



Codex

Marketing Insights



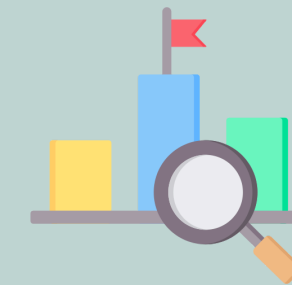
In this Demographic View there is some information about the data that what kind of data it has. There are some kind of characteristics such as age, gender, etc.



In consumer Preferences we will see that the data shows the what kind of things consumer prefer so that we can increase our brand population.



The purchasing behavior is kind of very informative it shows the what kind of time, product, feature customer prefer. It contains some fields like city, markets so we understand where customer prefer shopping.



In Competition Analysis we will see our competitive **brands** in **markets** where they are reaching in which cities there product is more **Available**. In this Analysis we will see which brand customer prefer more.



The marketing view shows the position of our brand in market and it also shows the which kind of ingredients customer prefer.



In Codex Performance view it shows the performance of codex product and it contains some fields where we can measure the performance like **city wise**, on **Availability** of the product.



Demographic View

Current Brands

All



Age

All



Gender

Female

Male

Non-binary

City Category

Tier 1

Tier 2



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

Total Respondents

10K

Avg Taste
Experience

3.3

Codex Respondents

980

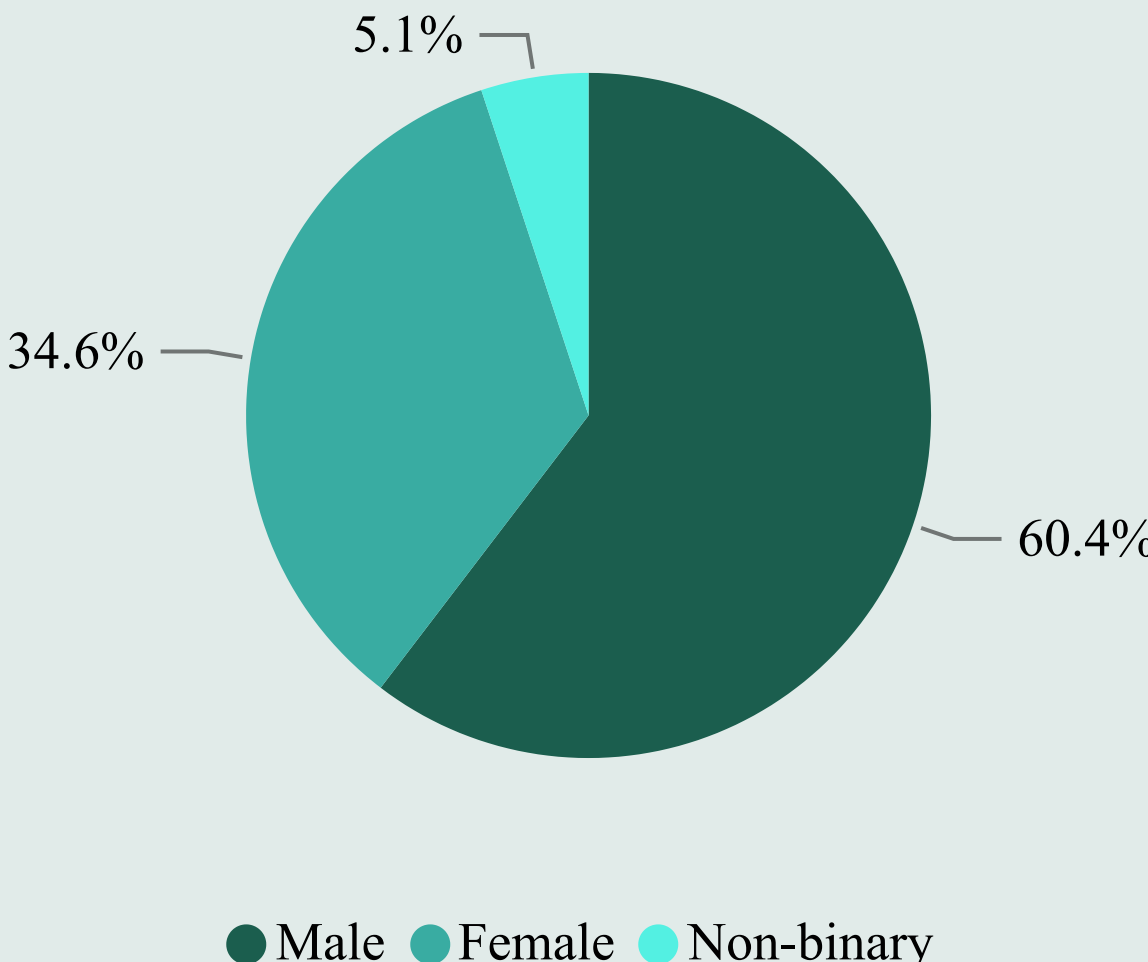
City wise Responses

City	Total_Respondent_ID	codex_response
<div><div></div><div></div></div> Ahmedabad	456	45
<div><div></div><div></div></div> Bangalore	2828	292
<div><div></div><div></div></div> Chennai	937	92
<div><div></div><div></div></div> Delhi	429	40
<div><div></div><div></div></div> Hyderabad	1833	182
<div><div></div><div></div></div> Jaipur	360	28
<div><div></div><div></div></div> Kolkata	566	48
<div><div></div><div></div></div> Lucknow	175	5
<div><div></div><div></div></div> Mumbai	1510	156
<div><div></div><div></div></div> Pune	906	92
Total	10000	980

