**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:**

* Microsoft Excel
* Microsoft Word
* Microsoft PowerPoint

**Provide Insights to the Marketing Team in Food & Beverage Industry**

1. **Demographic Insights**

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

|  |  |
| --- | --- |
| **Row Labels** | **Count of Consume frequency** |
| Male | 6038 |
| Female | 3455 |
| Non-binary | 507 |
| **Grand Total** | **10000** |

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

b. Which age group prefers energy drinks more?

|  |  |
| --- | --- |
| **Row Labels** | **Count of Consume frequency** |
| 19-30 | 5520 |
| 31-45 | 2376 |
| 15-18 | 1488 |
| 46-65 | 426 |
| 65+ | 190 |
| **Grand Total** | **10000** |

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

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

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|  |  |  |  |
| --- | --- | --- | --- |
| **Row Labels** | **19-30** | **15-18** | **Grand Total** |
| Online ads | 2666 | 707 | 3373 |
| TV commercials | 1290 | 495 | 1785 |
| Other | 608 | 94 | 702 |
| Outdoor billboards | 585 | 117 | 702 |
| Print media | 371 | 75 | 446 |
| **Grand Total** | **5520** | **1488** | **7008** |

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

1. **Consumer Preferences:**
2. What are the preferred ingredients of energy drinks among respondents?

|  |  |
| --- | --- |
| **Row Labels** | **Count of Ingredients expected** |
| Caffeine | 3896 |
| Vitamins | 2534 |
| Sugar | 2017 |
| Guarana | 1553 |
| **Grand Total** | **10000** |

Answer: 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.

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

|  |  |
| --- | --- |
| **Row Labels** | **Count of Packaging preference** |
| Compact and portable cans | 3984 |
| Innovative bottle design | 3047 |
| Collectible packaging | 1501 |
| Eco-friendly design | 983 |
| Other | 485 |
| **Grand Total** | **10000** |

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

1. **Competition Analysis:**
2. Who are the current market leaders?

|  |  |
| --- | --- |
| **Row Labels** | **Count of Current brands** |
| Cola-Coka | 2538 |
| Bepsi | 2112 |
| Gangster | 1854 |
| Blue Bull | 1058 |
| CodeX | 980 |
| Sky 9 | 979 |
| Others | 479 |
| **Grand Total** | **10000** |

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

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Row Labels** | **Brand reputation** | **Taste/flavor preference** | **Availability** | **Effectiveness** | **Other** | **Grand Total** |
| Cola-Coka | 616 | 531 | 510 | 433 | 448 | 2538 |
| Bepsi | 577 | 423 | 418 | 339 | 355 | 2112 |
| Gangster | 511 | 357 | 339 | 338 | 309 | 1854 |
| Blue Bull | 289 | 237 | 180 | 187 | 165 | 1058 |
| CodeX | 259 | 182 | 195 | 176 | 168 | 980 |
| Sky 9 | 260 | 194 | 182 | 188 | 155 | 979 |
| Others | 140 | 87 | 86 | 87 | 79 | 479 |
| **Grand Total** | **2652** | **2011** | **1910** | **1748** | **1679** | **10000** |

Answer: The primary reasons consumers prefer other brands over CodeX are:

* Brand reputation
* Taste/flavor preference
* Availability

**4. Marketing Channels and Brand Awareness:**

1. Which marketing channel can be used to reach more customers?

|  |  |
| --- | --- |
| **Row Labels** | **Count of Marketing channels** |
| Online ads | 4020 |
| TV commercials | 2688 |
| Outdoor billboards | 1226 |
| Other | 1225 |
| Print media | 841 |
| **Grand Total** | **10000** |

Answer: The marketing channel that can reach the most customers is online ads, with 4020 respondents exposed to them.

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

Answer: Based on the data analysis, online ads appear to be the most effective marketing channel for reaching customers, with 411 respondents exposed to them, followed by TV commercials with 261 respondents. Outdoor billboards, other channels, and print media also contribute to customer outreach, but to a lesser extent.

1. **Brand Penetration:**

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

|  |  |
| --- | --- |
| **Row Labels** | **Average of Taste experience** |
| Cola-Coka | 3.30 |
| Blue Bull | 3.30 |
| Sky 9 | 3.30 |
| Bepsi | 3.28 |
| CodeX | 3.27 |
| Gangster | 3.24 |
| **Grand Total** | **3.279802542** |

Answer: 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.

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Count of Current brands* | *Brands Perception* |  |  |  |
| **Row Labels** | **Neutral** | **Positive** | **Negative** | **Grand Total** |
| Bangalore | 1844 | 566 | 418 | 2828 |
| Hyderabad | 1191 | 376 | 266 | 1833 |
| Mumbai | 847 | 435 | 228 | 1510 |
| Chennai | 615 | 196 | 126 | 937 |
| Pune | 419 | 205 | 282 | 906 |
| Kolkata | 393 | 106 | 67 | 566 |
| Ahmedabad | 208 | 99 | 149 | 456 |
| Delhi | 210 | 145 | 74 | 429 |
| Jaipur | 163 | 91 | 106 | 360 |
| Lucknow | 84 | 38 | 53 | 175 |
| **Grand Total** | **5974** | **2257** | **1769** | **10000** |

Answer: 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.

1. **Purchase Behavior:**

a. Where do respondents prefer to purchase energy drinks?

|  |  |
| --- | --- |
| **Row Labels** | **Count of Purchase location** |
| Supermarkets | 4494 |
| Online retailers | 2550 |
| Gyms and fitness centers | 1464 |
| Local stores | 813 |
| Other | 679 |
| **Grand Total** | **10000** |

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

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

|  |  |
| --- | --- |
| **Row Labels** | **Count of Consume time** |
| To stay awake during work/study | 3409 |
| Before exercise | 3148 |
| For mental alertness | 1995 |
| Throughout the day | 1448 |
| **Grand Total** | **10000** |

Answer: Typically, people consume energy drinks during work, study, or exercise, often preceding physical activity for an energy boost.

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

* Price Range:

|  |  |
| --- | --- |
| **Row Labels** | **Count of Price range** |
| 50-99 | 4288 |
| 100-150 | 3142 |
| Above 150 | 1561 |
| Below 50 | 1009 |
| **Grand Total** | **10000** |

* Limited Edition Packaging:

|  |  |
| --- | --- |
| **Row Labels** | **Count of Limited Edition Packaging** |
| No | 4023 |
| Not Sure | 2031 |
| Yes | 3946 |
| **Grand Total** | **10000** |

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

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

**7. Product Development**

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Row Labels** | **Brand reputation** | **Availability** | **Taste/flavor preference** | **Effectiveness** | **Other** | **Grand Total** |
| CodeX | 259 | 195 | 182 | 176 | 168 | 980 |
| **Grand Total** | **259** | **195** | **182** | **176** | **168** | **980** |

Answer: 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**

***Improvements for 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.

**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.

**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.

**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.

**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.

**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.

1. **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.

1. **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.

1. **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.