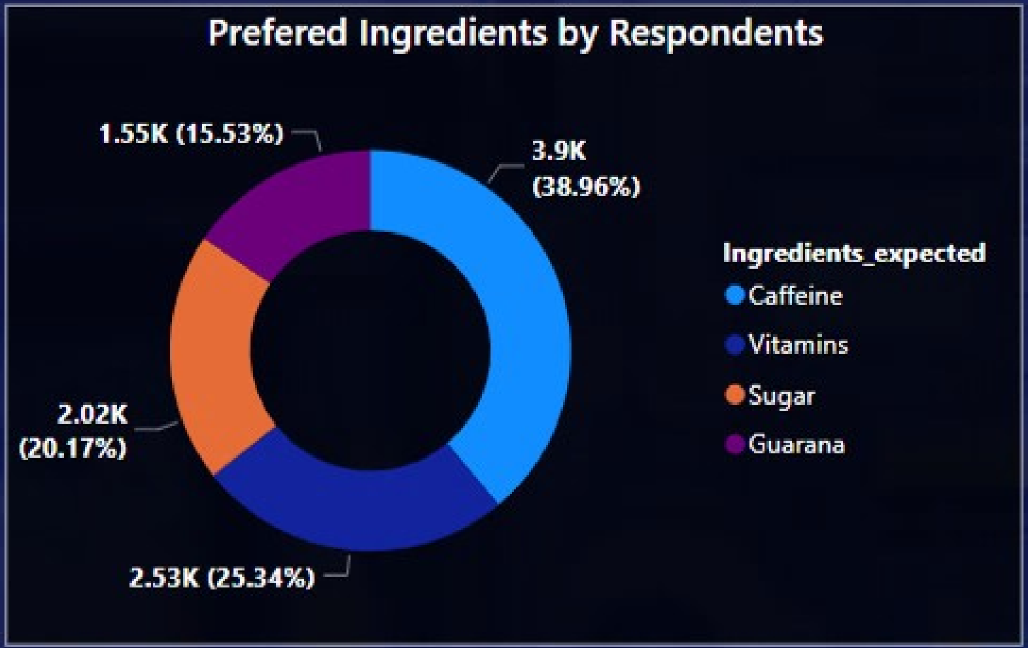
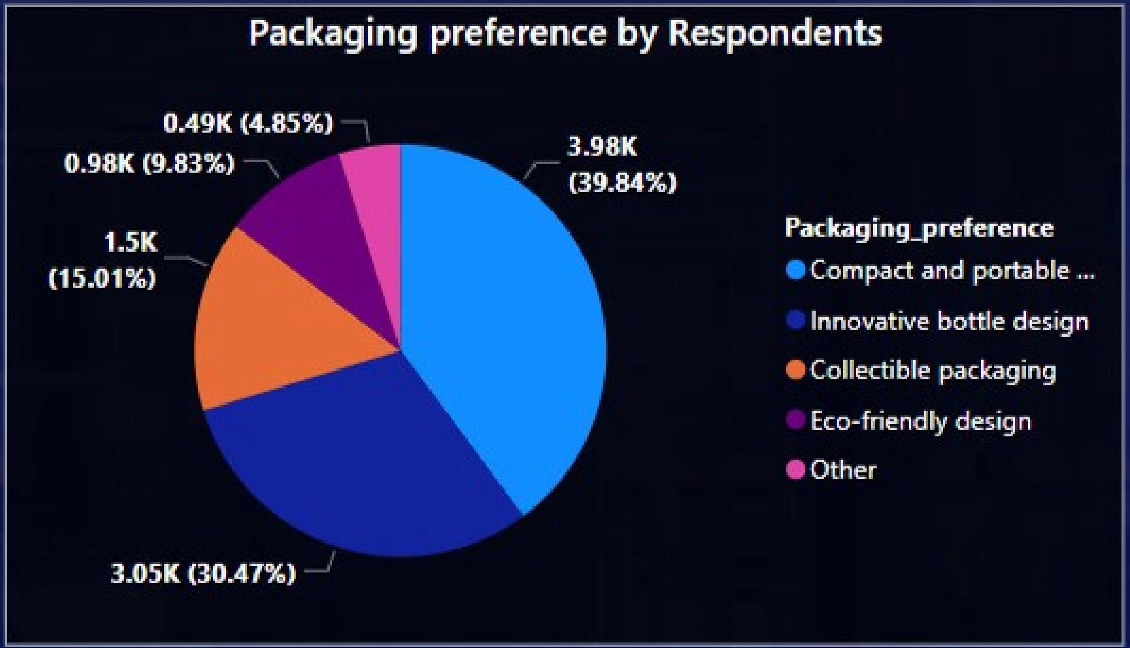

