



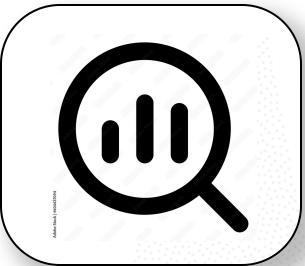
Nekter Energy Drink Dashboard

Over View - Over View Page shows the Demographic Insights, Consumer Preferences, Competition Analysis, Purchase Behaviour of Overall 10K Respondents who took part in the survey.



Nekter - Nekter page shows the Brand Penetration, Purchase Behaviour , Product Development.

Conclusion - What type of changes should be done in a field (Positive and Neutral Changes).



Demographic Insights

Customer Preferences

Competition Analysis

Marketing Channels & Brand Awareness

Brand Penetration

Age

All

City

All

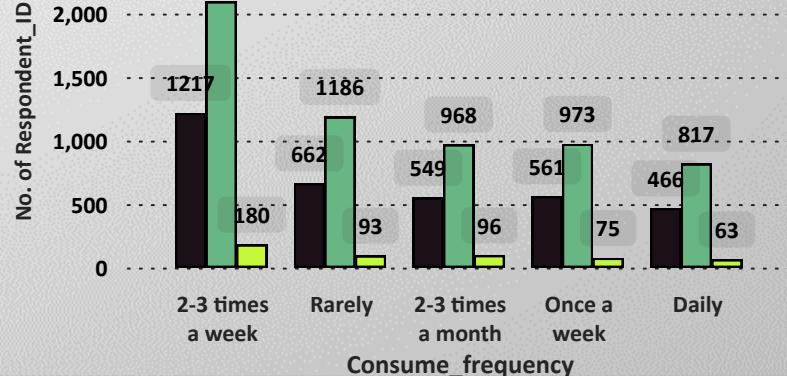
Gender

All

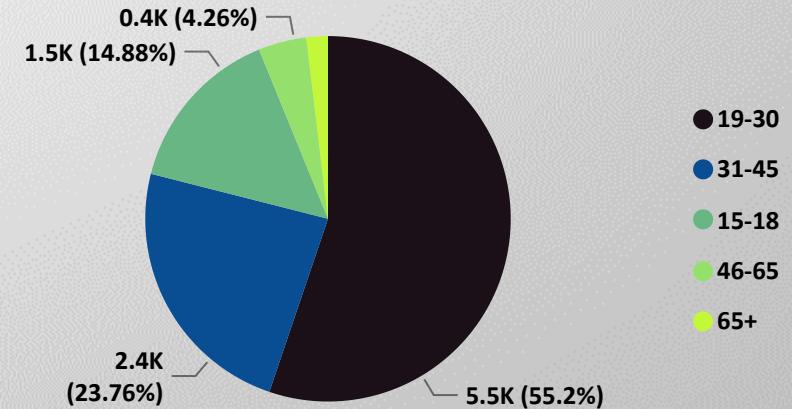
Who prefer energy drink more (Gender)?

Gender - ● Female ● Male ● Non-binary

2094



Which age group prefers energy drinks more?



Which type of marketing reaches the most youths? (Age Group)

4.0K

2.7K

1.2K

1.2K

0.8K

Online ads

TV commercials

Outdoor billboards

Other

Print media

Marketing_channels

Demographic Insights

- According to the survey results, we can see comparatively Men prefer energy drinks more.
- Age group from 19 - 30 prefer energy drink more.
- Online Ads Marketing reaches the youth(15-30) most when compared to other channels.



