

Problem Statement

CodeX is a **German beverage company** which is recently **launched** in India. They launched their energy drink in **10 cities in India**.

CodeX conducted a survey in those 10 cities and received results from 10k respondents. The survey was based on consumer behaviour questions like their purchasing habits, their feedback about energy drinks available in the market, pricing, packaging etc. The survey question file is attached at the end of this article.

Their Marketing Team wants their Data Analyst to **convert** these survey **results** to meaningful **insights** which the team can use to drive actions.

The Marketing Team have asked to share certain insights. They have also asked to share meaningful recommendations from the data or external factors etc.

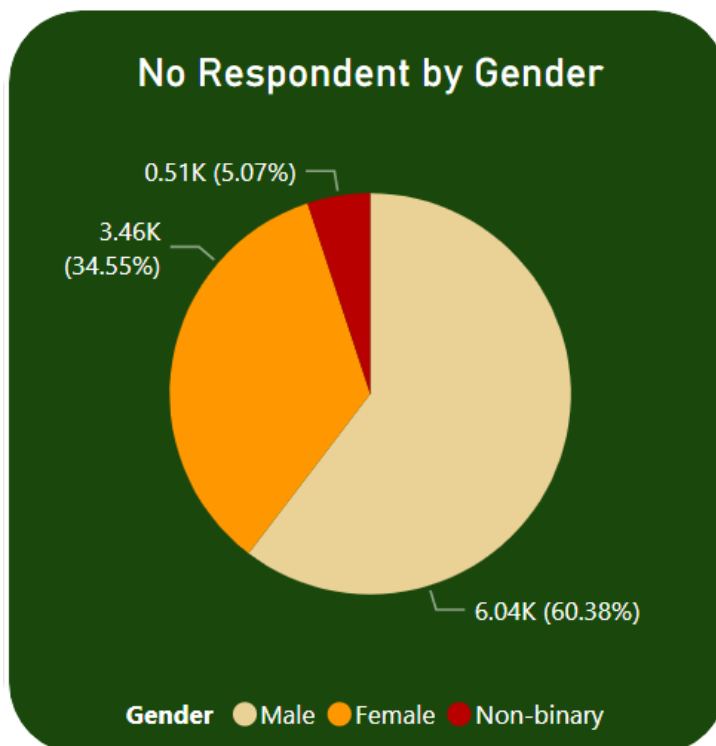
Insights and Key Findings

Demographic Insights

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

Out of **10 thousand** respondents, the number of male respondents is **6038**.

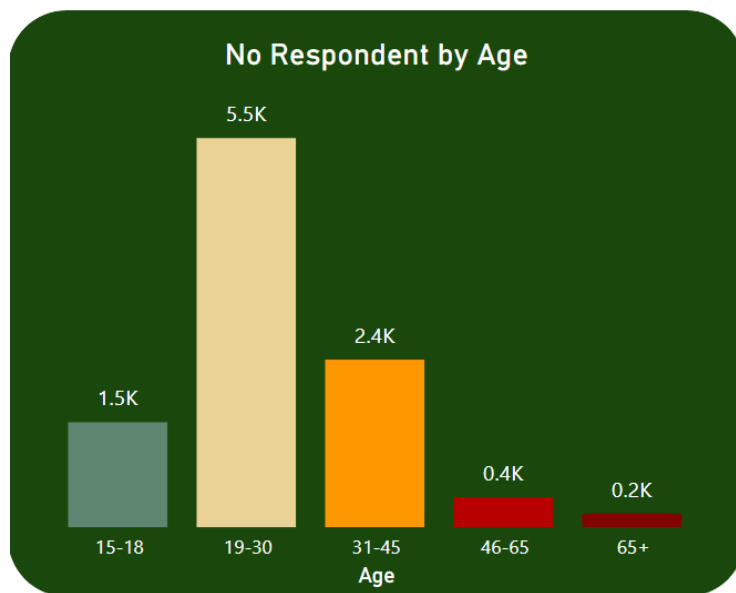
This shows **60%** of the consumers are male who prefer energy drinks more.



