DATA ANALYSIS
Project
-By Umar Momin

Source: codebasic.io

Domain: F & B **Function**: Marketing

CodeX is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities in India.
Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from **10k** respondents. As Data analyst the task is to convert these survey results to meaningful insights which the team can use to drive actions.

Tools Used: Excel and Power Bi

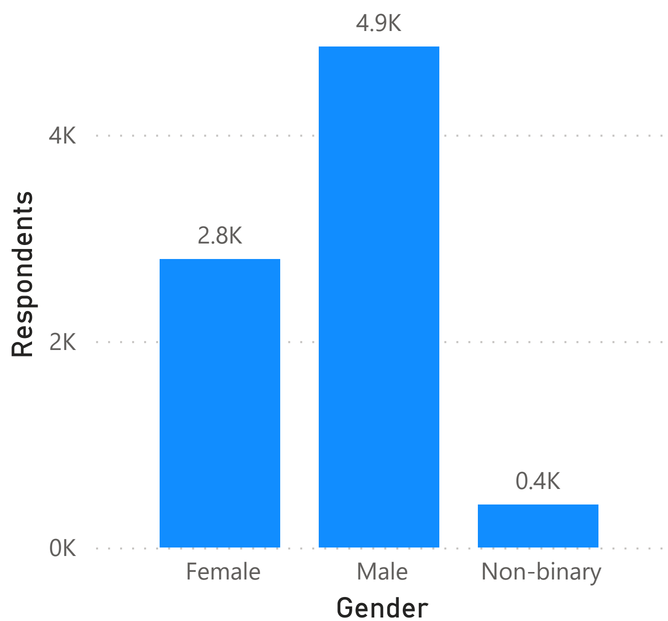
Questions:

1. **Demographic Insights (examples)**
   a. Who prefers energy drink more? (male/female/non-binary?)
   b. Which age group prefers energy drinks more?
   c. Which type of marketing reaches the most Youth (15-30)?
2. **Consumer Preferences:**
   a. What are the preferred ingredients of energy drinks among respondents?
   b. What packaging preferences do respondents have for energy drinks?
3. **Competition Analysis:**
   a. Who are the current market leaders?
   b. What are the primary reasons consumers prefer those brands over ours?
4. **Marketing Channels and Brand Awareness:**
   a. Which marketing channel can be used to reach more customers?
   b. How effective are different marketing strategies and channels in reaching our customers?
5. **Brand Penetration:**
   a. What do people think about our brand? (overall rating)
   b. Which cities do we need to focus more on?
6. **Purchase Behavior:**
   a. Where do respondents prefer to purchase energy drinks?
   b. What are the typical consumption situations for energy drinks among respondents?
   c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?
7. **Product Development**
   a. Which area of business should we focus more on our product development? (Branding/taste/availability)

Demographic Insights

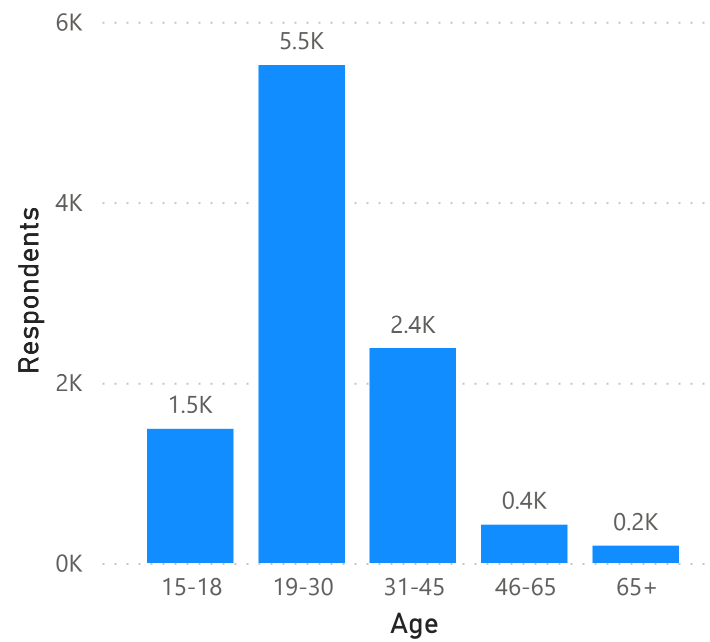
a. Who prefers energy drink more? (male/female/non-binary?)

Gender	Count of Respondent_ID
Male	6038
Female	3455
Non-binary	507
Total	**10000**



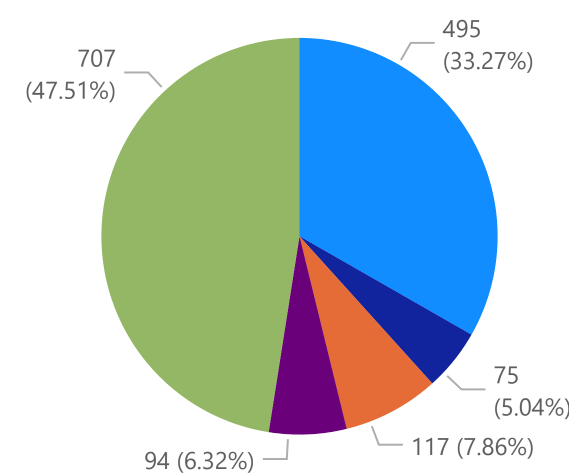
b. Which age group prefers energy drinks more?

Age	Count of Respondent_ID
15-18	1488
19-30	5520
31-45	2376
46-65	426
65+	190
Total	**10000**



c. Which type of marketing reaches the most Youth (15-30)?

