CODEX
Insights to Marketing Team

Data Source

Data Analysis

Data Visualization

Presentation

PRESENTED BY:

Akil Kumar

PRESENTED TO:

Marketing Team

Insights

CODEX

1   Demographic Insights

2   Consumer Preferences

3   Competition Analysis

4   Marketing Channels and Brand Awareness

5   Brand Penetration

6   Purchase Behavior

7   Product Development

8   Recommendations for CodeX

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Demographic Insights

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

✅ Which age group prefers energy drinks more?

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

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

```sql
select Gender,count(f.respondent_id) Total_respondents
from fact_survey_responses f
join dim_repondents r
on r.respondent_id=f.respondent_ids
group by Gender
order by Total_respondents desc;
```

Gender	Total_respondents
Male	6038
Female	3455
Non-binary	507

Total Respondents by Gender

1K (5.07%)
3K (34.55%)
6K (60.38%)
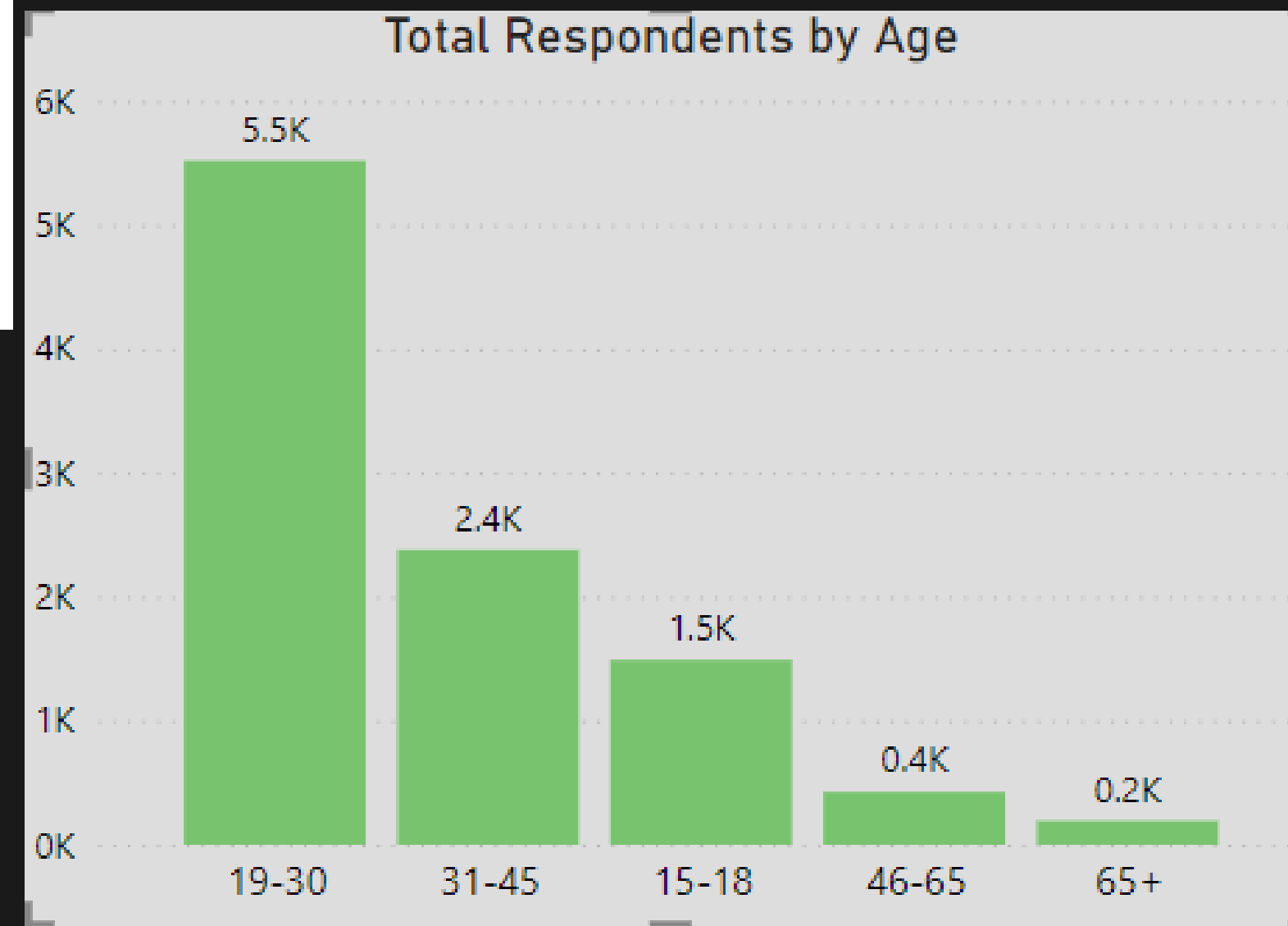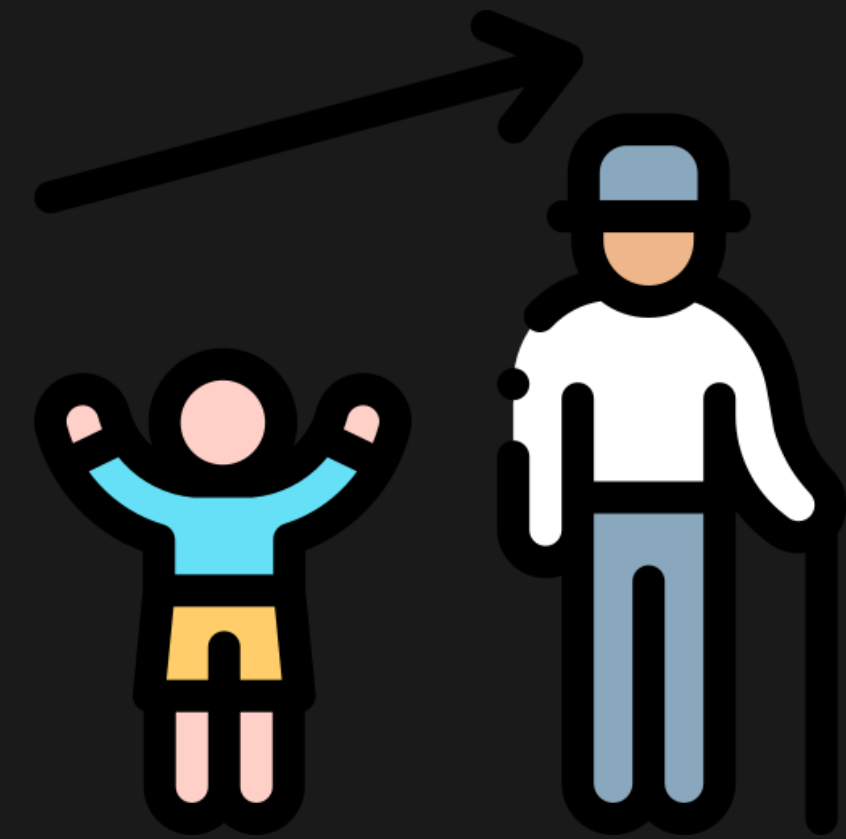
Gender
● Male
● Female
● Non-binary
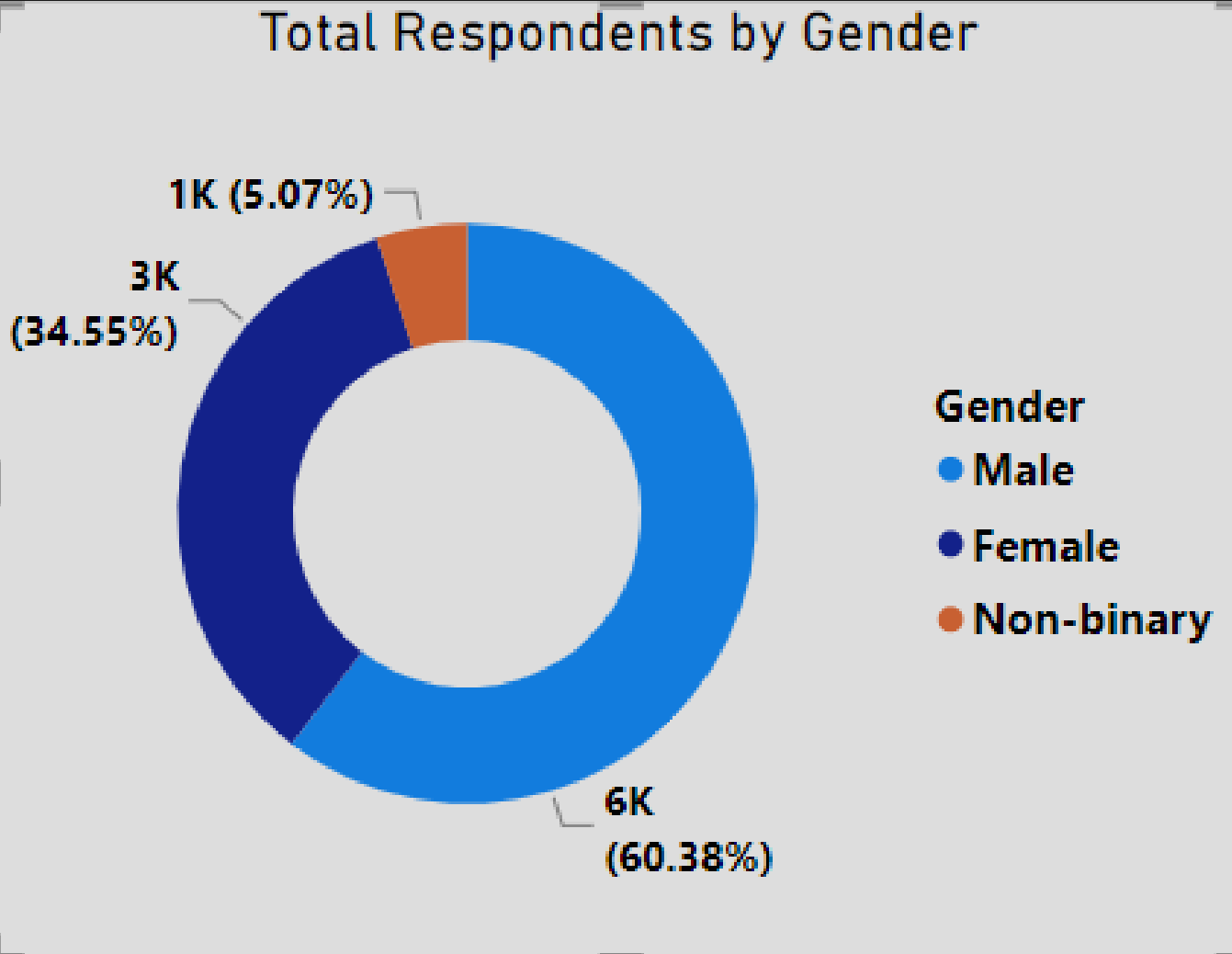
CODEX

