

Viewing all the newly created tables

```
SELECT * FROM cities;
```

```
SELECT * FROM respondents;
```

```
SELECT * FROM survey_response;
```

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

Query:

```
SELECT c.gender, SUM(cnt) as Total
```

```
FROM(SELECT a.gender, b.consume_frequency, COUNT(Consume_frequency) AS cnt
```

```
FROM respondents as a
```

```
INNER JOIN survey_response as b
```

```
ON a.Respondent_ID=b.Respondent_ID
```

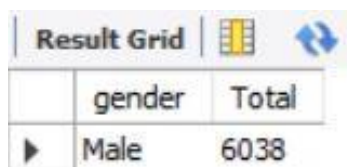
```
GROUP BY gender, Consume_frequency) as c
```

```
GROUP BY gender
```

```
ORDER BY Total DESC
```

```
LIMIT 1;
```

Output:



	gender	Total
▶	Male	6038

2) Which age group prefers energy drinks more?

Query:

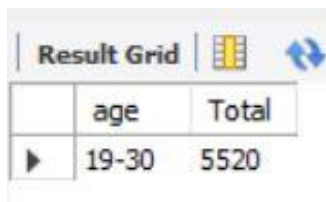
```
SELECT c.age, SUM(cnt) as Total
```

```

FROM(SELECT a.age, b.consume_frequency, COUNT(Consume_frequency) AS cnt
FROM respondents as a
INNER JOIN survey_response as b
ON a.Respondent_ID=b.Respondent_ID
GROUP BY age, Consume_frequency) as c
GROUP BY age
ORDER BY Total DESC
LIMIT 1;

```

Output:



	age	Total
▶	19-30	5520

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

Query:

```

SELECT c.marketing_channels, SUM(cnt) as total
FROM(SELECT a.age, b.marketing_channels, COUNT(marketing_channels) as cnt
FROM respondents as a
INNER JOIN survey_response as b
ON a.Respondent_ID=b.Respondent_ID
WHERE age BETWEEN 15 AND 30
GROUP BY age, Marketing_channels) as c
GROUP BY Marketing_channels
ORDER BY total DESC
LIMIT 1;

```

Output:

	marketing_channels	total
▶	Online ads	3373

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

Query:

```
SELECT ingredients_expected, COUNT(ingredients_expected) as cnt
FROM survey_response
GROUP BY Ingredients_expected
ORDER BY cnt DESC;
```

Output:

	ingredients_expected	cnt
▶	Caffeine	3896
	Vitamins	2534
	Sugar	2017
	Guarana	1553

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

Query:

```
SELECT Packaging_preference, COUNT(Packaging_preference) as cnt
FROM survey_response
GROUP BY Packaging_preference
ORDER BY cnt DESC;
```

Output:

	Packaging_preference	cnt
►	Compact and portable cans	3984
	Innovative bottle design	3047
	Collectible packaging	1501
	Eco-friendly design	983
	Other	485

6) Who are the current market leaders?

Query:

```
SELECT Current_brands, COUNT(Current_brands) as cnt
FROM survey_response
GROUP BY Current_brands
ORDER BY cnt DESC;
```

Output:

	Current_brands	cnt
►	Cola-Coka	2538
	Bepsi	2112
	Gangster	1854
	Blue Bull	1058
	CodeX	980
	Sky 9	979
	Others	479

7) What are the primary reasons for consumers to prefer those brands over ours?

