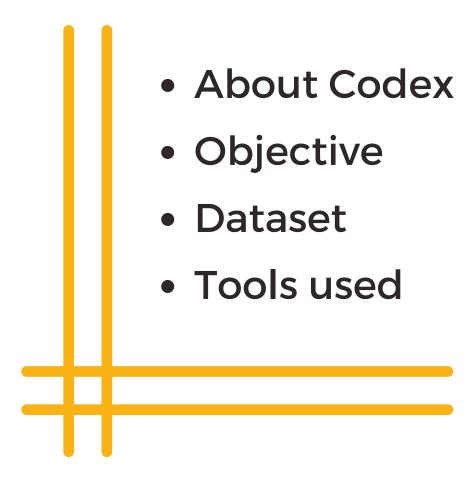


INSIGHTS TO THE MARKETING TEAM IN FOOD & BEVERAGE INDUSTRY

PRESENTED BY: ABHIJEET KUMAR



CONTENTS



- Primary Insights
- Secondary Insights
- Recommendations
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ABOUT CODEX

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.

Domain: F & B

Function: Marketing

OBJECTIVE

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. Peter Pandey, a marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions.

DATA SET

We have been provided 3 CSV files:

- 1. dim_respondents : Contains information of participants.
- 2. dim_cities: Contains demographic information.
- 3. fact_survey_responses : Contains response of the survey.

TOOLS USED







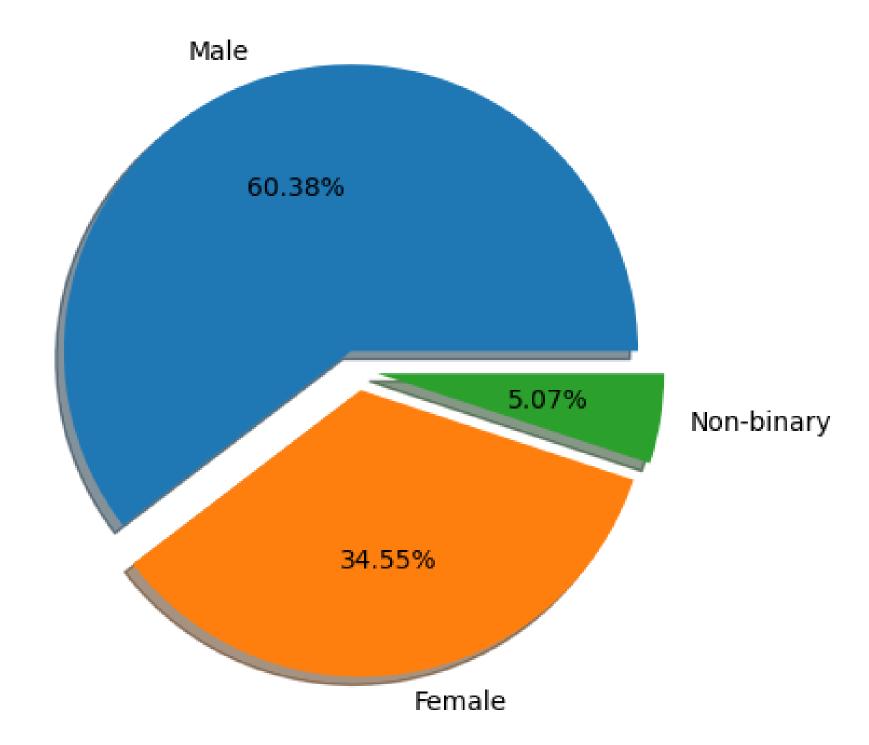




DEMOGRAPHIC INSIGHTS

Who prefers energy drink more?

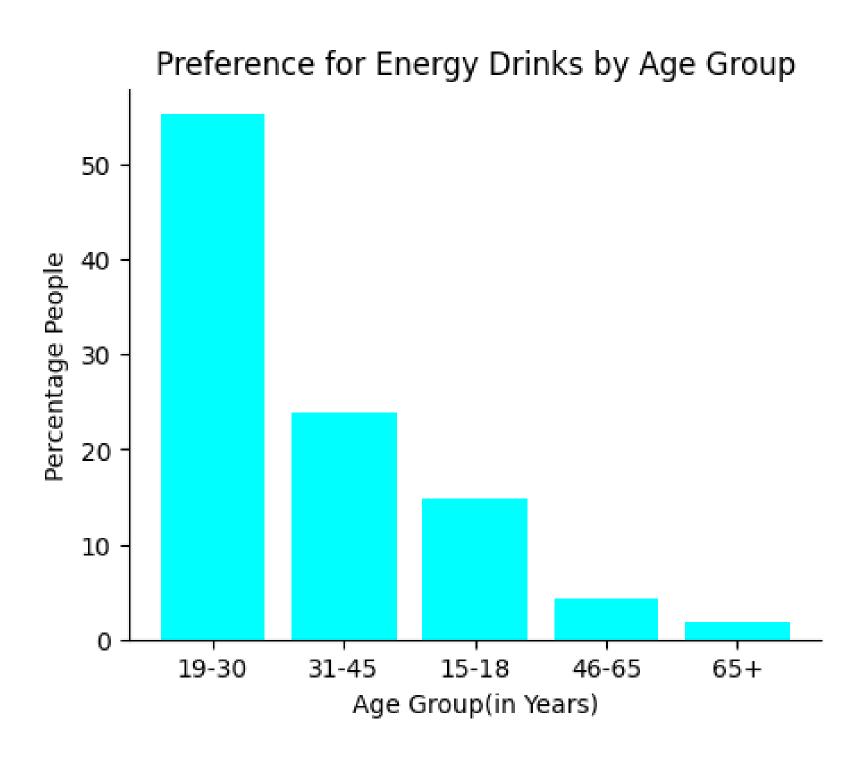




Energy drinks are mostly preferred by Male about 60%

DEMOGRAPHIC INSIGHTS

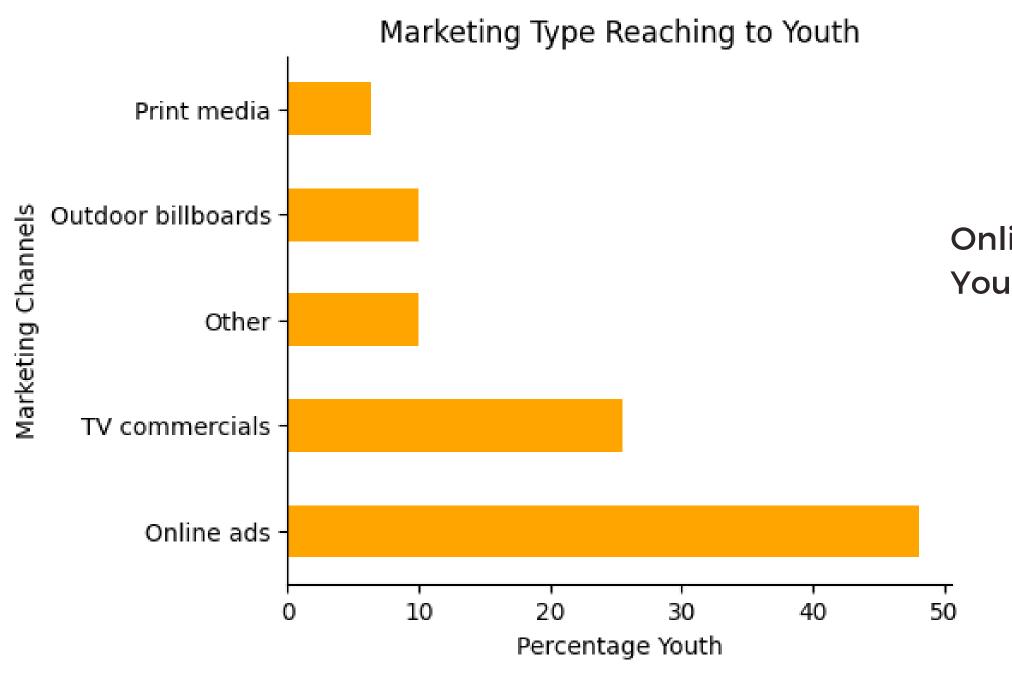
Which age group prefers energy drinks more?