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

From the result of this survey, we get to know that energy drinks are more popular among youngsters. More than **50%** of the respondents belong to the **Age Group 19-30**.

If we look at overall young age groups from **15 to 30**, then the % will rise to **70%**.



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

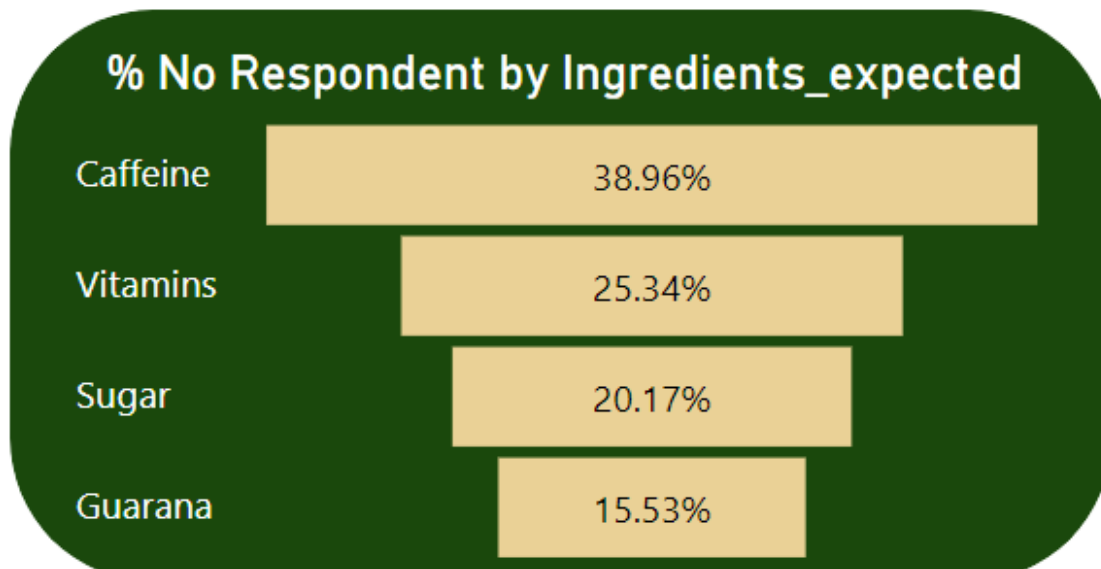
Online Ads are the most effective channel that reached **3373** respondents **Age** group **15-30**.

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

Consumer Preference

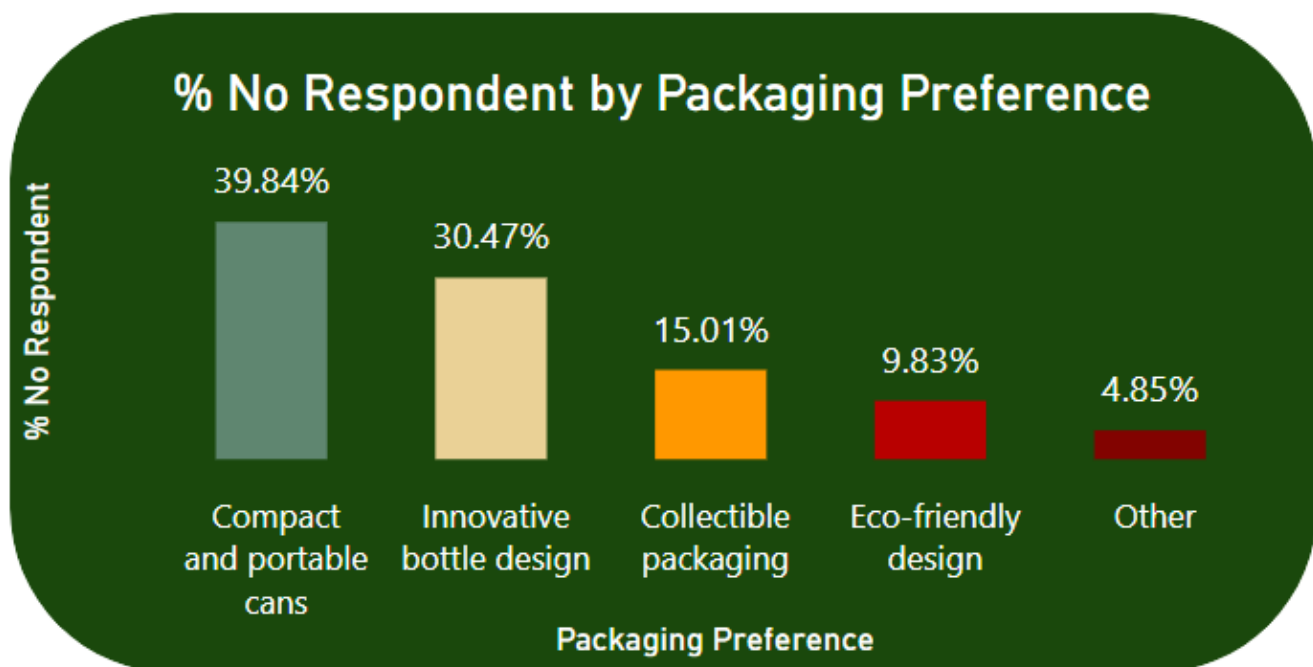
a. What are the **preferred ingredients** of energy drinks among respondents?