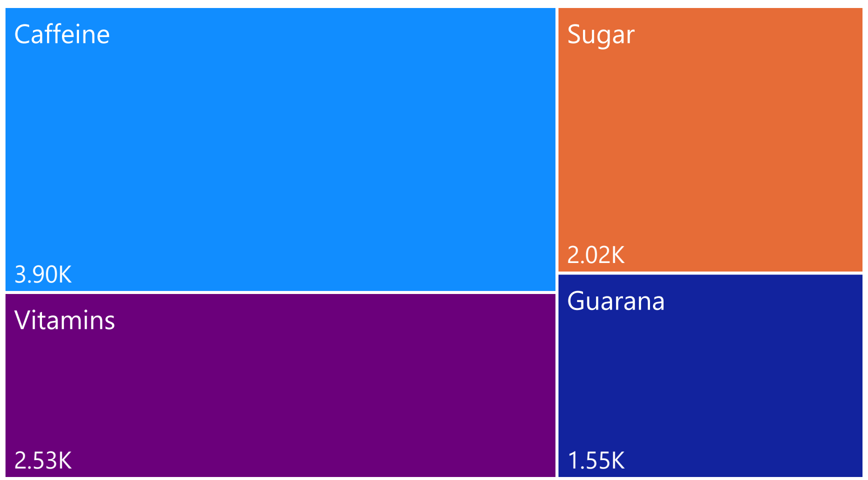
Marketing_channels	Age	Count of Respondent_ID
Online ads	15-18	707
TV commercials	15-18	495
Outdoor billboards	15-18	117
Other	15-18	94
Print media	15-18	75
Total		**1488**



Consumer Preferences

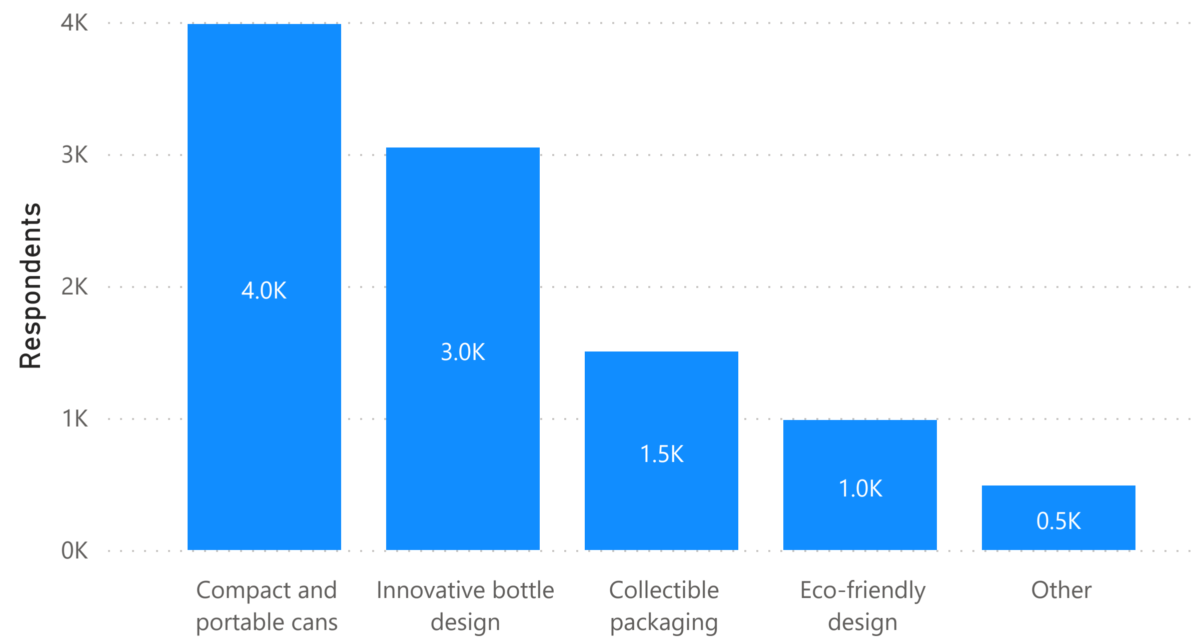
a. What are the preferred ingredients of energy drinks among respondents?

Ingredients_expected	Count of Response_ID
Vitamins	2534
Sugar	2017
Guarana	1553
Caffeine	3896
Total	**10000**



Ingredient preferences for energy drinks were observed as follows: 38.96% preferred caffeine, 25.34% favored vitamins, 20.17% chose sugar, and 15.53% showed a preference for guarana.

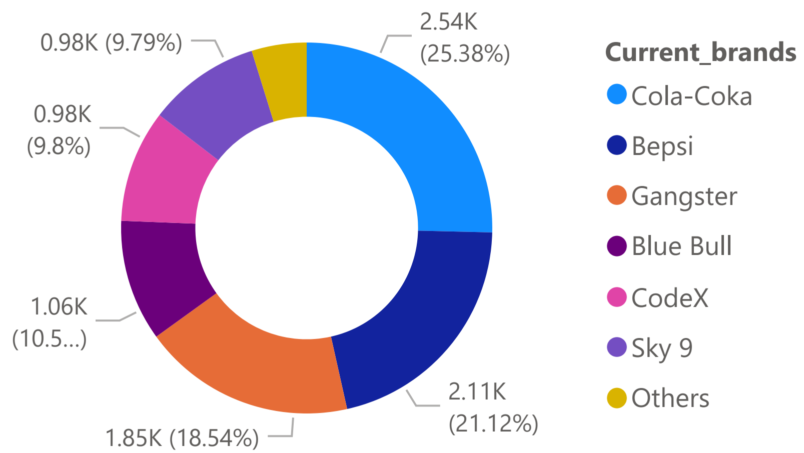
b. What packaging preferences do respondents have for energy drinks?



