

Codex Energy Drink Analysis

City

All

Tier

All

Purchase_location

All

Current_brands

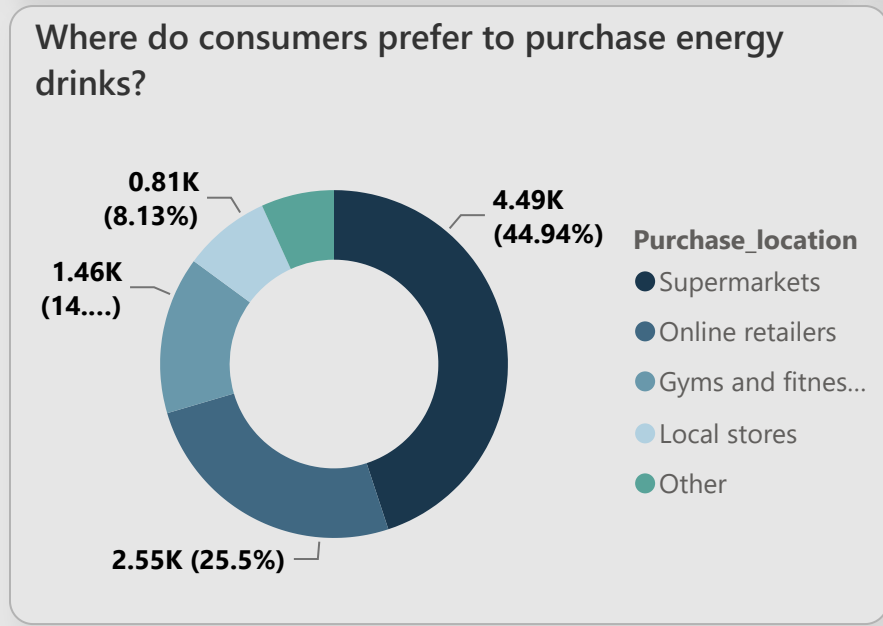
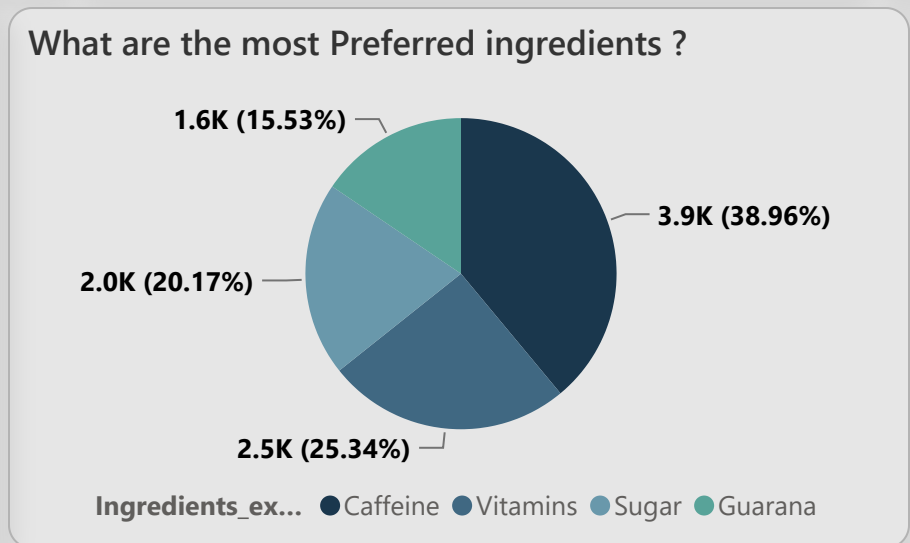