Respondents by Age Group & Gender



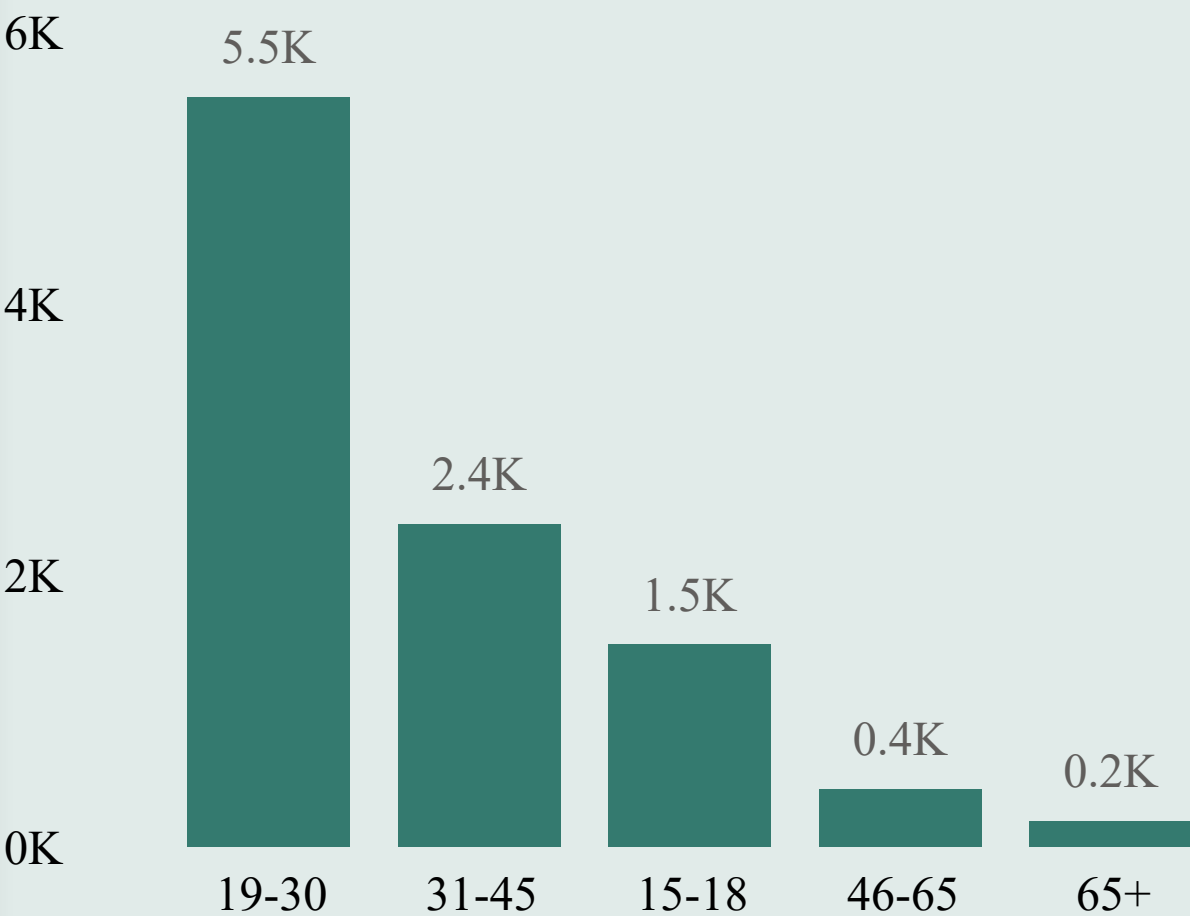
Respondents by Gender



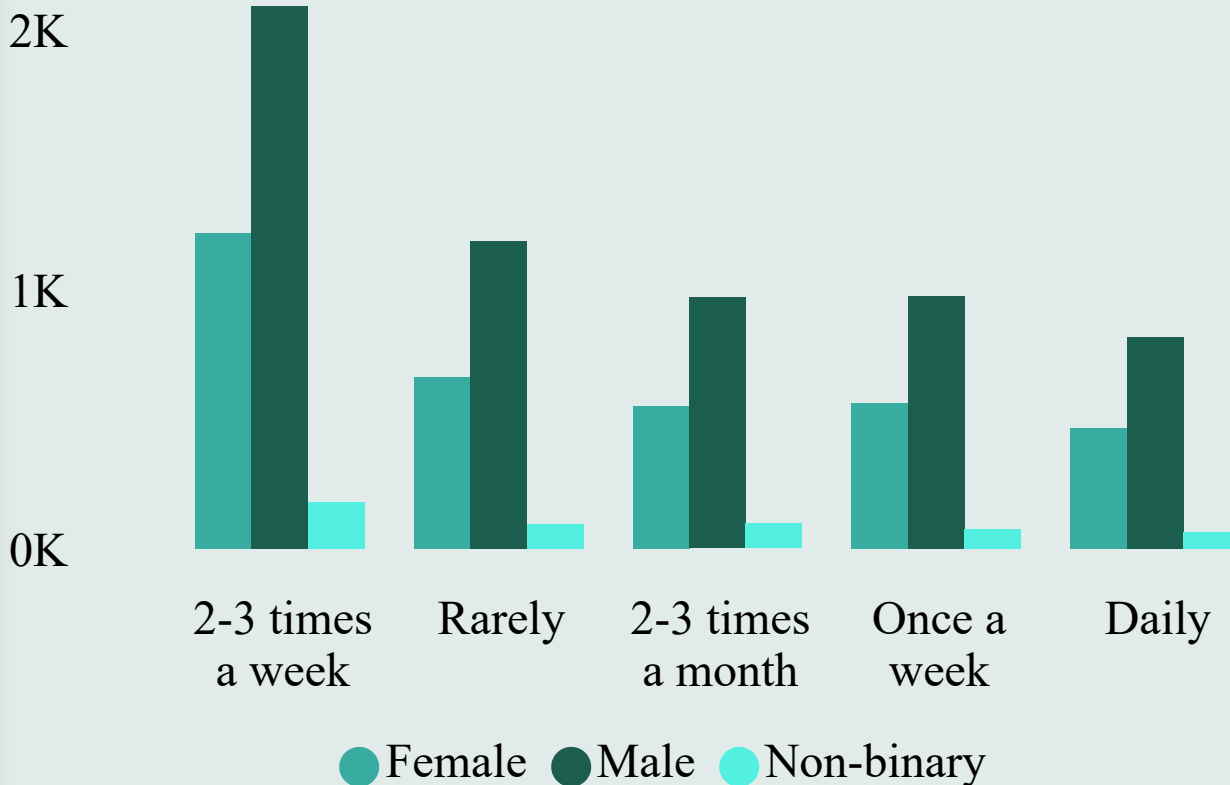
Marketing Channels

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
TV commercials	495	1290	737	117	49	2688
Outdoor billboards	117	585	431	65	28	1226
Other	94	608	408	78	37	1225
Print media	75	371	310	57	28	841
Total	1488	5520	2376	426	190	10000

