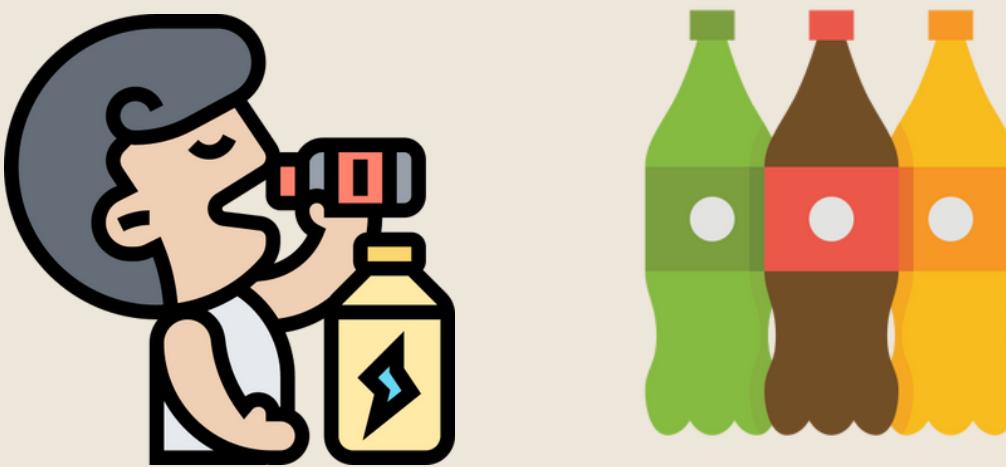


## Codebasics Resume Project Challenge #6

# PROVIDE INSIGHTS TO THE MARKETING TEAM IN FOOD & BEVERAGE INDUSTRY

**DOMAIN : FOOD AND BEVERAGE**

**FUNCTION : MARKETING**



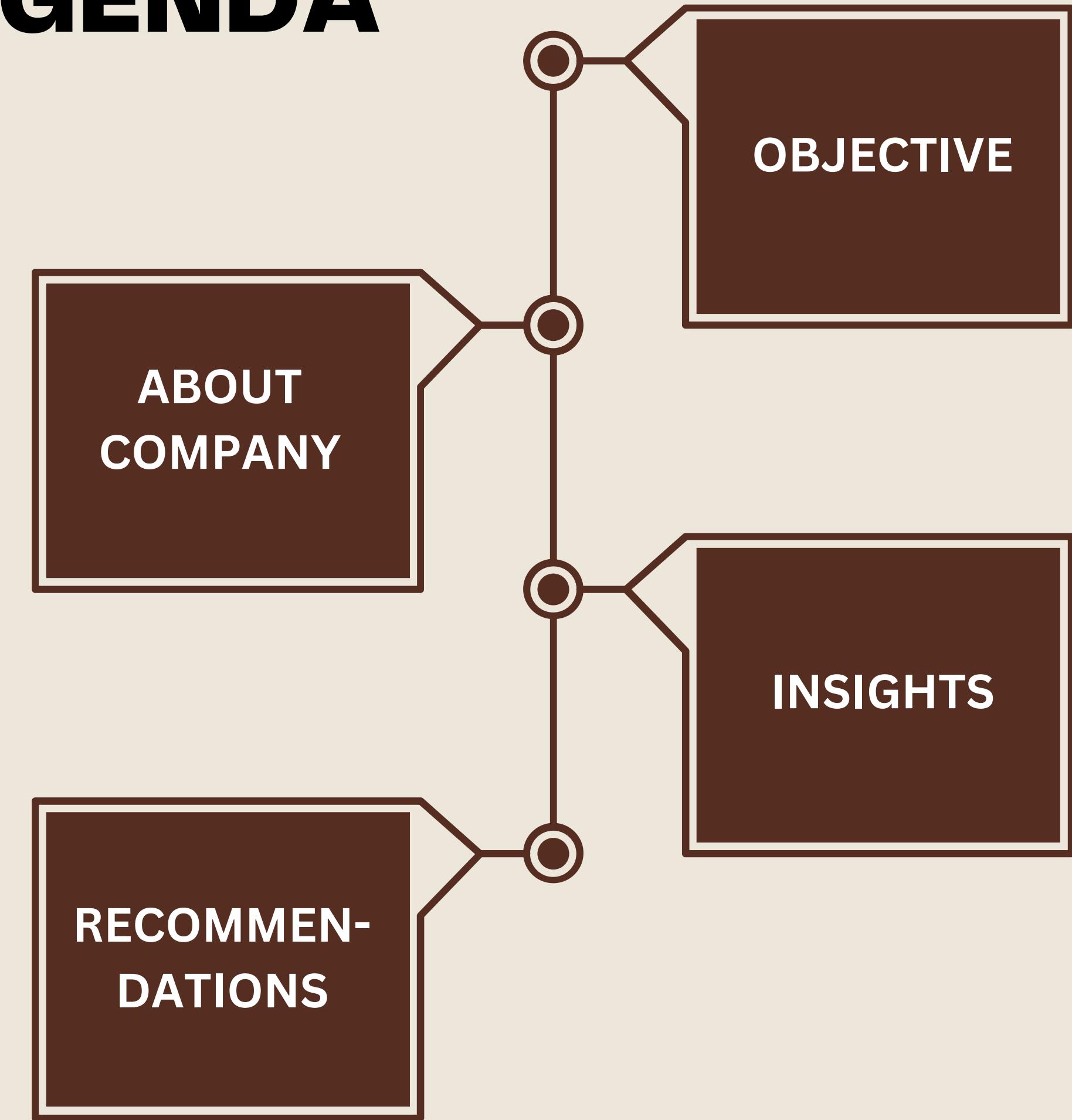
CREATED BY

SHRADDHA SHUKLA





# AGENDA



# OBJECTIVE

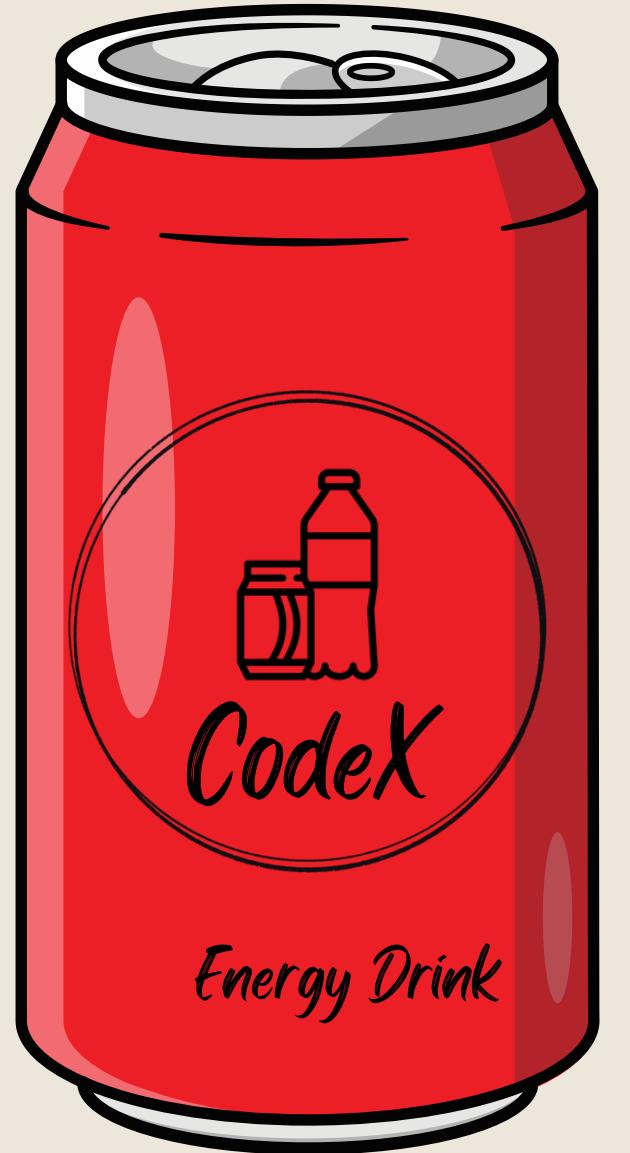
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- The objective for Peter Pandey, the marketing data analyst at CodeX, is to analyze the survey results from 10,000 respondents in the 10 cities of India where the company launched its energy drink.
- His goal is to extract valuable insights from the data that can be utilized by the Marketing team to effectively enhance brand awareness, increase market share, and drive product development strategies.

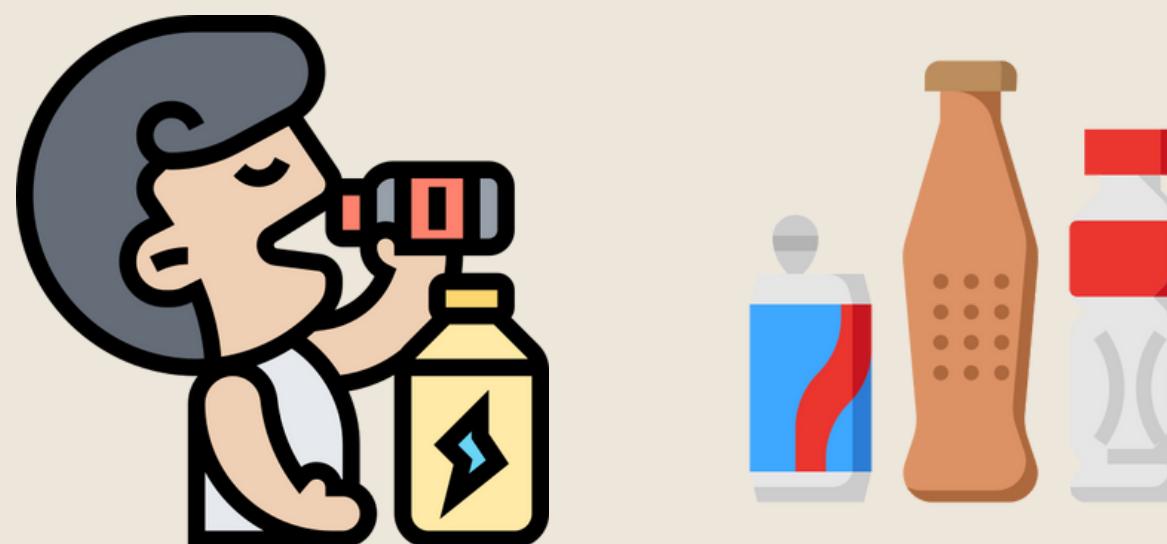


# ABOUT COMPANY

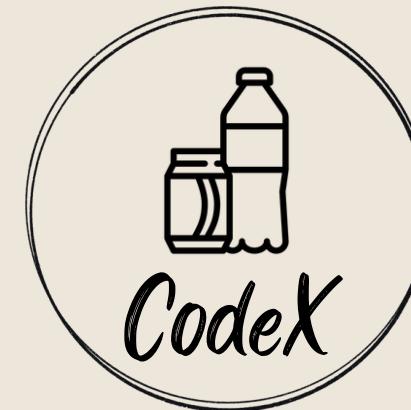
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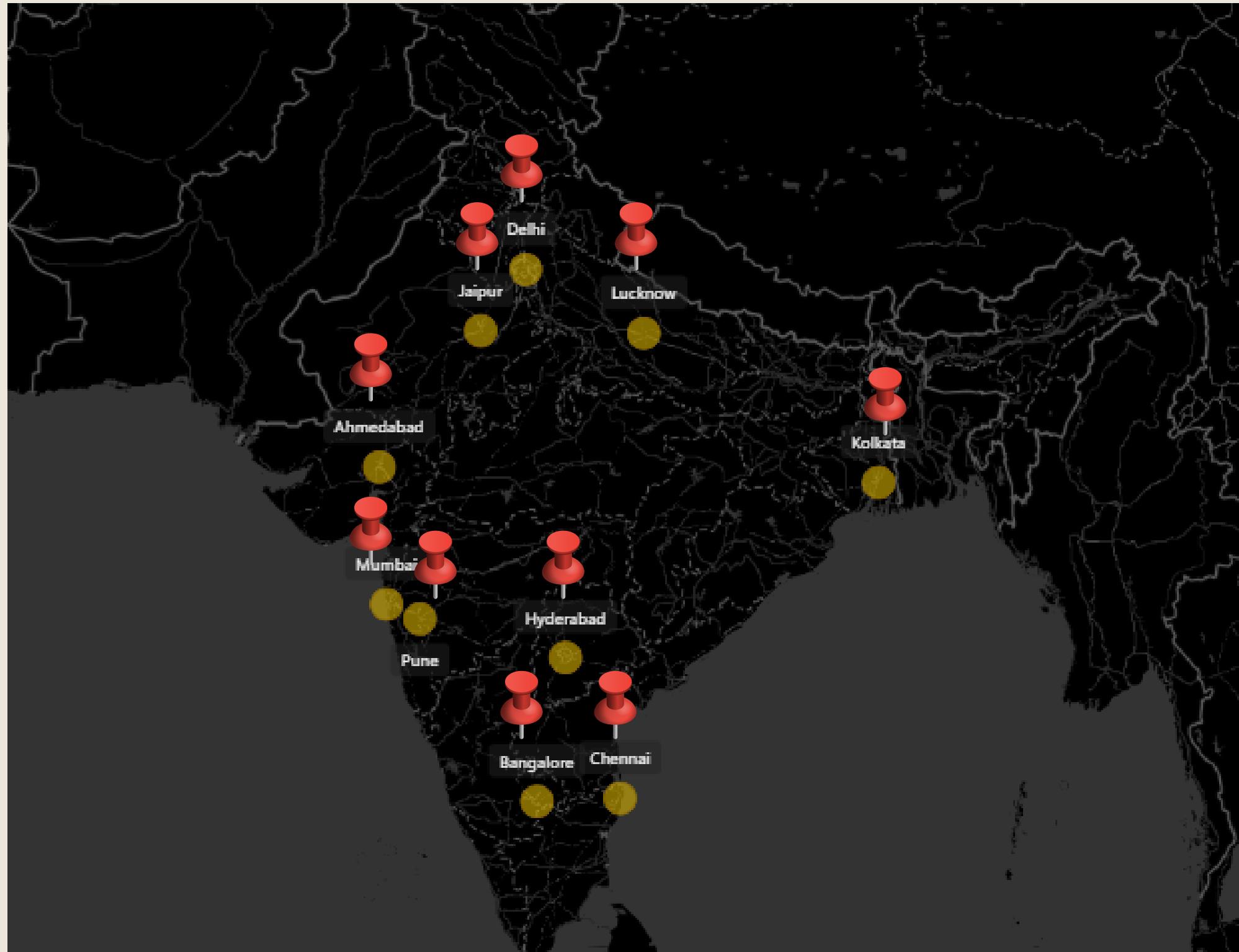
- CodeX is a **German beverage company** that is aiming to make its mark in the Indian market.
- A few months ago, they launched their "**energy drink**" in **10 cities of India**.



Continue....



# **CodeX launched their "Energy Drink" in 10 cities of India.**



- Ahmedabad
- Bangalore
- Chennai
- Delhi
- Hyderabad
- Jaipur
- Kolkata
- Lucknow
- Mumbai
- Pune

- An energy drink is a type of beverage that is formulated to provide a boost of energy and enhance mental alertness.
- These drinks typically contain stimulant ingredients, such as caffeine, taurine, guarana, and vitamins, along with other additives like sugars, herbal extracts, and amino acids.
- Caffeine is a primary component of energy drinks and is known for its stimulant effects on the central nervous system. It helps to increase alertness and reduce the feeling of fatigue.

# ENERGY DRINK



# Survey Questions

Provide Insights to the Marketing Team in Food & Beverage Industry  
(Survey Questions and Response Options)

• Demographics:

1. What is your age group?
  - a) 15-18
  - b) 19-30
  - c) 31-45
  - d) 46-65
  - e) 65+
2. What is your gender?
  - a) Male
  - b) Female
  - c) Non-binary
3. Which city in India do you reside in?
  - a) Delhi
  - b) Mumbai
  - c) Bangalore
  - d) Chennai
  - e) Kolkata
  - f) Hyderabad
  - g) Ahmedabad
  - h) Pune
  - i) Jaipur
  - j) Lucknow

• Consumption Habits:

1. How often do you consume energy drinks?
  - a) Daily
  - b) 2-3 times a week
  - c) Once a week
  - d) 2-3 times a month
  - e) Rarely

• Awareness and Perception:

1. Have you heard of our energy drink before today?
  - a) Yes
  - b) No
2. What do you think of the brand name/logo/design?
  - a) Positive
  - b) Neutral
  - c) Negative
3. What is your perception of energy drinks in general?
  - a) Healthy
  - b) Effective
  - c) Dangerous
  - d) Not sure

• Product Experience:

1. Have you ever tried our energy drink before?
  - a) Yes
  - b) No

2. When do you typically consume energy drinks?

- a) Before exercise
- b) To stay awake during work/study
- c) For mental alertness
- d) Throughout the day

3. What are the main reasons for consuming energy drinks?

- a) Increased energy and focus
- b) To combat fatigue
- c) To boost performance
- d) To enhance sports performance
- e) Other

2. If yes, how would you rate the taste, flavor, and overall experience?

- a) 1 (Poor)
- b) 2 (Below Average)
- c) 3 (Average)
- d) 4 (Good)
- e) 5 (Excellent)

3. If no, what are the main reasons preventing you from trying it?

- a) Not available locally
- b) Not interested in energy drinks
- c) Unfamiliar with the brand
- d) Health concerns
- e) Other

• Competitor Experience:

1. Which energy drink brands do you currently consume or prefer?
  - a) CodeX
  - b) Cola-Cola
  - c) Bepsi
  - d) Gangster
  - e) Blue Bull
  - f) Sky 9
  - g) Others
2. What are the reasons for choosing those brands over others?
  - a) Brand reputation
  - b) Taste/flavor preference
  - c) Effectiveness
  - d) Availability
  - e) Other
3. What improvements would you like to see in energy drinks currently available in the market?
  - a) Reduced sugar content
  - b) More natural ingredients
  - c) Wider range of flavors
  - d) Healthier alternatives
  - e) Other

• Ingredients and Health:

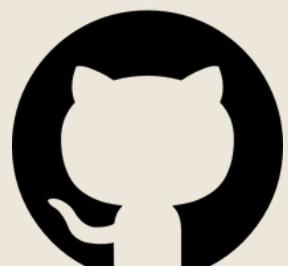
1. What ingredients do you expect in an energy drink?
  - a) Caffeine
  - b) Vitamins
  - c) Sugar
  - d) Guarana
2. Are you concerned about the health impacts of energy drinks?
  - a) Yes
  - b) No
3. Would you be interested in an energy drink with natural or organic ingredients?
  - a) Yes
  - b) No
  - c) Not Sure

• Marketing and Packaging:

1. Which marketing channels or platforms do you often come across energy drink advertisements?
  - a) TV commercials
  - b) Online ads
  - c) Print media
  - d) Outdoor billboards
  - e) Other
2. What type of packaging or bottle design would attract you to purchase an energy drink?
  - a) Compact and portable cans
  - b) Innovative bottle design
  - c) Eco-friendly design
  - d) Collectible packaging
  - e) Other
3. Would you be more likely to buy an energy drink with limited edition packaging?
  - a) Yes
  - b) No
  - c) Not sure

• Pricing and Availability:

