

Codebasics Resume Project Challenge #6

PROVIDE INSIGHTS TO THE MARKETING TEAM IN FOOD & BEVERAGE INDUSTRY

DOMAIN : FOOD AND BEVERAGE
FUNCTION : MARKETING



CREATED BY
SHRADDA SHUKLA



CODE BASICS



CodeX



Insights to the Marketing team in Food and Beverage Industry



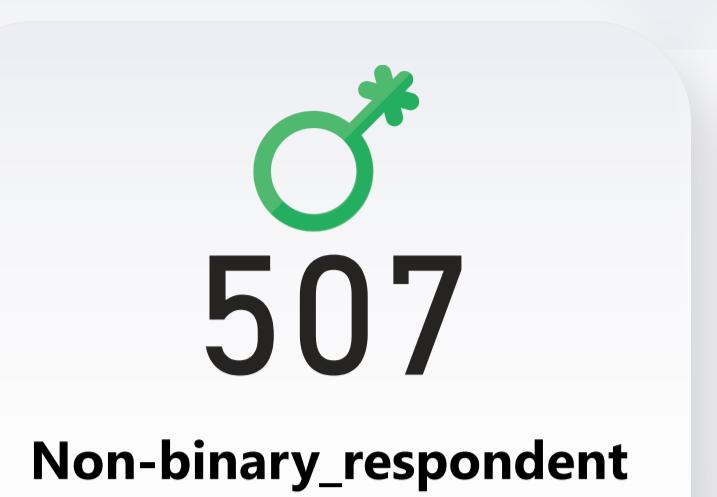
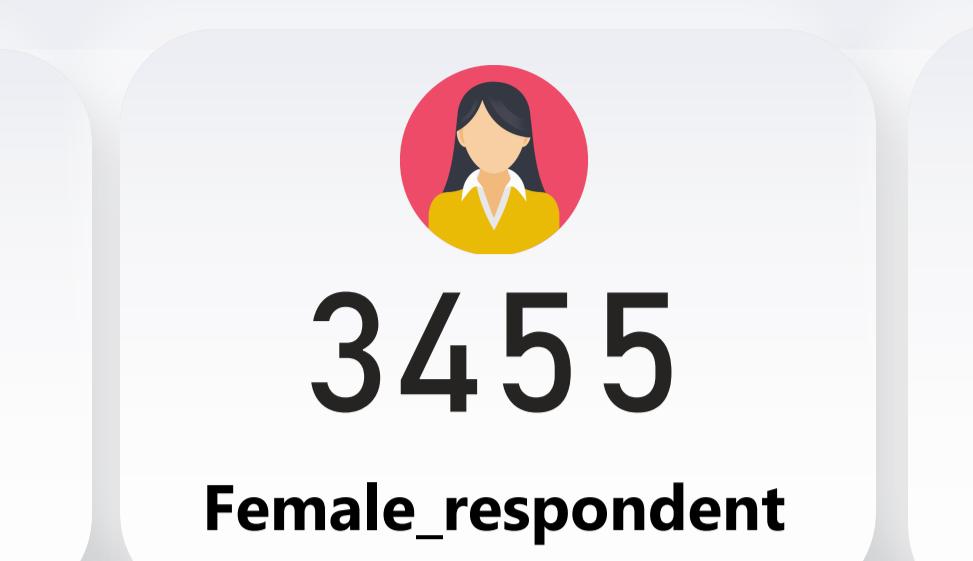
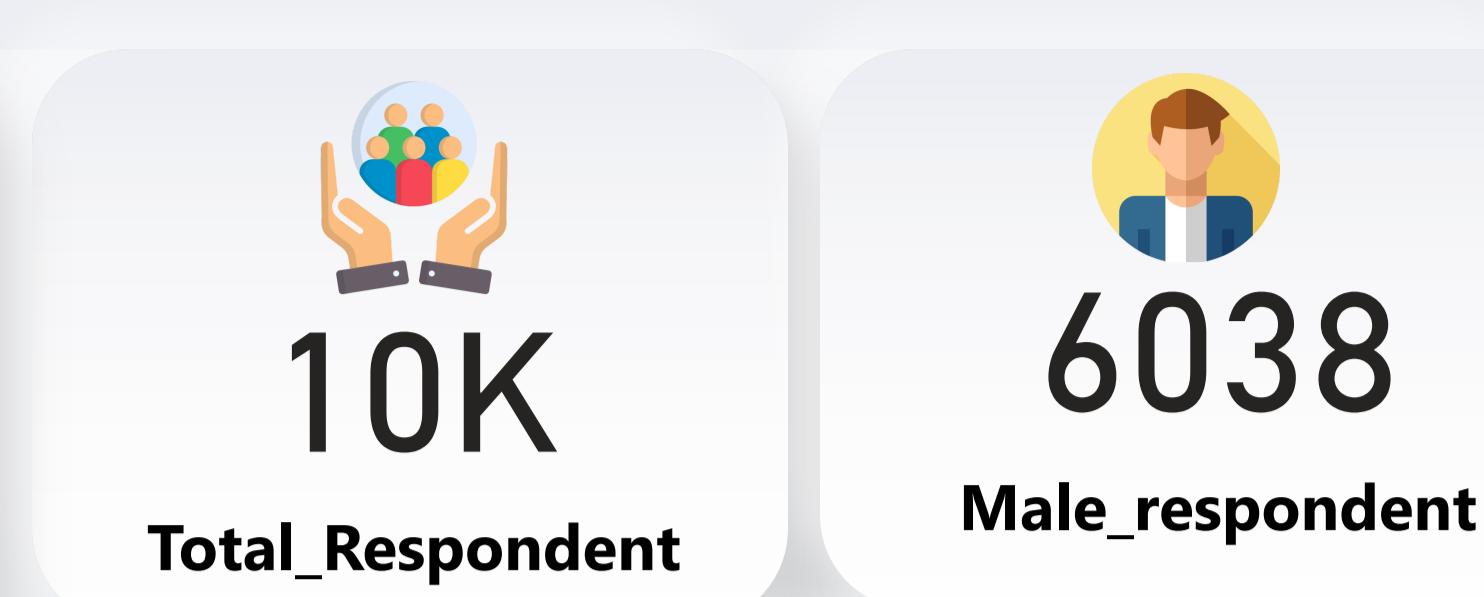
Primary Insights