Respondents by Age



Consumption frequency by Gender



Total Respondents

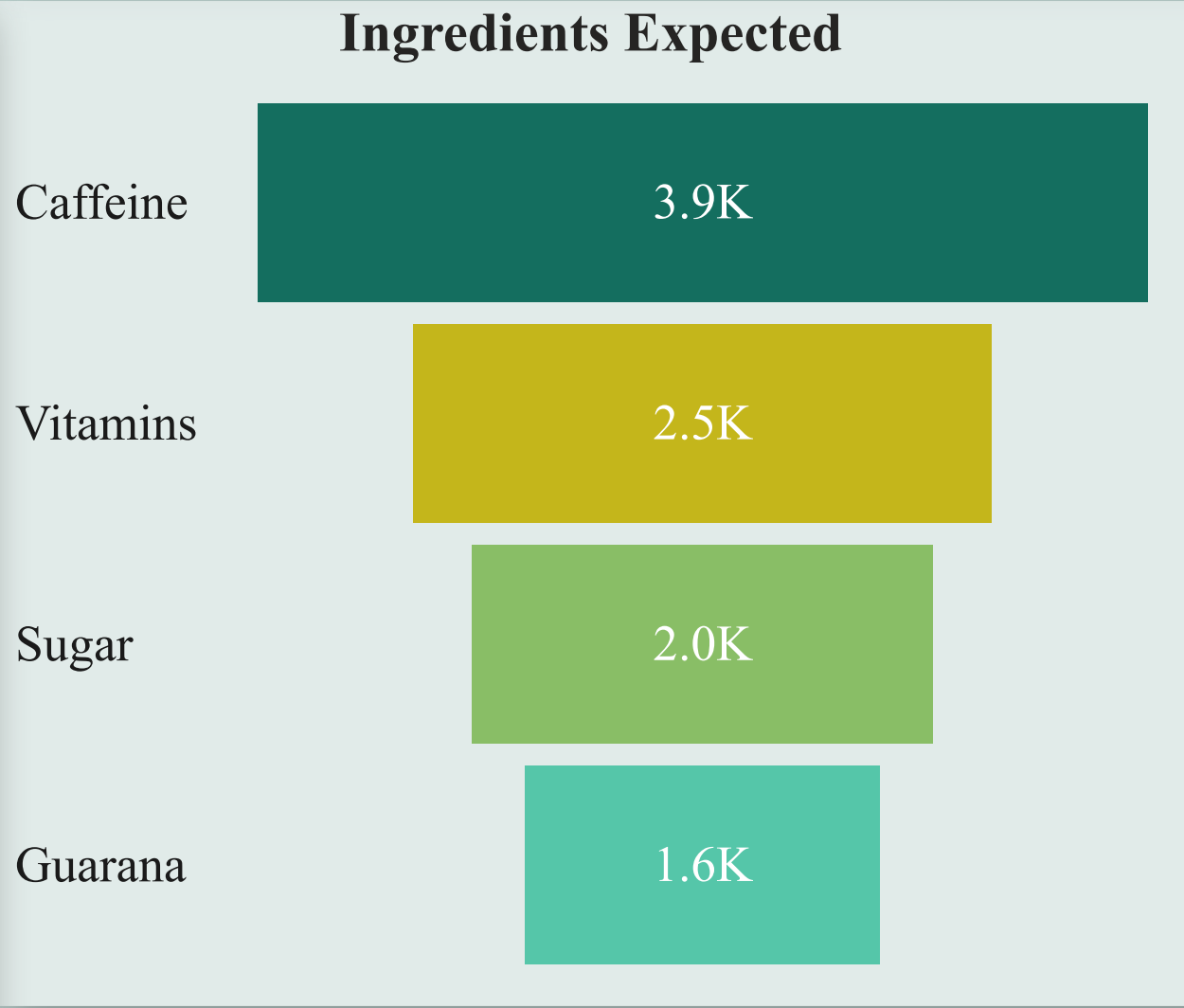
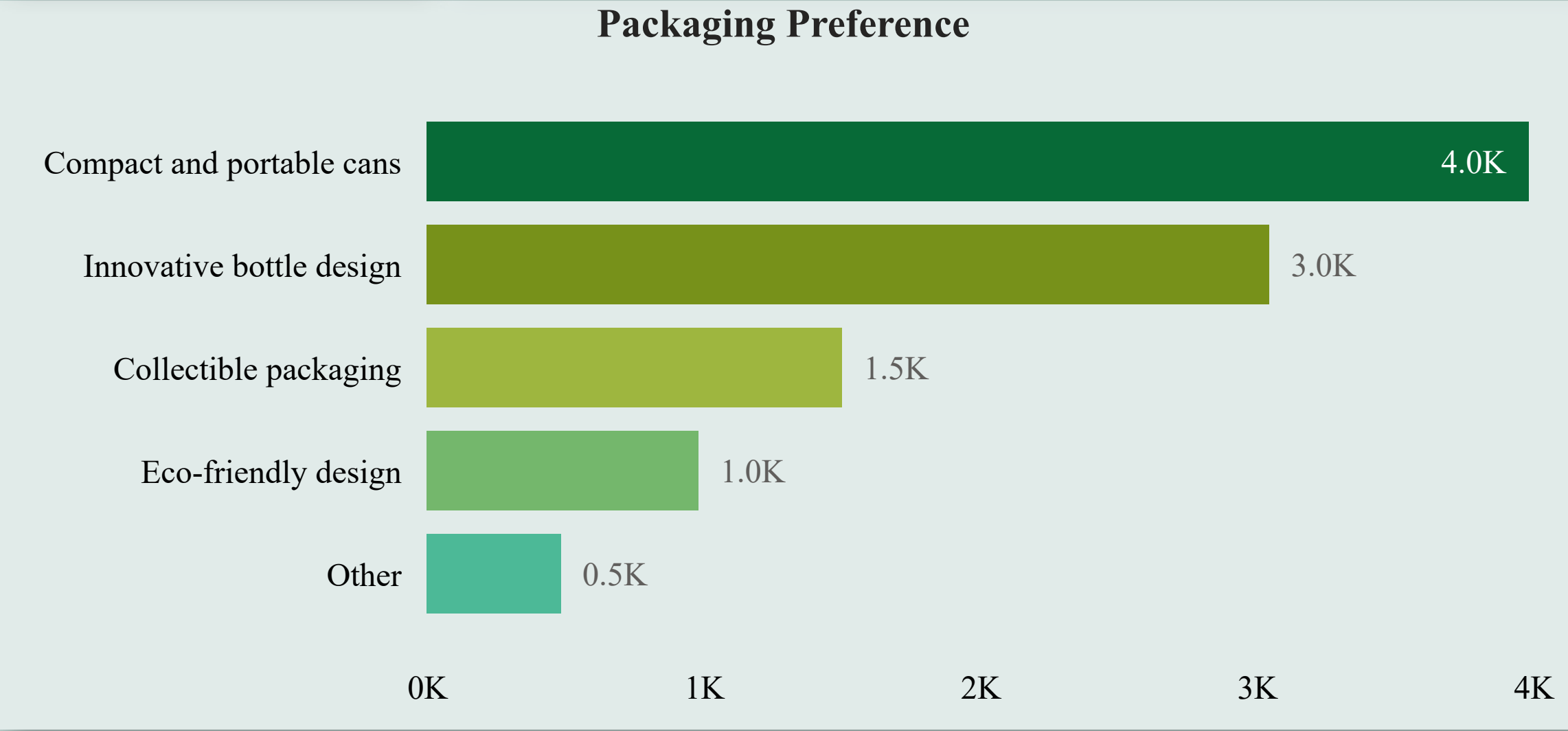
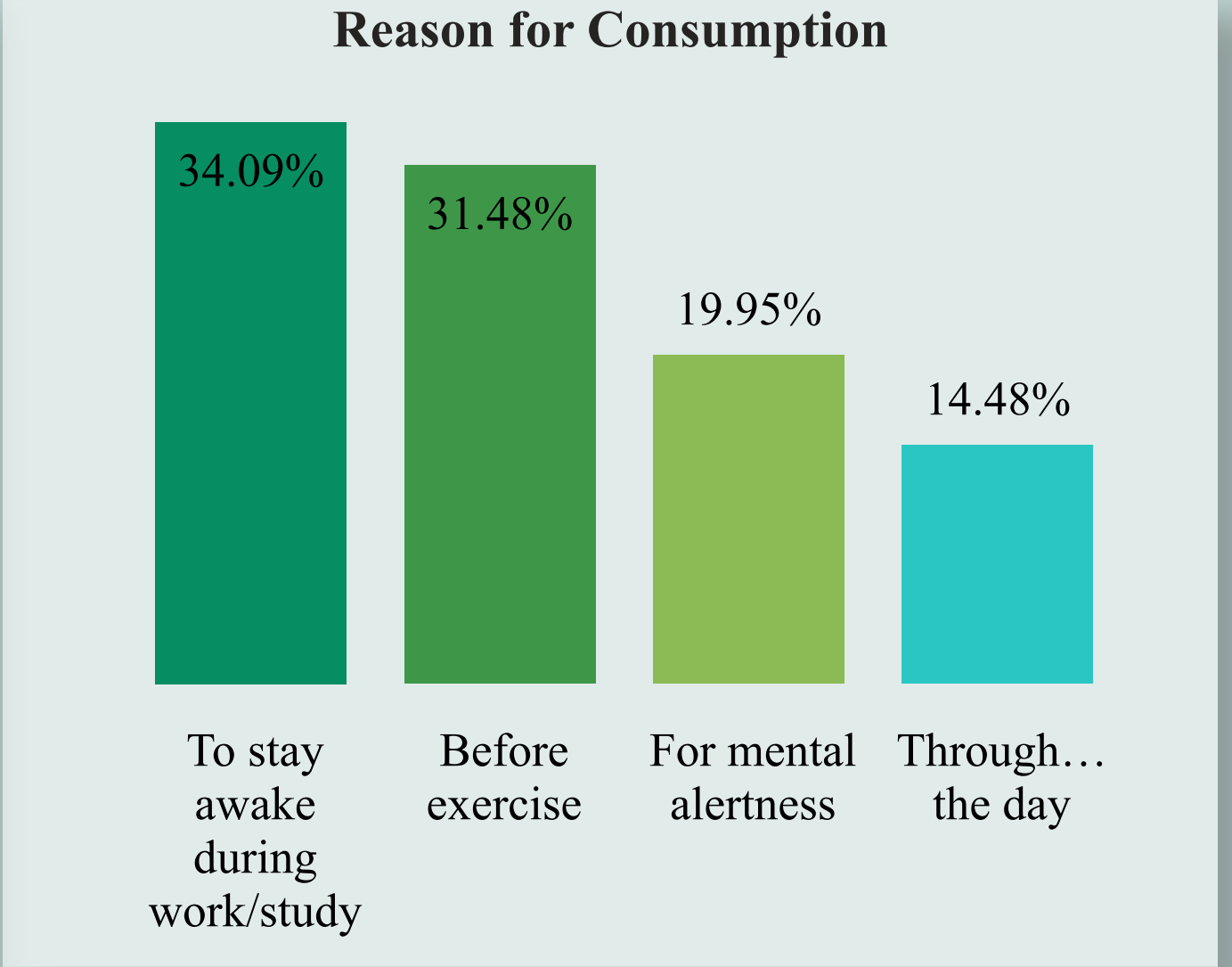
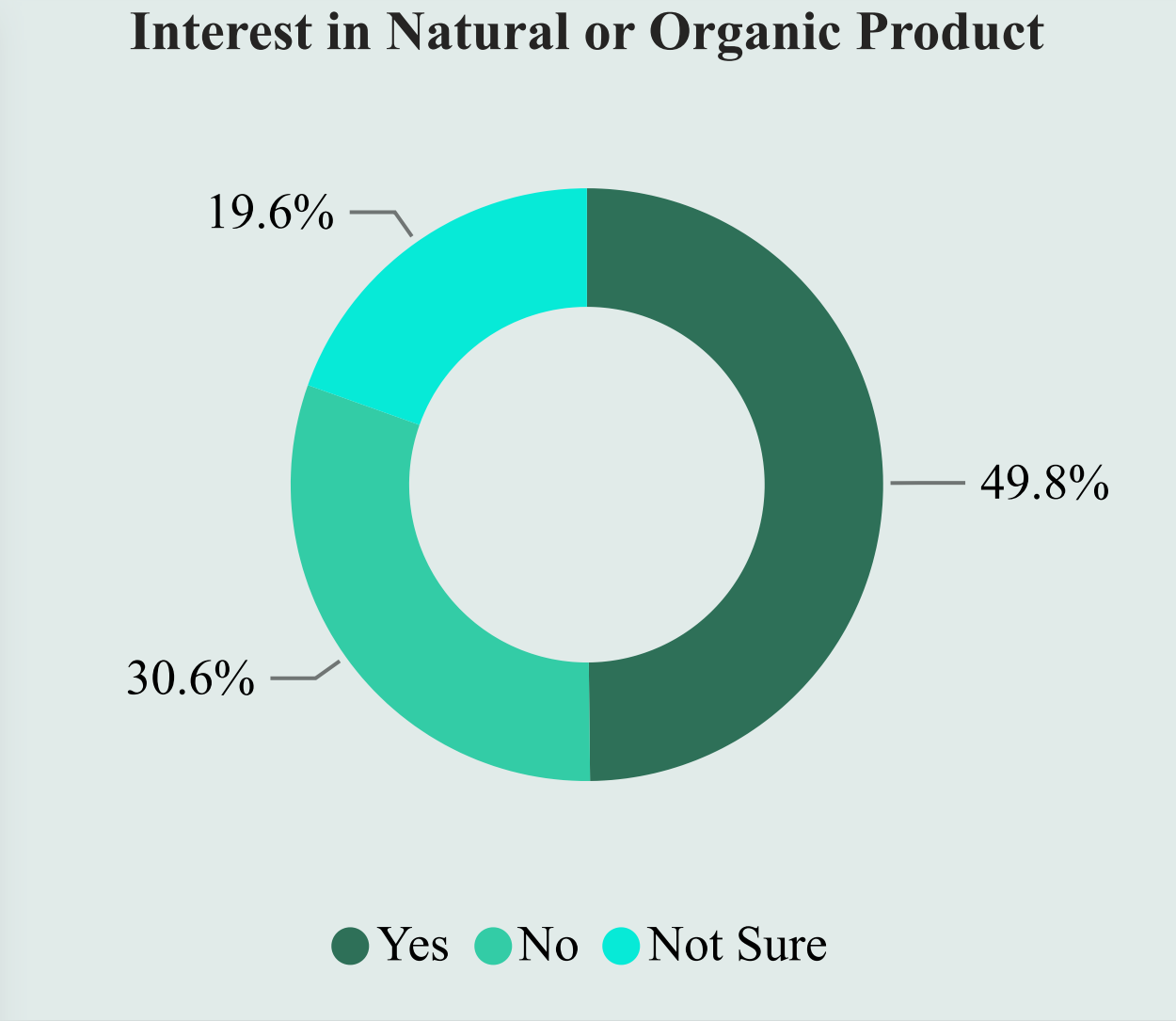
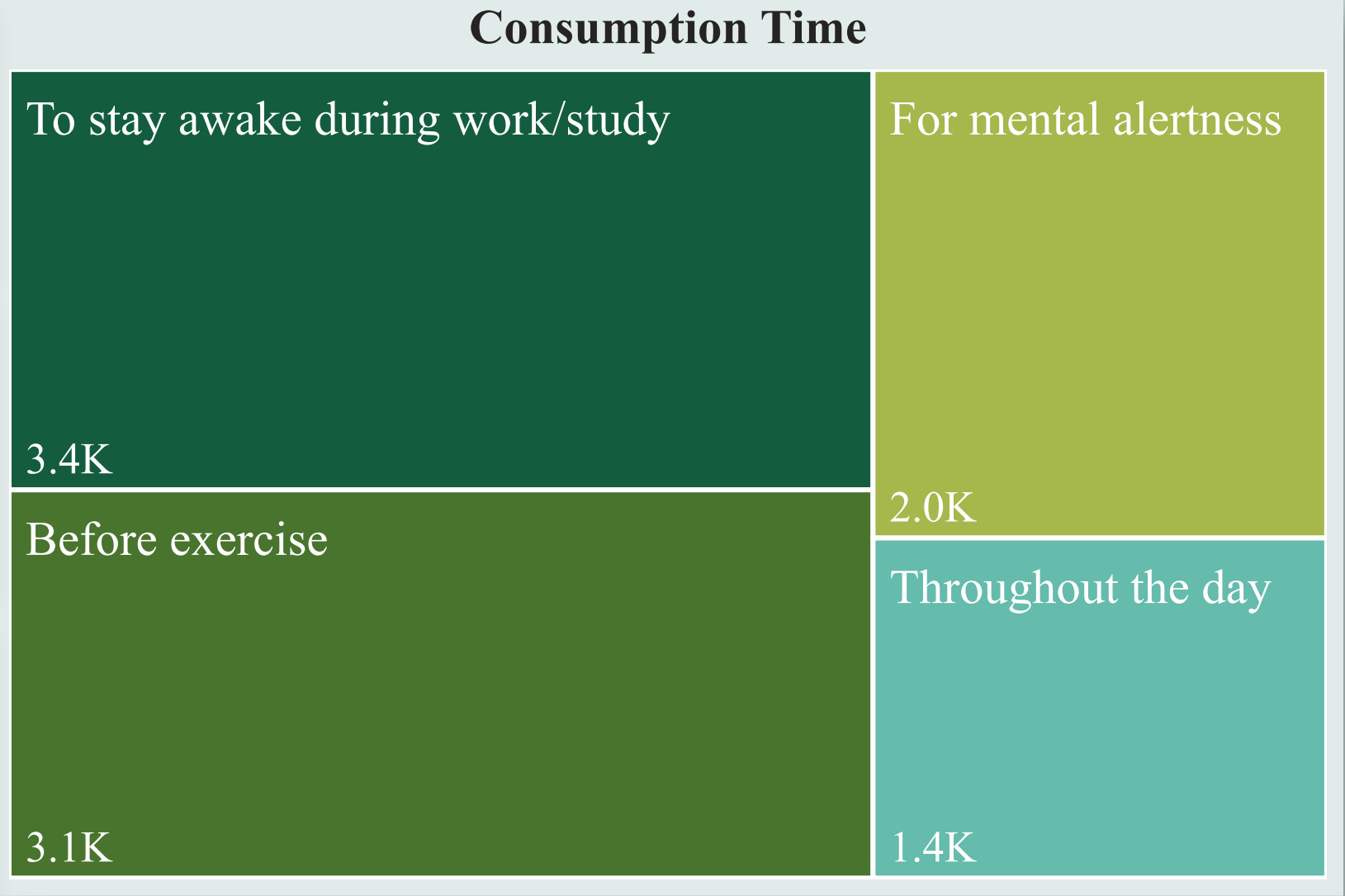
10K

Avg Taste Experience

3.3

Codex Respondents

980



Price Preference

Age	100-150	50-99	Above 150	Below 50
15-18	348	687	281	172
19-30	1365	2965	655	535
31-45	1257	499	428	192
46-65	137	85	151	53
65+	35	52	46	57
Total	3142	4288	1561	1009