As we know caffeine increases attention and alertness, and it is often used in energy drinks. **Caffeine** is the most expected ingredient followed by the **Vitamins** in energy drinks.



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

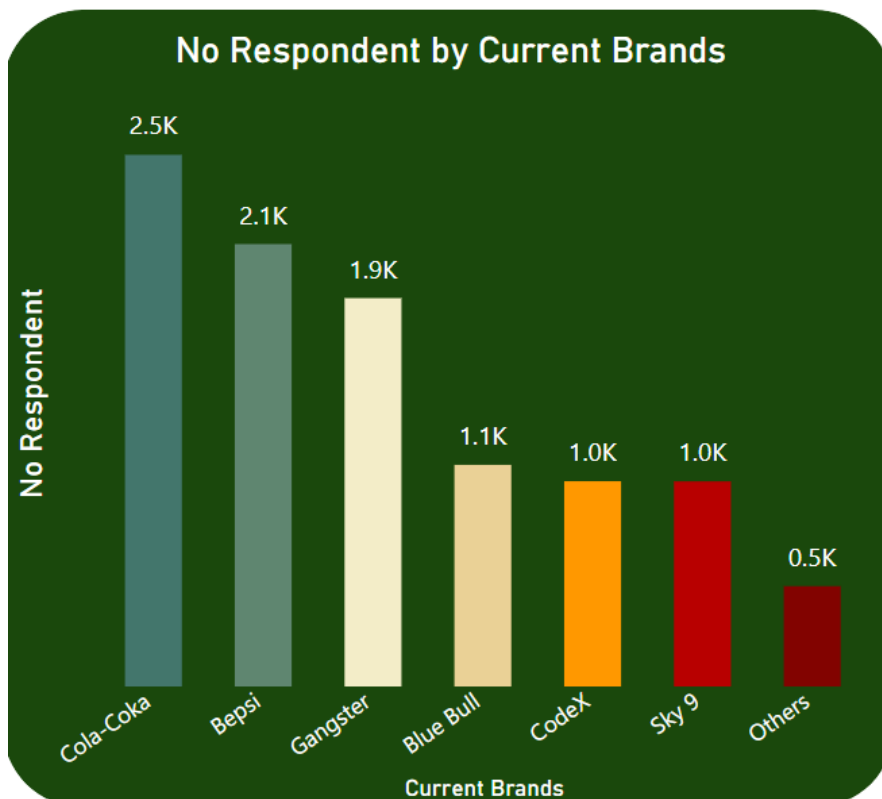
Compact & Portable Cans are high in demand followed by Innovative Bottle Designs.