✅ **Which age group prefers energy drinks more?**

```sql
select Age, count(f.respondent_id) Total_respondents
from fact_survey_responses f
join dim_repondents r
on r.respondent_id=f.respondent_id
group by Age
order by Total_respondents desc;
```

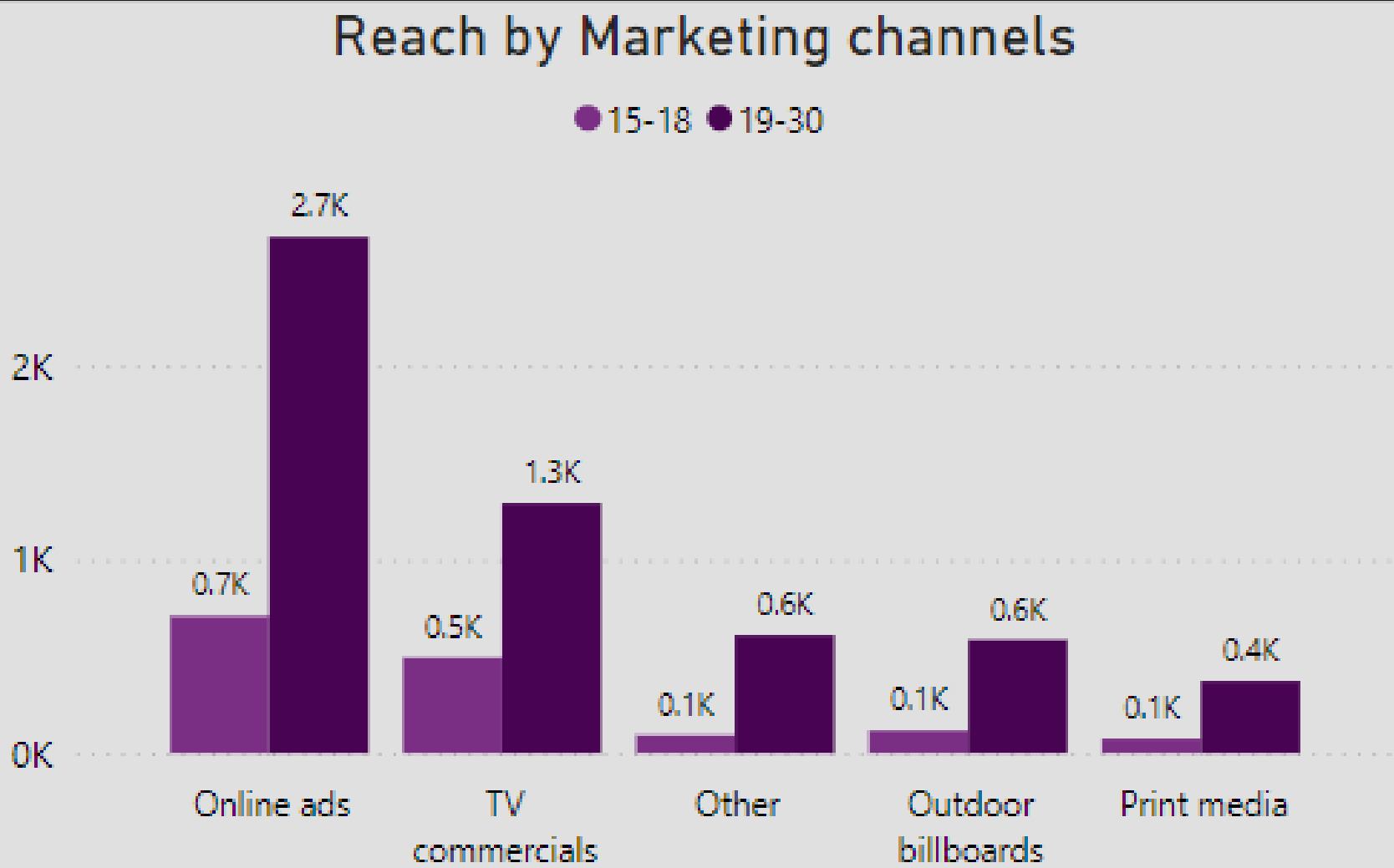| Age	Total_respondents
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190

Total Respondents by Age

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

```sql
select marketing_channels,age,count(marketing_channels) as Total_Reach
from fact_survey_responses f
join dim_repondents r on f.Respondent_ID=r.respondent_id
where age in ("15-18" , "19-30")
group by Marketing_channels,age
order by age,Total_Reach desc;
```

marketing_channels	age	Total_Reach
Online ads	15-18	707
TV commercials	15-18	495
Outdoor billboards	15-18	117
Other	15-18	94
Print media	15-18	75
Online ads	19-30	2666
TV commercials	19-30	1290
Other	19-30	608
Outdoor billboards	19-30	585
Print media	19-30	371

Reach by Marketing channels

●15-18 ●19-30

	Online ads	TV commercials	Other	Outdoor billboards	Print media
15-18	0.7K	0.5K	0.1K	0.1K	0.1K
19-30	2.7K	1.3K	0.6K	0.6K	0.4K

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Consumer Preferences

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

✅ What packaging preferences do respondents have for energy drinks?

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

```sql
select Ingredients_expected,count(respondent_id)
Total_respondents
from fact_survey_responses
group by Ingredients_expected
order by Total_respondents desc;
```

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SUGAR

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	Ingredients_expected	Total_respondents
▶	Caffeine	3896
	Vitamins	2534
	Sugar	2017
	Guarana	1553

Preferred Ingredients

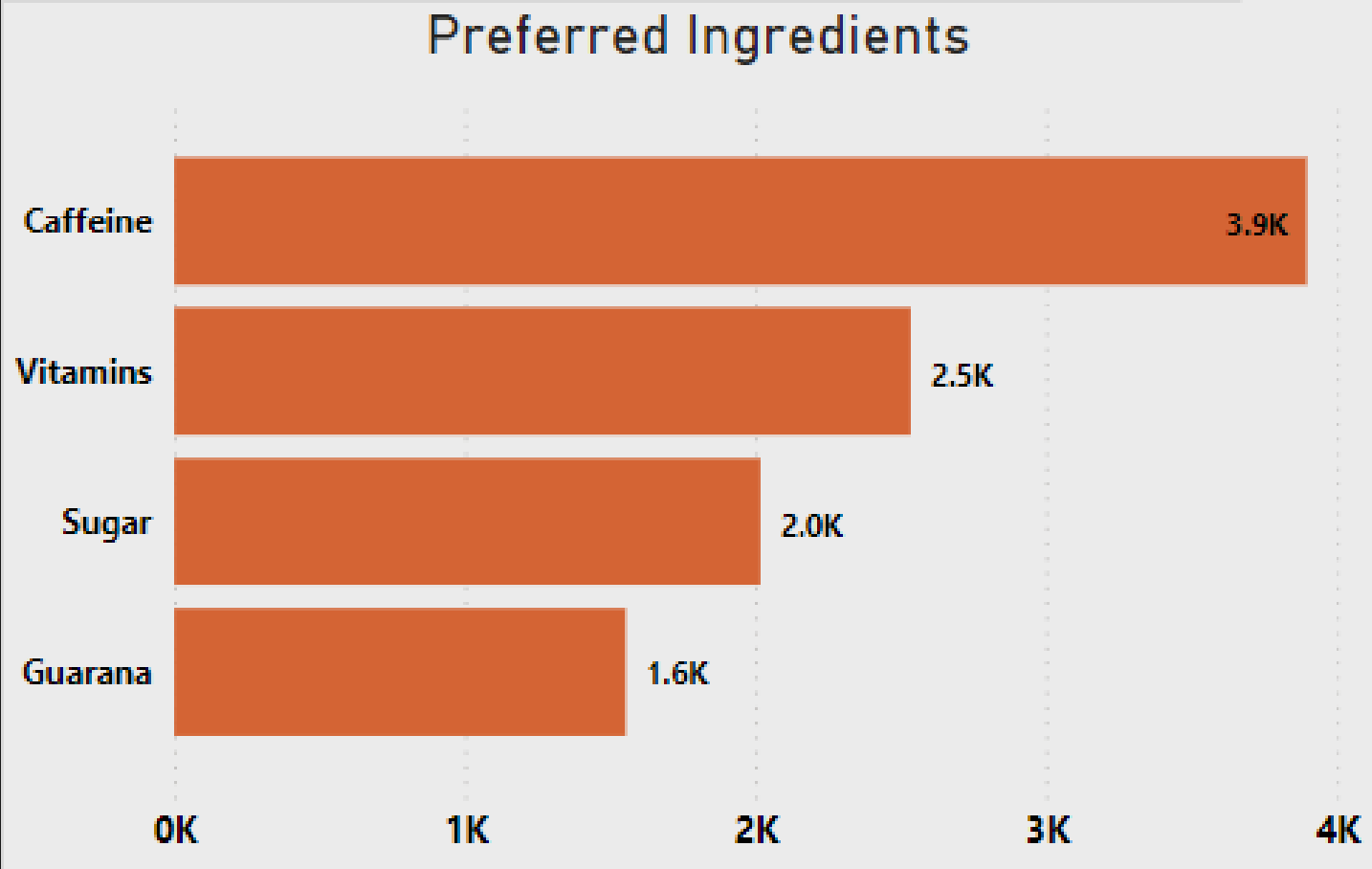| Ingredient	Value
Caffeine	3.9K
Vitamins	2.5K
Sugar	2.0K
Guarana	1.6K