⬅ Purchasing Behaviour

Current Brands

All

Age

All

Gender

Female

Male

Non-binary

City Category

Tier 1

Tier 2



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

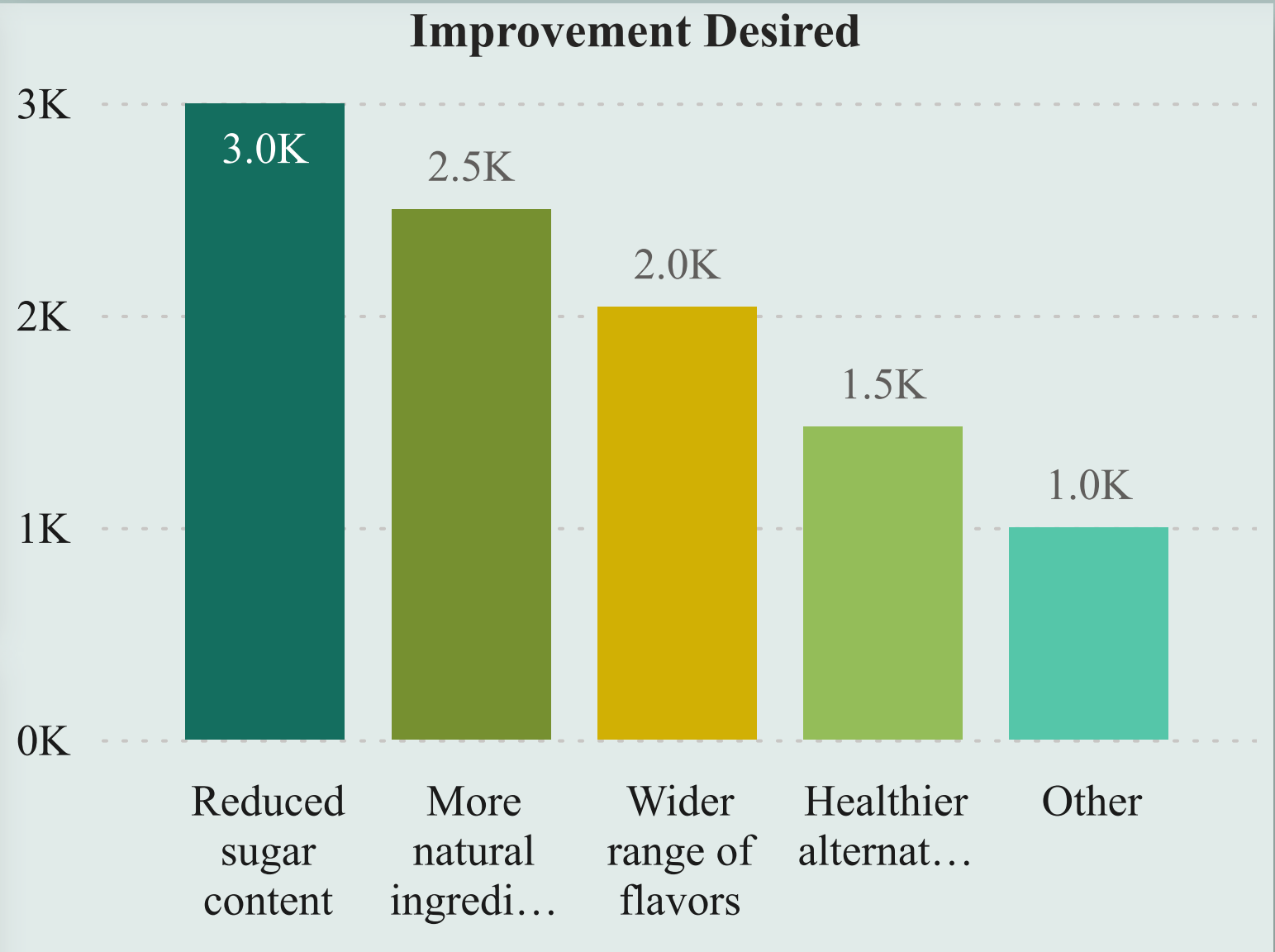
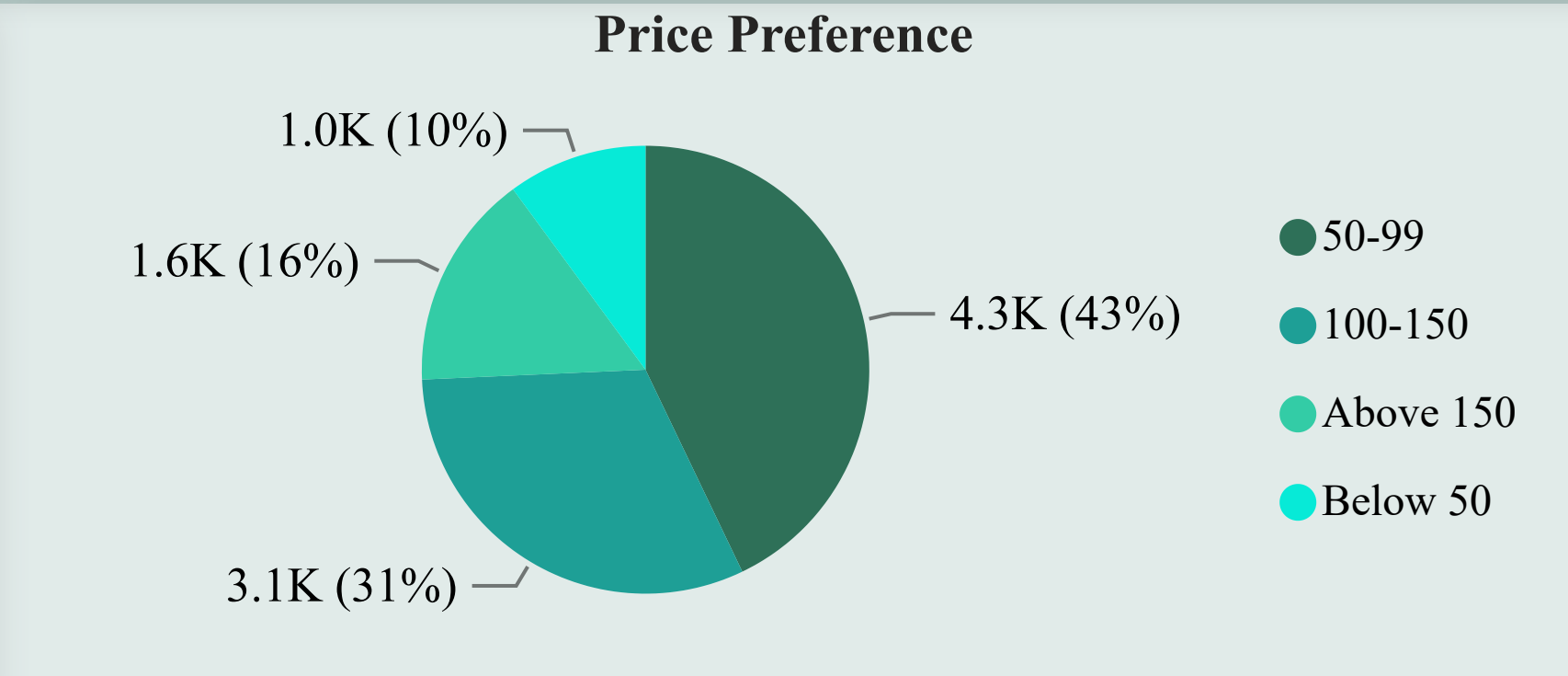
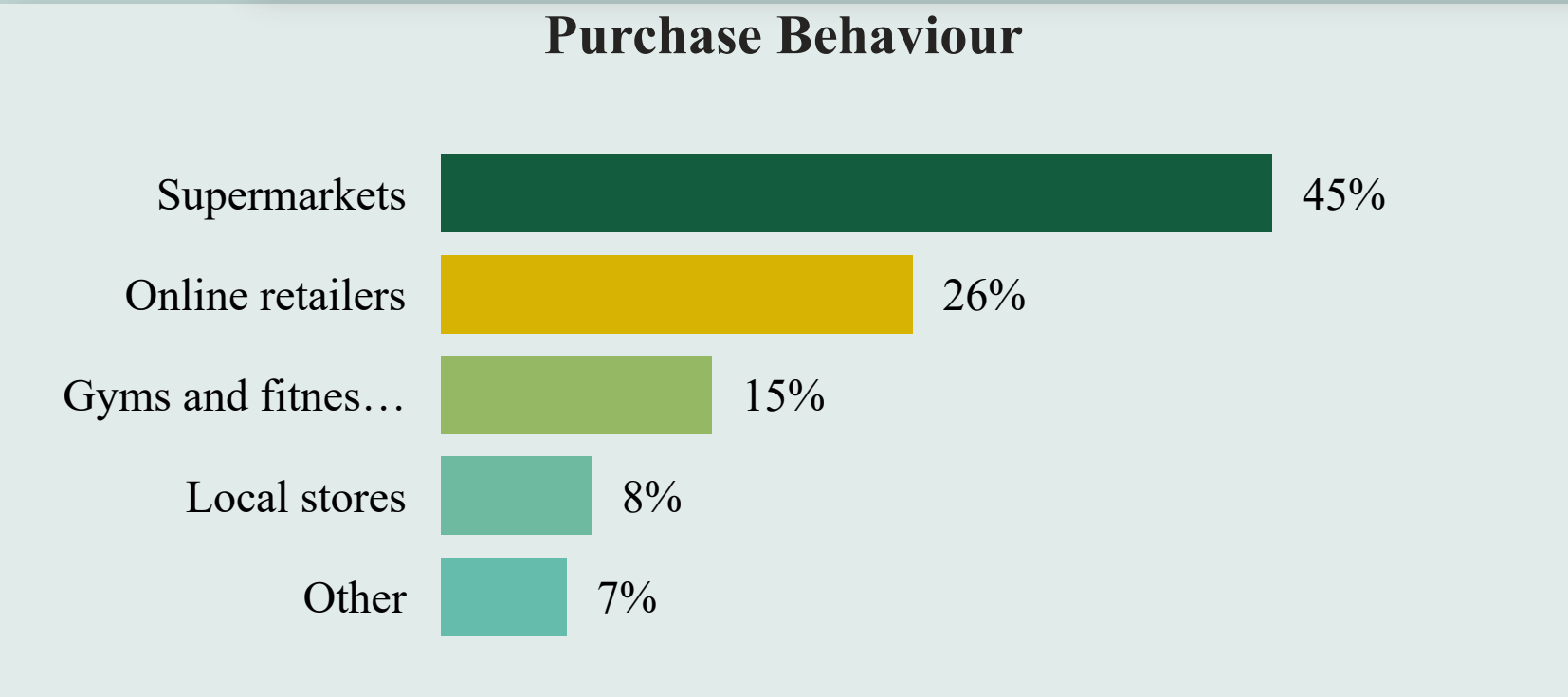
Jaipur