In a sample of 10,000 consumers, packaging preferences for energy drinks were distributed as follows: 39.45% favored compact and portable cans, 30.47% preferred innovative bottle designs, 15.01% chose collectible packaging, 9.83% opted for eco-friendly designs, and 4.85% expressed a preference for other options.

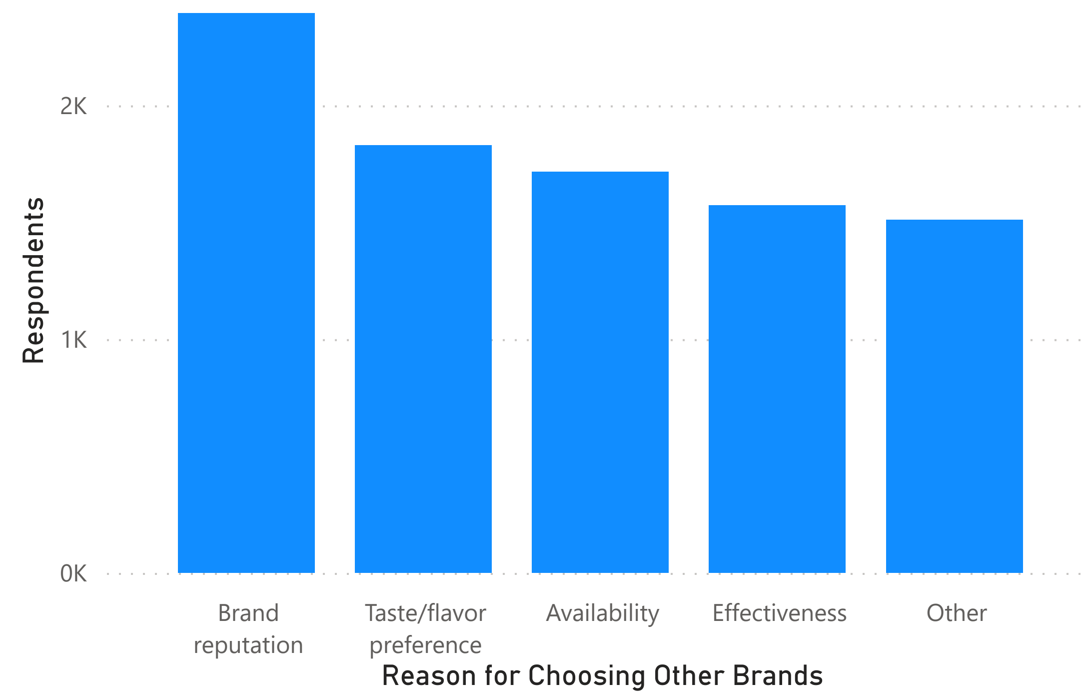
Competition Analysis

a. Who are the current market leaders?



- **Cola-Coka:** Market Share > 25%
- **Bepsi:** Market Share > 21%
- **Gangster:** Market Share > 18%
- **CodeX:** Market Share = 9.8%

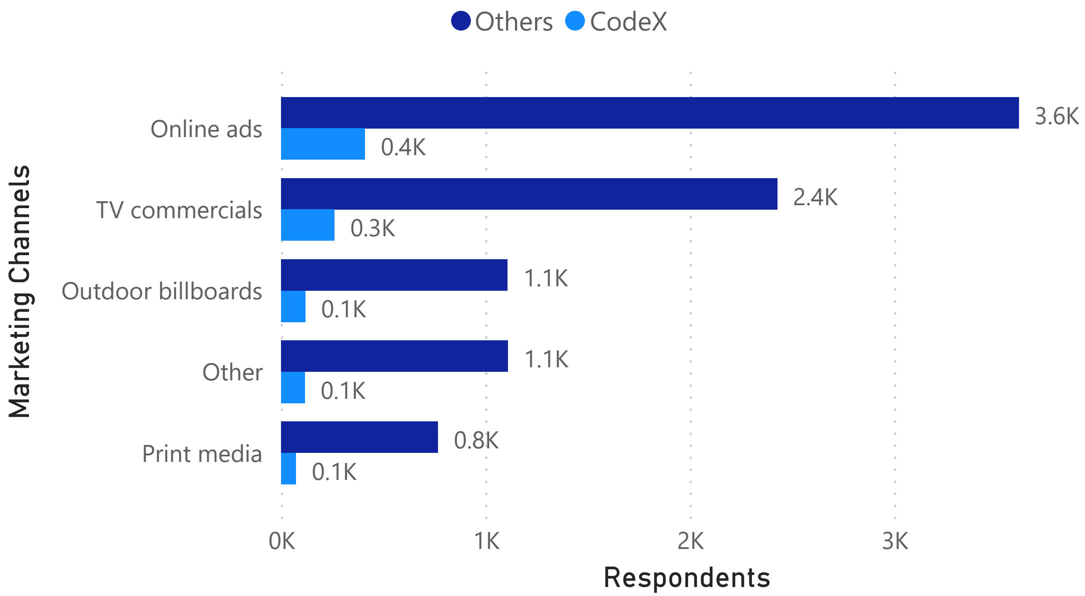
b. What are the primary reasons consumers prefer those brands over ours?



