"Exploring Consumer Trends: Comprehensive Report on the Energy Drink Market"

By Ali Ahmad

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 am tasked to convert these survey results to meaningful insights, which the marketing team can use to drive actions and make CodeX a consumer loved brand in India.

About the Dataset:

It is composed of the following three csv files:

respondents.csv: This file contains demographic information about the respondents, including their unique ID, name, age group, gender, and city ID.

cities.csv: This file provides information about the cities where the survey was conducted. It includes the city ID, city name, and its tier category.

fact_survey_responses.csv: This file contains the responses to the survey. Each row represents a unique response and includes information such as the respondent's consumption frequency, reasons for consuming energy drinks, brand perception, and more.

The survey aimed to gather insights on various aspects of energy drink consumption, including the respondent's consumption habits, reasons for choosing certain brands, health concerns, and preferences regarding ingredients, packaging, and marketing channels

Cleaning Processes Undertook:

There were no duplicates and no null values in the data. Not a single value was deleted during the cleaning process.

I brought the columns of respondents sheet and cities sheet such as Name, Age and City to the fact_survey_responses sheet using the "**Xlookup formula".** The columns have been highlighted in the excel file.

Classification of Insights:

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

Demographic Insights

1. Who prefers energy drinks more? (male/female/non-binary?)

The male prefers energy drinks more as compared to Females and non-binary.

Who prefers energy drink more?

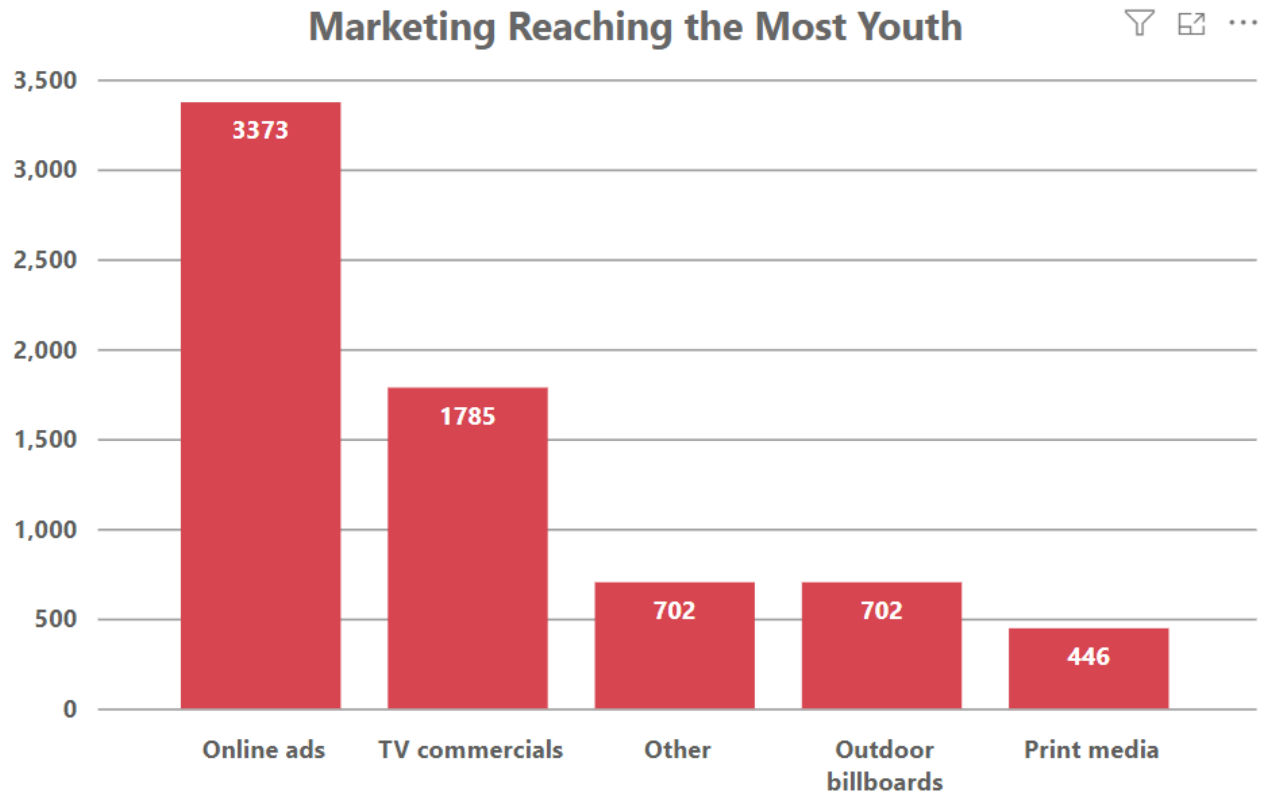| Category	Value
Male	6038
Female	3455
Non-binary	507
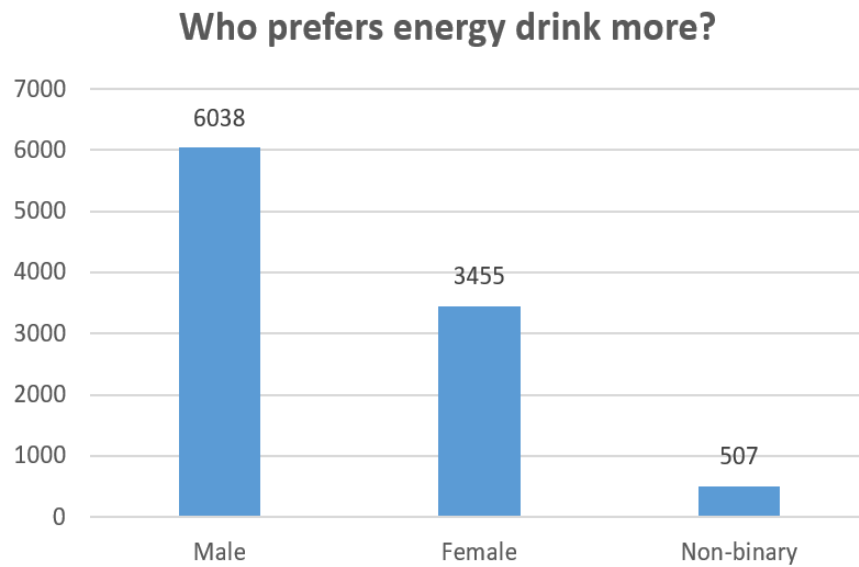
2. Which age group prefers energy drinks more?