Energy drinks are mostly preferred by age groups of 19 to 30 Years

DEMOGRAPHIC INSIGHTS

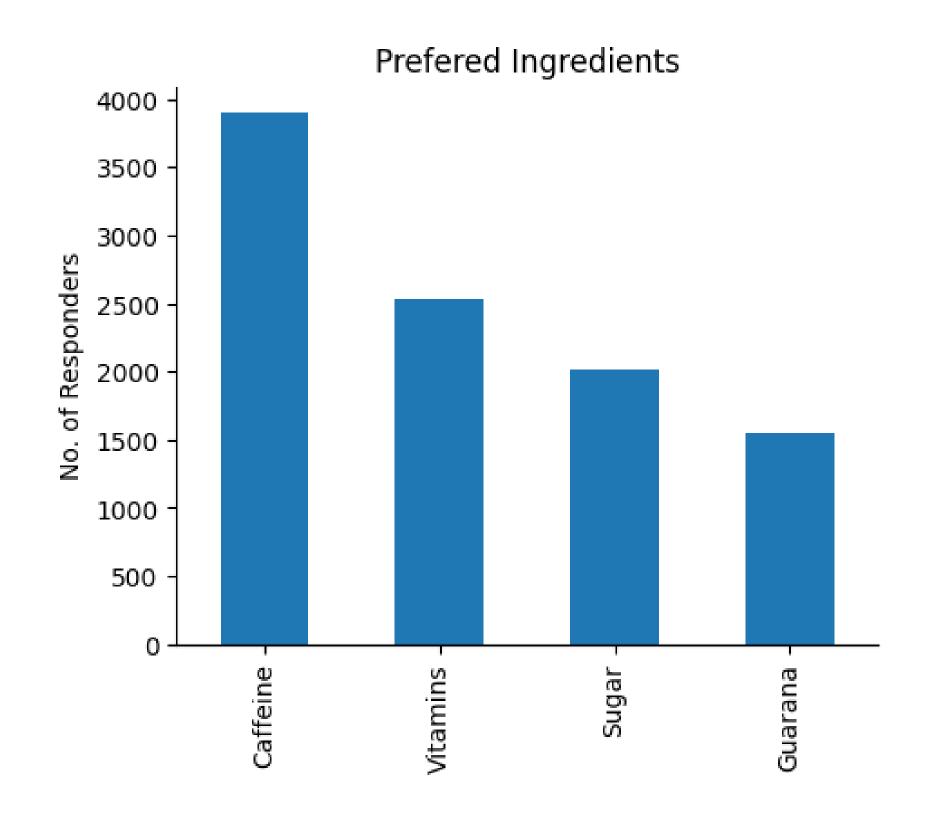
Which type of marketing reaches the most Youth (15-30)?



Online Ads approx. 48% reaches the most Youth whose Age group is 15 to 30 Years

CONSUMER PREFERENCES

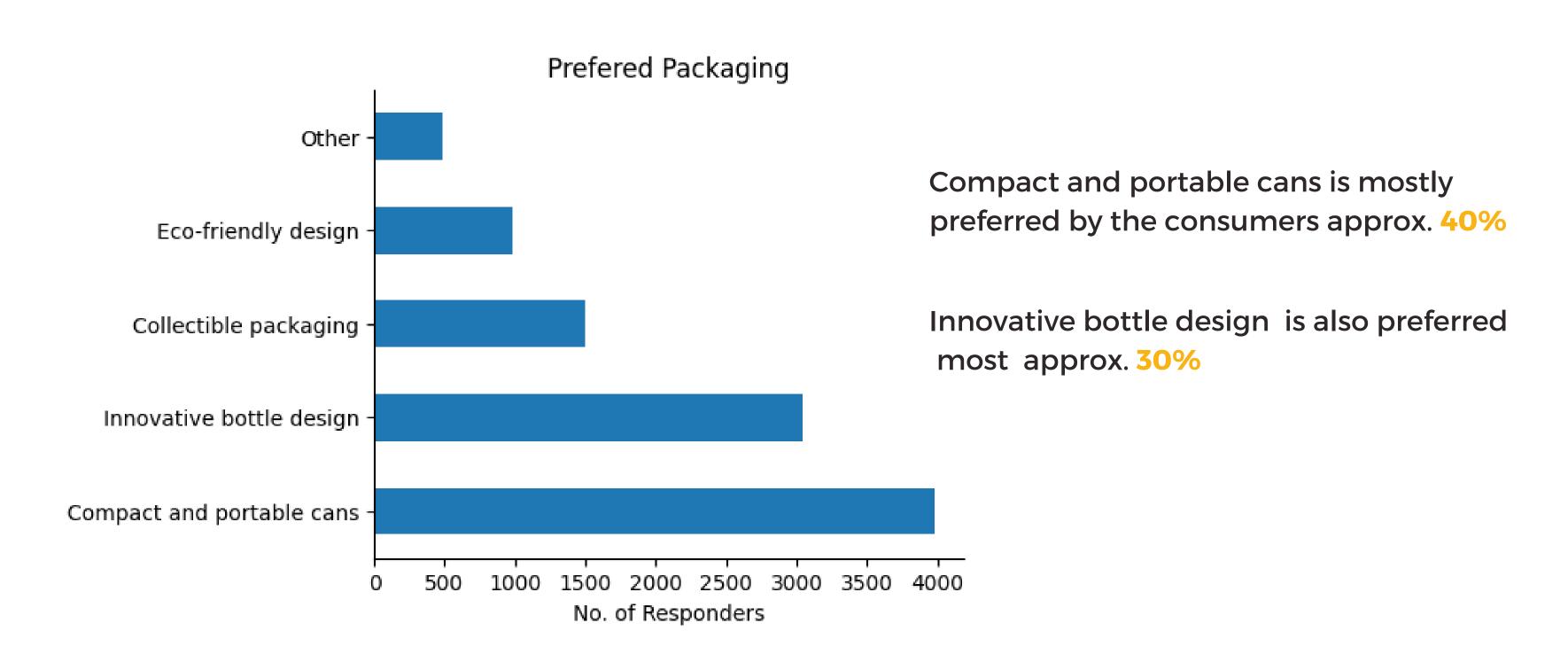
What are the preferred ingredients of energy drinks among respondents?