Competition Analysis

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

Cola Coka is leading the market followed by Bepsi. The data shows there more respondents for Cola Coka than the other brands.



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

The top reason for choosing the brands by consumers is **brand reputation**.

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.79%	27.32%	16.05%	16.81%	20.03%
Blue Bull	17.01%	27.32%	17.67%	15.60%	22.40%
CodeX	19.90%	26.43%	17.96%	17.14%	18.57%
Cola-Coka	20.09%	24.27%	17.06%	17.65%	20.92%
Gangster	18.28%	27.56%	18.23%	16.67%	19.26%
Others	17.95%	29.23%	18.16%	16.49%	18.16%
Sky 9	18.59%	26.56%	19.20%	15.83%	19.82%

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?

As we have seen previously **Online Ads** are the most effective way to reach maximum audiences in a **short duration** & it is **cost effective** as well.

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Brand Penetration

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

Out of **980, 455** people have heard about our brand and hence we consider their ratings for the CodeX product's taste.

This rating of **3.27** is the industry avg rating as well.

3.27
CodeX Avg Taste Exp

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

This Data shows **people's perception** of CodeX as a brand in different cities.

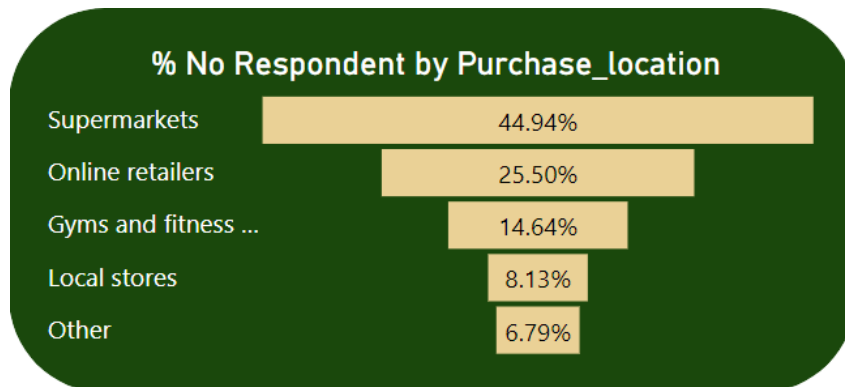
The **neutral and negative responses** are **combined** in this visual as they both are great in numbers than the **positive responses**. Hence improving the Positive response is one area where the marketing should focus on.

City	Negative	Neutral & Positive
Ahmedabad	11.05%	3.22%
Bangalore	24.42%	30.94%
Chennai	7.56%	9.78%
Delhi	4.65%	3.96%
Hyderabad	16.86%	18.94%
Jaipur	2.91%	2.85%
Kolkata	3.49%	5.20%
Lucknow	1.16%	0.37%
Mumbai	13.37%	16.46%
Pune	14.53%	8.29%
Total	100.00%	100.00%

Purchase Behavior

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

Supermarkets are the most common choice among consumers to buy energy drinks.



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

Sports/exercise

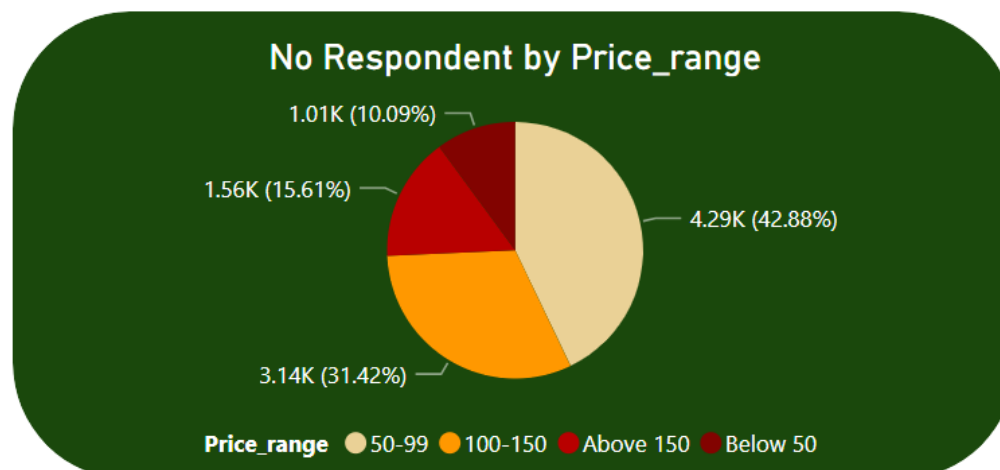
Studying/working late

Also, this data shows youth is consuming these drinks more.

