

## **Secondary Insights (Sample Sections / Questions)**

*Note: You need to do additional market research*

### **Recommendations for CodeX:**

#### **Give 5 recommendations for CodeX (below are some samples)**

- What immediate improvements can we bring to the product?
- What should be the ideal price of our product?
- What kind of marketing campaigns, offers, and discounts we can run?
- Who can be a brand ambassador, and why?
- Who should be our target audience, and why?