Caffeine is mostly preferred by the consumers approx 40%

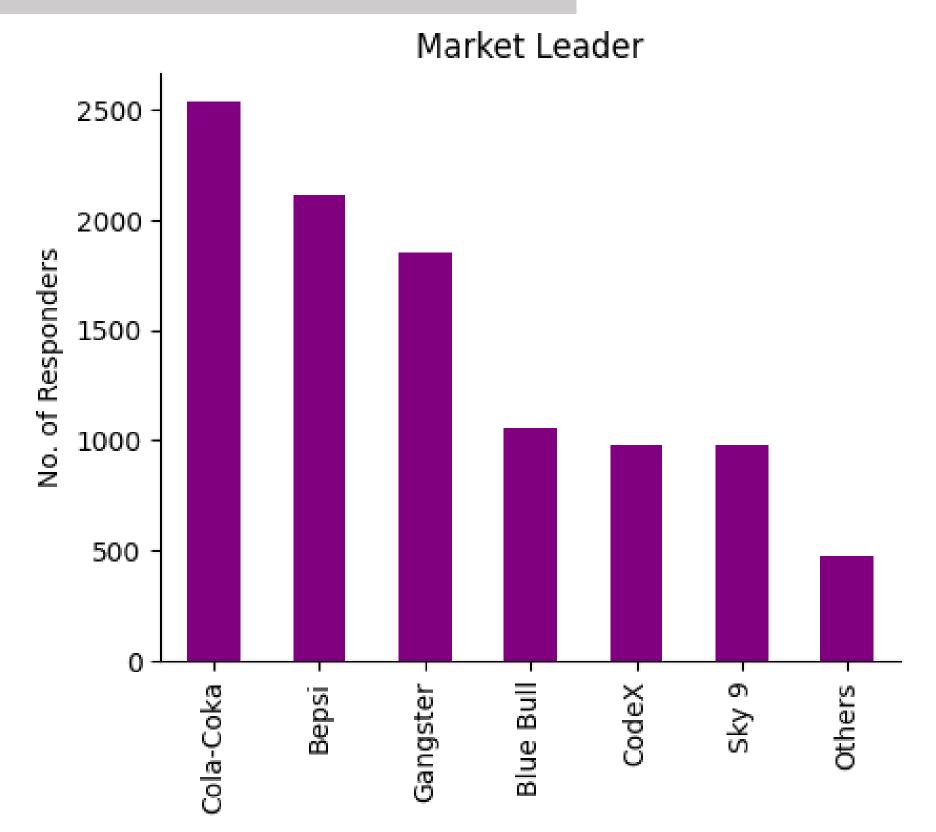
CONSUMER PREFERENCES

What packaging preferences do respondents have for energy drinks?



COMPETITION ANALYSIS

Who are the current market leaders?

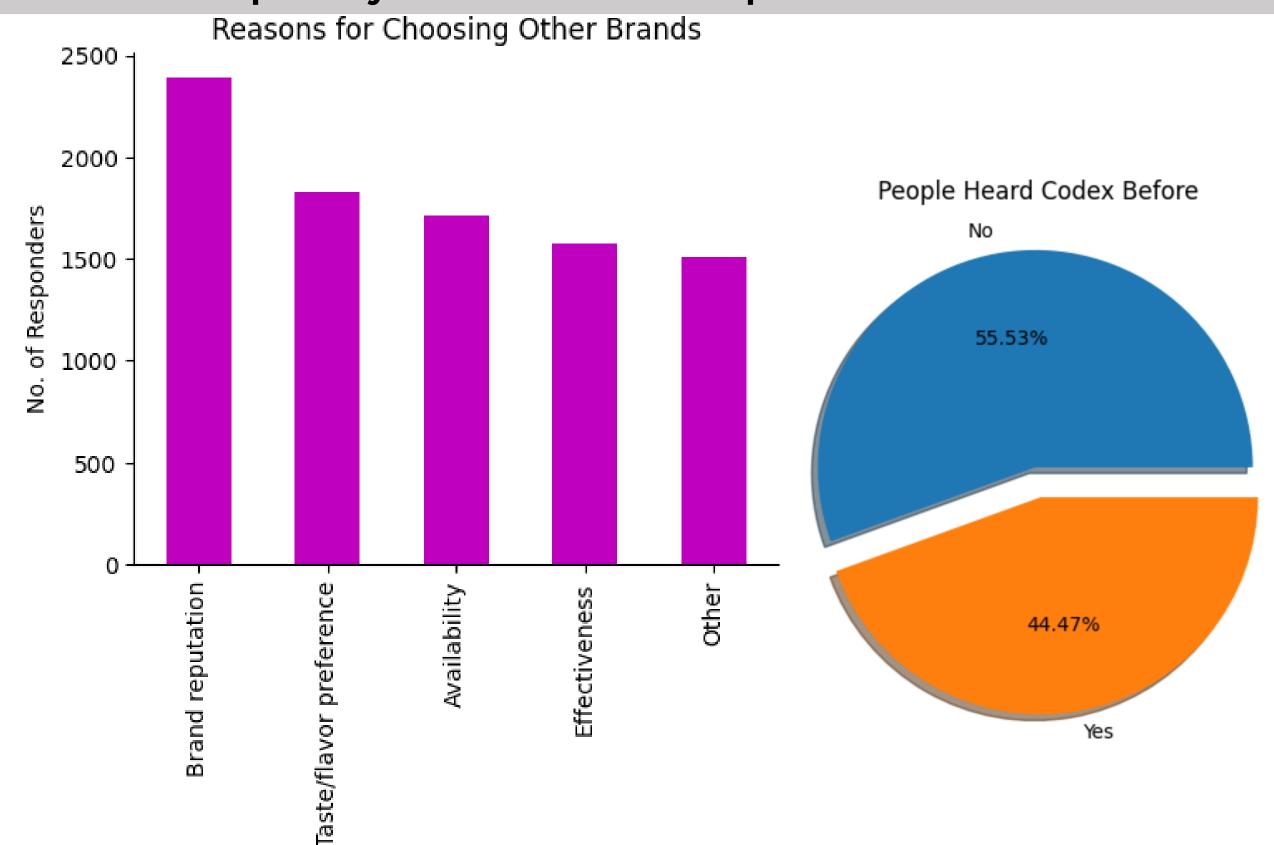


Cola - Coke has the most market share approx. 25%

Bepsi (approx 21%) and Gangster (approx 19%) also has a descent market share.