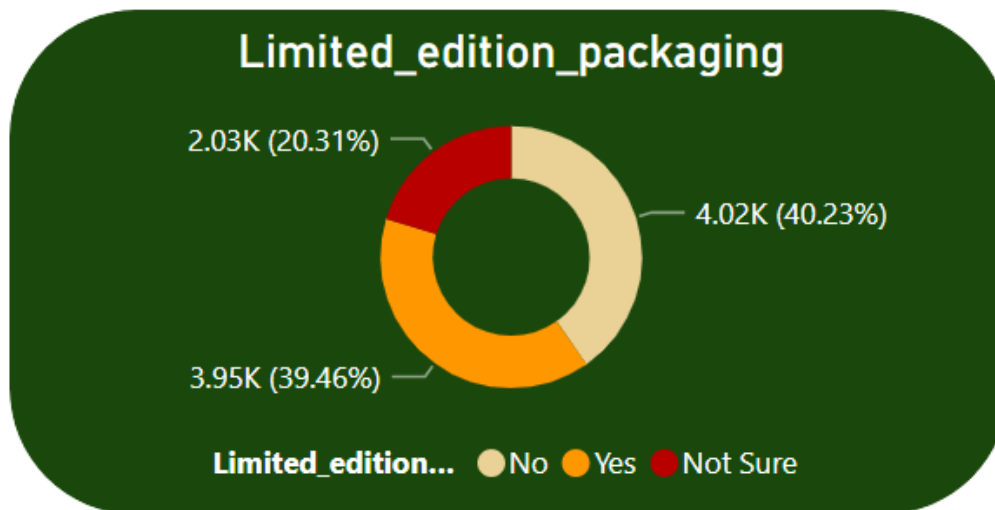
Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Total	1488	5520	2376	426	190	10000

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

43% of the consumers buy a product if the price is between **50-99**.



40% of the consumers **do not** expect a change in the packaging while **39%** of consumers are open to trying the Limited Edition Packaging.



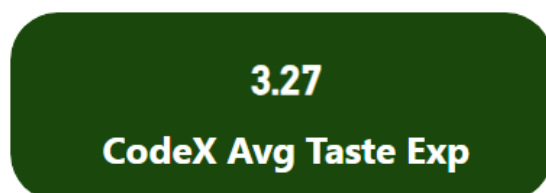
Product Development

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

Out of **980** respondents of CodeX, only **219** have a positive brand perception.

	Brand_perception	Responses
►	Negative	172
	Neutral	589
	Positive	219

The taste experience rating is the same as the **industry rating**. This is not something that needs immediate attention.



We need to work on the availability of the product. About **20%** of the consumers choose the product because it is available. Availability is a **major** factor in sales of a product.

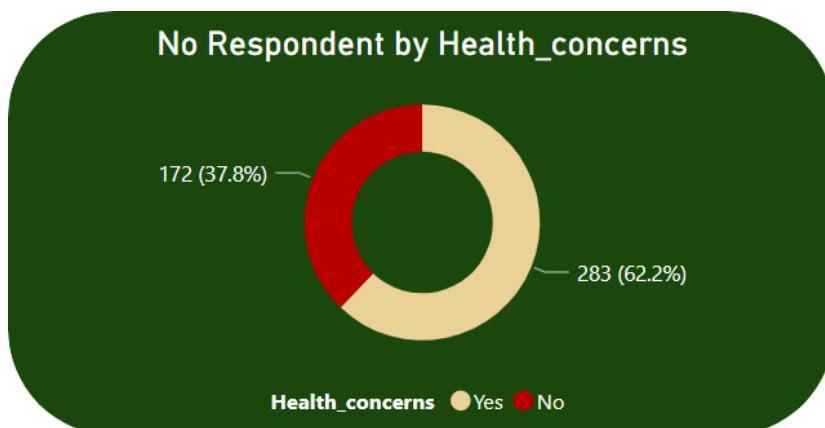
City	Count_Availability	Total CodeX Respondent
Ahmedabad	3	45
Bangalore	71	292
Chennai	23	92
Delhi	7	40
Hyderabad	35	182
Jaipur	4	28
Kolkata	9	48
Lucknow	2	5
Mumbai	20	156
Pune	21	92
Total	195	980

