



INTRODUCTION

CodeX, a German beverage company, recently launched its energy drink in 10 cities in India. The Marketing team aims to increase brand awareness, market share, and product development. They conducted a survey with 10,000 respondents in these cities.

Task



Conduct an analysis on survey responses and provide actionable recommendations for CodeX's Chief Marketing Officer.



MAIN GOALS

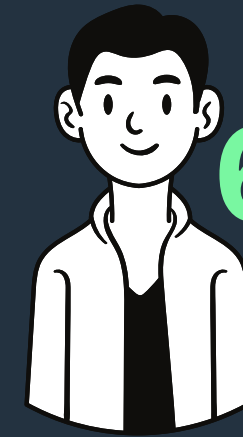
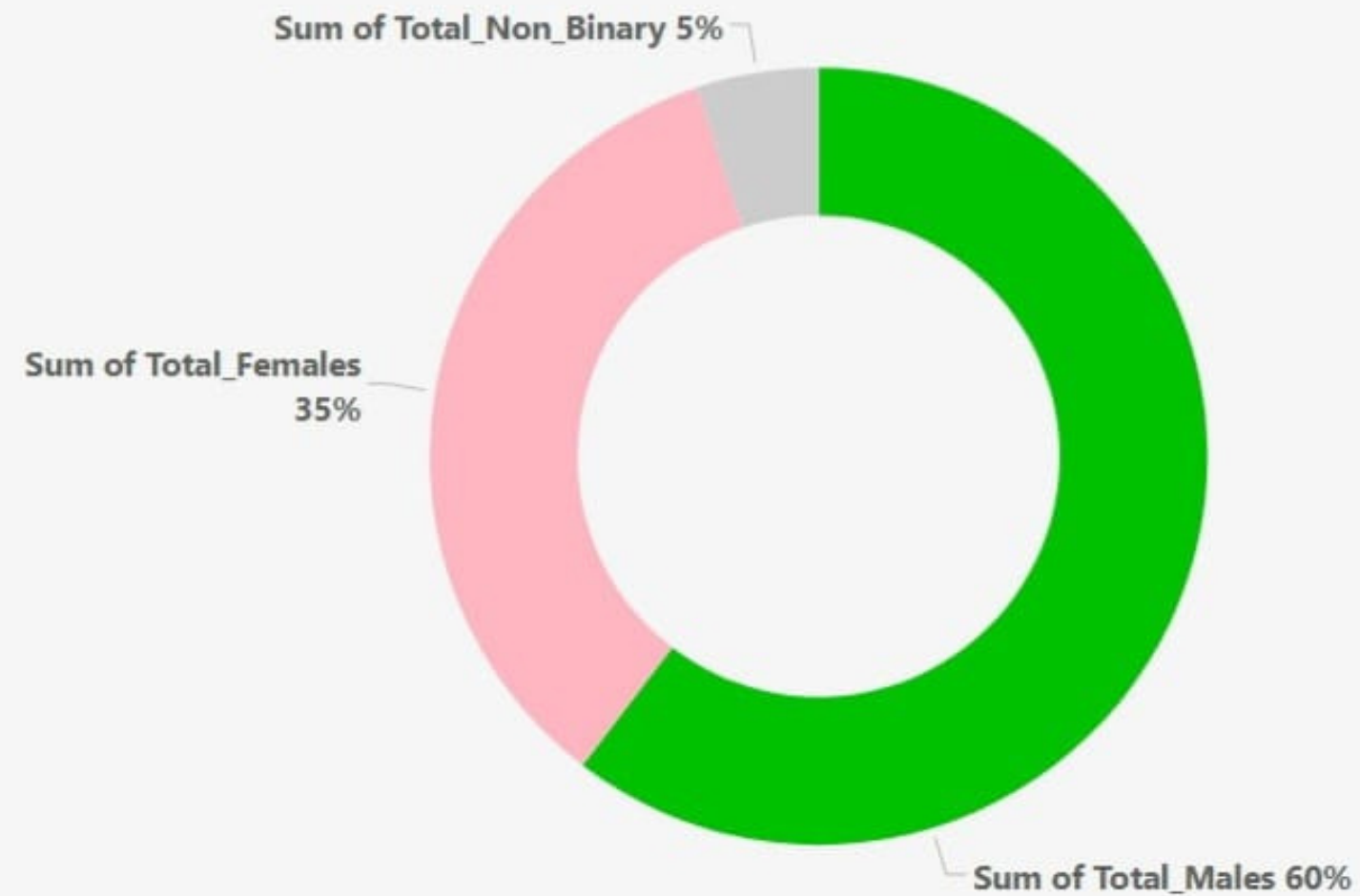