COMPETITION ANALYSIS

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

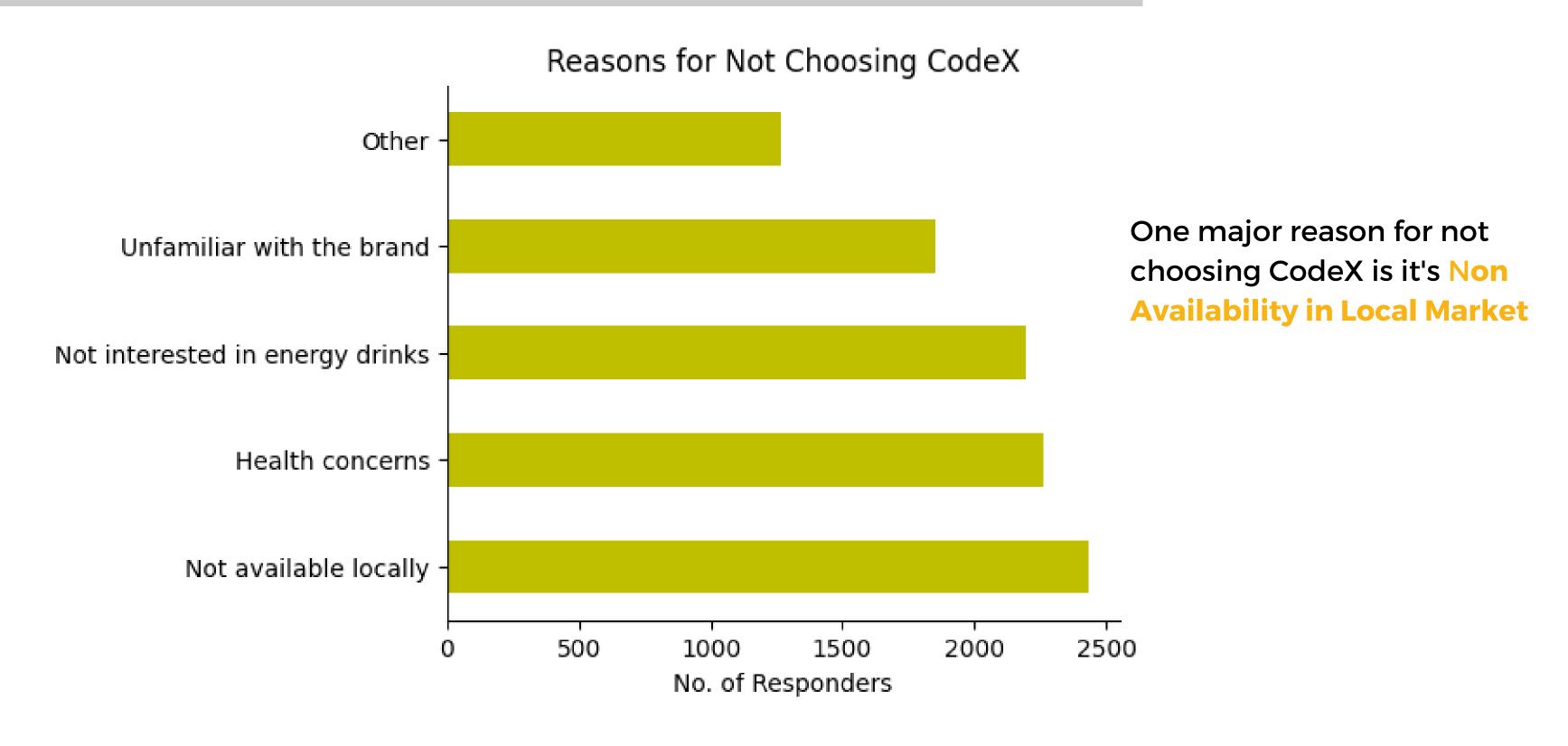


Brand reputation and taste/flavour is the major factor for choosing other brands.

55% consumers haven't heard of CodeX

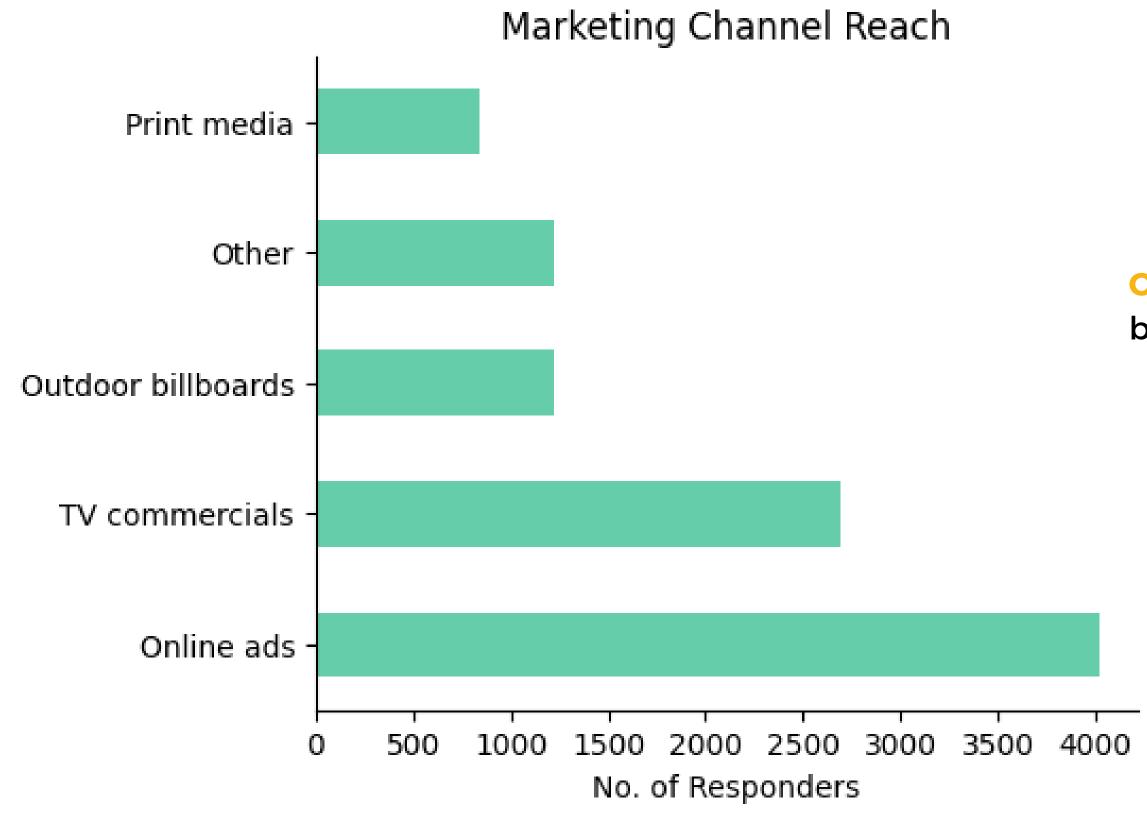
COMPETITION ANALYSIS

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



MARKETING CHANNELS AND BRAND AWARENESS

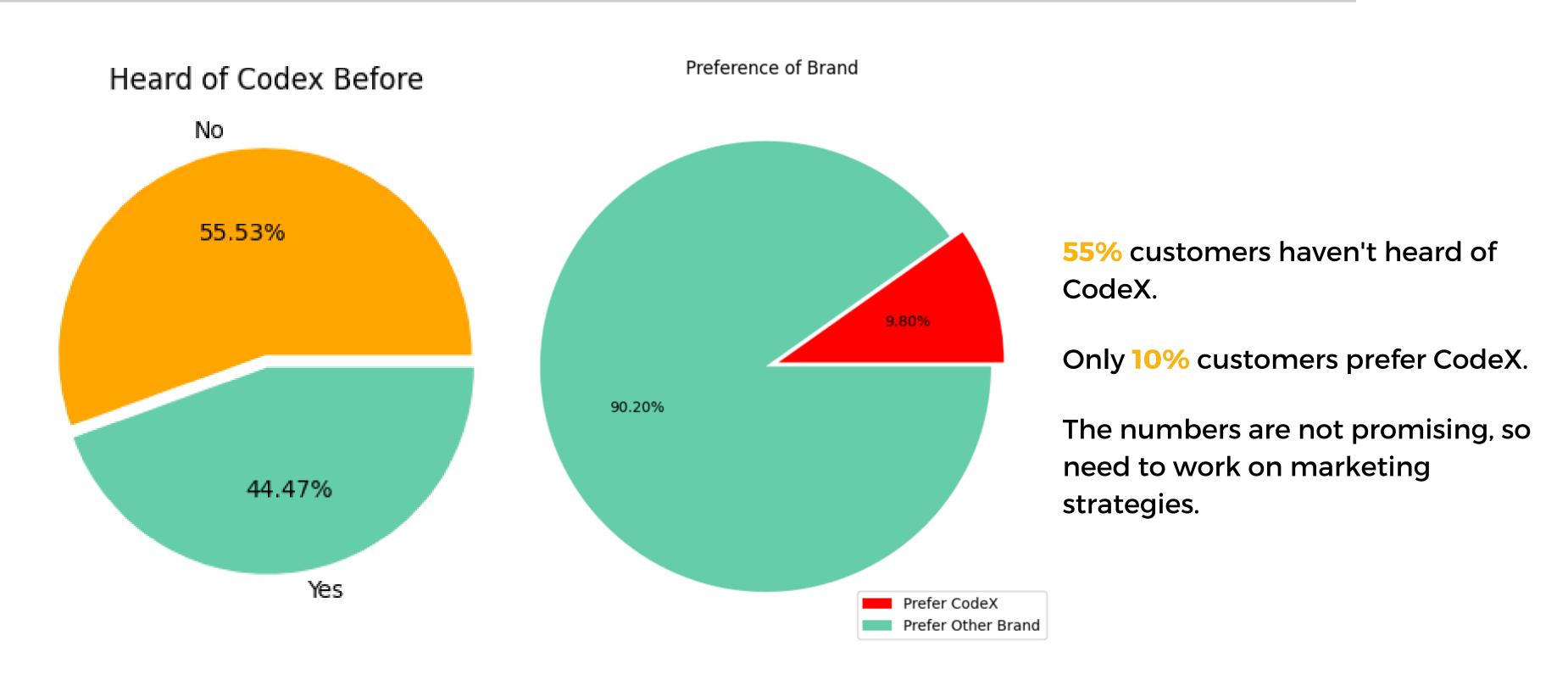
Which marketing channel can be used to reach more customers?