Recommendations For CodeX

- 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?

What immediate improvements can we bring to the product?

- Availability
- Health Concern – If possible another survey related to health concern questions.
(**455** Respondents who have **heard about us**)
- Limited Edition Packaging
- Add more **natural ingredients**, **reduce sugar** content and add more flavours.
- Improve positive response rate

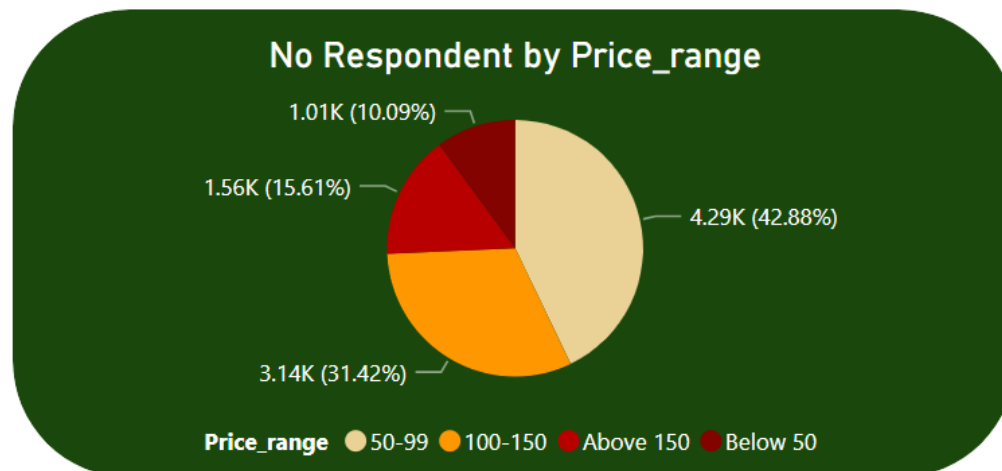


What should be the ideal price of our product?

The price range expected by consumers lies between **50 to 150**.

In cities like Ahmedabad, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai, and Pune consumers expect the price range to be between **50 to 99**.

While in the rest of the cities, people are willing to pay **up to 150**.



What kind of offers and discounts we can run?

In the previous recommendation, we saw that we can **experiment** with the price in **different cities**. Also, if changing the price does not go with the brand's strategy, we can provide offers on buying the **pack of 6 cans at a cheaper cost**.

Also, each of these cities celebrates multiple **festivals** throughout the year. We can come up with the gift set packs.

What kind of marketing campaigns we can run?

- Social Media
- Influencer Marketing
- Online Retailers/E-commerce
- Guerilla Marketing

Social Media

We have seen in the insights that our consumers fall in the age group of 15 to 30. This age group is very much active on social media. Also, they get to know about the products from online ads. Running Social Media Ads can be a good strategy to reach them.

Influencer Marketing

- **Cheap** – Influencer marketing can be very cheap we set a strategy to target influencers and their audiences. We can work on a barter system or by paying some amount to the influencers.

- **Collaborating with local influencers (multiple Macro & Micro) –**
We can collaborate with the influencers with the following of 10k to 100k, then 100k to 500k and so on. This will help our brand with branding and sales.
- **Giveaway to Influencers and their Followers –**
Providing our products to consumers via influencers can help in changing brand perception.
- **Exclusive Coupons and Discounts –**
Providing these discount coupons and exclusive offers will help us in retaining our customers. This will also play a role in remarketing by not spending money again and again on these campaigns.