FOOD & BEVERAGE INDUSTRY DASHBOARD
SURVEY INSIGHTS TO MARKETING TEAM
codex
Overall Rating
3.28 / 5
Marketing_channels
Online ads
Other
Outdoor billboards
Print media
TV commercials
Female
Male
Non-binary
15-18
19-30
31-45
46-65
65+
NPS score
-11.84
-5.92
0.00
44.65%
CSAT score
Current Brands
0.98K (9.79%)
0.98K (9.8...)
1.06K (10...)
1.85K (18.54%)
2.54K (25.38%)
2.11K (21.12%)
Current Brands
Cola-Coka
Bepsi
Gangster
Blue Bull
CodeX
Sky 9
Others
Respondents from different Cities
100%
Bangalore 2.83K
Hyderabad 1.83K
Mumbai 1.51K
Chennai 0.94K
Pune 0.91K
Kolkata 0.57K
Ahmedabad 0.46K
Delhi 0.43K
Jaipur 0.36K
Lucknow 0.18K
6.2%
NPS Category
Passives 5.4K
Detractors 2.6K
Promoters 2.0K
0K
5K
CSAT Feedback Percentage
CSAT Feedback
Neutral 29.57%
Satisfied 24.79%
Very Satisfied 19.86%
Unsatisfied 15.24%
Very unsatisfied 10.54%
0%
10%
20%
30%
CSAT Percentage