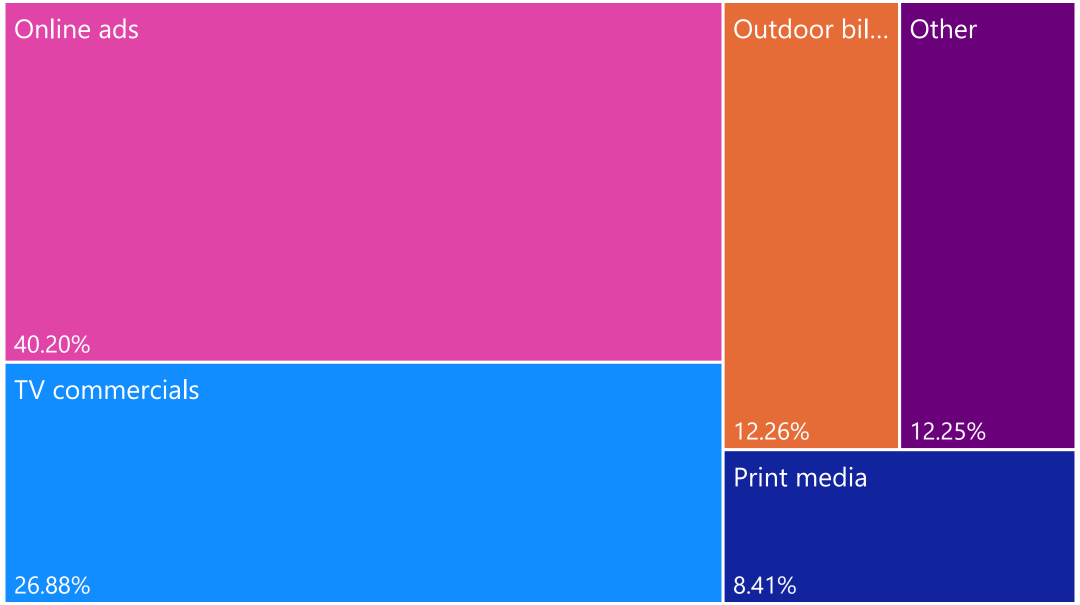
- In the energy drink market, leaders have emerged with 'Cola-Coka' claiming over 25% market share, followed closely by 'Bepsi' at more than 21%, and 'Gangster' with over 18%. Our brand, 'CodeX,' holds a 9.8% market share, contributing to the competitive landscape.
- Consumer preferences for energy drink brands are influenced by a range of factors. Among these, the top three reasons for favoring other brands include brand reputation, taste/flavor, and availability. Following closely is the factor of effectiveness, which contributes significantly to shaping consumer choices in this competitive market.

Marketing Channels and Brand Awareness

a. Which marketing channel can be used to reach more customers?



b. How effective are different marketing strategies and channels in reaching our customers?

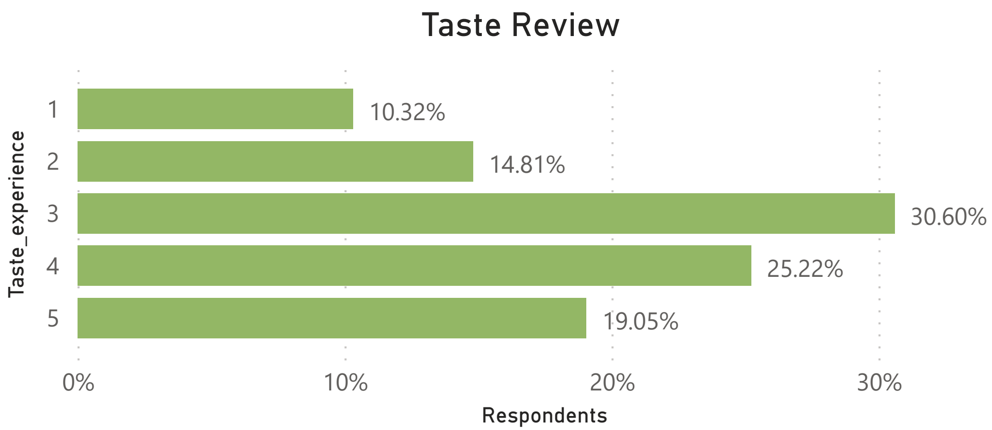


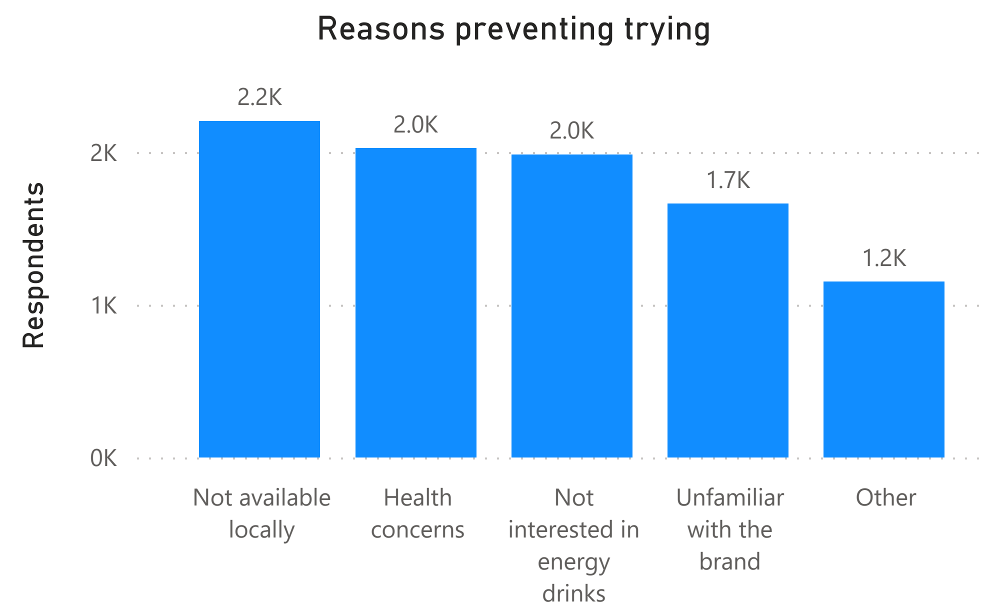
- **Effective Channels:** Online ads (0.4k views) and TV commercials (0.3k views) are impactful avenues.
- **Diverse Engagement:** Other media (0.1k views each) broaden our reach.
- **Strategic Blend:** Balancing online and TV commercials optimizes engagement.

