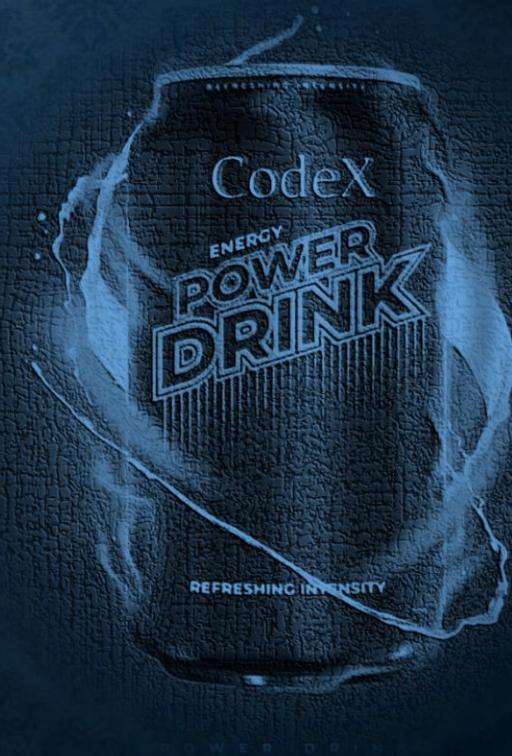


Market Analysis and Strategy Recommendations for CodeX Energy Drink

DELIVERING KEY INSIGHTS TO EMPOWER THE MARKETING
TEAM'S PENETRATION INTO THE INDIAN MARKET

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15 APRIL 2024



CODEX A: GERMAN BEVERAGING COMPANY

- CodeX A is a prominent German beverage company.
- Specializes in the production of energy drinks.
- Holds a strong position in the energy drink market.
- Known for its innovative products and high-quality formulations.
- Captures a significant market share through strategic marketing efforts.
- Thrives in the competitive beverage industry.

ABOUT THE PROJECT

- 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. Their Marketing team is responsible for increasing brand awareness, market share, and product development.
- They conducted a survey in those 10 cities and received results from 10k respondents.
- As a data analyst, I will transform these survey results into meaningful insights which the team can use to drive actions.

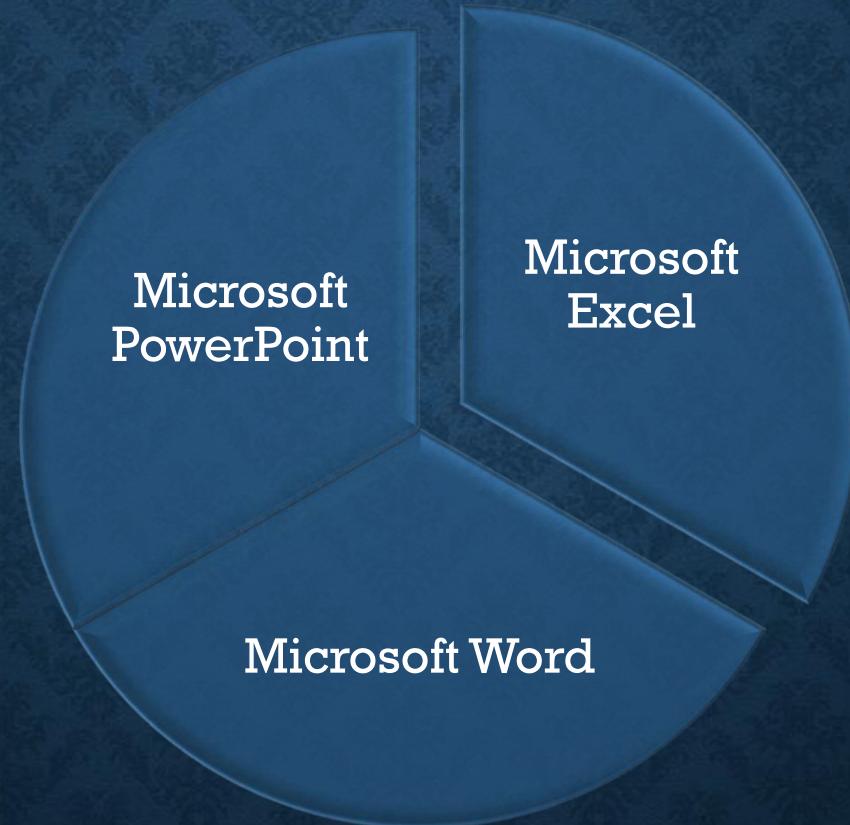
OTHER RESOURCES PROVIDED

Dataset required to generate Insights

Metadata

Survey questions

TOOLS USED



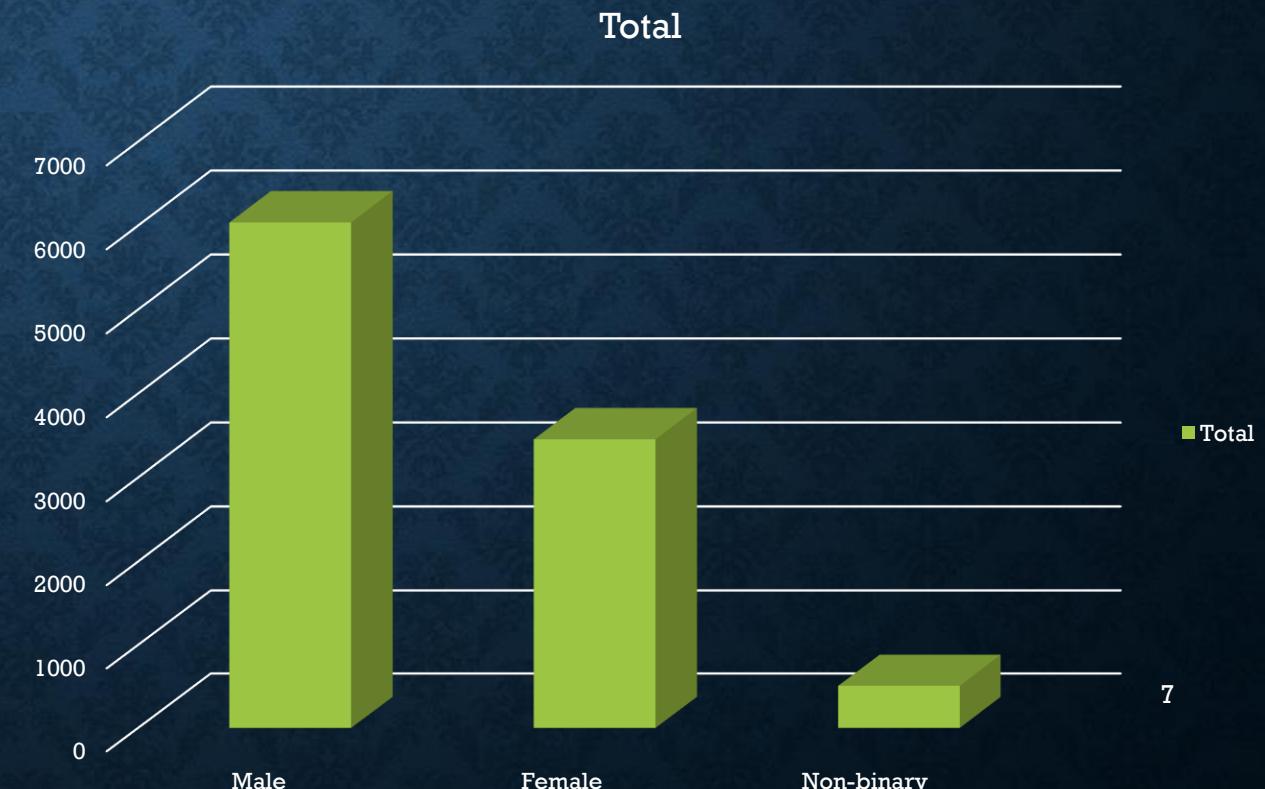
CATEGORIES

- Demographic Insights
- Consumer Preferences
- Competition analysis
- Marketing channels
- Brand Awareness
- Brand Penetration
- Purchase Behavior
- Product Development
- Recommendation for CodeX

DEMOGRAPHIC INSIGHTS

□ Who prefers energy drink more ?

Males demonstrate a higher preference for energy drinks compared to females and non-binary individuals.



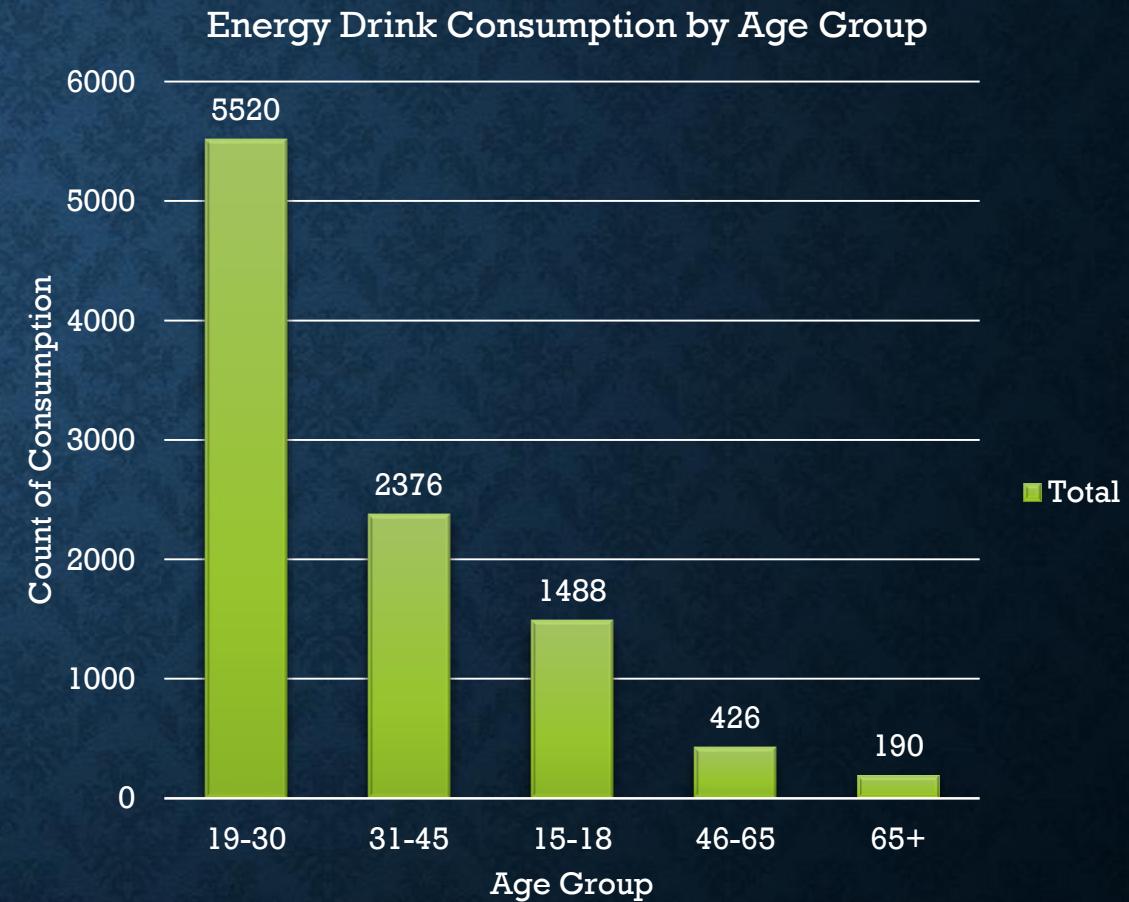
DEMOGRAPHIC INSIGHTS

- Which age group prefers energy drinks more?