- Increase Brand Awareness
- Identify Target Consumers
- Increase Market Share
- Product Development





Energy Drink Consumption by Gender

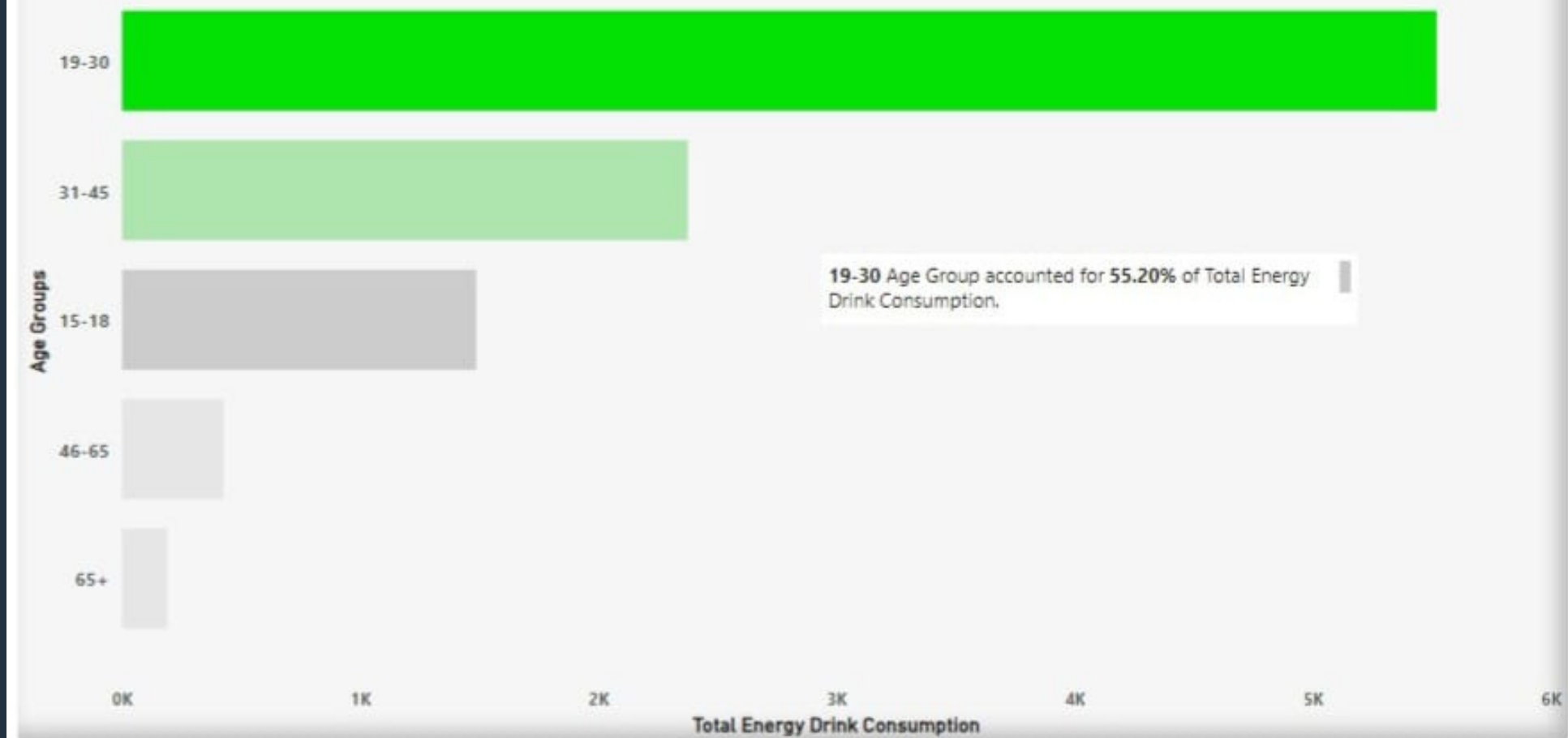