The age between 19 - 30 prefers energy drinks more as compared to others.
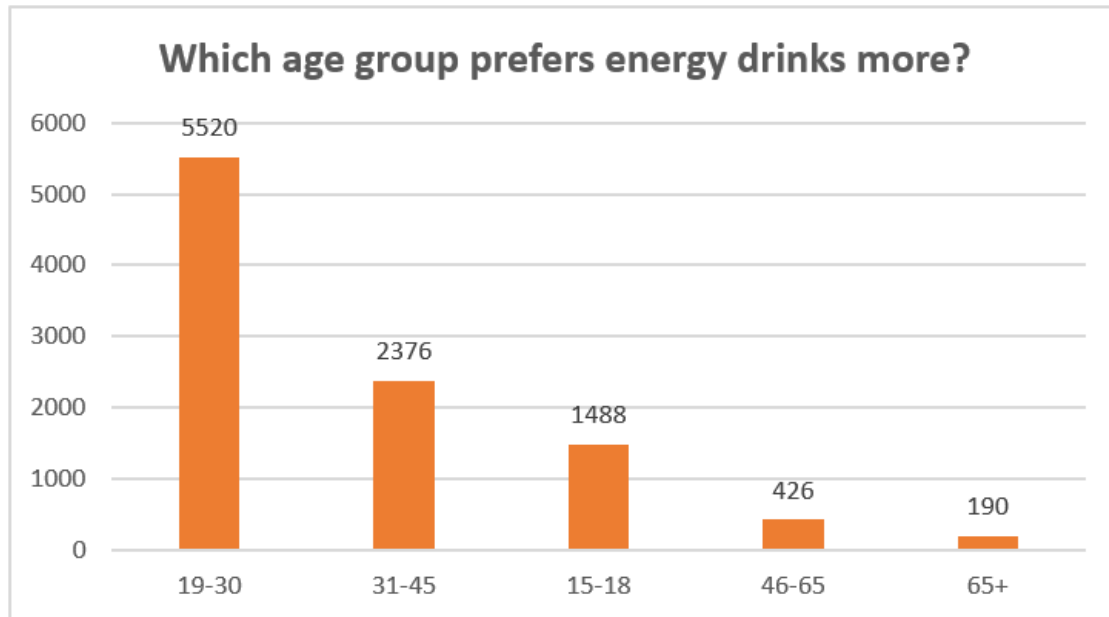
### 3. Which type of marketing reaches the most Youth (15-30)?

Online ads and TV commercials reach the most youth.

Marketing Reaching the Most Youth

| Category	Value
Online ads	3373
TV commercials	1785
Other	702
Outdoor billboards	702
Print media	446

Consumer Preferences

1. What are the preferred ingredients of energy drinks among respondents?

Caffeine and Vitamins are the preferred ingredients of energy drinks among respondents.

Prefered Ingredients among respondents

Ingredient	Value
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553
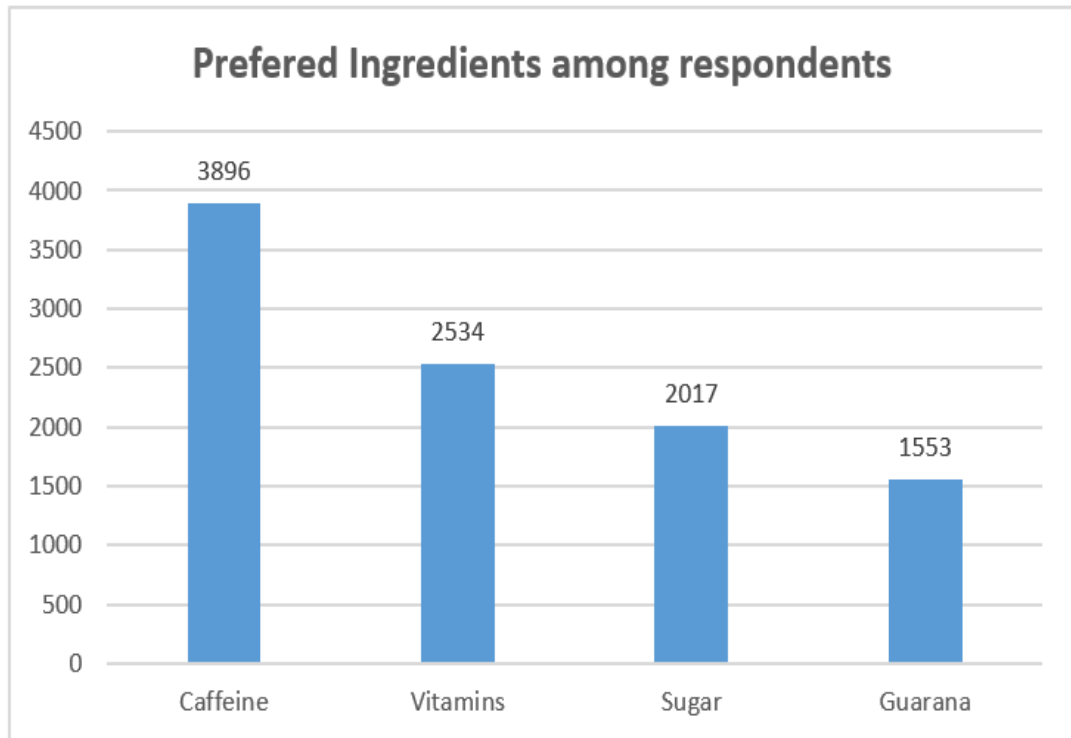
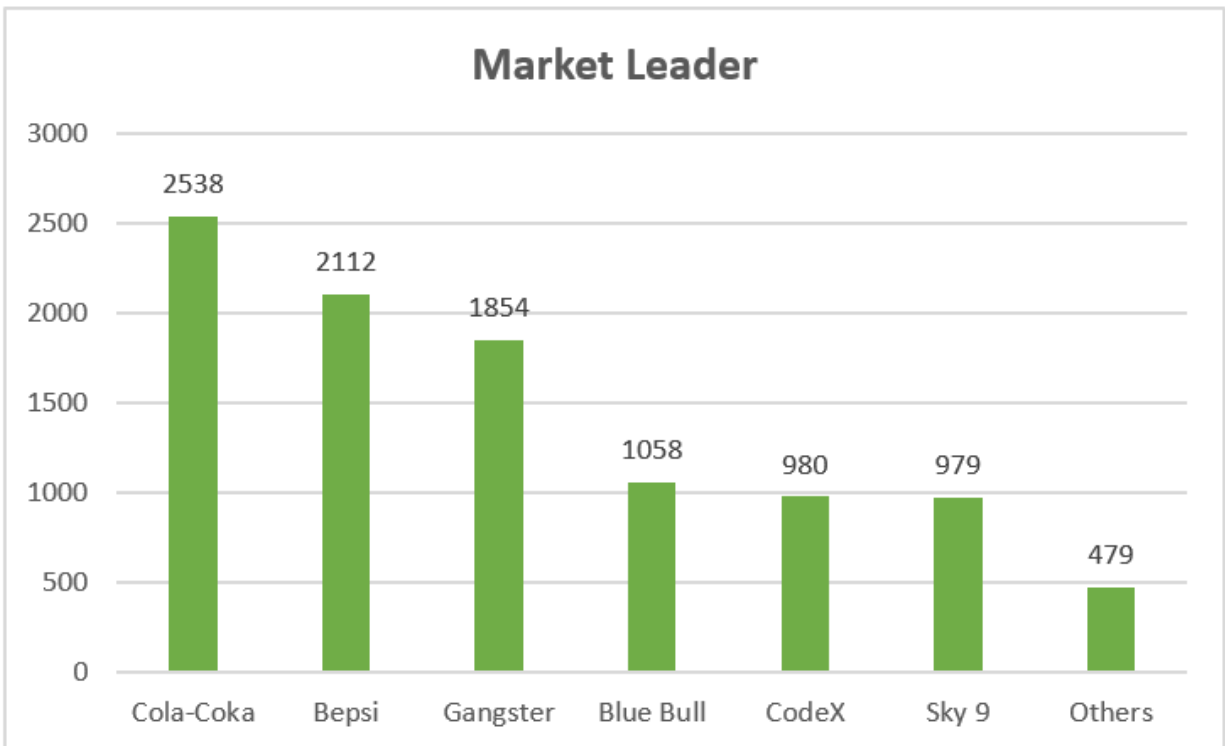**2. What packaging preferences do respondents have for energy drinks?**