Online Retailers/E-commerce

E-commerce and online grocery store do have their own **PPC platforms**. We can run **paid ads** on these platforms to increase the sale of the product because we are still **not** as well **known** by the **consumers** as the other brands.

Guerilla Marketing

- **Consumers are buying products from supermarkets –**
We need to do some kind of special displays in supermarkets like renting and setting up a counter, or paying supermarkets for a space to display our products exclusively.
- **Participate in Events –**
Like in Delhi The Grub Fest, Horn-oK-Please and similar food festival events. We can do some creative campaigns here to attract consumers and provide free testers to get more feedback on tasting to get reasonable insights.

Who can be a brand ambassador, and why?

While choosing the influencers, we need to keep in mind that we have to consider certain factors in mind.

- 1. Budget** – Celebrity influencers charge more money according to their following and impact on social media.
- 2. Relevancy** – Energy drinks are consumed by consumers who like to do some sort of physical activity. So, the celebrity should be a sportsperson, athlete or person indulged in some physical activity.
- 3. Impact** – It is important to have an impact on their followers. Not every celebrity is influential but can still be followed by a vast audience. A celebrity who can influence the buying decision needs to be our brand ambassador.

I have selected 3 influencers keeping these 3 things in mind who can be our brand ambassadors.

Virat Kohli

- Virat is a Youth Icon and famous for his discipline towards his game and fitness.
- He is widely followed on social media.
- He does a lot of endorsements.
- Partnering with him can be costly.



Neeraj Chopra

- For the past 2 years, he has been in the news and gained popularity in social media after winning the Gold Medal for India.
- We can capitalize on the free PR that he is getting from the media.
- He is at his career peak and winning tournaments throughout the world.
- He will be playing in upcoming high-profile tournaments including the Olympics.



MS Dhoni

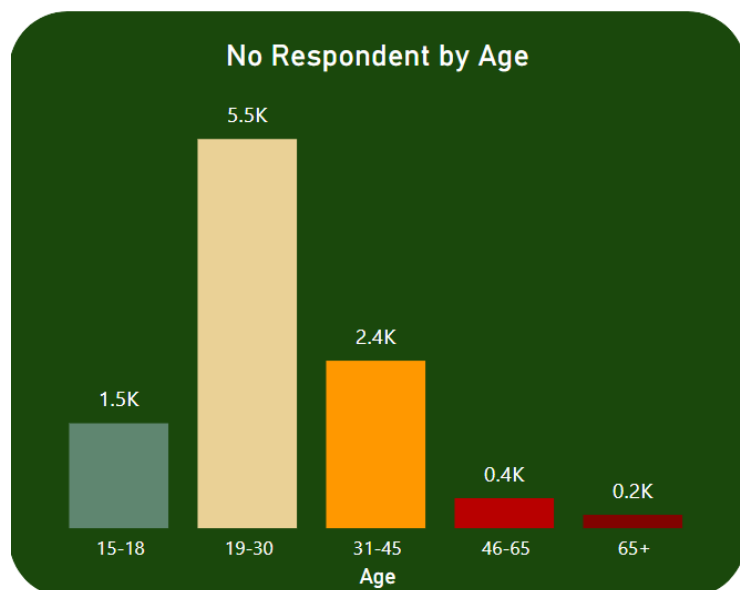
- Even after his retirement, his picture of playing Candy Crush made it the most trending topic for days and millions of new users downloaded the game after that. This is the impact of MS Dhoni.
- He is in talks for the next IPL season so the news around him will keep floating which indirectly helps our brand.