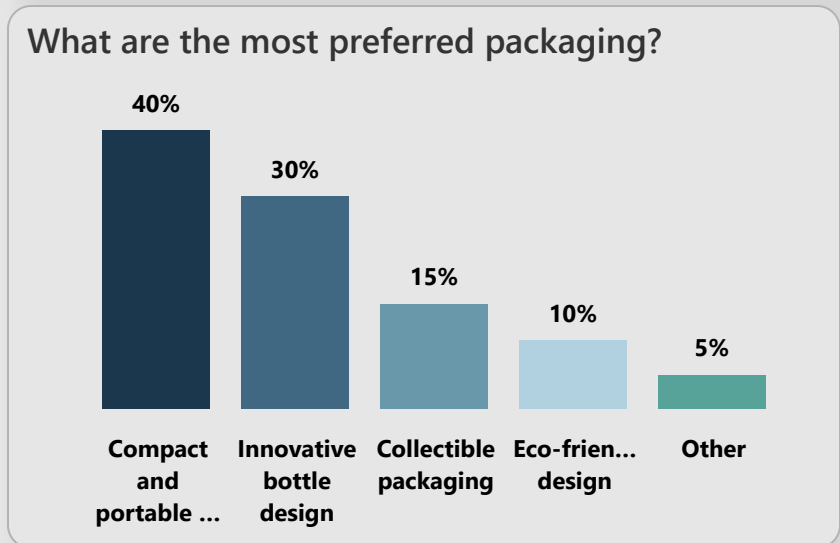
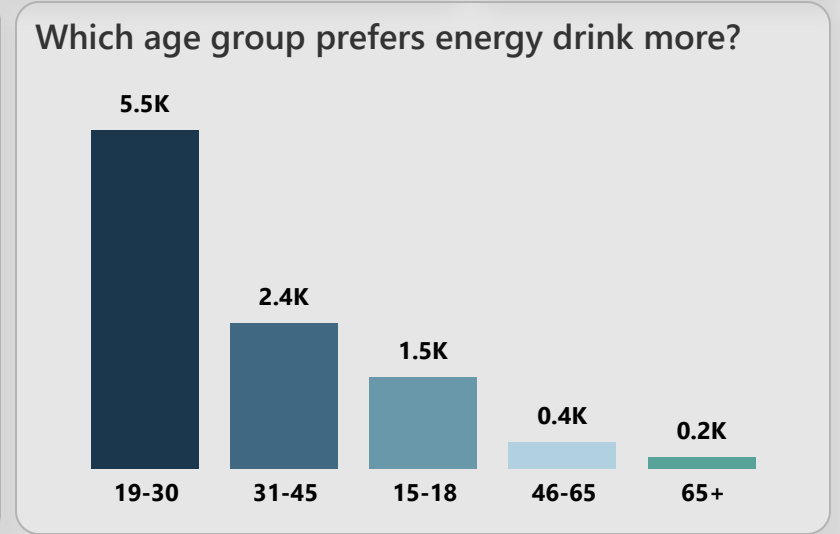
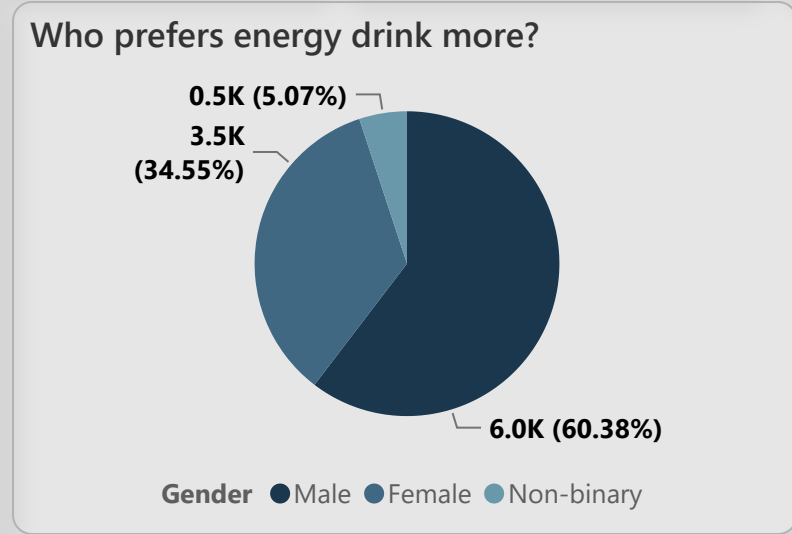
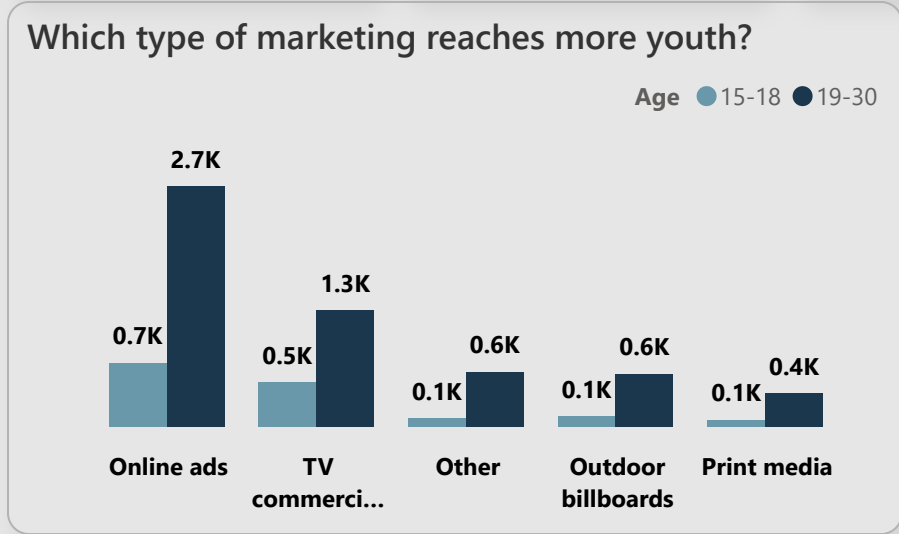
All