The respondents have preferences for compact and portable cans and innovative bottle designs in energy drink packaging.
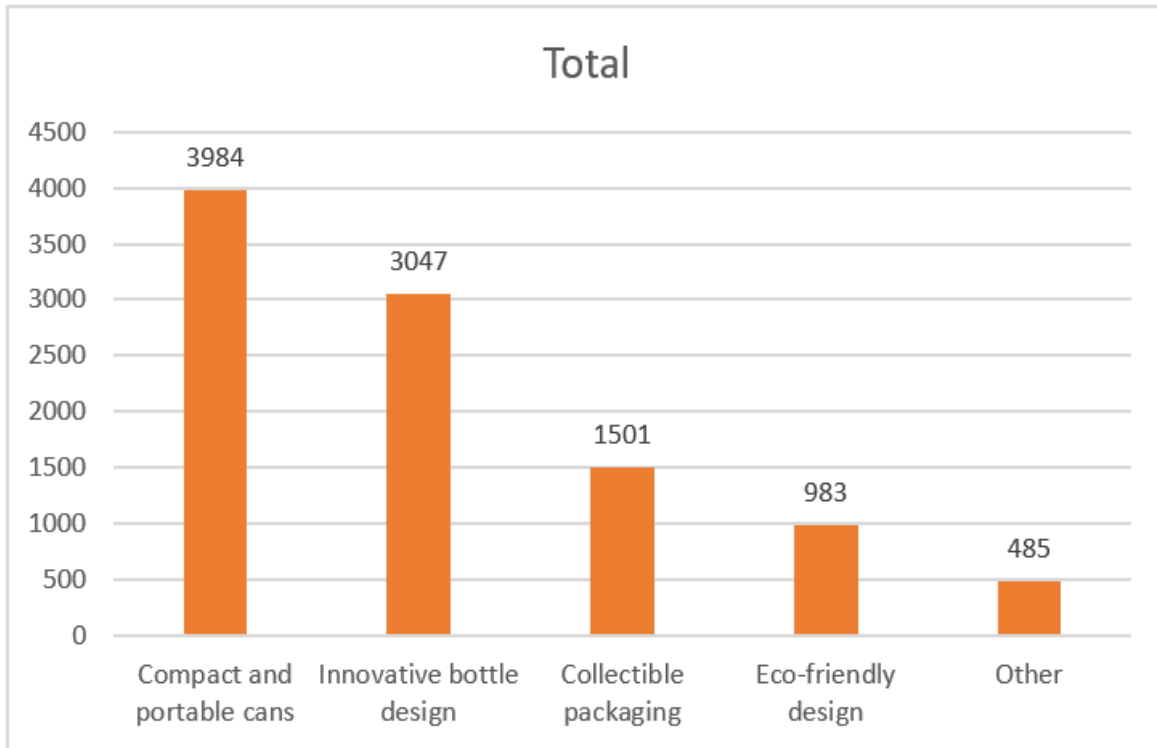
Competition Analysis

1. **Who are the current market leaders?**

Cola-Coka is the current market leader followed by Bepsi in the energy drink market.

Market Leader

Brand	Value
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

2. What are the primary reasons consumers prefer those brands over ours?
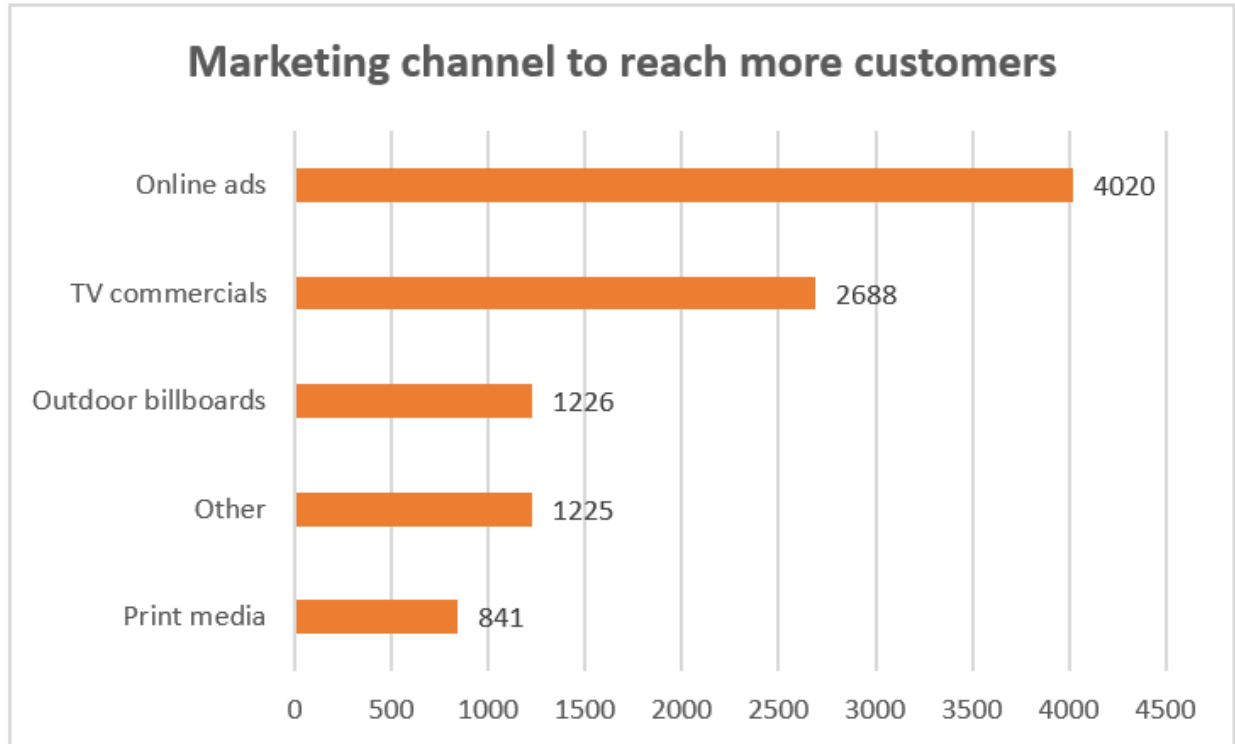
Consumers prefer those brands due to their brand reputation, taste/flavor preference, and availability.
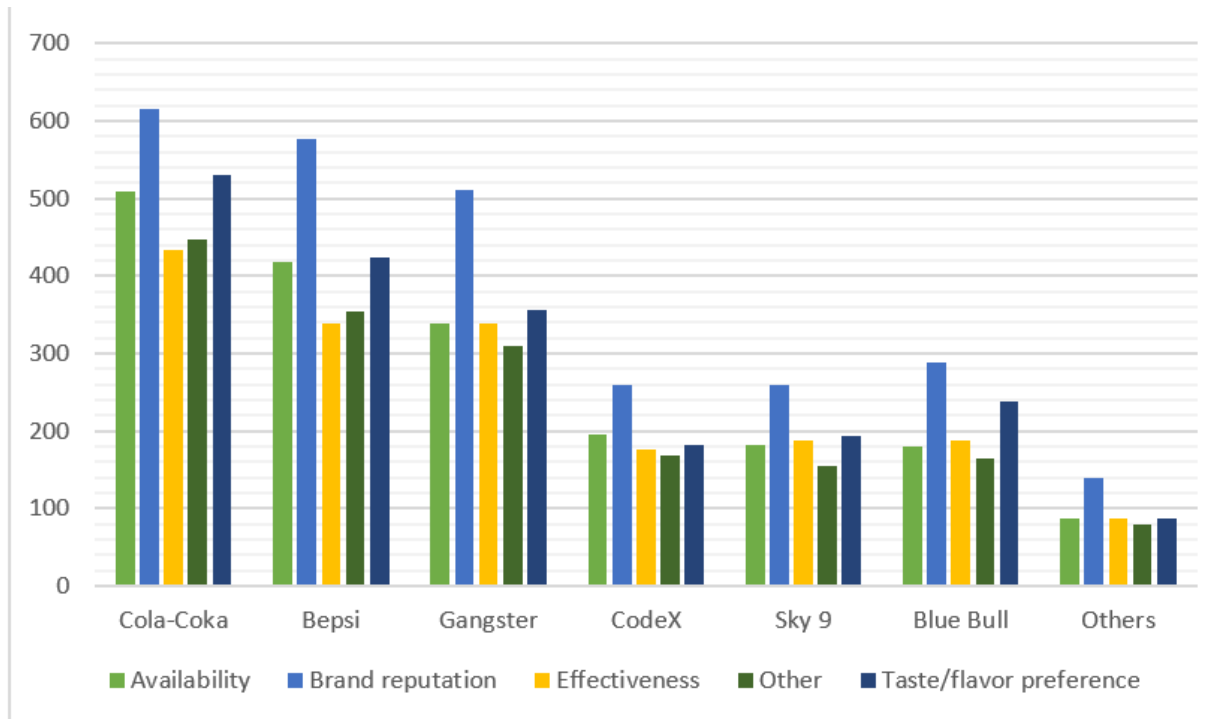
Marketing Channels and Brand Awareness