Demographic Insights

Customer Preferences

Competition Analysis

Marketing Channels & Brand Awareness

Brand Penetration



Age

All

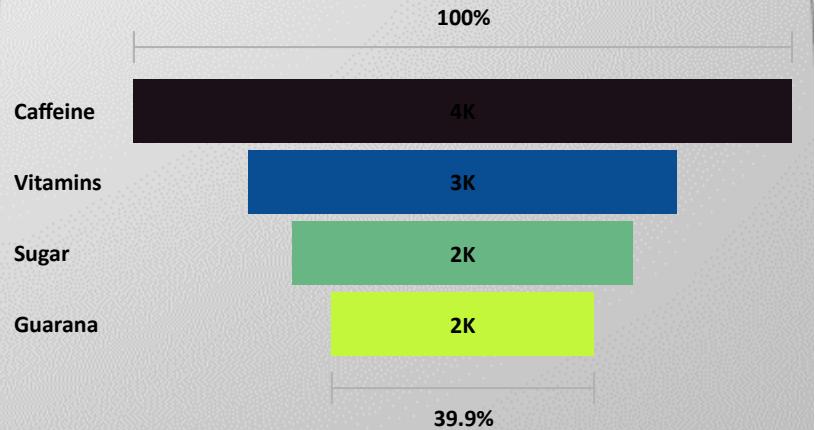
City

All

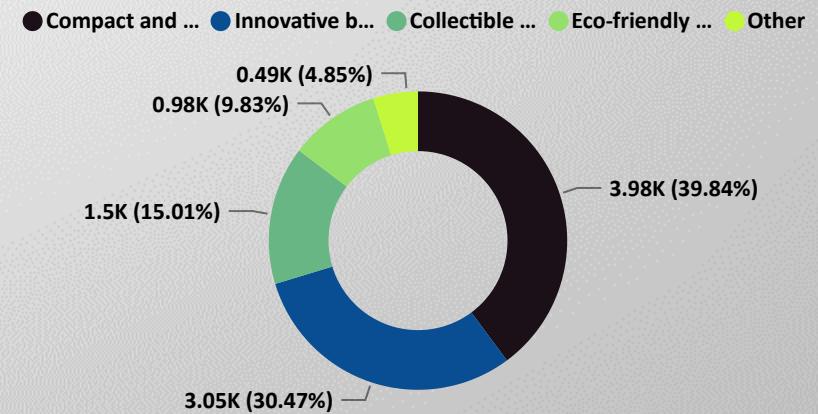
Gender

All

What are the preferred ingredient of energy drink among respondents?



What packaging reference to respondents have for energy drinks?



Customer Preferences Insights

- Most preferred ingredient is caffeine followed by Vitamins.
- Package preferences of our respondents are compact & Portable cans, Innovative bottle designs.





