

Food & Beverage

Age

All

Current_brands

All

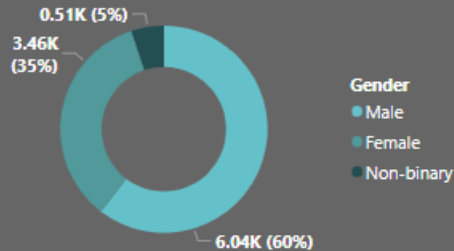
City

All

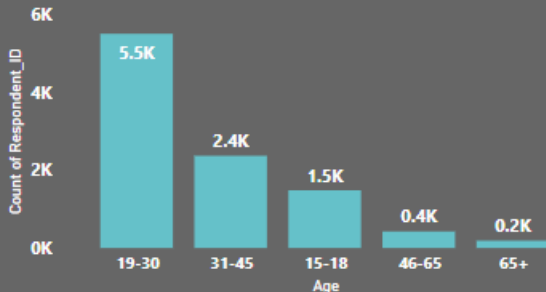
CodeX Average Rating

3.28

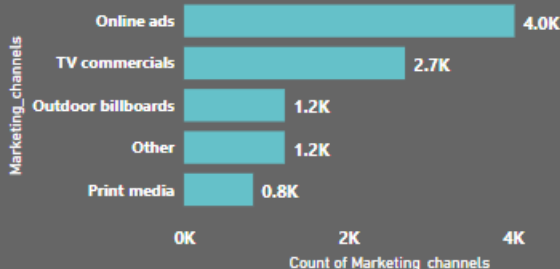
Prefers drink by Gender



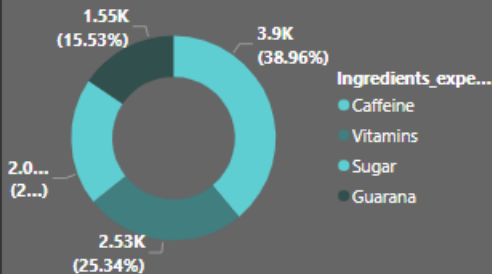
Count by Age Group



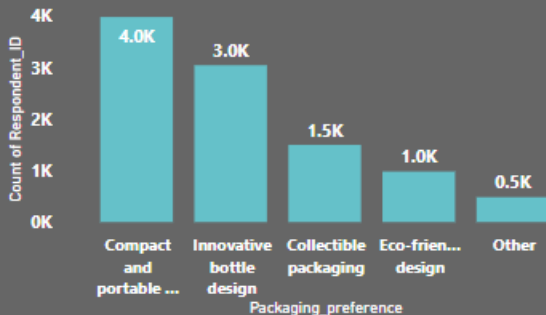
Marketing Reach



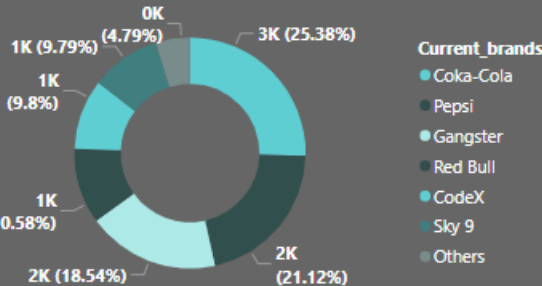
Preferred Ingredients for Drink



Packaging Preferences For Drinks

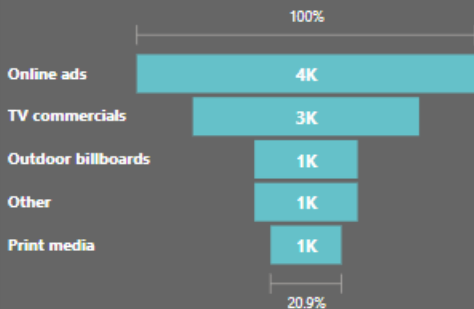


Current Market Leaders



Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference	Total
CodeX	19.90	26.43	17.96	17.14	18.57	100.0
Coka-Cola	20.09	24.27	17.06	17.65	20.92	100.0
Gangster	18.28	27.56	18.23	16.67	19.26	100.0
Others	17.95	29.23	18.16	16.49	18.16	100.0
Pepsi	19.79	27.32	16.05	16.81	20.03	100.0
Red Bull	17.01	27.32	17.67	15.60	22.40	100.0
Sky 9	18.59	26.56	19.20	15.83	19.82	100.0
Total	19.10	26.52	17.48	16.79	20.11	100.0