1. What price range do you consider reasonable for an energy drink?
  - a) Below 50
  - b) 50-99
  - c) 100-150
  - d) Above 150
2. Where do you typically purchase energy drinks?
  - a) Local stores
  - b) Supermarkets
  - c) Online retailers
  - d) Gyms and fitness centers
  - e) Other
3. In which situations or activities do you typically consume energy drinks?
  - a) Sports/exercise
  - b) Studying/working late
  - c) Social outings/parties
  - d) Driving/commuting
  - e) Other



# Primary , Secondary Insights (Sample Sections /Questions) and Recommendations for Codex

Provide Insights to the Marketing Team in Food & Beverage Industry



**Primary Insights (Sample Sections / Questions)**

*Note: These insights can be derived from the survey responses*

1. Demographic Insights (examples)
  - 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)?
2. Consumer Preferences:
  - a. What are the preferred ingredients of energy drinks among respondents?
  - b. What packaging preferences do respondents have for energy drinks?
3. Competition Analysis:
  - a. Who are the current market leaders?
  - b. What are the primary reasons consumers prefer those brands over ours?
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?
5. Brand Penetration:
  - a. What do people think about our brand? (overall rating)
  - b. Which cities do we need to focus more on?
6. Purchase Behavior:
  - 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?
7. Product Development:
  - a. Which area of business should we focus more on our product development? (Branding/taste/availability)

[codebasics.io](http://codebasics.io)

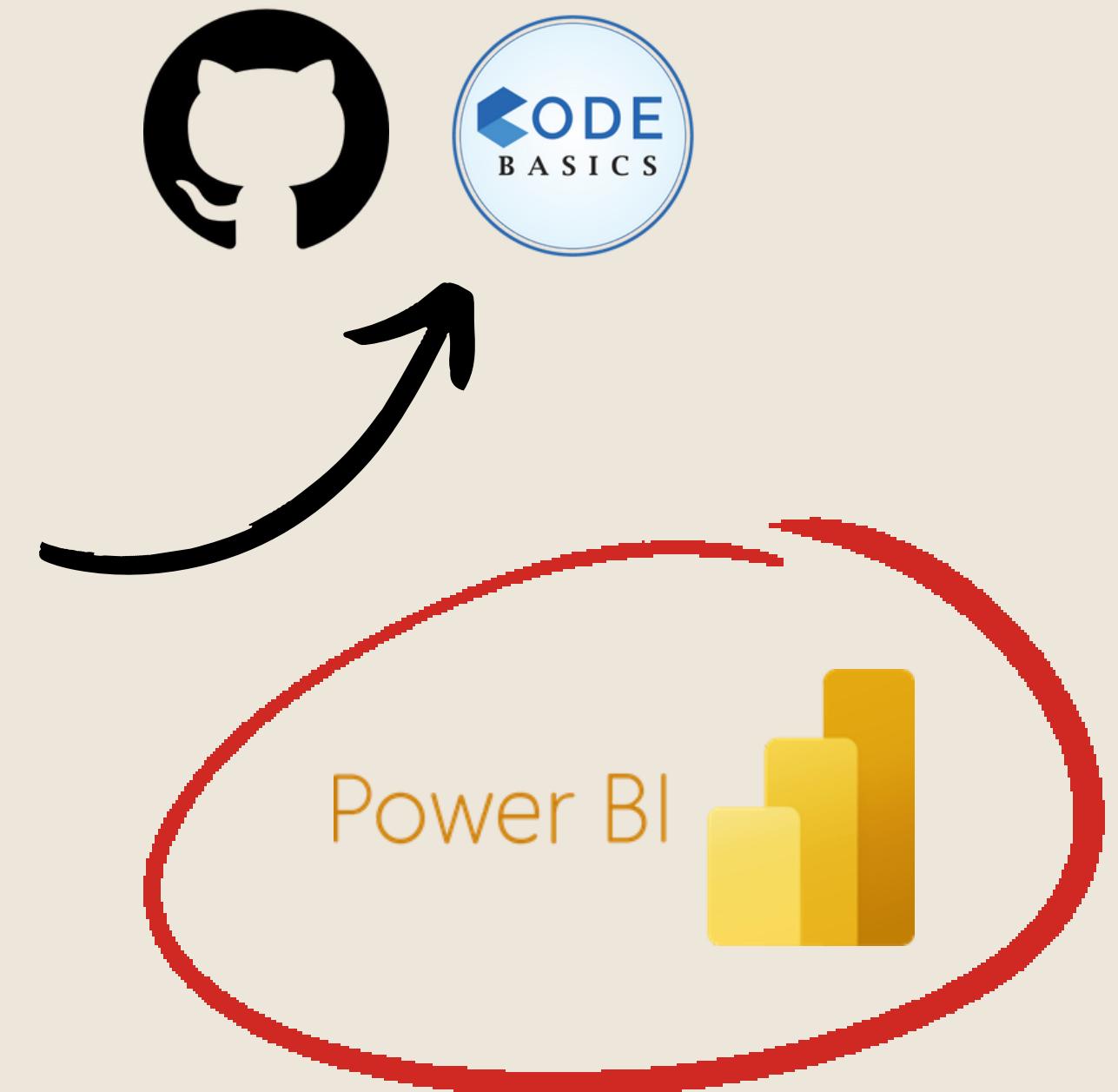
**Secondary Insights (Sample Sections / Questions)**

*Note: You need to do additional market research*

**Recommendations for CodeX:**

**Give 5 recommendations for CodeX (below are some samples)**

- What immediate improvements can we bring to the product?
- What should be the ideal price of our product?
- What kind of marketing campaigns, offers, and discounts we can run?
- Who can be a brand ambassador, and why?
- Who should be our target audience, and why?

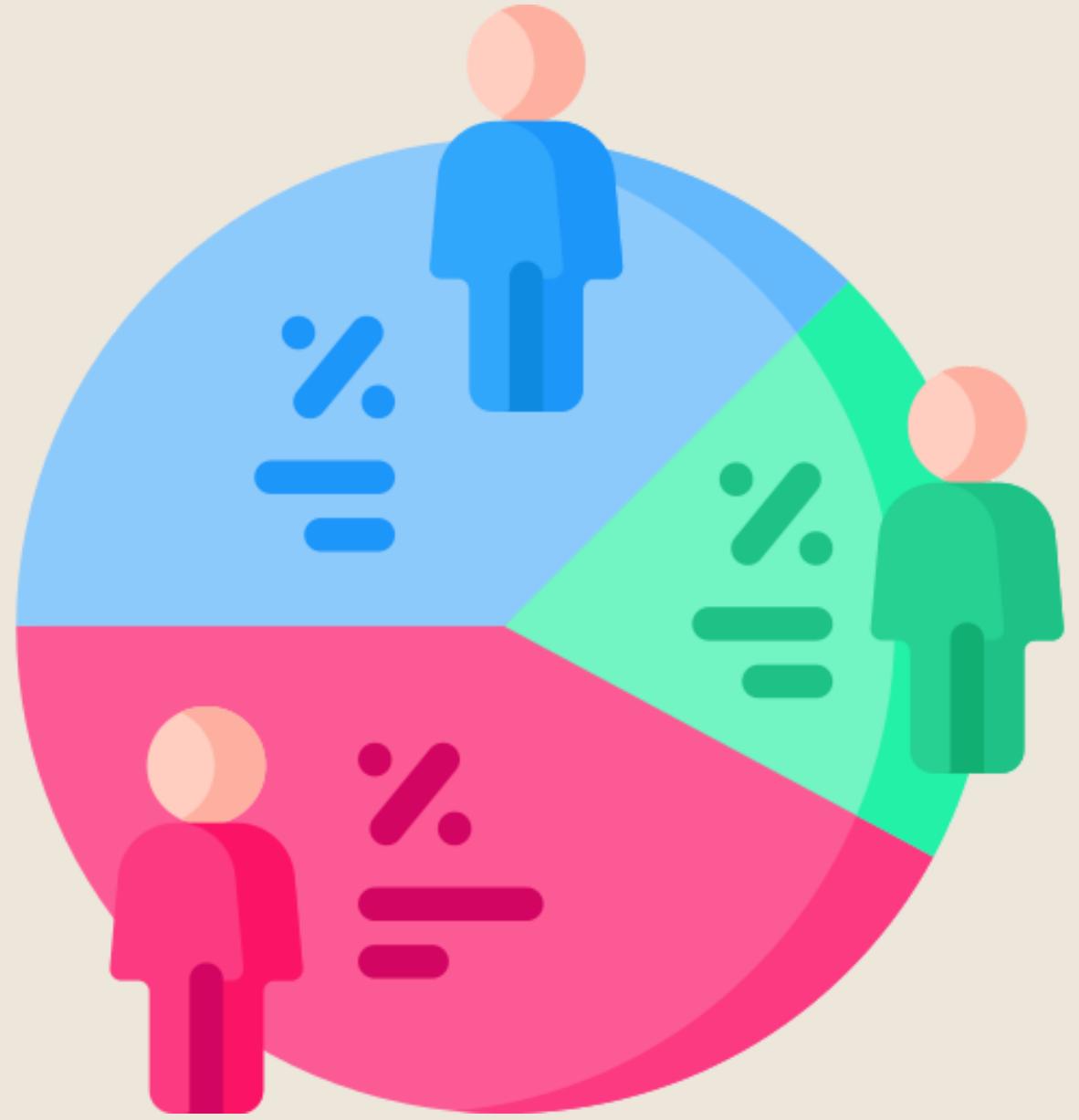
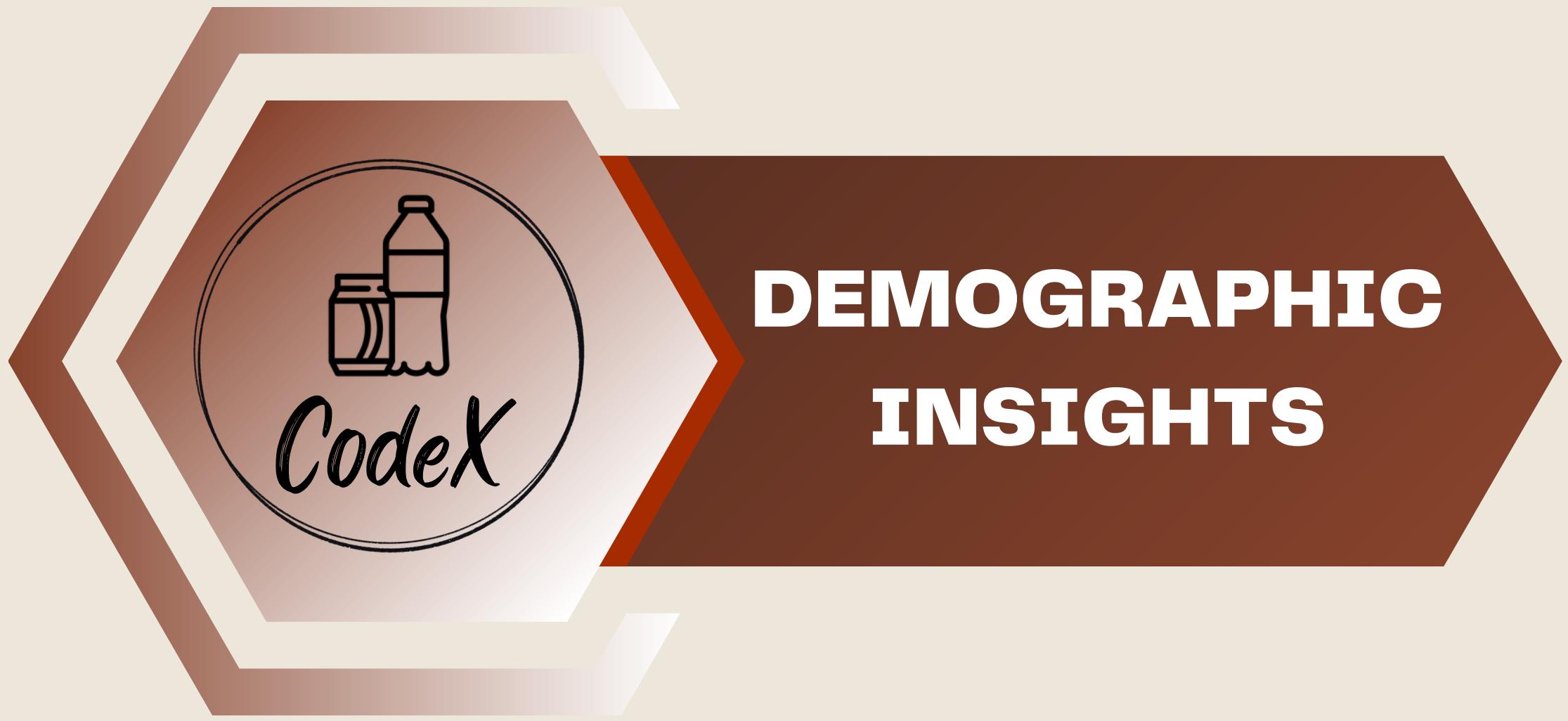


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# **Primary , Secondary Insights (Sample Sections /Questions) and Recommendations for Codex**

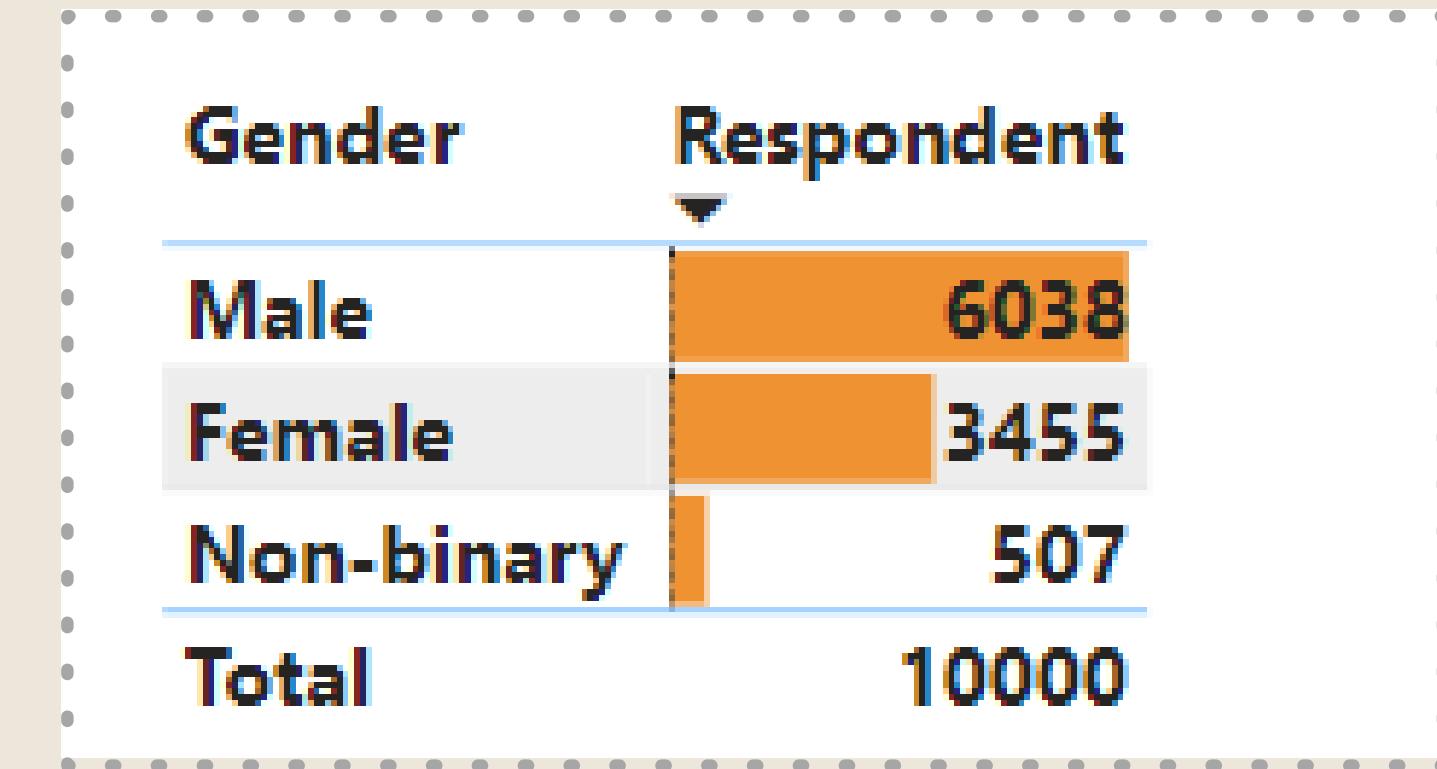
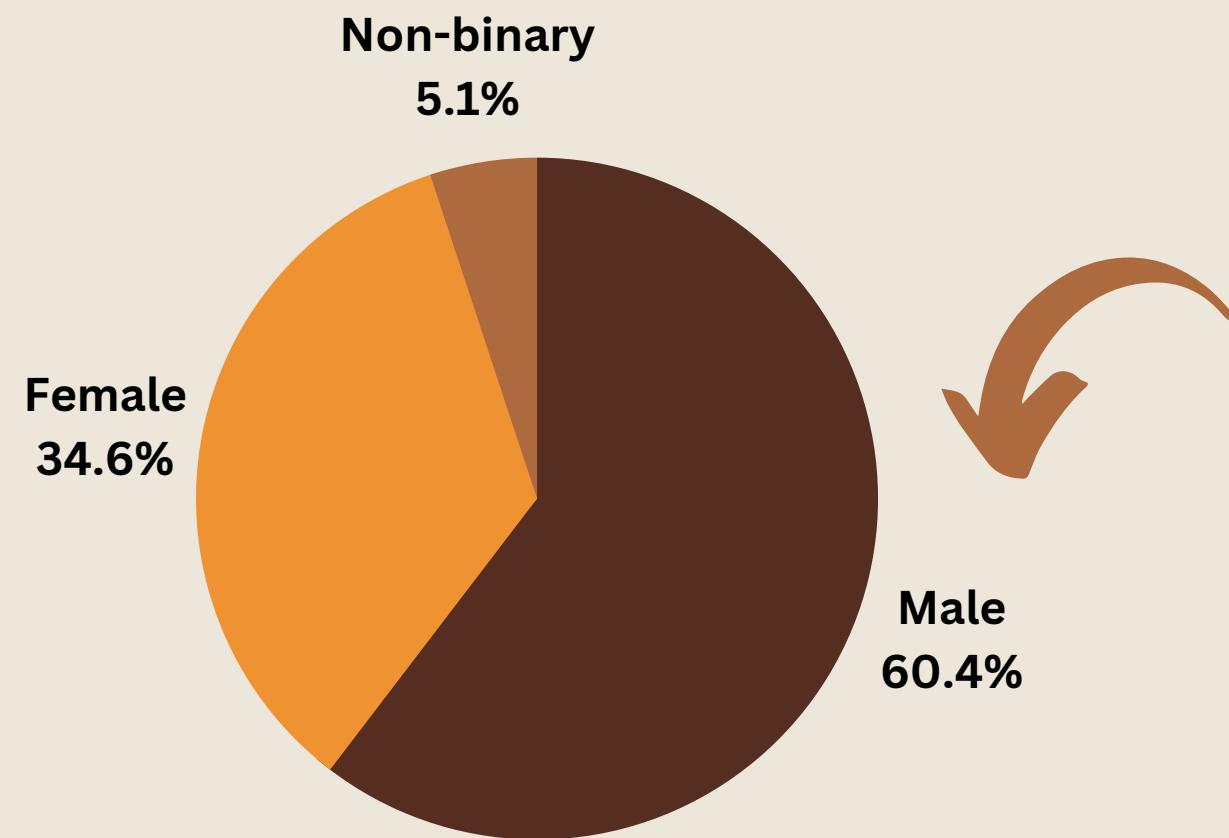
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# DEMOGRAPHICS INSIGHTS