Demographic Insights

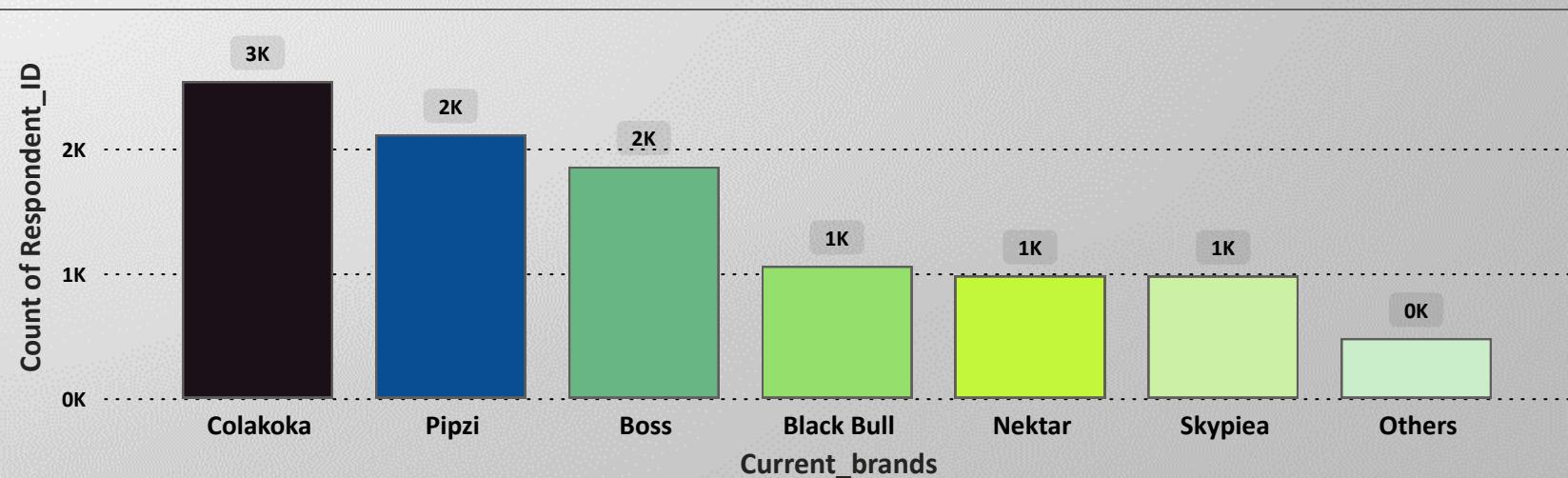
Customer Preferences

Competition Analysis

Marketing Channels & Brand Awareness

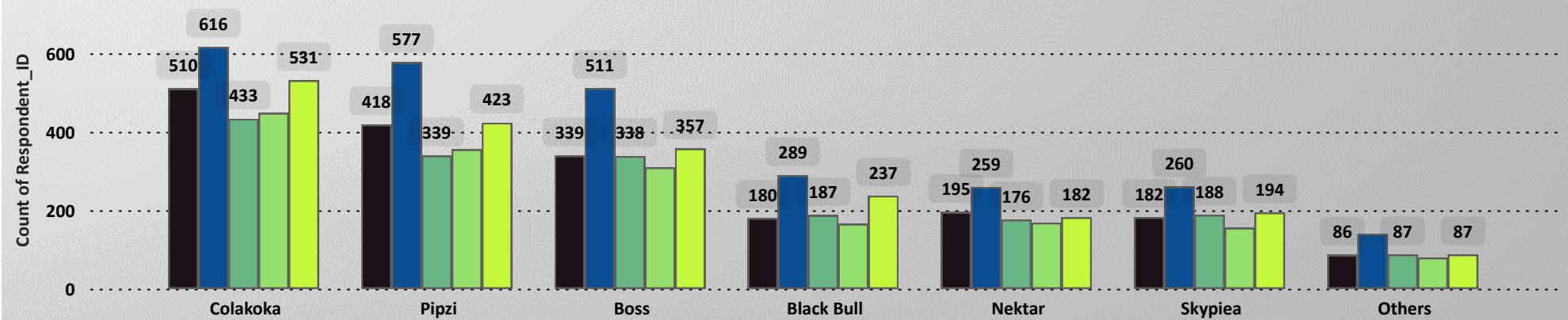
Brand Penetration

Who are the current market leaders?



What are the primary reason customer preference those brand over ours?

Reasons_for_choosing_brands ● Availability ● Brand reputation ● Effectiveness ● Other ● Taste/flavor preference





Demographic Insights

Customer Preferences

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Brand Penetration

Age

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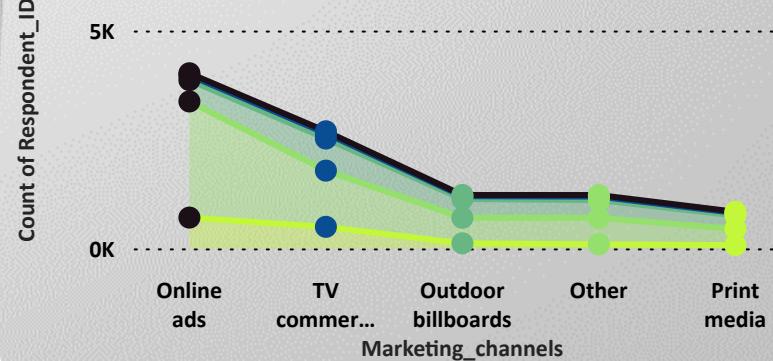
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Gender

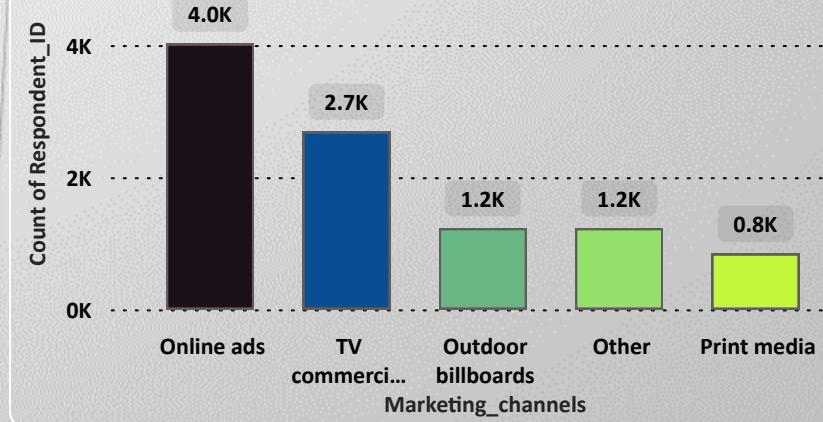
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Which marketing channels can be used to reach more customers?

Age ● 15-18 ● 19-30 ● 31-45 ● 46-65 ● 65+



How is active or different marketing strategies and channels in reaching our customers?