Marketing Channel Reach



Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	402
Other	94	608	408	78	37	122
Outdoor billboards	117	585	431	65	28	122
Print media	75	371	310	57	28	84
TV commercials	495	1290	737	117	49	268
Total	1488	5520	2376	426	190	1000

Food &

Age

All

Current_brands

All

City

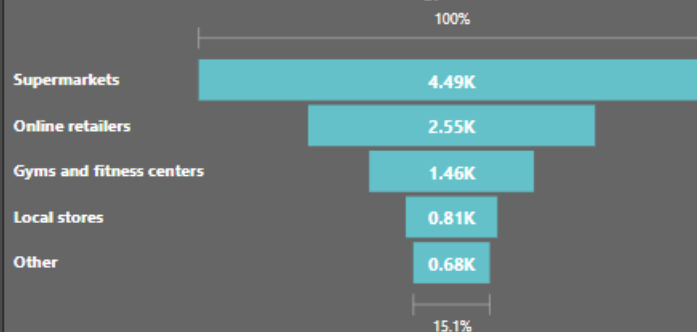
All

CodeX Average Rating

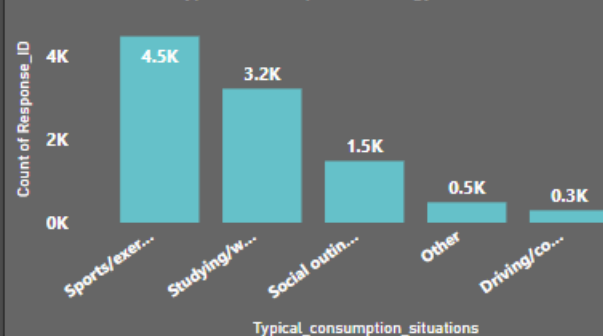
3.28

City	Negative	Neutral	Positive	Total
Ahmedabad	32.68	45.61	21.71	100.00
Bangalore	14.78	65.21	20.01	100.00
Chennai	13.45	65.64	20.92	100.00
Delhi	17.25	48.95	33.80	100.00
Hyderabad	14.51	64.98	20.51	100.00
Jaipur	29.44	45.28	25.28	100.00
Kolkata	11.84	69.43	18.73	100.00
Lucknow	30.29	48.00	21.71	100.00
Mumbai	15.10	56.09	28.81	100.00
Pune	31.13	46.25	22.63	100.00
Total	17.69	59.74	22.57	100.00

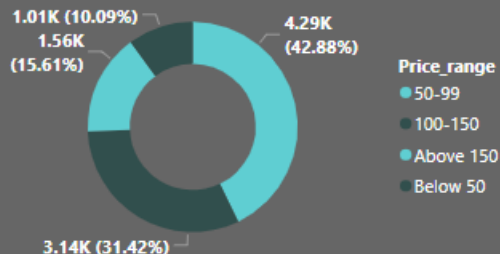
Prefer to Purchase Energy Drinks



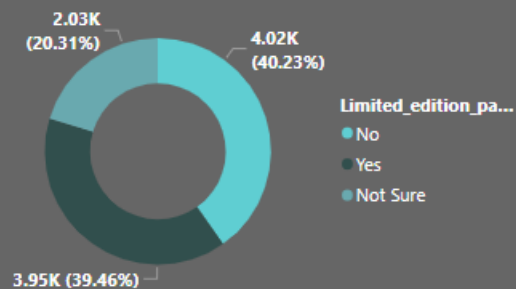
Typical Consumption Of Energy Drinks



Price Range Of Energy Drinks



Limited Edition Packaging



Product Development