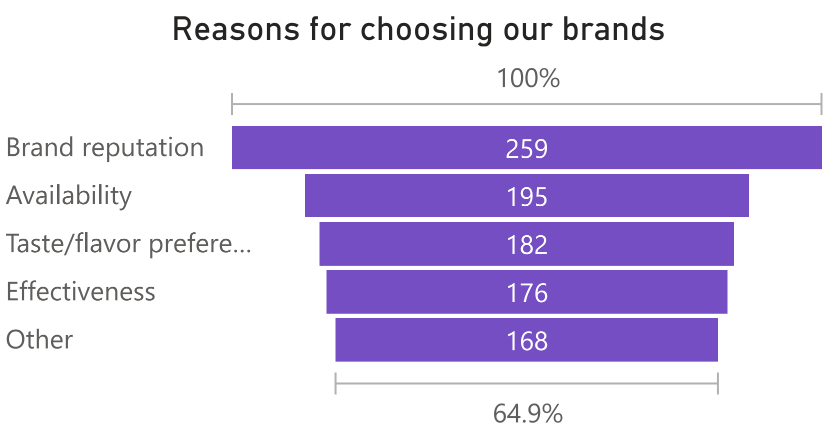
By embracing this strategic mix of channels and continuously monitoring their effectiveness, we can enhance our customer reach and establish a compelling brand presence.

Brand Penetration

a. What do people think about our brand? (overall rating)

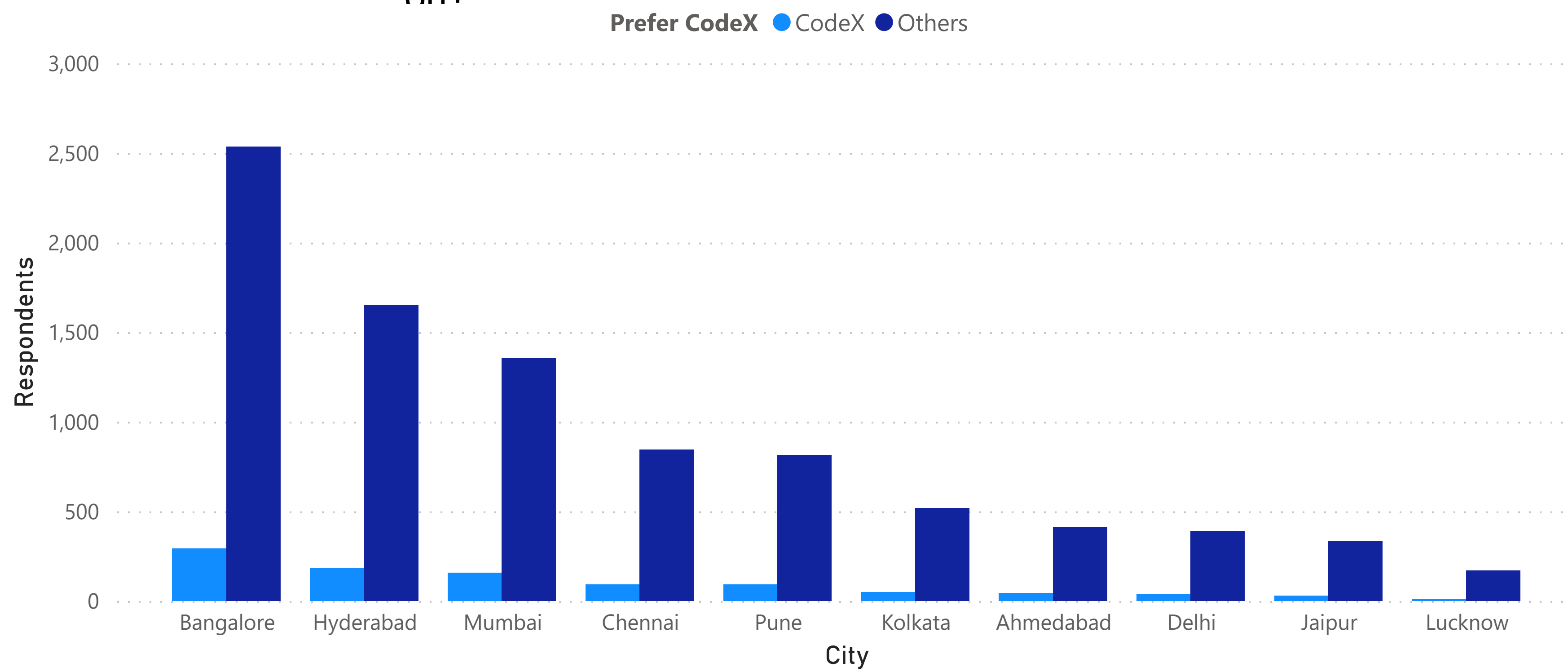






Overall Brand Perception:
The data reveals a diverse range of opinions among consumers who have tried our product. Taste ratings vary across categories, with 30.60% finding it average, 25.22% considering it good, and 19.05% labeling it excellent. However, addressing concerns, 10.32% rated it poor, and 14.81% rated it below average. Furthermore, among those who prefer our brand, factors such as brand reputation, availability, taste/flavor, and effectiveness stand out. Notably, 1.7k people were unfamiliar with the brand, and potential customers couldn't try it due to unavailability..