The age group of 19-30 demonstrates the highest preference for energy drinks.

Recommendation:

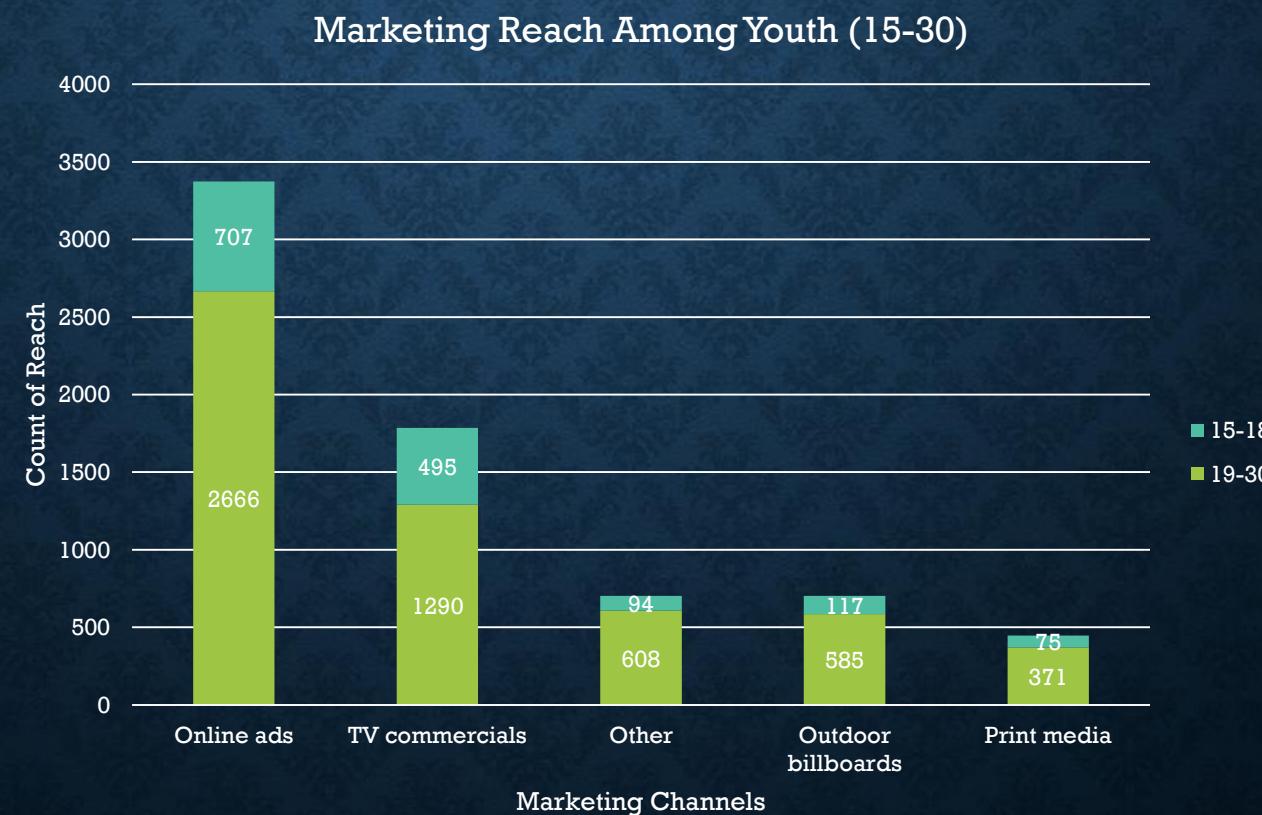
The company should focus its marketing efforts on the 19-30 age group, as they demonstrate the highest preference for energy drinks among other age groups, with approximately 5.5K individuals. This strategic targeting can significantly enhance sales performance.



DEMOGRAPHIC INSIGHTS

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

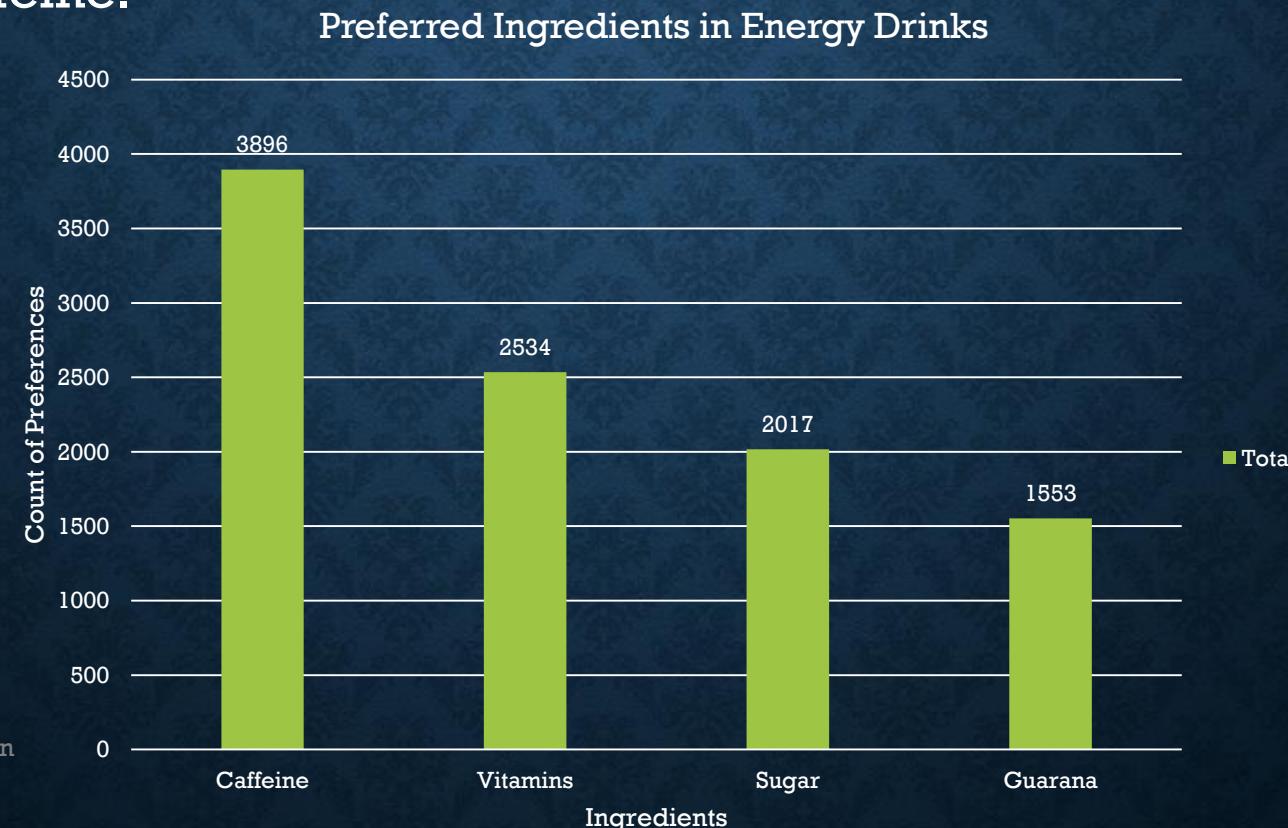
Online ads reach the most youth (15-30 age group), with 2666 respondents exposed to them, followed by TV commercials with 1290 respondents.



CONSUMER PREFERENCES

- What are the preferred ingredients of energy drinks among respondents?

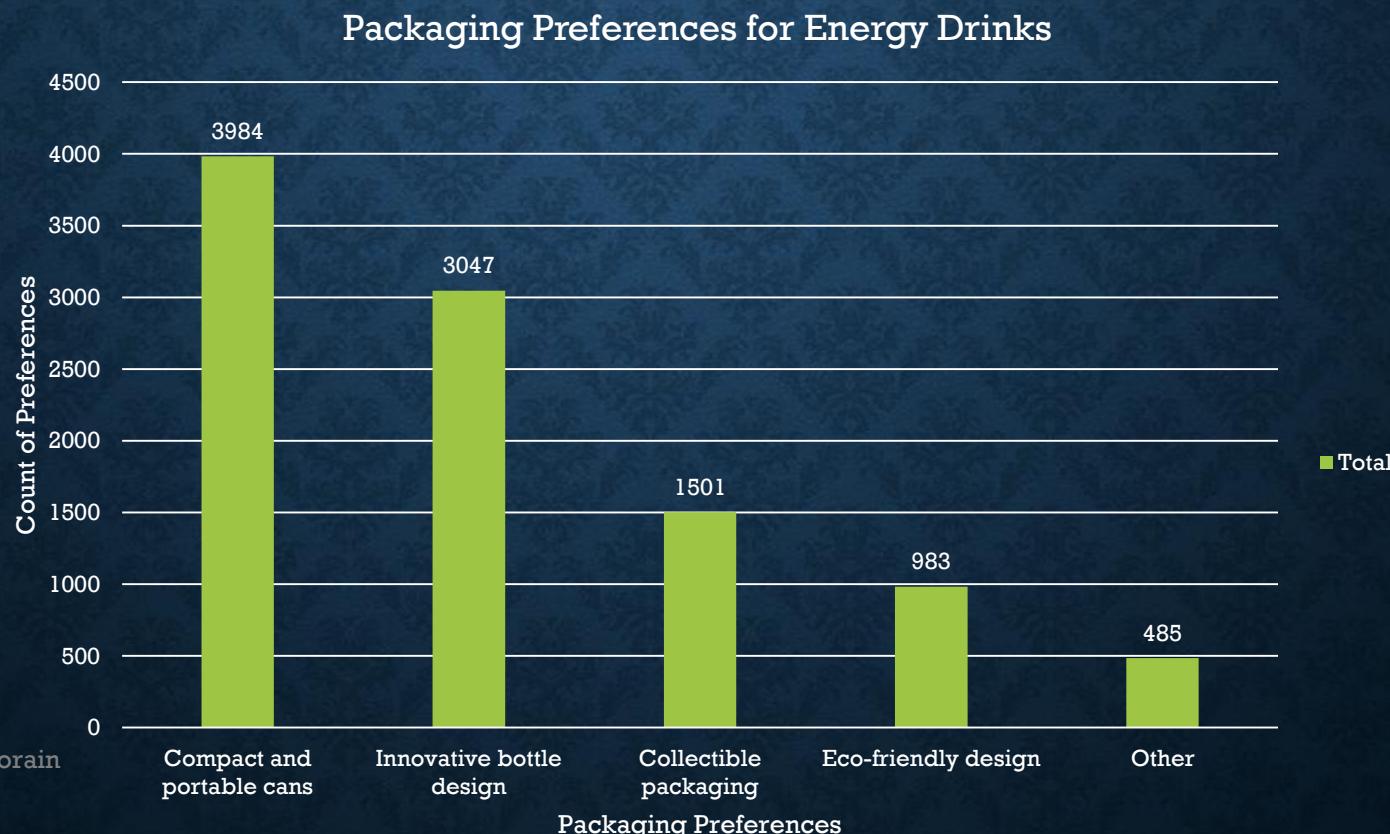
The preferred ingredients of energy drinks among respondents, according to the data, are caffeine, vitamins, sugar, and guarana, but the most preferred ingredient is caffeine.