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

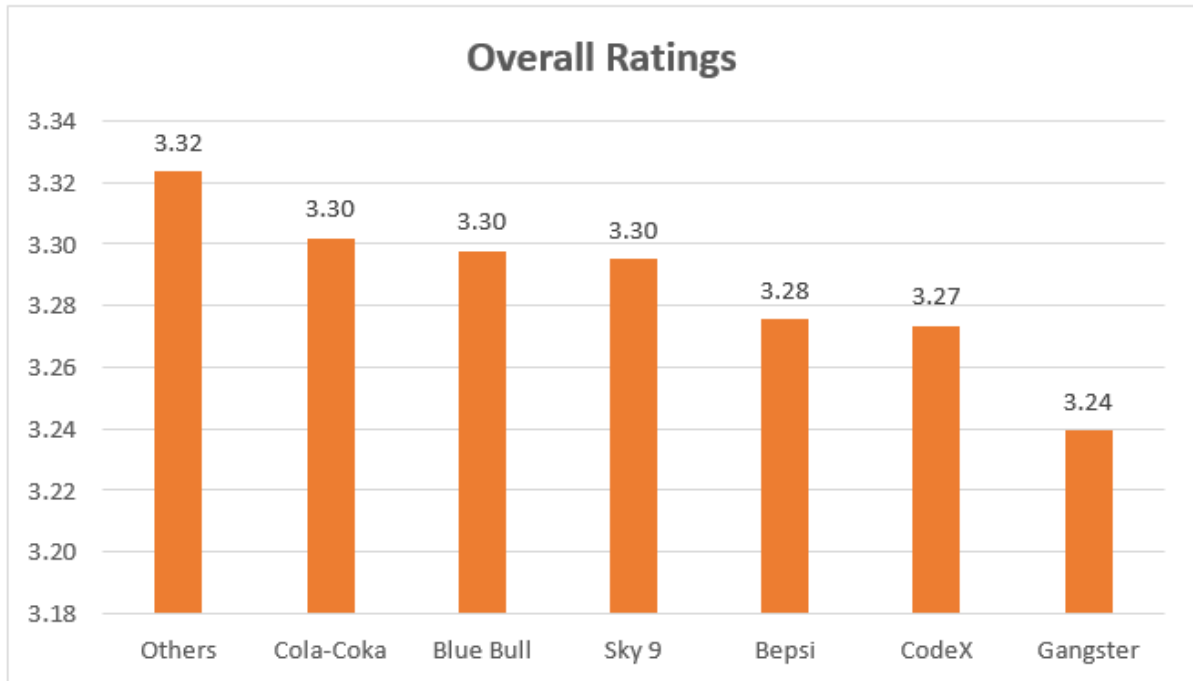Online ads would be more efficient for reaching a larger customer base.

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

Online ads and TV commercials are very effective, reaching 4020 and 2688 respondents, respectively. Outdoor billboards, other channels, and print media are also effective but reach fewer respondents, engaging 1226, 1225, and 841 respondents, respectively.

Brand Penetration

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

The overall rating of CodeX is 3.28 which is good.

Overall Ratings

Brand	Rating
Others	3.32
Cola-Coka	3.30
Blue Bull	3.30
Sky 9	3.30
Bepsi	3.28
CodeX	3.27
Gangster	3.24

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

We need to focus more on Bangalore, Pune, Hyderabad, Mumbai, and Chennai. There is a high negative perception in Bangalore, Pune, Hyderabad, and Mumbai, while the neutral perception in Bangalore, Hyderabad, and Mumbai is very high. Therefore, these five cities require our focus.