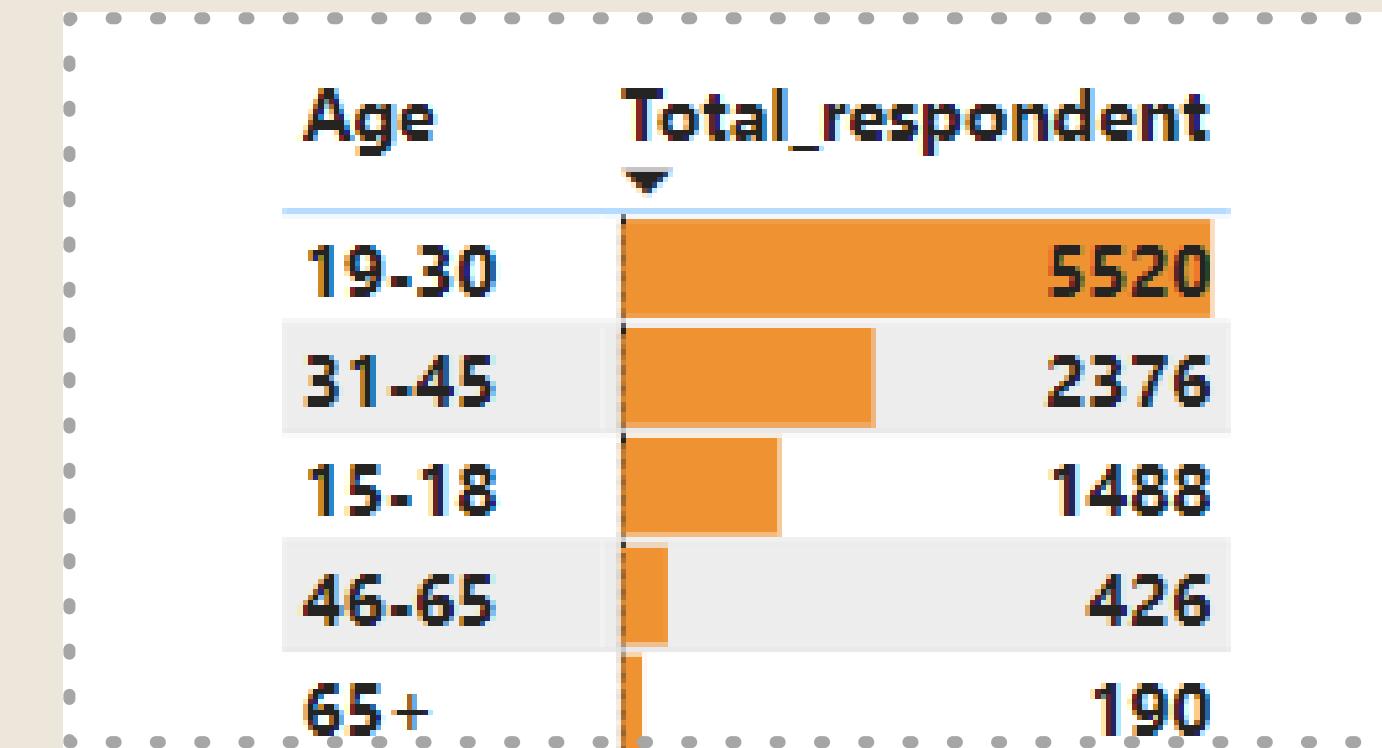
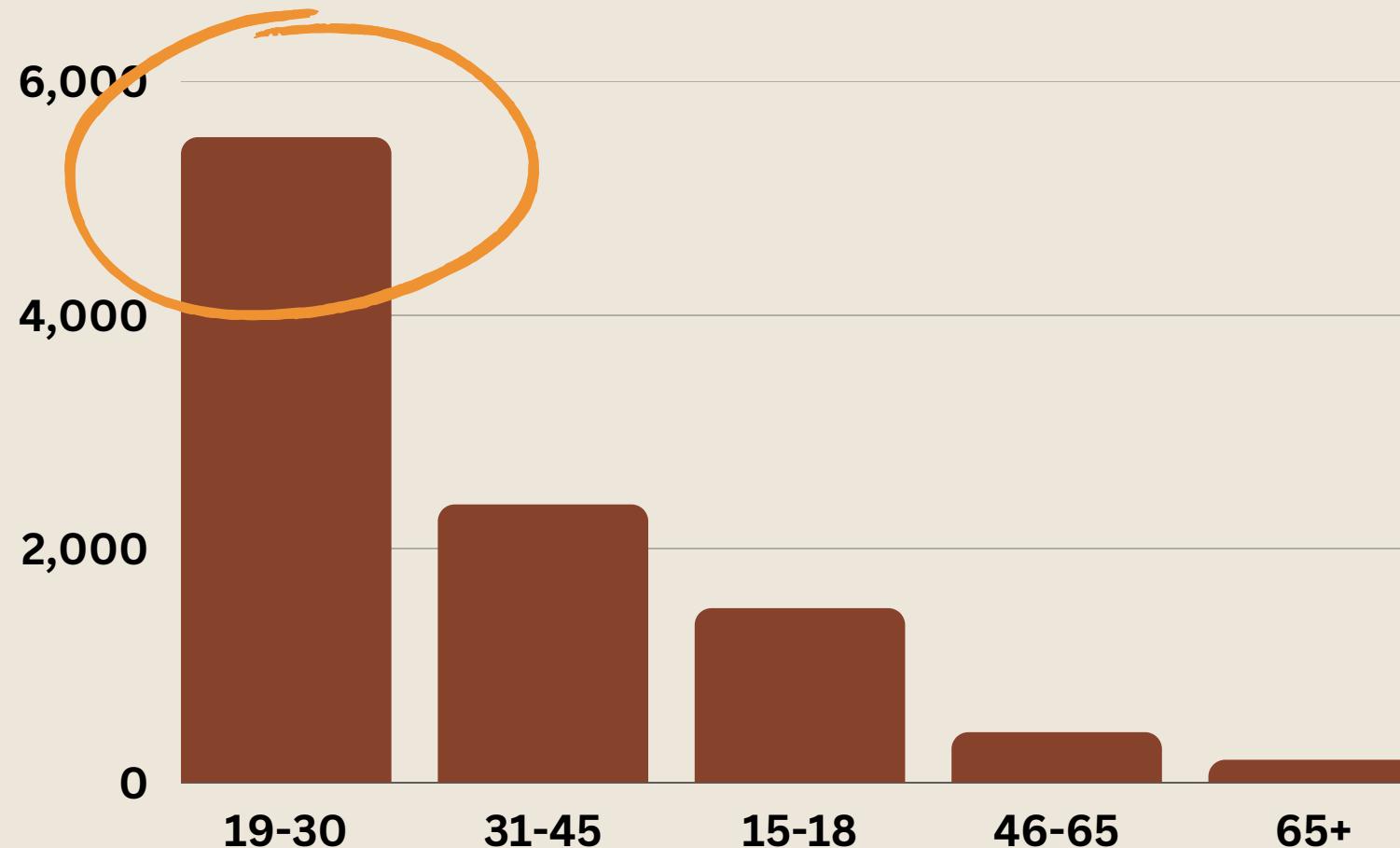
## (A) Who prefers energy drink more? (male/female/non-binary?)



The survey indicates that **60% of customers are males** who have a higher preference for energy drinks compared to other demographics, underscoring the importance of targeting this audience in marketing and promotion efforts.

# DEMOGRAPHICS INSIGHTS

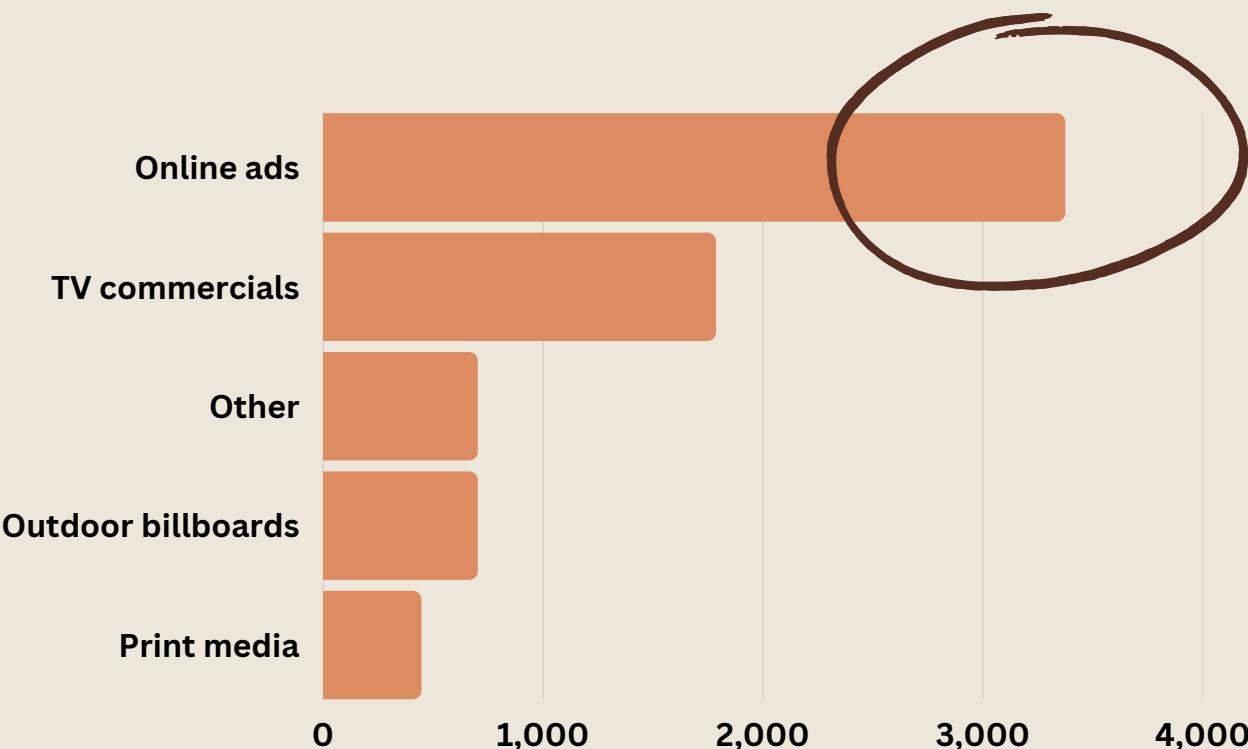
## (B) Which age group prefers energy drinks more?



- According to the survey, **more than 55% of individuals within the age group of 19-30 have a higher preference for energy drinks.**
- This data emphasizes the significant market share of the 19-30 age group and underscores the importance of targeting them in marketing and promotions.

# DEMOGRAPHICS INSIGHTS

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



Marketing_channels	Respondent_Age_15_30
Online ads	3373
TV commercials	1785
Other	702
Outdoor billboards	702
Print media	446
Total	7008



- Based on the survey results, online ads have proven to be the most effective marketing approach, reaching approximately 33% of individuals within the 15-30 age group.
- Younger individuals are more likely to be active internet users, making online ads an effective channel to capture their attention and engage with them effectively.

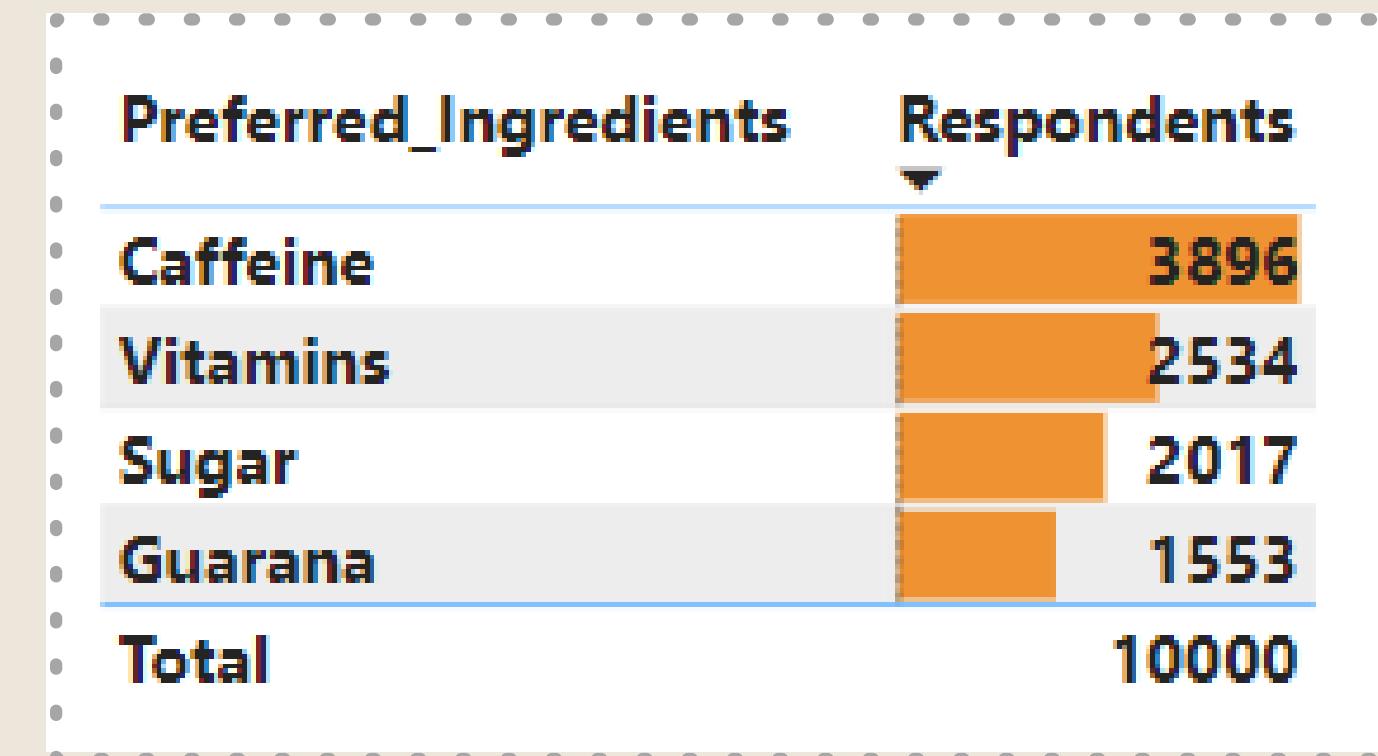
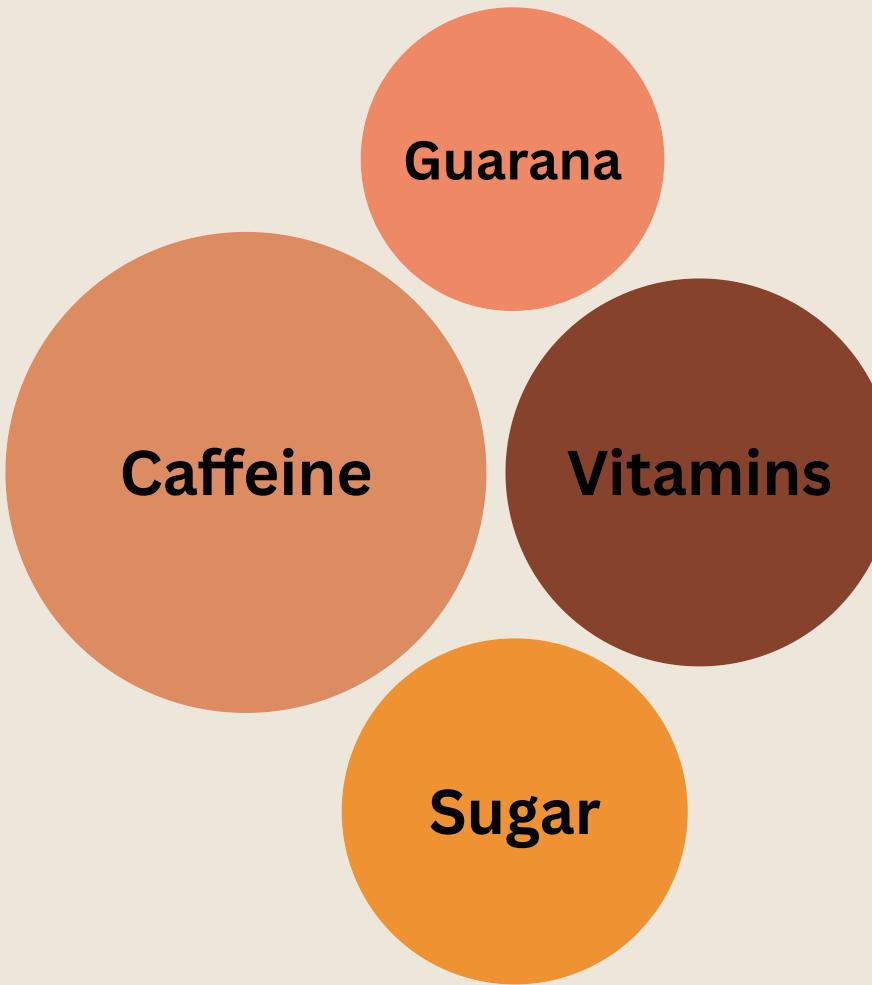