CONSUMER PREFERENCES

- What packaging preferences do respondents have for energy drinks?

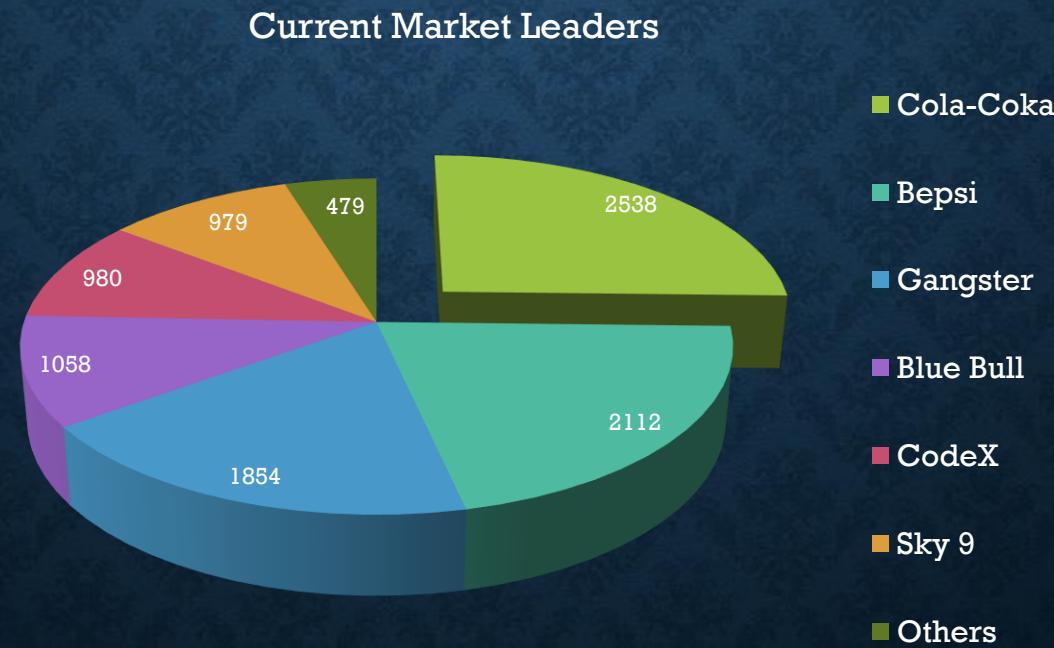
As per the analysis, respondents favor energy drink packaging that offers compact and portable cans, with a total count of 3984.



COMPETITION ANALYSIS

□ Who are the current market leaders?

Cola-Coka holds the top position in the Indian market.

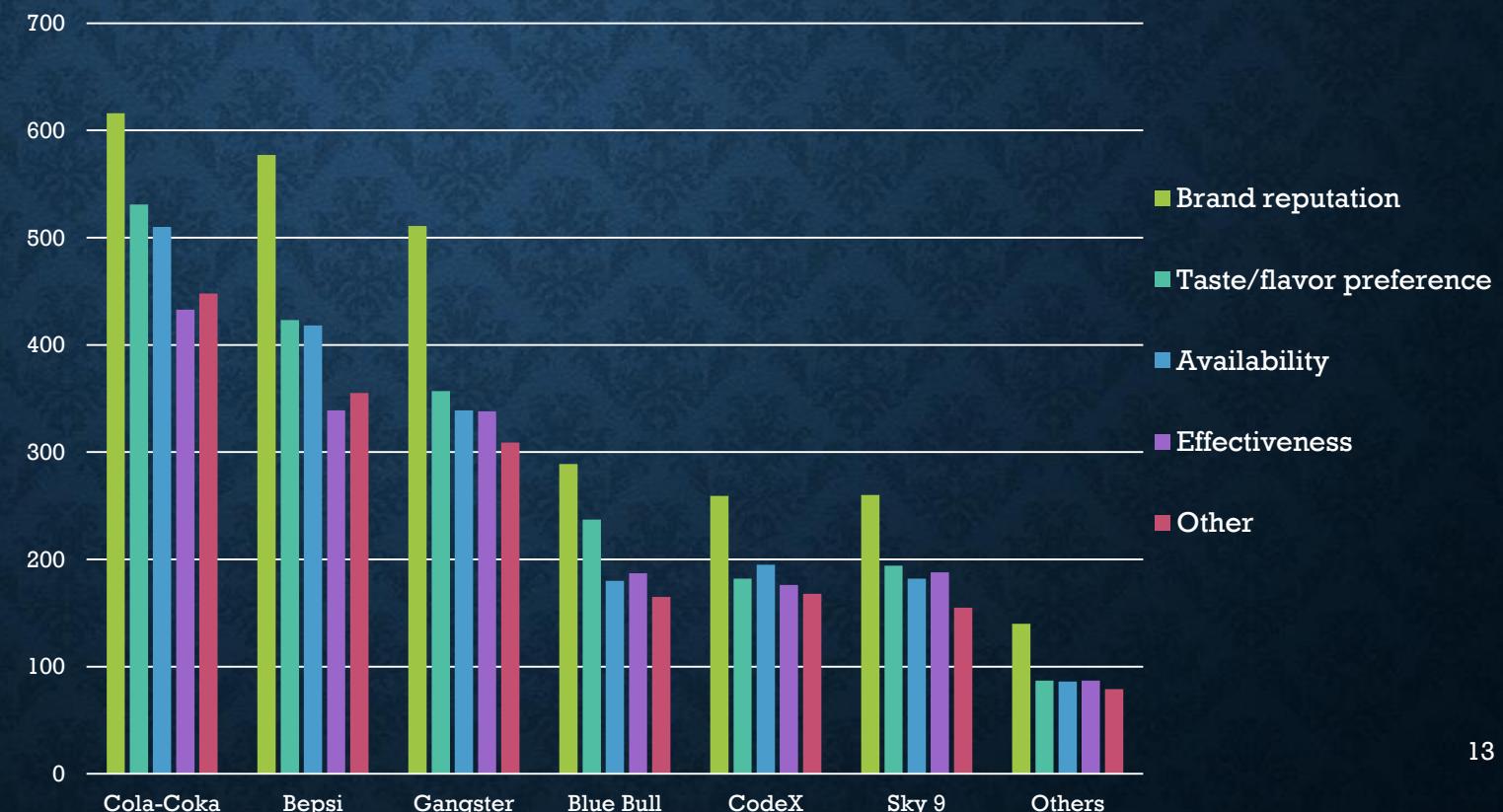


COMPETITION ANALYSIS

□ What are the primary reasons consumers prefer those brands over ours?

The primary reasons consumers prefer other brands over CodeX are:

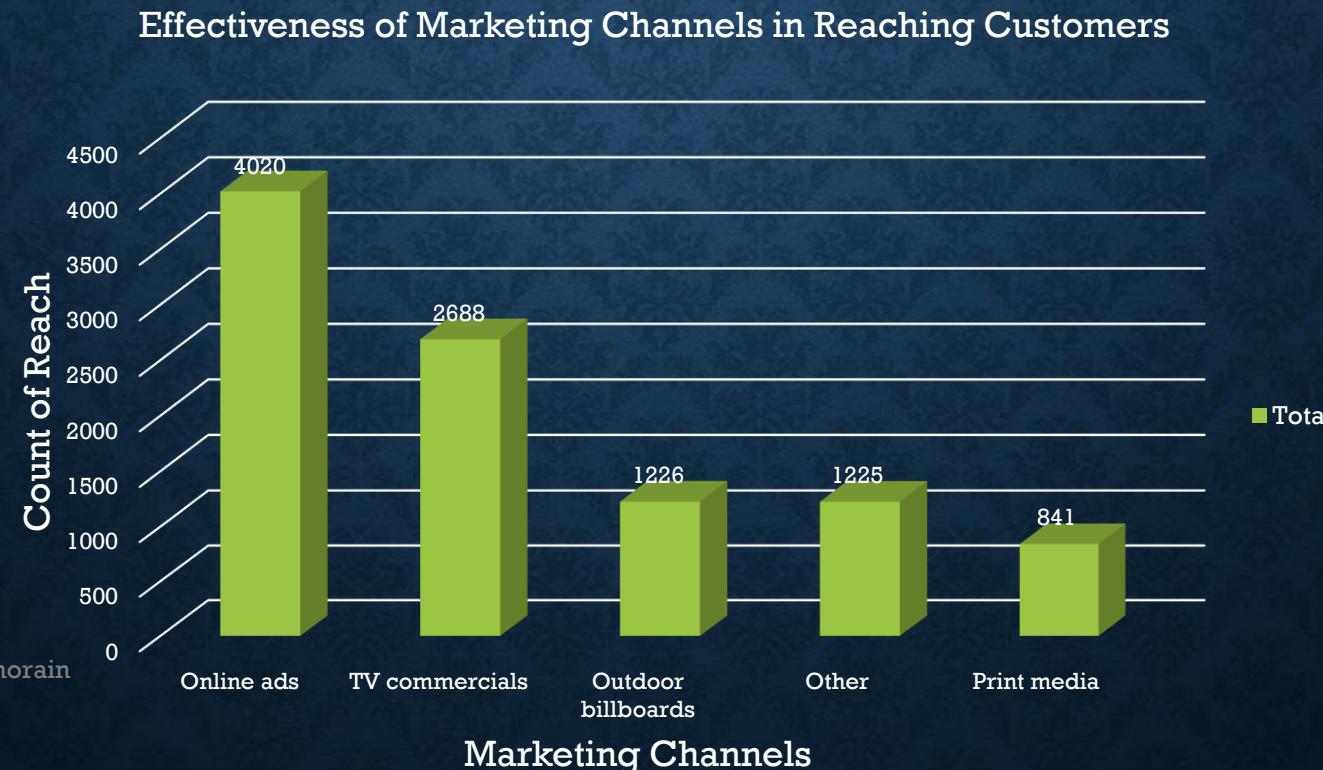
- Brand reputation
- Taste/flavor preference



MARKETING CHANNELS AND BRAND AWARENESS

- Which marketing channel can be used to reach more customers?