Marketing Channels & Brand Awareness

- Most effective marketing channel is to reach our respondents is "**Online Ads**".
- Online Ads is the platform where most of our respondents came to know about us 4K/10K respondents & 411/980 customers.



Demographic Insights



Customer Preferences



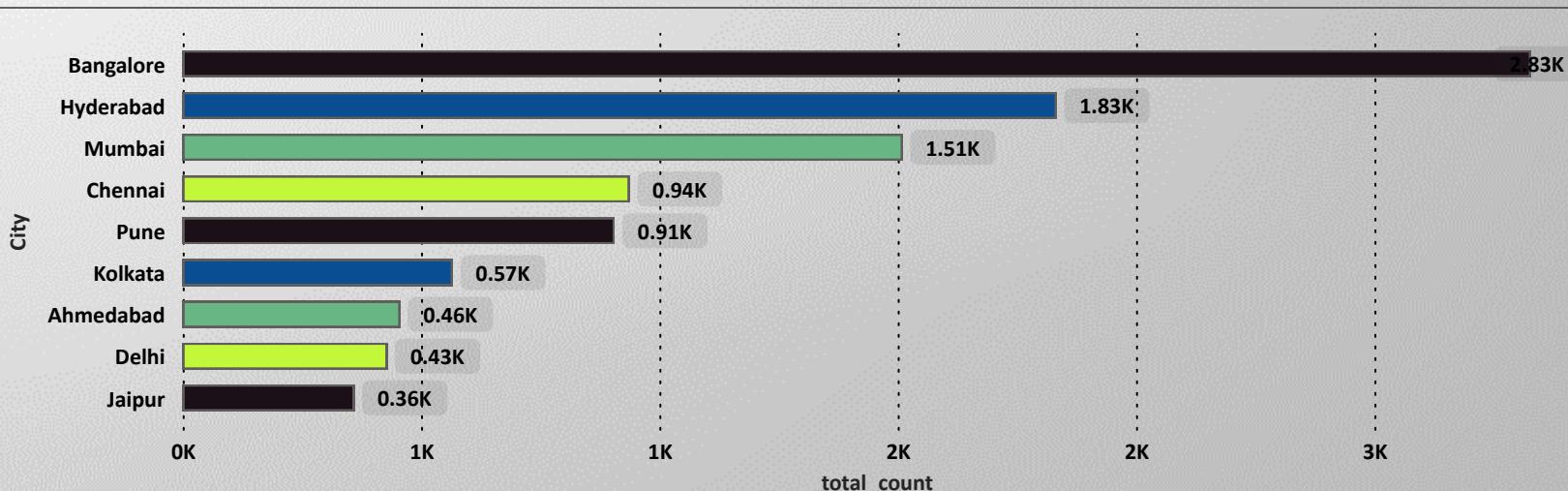
Competition Analysis



Marketing Channels & Brand Awareness

Brand Penetration

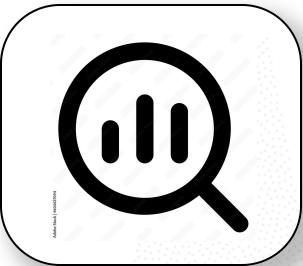
Which cities are do we need to focus more on?



Which cities are do we need to focus more on?

