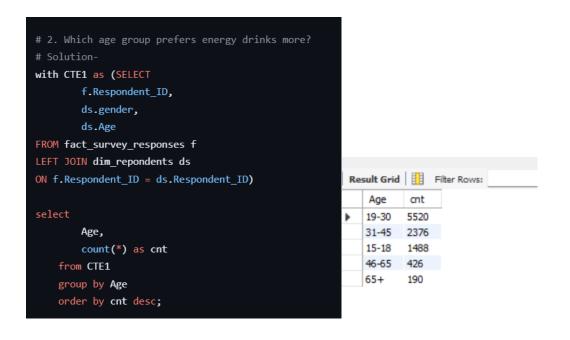
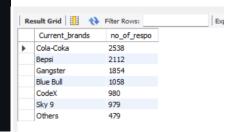
```
WITH CTE1 AS (
       f.Respondent_ID,
       ds.gender
    FROM fact_survey_responses f
    LEFT JOIN dim_repondents ds
   ON f.Respondent_ID = ds.Respondent_ID
CTE2 AS (
       Respondent_ID,
       gender
    FROM CTE1
    WHERE gender = 'female'
               COUNT(*)
       FROM CTE2
                                                                   Result Grid Filter Rows:
       WHERE gender = 'female') AS Female_Count,
                                                                        Female_Count Male_Count
                                                                     3455
                                                                                        6038
               COUNT(*)
       FROM CTE1
       WHERE gender = 'male') AS Male_Count;
```



```
# 3. What are the preferred ingredients of energy drinks among respondents?
# Solution-
        f.Ingredients_expected,
   count(f.Respondent_ID) as No_of_res
                                                                           FROM fact_survey_responses f
                                                                             Ingredients_expected No_of_res
    LEFT JOIN dim_repondents ds
                                                                             Caffeine
                                                                                             3896
                                                                             Vitamins
                                                                                             2534
    ON f.Respondent_ID = ds.Respondent_ID
                                                                             Sugar
                                                                                             2017
    group by f.Ingredients_expected
                                                                                             1553
                                                                             Guarana
    order by No_of_res desc;
```

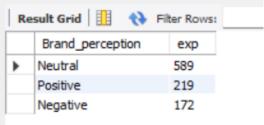


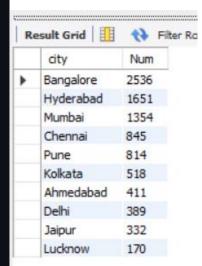


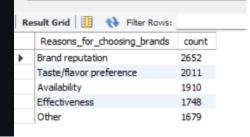
```
# 6. Which marketing channel can be used to reach more customers?
       f.Marketing_channels,
   COUNT(f.Respondent_ID) AS no_of_respo
       fact_survey_responses f
                                                                Marketing_channels no_of_respo
       dim_repondents ds
                                                                  Online ads
                                                                                   4020
   ON f.Respondent_ID = ds.Respondent_ID
                                                                   TV commercials
                                                                                 2688
                                                                   Outdoor billboards 1226
      f.Marketing_channels
                                                                            1225
                                                                   Other
ORDER BY
                                                                  Print media
                                                                                   841
       no_of_respo DESC;
```

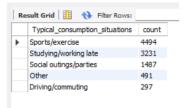








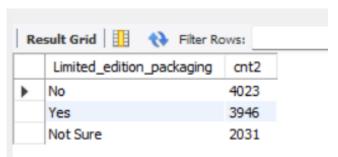




```
# 12. What factors influence respondents purchase decisions, such as price range and limited edition packaging?
# Solution-
select
    price_range,
    count(price_range) as cnt
from fact_survey_responses
group by Price_range
order by cnt desc;

select
    Limited_edition_packaging,
    count(Limited_edition_packaging) as cnt2
from fact_survey_responses
group by Limited_edition_packaging
order by cnt2 desc;
```





```
# 13. Which type of marketing reaches the most youth (15-30) ?
                                                                 Result Grid | Filter Rows:
with cte1 as (
select * from dim_repondents where age in ('15-18', '19-30')
                                                                     Marketing channels
                                                                                            cnt
                                                                    Online ads
                                                                                            4020
select f.Marketing_channels, count(*) as cnt
                                                                     TV commercials
                                                                                            2688
from fact_survey_responses f
                                                                     Outdoor billboards
                                                                                            1226
left join cte1 c
                                                                     Other
                                                                                            1225
on f.Respondent_ID=c.Respondent_ID
group by f.Marketing_channels
                                                                    Print media
                                                                                           841
order by cnt desc;
```

- # Some suggetion I would like to give to the business according the Data I generated-
- # 1. Try to add caffeine and Vitamins in the Drink and make Compact and Portable with Innovative design for the Cans
- # 2. Try to Fix the price Between (50-150). Two types of cans would be ideal for starting, Small can (240 ml) and Bigger can (330 ml)
- # 3. Target audience should be aged between (15-30)
- # 4. Try to advertise more in Bangalore, Hyderabad, Mumbai