The marketing channels that can reach the most customers are online ads and TV commercials, with 4020 and 2688 respondents exposed to them, respectively.



MARKETING CHANNELS AND BRAND AWARENESS

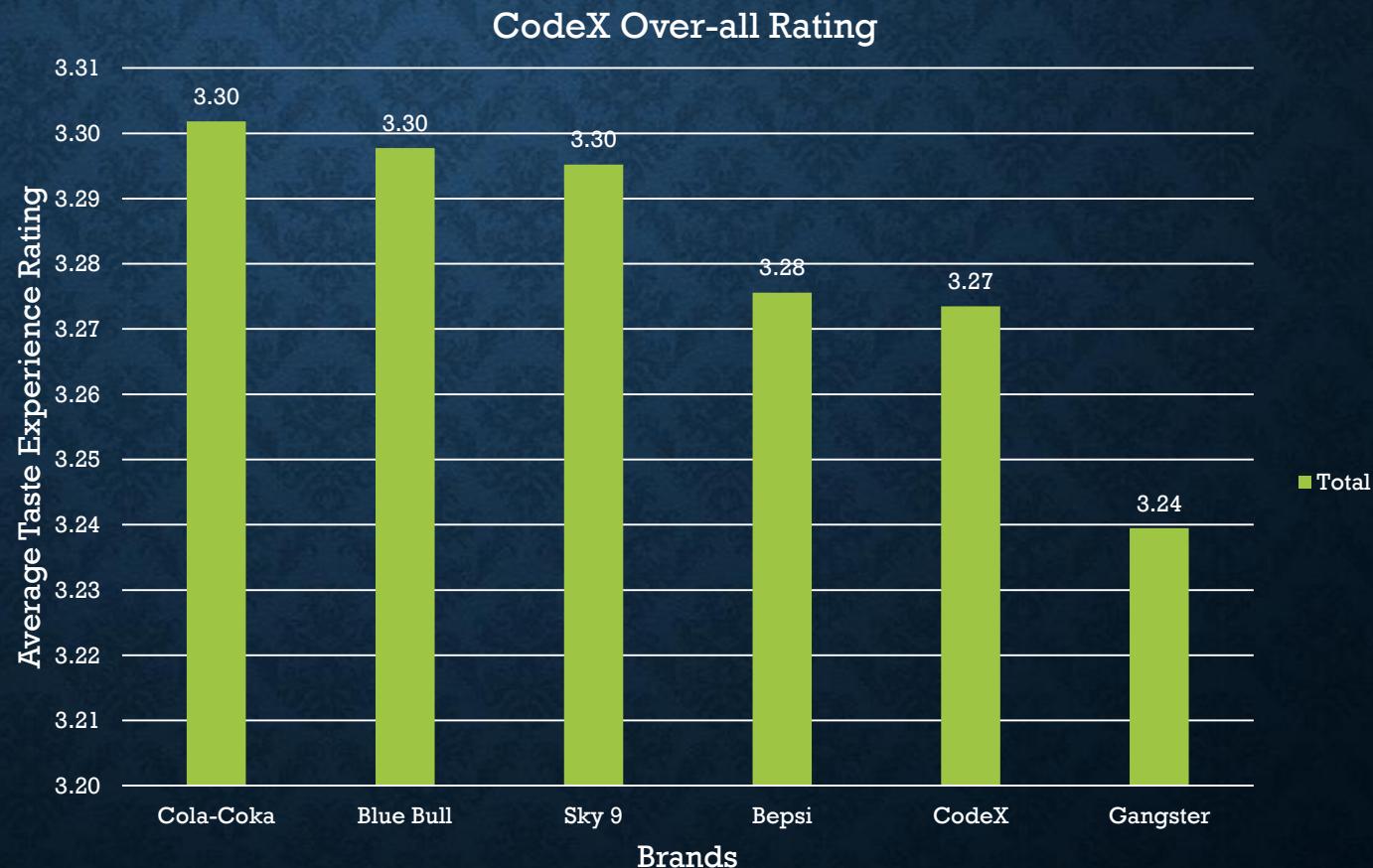
- How effective are different marketing strategies and channels in reaching our customers?

Online ads and TV commercials stand out as highly effective channels, reaching 4020 and 2688 respondents, respectively. In comparison, outdoor billboards, other channels, and print media have lower but still significant reach, engaging 1226, 1225, and 841 respondents, respectively.

BRAND PENETRATION

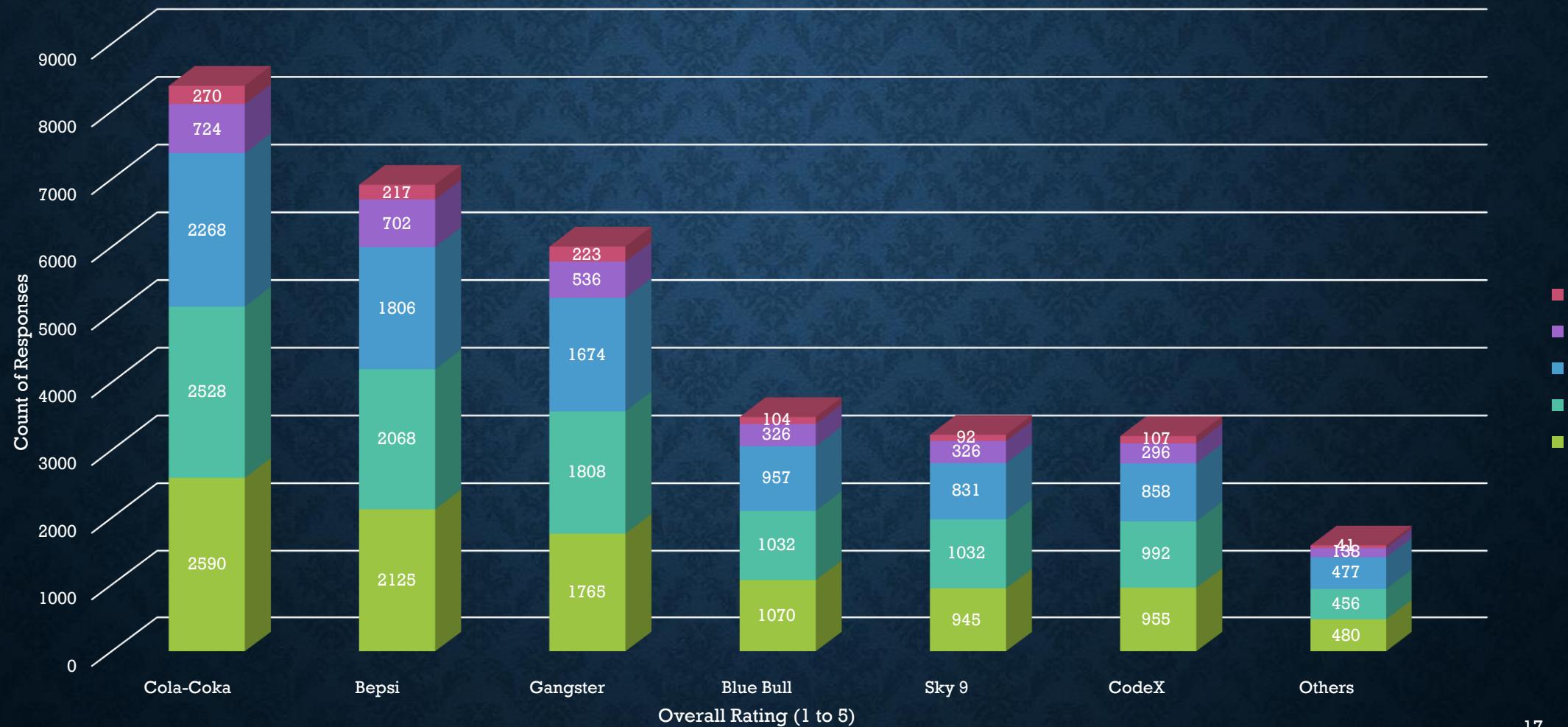
- What do people think about our brand? (Overall rating)

CodeX demonstrates a competitive 3.3 rating, aligning with industry standards. Enhancing taste profiles and expanding product availability channels are imperative to drive consumer satisfaction and maintain market relevance.



BRAND PENETRATION

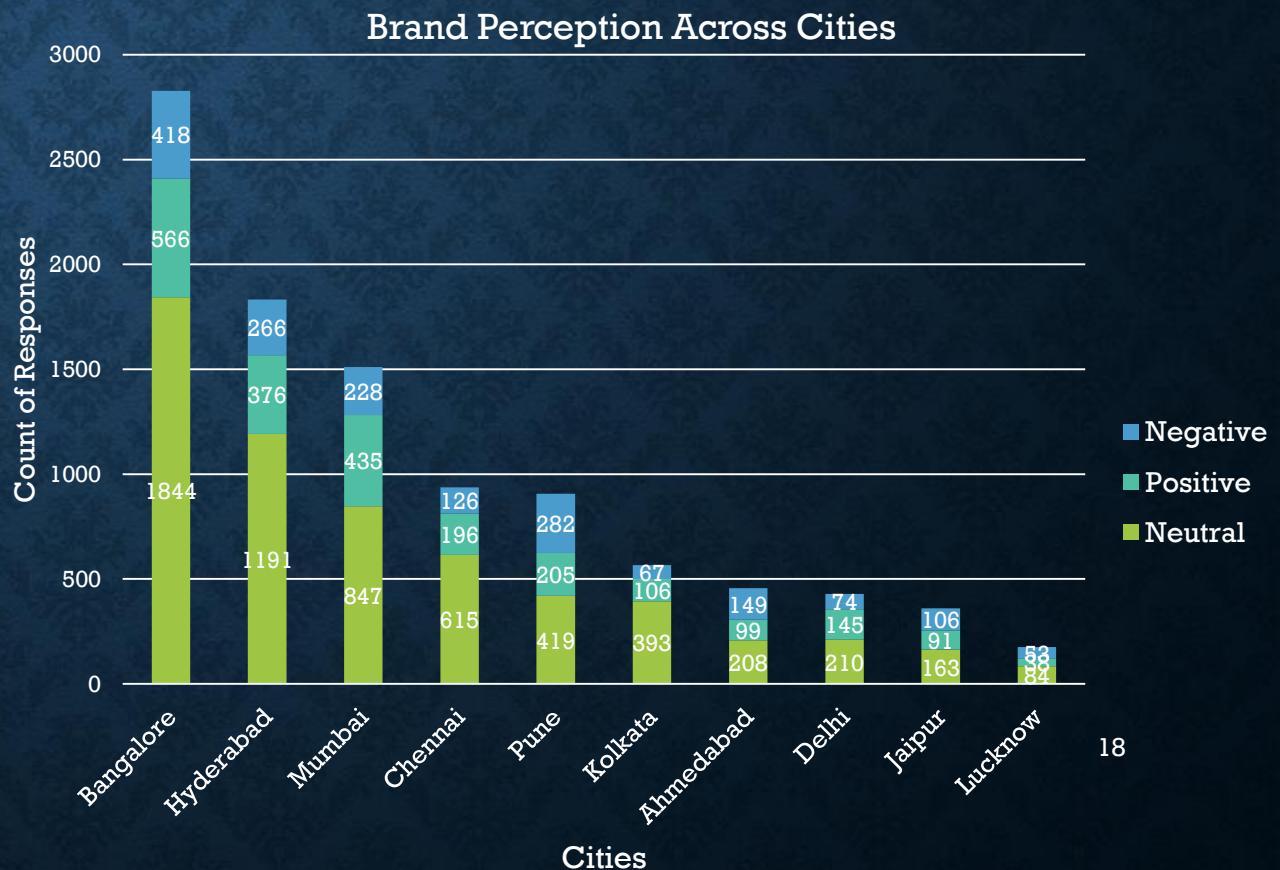
Overall Rating of All Brand



BRAND PENETRATION

- Which cities do we need to focus more on?

