

## **Introduction:**

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.

## **Insights from the data:**

Initially, checked the data to see if there were any duplicate or null entries in the data and explored the data frames to understand the attributes well.

## **Primary Insights Summary:**

- **Demographic Insights:**
  - Most energy drinks were preferred by males in comparison with females.
  - It was observed that men from the age group of 19 to 30 prefer to have energy drinks.
  - The Marketing campaign that drew the attention of the youth was Online Ads.
- **Consumer Preferences:**
  - The most famous ingredient among the youth was Caffeine, followed by Vitamins and Sugar
  - Compact and Portable cans packaging was preferred over all the packaging.
- **Competition Analysis:**
  - Cola-Coka was the number 1 brand out of all other energy drinks.
  - The reason Cola-Coka became the leading brand was the Availability of the products at the store.
- **Marketing Channels and Brand Awareness:**
  - As the biggest consumer of energy drinks is the youth, Online Ads through social media result in major traction among the consumers and result in Brand awareness.
- **Brand Penetration:**
  - A mixed response has been observed for the brand CodeX energy drink. Numbers represent the majority of a neutral rating.
  - To improve the rating of our brand, we need to focus more on the Tier 2 cities. The reason most users prefer the leading brand is the stock availability, hence we can improve our supply to the offline stores and

pay attention to brand awareness by customizing the Online Ads in tier 2 cities.

- **Purchase Behavior:**

- Maximum sales take place from the Super Markets followed by Online retailers.
- Reasons for the purchase: Sports/exercise, Studying late hours.

- **Product Development:**

- Which area of business should we focus more on our product development? (Branding/taste/availability):
  - In my opinion, the strategies can be different for different parameters, we need to know the reasons for their purchase and the product can be optimized accordingly.
    - E.g:
      - 1) If the user is aged, and if the consumption reason is for health, then making our drink healthier by including less sugar, and making it more flavourful can be one of the options.
      - 2) Brand awareness can be done by investing more time and energy in including Online Ads, and increasing the stock supply to the stores and to the online retailers.
      - 3) A survey can be done Online or in the stores, whenever a customer purchases the CodeX drink, and improve the drink considering their feedback.

**Secondary Insights:**

- **My Suggestions:**

- 1) We need to focus more on the age group beyond 30. The reason is: youths from 15-30 are already a majority of our customers in Tier 1 and Tier 2 cities. To increase sales, if focused on the older generation, automatically the drink will become healthier as per their requirements which will not just benefit the people from the age group beyond 30 but also benefit the youth, which will increase the overall rating.

- 2) We can **introduce more flavors** of the drink. Such as Chocolate, fruits, etc. Along with that, we may introduce **different volumes of packages**, e.g.: bottles of 100ml, 500ml, and 1 liter. By giving users the options, they can buy the 100ml bottle for a trial, hence making them feel that there are ample options and they are not wasting their money.
- 3) For **brand awareness**, we can approach a personality from the sports industry which will make people believe that our product is healthy enough to even consume during the late night hours, and also as a healthy drink for fitness.
- 4) The **target audience** for CodeX drinks can depend on the cities we are serving. By doing the survey of past years, we can prepare the drink based on the consumer's preference and cost estimations.
- 5) **Marketing campaign:**
  - a) Facebook, and Instagram ads. , by a famous sports personality.
  - b) Putting the billboards in the main city areas, which can be viewed by a maximum number of people.