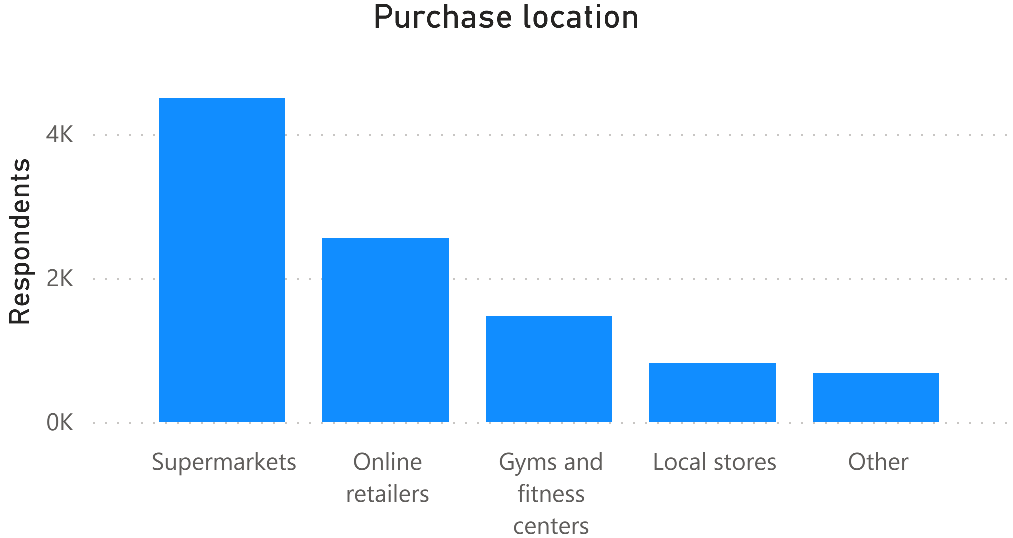
b. Which cities do we need to focus more on?



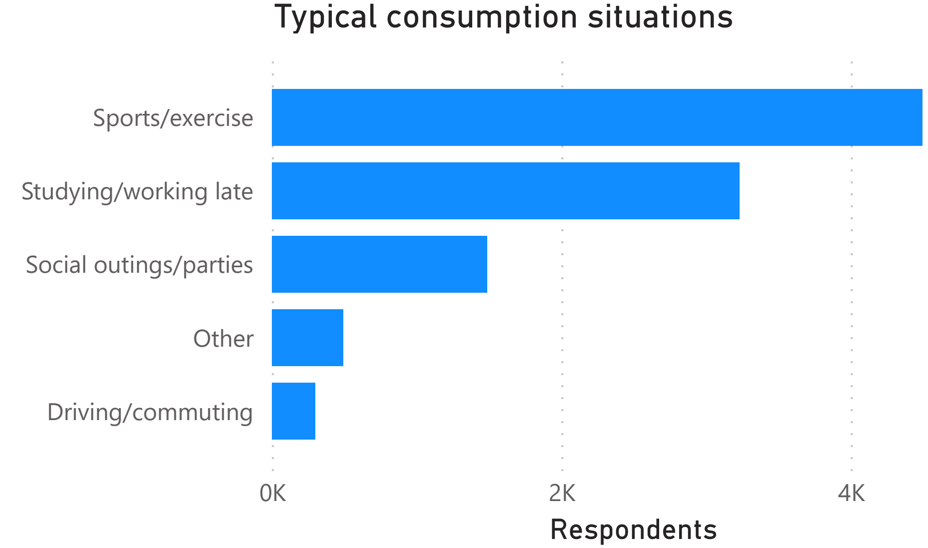
- Based on the data on customer preferences for CodeX in different cities, it appears that there is a significant preference for CodeX in Bangalore, Hyderabad, and Mumbai where 292,182 and 156 people respectively prefer our brand.
- In contrast, the preference in cities like Lucknow is comparatively lower, with only 5 people indicating a preference for CodeX.
- To maximize our brand's impact, focusing more on cities like Bangalore and Hyderabad, where there is a stronger existing preference, could yield favorable results. This strategic approach can help us channel resources effectively and target areas with higher potential for growth.

Purchase Behavior

a. Where do respondents prefer to purchase energy drinks?