Heard_before ● No ● Yes





Purchase Behaviour

Age

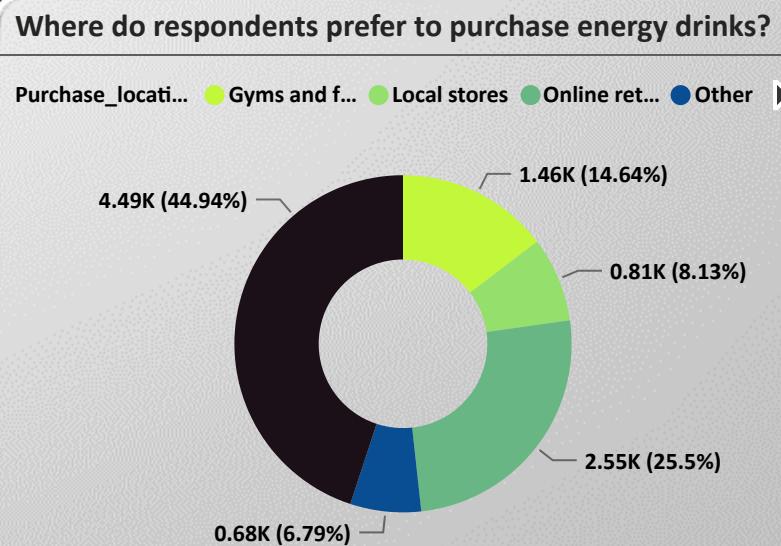
All

City

All

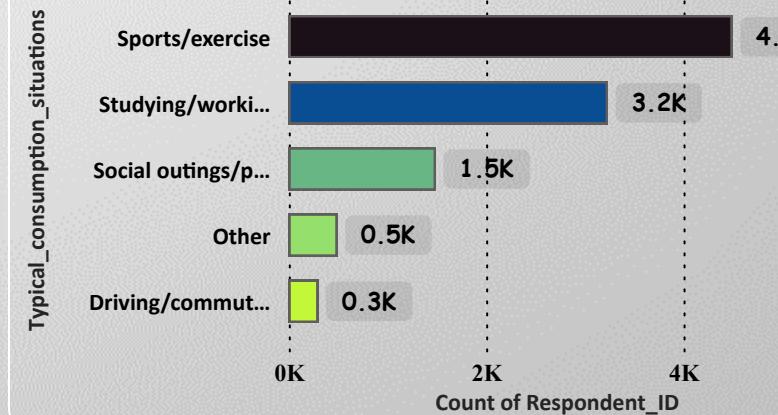
Gender

All



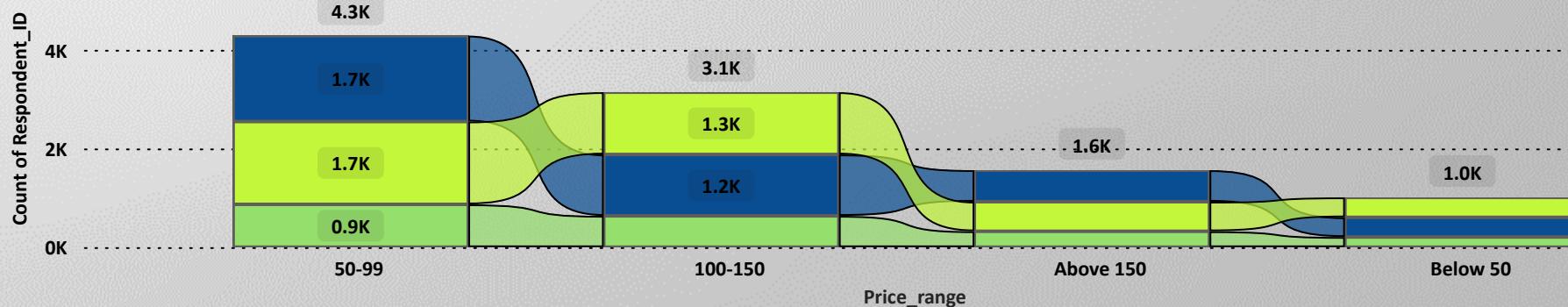
Product Development

What are the typical consumption situations for energy drinks among respondents?



What factor influence respondent's purchase decision such as price range and limited edition packaging?

Limited_edition_packaging ● No ● Not Sure ● Yes



Conclusion



Purchase Behaviour

Age

All

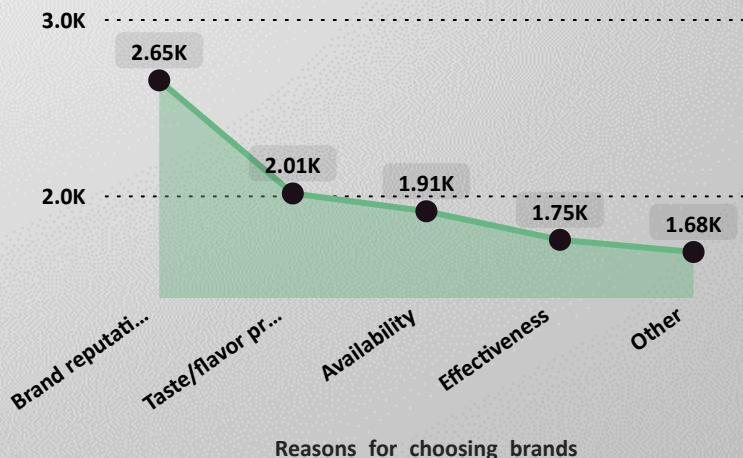
City

All

Gender

All

Which area of business should be focus more on our product development? (Branding)