Cities such as Bangalore, Hyderabad, and Mumbai exhibit a higher proportion of neutral perceptions, indicating areas where focused efforts are needed to shift consumer sentiment towards positivity and enhance brand perception.



PURCHASE BEHAVIOR

□ Where do respondents prefer to purchase energy drinks?

Respondents prefer purchasing energy drinks from supermarkets, with 4494 indicating this as their preferred purchase location.

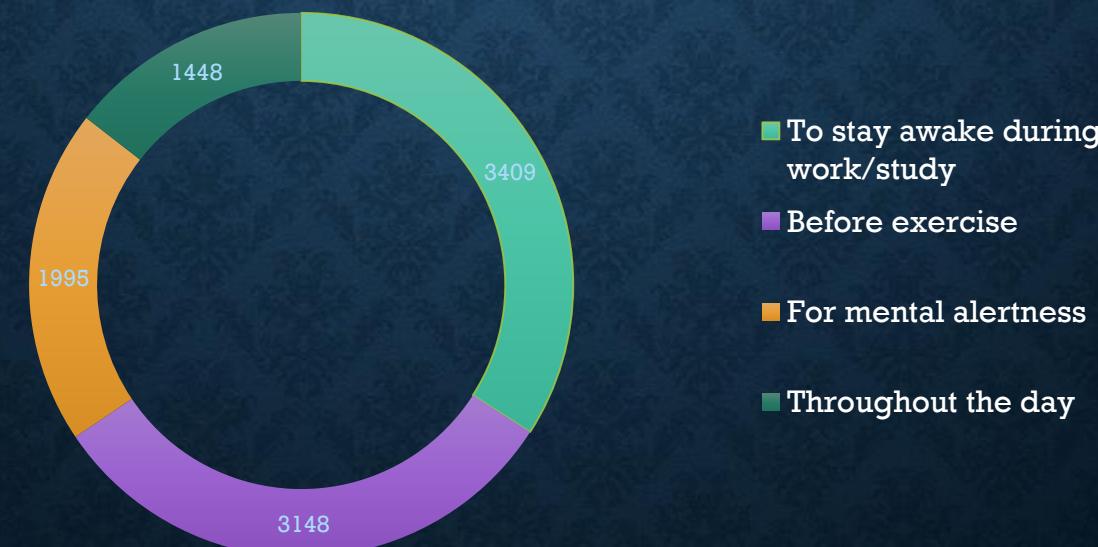


PURCHASE BEHAVIOR

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

People consume energy drinks during work, study, or exercise, often preceding physical activity for an energy boost.

Typical Consumption Situations for Energy Drinks

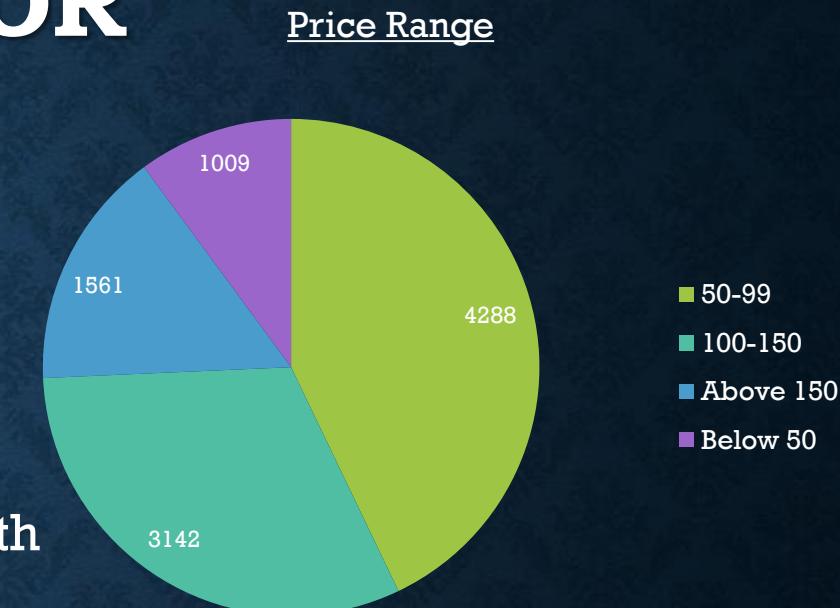


PURCHASE BEHAVIOR

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

1- Price range significantly influences purchase decisions, with a majority falling within the 50-99 and 100-150 ranges.

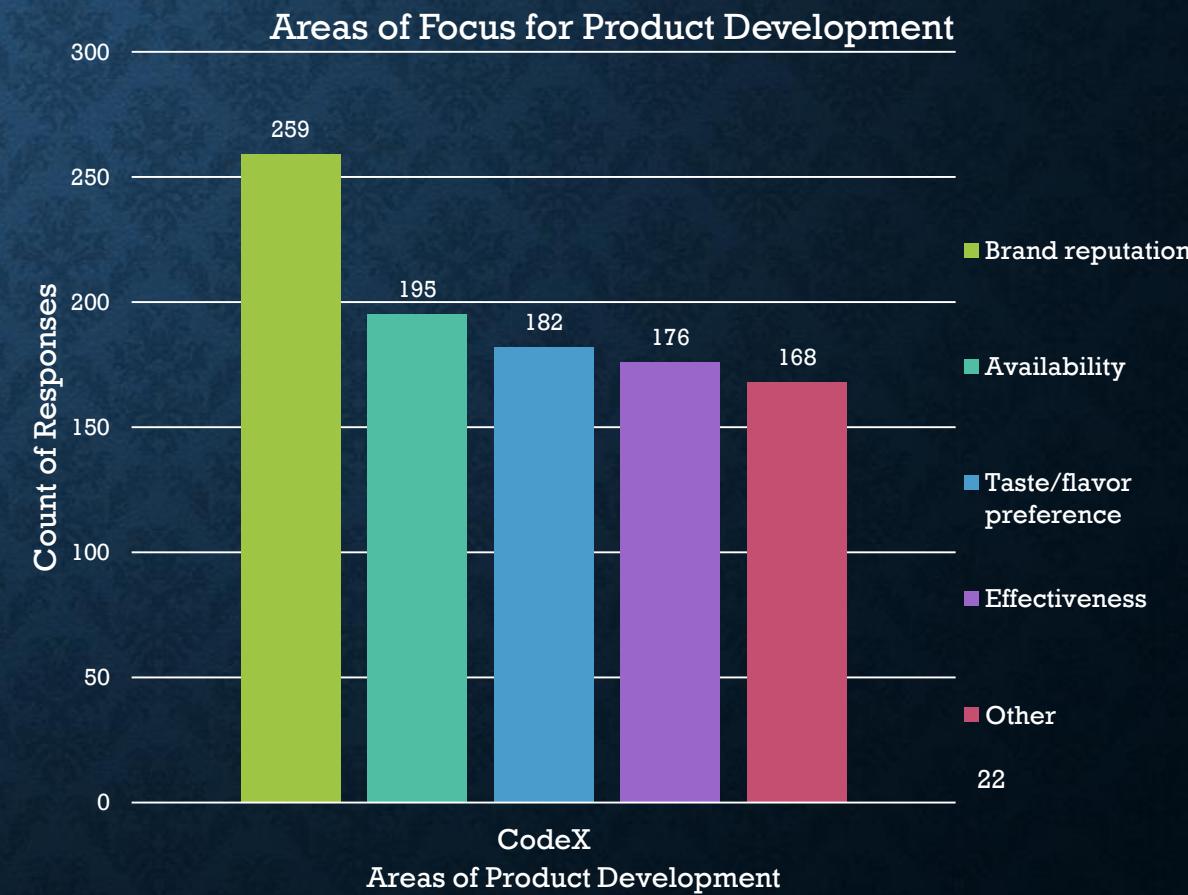
2- Limited edition packaging is also influential, with a notable preference among respondents.