60% Consumers are Male

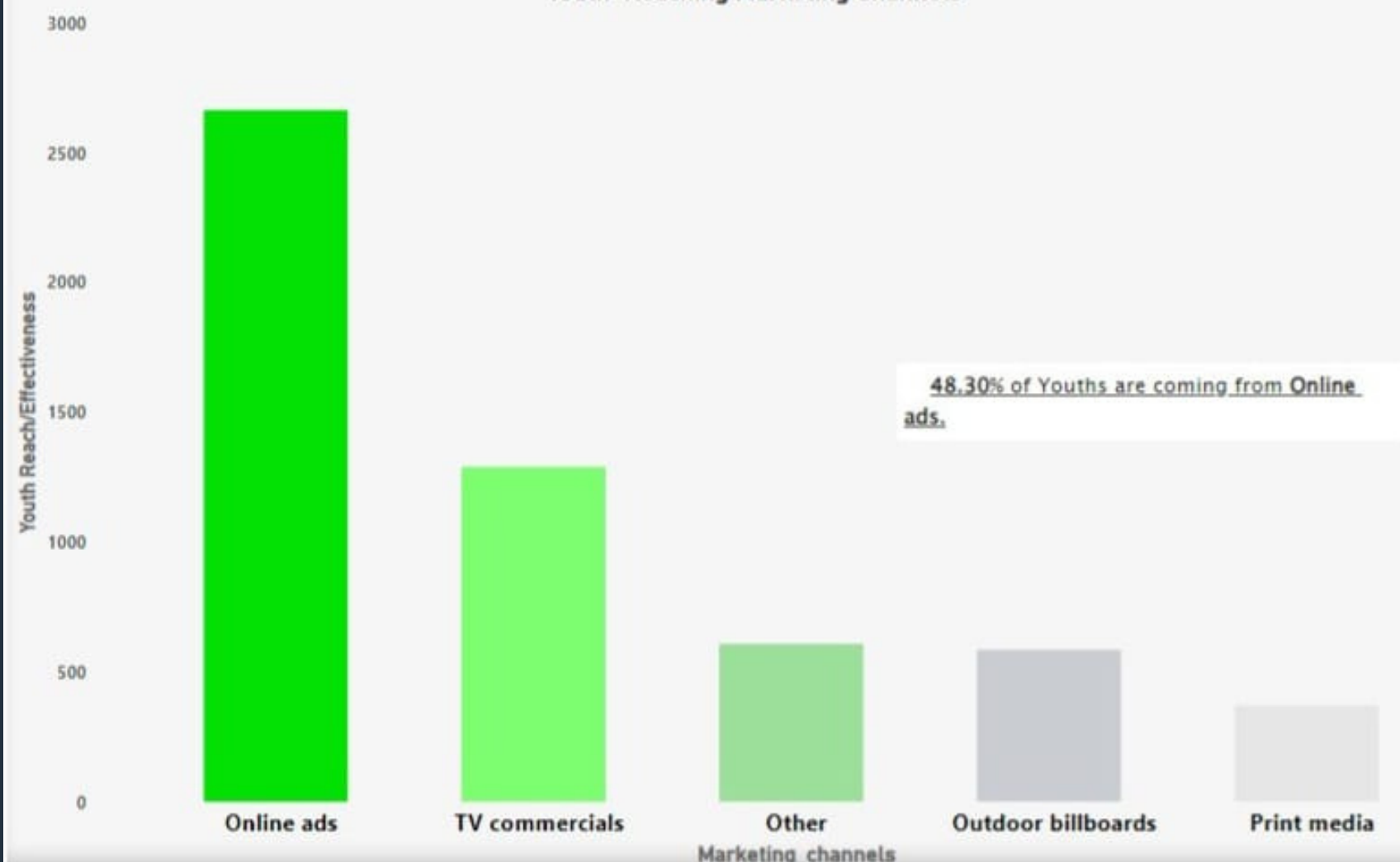


19-30 Age Group accounted for around 56% of total energy drink consumption