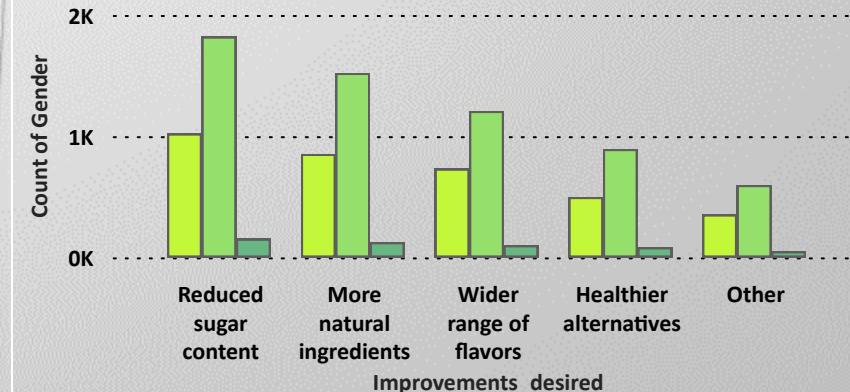


Product Development

Conclusion

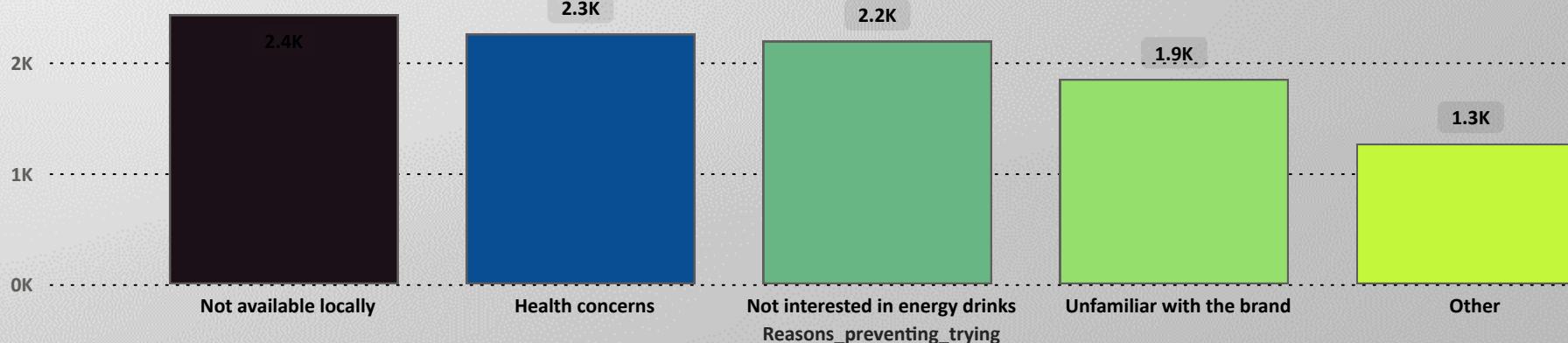
Which area of business should be focus more on our product development? (Brand Improvement ByTaste)

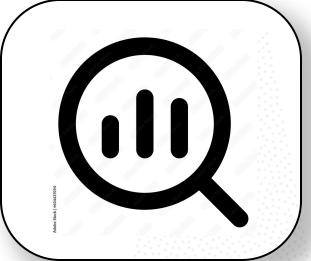
Female (Yellow), Male (Green), Non-binary (Blue)



Which area of business should be focus more on our product development? (Brand By Availability)

Count of Respondent_ID





Positive Conclusion:

- Nectar Juice Company is a strong competitor in the juice market, offering delicious and healthy nectar products. They have a loyal customer base and are well-positioned for future growth.

Neutral Conclusion:

- Nectar Juice Company is a viable company in the juice market. They face competition, but with strategic planning, they can maintain their market share.

Areas for Improvement:

- Nectar Juice Company may need to adapt to changing consumer preferences, such as a desire for lower sugar content or organic ingredients. They might also need to invest in marketing to stay competitive.

Further Analysis Needed:

- To write a more specific conclusion, I would need to know more about Nectar Juice Company, such as:
 - Their target market and brand positioning
 - Their financial performance
 - The competitive landscape
 - Any recent news or developments

If you can provide some of this information, I can craft a more tailored conclusion for Nectar Juice Company.