0K 1K 2K 3K 4K

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✅ **What packaging preferences do respondents have for energy drinks?**

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```sql
select Packaging_preference,count(respondent_id) Total_respondents
from fact_survey_responses
group by Packaging_preference
order by Total_respondents desc;
```
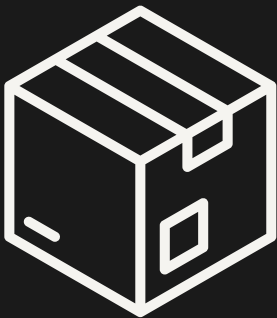

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Eco Friendly
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Packaging_preference	Total_respondents
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

Preferred Packing

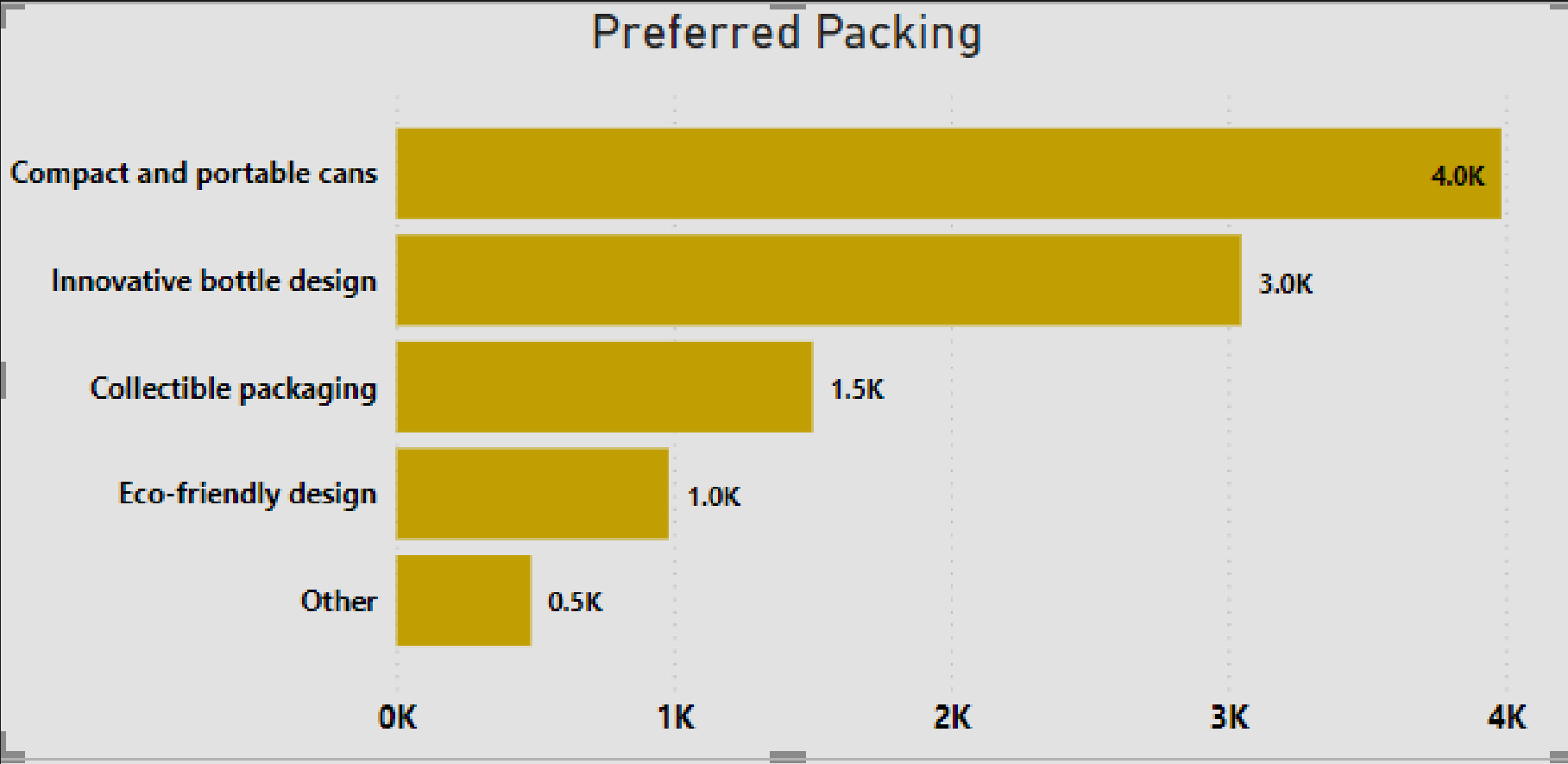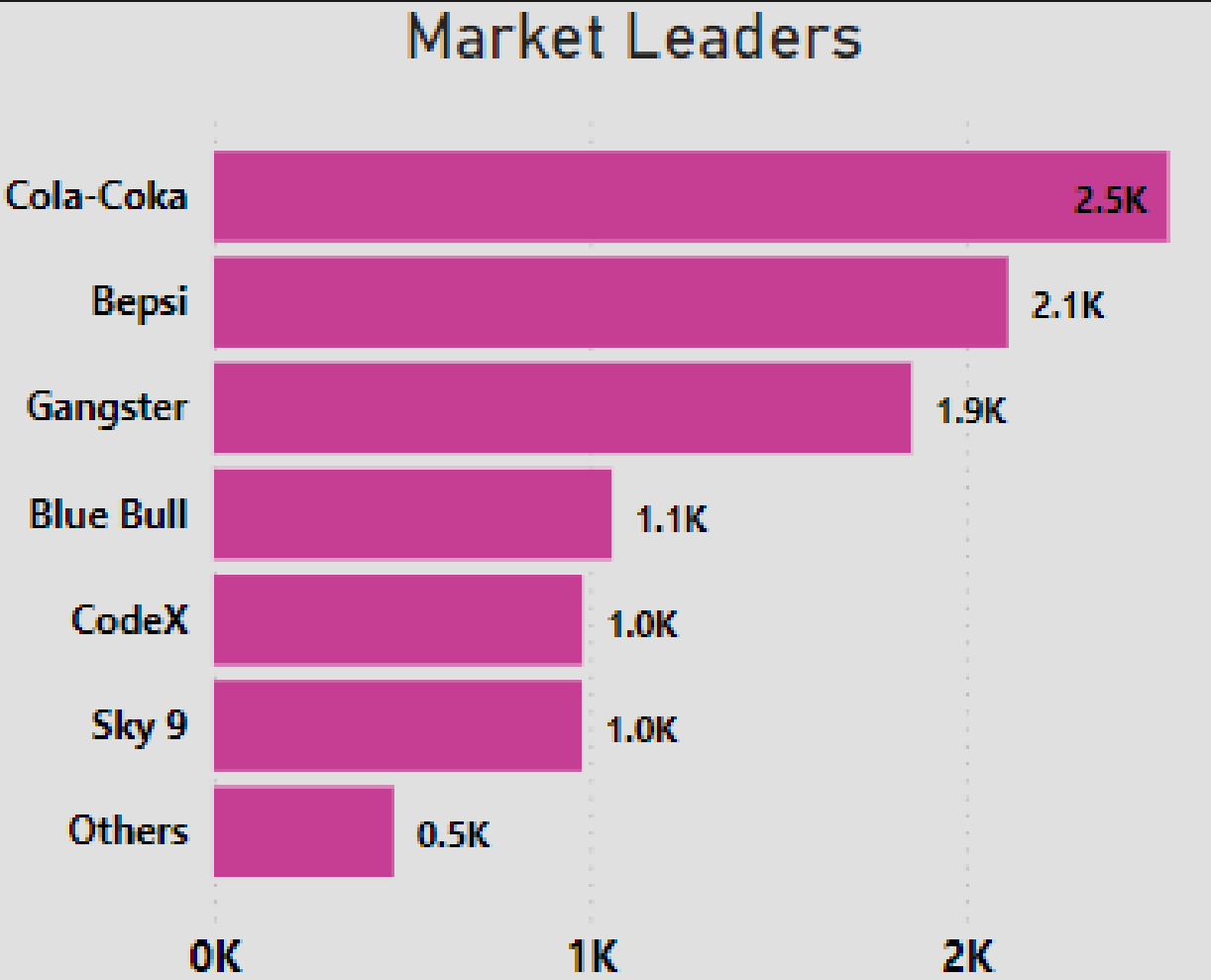| Category	Value
Compact and portable cans	4.0K
Innovative bottle design	3.0K
Collectible packaging	1.5K
Eco-friendly design	1.0K
Other	0.5K
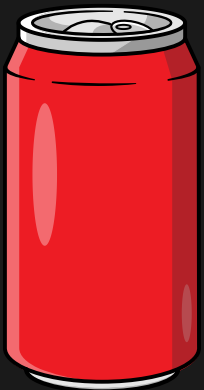
Competition Analysis

✅ **Who are the current market leaders?**

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

CODEX

✅ **Who are the current market leaders?**

```sql
select current_brands,count(respondent_id) Total_respondents
from fact_survey_responses
group by Current_brands
order by Total_respondents desc;
```

	current_brands	Total_respondents
▶	Cola-Coka	2538
	Bepsi	2112
	Gangster	1854
	Blue Bull	1058
	CodeX	980
	Sky 9	979
	Others	479

Market Leaders

| Brand	Value
Cola-Coka	2.5K
Bepsi	2.1K
Gangster	1.9K
Blue Bull	1.1K
CodeX	1.0K
Sky 9	1.0K
Others	0.5K

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

