



ABDULLAH
MUNIR

CODEX MARKETING ANALYSIS REPORT

2023

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INTRODUCTION

The aim of this report is to analyse the survey responses received after the launch of CodeX India and to propose meaningful data driven initiatives, thereby increasing brand awareness, market share and product development. As a Marketing Data Analyst, I have been tasked with delivering data driven insights, to empower the marketing team to make data-backed decision making.

The importance of this Report can not be understated. Leveraging data to take informed actions is the best way to excel in the highly competitive food and beverage industry, especially with competitors who have been in the game for a long time.

(This report is to be read in conjunction with the attached .PBIX file)

PROJECT SIGNIFICANCE

Here are some of the key reasons why this project is pivotal:

1. **Data Driven Decision Making:** With a large sample of 10,000 respondents, a very accurate estimate of the overall resentment/feelings of the populous can be made regarding everything?? Related to the brand. These insights can guide marketing strategies.
2. **Competitive Advantage:** Gaining insights into what competitors are doing and understanding rationale behind consumer brand preferences can be instrumental in devising strategies to attain a competitive edge.
3. **Targeted Marketing:** By understanding the nuances of demographics, consumer preferences and purchase behaviours, the marketing team can fine tune their campaigns for maximum effectiveness.
4. **Product Enhancement:** Revelations pertaining to product preferences and potential improvements have the potential to steer superior development initiatives.



**Leveraging
Analytical Insights to
take informed
actions**

DATA SOURCE AND CLEANING

The data provided by the marketing team was derived from survey responses filled out by 10,000 individuals across 10 cities of India. The dataset, comprising over 20 questions, covered information about demographics, their preferences, competitors, marketing avenues, brand penetration and much more. Prior to analysis, the dataset was cleaned and manipulated to handle outliers and inconsistencies. No missing values were present and the dataset comprehensive and well formatted. The data cleaning process ensured the accuracy and reliability of the subsequent analysis.

KEY PERFORMANCE INDICATORS

Unlocking Success: A Closer Look at Key Performance Indicators (KPIs) Exploring the Metrics that Drive Excellence

01

Demographic Insights

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.

02

Consumer Preferences

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.

03

Competition Analysis

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.

04

Market Analysis:

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.

05

Brand Penetration

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.

06

Purchase Behaviour

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.

PRIMARY INSIGHTS

Demographic Insights

01

01 — Who exhibits a stronger preference for energy drinks?

Out of 10,000 respondents, 60% are male, indicating a notable preference for energy drinks among males. The marketing team should tailor campaigns that resonate with them.

02

02 — Which age group demonstrates a higher inclination for energy drinks?

The survey data highlights that over 50% of respondents fall within the 19–30 age group. To maximize reach, marketing initiatives should be centered around this youthful demographic, with content and messaging customized to align with their preferences.

03

03 — Which marketing channel is most effective in reaching the youth (15–30)?

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PRIMARY INSIGHTS

Consumer Preferences

01

01 — What are the favored ingredients for energy drinks among the survey respondents?

The data indicates that caffeine and vitamins are the most sought-after ingredients. Accordingly, marketing efforts should spotlight these ingredients in product branding and promotional strategies to align with consumer preferences.

02

02 — What packaging choices do respondents favor for energy drinks?

Compact and portable cans are highly favored, closely followed by innovative bottle designs. The marketing team should take these packaging preferences into account when making decisions to resonate with consumers.

03

03 — What is the primary reason of Consumption among respondents?

Increased energy and focus is the most preferred reason to drink energy drinks by the populous, and this result of drinking CodeX should be highlighted in the marketing teams advertisement campaigns

PRIMARY INSIGHTS

Competition Analysis

01

01 — Who are the present market leaders?

Cola Coka and Bepsi emerge as the market leaders. The marketing team should closely scrutinize their strategies to identify opportunities for differentiation and effective competition.

02

02 — What are the principal factors that drive consumer preference for these brands over ours?

The primary reason for consumer brand preference is brand reputation. Therefore, CodeX should concentrate on bolstering its brand image and reputation through well-planned branding campaigns and initiatives.

03

03 — What improvements are desired by respondents in currently available brands?

The Majority of respondents ask for a reduced sugar content in the currently available energy drinks brands. This valuable insight can be used to push ahead in campaigns showcasing a lower sugar content as compared to competitors.

PRIMARY INSIGHTS

Market Analysis and Brand Awareness

01

01 — Which marketing channel can be used to reach more customers?

Online ads have proven to be the most effective channel, reaching a significant number of consumers. The marketing budget should be allocated accordingly to maximize online ad exposure.

02

02 — How effective are the marketing strategies and channels in reaching customers?

Based on the data, online ads have proven highly effective and cost-efficient. The marketing team should continue to invest in this channel while exploring opportunities for improvement in other channels

03

03 — What do people think about our brand?

With a 3.3 rating, CodeX aligns with the industry average. To improve, the focus should be on increasing positive responses. Efforts should target enhancing the product's taste and availability.