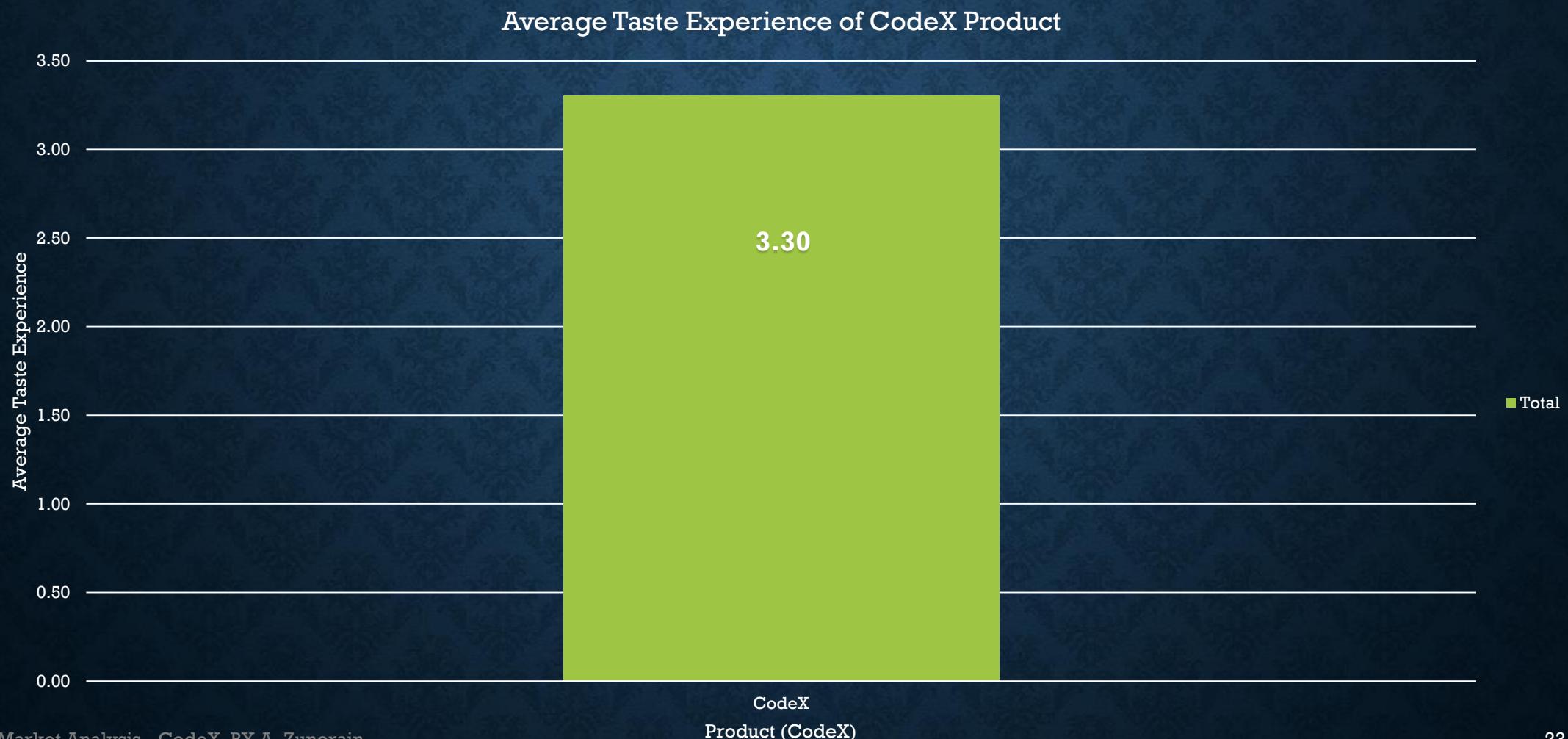
PRODUCT DEVELOPMENT

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

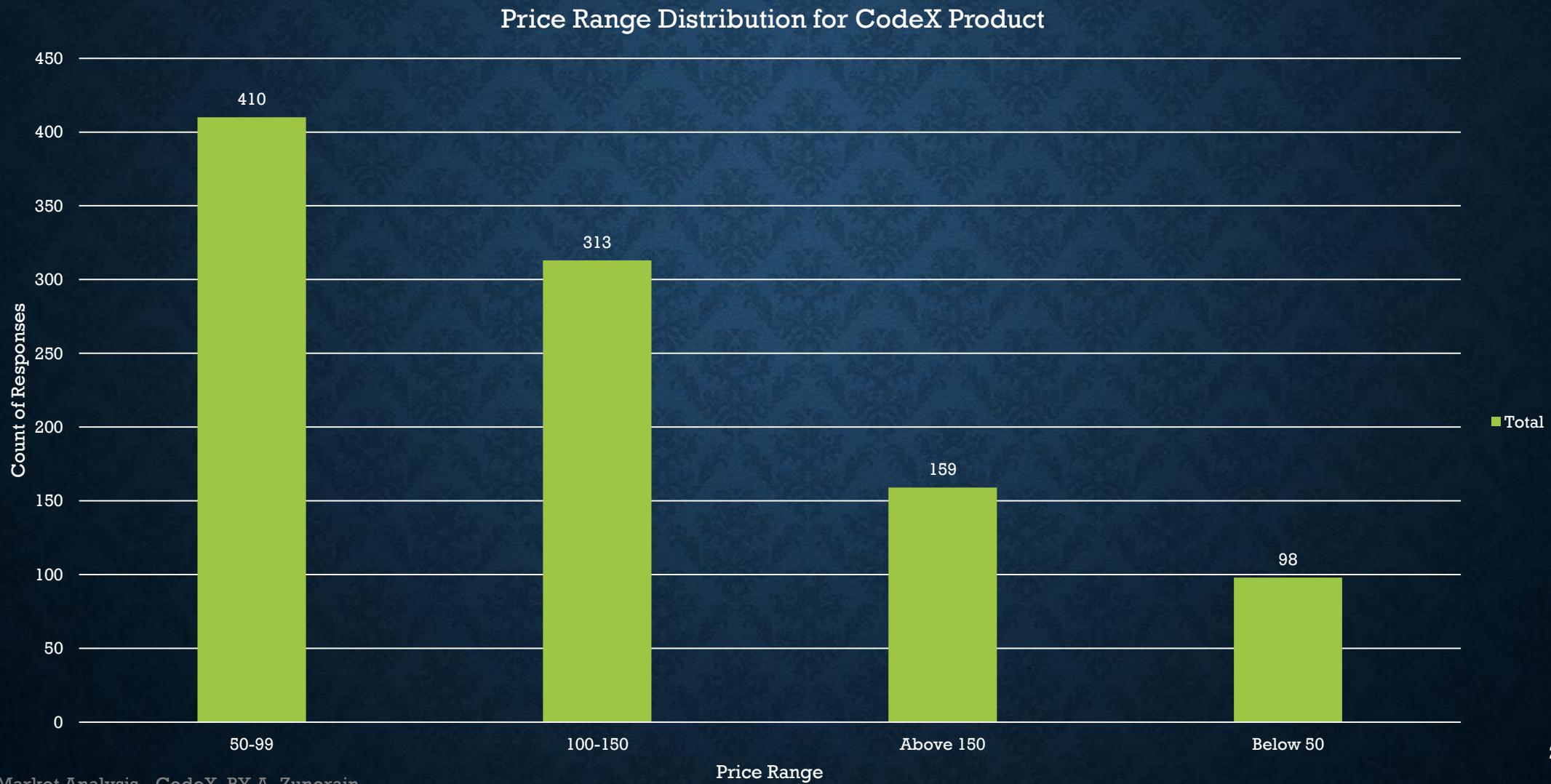
Based on the data, focusing on enhancing brand reputation and availability could be a priority for product development, as these both has the highest count among the factors influencing consumer preferences for CodeX.