Query:

```
SELECT Current_brands, Reasons_for_choosing_brands,
COUNT(Reasons_for_choosing_brands) as cnt
```

```

FROM survey_response
WHERE Current_brands NOT IN ("Others","Sky 9")
GROUP BY Current_brands, Reasons_for_choosing_brands
ORDER BY Current_brands, cnt DESC;

```

Output:

Result Grid			
Filter Rows:		Export:	
	Current_brands	Reasons_for_choosing_brands	cnt
►	Bepsi	Brand reputation	577
	Bepsi	Taste/flavor preference	423
	Bepsi	Availability	418
	Bepsi	Other	355
	Bepsi	Effectiveness	339
	Blue Bull	Brand reputation	289
	Blue Bull	Taste/flavor preference	237
	Blue Bull	Effectiveness	187
	Blue Bull	Availability	180
	Blue Bull	Other	165
	CodeX	Brand reputation	259
	CodeX	Availability	195
	CodeX	Taste/flavor preference	182
	CodeX	Effectiveness	176
	CodeX	Other	168
	Cola-Coka	Brand reputation	616
	Cola-Coka	Taste/flavor preference	531
	Cola-Coka	Availability	510
	Cola-Coka	Other	448
	Cola-Coka	Effectiveness	433
	Gangster	Brand reputation	511
	Gangster	Taste/flavor preference	357
	Gangster	Availability	339
	Gangster	Effectiveness	338
	Gangster	Other	309

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

Query:

```

SELECT marketing_channels, COUNT(marketing_channels) as cnt
FROM survey_response
GROUP BY marketing_channels

```

ORDER BY cnt DESC;

Output:

	marketing_channels	cnt
▶	Online ads	4020
	TV commercials	2688
	Outdoor billboards	1226
	Other	1225
	Print media	841

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

Query:

SELECT a.age, b.marketing_channels, COUNT(marketing_channels) as cnt

FROM respondents as a

INNER JOIN survey_response as b

ON a.Respondent_ID=b.Respondent_ID

GROUP BY age, Marketing_channels

ORDER BY age, cnt DESC;

Output:

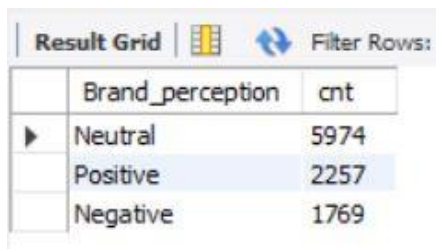
	age	marketing_channels	cnt
▶	15-18	Online ads	707
	15-18	TV commercials	495
	15-18	Outdoor billboards	117
	15-18	Other	94
	15-18	Print media	75
	19-30	Online ads	2666
	19-30	TV commercials	1290
	19-30	Other	608
	19-30	Outdoor billboards	585
	19-30	Print media	371
	31-45	TV commercials	737
	31-45	Online ads	490
	31-45	Outdoor billboards	431
	31-45	Other	408
	31-45	Print media	310
	46-65	TV commercials	117
	46-65	Online ads	109
	46-65	Other	78
	46-65	Outdoor billboards	65
	46-65	Print media	57
	65+	TV commercials	49
	65+	Online ads	48
	65+	Other	37
	65+	Outdoor billboards	28
	65+	Print media	28

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

Query:

```
SELECT Brand_perception, COUNT(Brand_perception) as cnt
FROM survey_response
GROUP BY Brand_perception
ORDER BY cnt DESC;
```

Output:



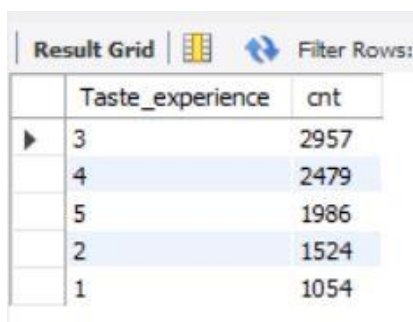
The screenshot shows a 'Result Grid' with a toolbar containing a grid icon, a refresh icon, and a 'Filter Rows:' label. The table has two columns: 'Brand_perception' and 'cnt'. The data is as follows:

	Brand_perception	cnt
▶	Neutral	5974
	Positive	2257
	Negative	1769

Query:

```
SELECT Taste_experience, COUNT(Taste_experience) as cnt
FROM survey_response
GROUP BY Taste_experience
ORDER BY cnt DESC;
```

Output:



The screenshot shows a 'Result Grid' with a toolbar containing a grid icon, a refresh icon, and a 'Filter Rows:' label. The table has two columns: 'Taste_experience' and 'cnt'. The data is as follows:

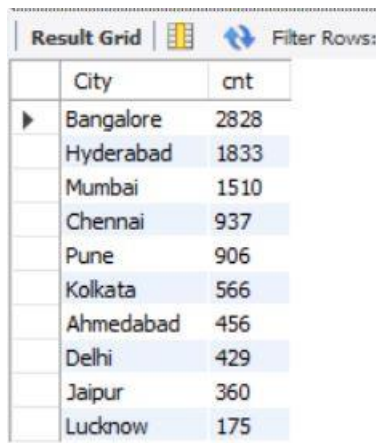
	Taste_experience	cnt
▶	3	2957
	4	2479
	5	1986
	2	1524
	1	1054

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

Query:

```
SELECT a.City, COUNT(City) as cnt
FROM cities as a
INNER JOIN respondents as b
ON a.City_ID=b.City_ID
GROUP BY City
ORDER BY cnt DESC;
```

Output:



City	cnt
Bangalore	2828
Hyderabad	1833
Mumbai	1510
Chennai	937
Pune	906
Kolkata	566
Ahmedabad	456
Delhi	429
Jaipur	360
Lucknow	175

12) Where do respondents prefer to purchase energy drinks?

Query:

```
SELECT purchase_location, COUNT(Purchase_location) AS cnt
FROM survey_response
GROUP BY purchase_location
ORDER BY cnt DESC;
```


Output:



The screenshot shows a 'Result Grid' with a 'Filter Rows' input field. The table has two columns: 'purchase_location' and 'cnt'. The data is as follows:

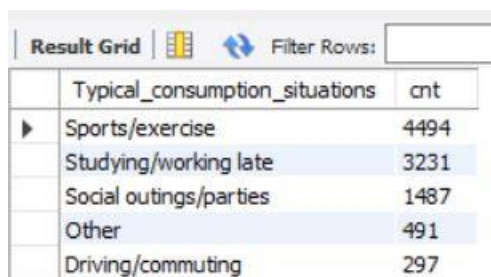
purchase_location	cnt
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

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

Query:

```
SELECT Typical_consumption_situations, COUNT(Typical_consumption_situations) AS cnt
FROM survey_response
GROUP BY Typical_consumption_situations
ORDER BY cnt DESC;
```

Output:



The screenshot shows a 'Result Grid' with a 'Filter Rows' input field. The table has two columns: 'Typical_consumption_situations' and 'cnt'. The data is as follows:

Typical_consumption_situations	cnt
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297

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

Query:

```
SELECT Price_range, COUNT(Price_range) AS cnt
FROM survey_response
```

GROUP BY Price_range

ORDER BY cnt DESC;

Output:

	Price_range	cnt
►	50-99	4288
	100-150	3142
	Above 150	1561
	Below 50	1009

Query:

SELECT Limited_edition_packaging, COUNT(Limited_edition_packaging) AS cnt

FROM survey_response

GROUP BY Limited_edition_packaging

ORDER BY cnt DESC;

Output:

	Limited_edition_packaging	cnt
►	No	4023
	Yes	3946
	Not Sure	2031

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

Query:

SELECT Current_brands, Reasons_for_choosing_brands,
COUNT(Reasons_for_choosing_brands) as cnt

FROM survey_response

```

WHERE Current_brands IN ("Codex")
GROUP BY Current_brands, Reasons_for_choosing_brands
ORDER BY Current_brands, cnt DESC;

```

Output:

Result Grid  Filter Rows: <input type="text"/> Export:			
	Current_brands	Reasons_for_choosing_brands	cnt
▶	CodeX	Brand reputation	259
	CodeX	Availability	195
	CodeX	Taste/flavor preference	182
	CodeX	Effectiveness	176
	CodeX	Other	168


