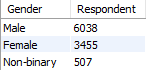
1. **Who prefers energy drink more? (male/female/non-binary)**

**SELECT Gender ,COUNT (Respondent\_ID) AS Respondent FROM repondents**

**GROUP BY Gender**

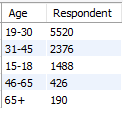
**ORDER BY Respondent DESC   
  
**

**2.Which age group prefers energy drinks more?**

**SELECT Age ,COUNT (Respondent\_ID) AS Respondent FROM repondents**

**GROUP BY Age**

**ORDER BY Respondent DESC**

****

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

**SELECT F.Marketing\_channels AS**

**Marketing\_Medium,COUNT(F.Respondent\_ID) AS Respondent**

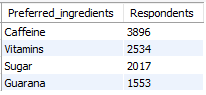
**FROM fact\_survey\_responses F JOIN repondents R ON**

**F.Respondent\_ID=R.Respondent\_ID**

**WHERE R.Age='15-18'**

**GROUP BY Marketing\_medium**

**ORDER BY Respondent DESC;**

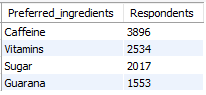
****

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

**SELECT Ingredients\_expected AS Preferred\_ingredients,COUNT(\*) AS Respondents FROM fact\_survey\_responses**

**GROUP BY Preferred\_ingredients**

**ORDER BY Respondents DESC**

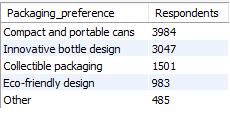
****

**5. What packaging preferences do respondents have for energy drinks?**

**SELECT Packaging\_preference,COUNT(\*) AS Respondents FROM fact\_survey\_responses**

**GROUP BY Packaging\_preference**

**ORDER BY Respondents DESC**

****

**6. Who are the current market leaders?**

**SELECT Current\_brands AS Brands, COUNT(\*) AS Respondent FROM fact\_survey\_responses**

**GROUP BY Brands**

**ORDER BY Respondent DESC**

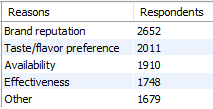
****

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

**SELECT Reasons\_for\_choosing\_brands AS Reasons,COUNT(\*) AS Respondents FROM fact\_survey\_responses**

**GROUP BY Reasons\_for\_choosing\_brands**

**ORDER BY Respondents DESC**

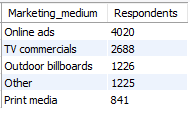


**8. Which marketing channel can be used to reach more customers?**

**SELECT Marketing\_channels AS Marketing\_medium ,COUNT(\*) AS Respondents FROM fact\_survey\_responses**

**GROUP BY Marketing\_medium**

**ORDER BY Respondents DESC**

****

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

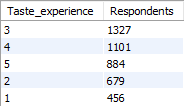
**SELECT Taste\_experience,COUNT(\*) AS Respondents**

**FROM fact\_survey\_responses**

**WHERE Heard\_before='Yes'**

**GROUP BY Taste\_experience**

**ORDER BY Respondents DESC**

****

**11.Which cities do we need to focus more on?**

**SELECT C.City AS City,C.Tier AS Tier,COUNT(\*) AS Respondent**

**FROM fact\_survey\_responses F**

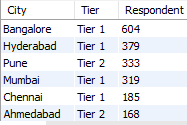
**JOIN repondents R ON F.Respondent\_ID = R.Respondent\_ID**

**JOIN cities C ON R.City\_ID=C.City\_ID**

**WHERE F.Brand\_perception="Negative" OR F.Brand\_perception="Neutral" AND Current\_brands='Codex'**

**GROUP BY City ,Tier**

**ORDER BY Respondent DESC**

****

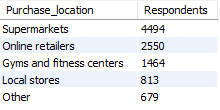
**12.Where do respondents prefer to purchase energy drinks?**

**SELECT Purchase\_location,COUNT(\*) AS Respondents**

**FROM fact\_survey\_responses**

**GROUP BY Purchase\_location**

**ORDER BY Respondents DESC**

****

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

**SELECT Typical\_consumption\_situations,COUNT(\*) AS Respondents**

**FROM fact\_survey\_responses**

**GROUP BY Typical\_consumption\_situations**

**ORDER BY Respondents DESC**

****

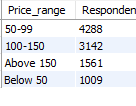
**14.What factors influence respondents' purchase decisions, such as price range and limited edition packaging?**

**SELECT Limited\_edition\_packaging,COUNT(\*) AS Respondents**

**FROM fact\_survey\_responses**

**GROUP BY Limited\_edition\_packaging**

**ORDER BY Respondents DESC**

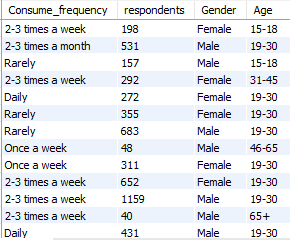
****

**15.consumer frequency by gender**

**SELECT f.Consumer\_frequency,count(f.Respondent\_ID) AS respondents ,r.Gender AS Gender,r.Age as Age from fact\_survey\_responses f join repondents r**

**on f.Respondent\_ID=r.Respondent\_ID**

**group by Consume\_frequency,Gender,Age**

****

**17.consumer time**

**SELECT Consume\_time,Current\_brands,Reasons\_for\_choosing\_brands,COUNT(\*) AS Respondents FROM fact\_survey\_responses**

**GROUP BY Consume\_time,Current\_brands,Reasons\_for\_choosing\_brands**

**ORDER BY Respondents DESC**

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