Kolkata

Lucknow

Mumbai

Pune

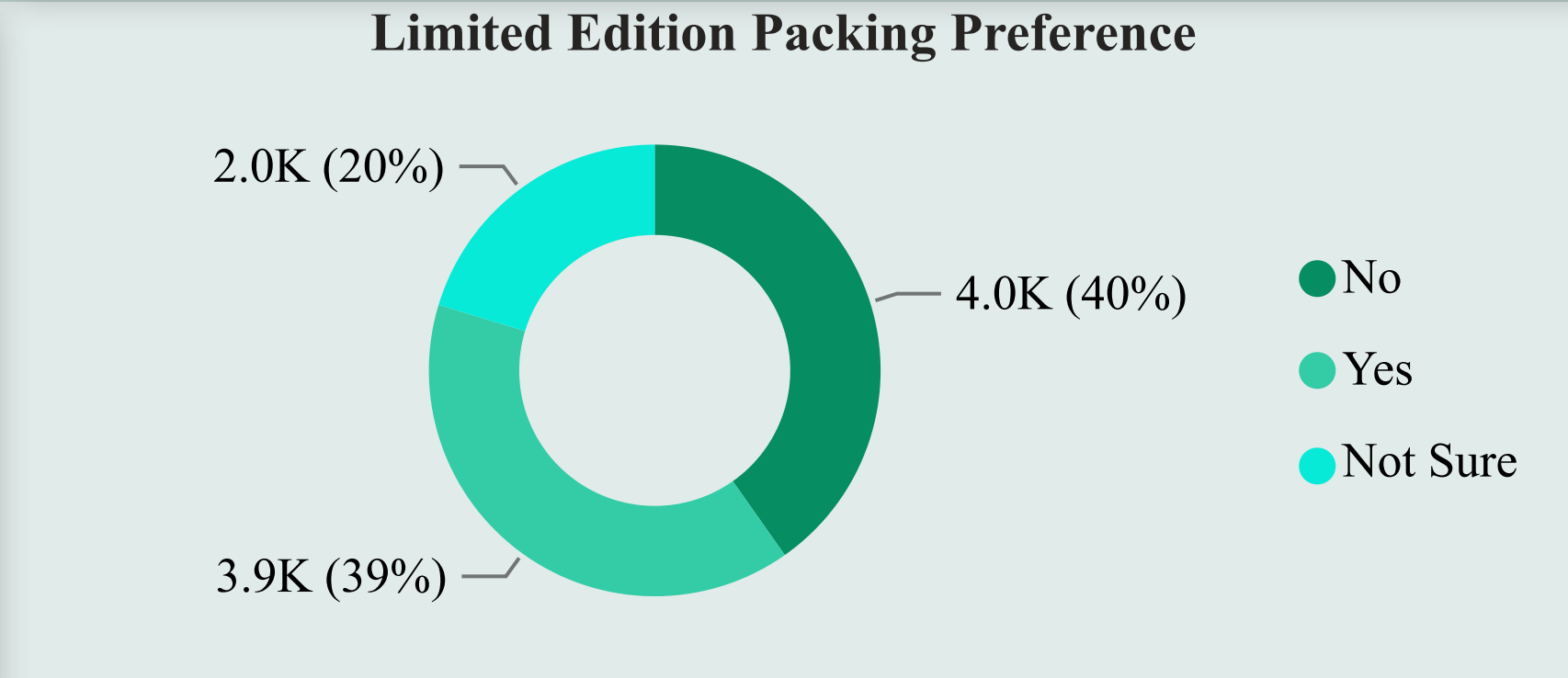


Consumption situation					
consumption_situations	15-18	19-30	31-45	46-65	65+
Driving/commuting	33	168	70	20	6
Other	73	285	107	20	6
Social outings/parties	204	809	383	54	37
Sports/exercise	680	2471	1065	190	88
Studying/working late	498	1787	751	142	53
Total	1488	5520	2376	426	190

Reasons_preventing_trying	15-18	19-30	31-45	46-65	65+
Health concerns	336	1236	547	97	42
Not available locally	345	1340	590	106	50
Not interested in energy drinks	305	1254	509	83	42
Other	206	695	288	57	22
Unfamiliar with the brand	296	995	442	83	34
Total	1488	5520	2376	426	190

Brand Perception				
Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	5.04%	6.15%	4.68%	5.25%
Blue Bull	2.39%	3.09%	2.13%	2.97%
CodeX	2.14%	2.86%	2.20%	2.60%
Cola-Coka	5.54%	7.52%	5.67%	6.65%
Gangster	4.15%	5.12%	4.54%	4.73%
Others	1.07%	1.38%	1.16%	1.18%
Sky 9	2.05%	2.97%	2.05%	2.72%
Total	22.38%	29.09%	22.43%	26.10%

Reason for choosing Brands			
Reasons_for_choosing_brands	Female	Male	Non-binary
Availability	340	1489	81
Brand reputation	740	1781	131
Effectiveness	719	912	117
Other	806	807	66
Taste/flavor preference	850	1049	112
Total	3455	6038	507





Competition Analysis

Current Brands

All

Age

All

Gender

Female


Male

Non-binary

City Category

Tier 1

Tier 2



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

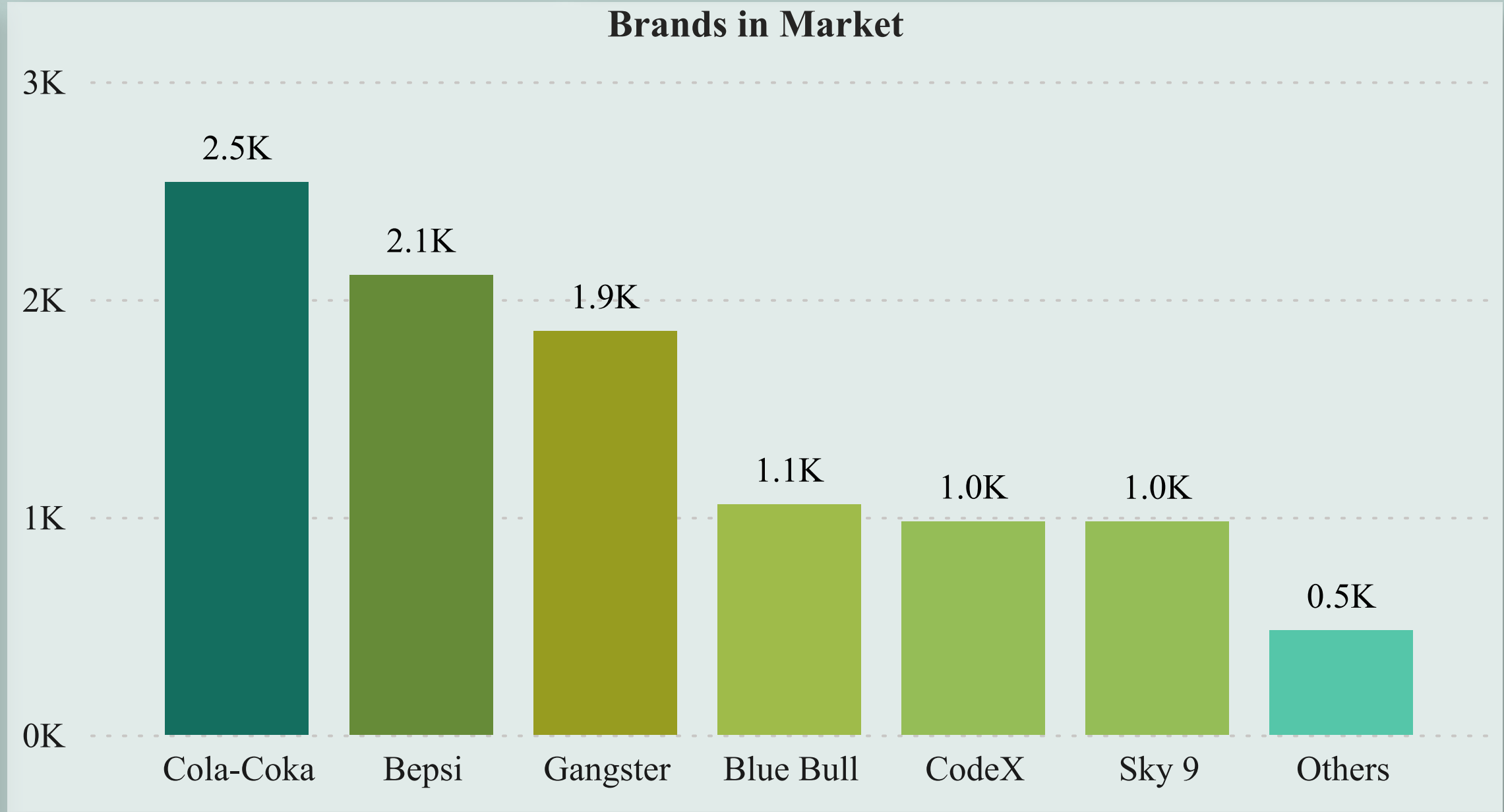
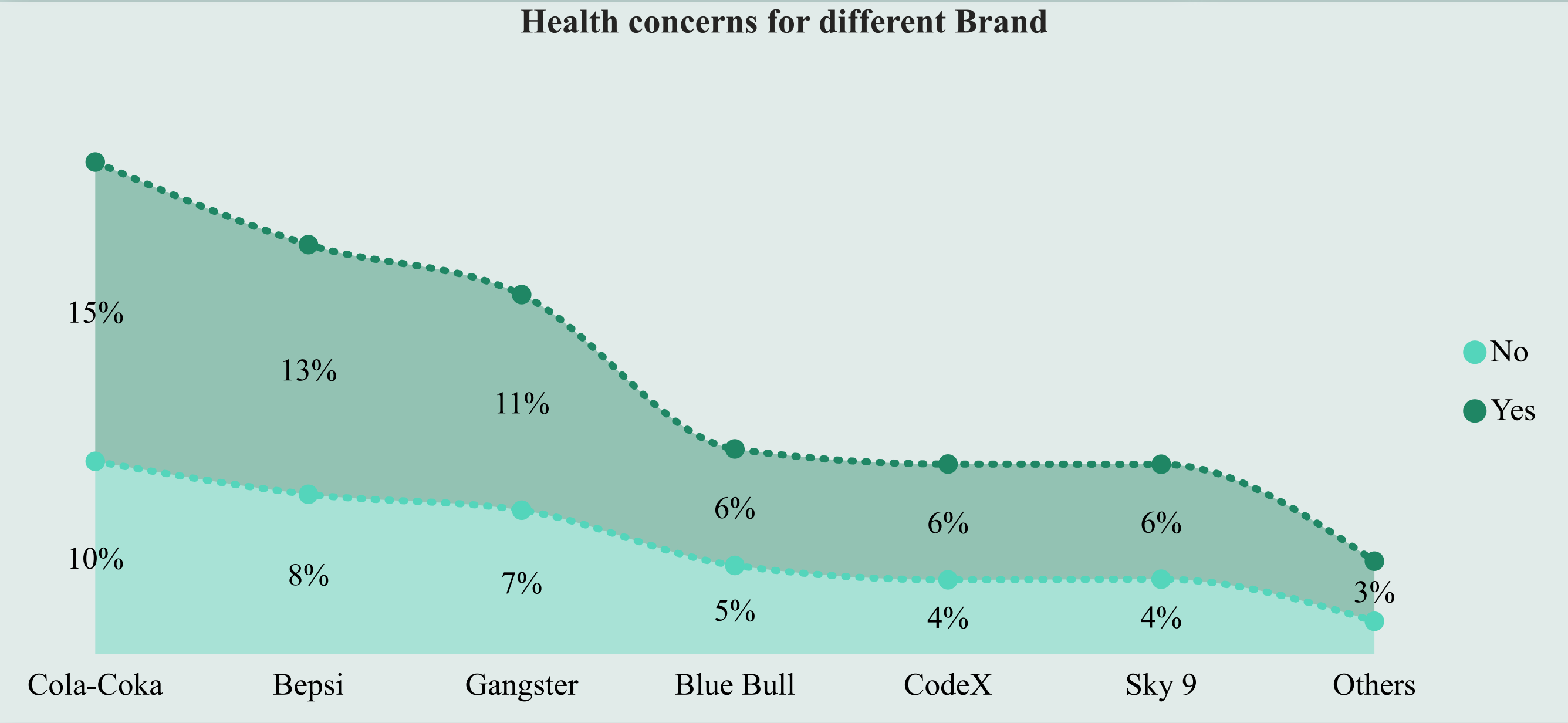
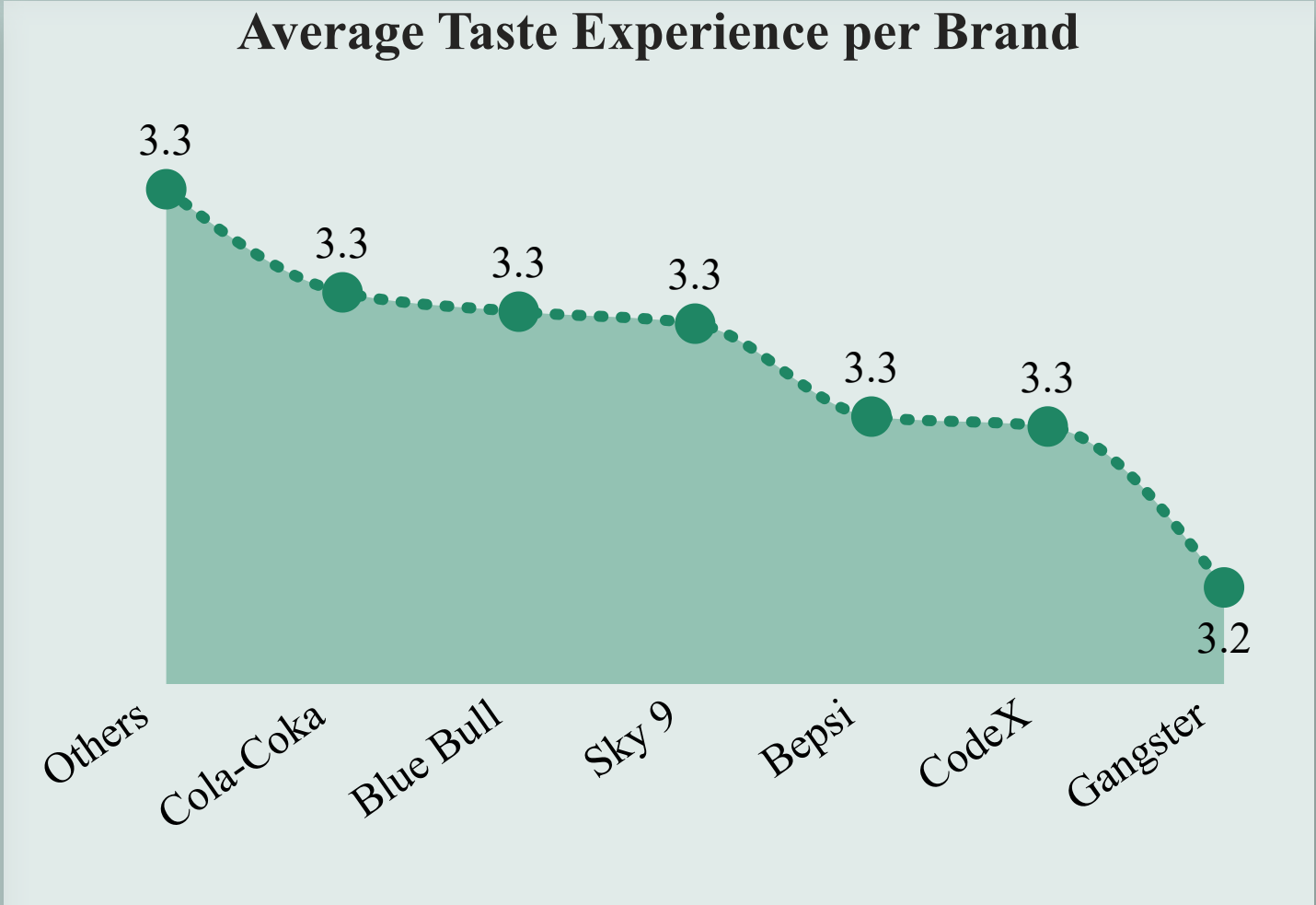
Lucknow