```sql
select Reasons_for_choosing_brands,count(respondent_id)
Total_respondents
from fact_survey_responses where Current_brands<>"Codex"
group by Reasons_for_choosing_brands
order by Total_respondents desc;
```
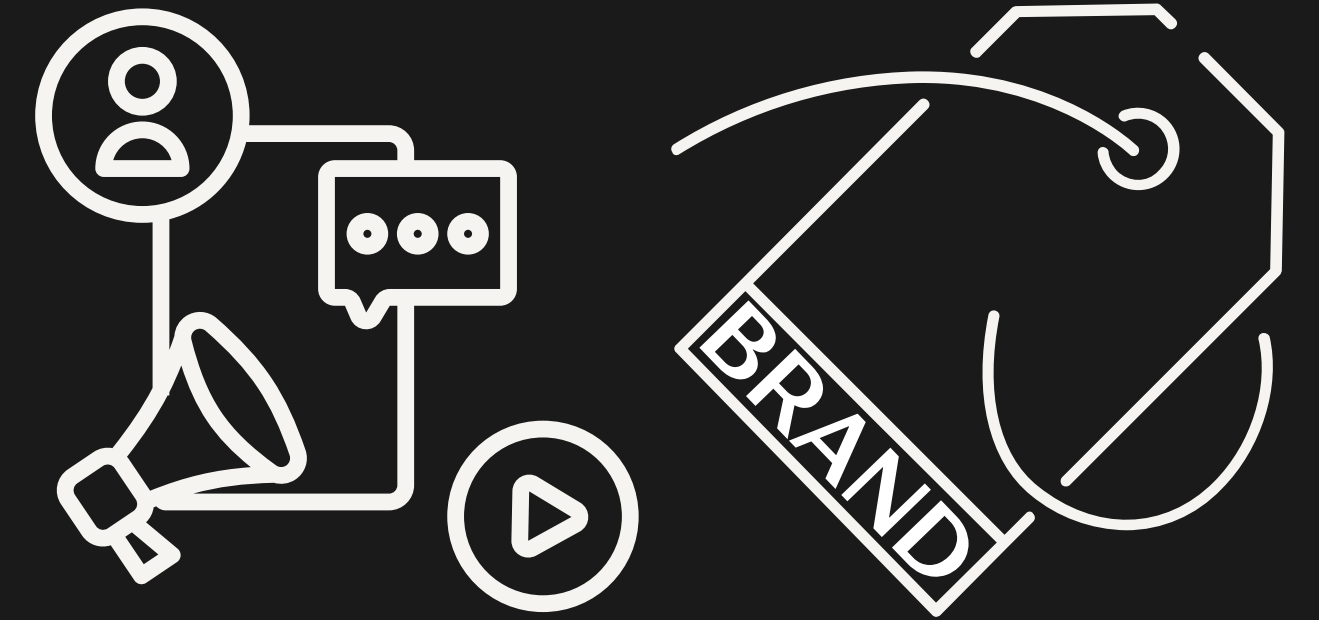
	Reasons_for_choosing_brands	Total_respondents
▶	Brand reputation	2393
	Taste/flavor preference	1829
	Availability	1715
	Effectiveness	1572
	Other	1511

Reasons

Brand reputation	2.4K
Taste/flavor preference	1.8K
Availability	1.7K
Effectiveness	1.6K
Other	1.5K

0K   1K   2K
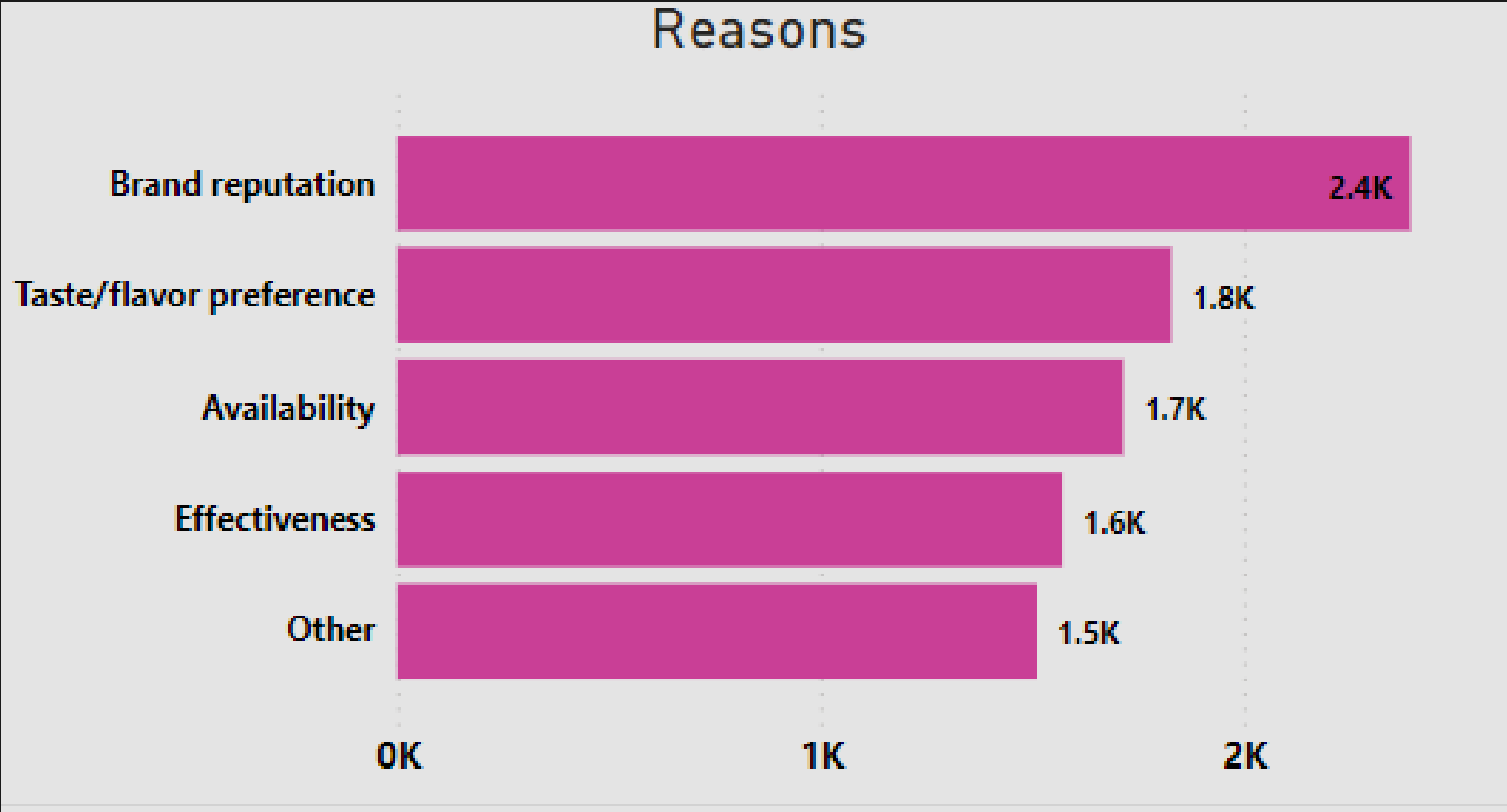
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Marketing Channels and Brand Awareness

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

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

CODEX

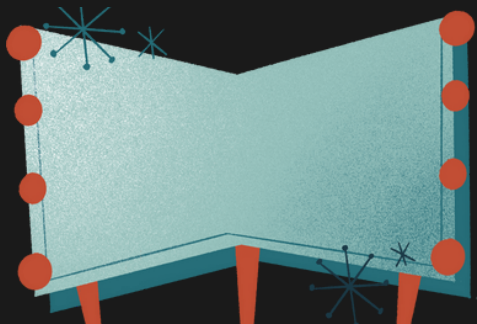✅ Which marketing channel can be used to reach more customers?

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NEWS