## CONSUMER PREFERENCES



# CONSUMER PREFERENCE

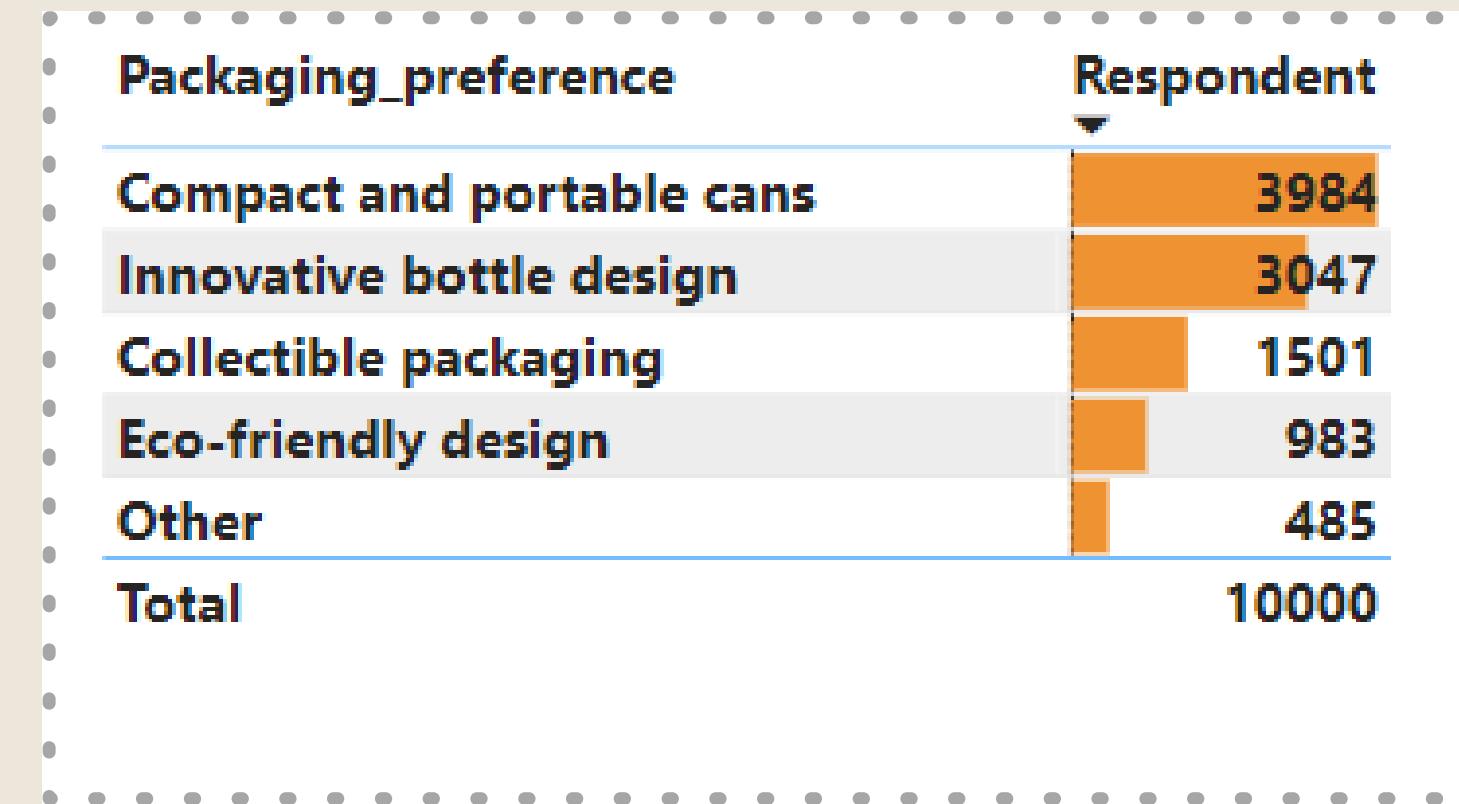
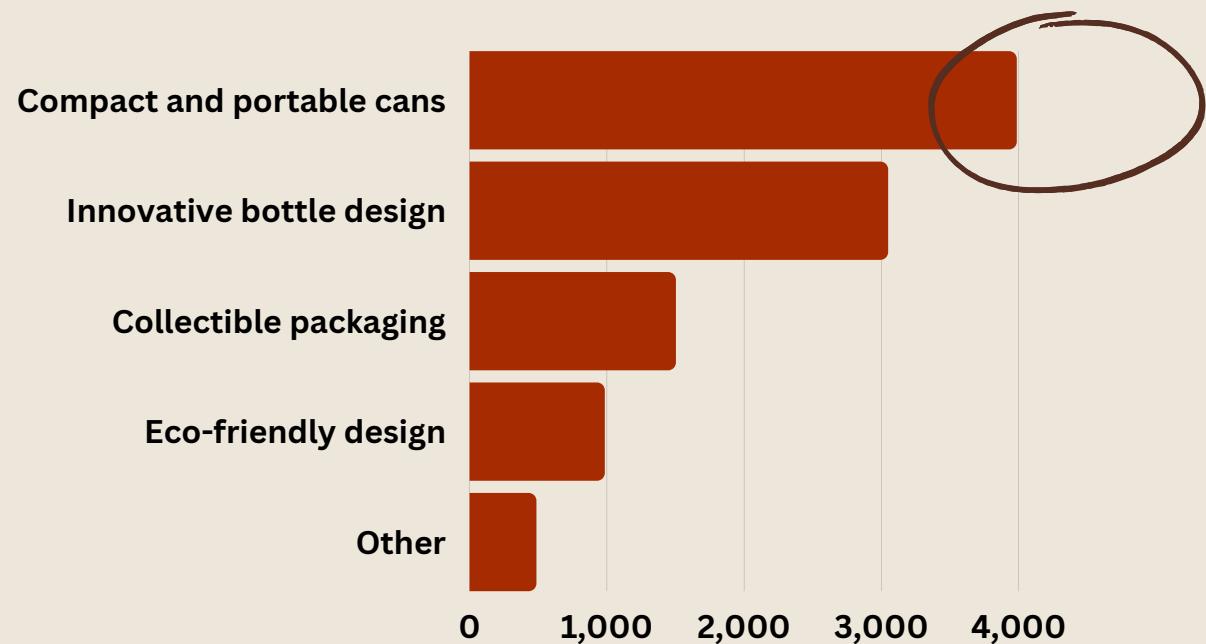
## (A) What are the preferred ingredients of energy drinks among respondents?



- The survey reveals that **caffeine is the most preferred ingredient** among respondents when it comes to energy drinks.
- This valuable information can guide the company in **developing customer-centric products** that meet their preferences and prioritize caffeine as a crucial component.

# CONSUMER PREFERENCE

## (B) What packaging preferences do respondents have for energy drinks?



- The survey indicates that approximately 40% of customers prefer compact and portable cans packaging for the product.
- This finding highlights the importance of meeting customer preferences by offering convenient and easily transportable options.

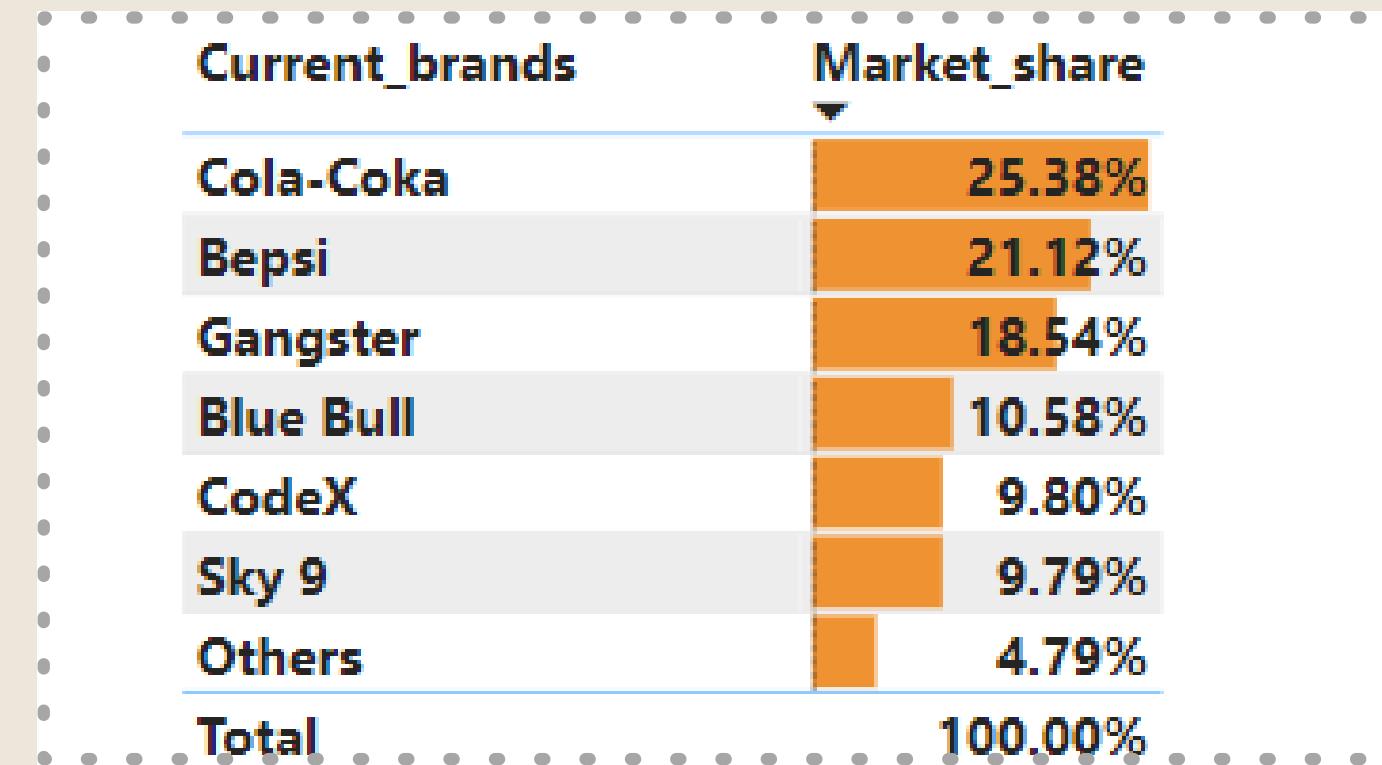
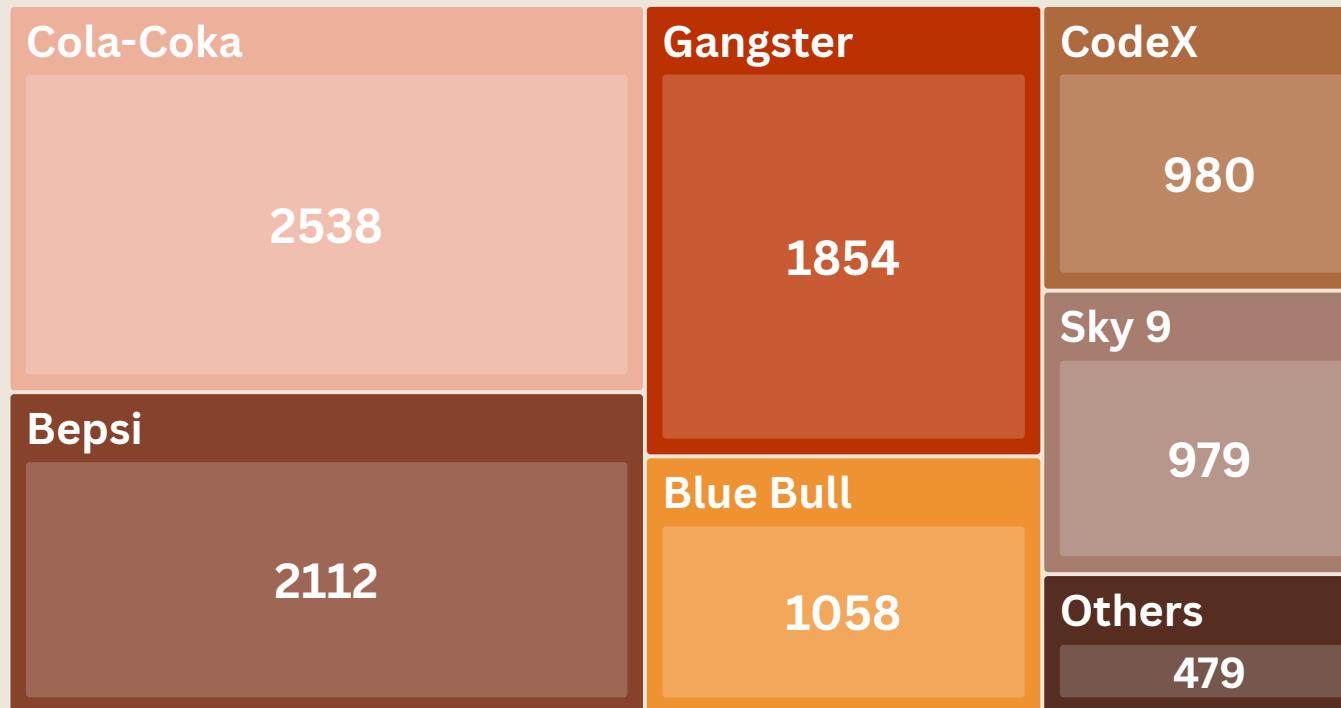


## COMPETITION ANALYSIS



# COMPETITION ANALYSIS

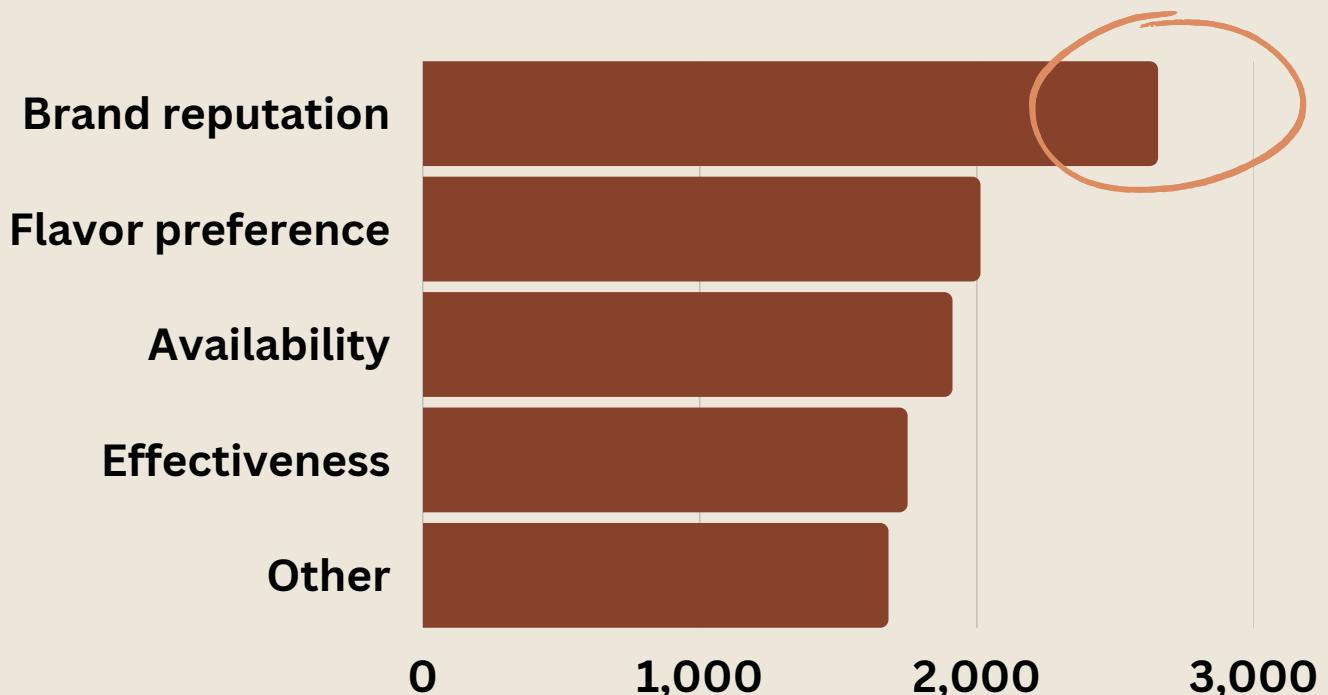
## (A) Who are the current market leaders?



- The survey reveals that Cola-Cola has captured over 25% of the market, establishing itself as the market leader.
- It is important for the CodeX to learn from the market leader and utilize valuable insights to shape their own strategies and initiatives.

# COMPETITION ANALYSIS

## (B) What are the primary reasons consumers prefer those brands over ours?



Reasons_for_choosing_brands	Respondent
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679
Total	10000

- The survey indicates that a primary reason consumers prefer other brands over ours is **brand reputation**, accounting for over 26% of respondents.
- This highlights the need for the company to prioritize and invest in branding efforts to enhance brand perception and competitiveness in the market.

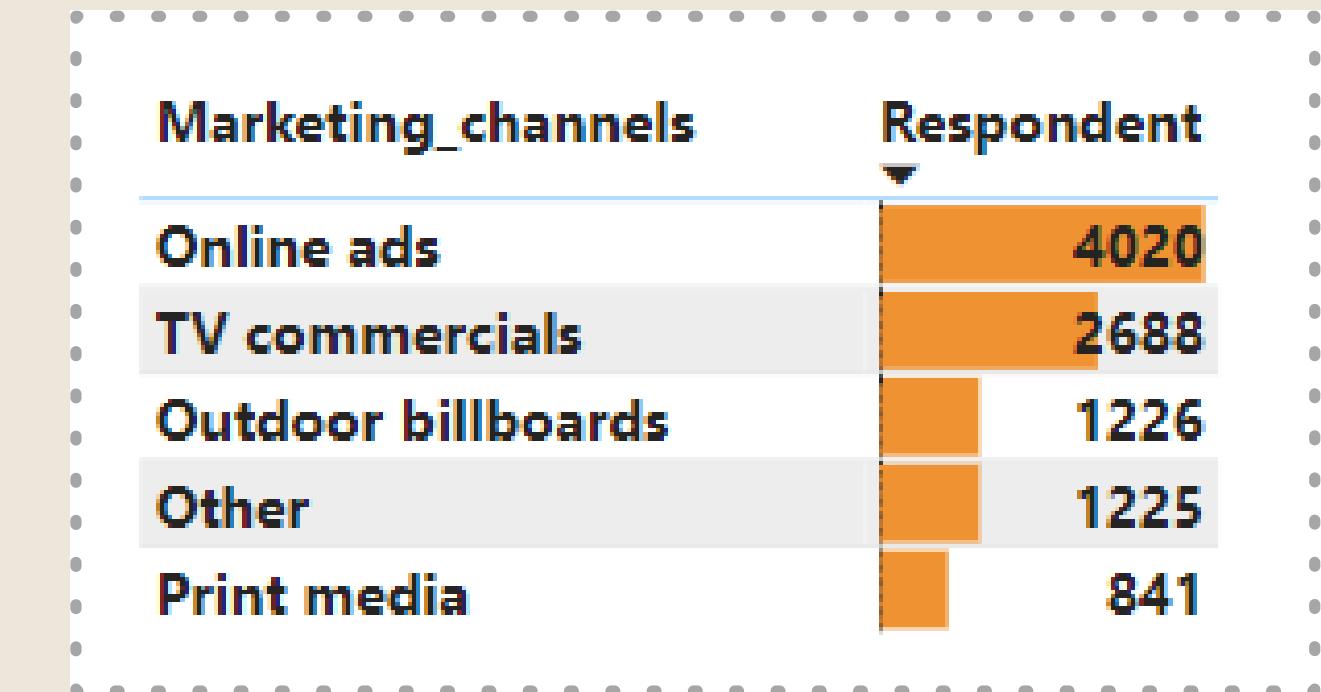
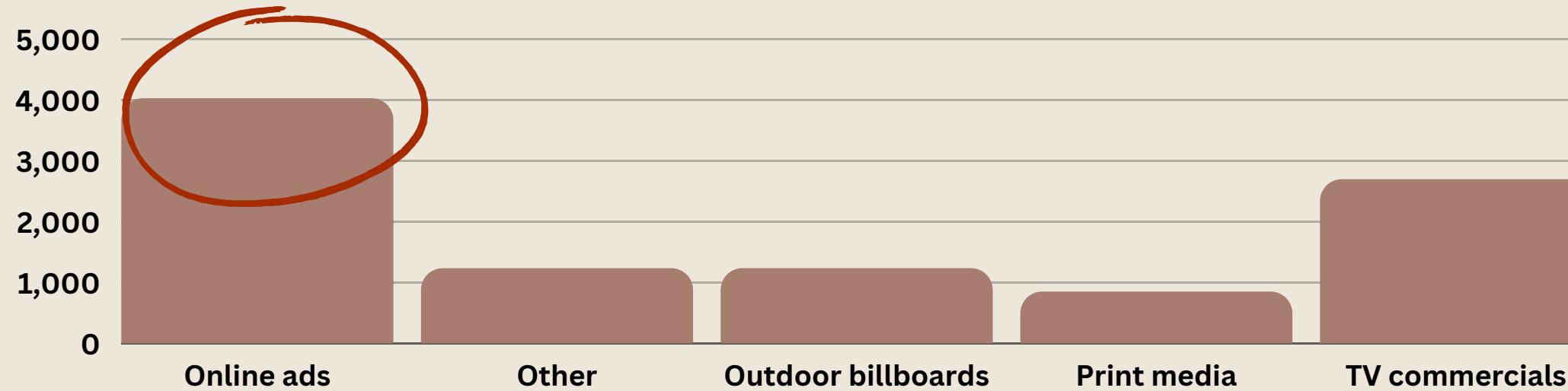