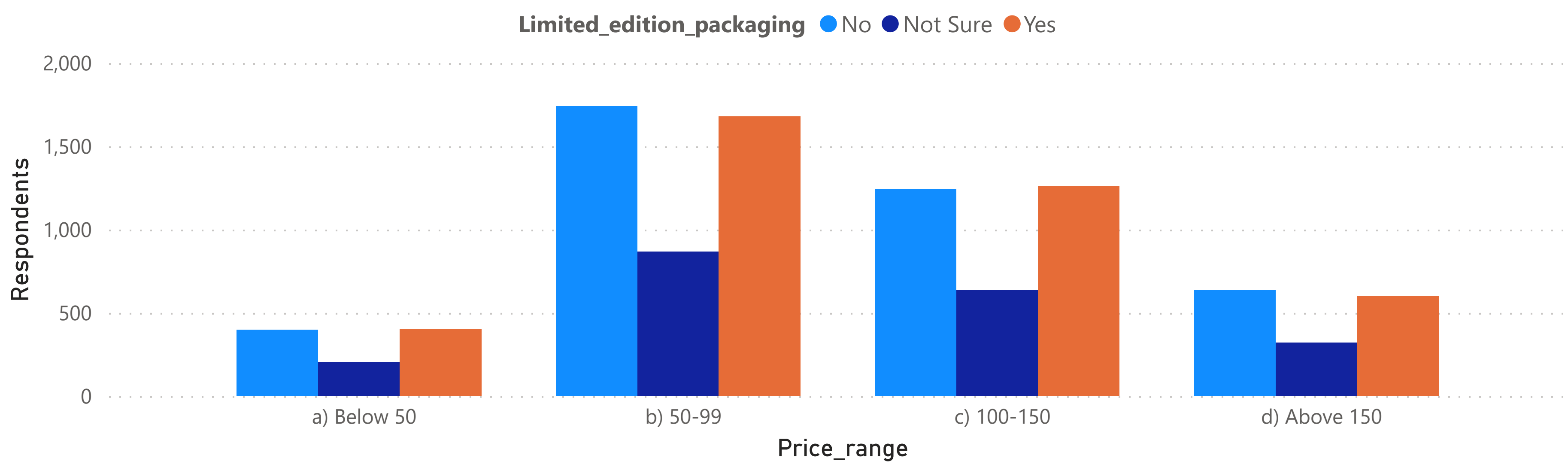


b. What are the typical consumption situations for energy drinks among respondents?



- The most preferred location for respondents to purchase energy drinks is supermarkets, followed by online retailers, gyms and fitness centers, local stores, and other options.
- Respondents prefer purchasing energy drinks from supermarkets (4,494), followed by online retailers (2,550) and gyms/fitness centers (1,464). These insights guide us to strategically align distribution and marketing efforts to cater to these preferences and enhance customer satisfaction.

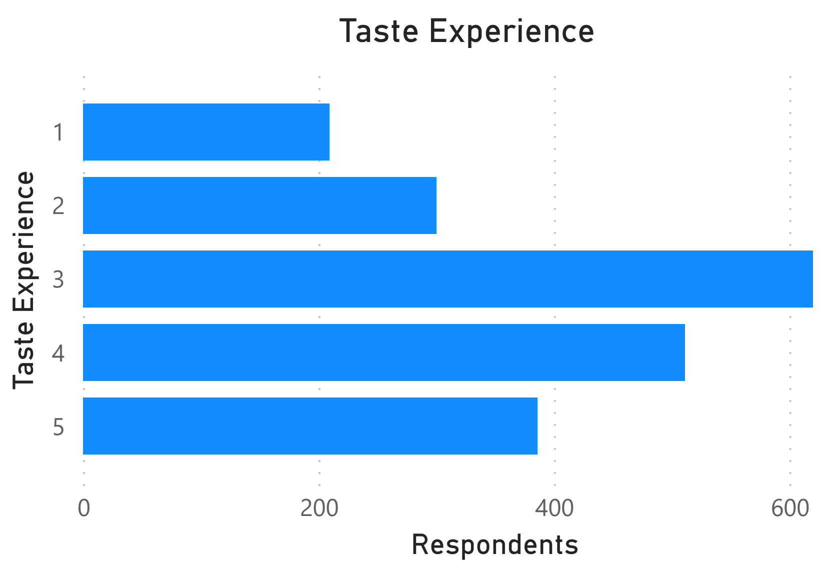
c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