Online Ads and TV Commercial can be used to reach more customers.

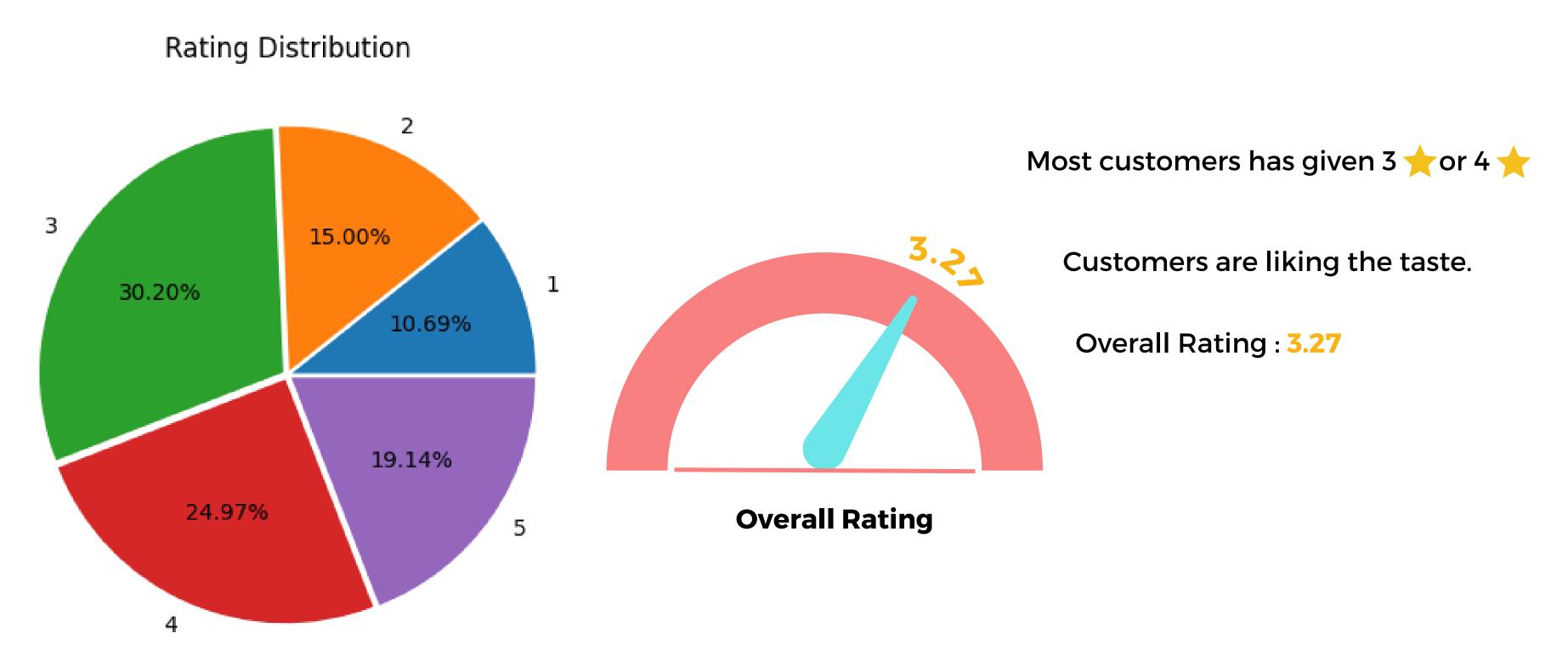
MARKETING CHANNELS AND BRAND AWARENESS

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



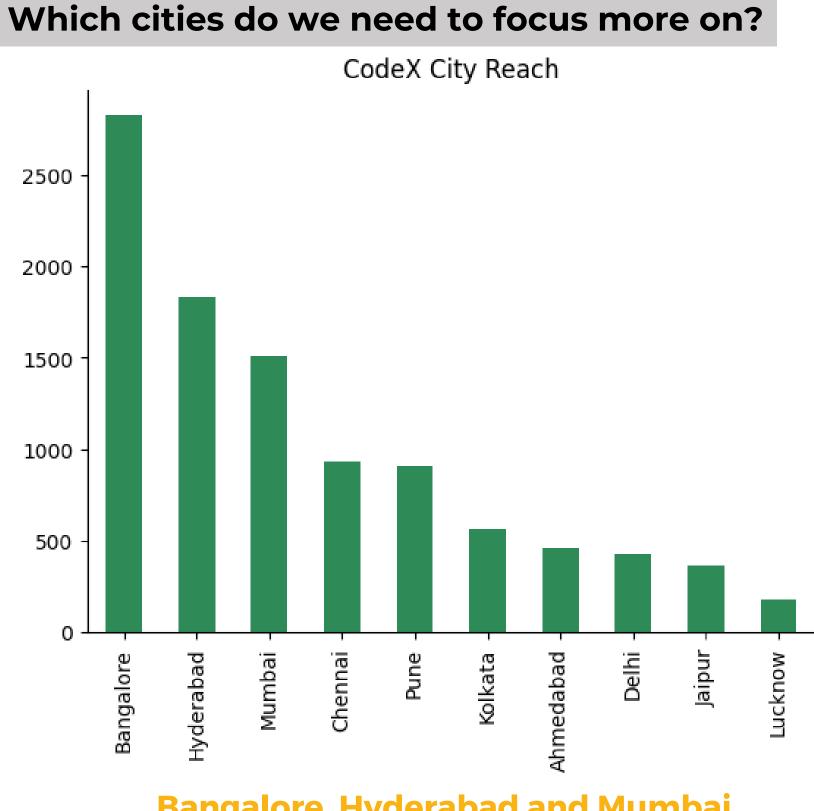
BRAND PENETRATION

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

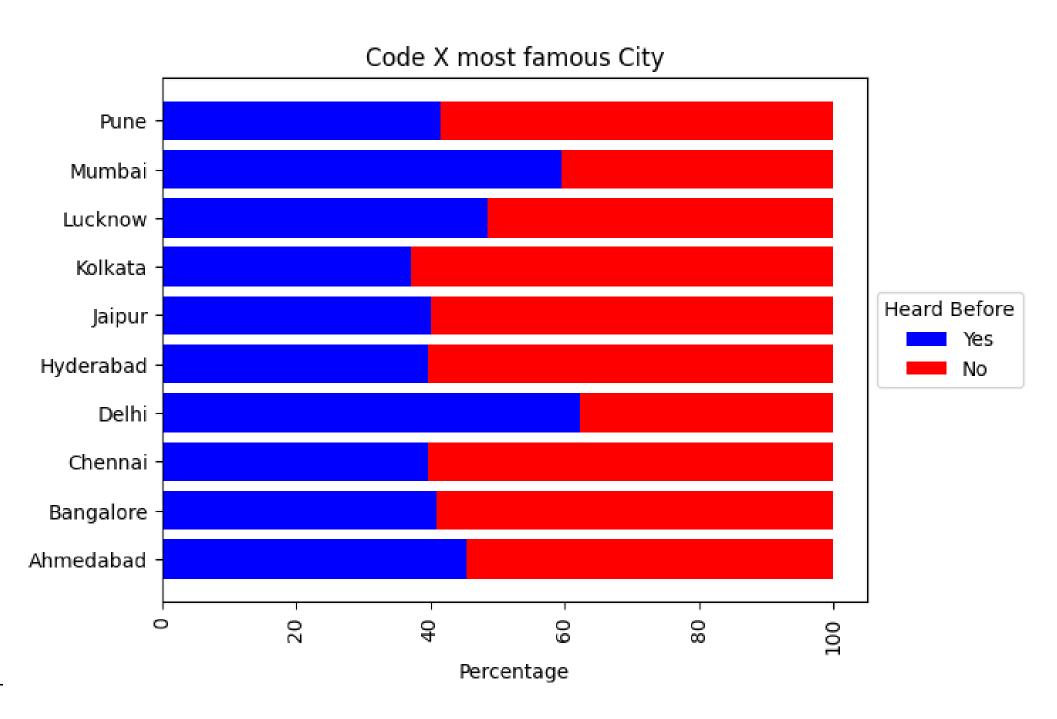


Note: Overall Rating is calculated for only those who have tasted CodeX

BRAND PENETRATION



Bangalore, Hyderabad and Mumbai are performing well.