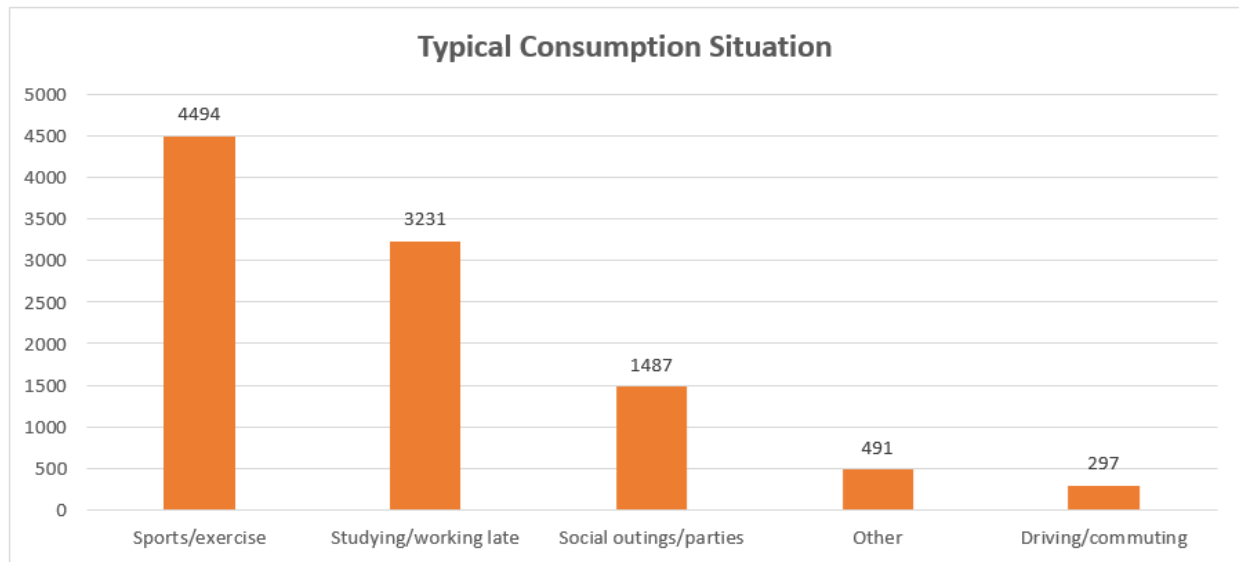Brand Perception Across Cities
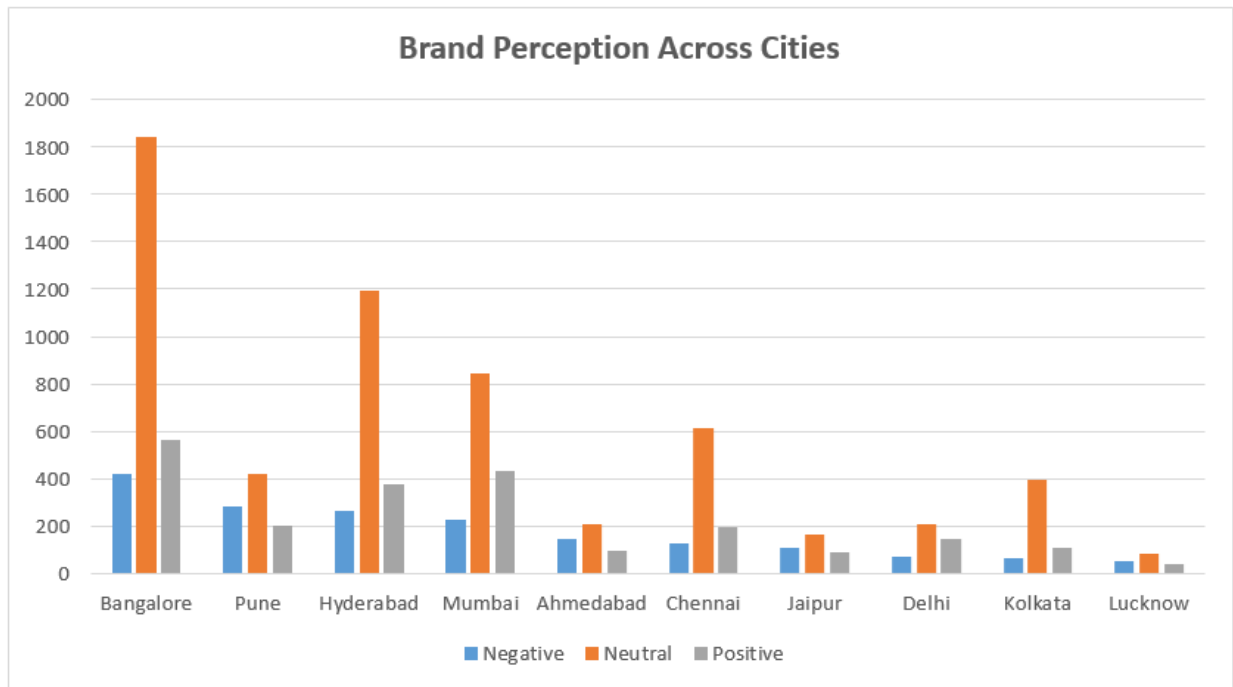
Purchase Behavior

1. Where do respondents prefer to purchase energy drinks?

Respondents prefer to purchase energy drinks from Supermarkets.

Preferred Purchase Locations

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

Respondents typically prefer to consume energy drinks during, after, or before sports/exercise and while studying or working late.

Typical Consumption Situation

Situation	Value
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297

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

● **Price Range**

The price range significantly influences respondents' purchase decisions. 43% of respondents believe the price should be between 50-99, while 31% prefer a range of 100-150. Therefore, pricing plays a crucial role; if the price is high, respondents are less likely to buy, but if it is lower, they are more inclined to make a purchase.
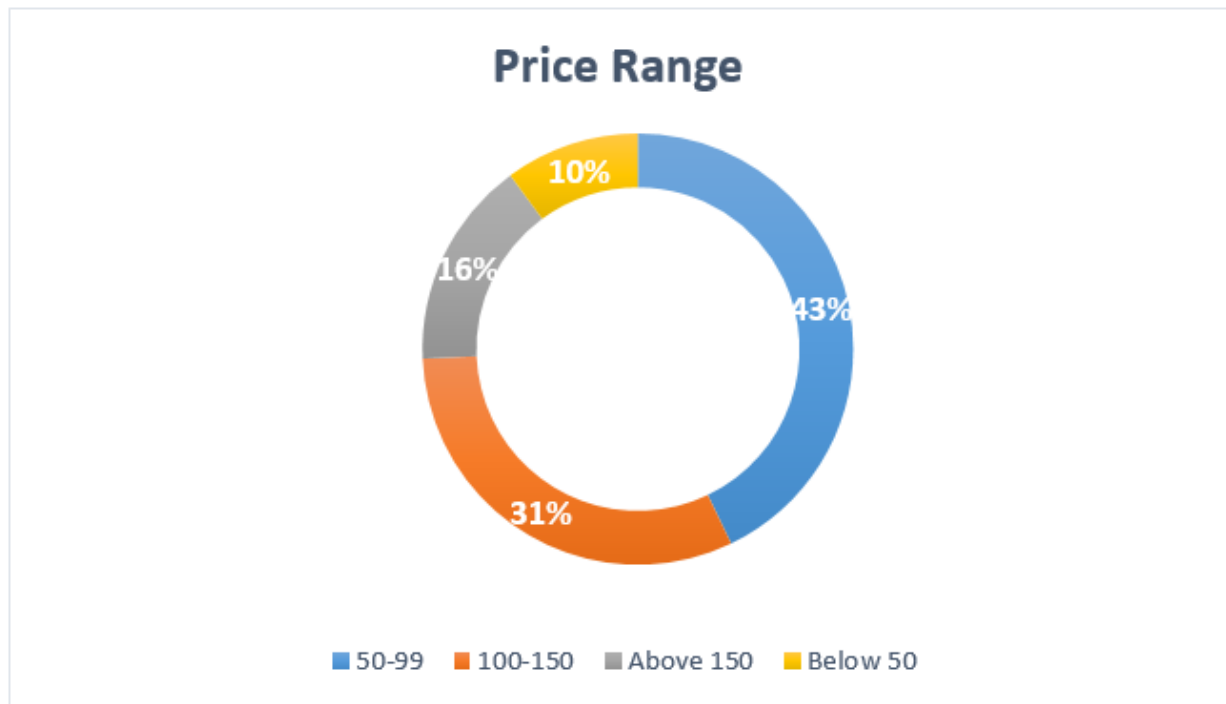
● **Limited Edition Packaging**