Age Preferences for Energy Drink Consumption



Youth-Reaching Marketing Channels



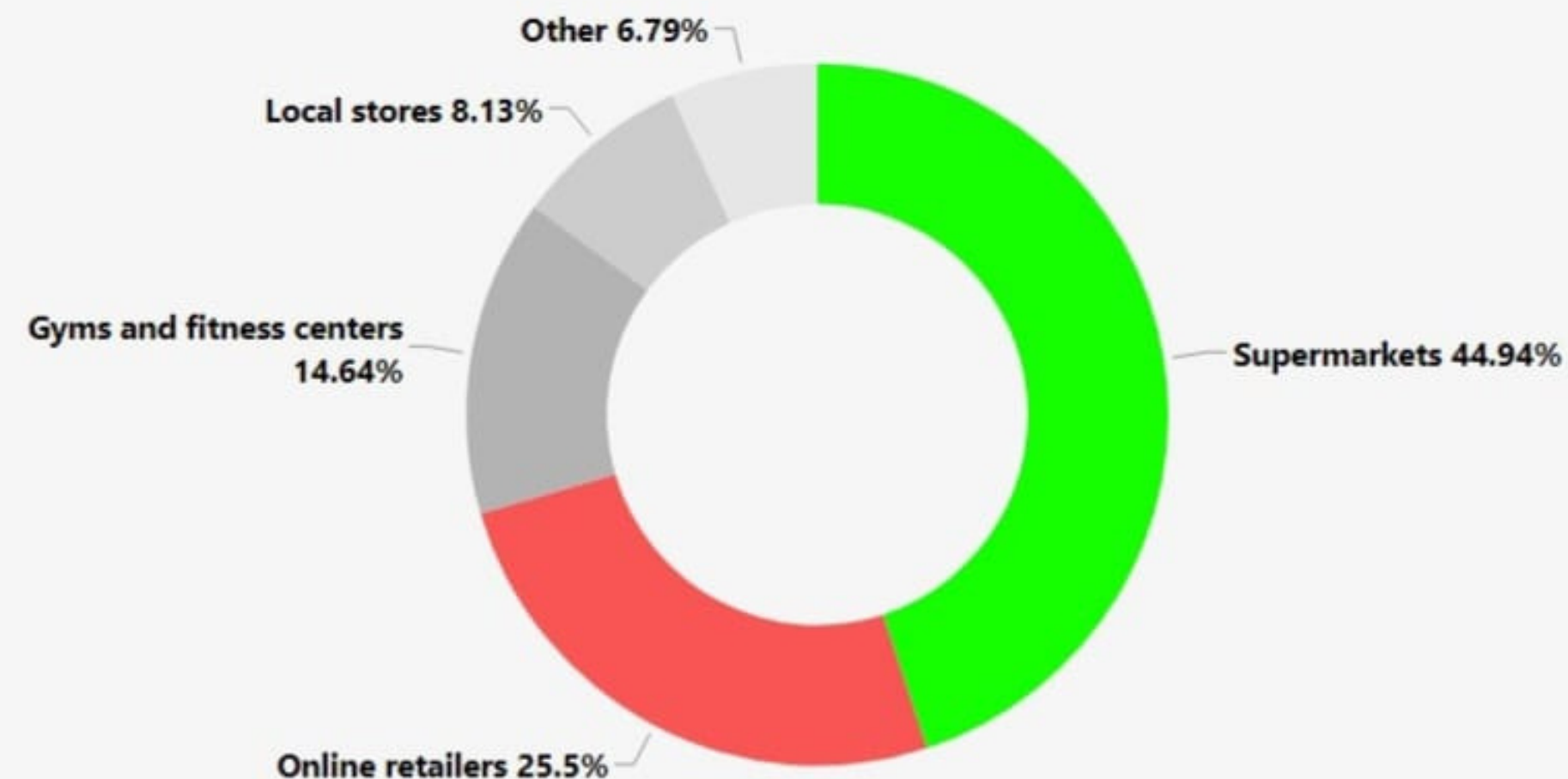
Around **49%** of Youth are coming from online ads.