04

04 — What do people think about our brand?

The data reveals that neutral and negative responses are prevalent in certain cities. Marketing efforts should concentrate on improving brand perception in these cities to foster growth and positive brand association.

PRIMARY INSIGHTS

Purchase Behavior

01

01 — Where do respondents prefer to purchase energy drinks?

Supermarkets are the most common choice for energy drink purchases. CodeX should strengthen its presence in these retail outlets and explore partnerships to enhance visibility.

02

02 — What are the typical consumption situations for energy drinks among respondents?

Respondents mainly consume energy drinks during sports/exercise and while studying/working late. Marketing campaigns should align with these situations, highlighting energy boost benefits.

03

03 — What factors influence respondents' purchase decisions?

Price preferences fall within the range of 50–99 for 43% of consumers. CodeX should consider this range while setting prices. Additionally, consumers are open to limited edition packaging, indicating an opportunity for creative packaging designs.

04

04 — In which facet of our product development should we place greater emphasis?

Availability emerges as a prominent area for improvement, with only 20% of consumers selecting CodeX based on its availability. Therefore, CodeX should prioritize expanding its distribution network.

PRIMARY INSIGHTS

Market Analysis and Brand Awareness

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SECONDARY INSIGHTS

Recommendations for CodeX, given the primary analysis of the available data, are as follows.

AVAILABILITY

Concentrate on expanding product availability to tap into broader consumer base.

HEALTH CONCERN SURVEY

Execute a health-related Survey to address consumer health preferences and align product development accordingly.

LIMITED EDITION PACKAGING

Explore the concept of limited edition packaging to captivate consumer's attention and stimulate purchase.

PRICE RANGE

Set Price within 50 - 150 INR Range, with flexibility to vary by city to align with consumer expectations.

MARKETING CAMPAIGNS

Implement Targeted Marketing Campaigns encompassing social media, influencer marketing and online retail advertising to maximize brand visibility.

BRAND AMBASSADOR

Having a potential Brand Ambassador like Virat Kohli or other influential member of the Indian Cricket Team will establish a connection with audience.

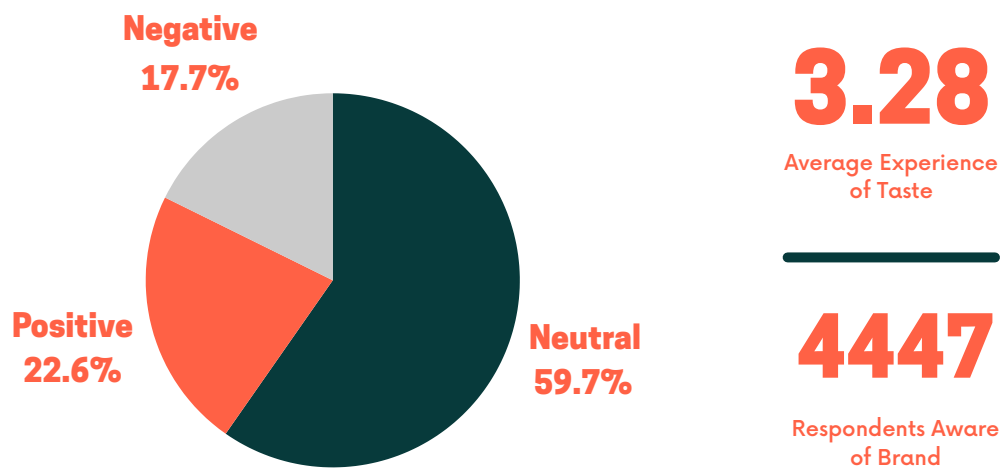
TARGET AUDIENCE

Maintain focus on youth demographic and increase first hand interaction and contact via sponsoring of music festivals, raves and sporting events.

In today's competitive landscape, data analysis projects like this one are invaluable for businesses in the food and beverage industry. By harnessing the power of data, the marketing team can make informed decisions, enhance brand perception, and stay ahead of the competition.

BRAND PERCEPTION MATTERS

Brief overview of how the brand is perceived by the Respondents



Additional measures that can be taken to further strengthen brand perception and make a solid place for CodeX in the energy drinks market in India, are as follows:

- Emphasise organic ingredients and clear labelling for health conscious appeal
- Introduce Diverse Flavours and eye catching packaging to attract the youth and also age group below youth (As an investment for them coming to age)
- Introduce introductory discounts to attract more individuals
- Create bundle offers and place in stores at highly visible locations
- Engage with cause-related marketing to showcase social responsibility
- Encourage user generated content to increase brand visibility, starting "Energy boost Challenges" of sort on social media will also help aid in standing out

100%

Catch your reader's eye by highlighting one of your main points in this space.

END

This report has been a great way to showcase my newly found skills of data cleaning, sorting, wrangling and analysis. Along with visualisations and deriving insights, the soft skills required for completing reports was also showcased in this document alongside the .PBIX file.

The Data was provided by ATOMCAMP as part of the first Portfolio Project

I thank you for taking the time to go through this report

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