The majority of people (4023) are not interested in limited-edition packaging, while slightly fewer (3946) are interested in it. Hence, it does have an impact.
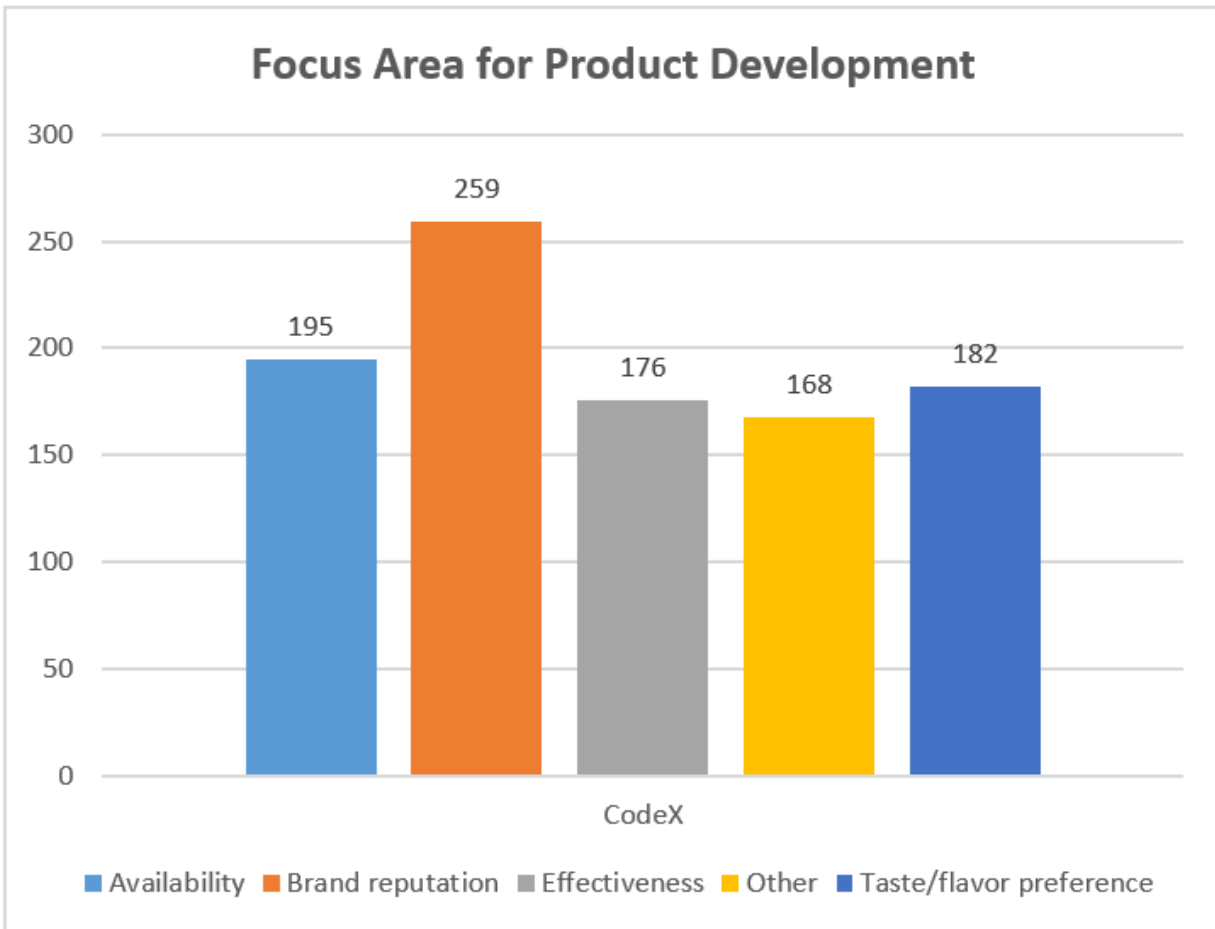
Limited Edition Packaging Preference
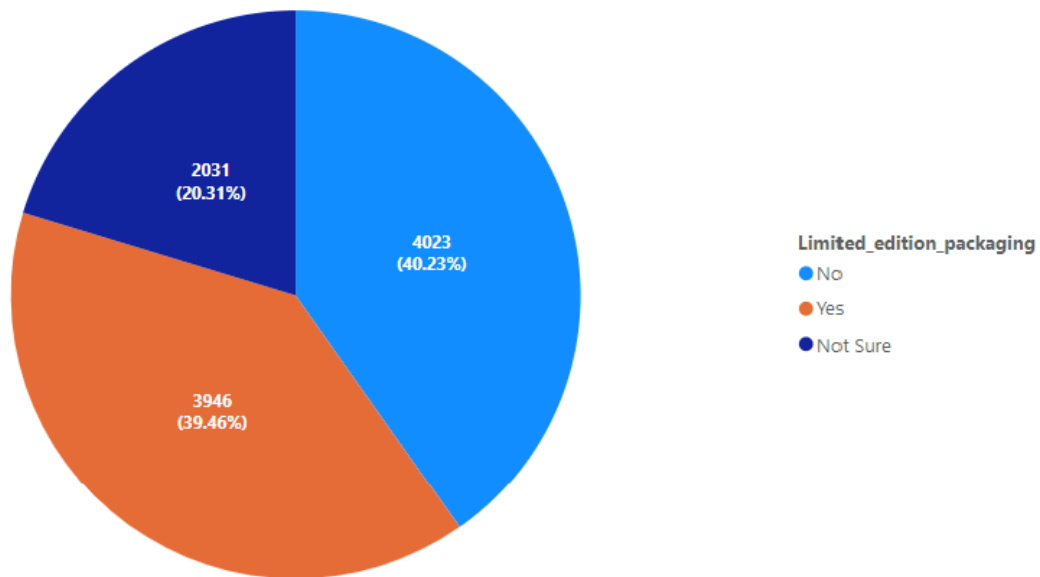
Product Development

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

We should focus on enhancing brand reputation and product availability.
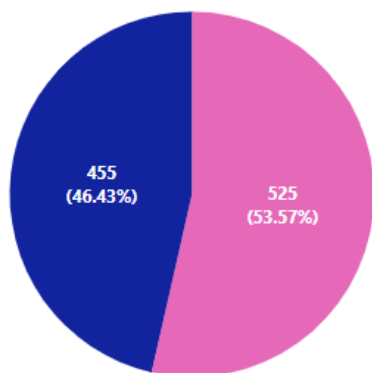
Secondary Insights
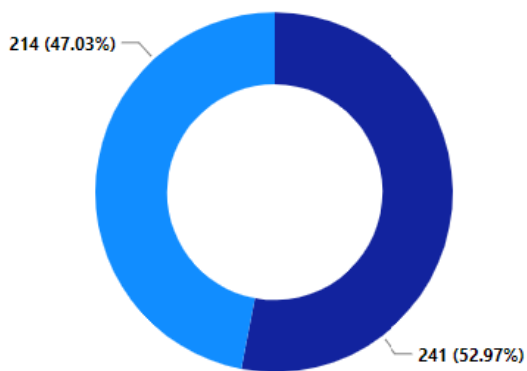
- **Heard about or Tried CodeX before?**