```sql
select marketing_channels,count(marketing_channels) as Total_Reach
from fact_survey_responses f
join dim_repondents r on f.Respondent_ID=r.respondent_id
group by Marketing_channels
order by Total_Reach desc;
```
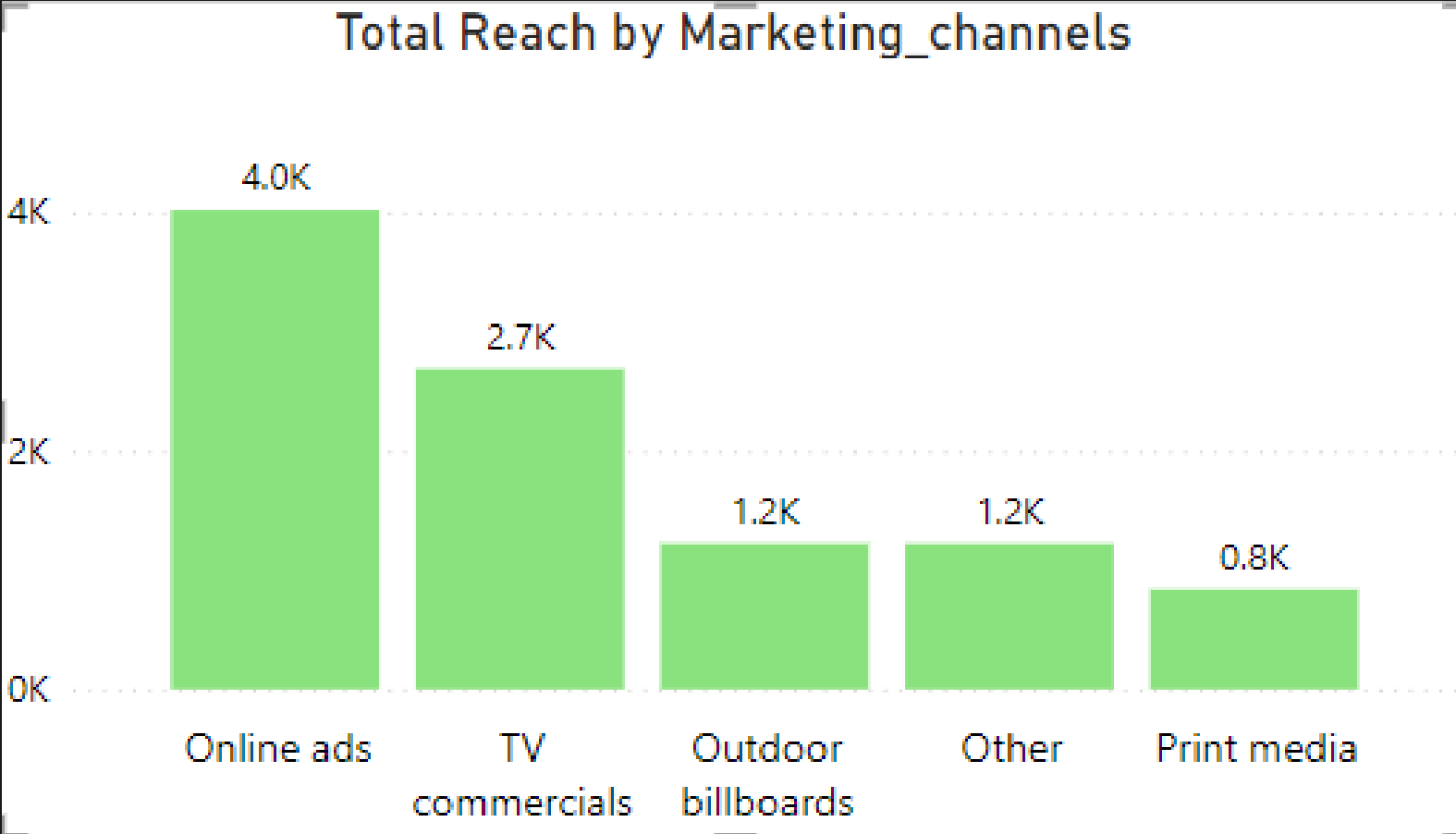
marketing_channels	Total_Reach
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

Total Reach by Marketing_channels

Channel	Value
Online ads	4.0K
TV commercials	2.7K
Outdoor billboards	1.2K
Other	1.2K
Print media	0.8K

CODEX

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

```sql
with cte_1 as(select Marketing_channels,count(f.respondent_id) yes_respondents
from fact_survey_responses f
where Heard_before="yes"
group by Marketing_channels
order by yes_respondents),
cte_2 as(select Marketing_channels,count(f.respondent_id) Total_respondents
from fact_survey_responses f
group by Marketing_channels
order by Total_respondents)
select *, round((yes_respondents/Total_respondents)*100,2) Reach_pct
from cte_1 join cte_2 on cte_1.marketing_channels=cte_2.marketing_channels
order by Reach_pct;
```

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NEWS

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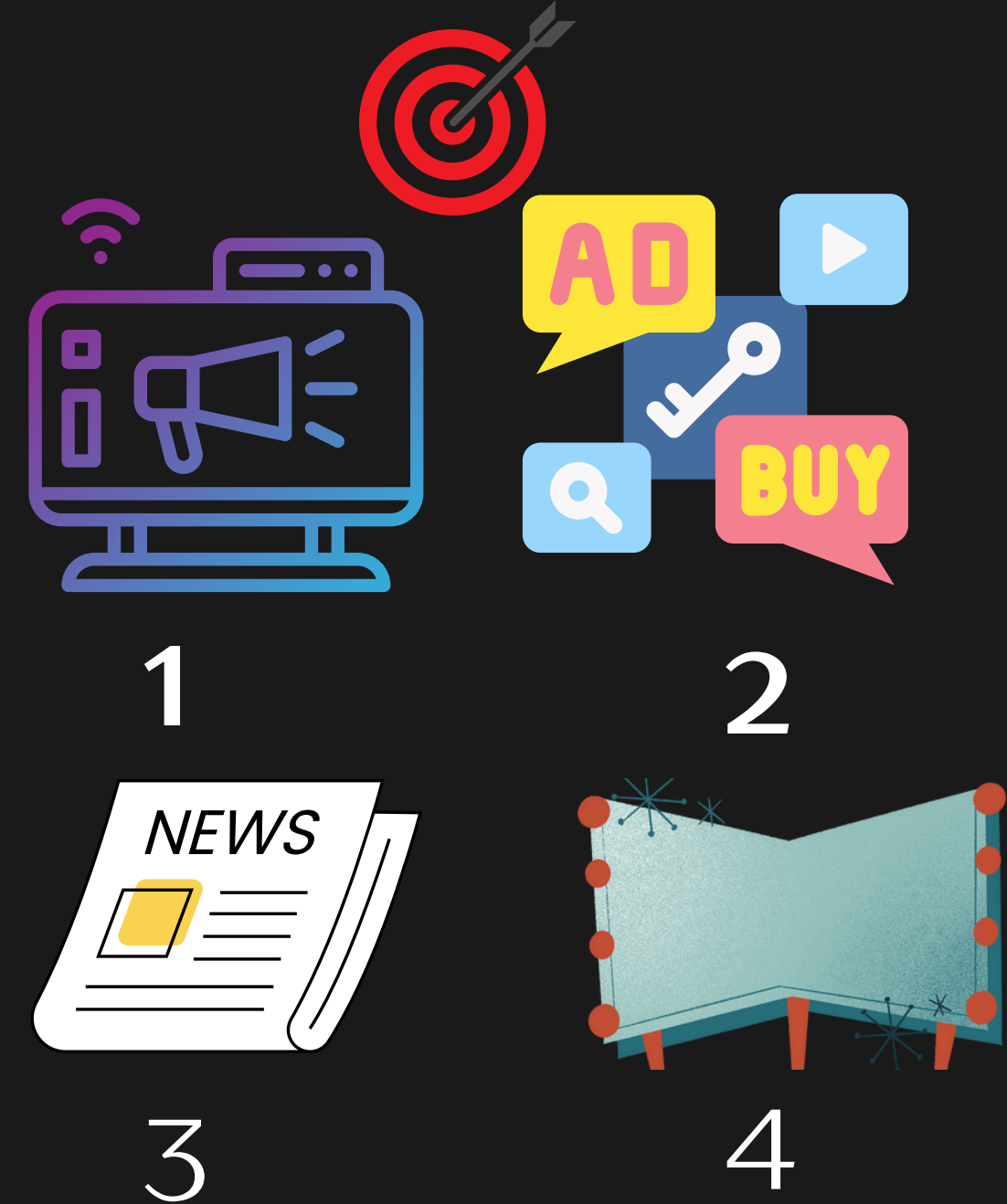
Marketing_channels	yes_respondents	Marketing_channels	Total_respondents	Reach_pct
Other	490	Other	1225	40.00
Outdoor billboards	524	Outdoor billboards	1226	42.74
Print media	371	Print media	841	44.11
Online ads	1805	Online ads	4020	44.90
TV commercials	1257	TV commercials	2688	46.76

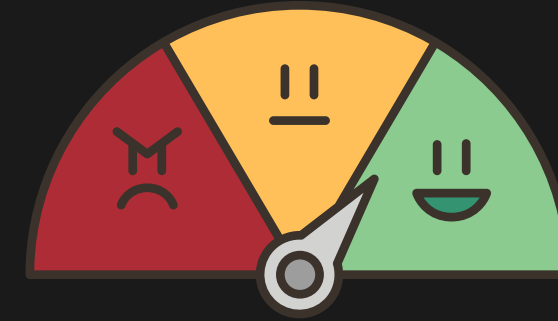# CODEX

Brand Penetration

brand

brand values

- ✓ What do people think about our brand? (overall rating)
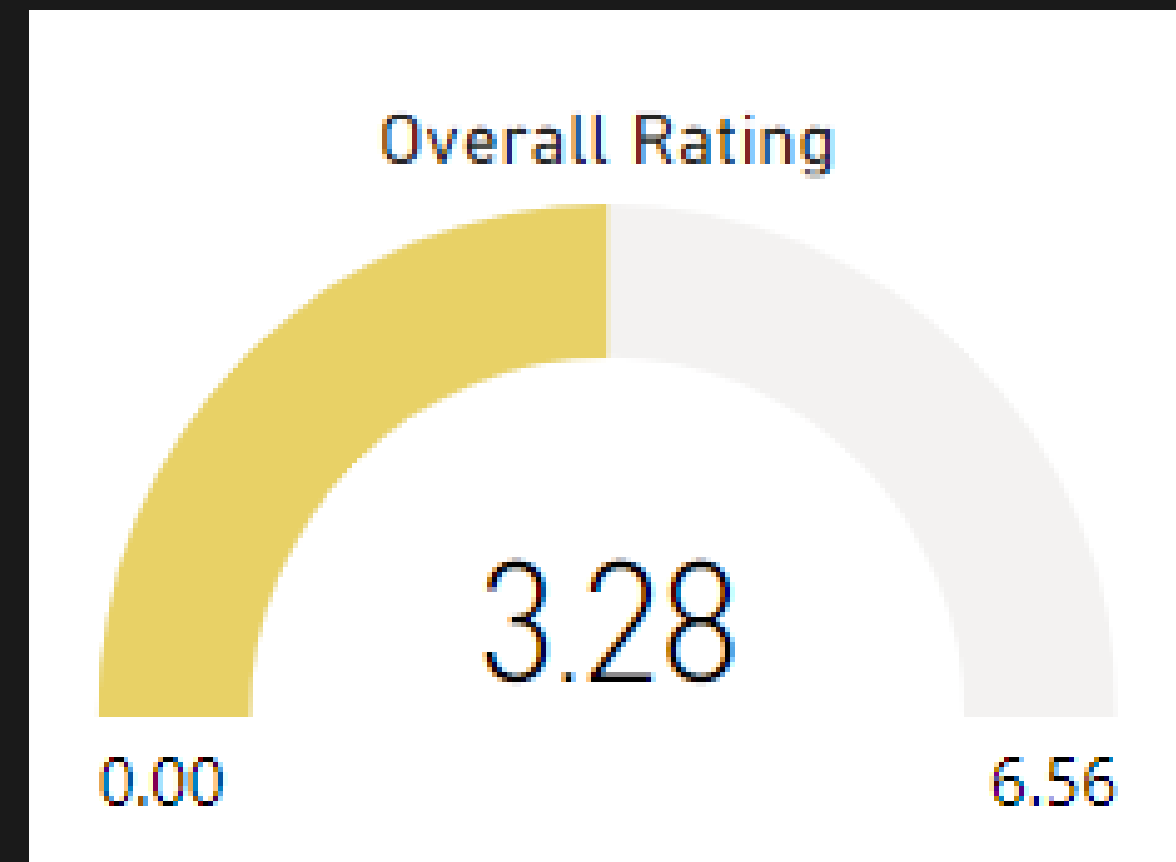
- ✓ Which cities do we need to focus more on?

CODEX

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