Approx 60% responders in Mumbai and Delhi have heard of CodeX Before.

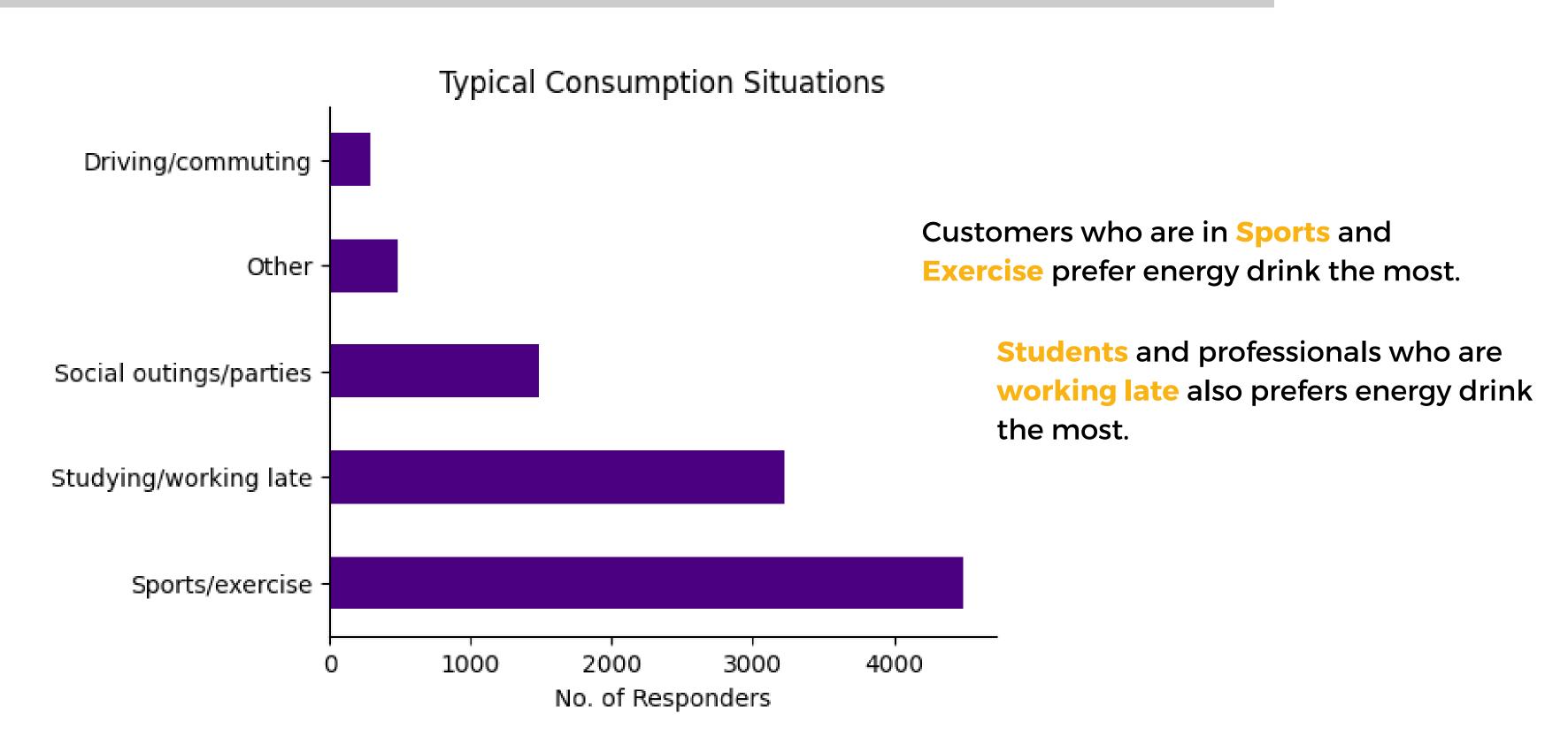
Tier 2 cities need to be focused specially.

Where do respondents prefer to purchase energy drinks?

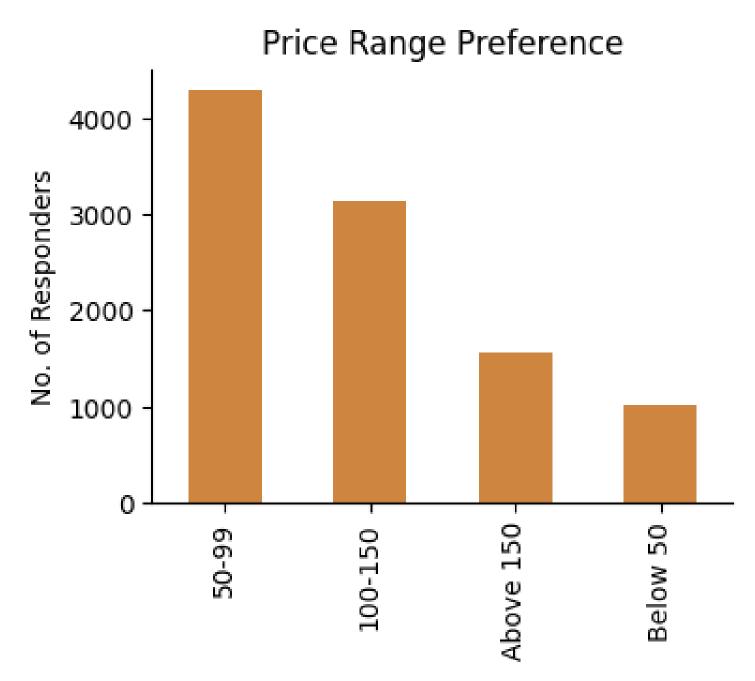


Customer prefers Supermarket and Online Retailers for purchasing energy drink.

