Portfolio Project 1

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. Peter Pandey, a marketing data analyst, is tasked to convert these survey results to meaningful insights which the team can use to drive actions.

Task:

Imagine yourself as Peter Pandey, and do the following tasks:

- Check the "Primary_Secondary_Insights" document and answer the questions by analyzing the data provided. You can use any tool of your choice.
- You can add more research questions and answer them in your presentation that suits your recommendations.
- Present your insights/conclusions/recommendations using a report format. Please note that you must describe the dataset, any cleaning processes that you undertook, methods and answers to questions, your recommendations etc.
- Please include visualizations to support your analysis where needed – you can make these visualizations on Excel or Power BI as you like.
- Please note that it is possible that some respondents might not have answered all the questions sincerely. For instance, a person is more likely to have not tasted the drink if they haven't heard about it. Use your judgment to clean the data as required.

Other resources provided:

- Dataset required to generate Insights
- Metadata
- Survey questions