```sql
select avg(Taste_experience) Overall_rating
from fact_survey_responses;
```

Overall_rating
▶ 3.2819

Overall Rating

3.28

0.00   6.56

CODEX

✅ **Which cities do we need to focus more on?**

```sql
with cte_1 as(select city,count(f.respondent_id) yes_respondents
from fact_survey_responses f
join dim_repondents r on r.Respondent_ID=f.Respondent_ID
join dim_cities c on r.City_ID=c.City_ID
where Heard_before="yes"
group by City
order by yes_respondents),
cte_2 as(select city,count(f.respondent_id) Total_respondents
from fact_survey_responses f
join dim_repondents r on r.Respondent_ID=f.Respondent_ID
join dim_cities c on r.City_ID=c.City_ID
group by City
order by Total_respondents)
select *, round((yes_respondents/Total_respondents)*100,2) penetration_pct
from cte_1 join cte_2 on cte_1.city=cte_2.city
order by penetration_pct;
```

Based on brand penetration

- **Kolkata**
- **Chennai**
- **Hyderabad**
- **Jaipur**

city	yes_respondents	city	Total_respondents	penetration_pct
Kolkata	210	Kolkata	566	37.10
Chennai	372	Chennai	937	39.70
Hyderabad	728	Hyderabad	1833	39.72
Jaipur	144	Jaipur	360	40.00
Bangalore	1158	Bangalore	2828	40.95
Pune	377	Pune	906	41.61
Ahmedabad	207	Ahmedabad	456	45.39
Lucknow	85	Lucknow	175	48.57
Mumbai	899	Mumbai	1510	59.54
Delhi	267	Delhi	429	62.24

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Purchase Behavior

- ✓ Where do respondents prefer to purchase energy drinks?

- ✓ 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?
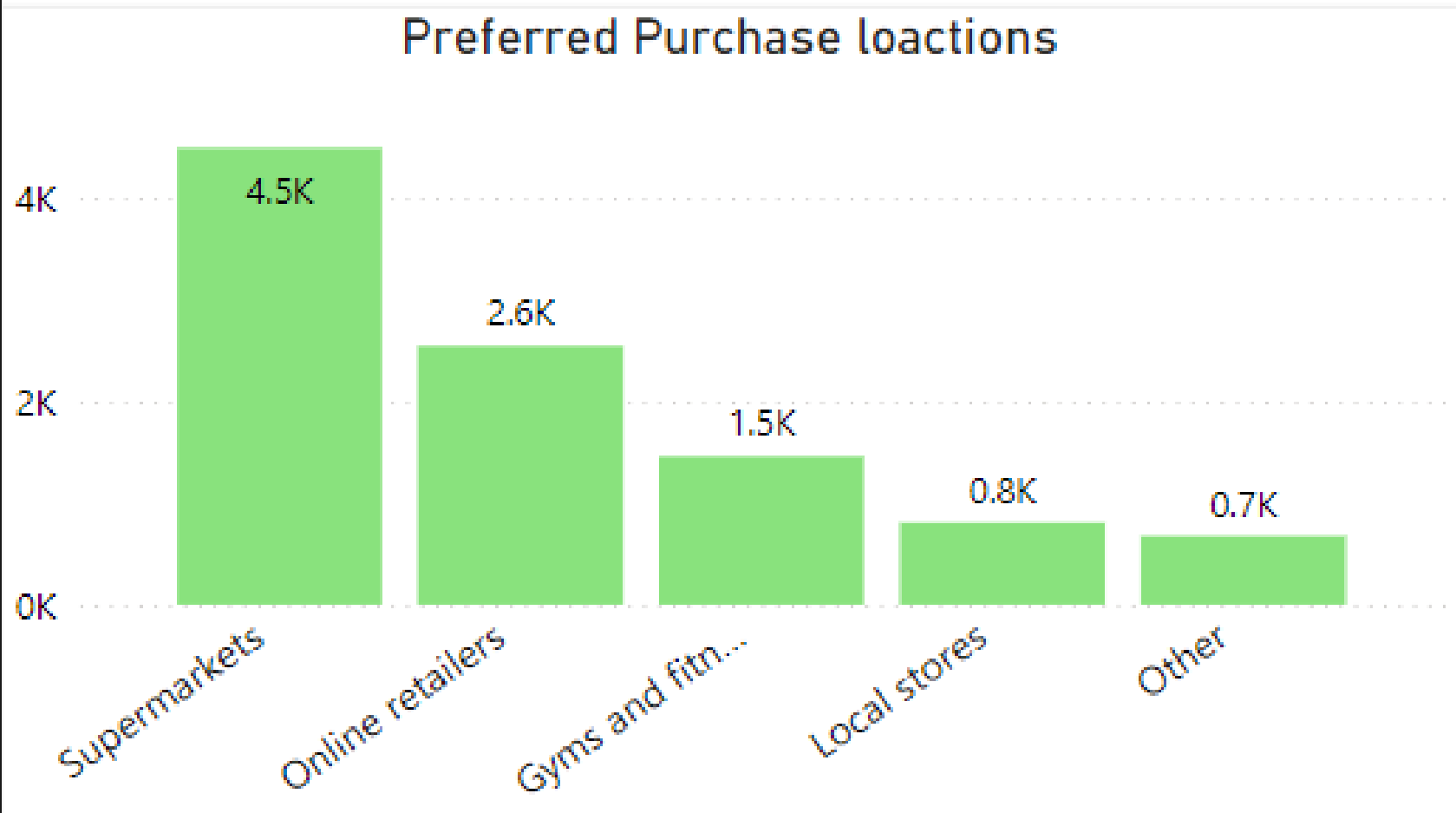
CODEX

✅ **Where do respondents prefer to purchase energy drinks?**

```sql
select Purchase_location,count(respondent_id) Total_respondents
from fact_survey_responses
group by Purchase_location
order by Total_respondents desc;
```

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SHOP

Purchase_location	Total_respondents
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

Preferred Purchase loactions

| Location	Value
Supermarkets	4.5K
Online retailers	2.6K
Gyms and fitn...	1.5K
Local stores	0.8K
Other	0.7K

CODEX

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