## MARKETING CHANNELS & BRAND AWARENESS



# MARKETING CHANNEL AND BRAND AWARENESS

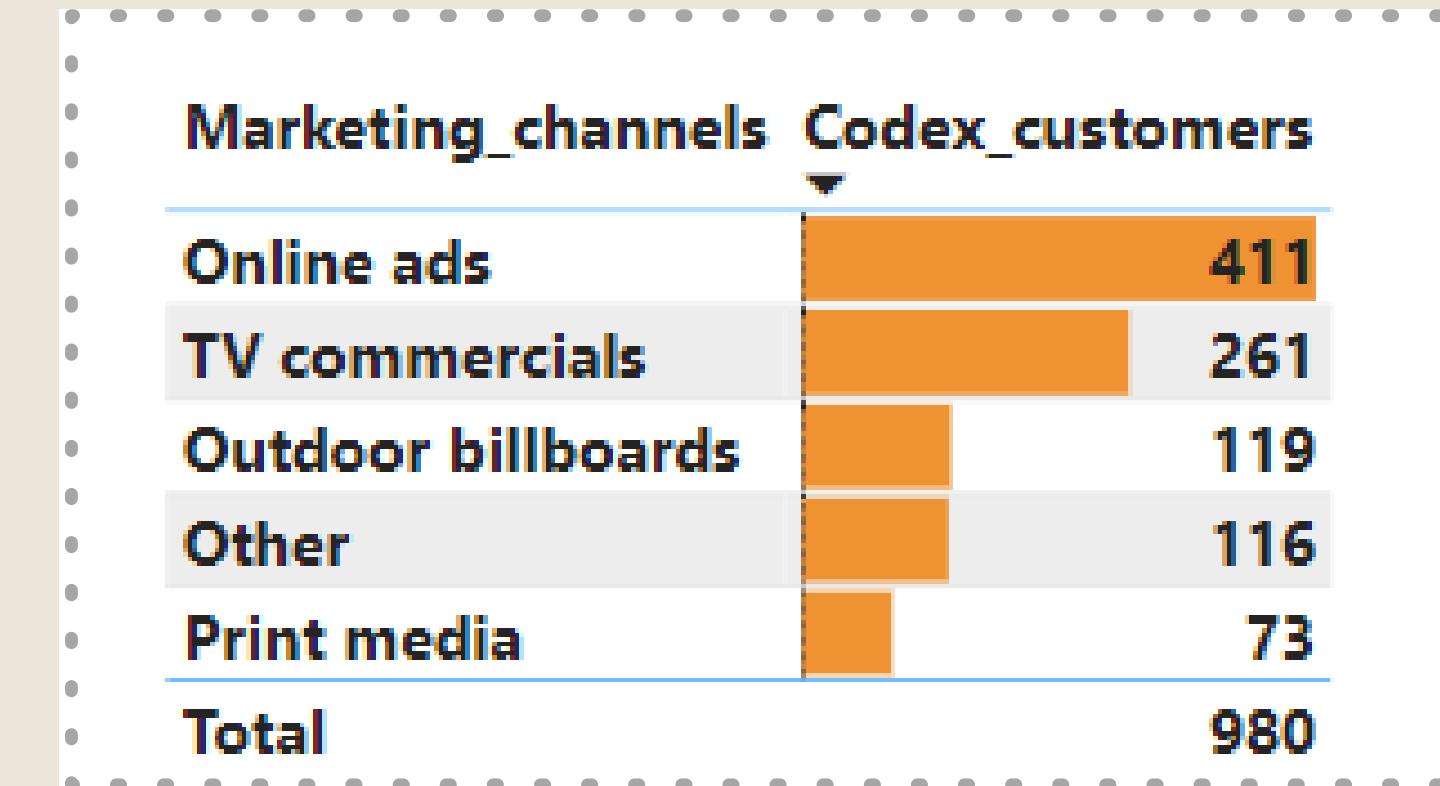
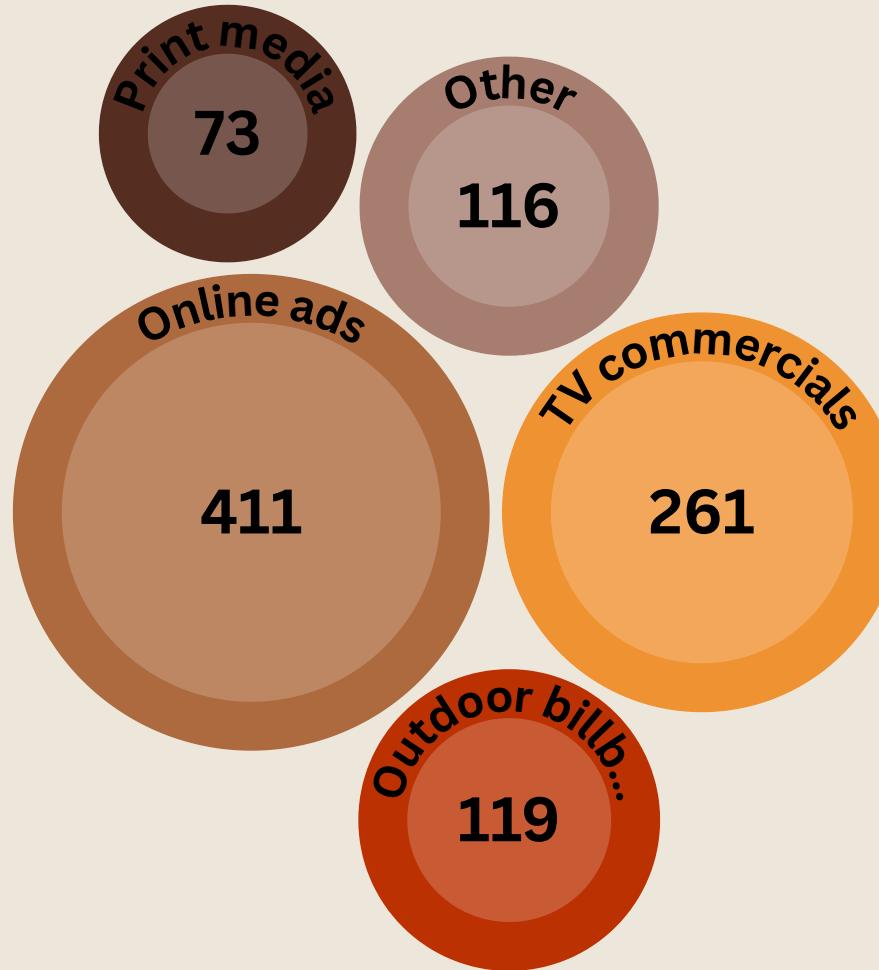
## (A) Which marketing channel can be used to reach more customers?



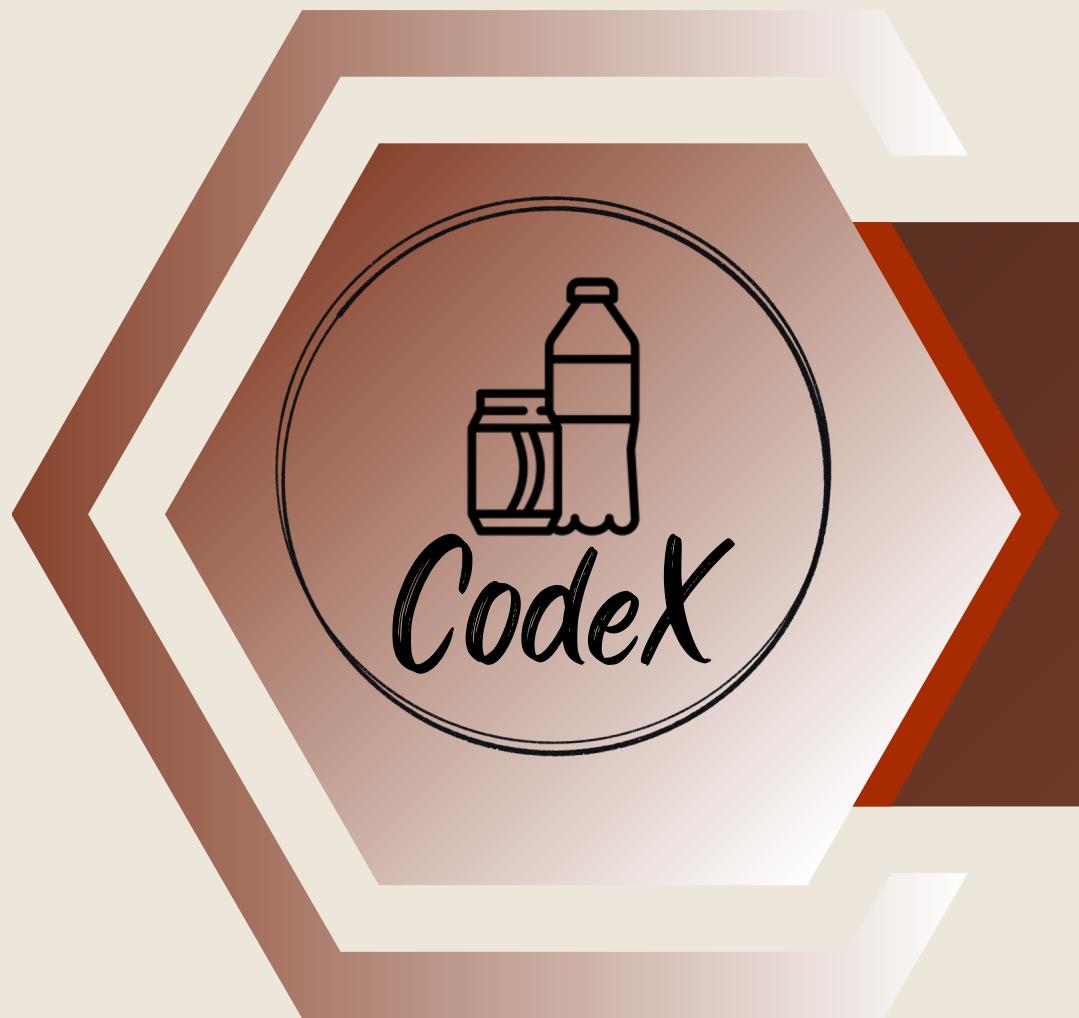
- The survey suggests that **online ads** can reach approximately 40% of customers, highlighting their effectiveness as a marketing channel.
- In order to reach customers who are not utilizing the internet, the company should prioritize the **TV commercial** marketing channel as well. This approach allows for effective engagement with a broader audience beyond online platforms.

# MARKETING CHANNEL AND BRAND AWARENESS

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



- The survey reveals that **online ads** are highly effective in reaching our customers, capturing approximately 41% of the target audience.
- However, it is important for the company to also focus on other marketing channels to cater to customers who do not use the internet.

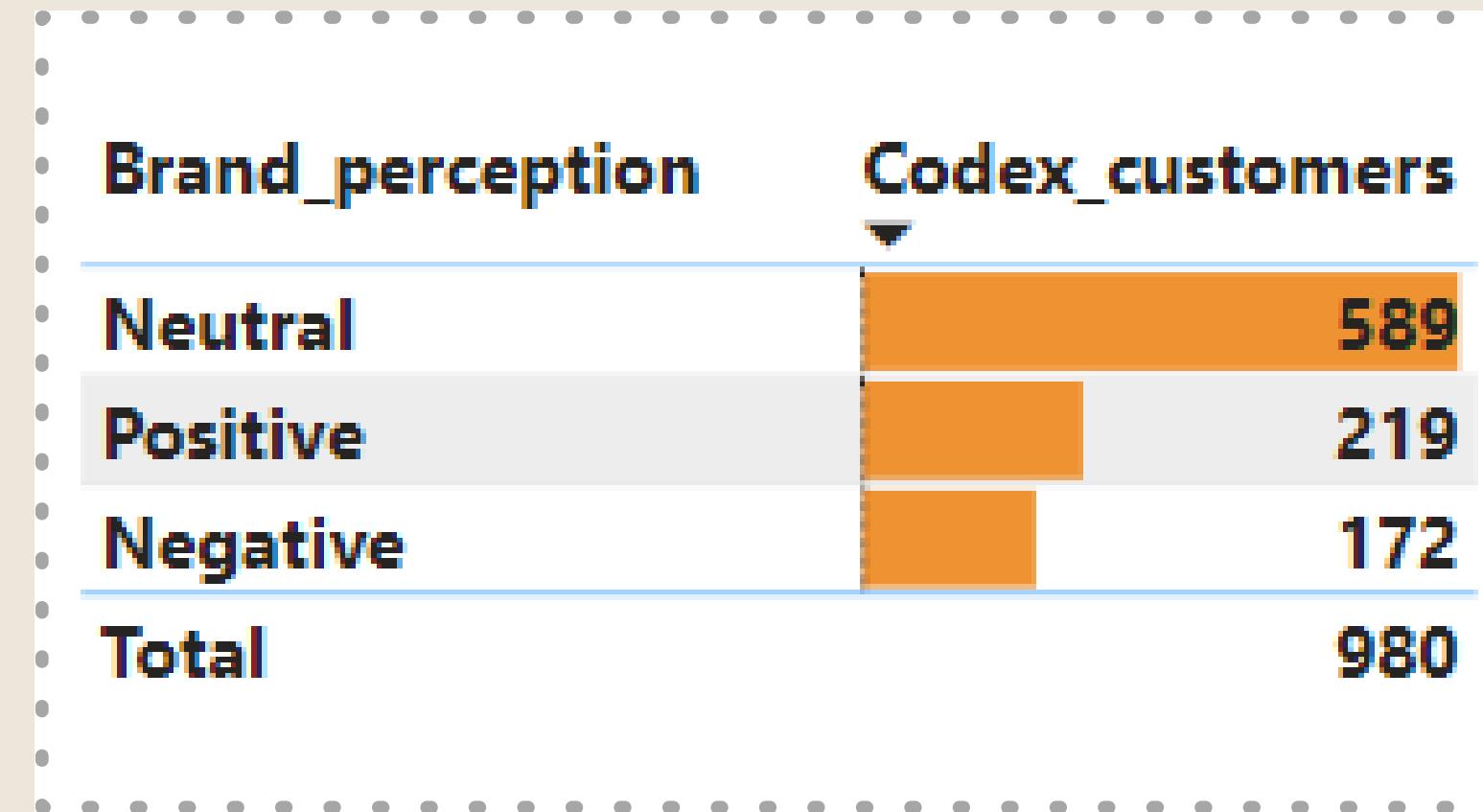
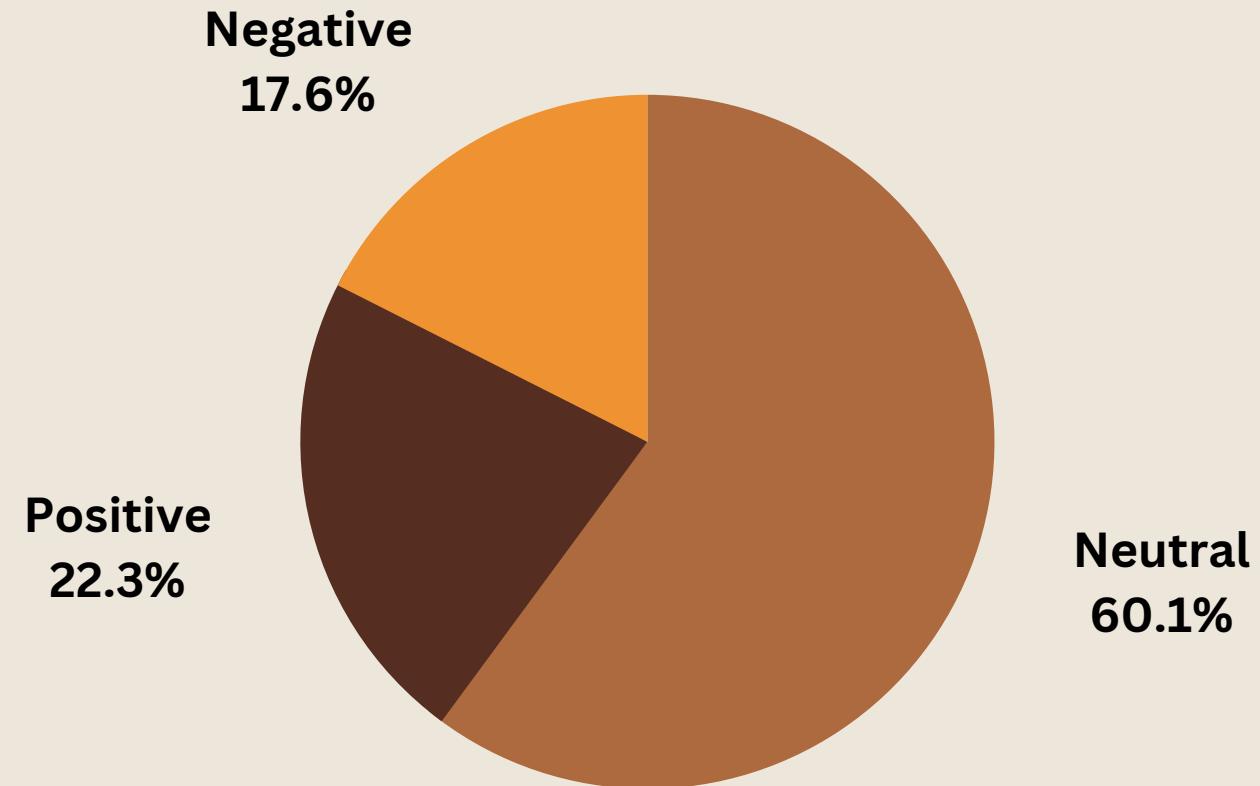


## BRAND PENETRATION



# BRAND PENETRATION

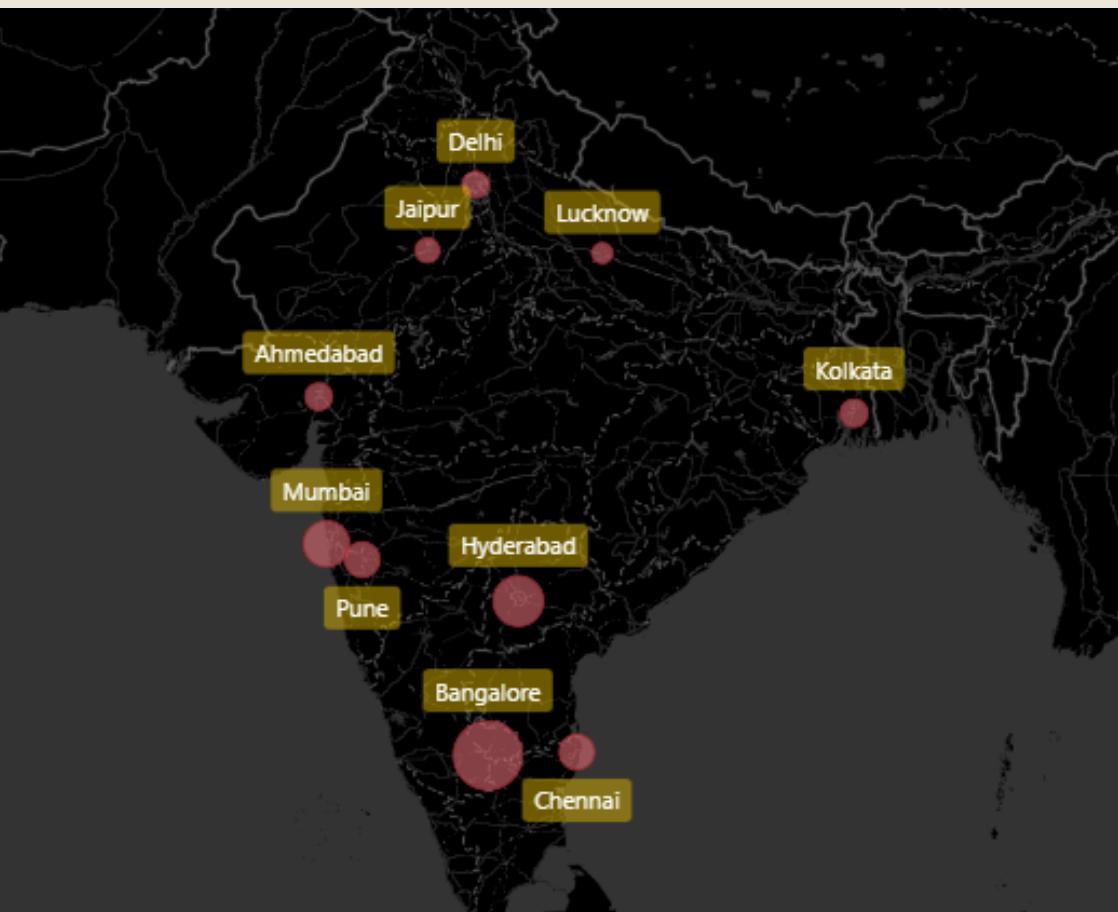
## (A) What do people think about our brand? (overall rating)



- The survey reveals that **60%** of the respondents hold a **neutral perception**, approximately **18%** have a **negative perception**, and around **22%** have a **positive perception** of the Codex brand.
- This distribution of perceptions emphasizes the importance for the company to address and improve the negative perception while further enhancing the positive perception among customers.