Marketing_channels

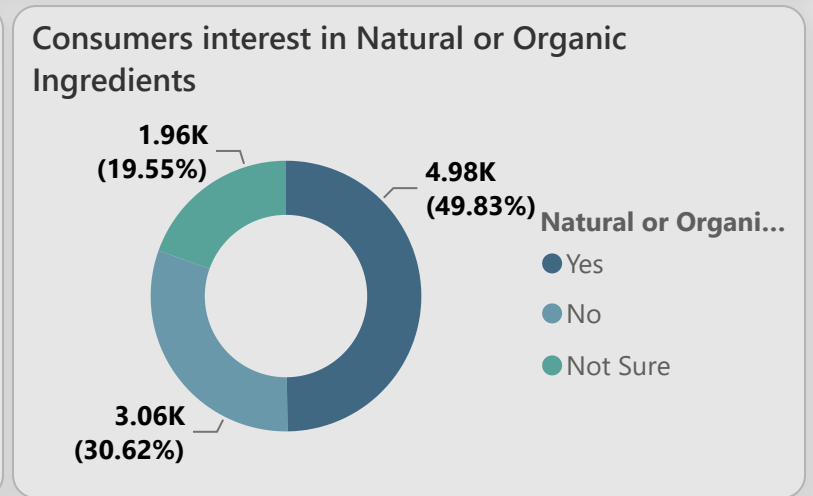
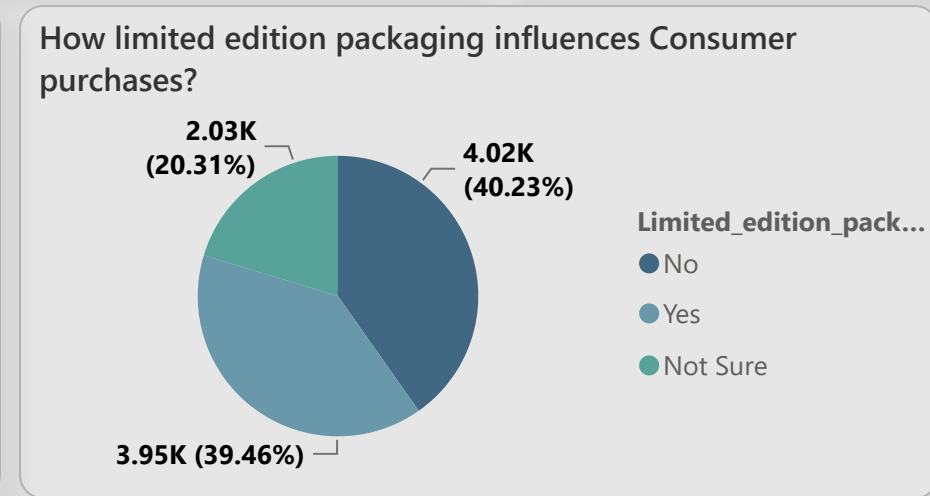