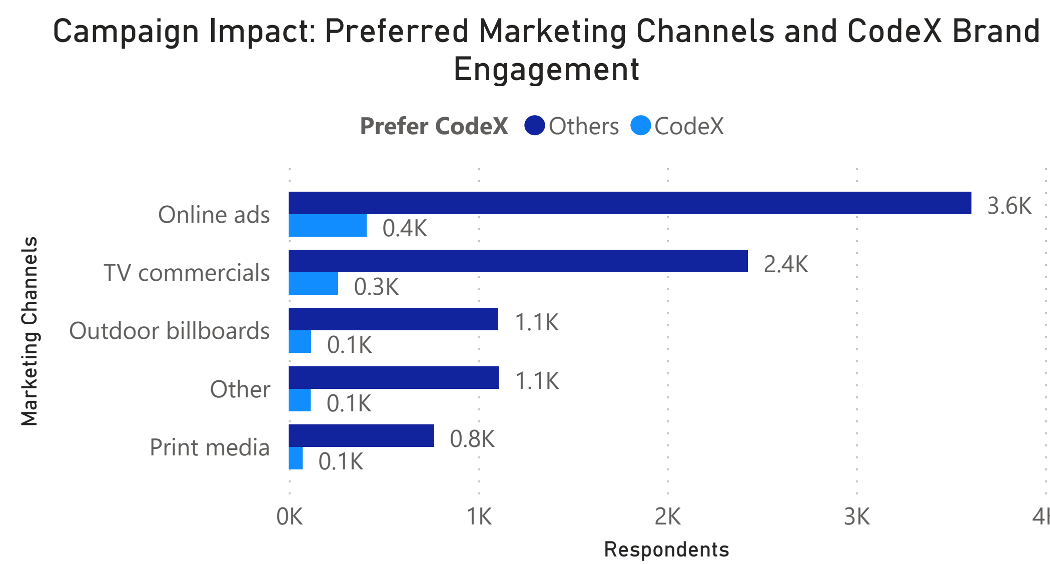


- A pronounced interest in the 50-99 price range is evident, constituting 17.41% of this segment.
- Notably, the preference for "Yes" and "No" is almost equally balanced across all price ranges.
- The mid-tier range (50-99) emerges as the sweet spot with the highest packaging appeal.
- Leveraging this insight can guide targeted marketing efforts towards capturing varying preferences within the mid-tier price range.
- Strategically addressing the nearly equal preference for "Yes" and "No" underscores the importance of effective packaging strategies to sway decision-making.
- Tailoring our approach to these nuanced preferences holds the potential to enhance overall engagement and product appeal.

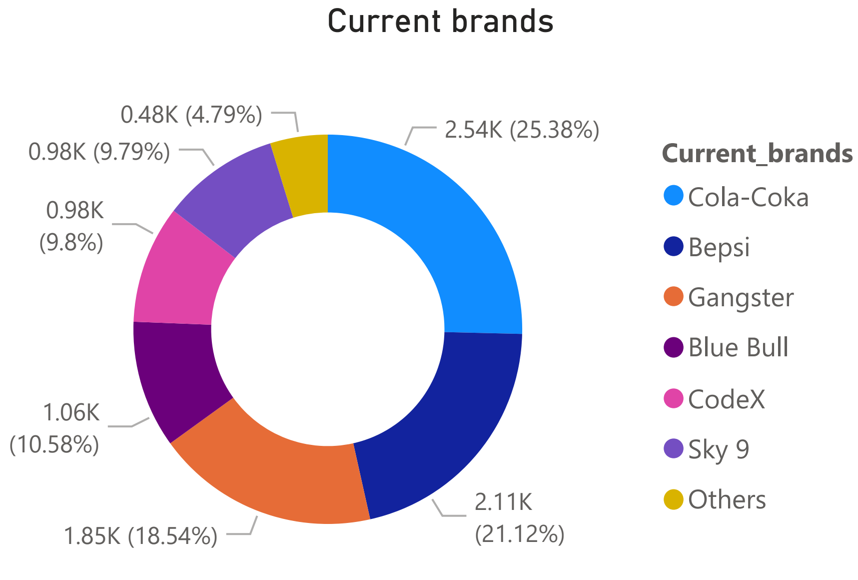
Product Development

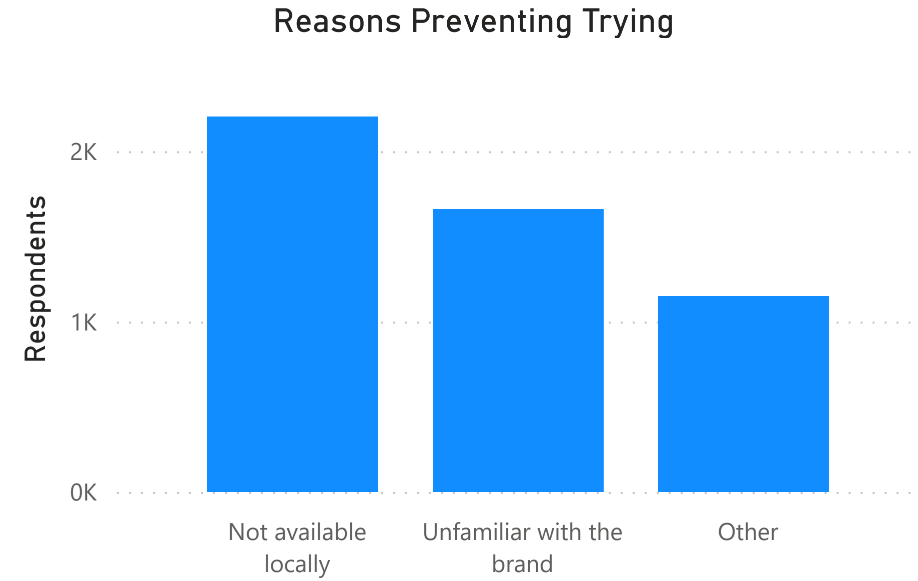
a. Which area of business should we focus more on our product development? (Branding/taste/availability)





- **Taste Experience:**
  a. Respondents' taste experiences vary across poor to excellent ratings.
  b. Given that the taste is generally rated as "Average, Good, Excellent" the immediate focus may not need to be on taste improvement.
- **Current Brand Preferences:**
  a. Leading brands like Cola-Coka, Bepsi, and Gangster have higher respondent counts.
  b. While CodeX has a notable preference, there's potential for growth compared to top competitors.





- **Reasons Preventing Trying:**
  a. The primary reasons for not trying our product are "Not available locally" and "Unfamiliar with the brand."
  b. Focusing on increasing availability and brand visibility can attract more customers.
- **Preferred Marketing Channels:**
  a. Online ads and TV commercials effectively reach potential customers.
  b. Leveraging these channels can enhance brand exposure and attract a wider audience.

Conclusion:
Considering the data analysis, product development efforts should prioritize mostly on addressing availability concerns and Brand promotion. Enhancing the taste experience aligns with varied preferences, while increasing product availability and brand visibility can overcome barriers to trial. Leveraging effective marketing channels will further amplify the brand's reach. A balanced approach encompassing branding, taste, and availability can lead to comprehensive product development and successful market penetration.