# BRAND PENETRATION

(B) Which cities do we need to focus more on?



City	Respondent
Bangalore	2828
Hyderabad	1833
Mumbai	1510
Chennai	937
Pune	906
Kolkata	566
Ahmedabad	456
Delhi	429
Jaipur	360
Lucknow	175
Total	10000

- The survey revealed that out of 10,000 respondents, Lucknow had only 175 (less than 2%) and Jaipur had less than 4% of respondents, indicating a lower preference for energy drinks in those areas.
- To effectively target and attract customers, the company should intensify marketing efforts and establish a strong brand presence in these locations.

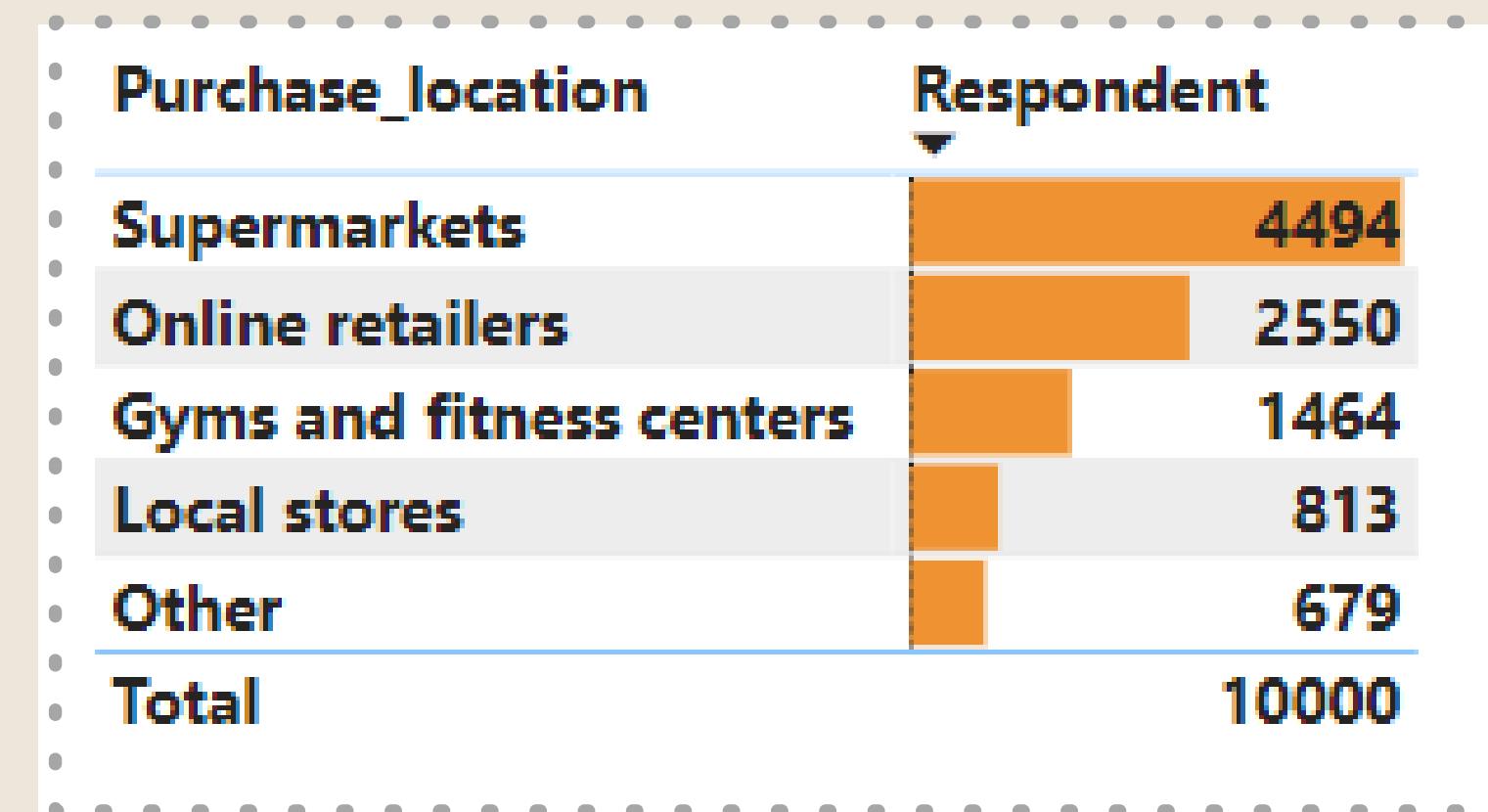
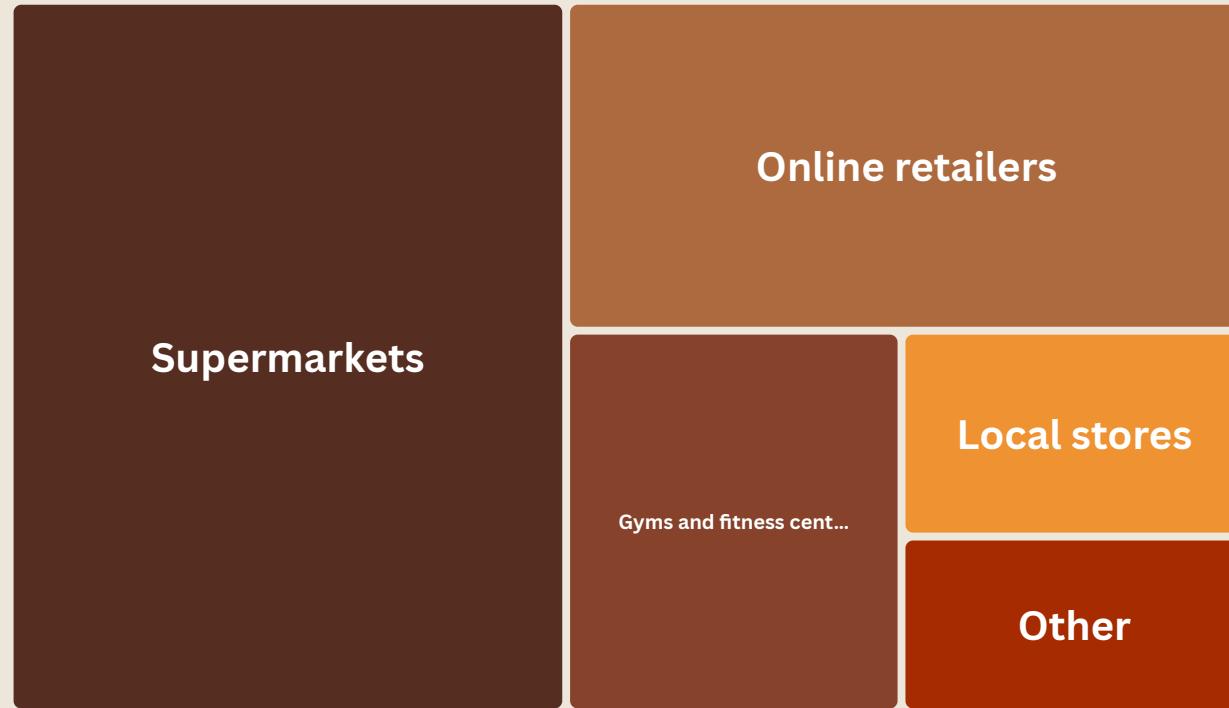


## PURCHASE BEHAVIOR



# PURCHASE BEHAVIOR

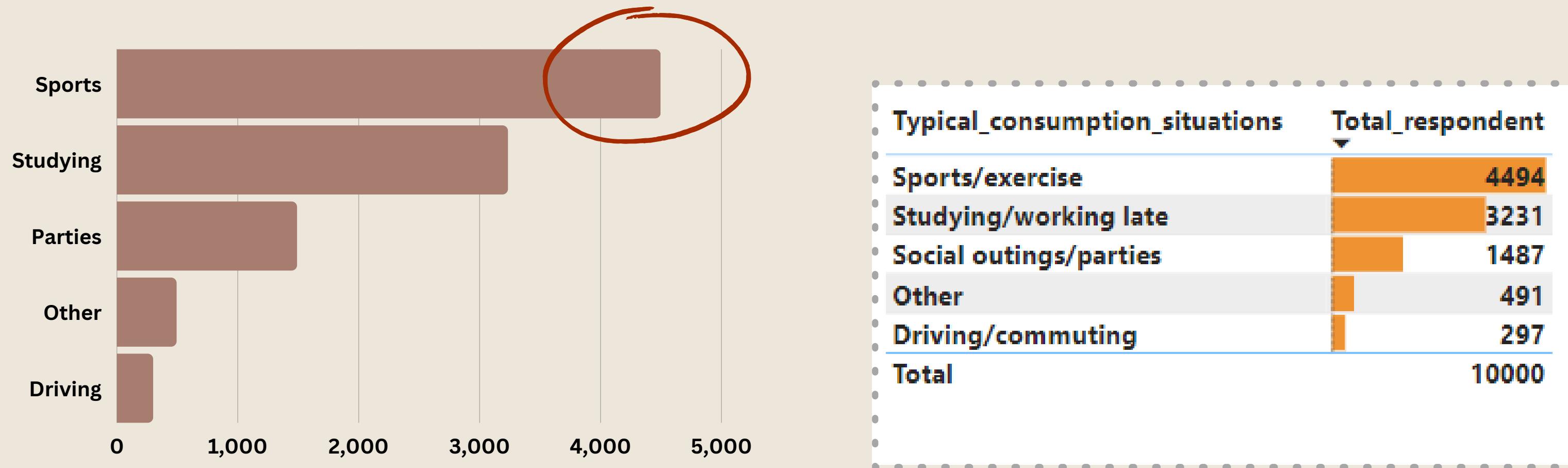
## (A) Where do respondents prefer to purchase energy drinks?



- The survey indicates that **45% of customers** prefer to purchase energy drinks while visiting **supermarkets**.
- Therefore, it is recommended that the company focuses on ensuring the availability of energy drinks in **supermarkets** to cater to customer preferences.

# PURCHASE BEHAVIOR

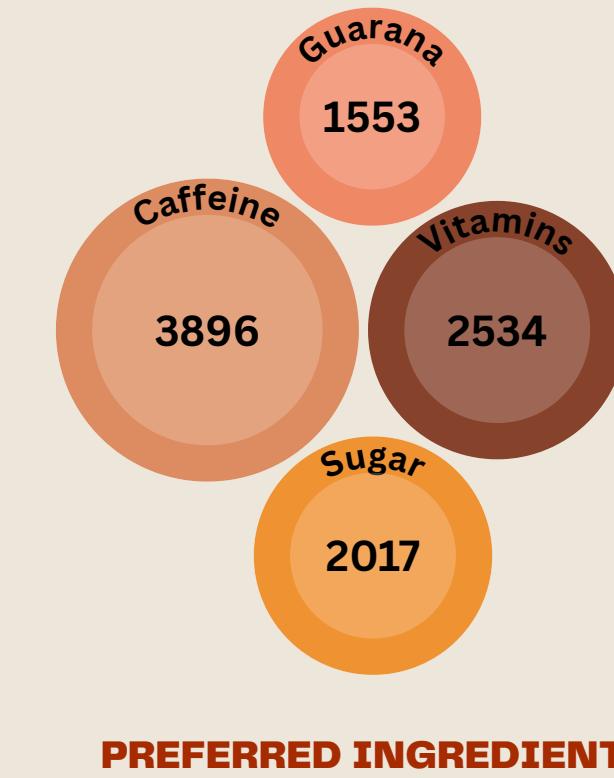
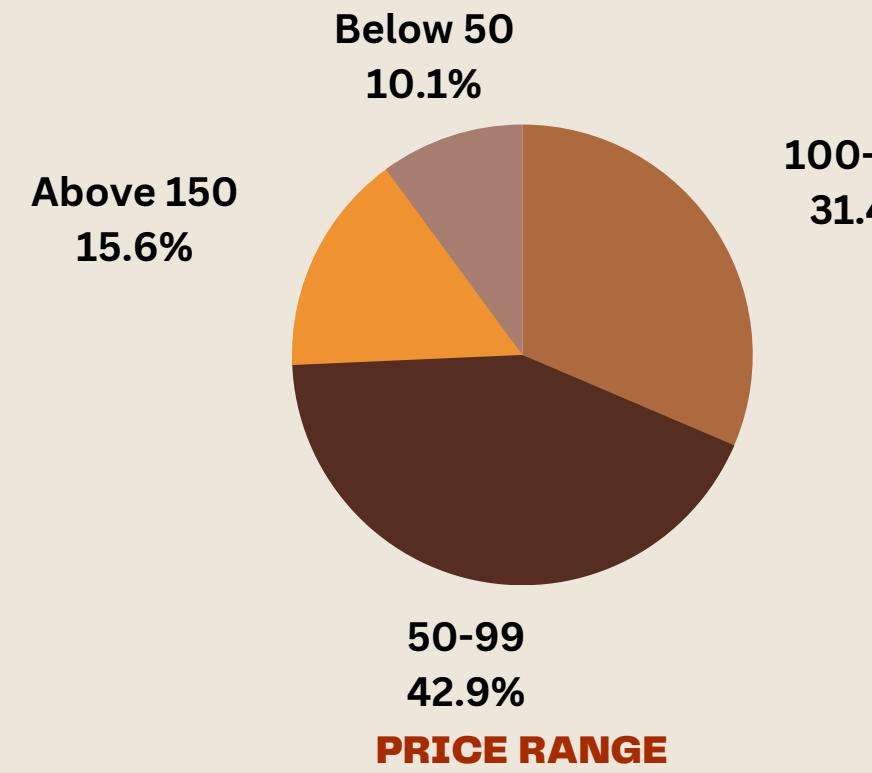
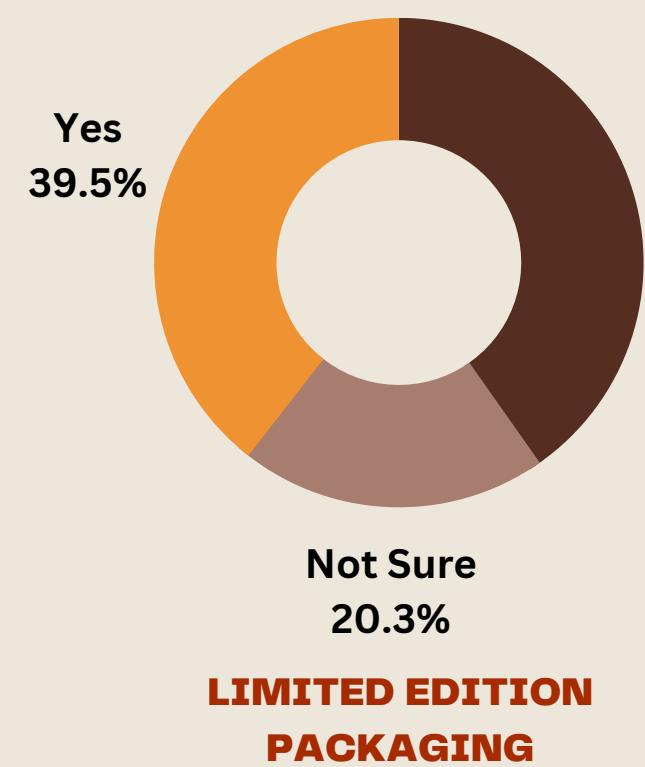
## (B) What are the typical consumption situations for energy drinks among respondents?



The survey highlights that approximately 77% of respondents consume energy drinks primarily during sports/exercise activities and when studying/working late at night, emphasizing these as the typical consumption situations.