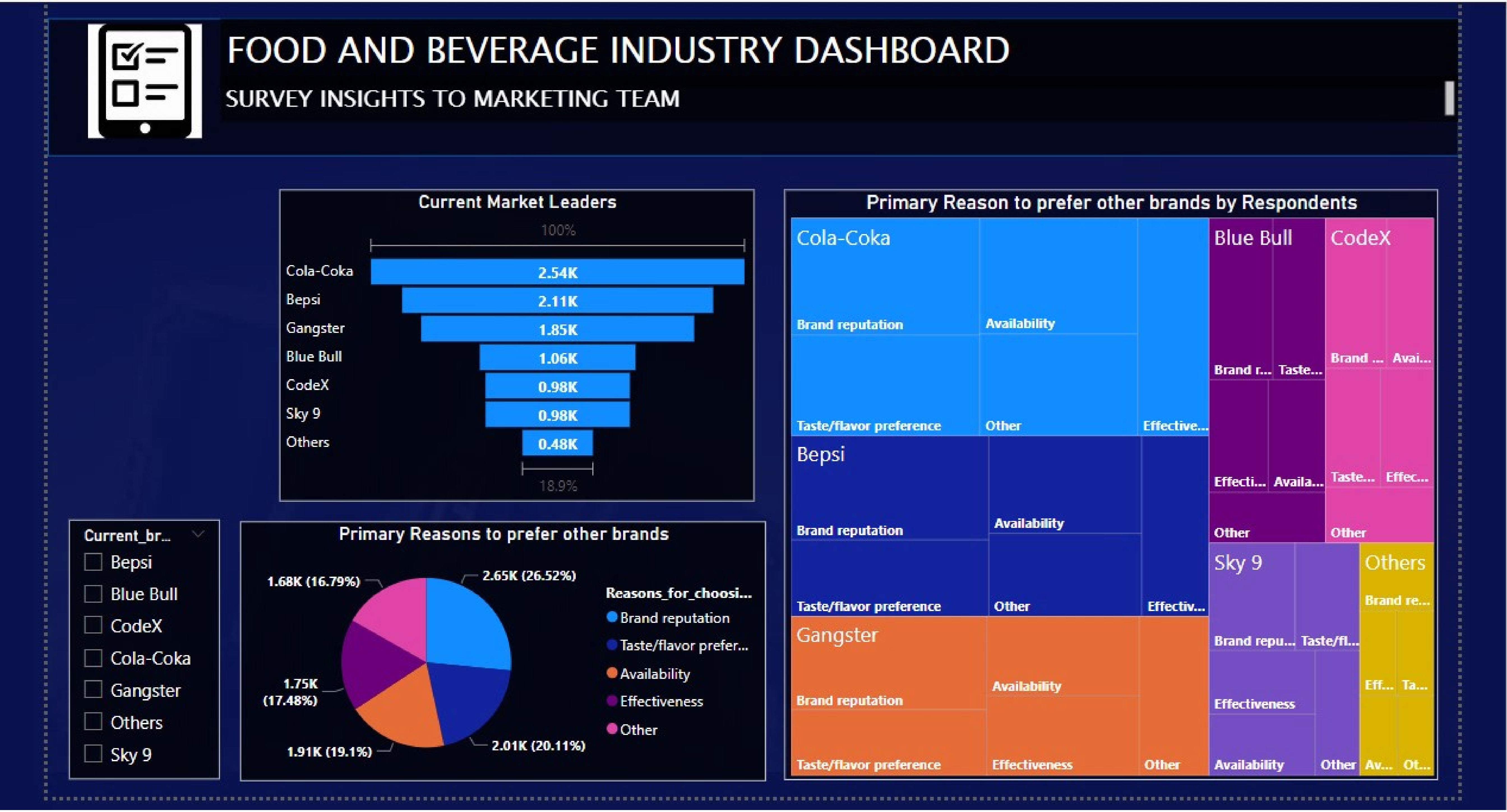

FOOD & BEVERAGE INDUSTRY DASHBOARD
SURVEY INSIGHTS TO MARKETING TEAM
ADS
TV Ads
NEWS
Energy Drinks preference by Gender Gender
0.36K (5.15%)
2.41K (34.35%)
4.24K (60.5%)
Gender
Male
Female
Non-binary
Energy drink preference by Age Group
6K
4K
2K
0K
Count of Age Group
19-30
15-18
Age Group
15-18
19-30
31-45
46-65
65+
Count of Marketing_channels by Marketing_channels
Online ads
TV commercials
Other
Outdoor billboards
Print media
Marketing_channels
0K
1K
2K
3K
Count of Marketing_channels