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



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

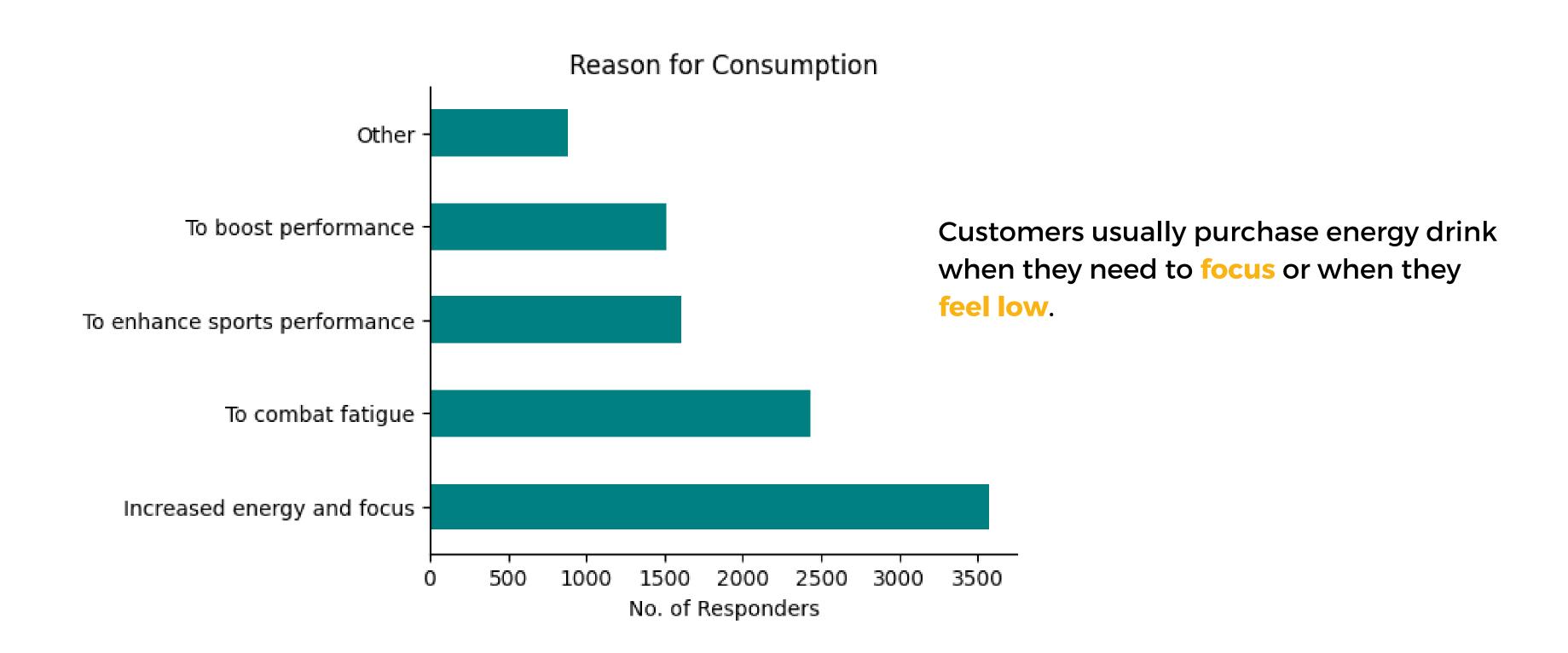


Most preferable price range is Rs. 50 - 99 and Rs. 100 - 150



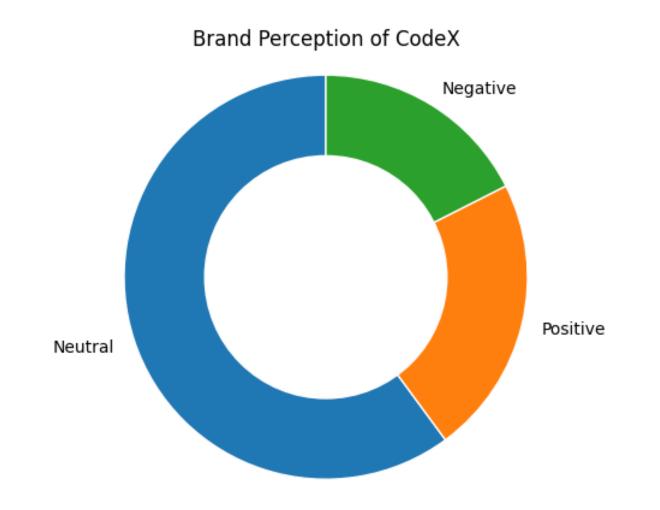
Limited Edition Packaging does not influene the purchace decision.

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



PRODUCT DEVELOPMENT

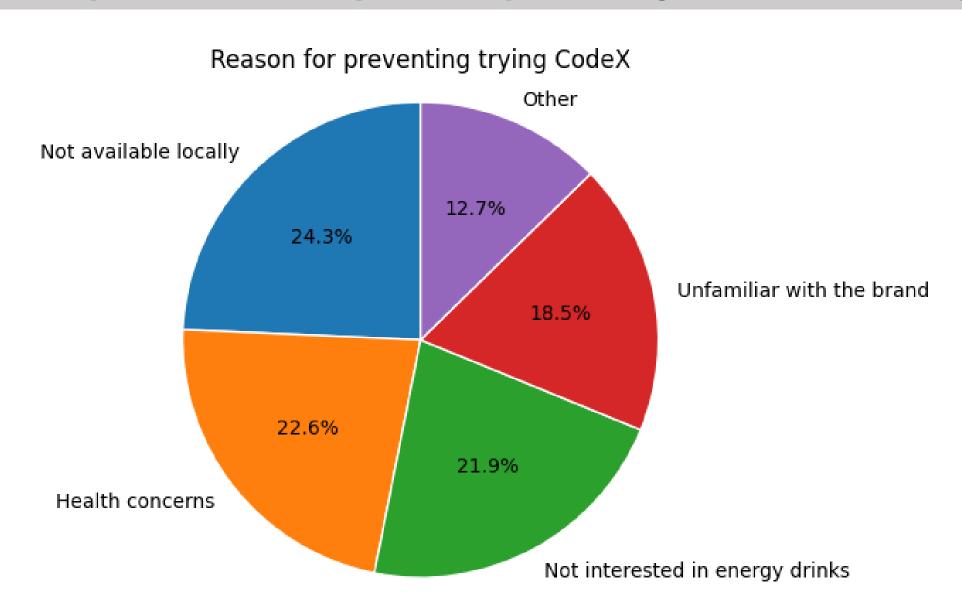
Which area of business should we focus more on our product development? (Branding/taste/availability)



Customer have either Positive or Neutral perception about CodeX

Overall Rating is 3.27 which means taste is Average.

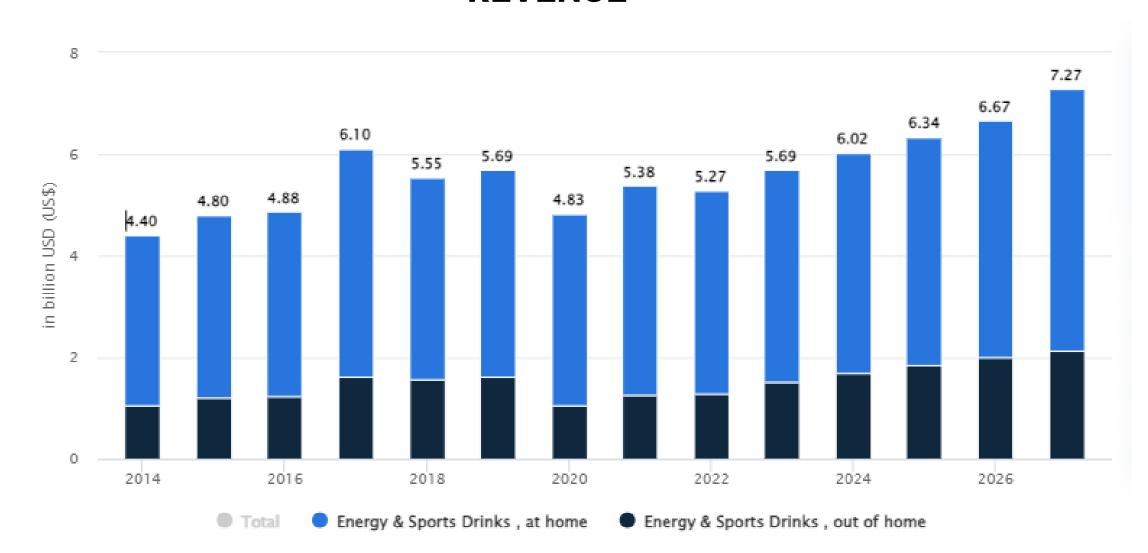
Main concern is the Availability of the product.



Codex should more focus on the availability.

What is the revenue and market size of energy drink?