Almost 54% of the people have not heard about CodeX before. Among the 46% who have heard about CodeX, those who tried as well, are only 53%.
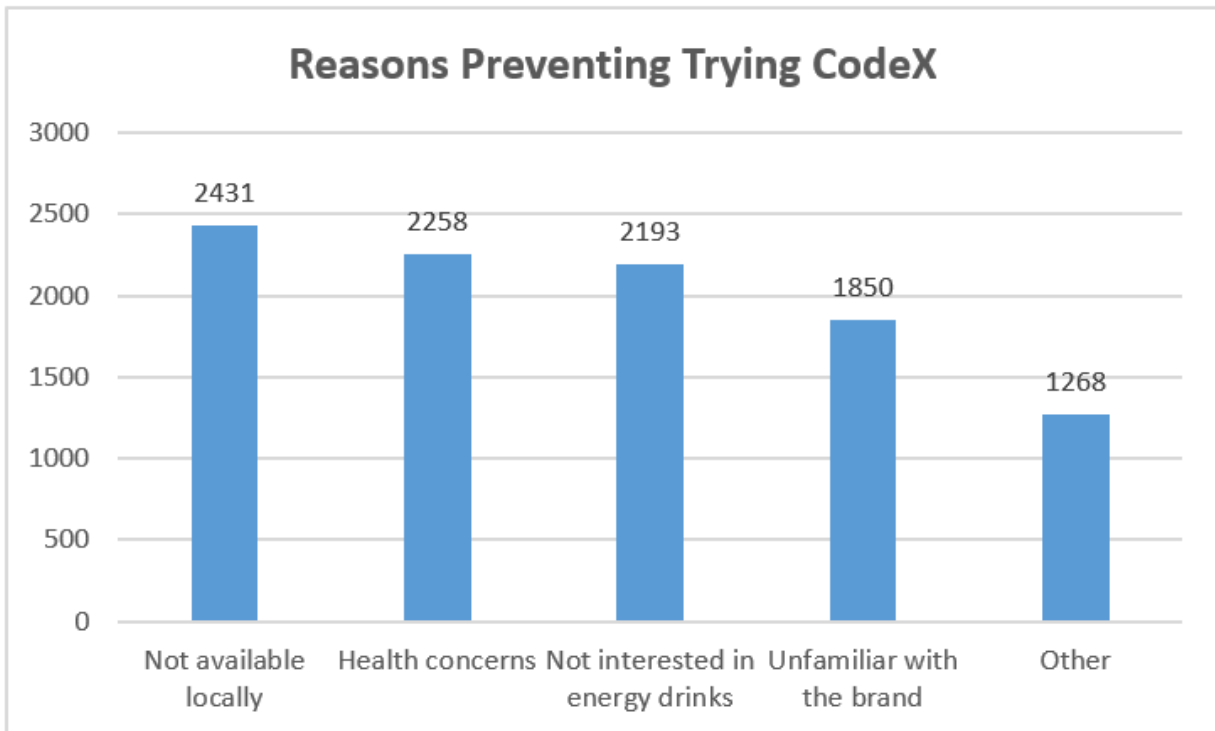

Heard about CodeX

455 (46.43%)

525 (53.57%)

Heard Before ● No ● Yes

Did they tried CodeX if they heared about it
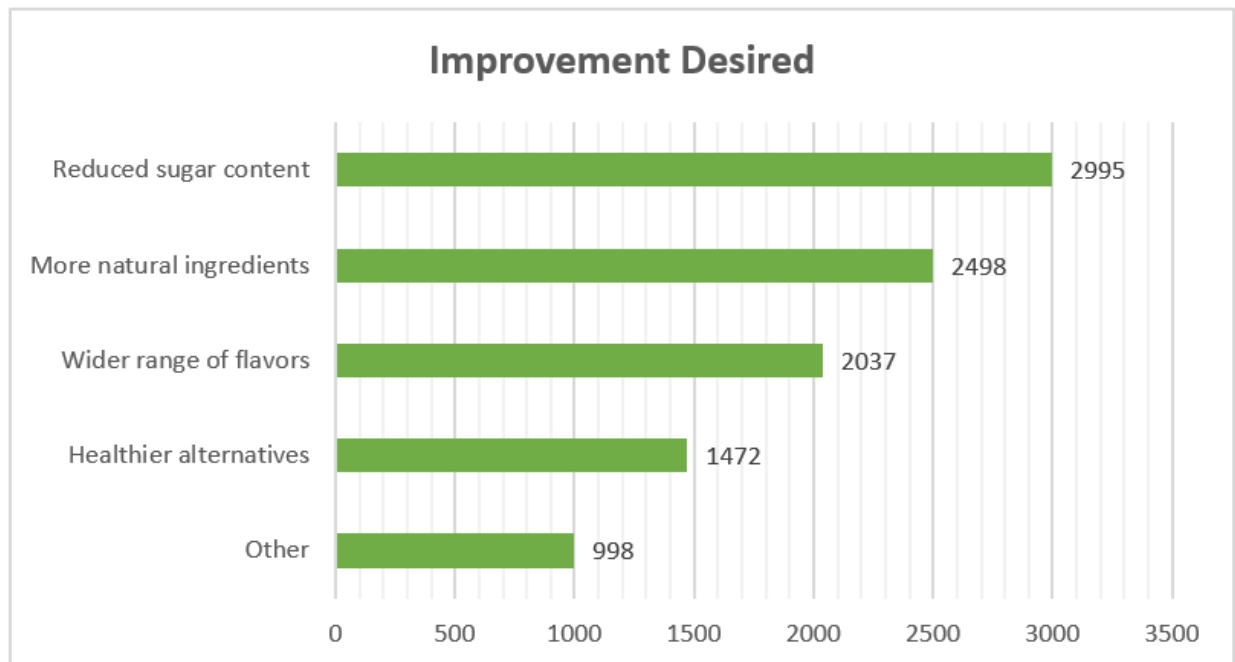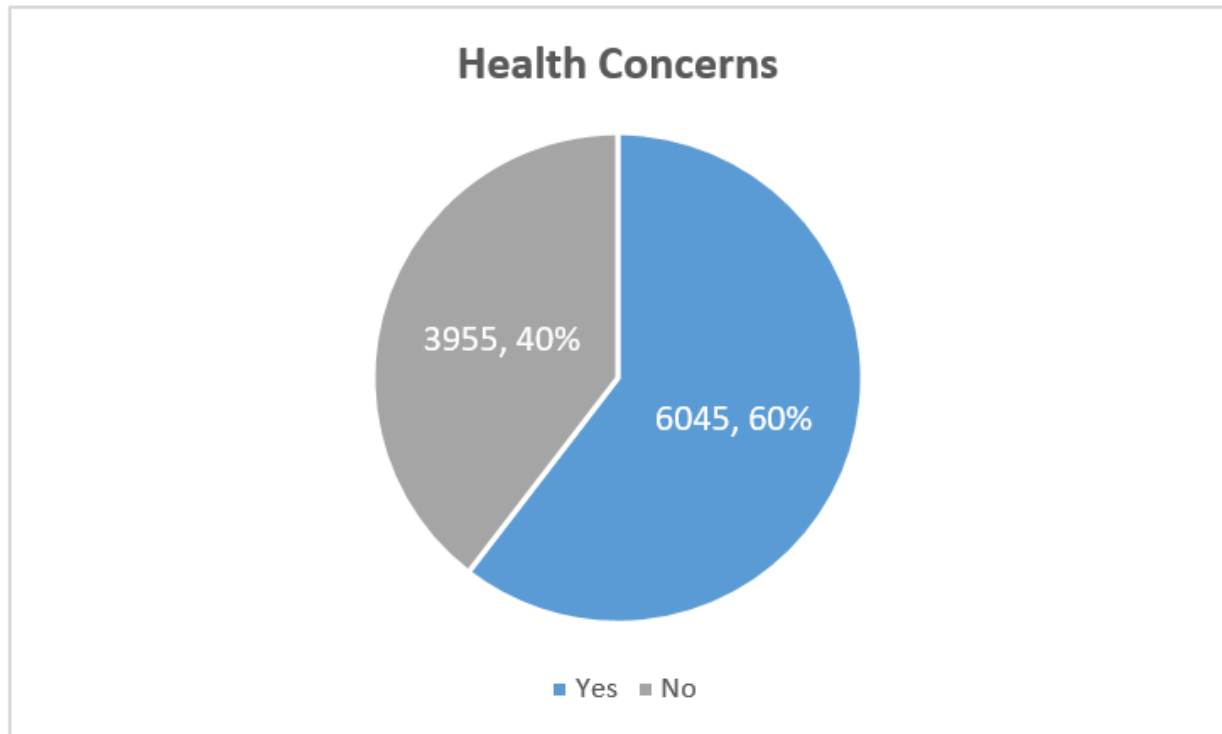
214 (47.03%)