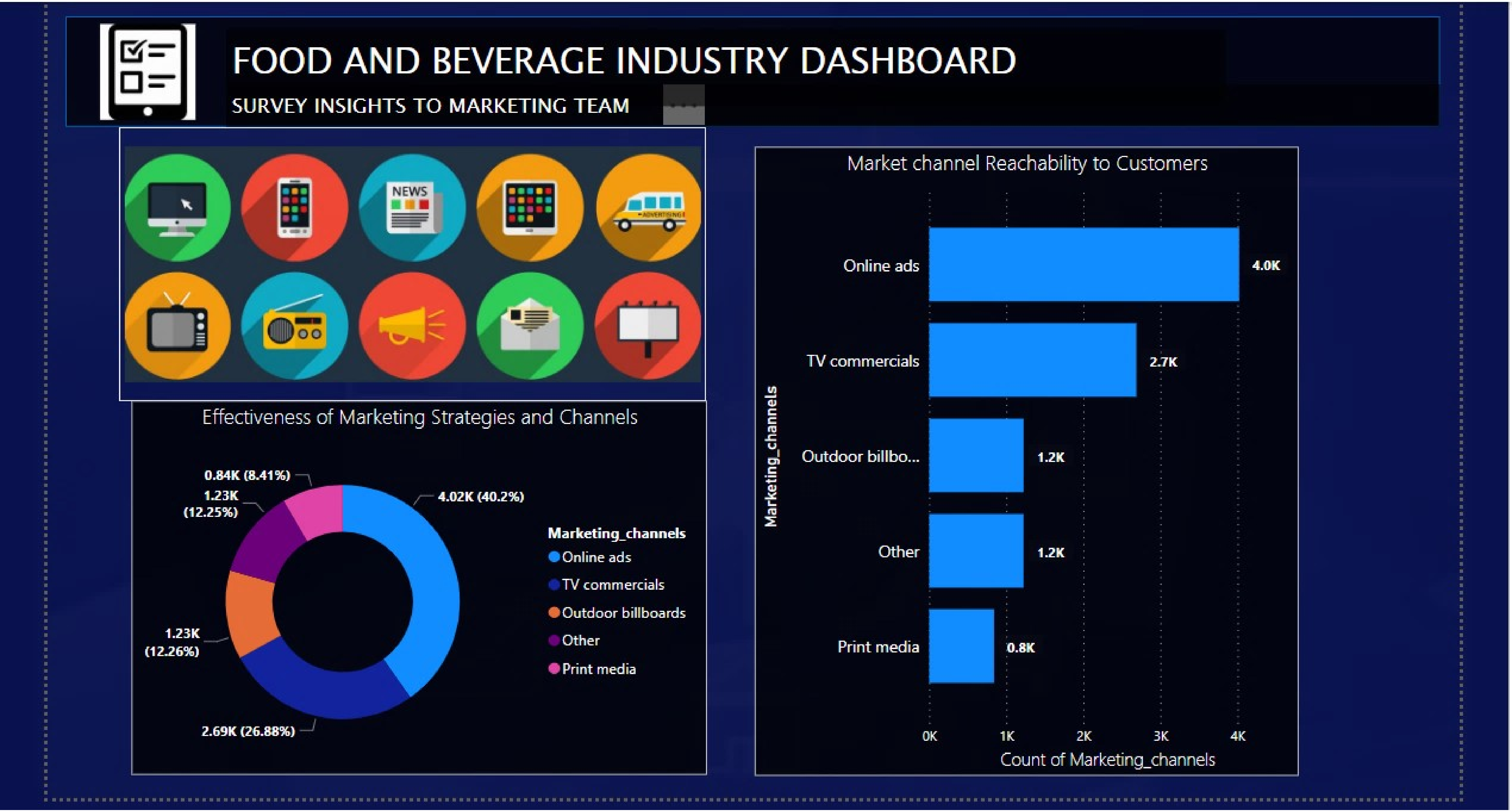
FOOD AND BEVERAGE INSDUSTRY DASHBOARD

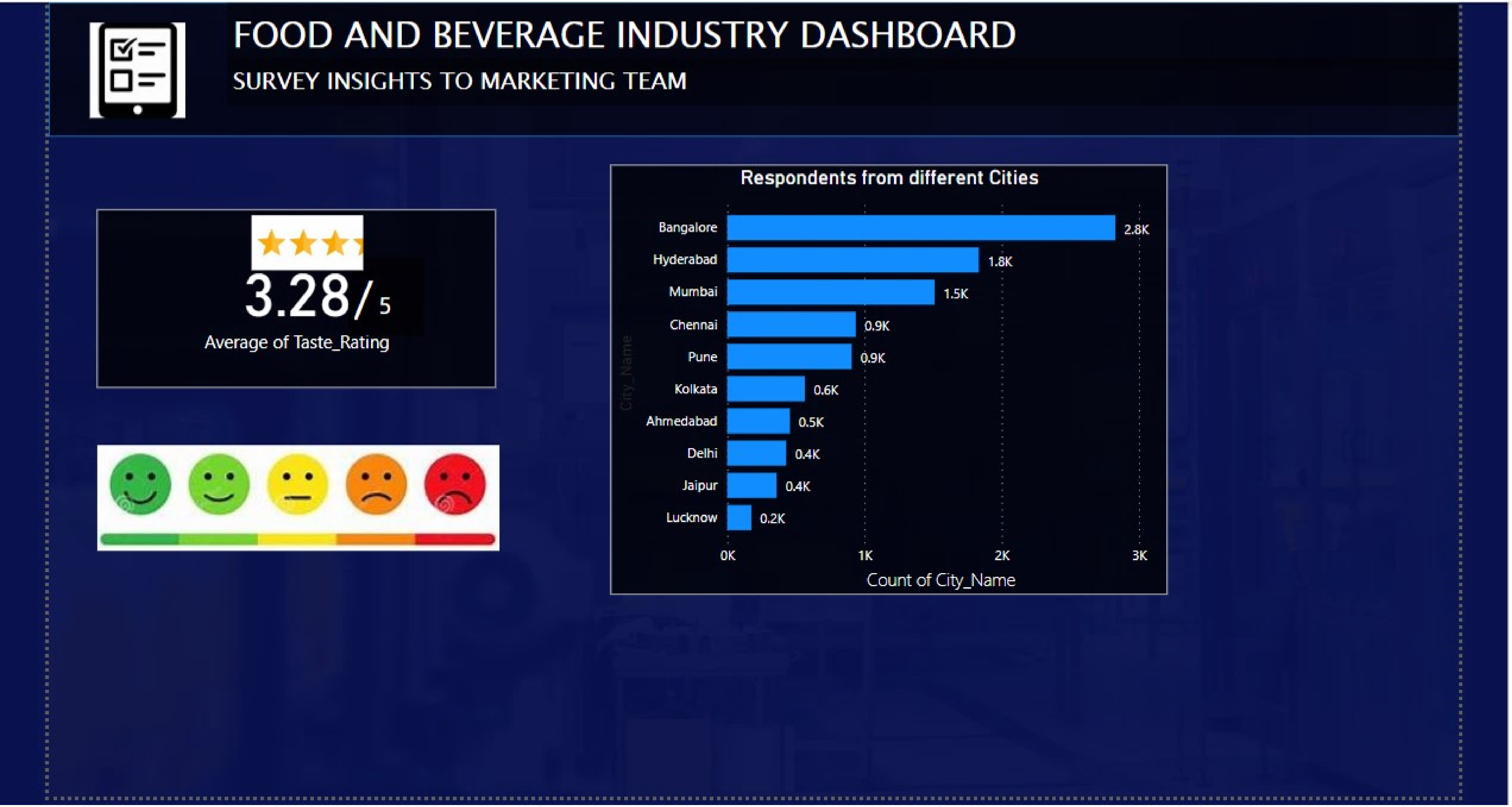
SURVEY INSIGHTS TO MARKETING TEAM

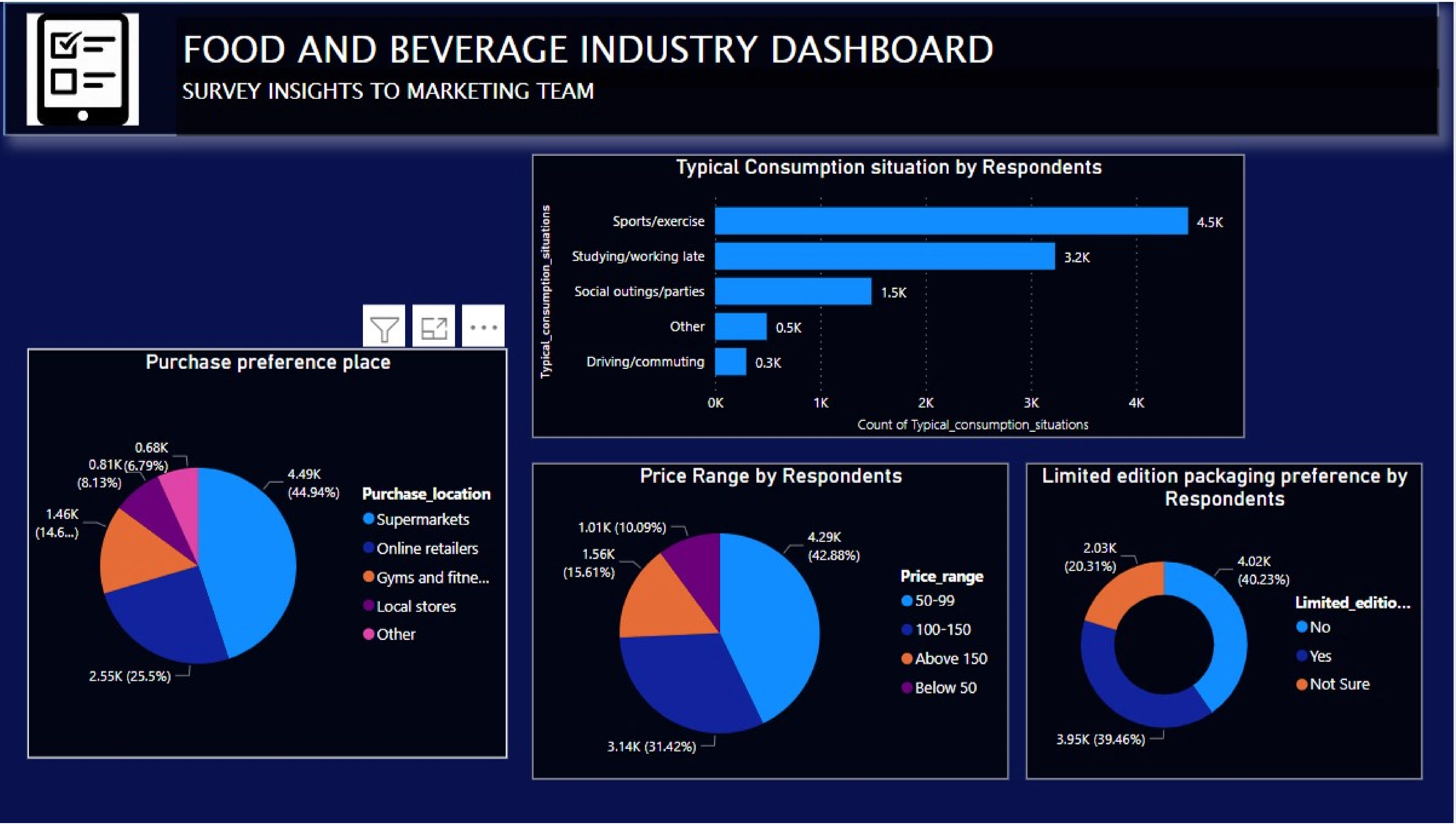


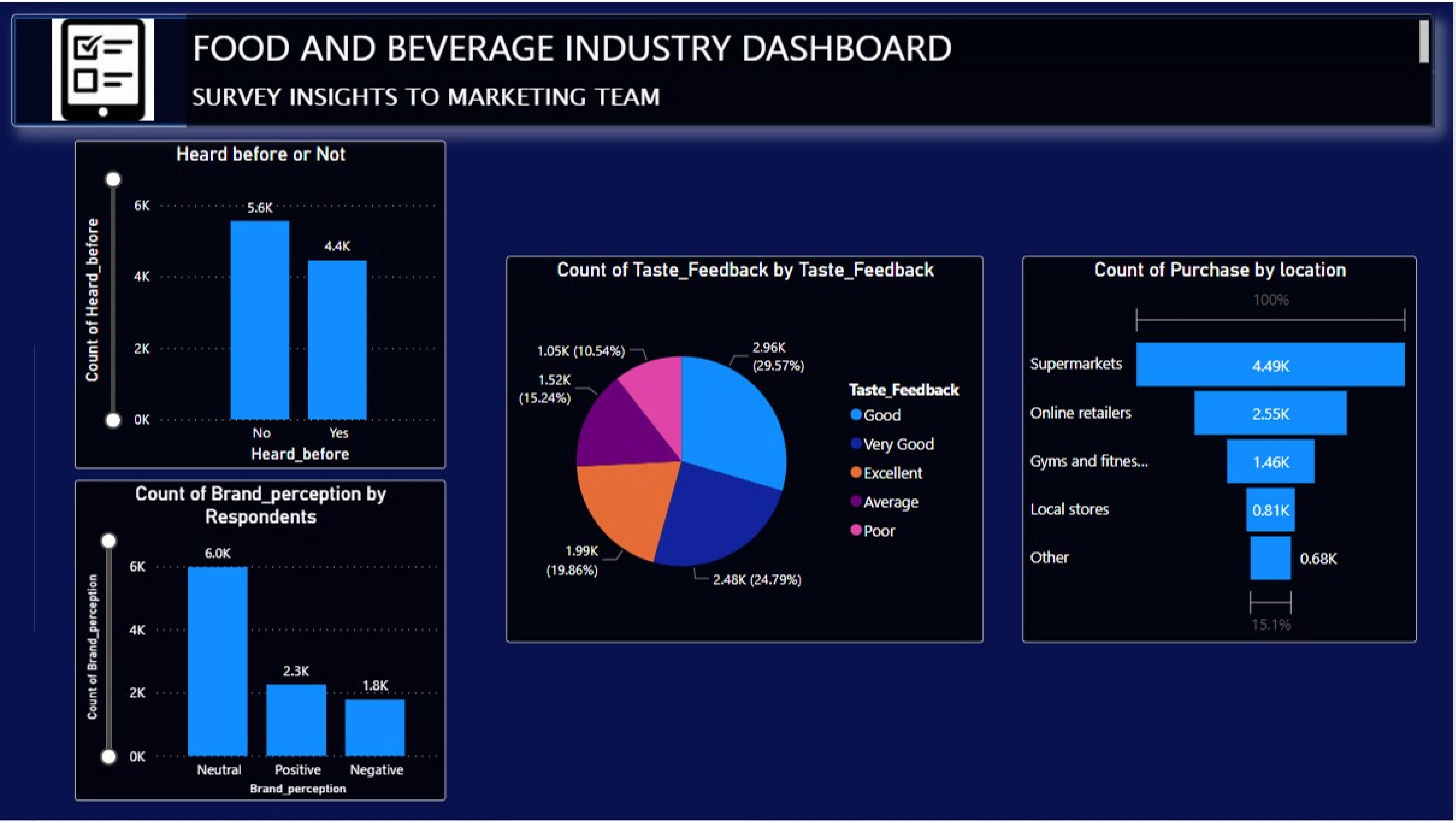



FOOD AND BEVERAGE INDUSTRY DASHBOARD
SURVEY INSIGHTS TO MARKETING TEAM
Current Market Leaders
100%
Cola-Coka 2.54K
Bepsi 2.11K
Gangster 1.85K
Blue Bull 1.06K
CodeX 0.98K
Sky 9 0.98K
Others 0.48K
18.9%
Primary Reason to prefer other brands by Respondents
Cola-Coka
Brand reputation
Availability
Taste/flavor preference
Other
Effective...
Bepsi
Brand reputation
Availability
Taste/flavor preference
Other
Effectiv...
Gangster
Brand reputation
Availability
Taste/flavor preference
Effectiveness
Other
Blue Bull
Brand r...
Taste...
Effecti...
Availa...
Other
CodeX
Brand ...
Avai...
Taste...
Effec...
Other
Sky 9
Brand repu...
Taste/fl...
Effectiveness
Availability
Other
Others
Brand re...
Eff...
Ta...
Av...
Ot...
Current_br...
Bepsi
Blue Bull
CodeX
Cola-Coka
Gangster
Others
Sky 9
Primary Reasons to prefer other brands
1.68K (16.79%)
2.65K (26.52%)
1.75K (17.48%)
1.91K (19.1%)
2.01K (20.11%)
Reasons_for_choosi...
Brand reputation
Taste/flavor prefer...
Availability
Effectiveness
Other


