

# Energize Insights

Ahmedabad	Bangalore	Chennai	Delhi	Hyderabad	Jaipur	Kolkata	Lucknow	Mumbai	Pune
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10.00K

#Total Responce

44.47%

BrandAwareness

49.83%

NaturalPreference

3

AvgTasteRating

Online ads

TopChannelName

Not available locally

TopReasonPreventing

Taste\_experience

All

Price\_range

All

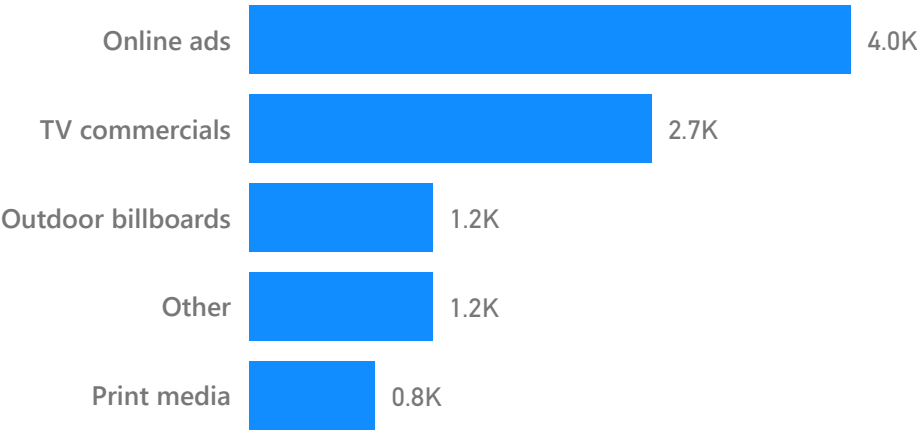
Age Group

All

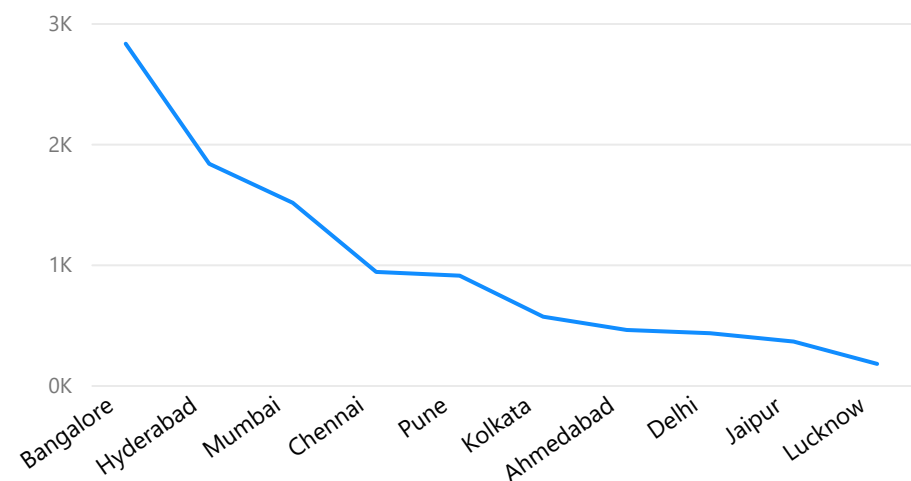
Gender

All

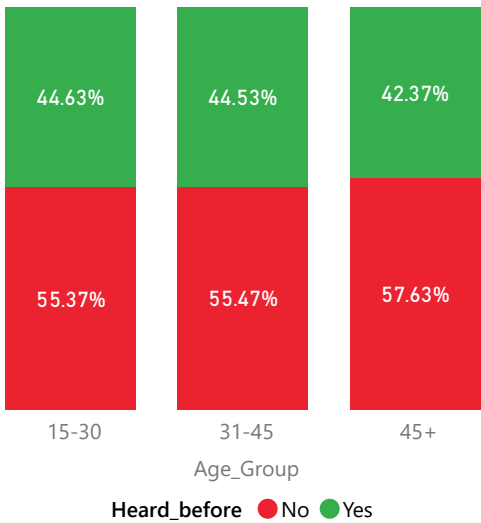
Top N Marketing Channels



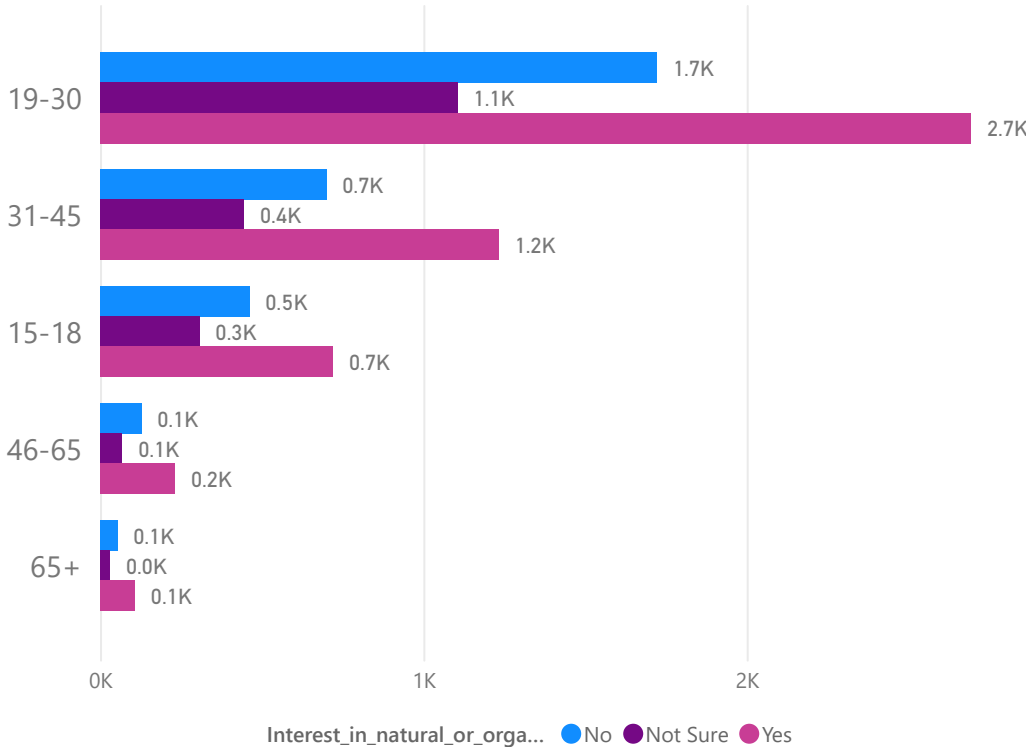
Response by City



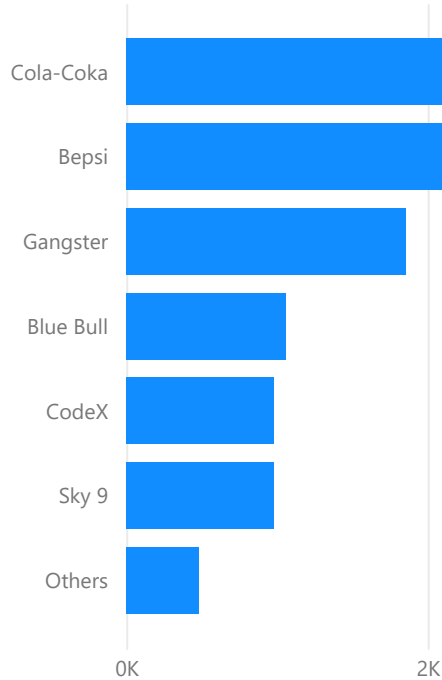
Age\_Group Vs Heard\_before



Age Vs Interest\_in\_natural\_or\_organic



Top Brands



Current_brands	Reasons_for_choosing_brands	Taste_experience	AvailabilityScore	BrandingScore	TasteScore
Cola-Coka	Brand reputation	3	49	188	616
Bepsi	Brand reputation	3	37	167	577
Gangster	Brand reputation	3	44	157	511
Cola-Coka	Other	3	37	156	448
Cola-Coka	Taste/flavor preference	4	34	152	531
Bepsi	Brand reputation	4	38	143	577
Cola-Coka	Taste/flavor preference	3	29	142	531
Cola-Coka	Availability	3	37	139	510
Cola-Coka	Brand reputation	4	35	139	616
Cola-Coka	Availability	4	26	132	510
Cola-Coka	Effectiveness	3	35	131	433
Total			2431	10000	10000