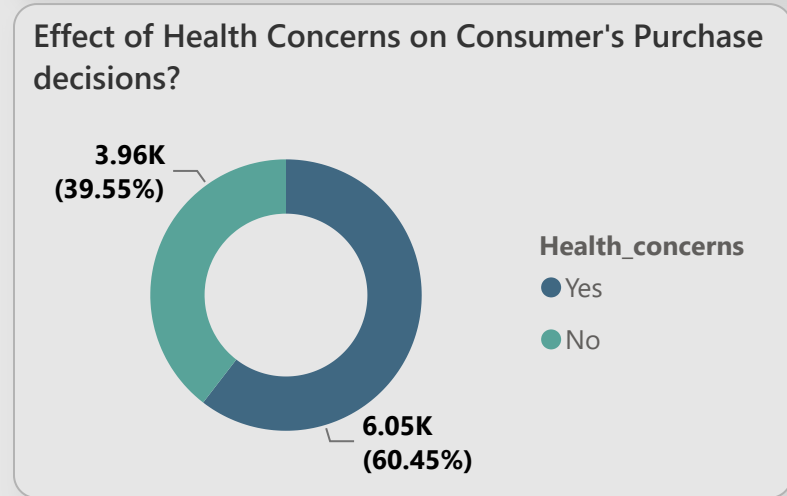
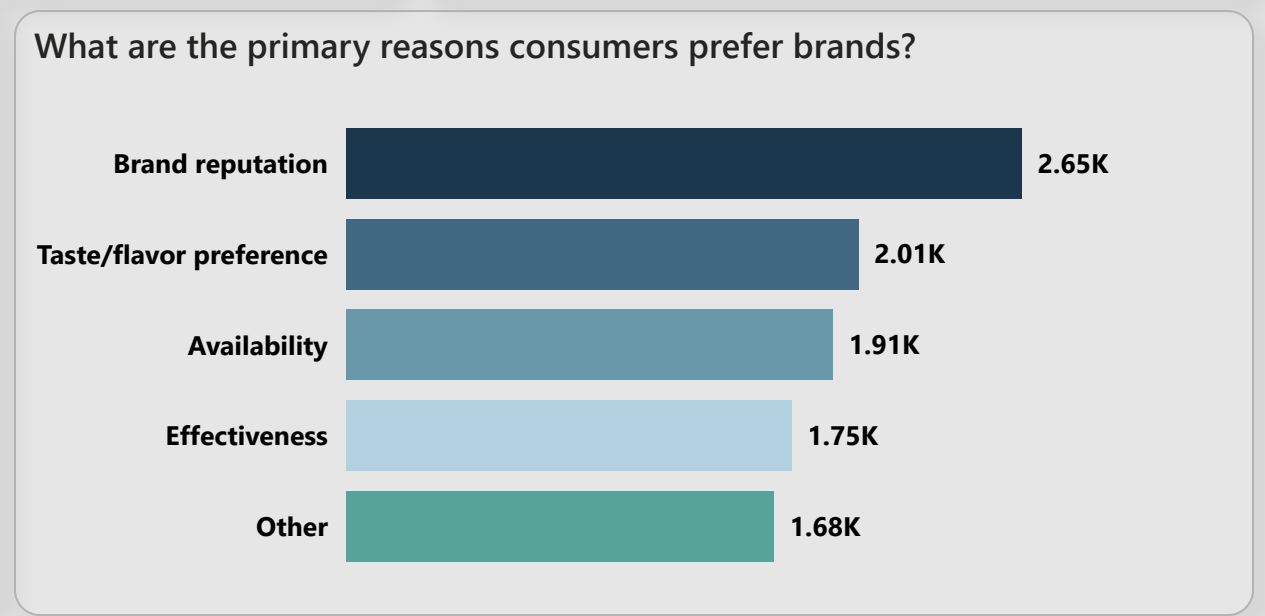
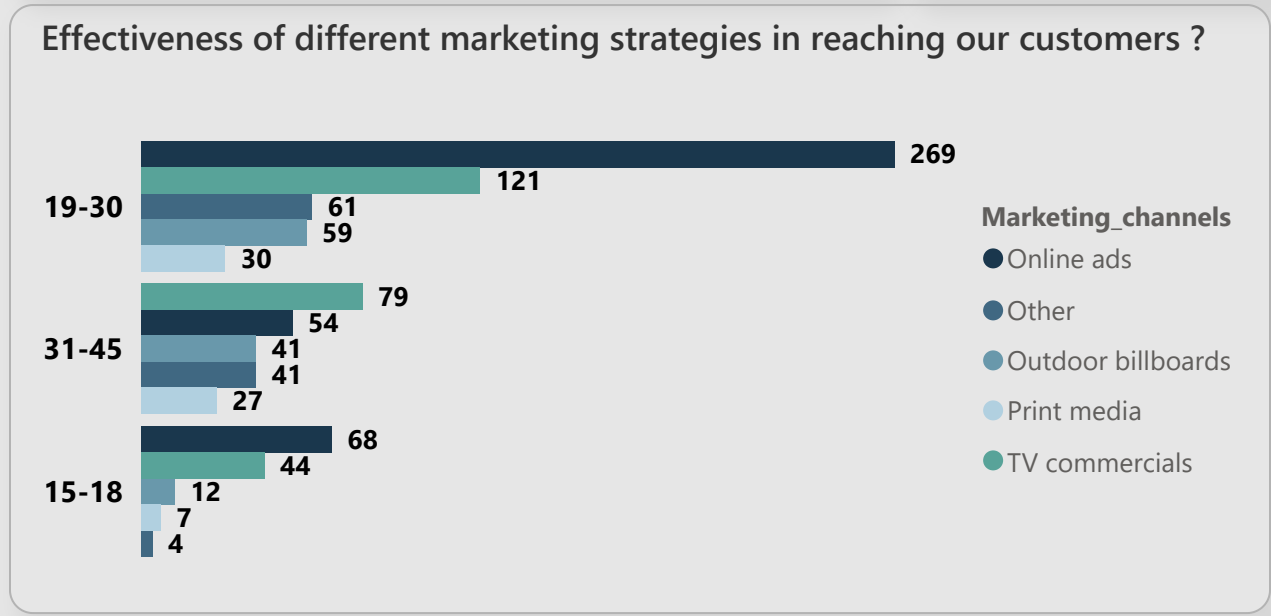