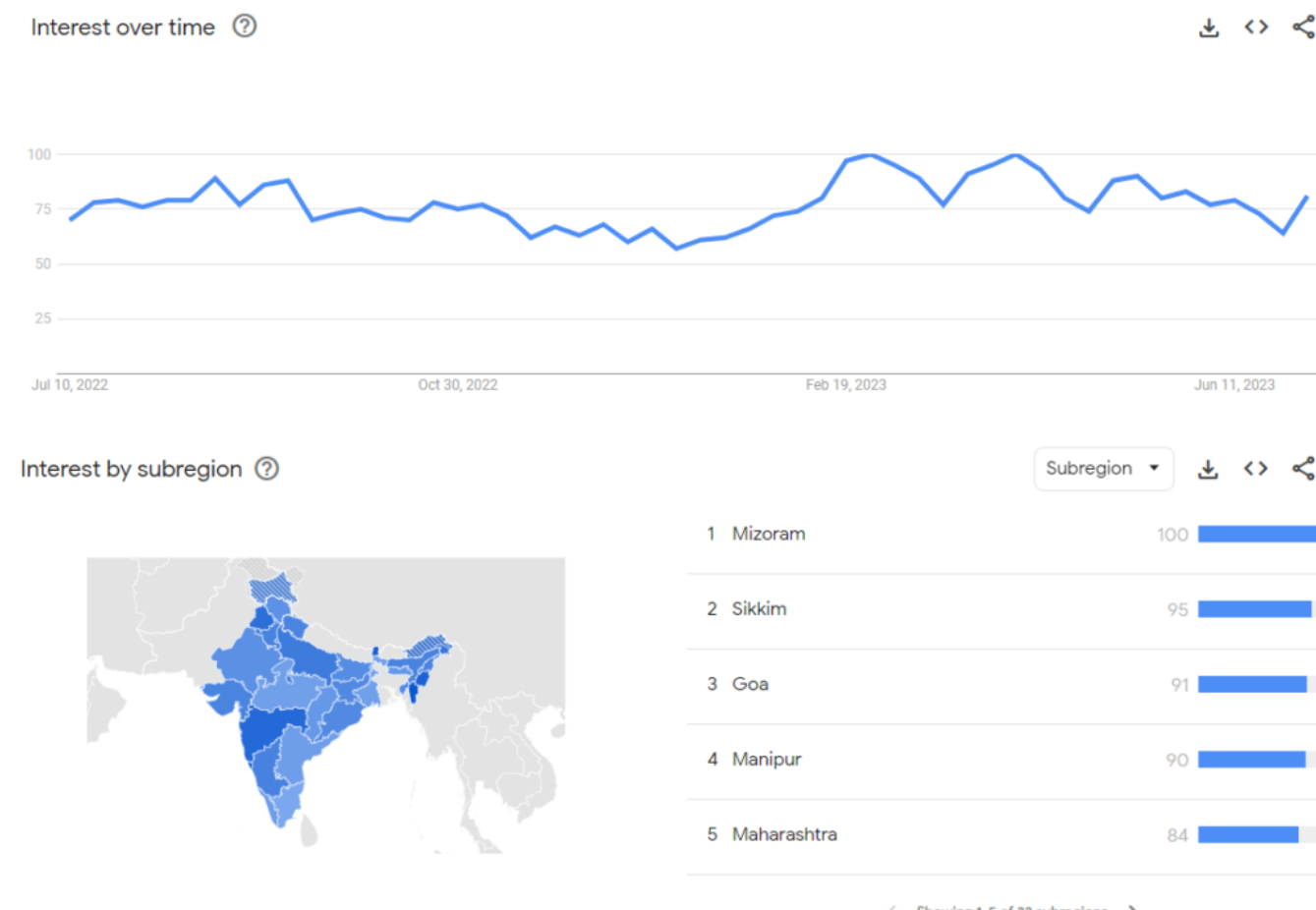
Who should be our target audience, and why?

It is evident from the statistics that our consumers are mostly between the ages of **15 to 30**.

From this survey, the count shows that **70%** of consumers are youth.



Additionally, I would like to share one more insight to target more cities. These are the stats of Google Trends from the past 12 months about the “Energy Drinks” topic.



The above visuals show data that these are the top states or cities where this topic was trending the most and we can target these locations in brand expansion.