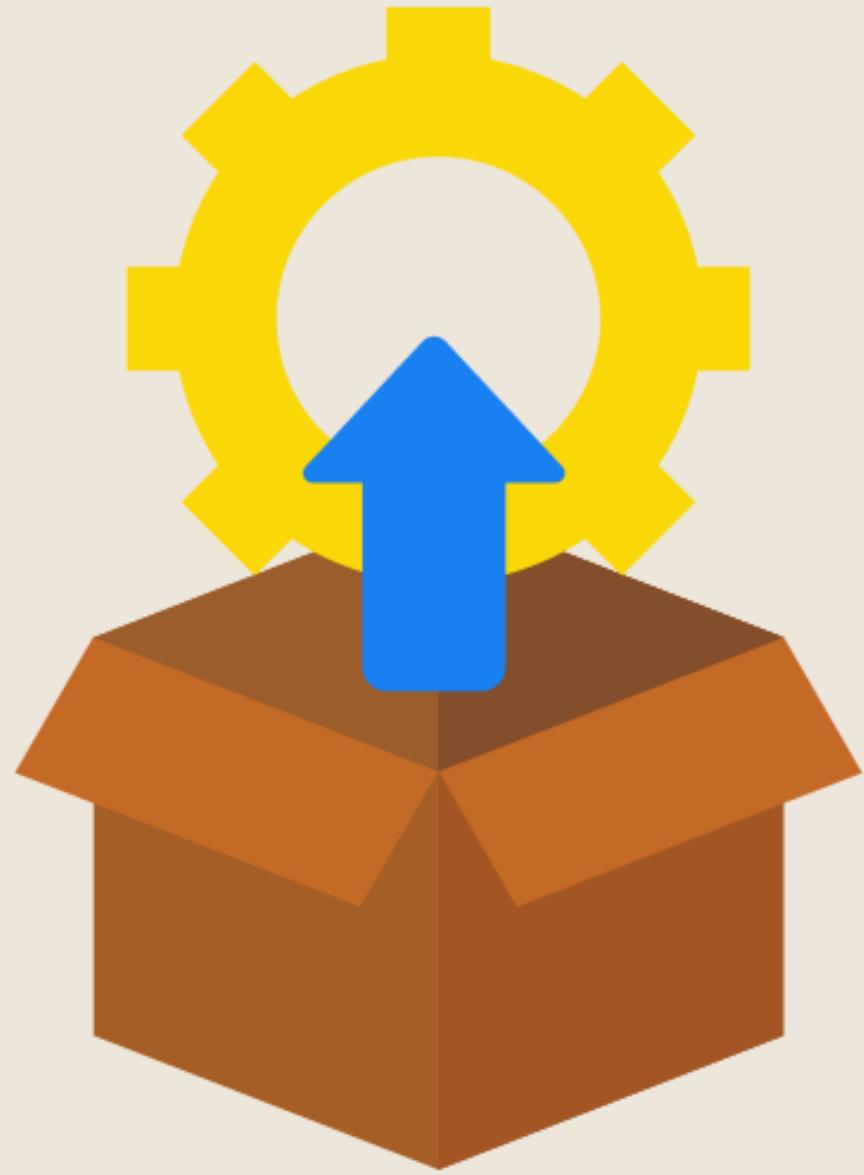
# PURCHASE BEHAVIOR

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



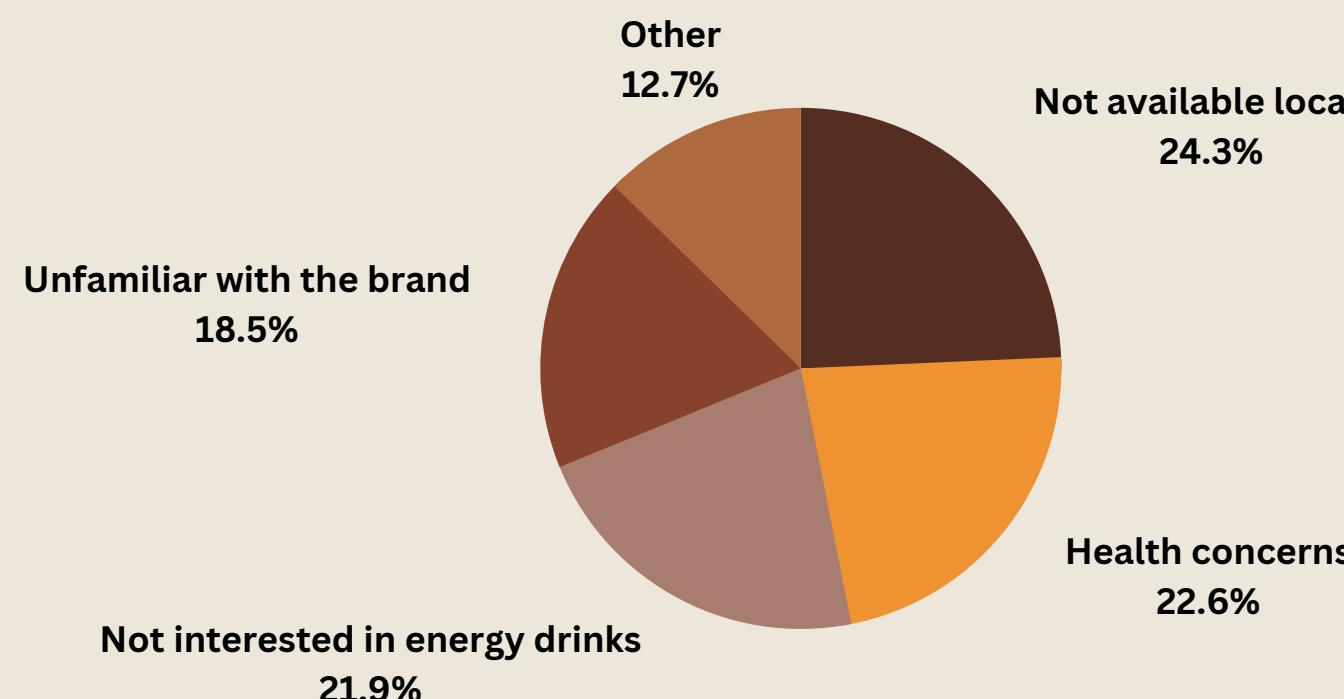
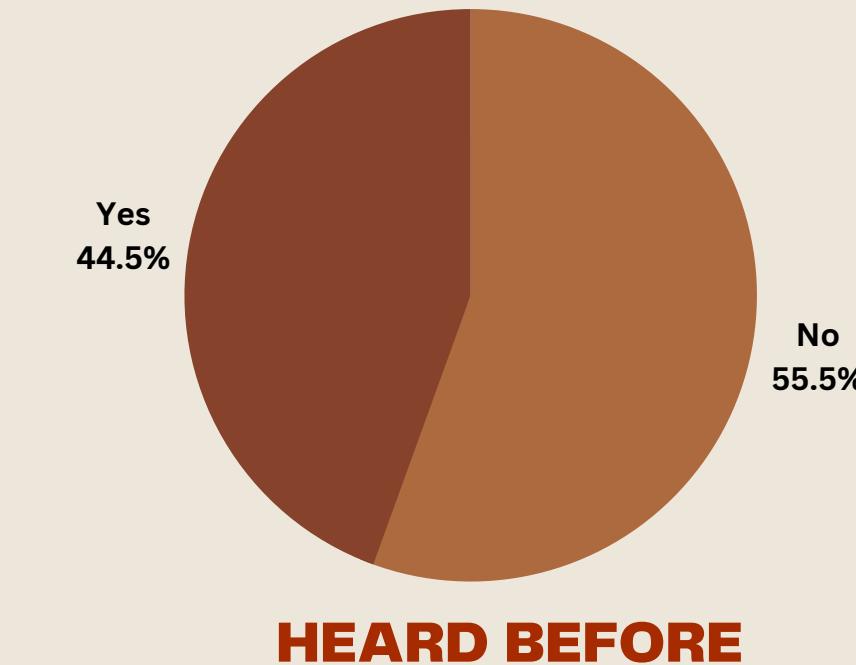
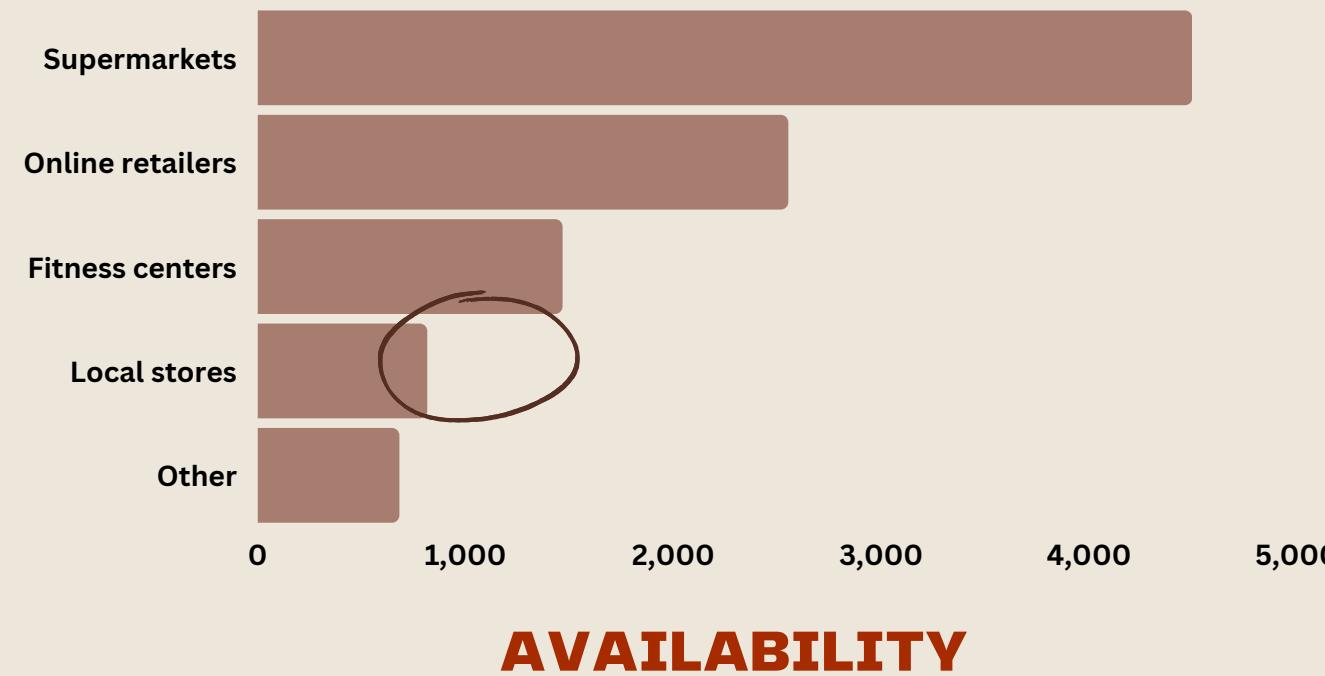
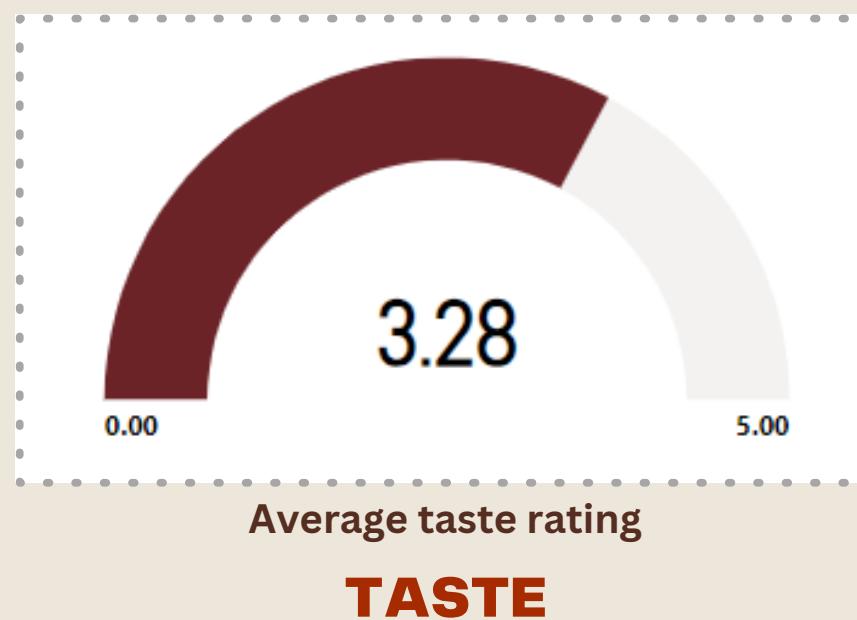
According to the survey, the factors influencing respondents' purchase decisions are:

1. Limited edition packaging: Approximately 40% of customers are influenced by the appeal of limited edition packaging in energy drinks.
2. Price range: Customers are more attracted to products with a price range between 55-99, indicating the significance of competitive pricing in their purchase decisions.
3. Preference: Respondents show a strong preference for products that contain caffeine, highlighting its influence on their purchase decisions.



# PRODUCT DEVELOPMENT

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



## Based on the survey:

- Improving the taste of our product is crucial, as the average taste rating is currently low at 3.8.
- Enhancing the availability of our product in local stores is necessary to meet customer demand.
- Strengthening our branding efforts is essential, as more than 55% of respondents are not aware of our product.

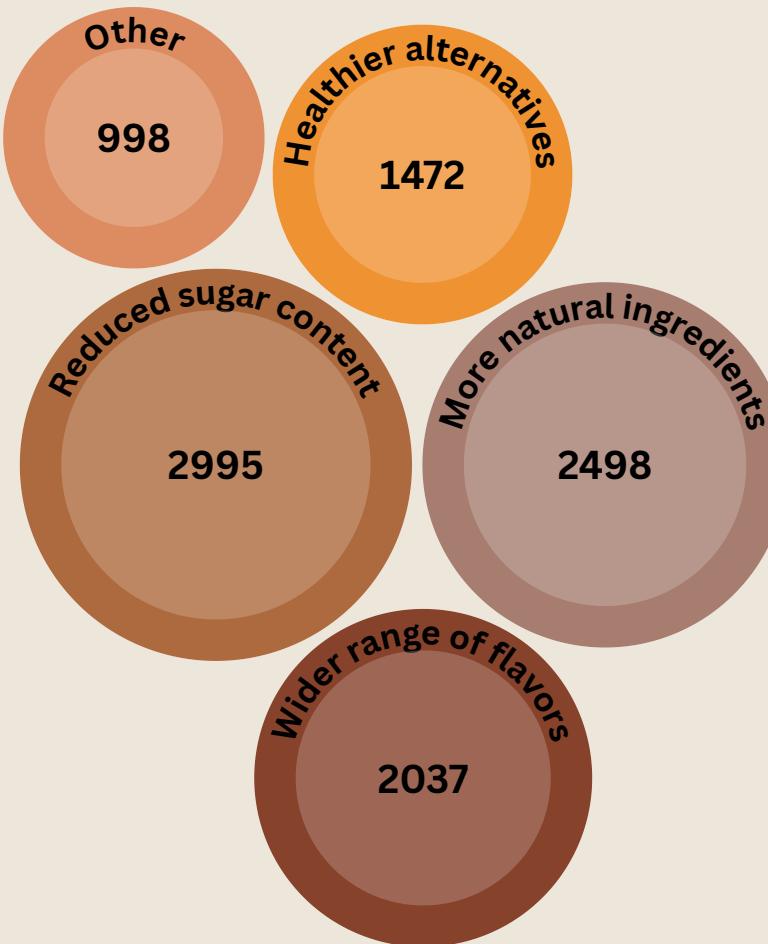


## ADDITIONAL MARKET RESEARCH



# ADDITIONAL MARKET RESEARCH

- What are the improvements desired by the customers in the products?

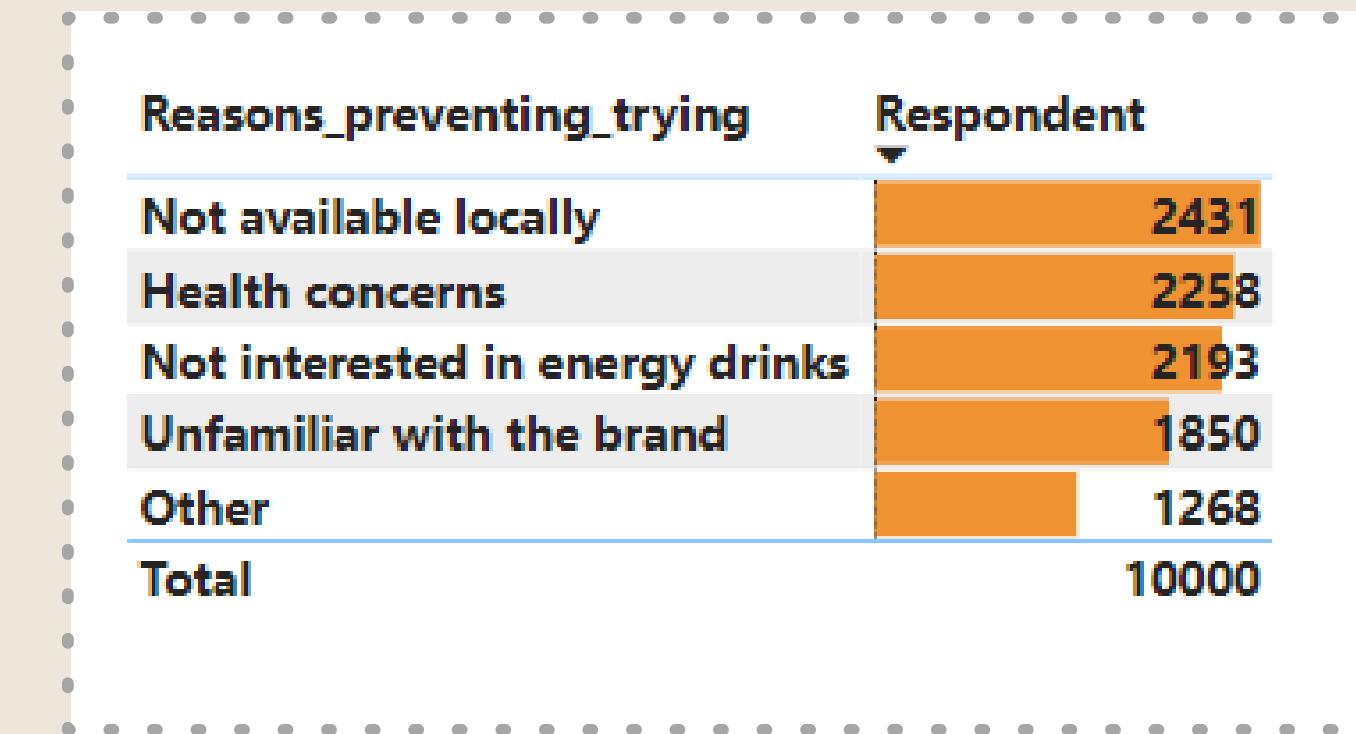
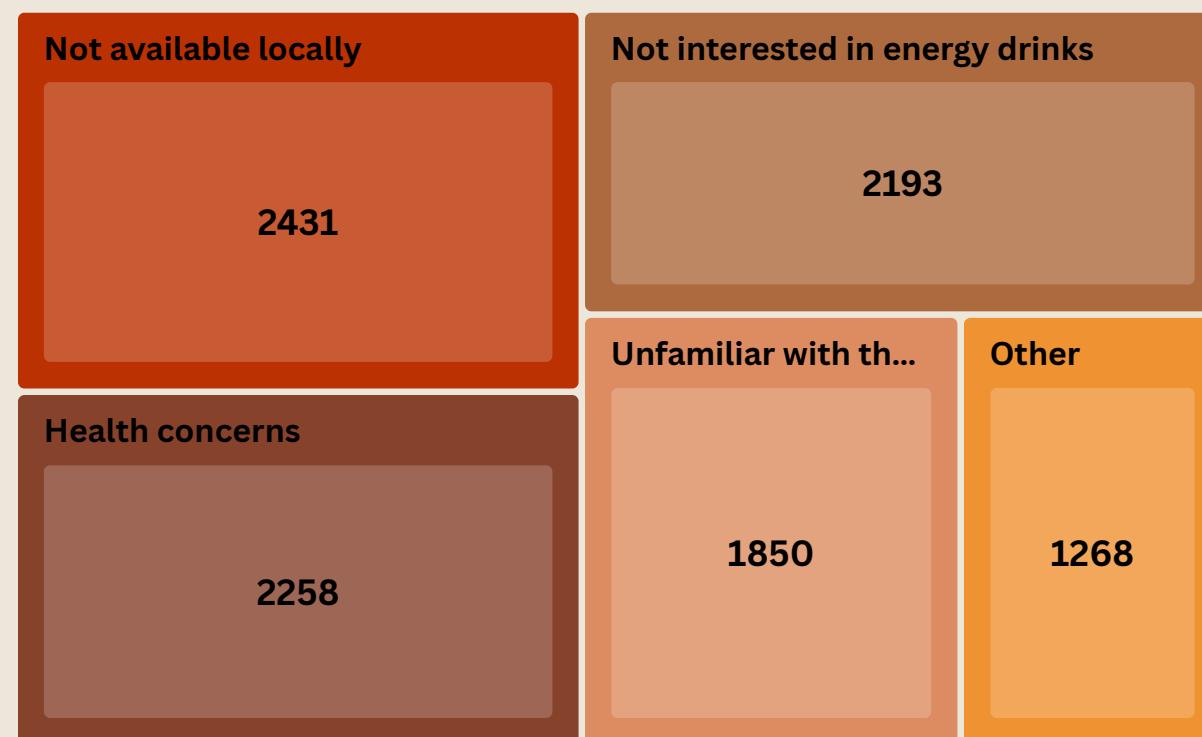


Improvements_desired	Respondent
Reduced sugar content	2995
More natural ingredients	2498
Wider range of flavors	2037
Healthier alternatives	1472
Other	998
Total	10000

- The survey reveals that customers desire improvements in the products, specifically a **reduction in sugar content** and an **increase in natural ingredients**.
- The feedback emphasizes the significance of developing products that meet customer preferences for **health-consciousness and natural ingredients**.