Secondary Insights

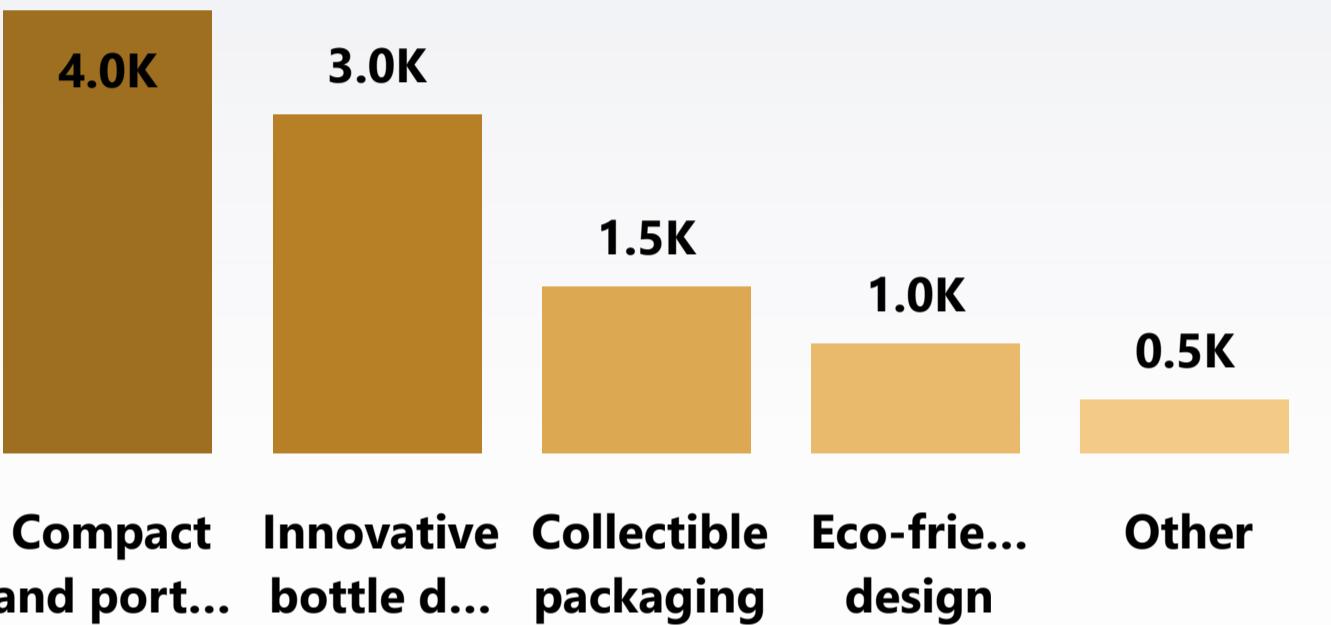
Age
All

City
All

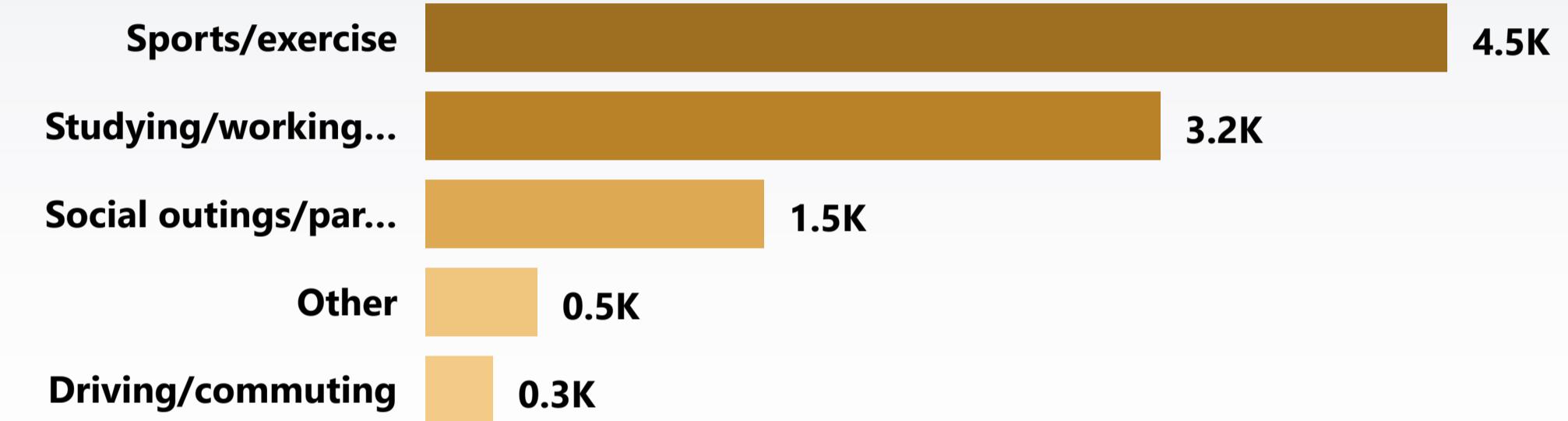
Tier
 Tier 1
 Tier 2



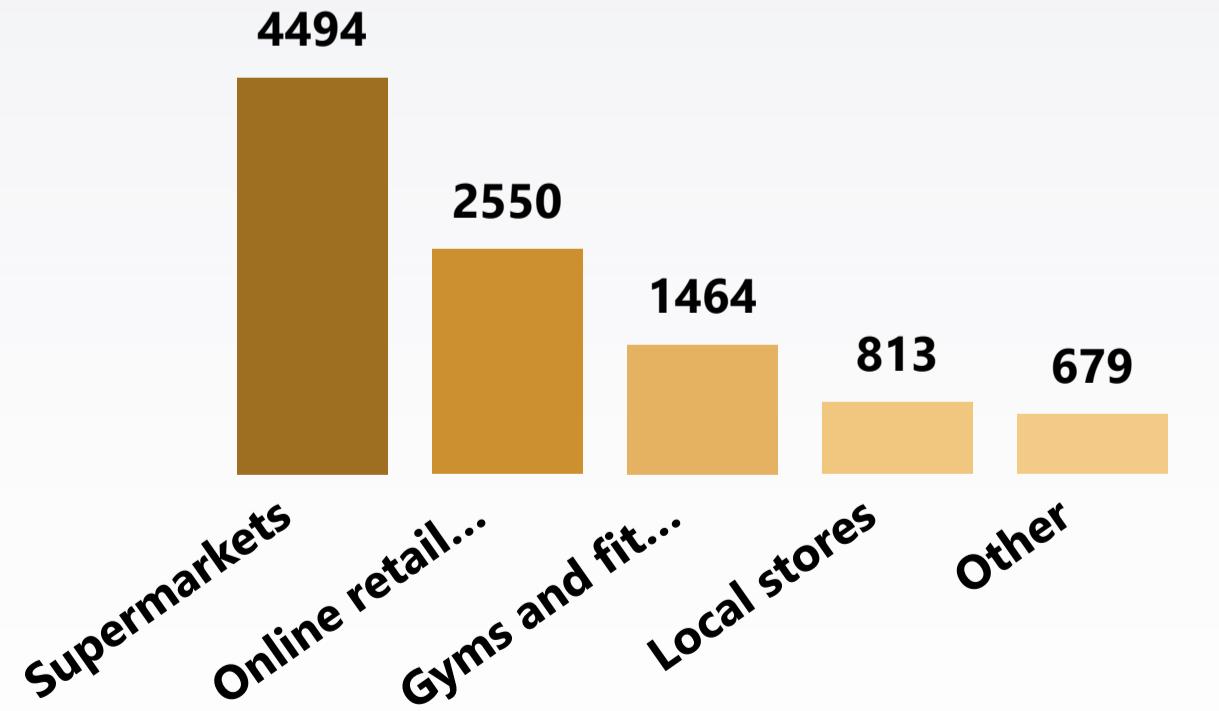