241 (52.97%)

Tried Before? ● No ● Yes

- **Reasons Preventing Trying CodeX**

- **Improvement Desired in the CodeX**

- **Health Concerns regarding CodeX energy drink**

Health Concerns

3955, 40%

6045, 60%

■ Yes   ■ No

- **Interest of people in Natural or Organic products.**

Interest in Natural or Organic

4983

3062

1955

Yes   No   Not Sure
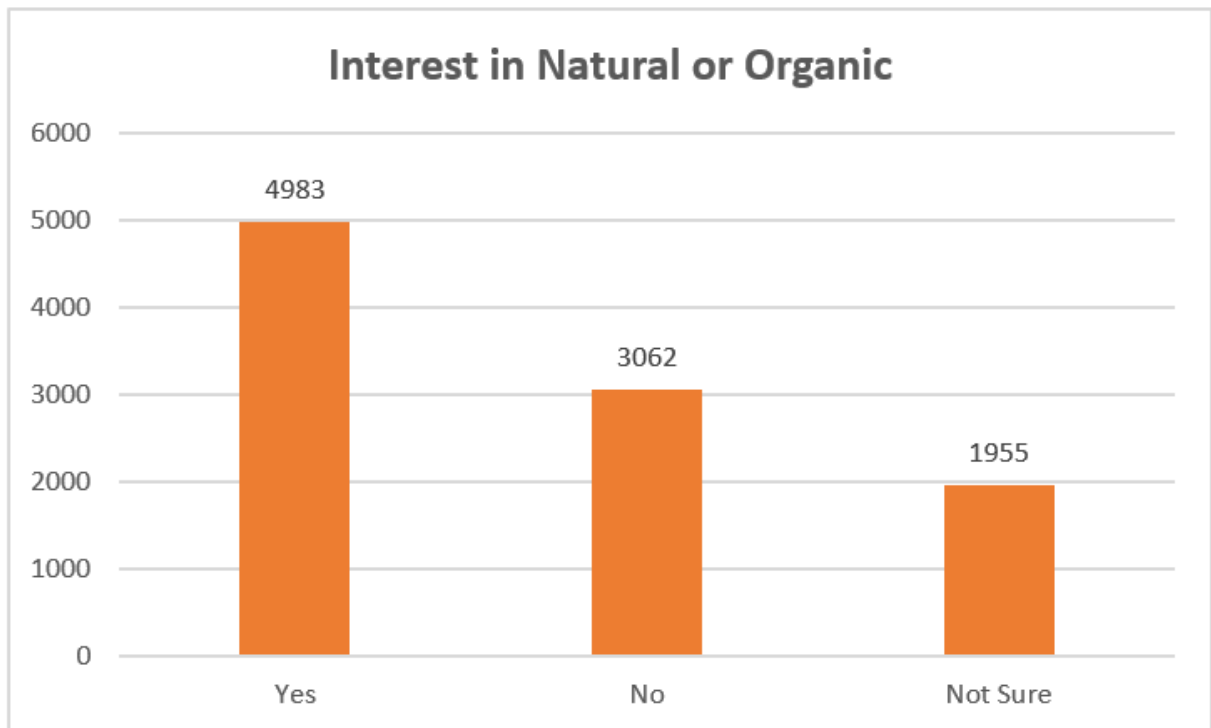
<u>Recommendations</u>

1. **Increase Brand Awareness:** Focus on Performance marketing targeting the 54% of respondents who haven't heard of Codex before. Utilize various channels such as social media, influencer collaborations, and targeted advertising to increase visibility and reach. 50% of them who heard about CodeX never tried the Drink. So the taste and ingredients should be focussed from the consumer perspective and Effective Marketing must be done.

2. **Improve Distribution:** Address the issue of limited availability by expanding distribution channels. Connect with more and more distributors to ensure that every retailer and outlet have CodeX energy drink, addressing the concerns of the 25% who find it difficult to find the product locally.

3. **Reduce Sugar Content:** Reformulate the product to reduce sugar content. Considering that almost 30% of respondents expressed a desire for lower sugar content and 60% have health concerns, this adjustment aligns with consumer preferences and health-conscious trends. Additionally, capitalize on the 25% who prefer more natural products and the nearly 50% interested in organic or natural offerings by emphasizing the natural ingredients in the marketing messaging.

4. **Ideal Price:** The ideal price range for Codex should be competitive, ranging between 50 to 100.

5. **Youth-Centric Campaigns:** Develop vibrant and dynamic marketing campaigns tailored specifically to the youth demographic (ages 15-30). Utilize trendy visuals, social media platforms, and youth influencers to create engaging content that resonates with this audience.

6. **Special Offers and Discounts:** Gamify the purchase process. Implement promotional offers and discounts to incentivize trial and repeat purchases. Consider limited-time promotions, bundle deals, and loyalty programs to drive sales and foster brand loyalty among consumers.

7. **Brand Ambassador:** Rohit Sharma, the dynamic Indian cricketer, would be an excellent choice as Codex's brand ambassador. Known for his aggressive batting style and leadership skills, Sharma has captivated cricket fans worldwide. His ability to consistently deliver powerful performances and his popularity among the youth make him an ideal face for Codex. Aligning with Sharma's energetic image could significantly boost the brand's appeal, especially among the target demographic of young, active consumers. Rohit Sharma's endorsement would

not only elevate Codex's profile but also inspire trust and enthusiasm in the brand.

8. **Target Audience:** The primary target audience for Codex should be the youth demographic aged between 15 to 30 years old. This segment is characterized by high energy levels, active lifestyles, and a propensity for consuming energy drinks.