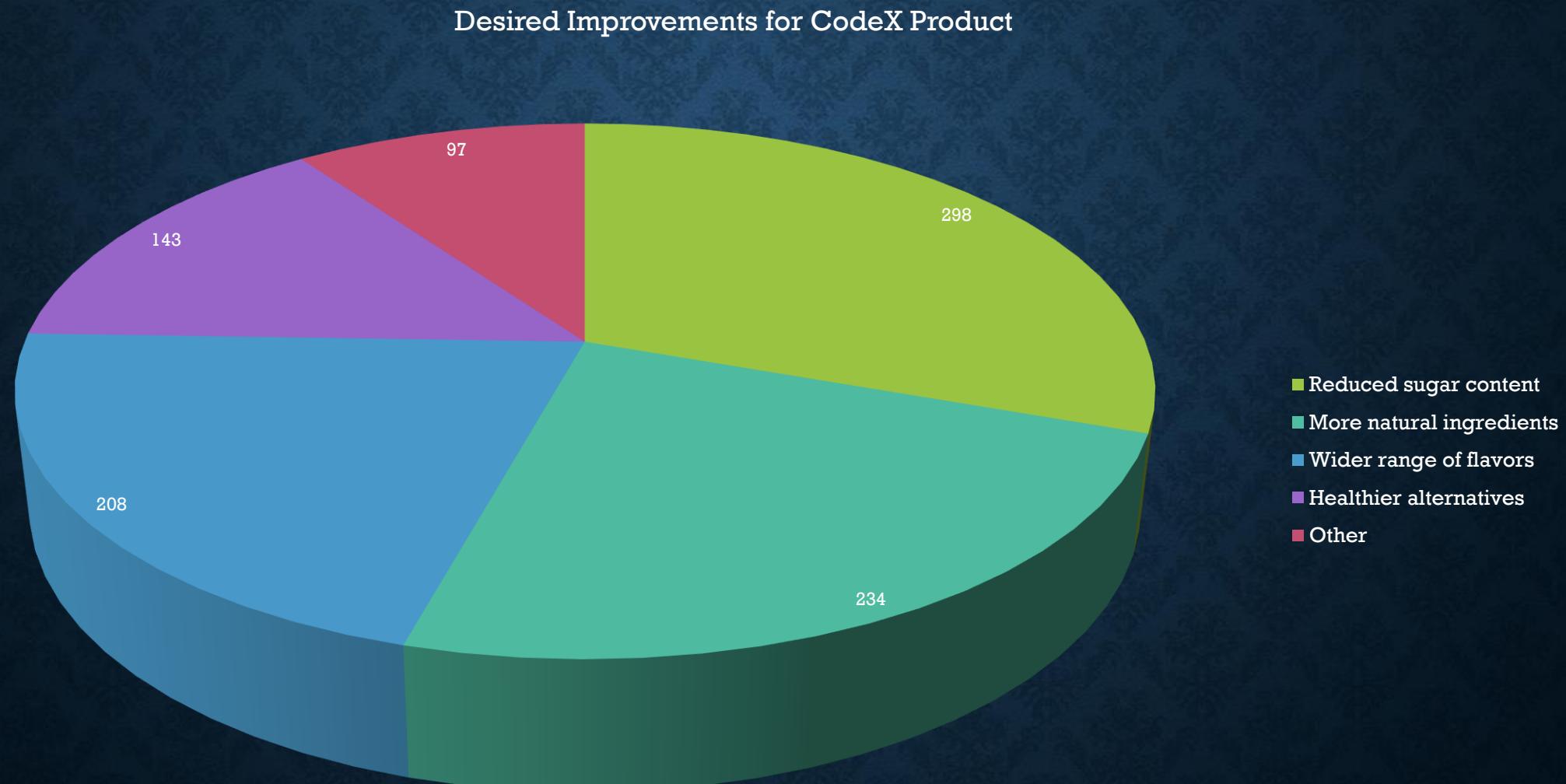
SECONDARY INSIGHTS



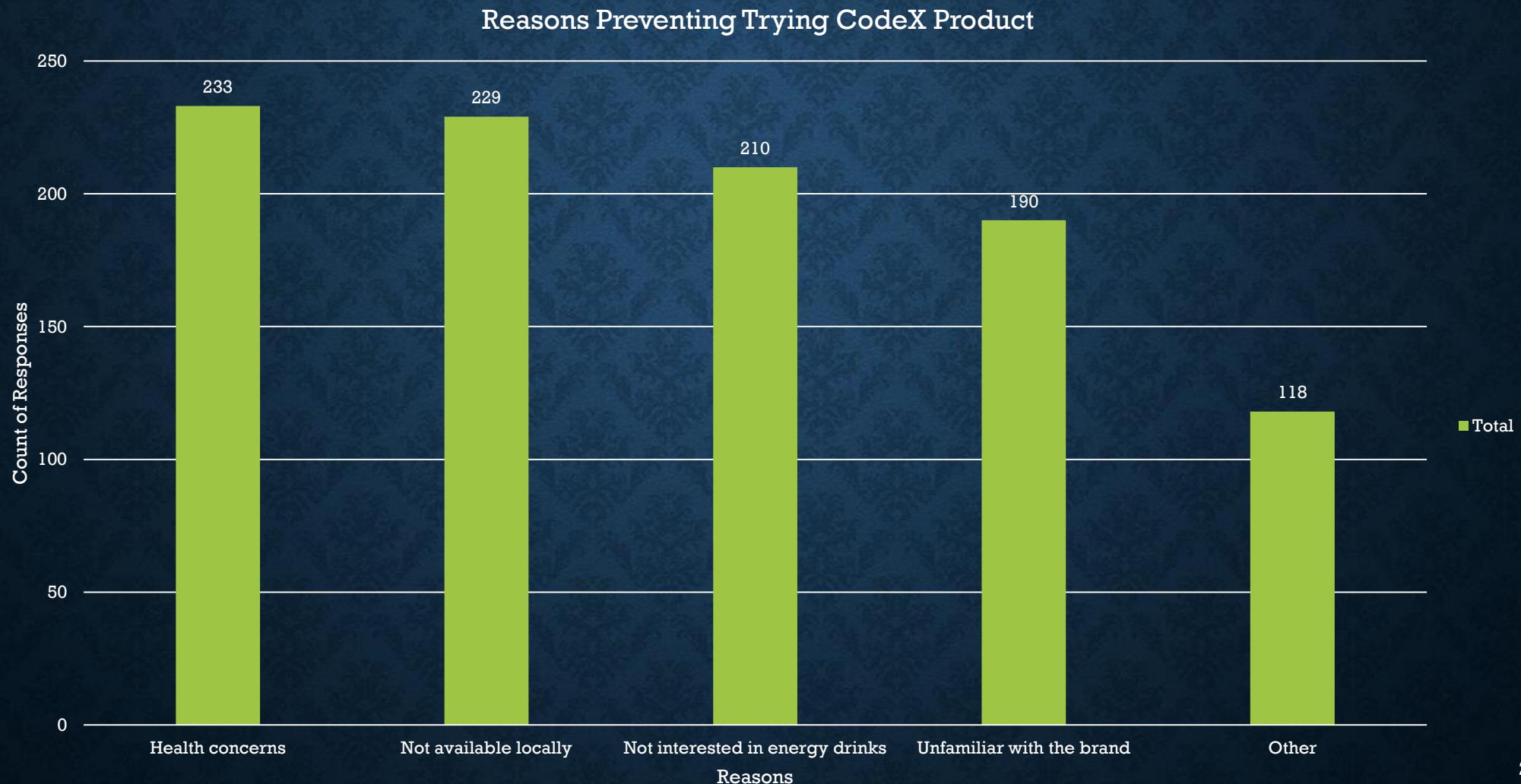
SECONDARY INSIGHTS



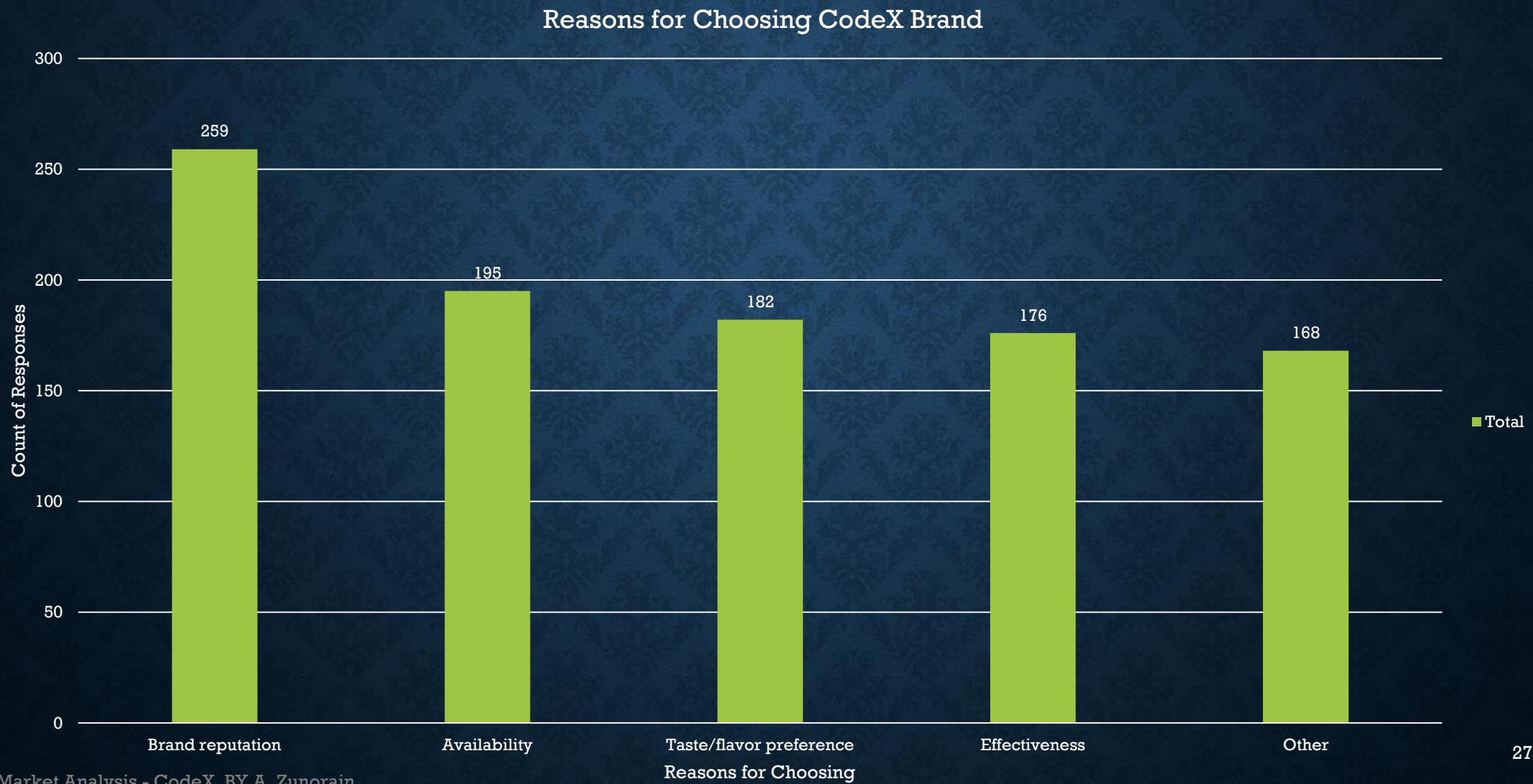
SECONDARY INSIGHTS



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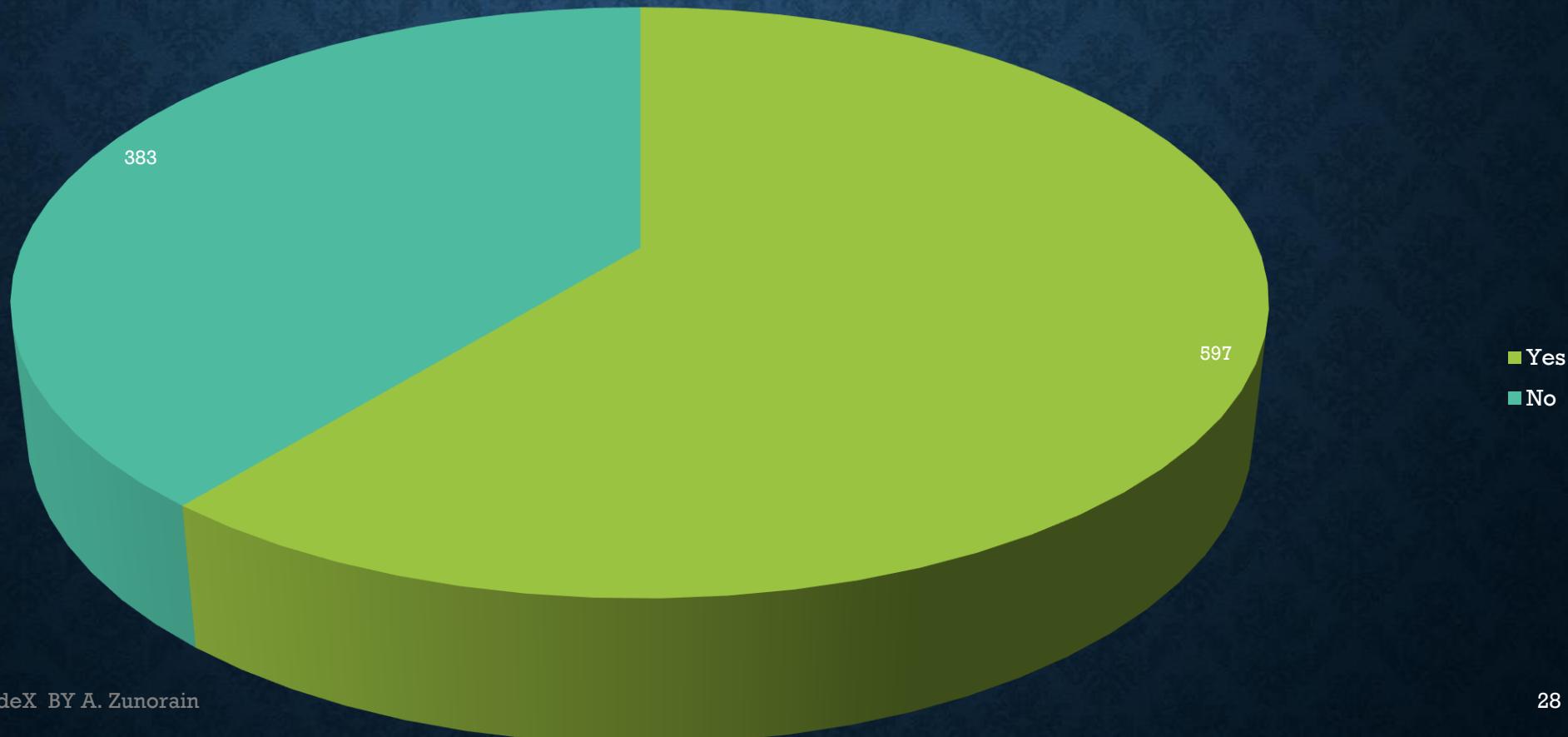