Packaging_preference by respondent



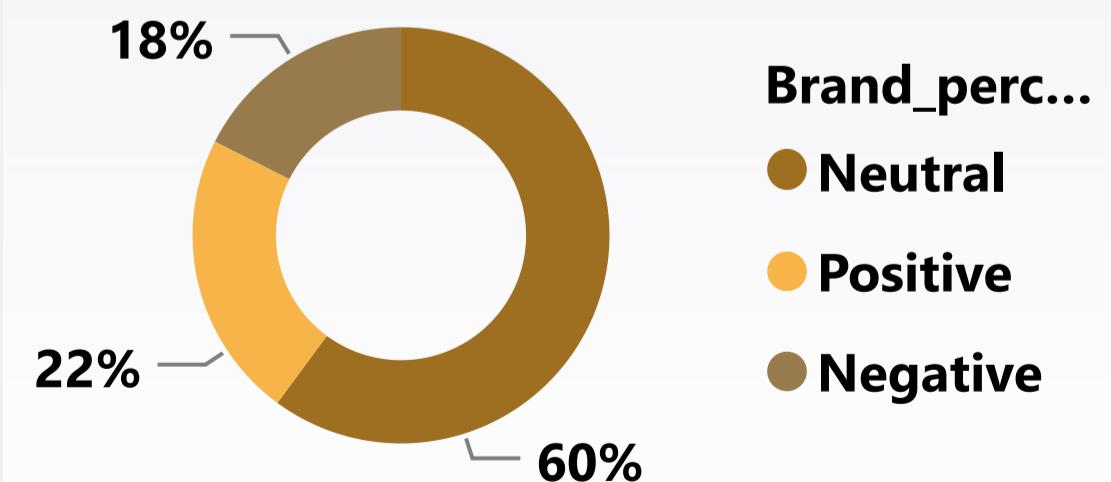
Typical_consumption_situations by respondents



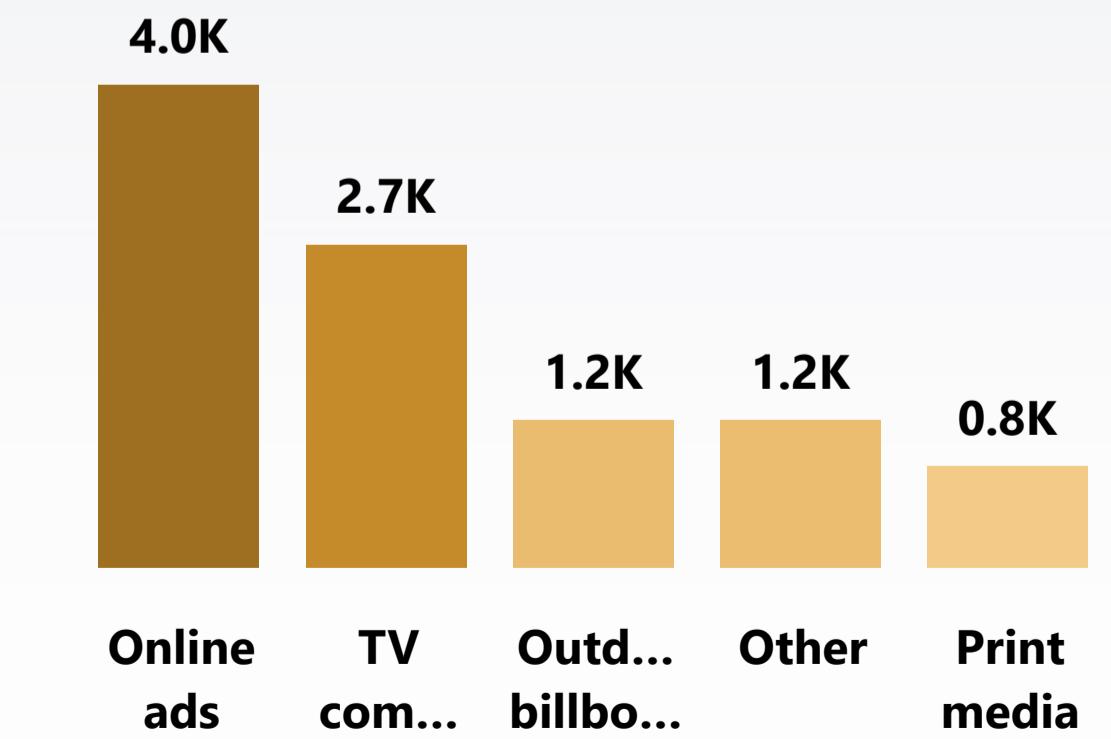
Preferred Purchase_location by Gender



Brand_perception by respondents



Marketing_channels preferred by respondents



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[Primary Insights](#)

[Secondary Insights](#)

Age

Tier

 Tier 1

 Tier 2