Query:

```

SELECT Reasons_preventing_trying, COUNT(Reasons_preventing_trying) as cnt
FROM survey_response
GROUP BY Reasons_preventing_trying
ORDER BY cnt DESC;

```

Output:

Result Grid  Filter Rows: <input type="text"/>		
	Reasons_preventing_trying	cnt
▶	Not available locally	2431
	Health concerns	2258
	Not interested in energy drinks	2193
	Unfamiliar with the brand	1850
	Other	1268

Query:

```

SELECT c.city, d.Purchase_location, COUNT(Purchase_location) as cnt
FROM (SELECT a.City_ID, a.City, b.Respondent_ID
FROM cities as a
INNER JOIN respondents as b
ON a.City_ID=b.City_ID) as c


```

INNER JOIN survey_response as d
ON c.Respondent_ID=d.Respondent_ID
GROUP BY city, Purchase_location
ORDER BY city, cnt DESC;

Output:


Result Grid			 Filter Rows:	<input type="text"/>
	City	Purchase_location	cnt	
▶	Ahmedabad	Supermarkets	205	
	Ahmedabad	Online retailers	111	
	Ahmedabad	Gyms and fitness centers	62	
	Ahmedabad	Other	43	
	Ahmedabad	Local stores	35	
	Bangalore	Supermarkets	1282	
	Bangalore	Online retailers	719	
	Bangalore	Gyms and fitness centers	407	
	Bangalore	Local stores	236	
	Bangalore	Other	184	
	Chennai	Supermarkets	410	
	Chennai	Online retailers	246	
	Chennai	Gyms and fitness centers	133	
	Chennai	Local stores	83	
	Chennai	Other	65	
	Delhi	Supermarkets	176	
	Delhi	Online retailers	113	
	Delhi	Gyms and fitness centers	85	
	Delhi	Other	28	
	Delhi	Local stores	27	

Result Grid



Filter Rows:

	City	Purchase_location	cnt
	Hyderabad	Supermarkets	845
	Hyderabad	Online retailers	476
	Hyderabad	Gyms and fitness centers	247
	Hyderabad	Local stores	135
	Hyderabad	Other	130
	Jaipur	Supermarkets	155
	Jaipur	Online retailers	87
	Jaipur	Gyms and fitness centers	53
	Jaipur	Local stores	38
	Jaipur	Other	27
	Kolkata	Supermarkets	264
	Kolkata	Online retailers	137
	Kolkata	Gyms and fitness centers	87
	Kolkata	Local stores	47
	Kolkata	Other	31
	Lucknow	Supermarkets	87
	Lucknow	Online retailers	39
	Lucknow	Gyms and fitness centers	20
	Lucknow	Local stores	16
	Lucknow	Other	13

Result Grid				Filter Rows:	
	City	Purchase_location	cnt		
▶	Mumbai	Supermarkets	678		
	Mumbai	Online retailers	407		
	Mumbai	Gyms and fitness centers	223		
	Mumbai	Local stores	118		
	Mumbai	Other	84		
	Pune	Supermarkets	392		
	Pune	Online retailers	215		
	Pune	Gyms and fitness centers	147		
	Pune	Local stores	78		
	Pune	Other	74		

Conclusion:

Based on the survey responses from 10,000 participants, we found that approximately 1000 individuals are currently consuming our energy drink brand, Codex. The feedback indicates that people have a neutral opinion about our brand, and while the taste experience is rated above average, there is room for improvement. To enhance our market presence, we should focus on both branding and improving the taste experience of our product.

When asked why they are not trying our product, the major reasons cited were the lack of local availability and health concerns. The top purchase locations identified are supermarkets, online retailers, and gym and fitness centres. Therefore, it is crucial that we ensure our product is readily available locally and that stock levels are maintained to meet consumer demand.

Regarding health concerns, it is imperative that we position our product as safe and free of side effects to capture a larger audience. Despite being aware of our product, many potential consumers are reluctant to try it due to these concerns. Addressing this through effective branding will help us gain their trust and expand our market reach.