FOOD AND BEVERAGE INDUSTRY DASHBOARD
SURVEY INSIGHTS TO MARKETING TEAM
NEWS
Effectiveness of Marketing Strategies and Channels
0.84K (8.41%)
1.23K (12.25%)
4.02K (40.2%)
1.23K (12.26%)
2.69K (26.88%)
Marketing_channels
Online ads
TV commercials
Outdoor billboards
Other
Print media
Market channel Reachability to Customers
Marketing_channels
Online ads
4.0K
TV commercials
2.7K
Outdoor billbo...
1.2K
Other
1.2K
Print media
0.8K
0K
1K
2K
3K
4K
Count of Marketing_channels


FOOD AND BEVERAGE INDUSTRY DASHBOARD
SURVEY INSIGHTS TO MARKETING TEAM
3.28/ 5
Average of Taste_Rating
Respondents from different Cities
Bangalore 2.8K
Hyderabad 1.8K
Mumbai 1.5K
Chennai 0.9K
Pune 0.9K
Kolkata 0.6K
Ahmedabad 0.5K
Delhi 0.4K
Jaipur 0.4K
Lucknow 0.2K
0K
1K
2K
3K
City_Name
Count of City_Name


FOOD AND BEVERAGE INDUSTRY DASHBOARD
SURVEY INSIGHTS TO MARKETING TEAM
Typical Consumption situation by Respondents
Typical_consumption_situations
Sports/exercise
4.5K
Studying/working late
3.2K
Social outings/parties
1.5K
Other
0.5K
Driving/commuting
0.3K
0K
1K
2K
3K
4K
Count of Typical_consumption_situations
Purchase preference place
0.68K (6.79%)
0.81K (8.13%)
1.46K (14.6...)
4.49K (44.94%)
2.55K (25.5%)
Purchase_location
Supermarkets
Online retailers
Gyms and fitne...
Local stores
Other
Price Range by Respondents
1.01K (10.09%)
1.56K (15.61%)
4.29K (42.88%)
3.14K (31.42%)
Price_range
50-99
100-150
Above 150
Below 50
Limited edition packaging preference by Respondents
2.03K (20.31%)
4.02K (40.23%)
3.95K (39.46%)
Limited_editio...
No
Yes
Not Sure


FOOD AND BEVERAGE INDUSTRY DASHBOARD
SURVEY INSIGHTS TO MARKETING TEAM
Heard before or Not
Count of Heard_before
6K
4K
2K
0K
5.6K
4.4K
No
Yes
Heard_before
Count of Taste_Feedback by Taste_Feedback
1.05K (10.54%)
1.52K (15.24%)
2.96K (29.57%)
1.99K (19.86%)
2.48K (24.79%)
Taste_Feedback
Good
Very Good
Excellent
Average
Poor
Count of Purchase by location
100%
Supermarkets
4.49K
Online retailers
2.55K
Gyms and fitnes...
1.46K
Local stores
0.81K
Other
0.68K
15.1%
Count of Brand_perception by Respondents
Count of Brand_perception
6K
4K
2K
0K
6.0K
2.3K
1.8K
Neutral
Positive
Negative
Brand_perception

Survey Insights to the Marketing Team in Food & Beverage Industry

Primary Insights:

1. Demographic Insights :

a. Who prefers energy drink more? (male/female/non-binary?)
b. Which age group prefers energy drinks more?
c. Which type of marketing reaches the most Youth (15-30)?

From the visuals it is found that, male individuals prefer energy drinks more when compared to females and non-binary.

19-30 age group prefer energy drinks more., followed by 31-46. And the least is 65+.

It is found that most of the youth receive Online ads marketing. Since everything has become Digital, Online marketing plays very important role. Younger and adult generations claim a larger share of purchasing power that can be valuable to businesses. It is also believed that brands that built relationship with consumers when they are young will carry over and be maintained when they get older.

2. Consumer Preferences:

a. What are the preferred ingredients of energy drinks among respondents?
b. What packaging preferences do respondents have for energy drinks?