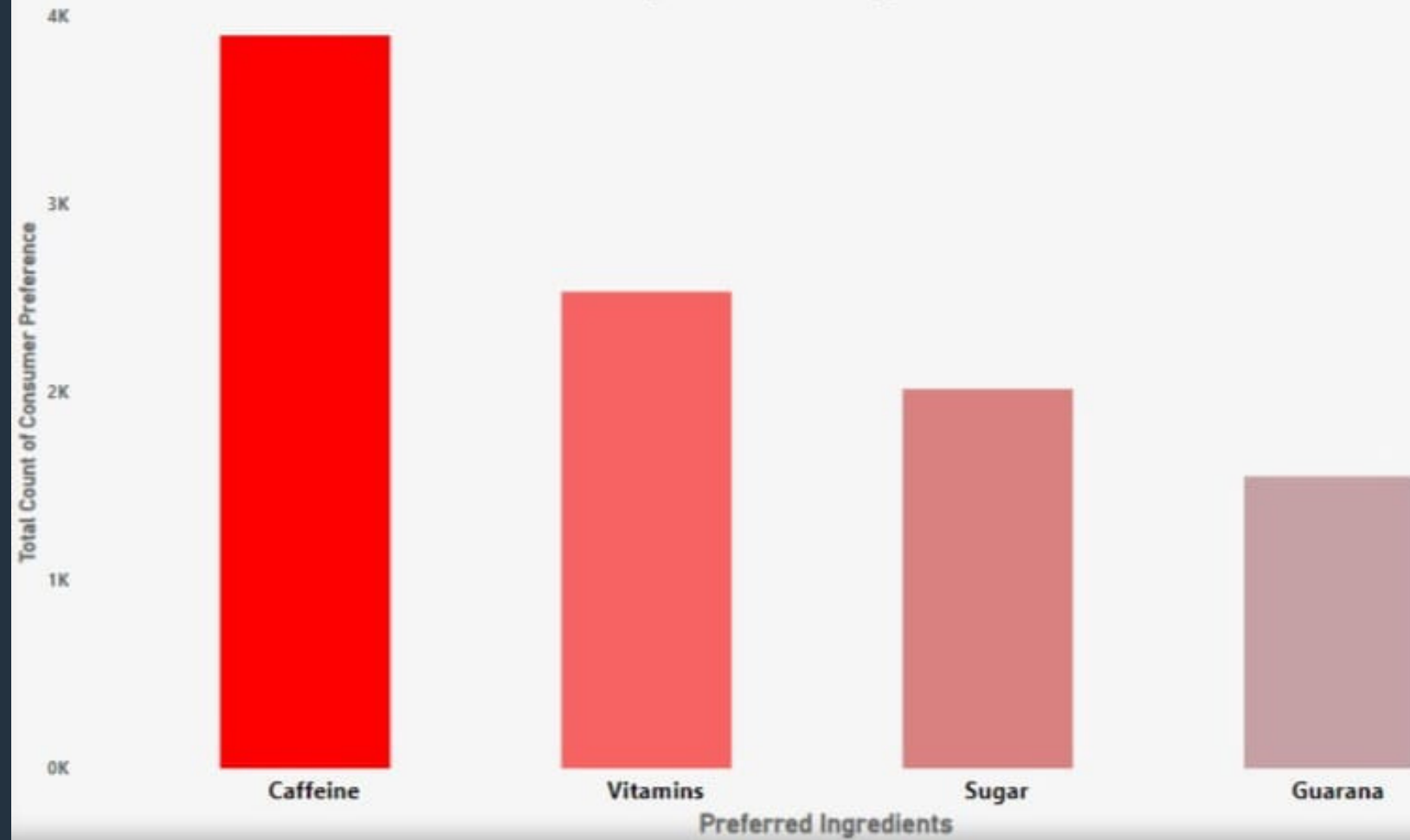
45% of consumers prefer purchasing drink from Supermarkets and **25%** from Online.