SECONDARY INSIGHTS



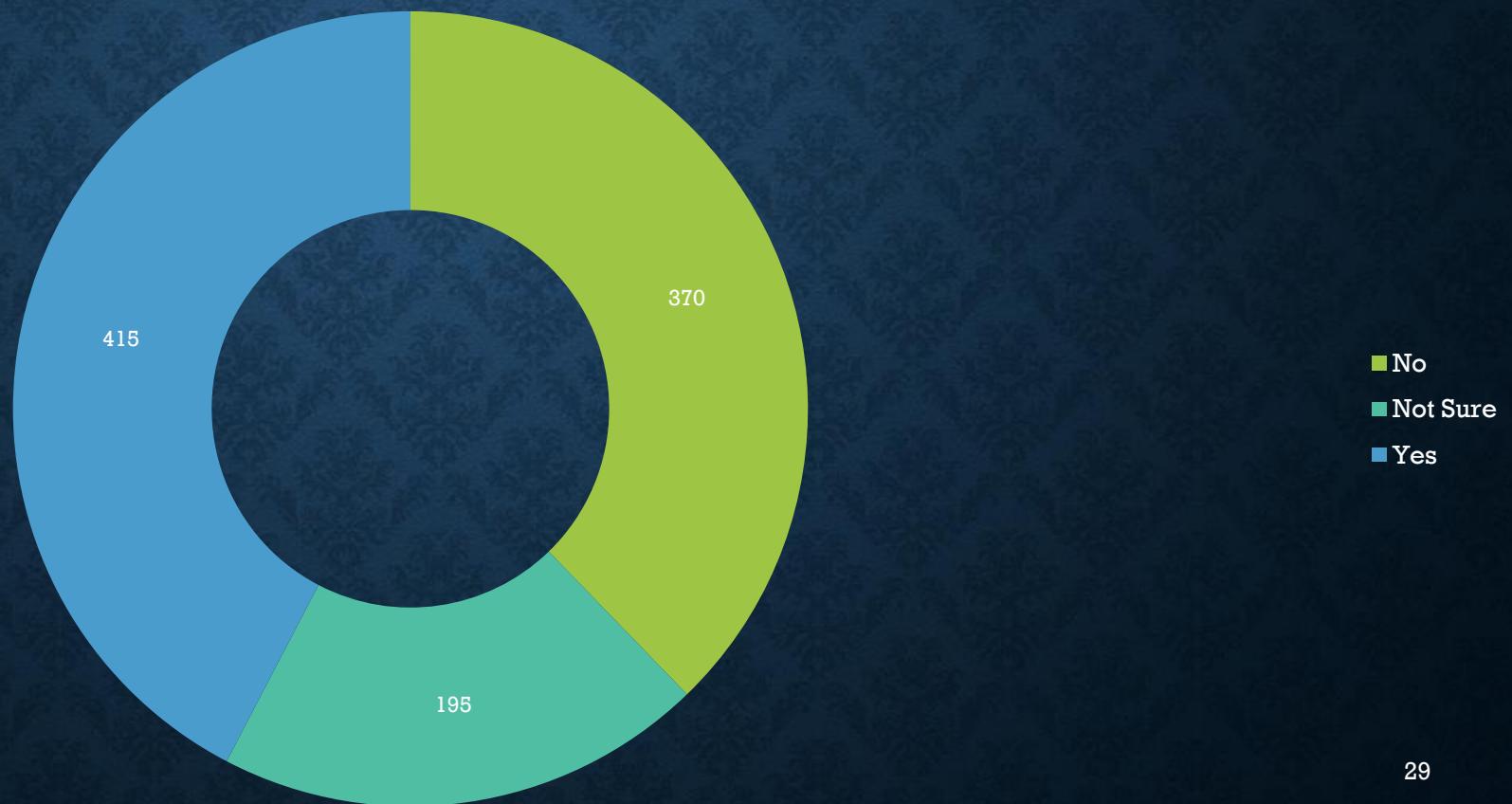
SECONDARY INSIGHTS

Health Concerns Related to CodeX Product

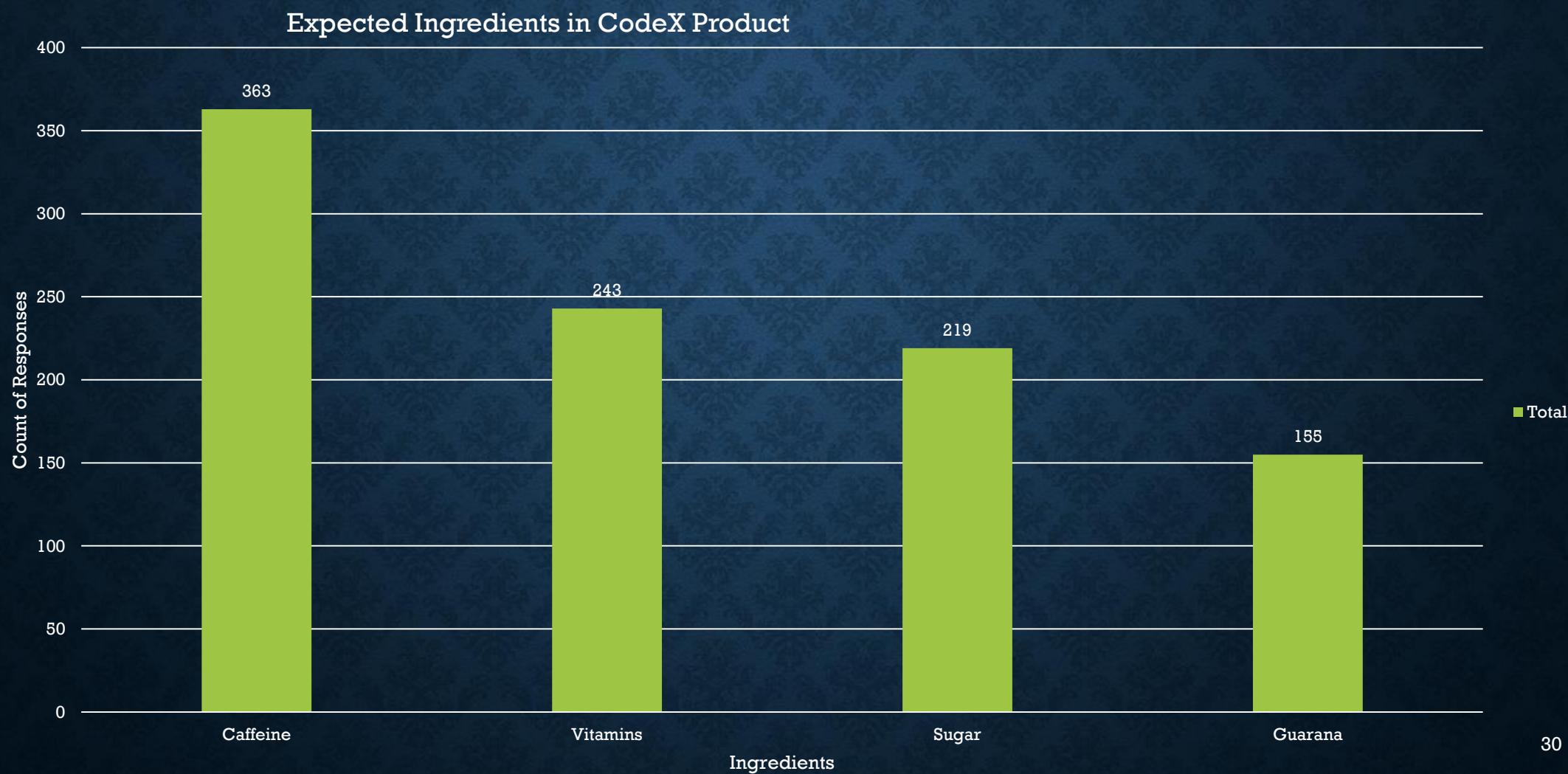


SECONDARY INSIGHTS

Preference for Limited Edition Packaging - CodeX Product



SECONDARY INSIGHTS



RECOMMENDATION FOR IMPROVEMENTS OF CODEX PRODUCT

1. Price Range Alignment:

- Based on analysis, a significant portion of CodeX users falls within the price range of 50-99.
- Consider adjusting pricing strategies to cater to this segment's preferences and affordability.

RECOMMENDATION FOR IMPROVEMENTS OF CODEX PRODUCT

2. Desired Product Enhancements:

Respondents express a desire for;

- Reduced sugar content
- More natural ingredients

Implementing these improvements could address health concerns and align with consumer preferences for healthier options.

RECOMMENDATION FOR IMPROVEMENTS OF CODEX PRODUCT

3. Reasons for Brand Loyalty:

CodeX brand loyalty is driven by:

- Brand reputation
- Availability

Emphasize these strengths in marketing efforts to reinforce brand loyalty and attract new customers.

RECOMMENDATION FOR IMPROVEMENTS OF CODEX PRODUCT

4. Health Concerns and Product Safety:

- A significant number of respondents (597) express health concerns related to the CodeX product.
- Consider initiatives to address these concerns, such as transparent labeling, highlighting product safety measures, and promoting health-conscious formulations.

RECOMMENDATION FOR IMPROVEMENTS OF CODEX PRODUCT

5. Packaging Preferences:

- Exploring limited edition packaging options based on consumer preferences, such as those expressed by 415 respondents, could enhance product appeal and attract new consumers.
- This initiative aligns with the analysis indicating a significant interest in limited edition packaging among CodeX users.

RECOMMENDATION FOR IMPROVEMENTS OF CODEX PRODUCT

6. Expected Ingredients:

- Respondents expect CodeX to contain caffeine and vitamins.
- Ensure product formulations align with these expectations and consider incorporating additional health-conscious ingredients to enhance perceived value and appeal.

RECOMMENDATION FOR IMPROVEMENTS OF CODEX PRODUCT

7. Marketing Campaigns for CodeX Product:

- Based on the analysis, we can focus on running digital marketing campaigns, particularly online ads, to reach a larger audience of CodeX consumers.
- Additionally, investing in TV commercials can complement online efforts and further enhance brand visibility.

RECOMMENDATION FOR IMPROVEMENTS OF CODEX PRODUCT

8. Brand Ambassador:

- Brand ambassadors such as Virat Kohli, Sachin Tendulkar, Dhoni, and other celebrities with connections to exercise and sports can enhance product visibility and promote the product effectively.
- Additionally, tennis stars and other athletes can also serve as impactful ambassadors due to their influence and relevance to the target audience.

RECOMMENDATION FOR IMPROVEMENTS OF CODEX PRODUCT

9. Target Audience:

- The targeted audience for CodeX should be the youth (15–30) due to their significant representation, aligning with the brand's energy drink positioning aimed at active lifestyles and vitality.