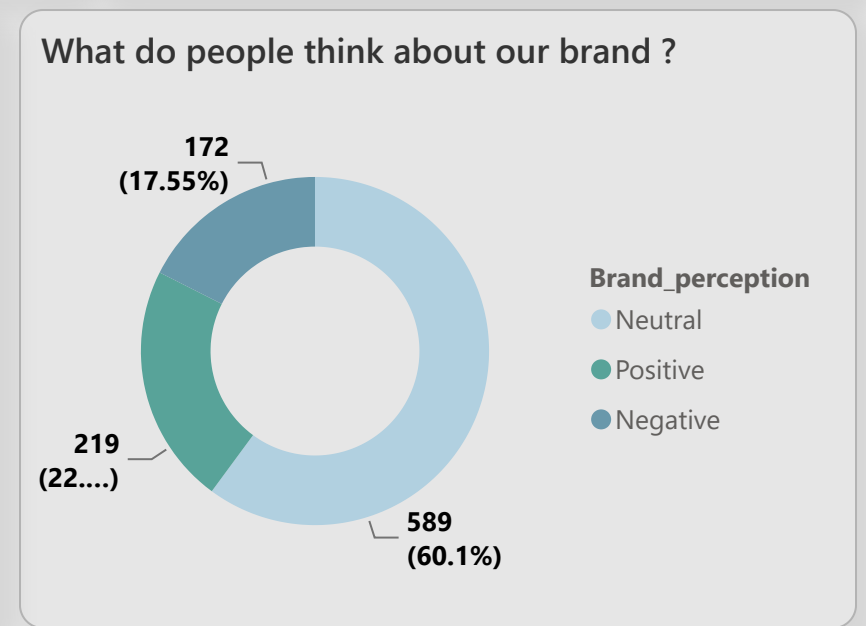
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Age