```sql
select Typical_consumption_situations,count(respondent_id) Total_respondents
from fact_survey_responses where Current_brands<>"Codex"
group by Typical_consumption_situations
order by Total_respondents desc;
```

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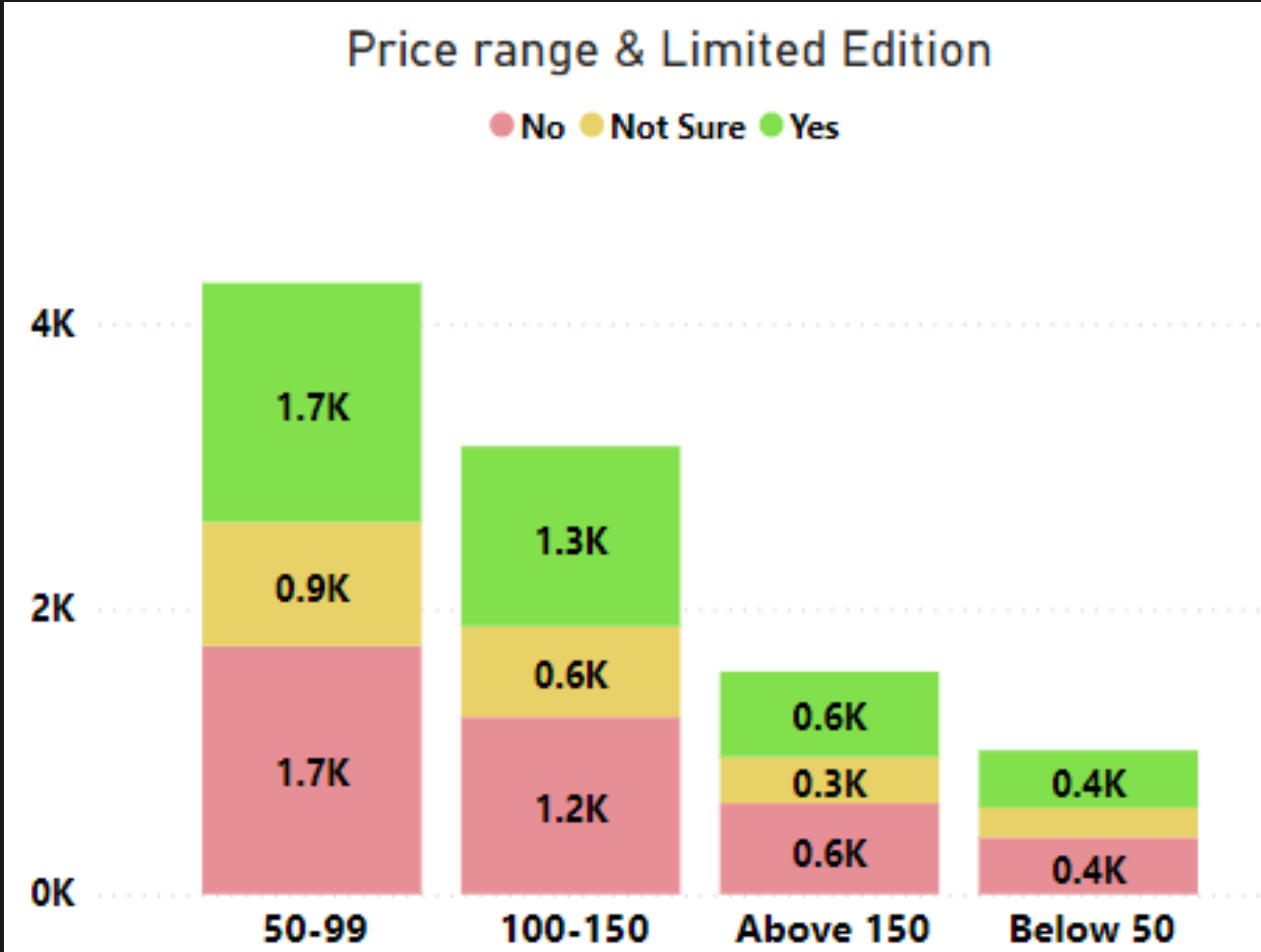| Typical_consumption_situations	Total_respondents
Sports/exercise	4044
Studying/working late	2911
Social outings/parties	1359
Other	431
Driving/commuting	275

Consumption Situations
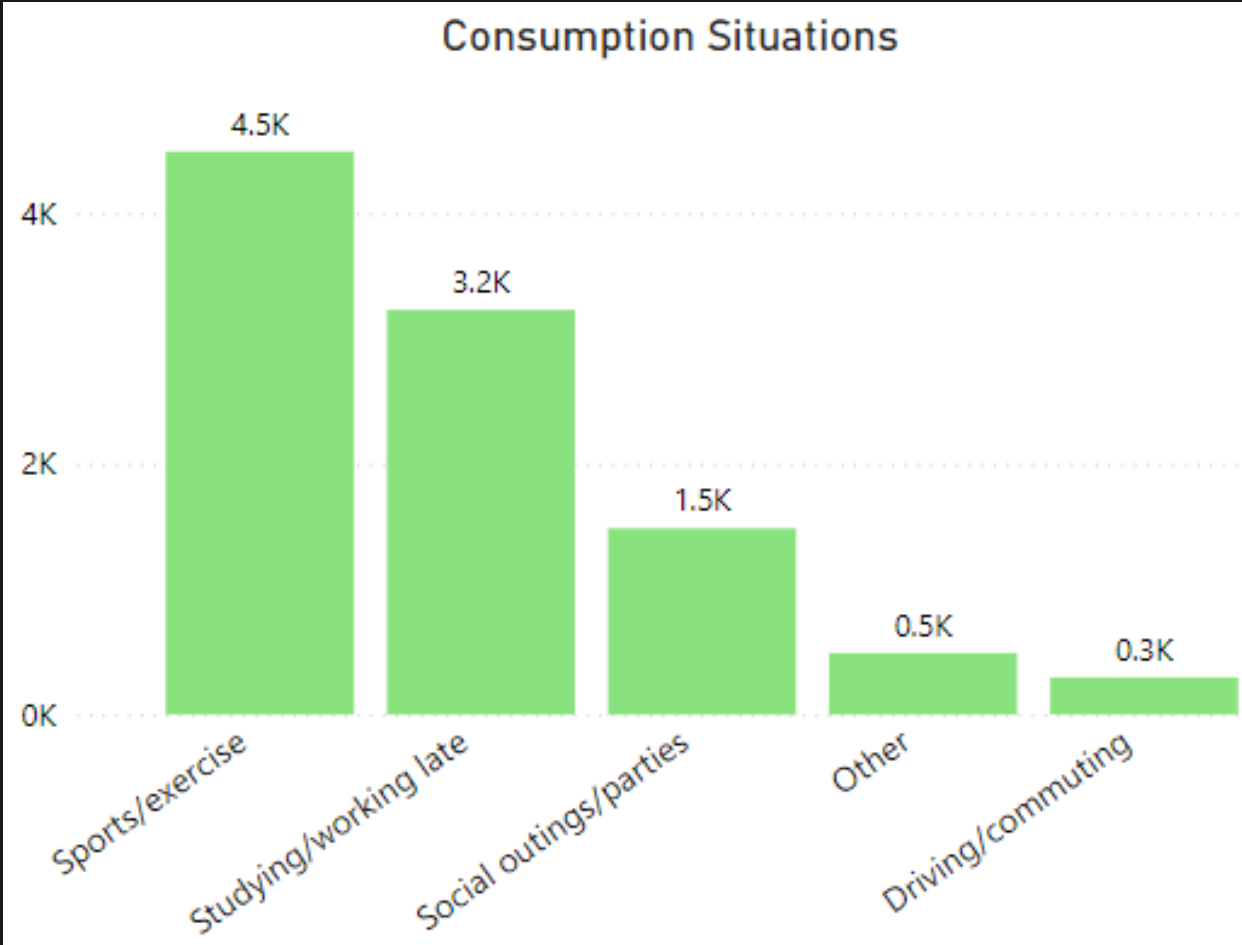
CODEX

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

```sql
SELECT price_range,Limited_edition_packaging,
COUNT(*) AS Total_respondents
FROM fact_survey_responses
GROUP BY price_range,Limited_edition_packaging
order by price_range,Total_respondents desc;
```

price_range	Limited_edition_packaging	Total_respondents
100-150	Yes	1263
100-150	No	1244
100-150	Not Sure	635
50-99	No	1741
50-99	Yes	1679
50-99	Not Sure	868
Above 150	No	639
Above 150	Yes	600
Above 150	Not Sure	322
Below 50	Yes	404
Below 50	No	399
Below 50	Not Sure	206

Price range & Limited Edition

● No ● Not Sure ● Yes

	50-99	100-150	Above 150	Below 50
Yes	1.7K	1.3K	0.6K	0.4K
Not Sure	0.9K	0.6K	0.3K	0.4K
No	1.7K	1.2K	0.6K	0.4K

CODEX
Product
Development

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

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```sql
select Reasons_for_choosing_brands,count(respondent_id) Total_respondents
from fact_survey_responses
group by Reasons_for_choosing_brands
order by Total_respondents desc;
```

Reasons_for_choosing_brands	Total_respondents
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

Purchase Behavior

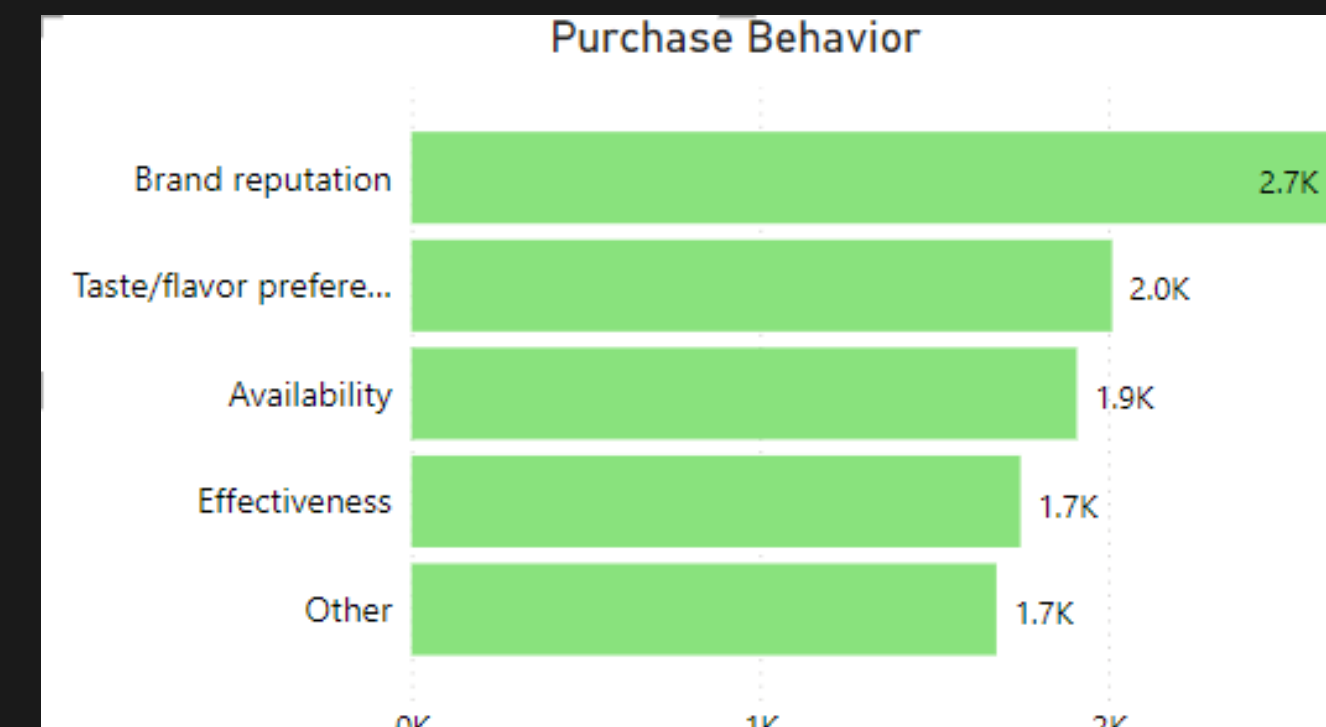|	
Brand reputation	2.7K
Taste/flavor prefere...	2.0K
Availability	1.9K
Effectiveness	1.7K
Other	1.7K

CODEX

Recommendations for CodeX

✓ What immediate improvements can we bring to the product?

✓ What should be the ideal price of our product?

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

✓ Who can be a brand ambassador, and why?

✓ Who should be our target audience, and why?