Mumbai

Pune

Reason for Choosing the Brand					
Current_brand s	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	418	577	339	355	423
Blue Bull	180	289	187	165	237
CodeX	195	259	176	168	182
Cola-Coka	510	616	433	448	531
Gangster	339	511	338	309	357
Others	86	140	87	79	87
Sky 9	182	260	188	155	194
Total	1910	2652	1748	1679	2011

Brand Perception				
Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	5.04%	6.15%	4.68%	5.25%
Blue Bull	2.39%	3.09%	2.13%	2.97%
CodeX	2.14%	2.86%	2.20%	2.60%
Cola-Coka	5.54%	7.52%	5.67%	6.65%
Gangster	4.15%	5.12%	4.54%	4.73%
Others	1.07%	1.38%	1.16%	1.18%
Sky 9	2.05%	2.97%	2.05%	2.72%
Total	22.38%	29.09%	22.43%	26.10%





Marketing View

Current Brands

All



Age

All



Gender

Female

Male

Non-binary

City Category

Tier 1

Tier 2



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

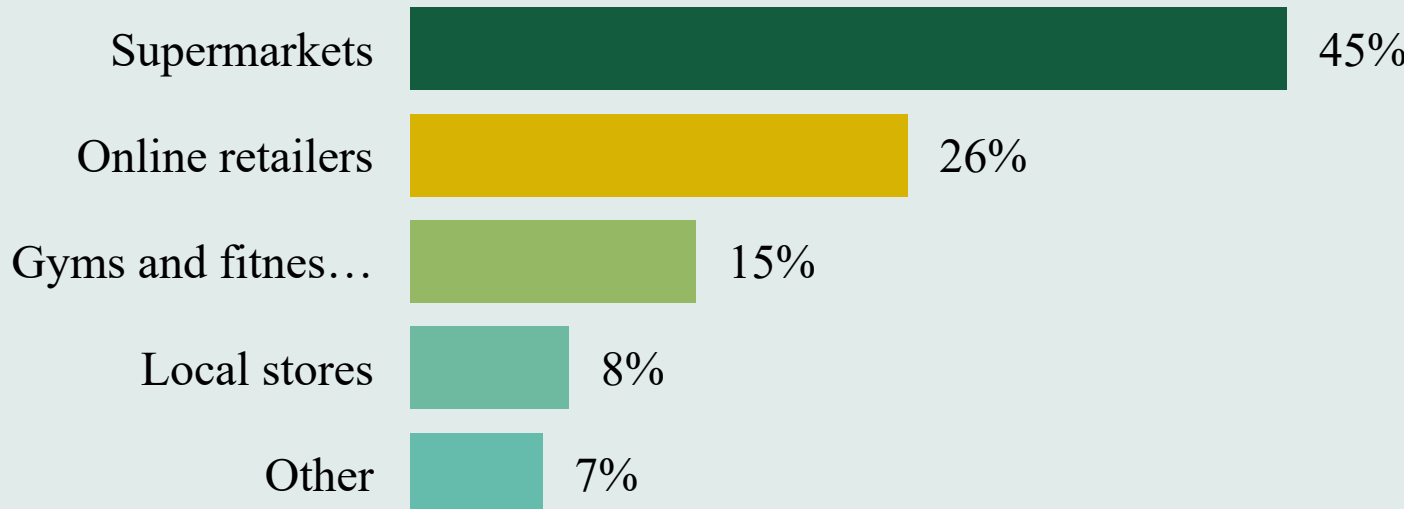
Kolkata

Lucknow

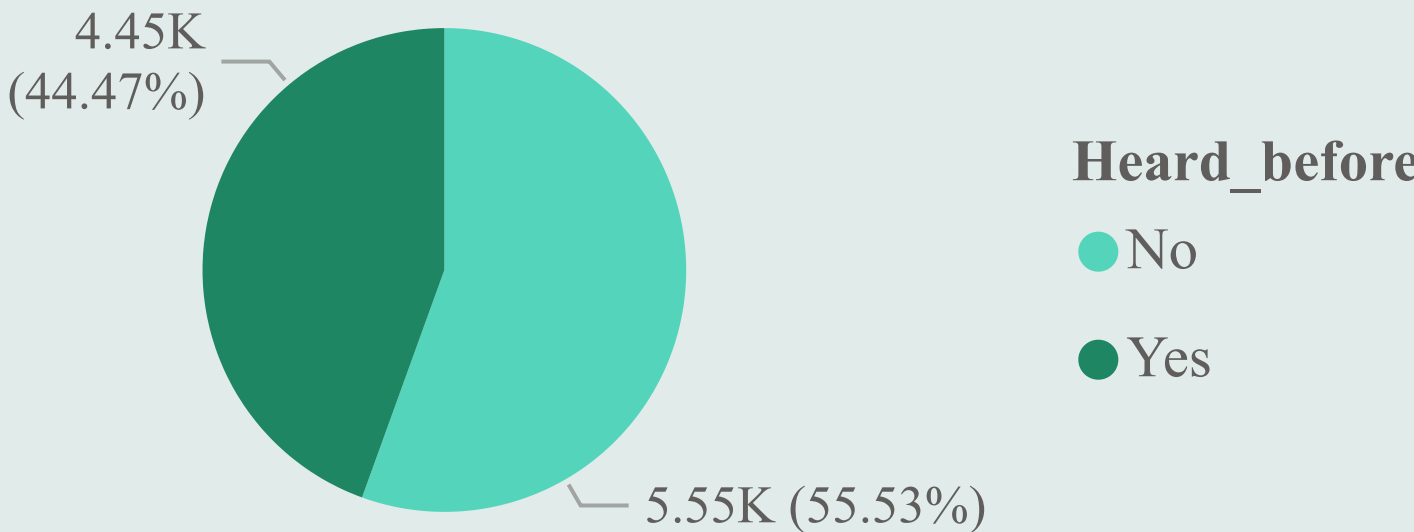
Mumbai

Pune

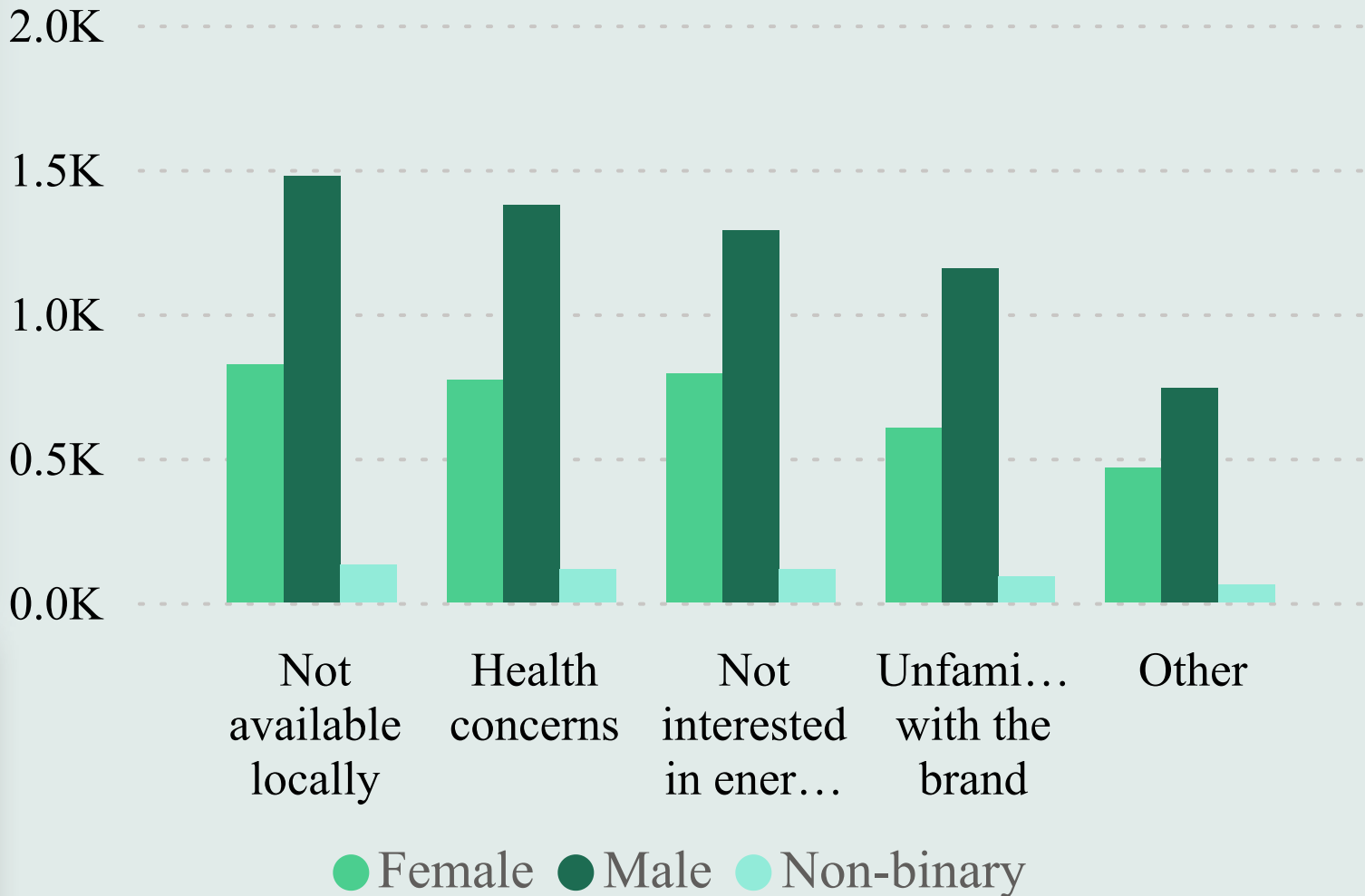
Purchase Behaviour



Heard before about Codex



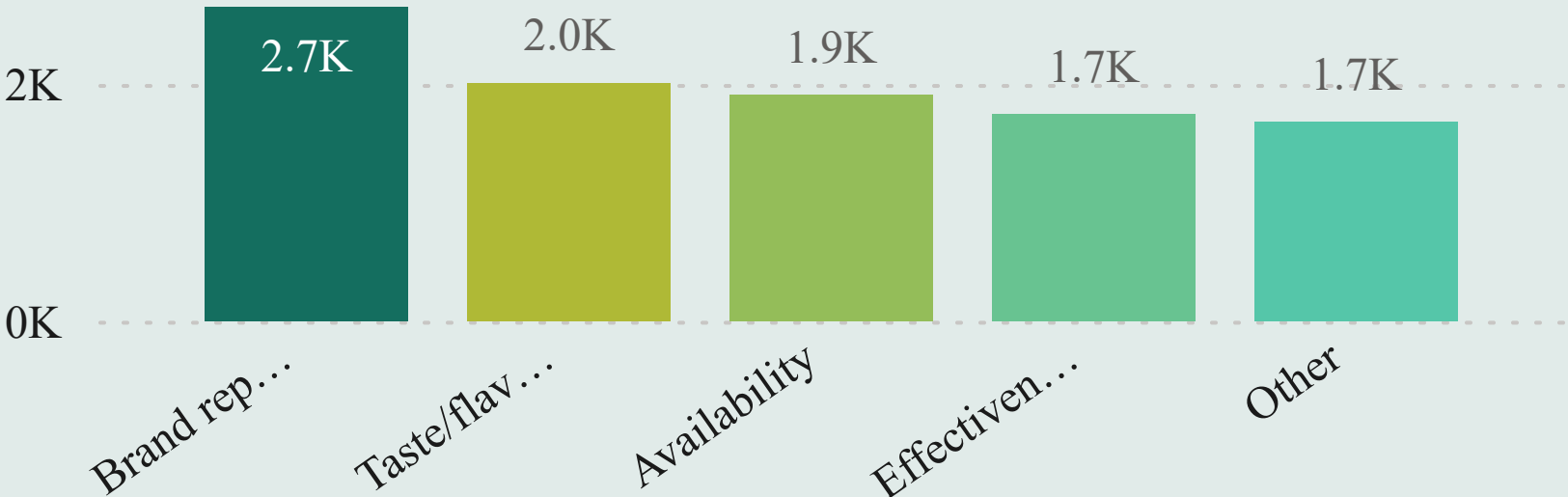
Reasons Preventing Trying



Packaging Preference

Packaging_preference	% Respondents
Compact and portable cans	39.8%
Innovative bottle design	30.5%
Collectible packaging	15.0%
Eco-friendly design	9.8%
Other	4.9%
Total	100.0%