The most preferred ingredients among the respondents is Caffeine, which is followed by Vitamin, Sugar and Guarana. Because it is found that, Low to moderate doses of caffeine(50–300mg) may cause increased alertness, energy and ability to concentrate.

Nearly 40% of the Respondents prefer Compact and Portable cans Packaging when compared to other kinds of packaging. Because compact and portable cans be easily carried or moved . And it is followed by Innovative Bottle design.

3. Competition Analysis:

a. Who are the current market leaders?

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

The current market leader is Cola-Coka, because out of 10,000 total respondents around 2.5k respondents prefer Cola-Coka.

Cola-Coka brand since it's a well established company. The top 3 market leaders are Cola-Coka, Bepsi and Gangster.

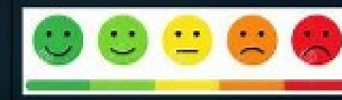
The primary reason for choosing other brand over our brand is 'Brand reputation'.

4. Marketing Channels and Brand Awareness:

a. Which marketing channel can be used to reach more customers?
b. How effective are different marketing strategies and channels in reaching our customers?

Online ads can be used to reach more customers, which is followed by TV commercials.

Other remaining marketing channels adds up 60% of its share in reaching the customers.TV commercials also plays important role in reaching the customer which is followed by outdoor billboard, other strategies and print media.



5. Brand Penetration:

a. What do people think about our brand? (overall rating)
b. Which cities do we need to focus more on?

Overall, people are neutral about our product, since they have rated 3.28/5.00 and since few of them are concerned about their health, have general perception and also the price range.

We need to focus more on Lucknow, Jaipur and Delhi., because these are the least performing cities among other cities.

6. Purchase Behaviour:

a. Where do respondents prefer to purchase energy drinks?
b. What are the typical consumption situations for energy drinks among respondents?
c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

Majority(45%) of the respondents prefer to purchase energy drinks at Supermarkets.

The typical consumption situation for energy drink is during sports or exercise.

The people prefer to purchase the energy drink at around Rs.50-99.

40% of the people prefer limited edition packaging, where in other 40% of the people do not prefer limited edition packaging since it would cost high. And the other 20% of the people are not sure of it.

Hence its found that, most of the people are ready to purchase the energy drink at the price range Rs. 50-99 without the limited edition packaging.

7. Product Development :

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

Since only 44% of the people have heard about our brand and also around 60% of them are neutral about the brand, definitely the branding needs to be improved.

Since the respondents have rated 3.28 star out of 5, definitely taste needs to be improved by substituting the expected ingredients.

The availability can be improved at local stores and other areas.

Secondary Insights

Recommendations for CodeX:

1. CSAT Score

The CSAT(Customer Satisfaction) score of our product CodeX is found to be 44.65%, which needs to be increased. Customer Satisfaction Score(CSAT) is a service metric that expresses a customer's level of satisfaction with a brand, its product or service. The purpose of CSAT surveys is to measure customer happiness after each meaningful touchpoint. CSAT is the number of satisfied customers(Rating: 4 and 5) to the Total number of survey responses. According to the industry standards, the CSAT % for Food & Beverage industry should be 75% or above. Hence we should definitely improve the quality of our product.

2.NPS

The Net Promoters Score for our product CodeX is -5.92.

NPS is a customer loyalty score ranging from -100 to 100. As a business metric, NPS helps companies of all sizes organize around a mission-critial goal-increase their score by earning more enthusiatic customers that can be easily tracked and quantified over time. The NPS should always be above 0. The negative NPS value indicates more number of detractors than promoters. Hence NPS score needs to be improved.

3.Limited Edition packaging & Packaging preference:

The advantages of Limited edition packaging is it gives them a sense of recognition and status. Limited edition packaging is a scarcity product tactic using exclusively the package to create a limited offer.
Since most of the respondents prefer price range Rs.50-99, the Limited edition packaging is not possible at the lowest price. But definitely the can packaging can be made compact and portable.

4.Marketing strategy with Discounts/Offers:

The consumption of energy drink by the people of age group 65+ found to be very low. Hence the energy drink consumption can be increased by providing Discounts to those elderly people who are regular with Gym workouts or any daily exercises. And also an "Elderly sports celebrity" can be made a Brand ambassador for CodeX. Because, the consumption among these age group will get increased gradually.

5.CodeX drink ingredient:

A healthy substitute can be introduced to the drink, such that people will not be hesitant to try CodeX.
Healthy substitutes include B vitamins, caffeine, antioxidants, etc.