CODEX

✅ **What immediate improvements can we bring to the product?**

Based on the responses from survey the below improvements are expected from the respondents.

```sql
select Improvements_desired,count(respondent_id) Total_respondents
from fact_survey_responses
group by Improvements_desired
order by Total_respondents desc;
```

Improvements_desired	Total_respondents
Reduced sugar content	2995
More natural ingredients	2498
Wider range of flavors	2037
Healthier alternatives	1472
Other	998

Improvements required

|	
Reduced sugar content	2995
More natural ingredie...	2498
Wider range of flavors	2037
Healthier alternatives	1472
Other	998

0   500   1000   1500   2000   2500   3000
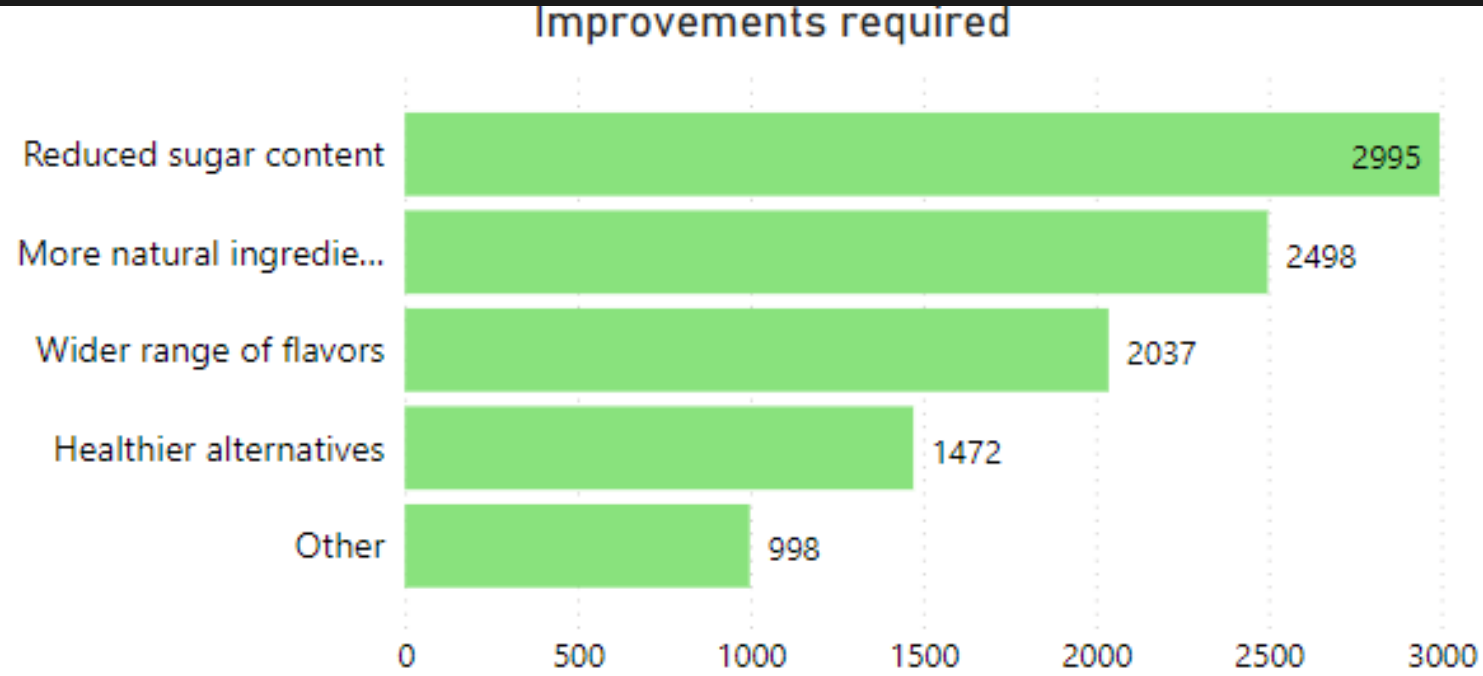
CODEX

✅ **What should be the ideal price of our product?**

- Based on the responses from survey the ideal price range according to respondents has been listed.
- The ideal price range will be between 50 –99 which is desired by most respondents.
- Competitor pricing, Production costs and value has to be considered while deciding the final price.

```sql
Select Price_range,count(respondent_id) Total_respondents
from fact_survey_responses
group by Price_range
order by Total_respondents desc
```

Price_range	Total_respondents
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009

Ideal Price range

Price range	Value
50-99	4.3K
100-150	3.1K
Above 150	1.6K
Below 50	1.0K
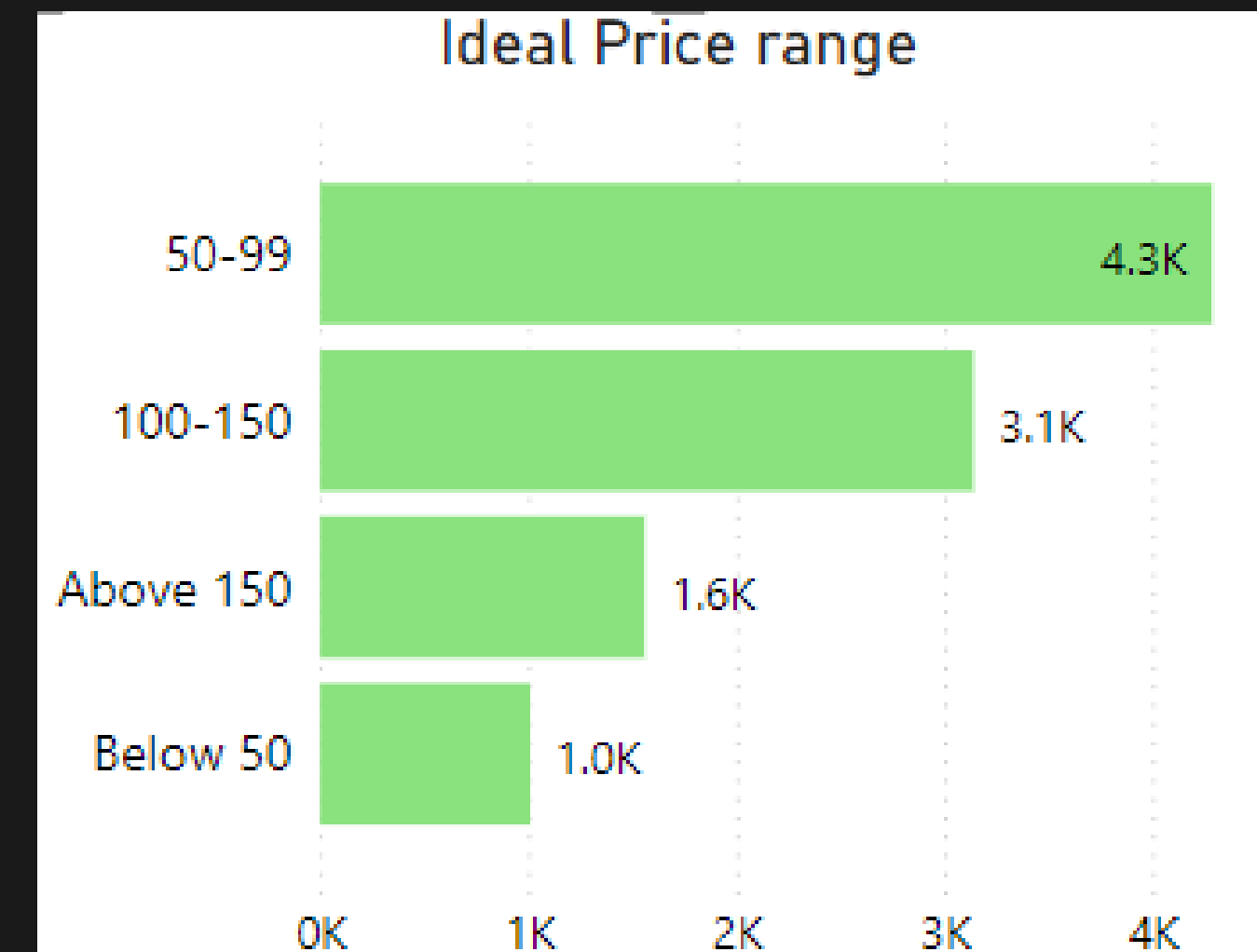
CODEX

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

- Collaborate with brand ambassador and influencers who align with CodeX's brand values and create engaging content for target audience.

- Sponsor or participate in sports events like IPL, fitness expos where energy drinks are popular and provide product sampling, exclusive discounts, early access to new flavors or limited edition designs.

- Utilize online platforms like social media,search engine for conducting online advertising campaigns.
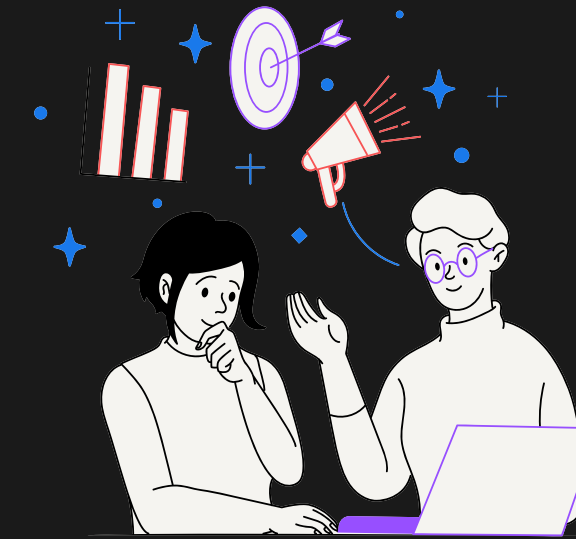
CODEX

✅ **Who can be a brand ambassador, and why?**

- As most of the target audience consume energy drinks for sports/exercise and Gym based on the responses.

- Codex can consider partnering with celebrities, sports person, athletes, fitness enthusiasts, or social media influencers who can effectively promote CodeX as an energy drink of choice.

- Individuals who align with CodeX's brand image and values will have influence among the target audience.

THANK YOU