Respondents by Reason for choosing brand



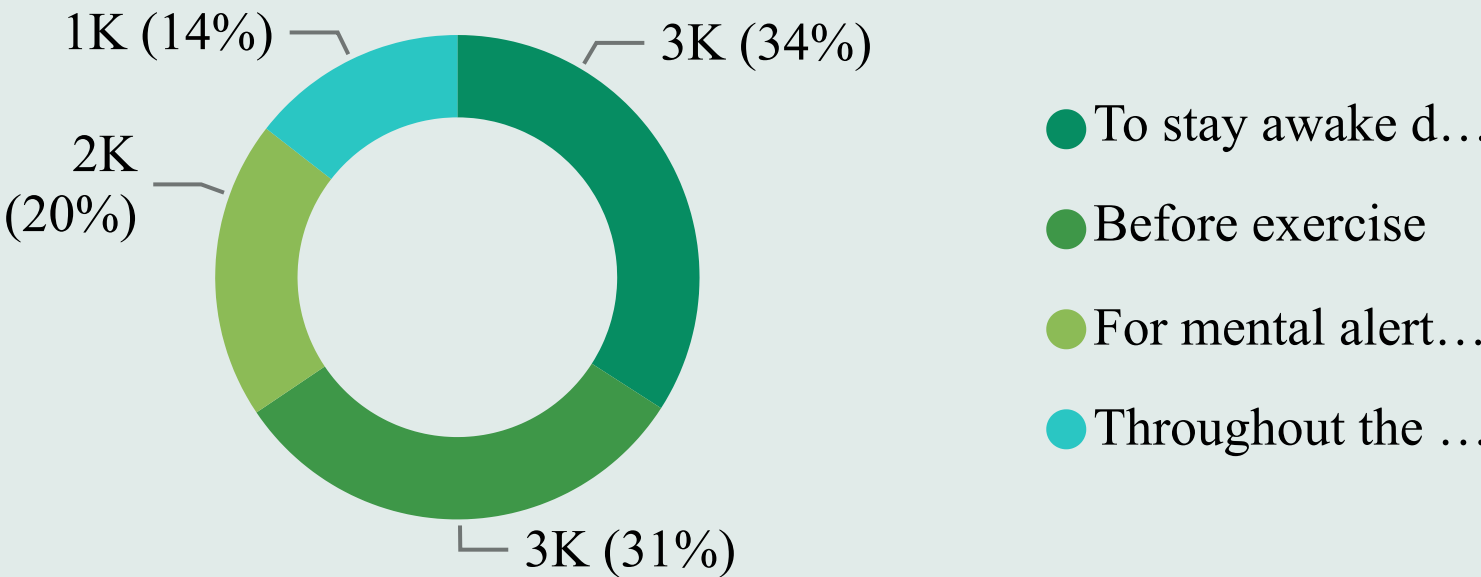
Current Brands in Market

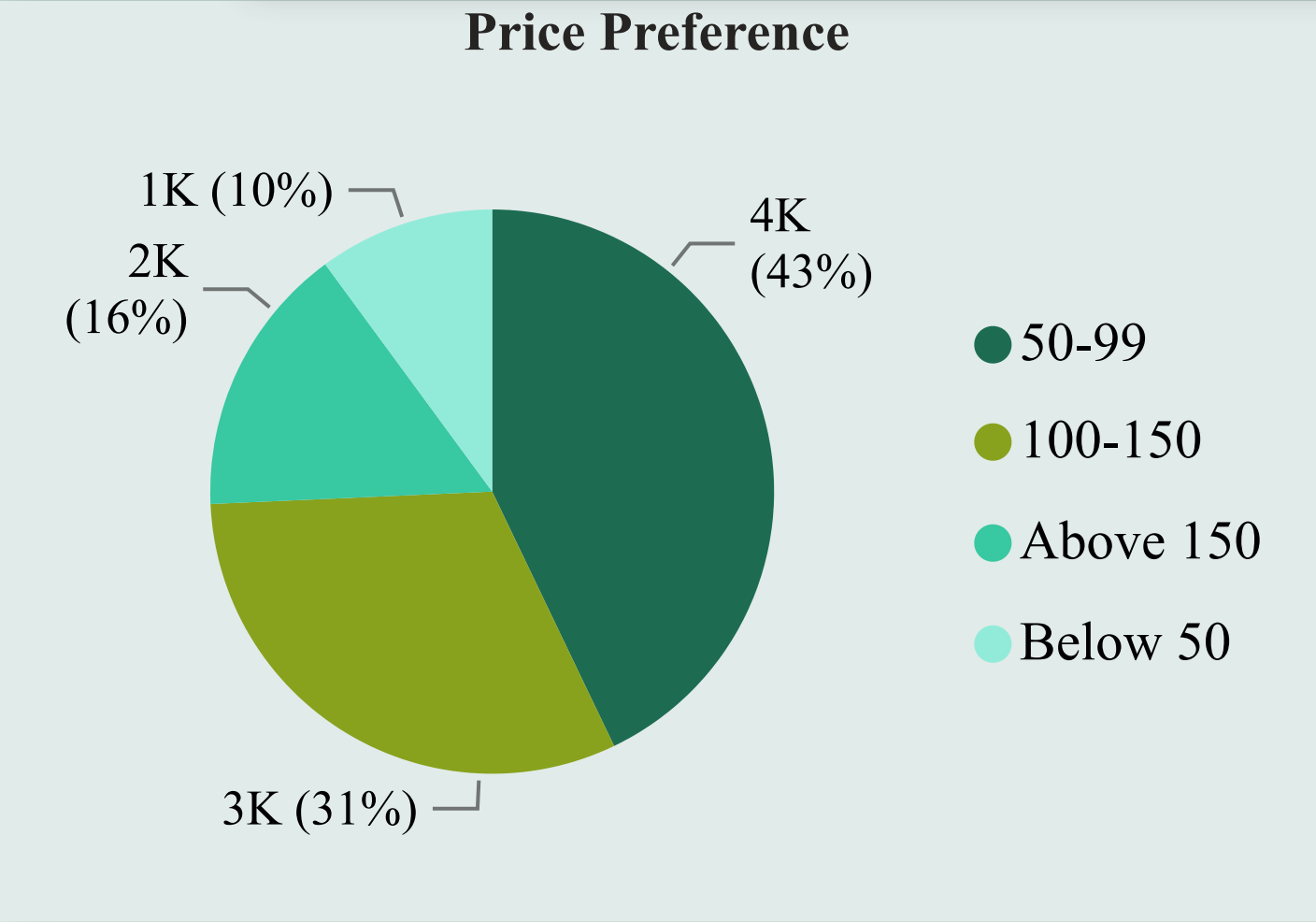
Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	504	615	468	525
Blue Bull	239	309	213	297
CodeX	214	286	220	260
Cola-Coka	554	752	567	665
Gangster	415	512	454	473
Others	107	138	116	118
Sky 9	205	297	205	272
Total	2238	2909	2243	2610

Marketing Channels

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

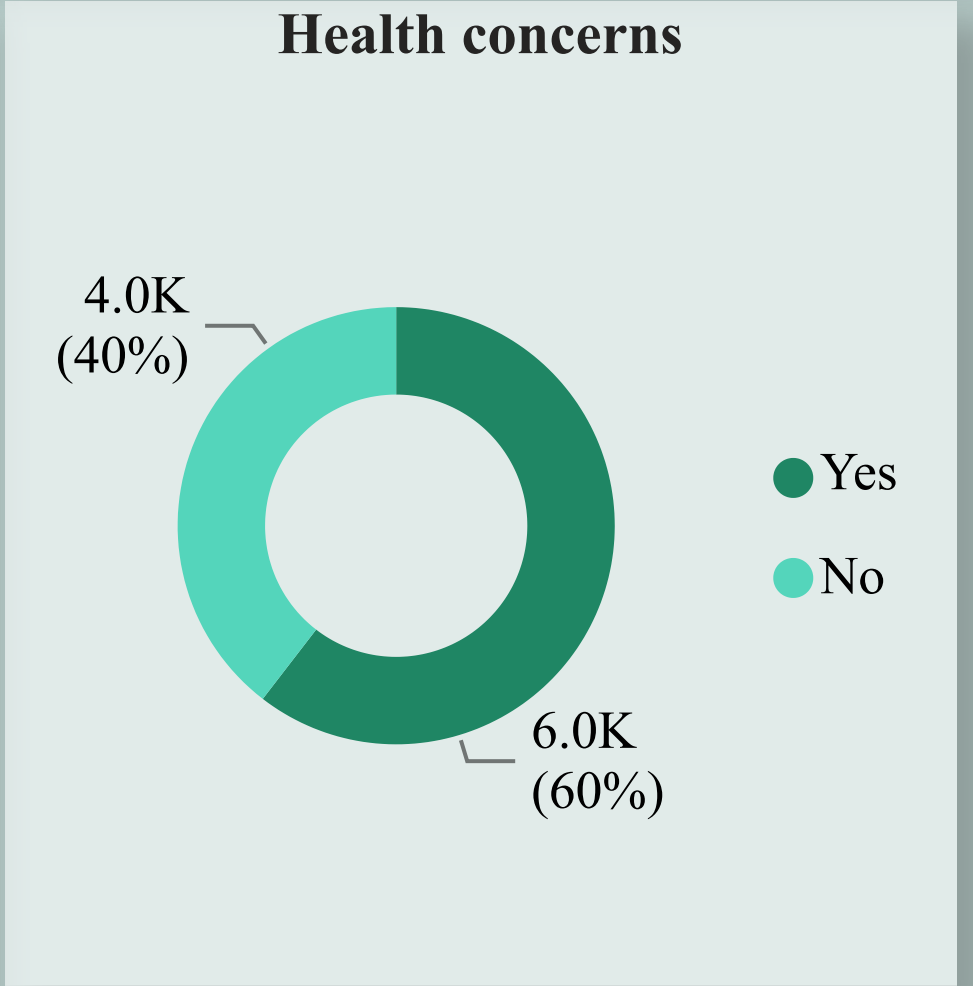
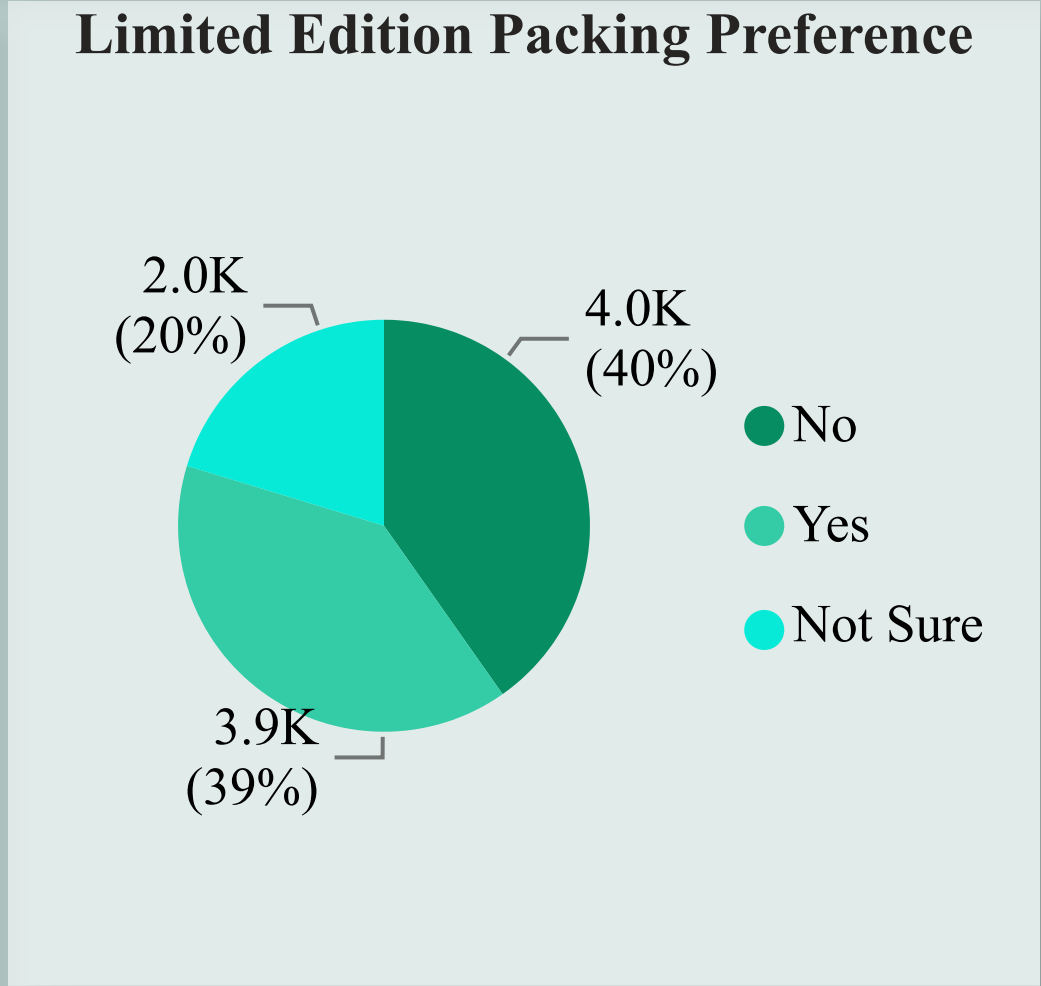
Consumption Time





Reasons for choosing the CodeX

Reasons	Respondents	Respondents(%)
Availability	195	19.90%
Brand reputation	259	26.43%
Effectiveness	176	17.96%
Other	168	17.14%
Taste/flavor preference	182	18.57%
Total	980	100.00%



City wise Responses for Brand Perception

City	Negative	Neutral	Positive
Ahmedabad	8.42%	3.48%	4.39%
Bangalore	23.63%	30.87%	25.08%
Chennai	7.12%	10.29%	8.68%
Delhi	4.18%	3.52%	6.42%
Hyderabad	15.04%	19.94%	16.66%
Jaipur	5.99%	2.73%	4.03%
Kolkata	3.79%	6.58%	4.70%
Lucknow	3.00%	1.41%	1.68%
Mumbai	12.89%	14.18%	19.27%
Pune	15.94%	7.01%	9.08%
Total	100.00%	100.00%	100.00%

City wise Feedback for Availability

City	Availability_Respodents	codex_response
Ahmedabad	3	45
Bangalore	71	292
Chennai	23	92
Delhi	7	40
Hyderabad	35	182
Jaipur	4	28
Kolkata	9	48
Lucknow	2	5
Mumbai	20	156
Pune	21	92
Total	195	980