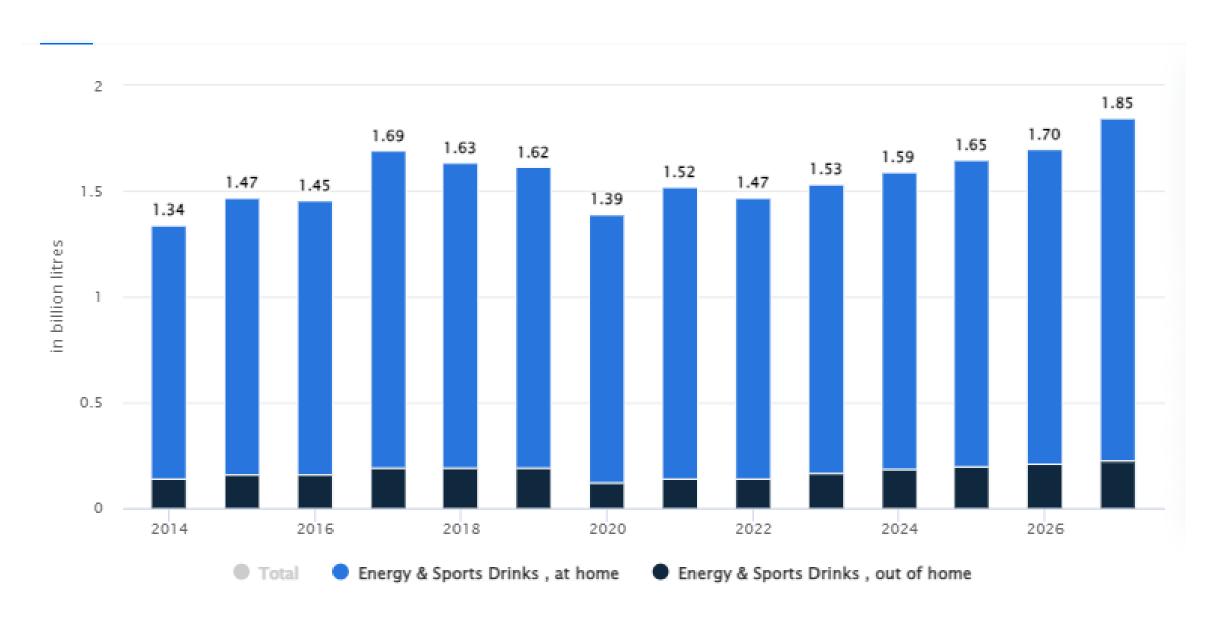
REVENUE



Revenue in the Energy & Sports Drinks segment amounts to US\$5.69bn in 2023. The market is expected to grow annually by 6.36% (CAGR 2023-2027).

Volume of energy drink consumed by Indian consumer

VOLUME



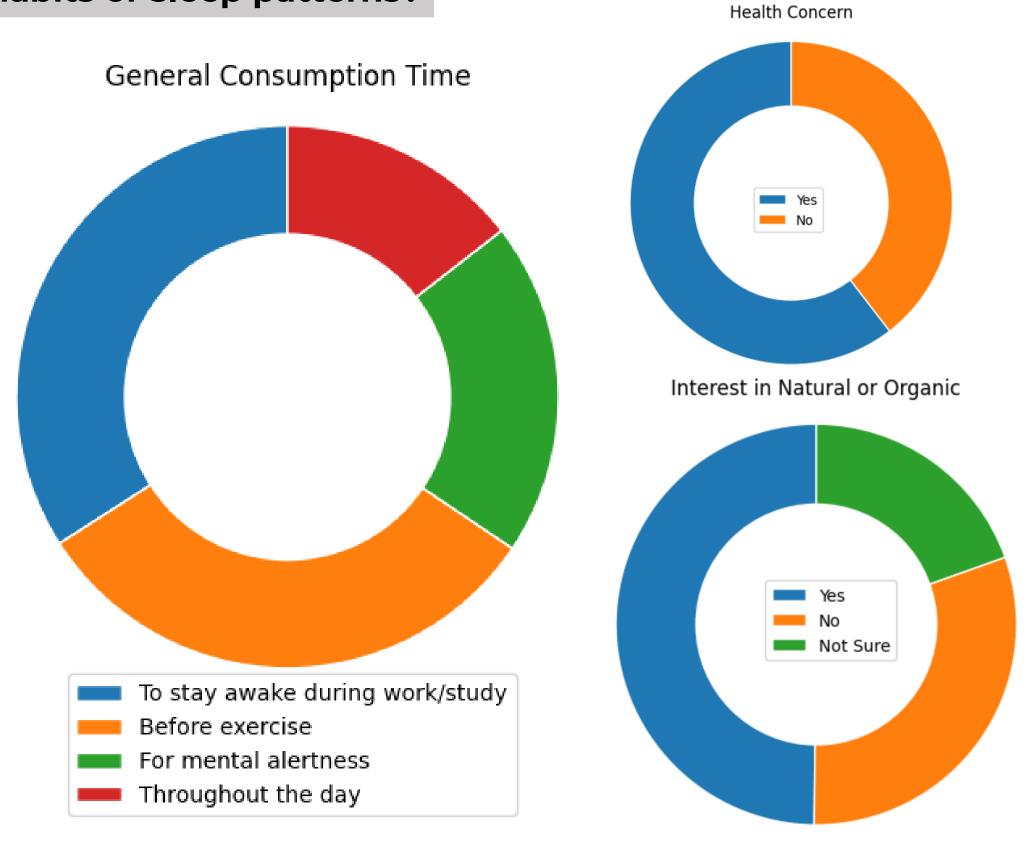
In the Energy & Sports Drinks segment, volume is expected to amount to 1.85bn L by 2027. The Energy & Sports Drinks segment is expected to show a volume growth of 3.5% in 2024.

How often people consume energy drink?



Most people consumes 2-3 times a week.

Is there a correlation between energy drink consumption and health-related factors, such as exercise habits or sleep patterns?



Generally consume to stay awake during study/work or before exercise.

60% consumers are conscious health.

50% consumers prefer natural or Organic ingredient.

What immediate improvements can we bring to the product?

Innovative Flavors

Try flavors like Kacha Aam, Cola Flavours, Lime, Mint Blast, Berry Breeze

Low-Sugar Low-Calorie Energy drinks address the need for healthier options, which can benefit athletes or anyone who's watching their weight. Sugar-free varieties can also be valuable for gamers who want to avoid a sugar crash.

Natural/Organic Ingredients

People are becoming health conscious and they want drink which has enhanced nutritional profile,

Nutrition Ingredients Sports nutrition is another area of expansion for energy drink brands, like adding performance and recovery ingredients like amino acids, vitamins, minerals and antioxidants.

What should be the ideal price of our product?

Consumers mostly prefer two price segment:

Most of the consumers prefer price range between Rs 50 and Rs 100

Other segment for premium customers who prefer price range of Rs 100 - Rs 150.



I would suggest price between Rs 120 and Rs 130 with good packaging (compact and portable cans) which is preferred by most customers.



What kind of marketing campaigns, offers, and discounts we can run?

Brand Awareness

Digital Marketing

Social Media Campaign **Collab with Fitness Studios**

Influencer Collaboration

Endorse Sports Team

Organize Esports Event Add Campus Ambassador

Give discounts to couples, it's wonderful chance to increase female consumers.

Give discounts on purchase of whole set of 3 or 6 pack.

Give discounts during festivals.



Who can be a brand ambassador, and why?





Sunil Chhetri and Smriti Mandhana are two athletes who are energetic, playing for national team and most important they are famous among youths. These two can be brand ambassador.

Who should be our target audience, and why?

Target audience should be youth having age group of 15 years to 30 years.

Target audience should be **Students**.

We should target social media users as our analysis shows Online Ads are more popular marketing channel.

Target the consumers who buy from Super Market Stores.

Target the athletes, gamers, fitness enthusiast and sports person.

Target the professional who are working late.

Target the Nightlife and Partygoers.

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THANK YOU

FOR QUERY CONTACT: abhijeet.kr7252@gmail.com