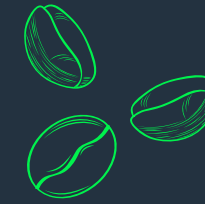
Preferential Purchase Locations: Understanding Consumer Choices and Trends



Analysis of Preferred Ingredients

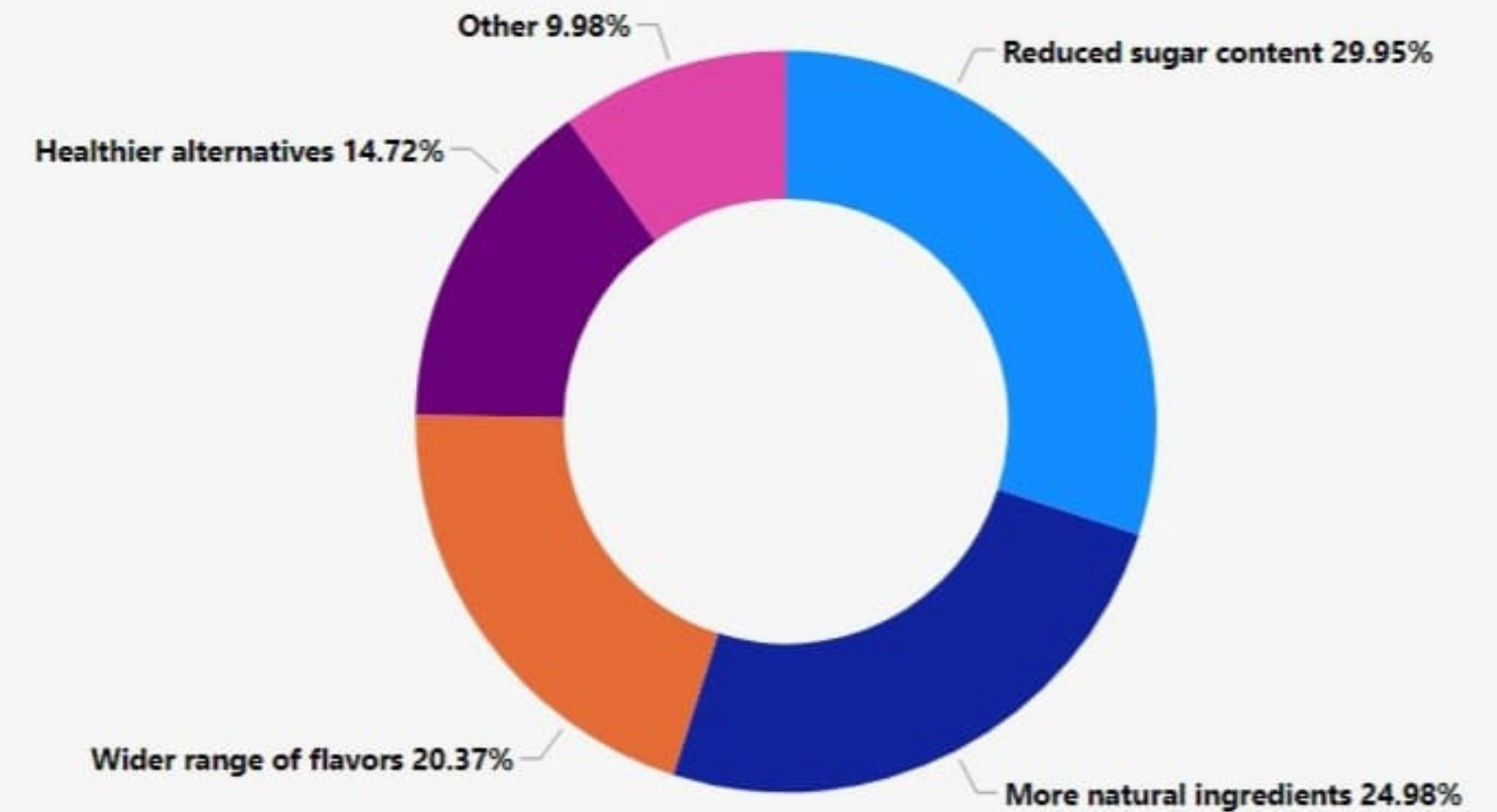


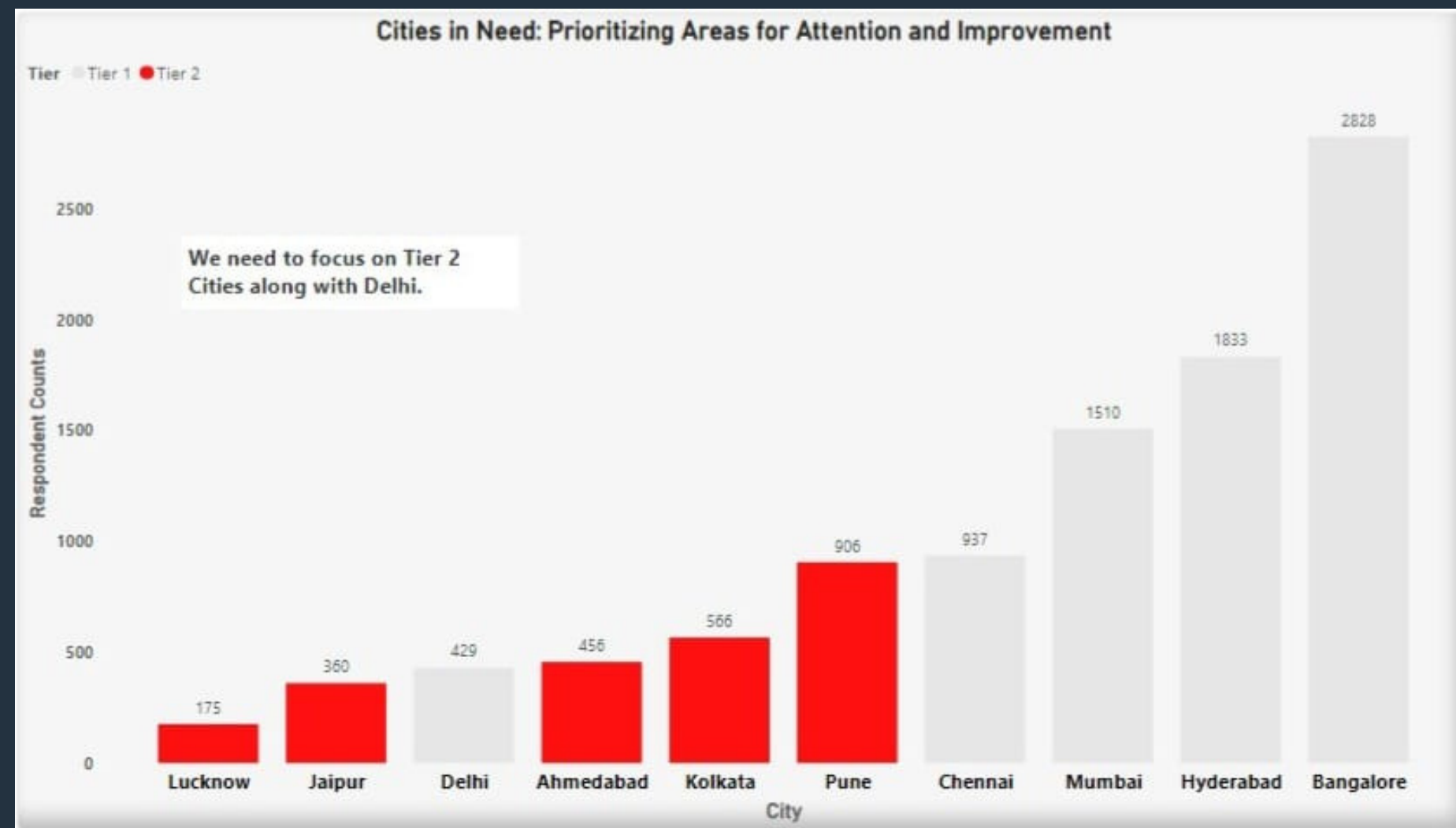
Caffeine & Vitamins are the most desired ingredients