# ADDITIONAL MARKET RESEARCH

📌 What are the reasons preventing the customers to trying the new product in the market?



- The survey indicates that the main reasons preventing customers from trying new products in the market are **unavailability locally**, followed by **health concerns**.
- This finding emphasizes the need for the company to focus on improving **product availability in local markets** and addressing **customer health concerns** to encourage trial and adoption of their new product.



## RECOMMENDATIONS



# RECOMMENDATIONS

## What immediate improvements can we bring to the product?

### Ingredients

Reduce sugar content in the product as approx 30% of the customer are demanding and increase usage of natural ingredient in the product .

### Packaging Branding

Considering customer preference , it is recommended that company should come up with compact and portable cans for packaging.

### Flavour and Taste

To stay competitive, it is recommended that the company introduces a variety of flavors, similar to those offered by competitors.

### Price

To align with customer preferences, it is advisable for the company to set prices within the 50-99 range and provide discounts to customers.

### Availability

Company should shift its focus towards local stores, ensuring widespread availability for customers.

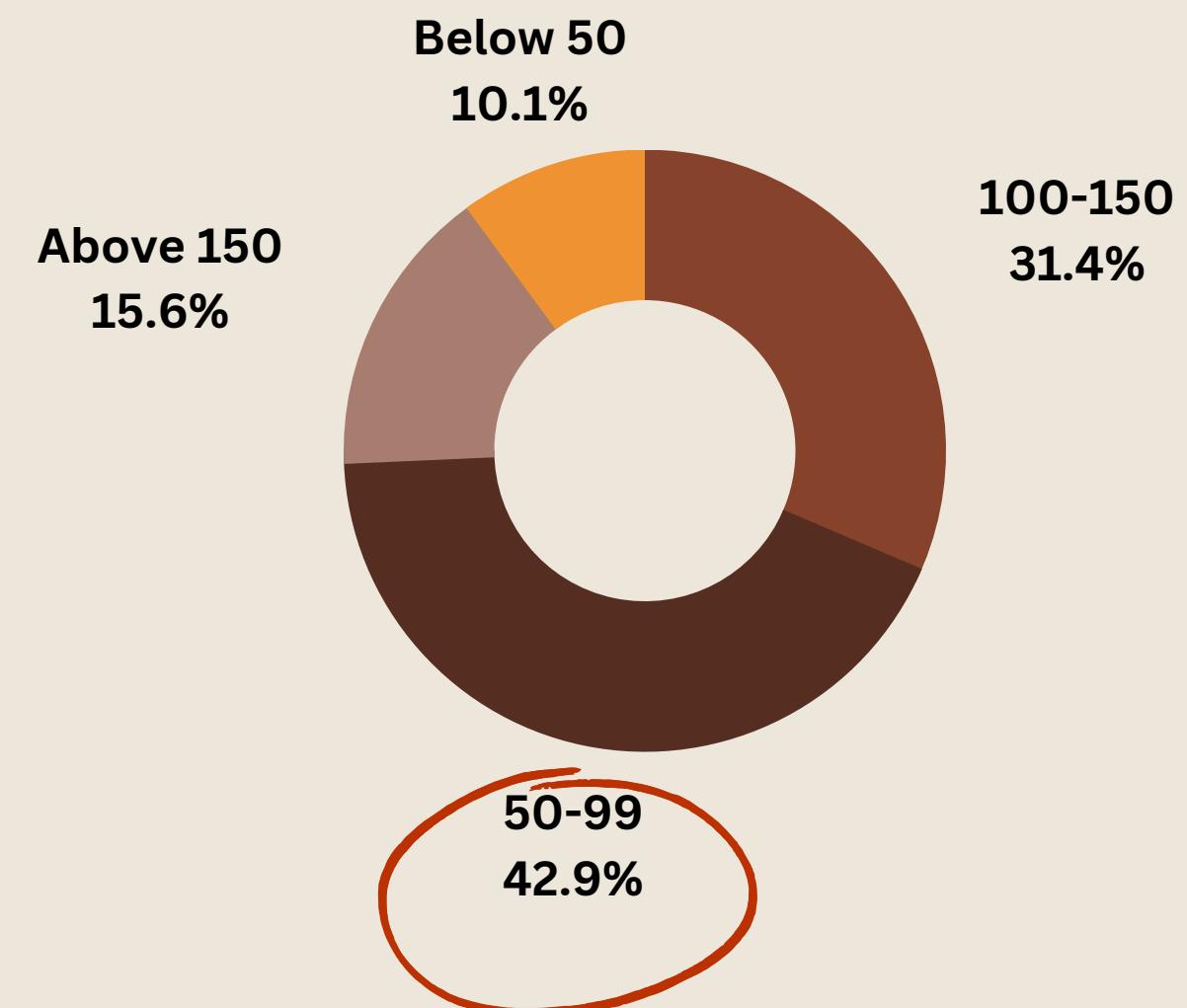
### Size

It is recommended that the company introduces small-sized cans, small bottles, and tetra packs to their product lineup.

# RECOMMENDATIONS

📌 What should be the ideal price of our product?

- **Psychological Pricing:** Utilize pricing techniques such as setting prices just below a round number (e.g., \$4.99 instead of \$5) or **offering bundle pricing** (e.g., Buy 2 Get 1 Free).
- **Competitor-based Pricing:** Research the pricing strategies of your competitors offering similar energy drinks in the Indian market.



## Survey Responses

- Based on the survey, **42% of respondents** suggested a price range of **50-99**, while **31%** preferred a range of **100-150** for the ideal price of the product.
- Taking these responses into account, a pricing strategy between **50-150** would **cater to the preferences of the majority of survey participants**.

# RECOMMENDATIONS

## What kind of marketing campaigns, offers, and discounts we can run?

### Influencer Collaborations

Partner with fitness influencers, or lifestyle bloggers who have a strong presence on social media.

### Referral Program

Implement a referral program where existing customers are rewarded for referring new customers to try the energy drink

### Product Sampling

Offer product samples at high-traffic locations such as gyms, sports events, health expos, or college campuses.

### Partnerships with Fitness Centers

Collaborate with local fitness centers, gyms, or wellness establishments to promote the energy drink.

### Limited-Time Discounts

Run limited-time discounts or flash sales to create a sense of urgency and encourage immediate purchases.

### Bundle Offers

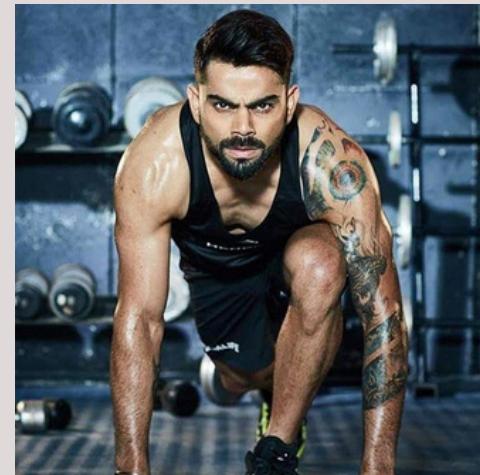
Create bundle offers where customers can purchase the energy drink along with complementary products such as protein bars.

# RECOMMENDATIONS

## Who can be a brand ambassador, and why?

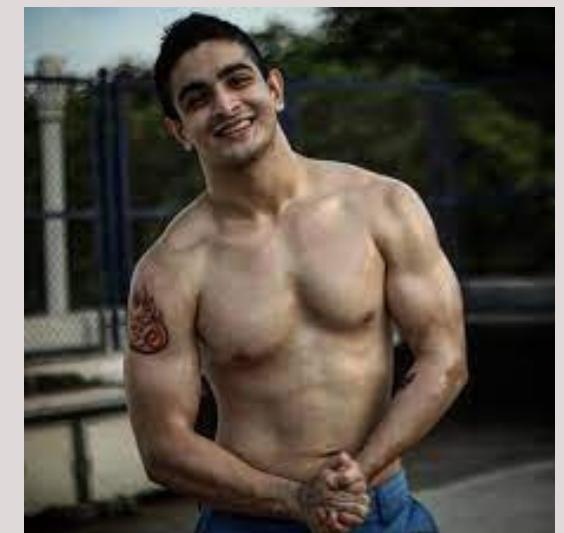
- **Sports Personalities**: Identify popular sports personalities in India who are known for their fitness, endurance, or active lifestyle.
- **Fitness Influencers**: Collaborate with prominent fitness influencers in India who have a significant online presence and a dedicated following.
- **Athletes**: Supporting and promoting emerging athletes as brand ambassadors can create a positive brand image and inspire a sense of aspiration among consumers.
- **Bollywood Celebrities**: Choose individuals who are seen as role models for maintaining a healthy lifestyle or have a connection with sports and fitness activities.

Sports  
Personalities



Virat Kohli

Fitness  
Influencers



Ranveer Allahbadia

Young  
Athletes



Sunil Chhetri

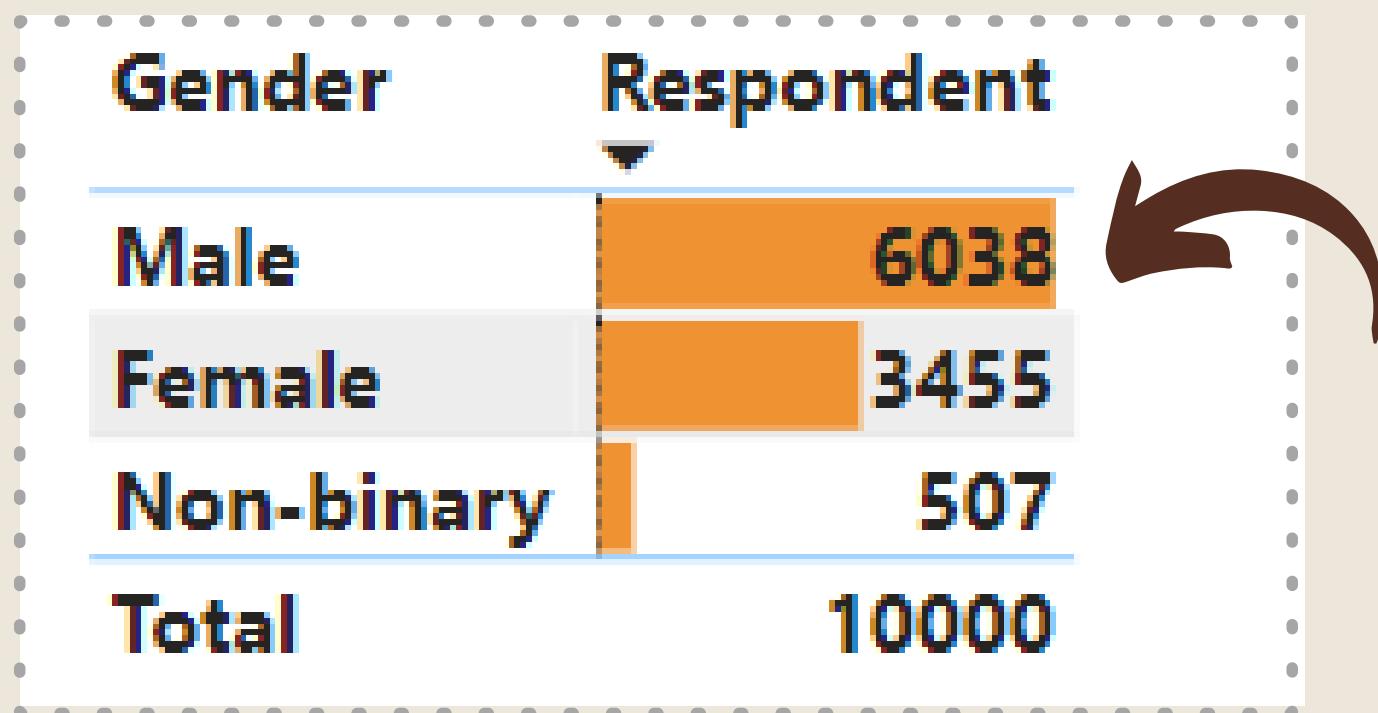
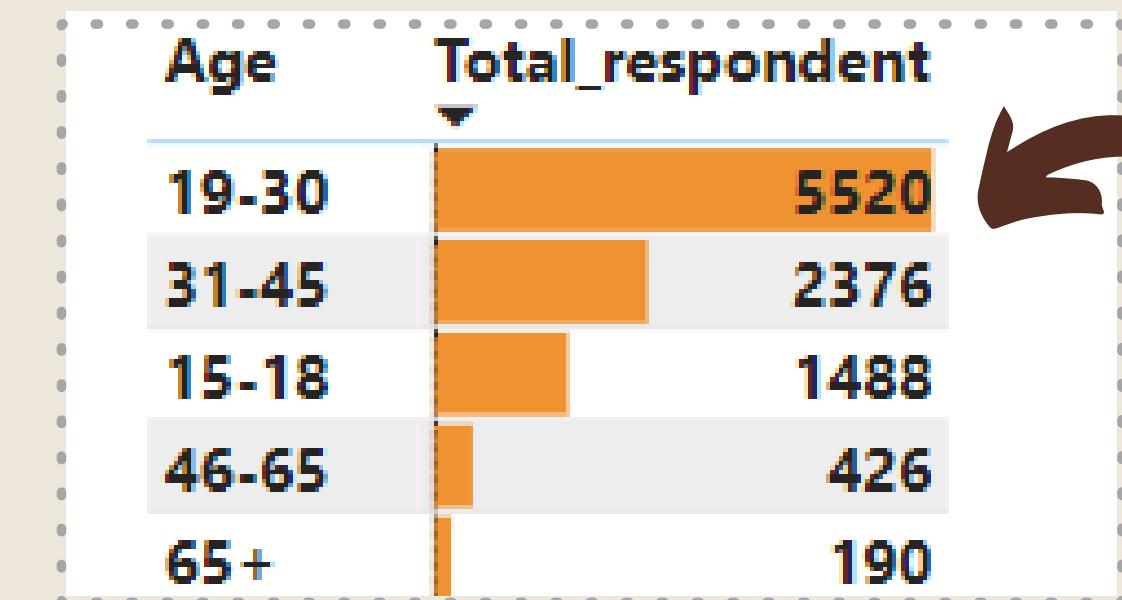
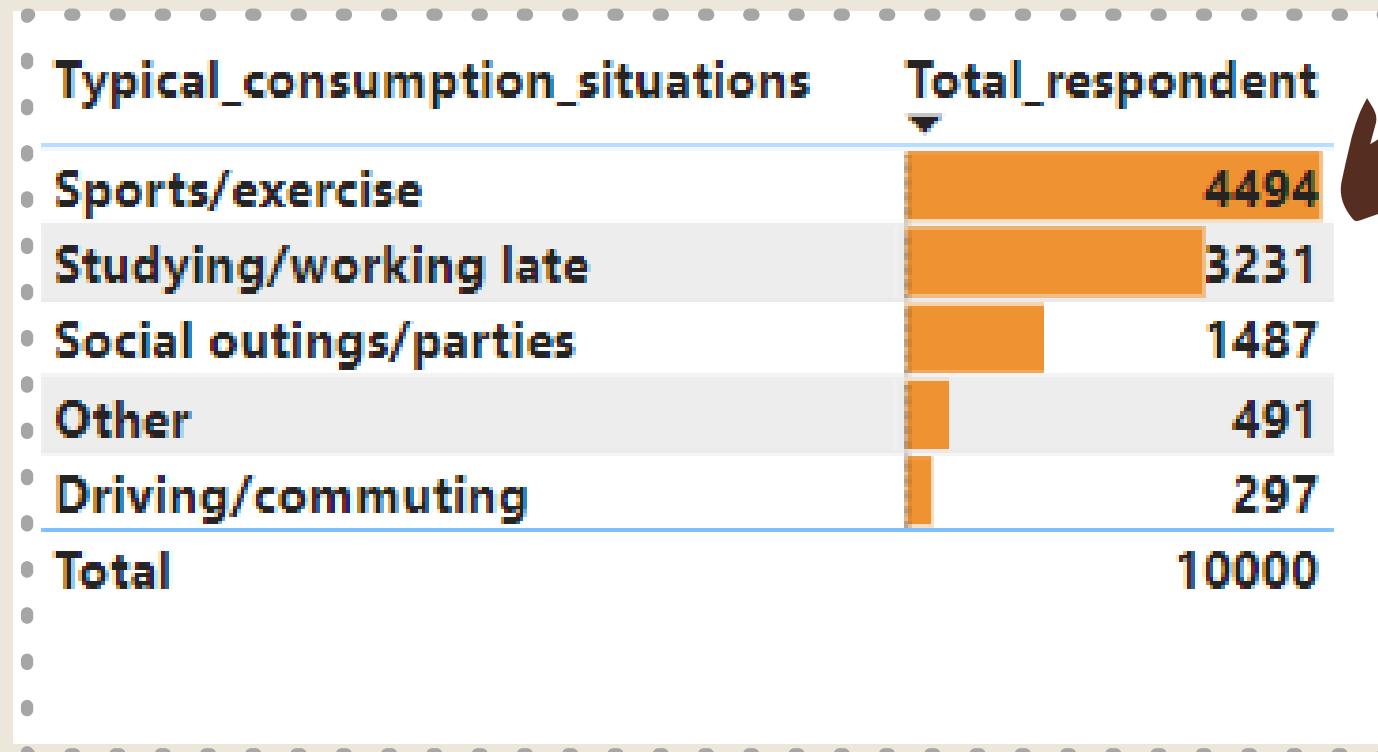
Bollywood  
Celebrities



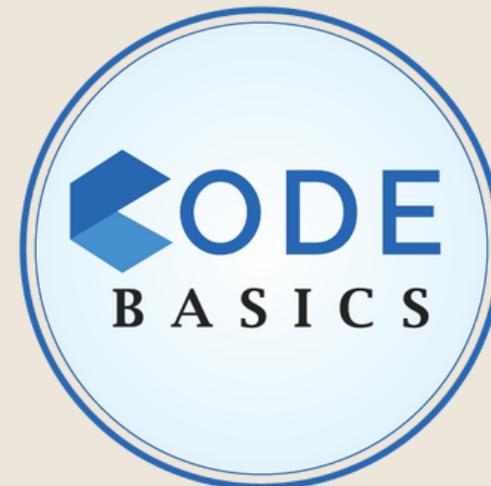
Tiger Shroff

# RECOMMENDATIONS

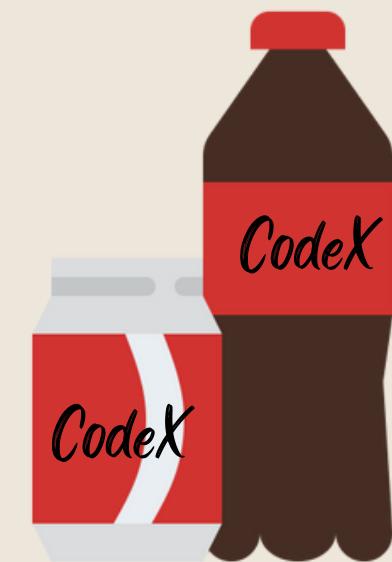
## Who should be our target audience, and why?



- 
- Based on the survey results, the company's target audience should primarily consist of males in the age group of 18-30 who are actively engaged in sports and exercise.
  - This particular demographic captures over 55% of the market, making it a strategic focus for our marketing efforts.



# THANK YOU!



**[Click here for Interactive Dashboard](#)**