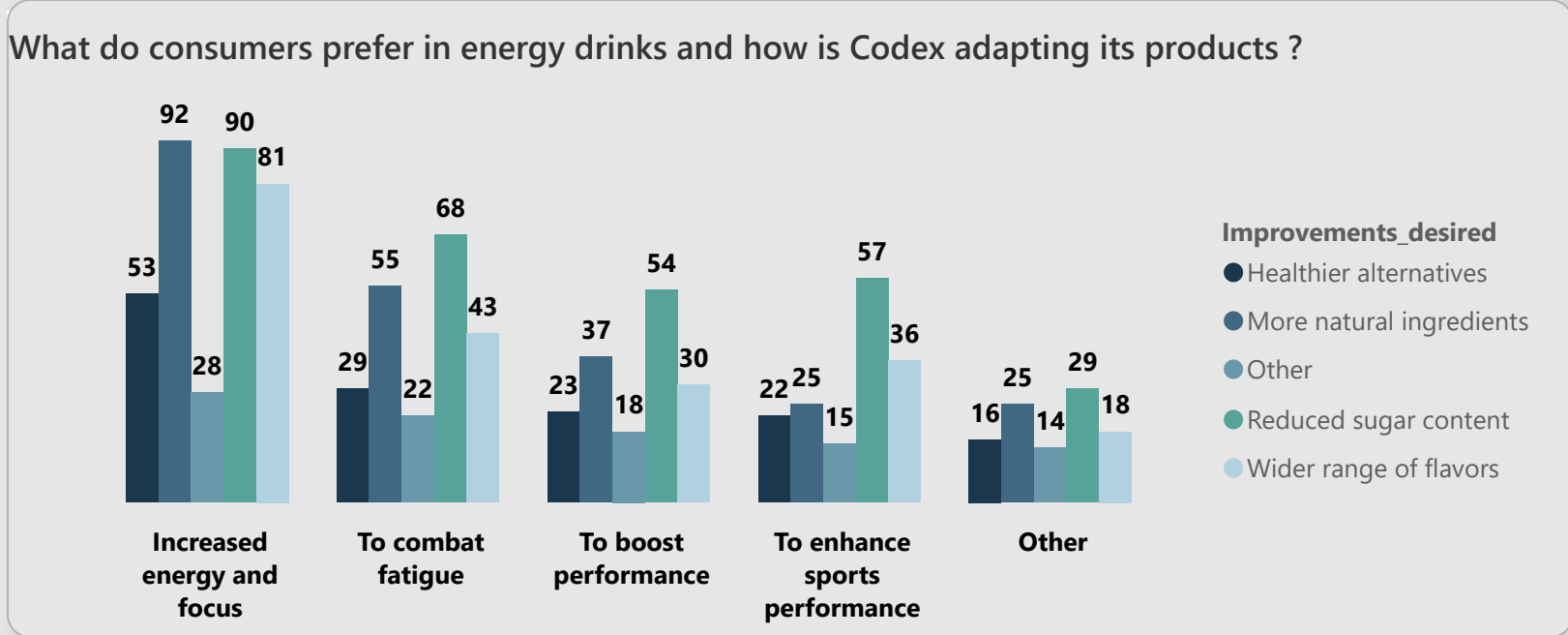
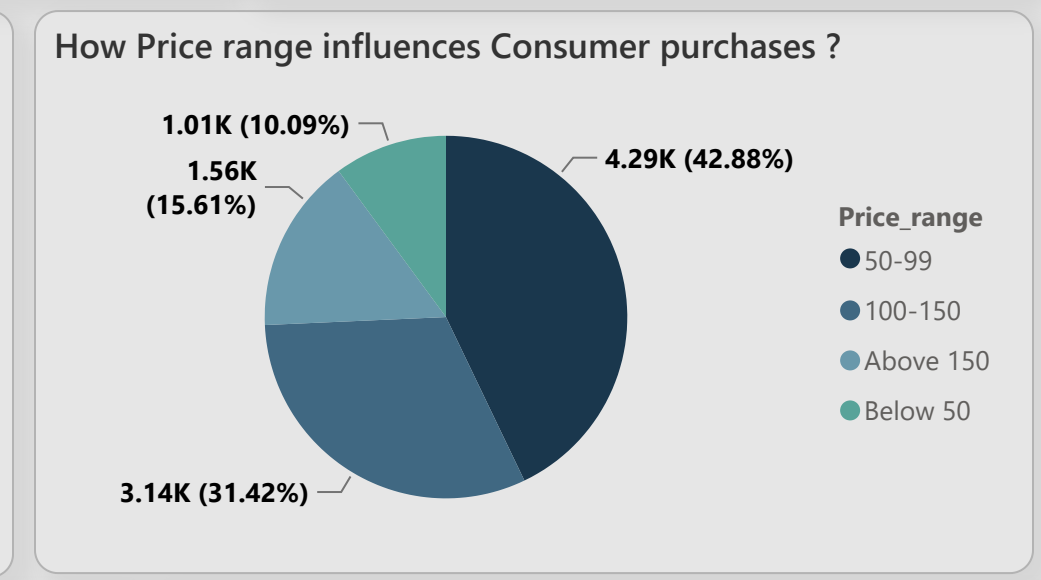
All



City	Negative	Neutral	Positive
Ahmedabad	11.05%	3.23%	3.20%
Bangalore	24.42%	31.58%	29.22%
Chennai	7.56%	10.02%	9.13%
Delhi	4.65%	3.40%	5.48%
Hyderabad	16.86%	19.19%	18.26%
Jaipur	2.91%	2.21%	4.57%
Kolkata	3.49%	5.94%	3.20%
Lucknow	1.16%	0.34%	0.46%
Mumbai	13.37%	15.45%	19.18%
Pune	14.53%	8.66%	7.31%



Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Total	1488	5520	2376	426	190	10000



Consumer Insights on Codex Energy Drink

3.27

Avg Taste Rating

219

Positive Brand Perceptions

234

More Natural Ingredients

298

Reduced Sugar Content