Consumers need more natural ingredients in the drink

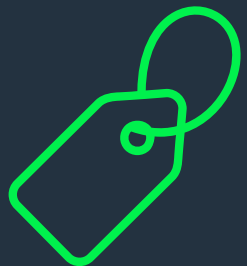
Improvement Desired

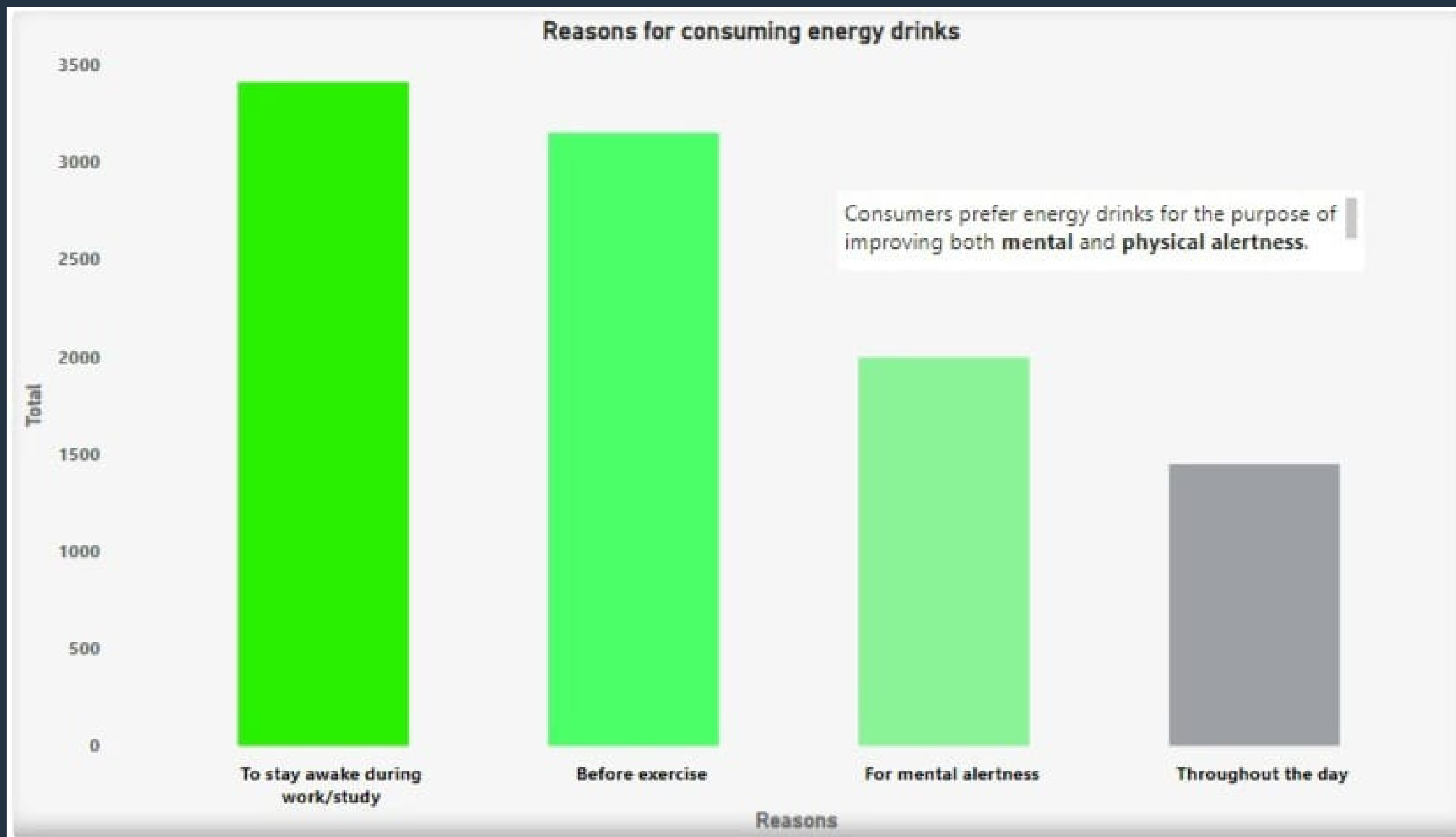




There are opportunities in **Tier2 Cities** for market expansion. 🔍

The most preferred price range for consumers were **50-99** and **100-150**.

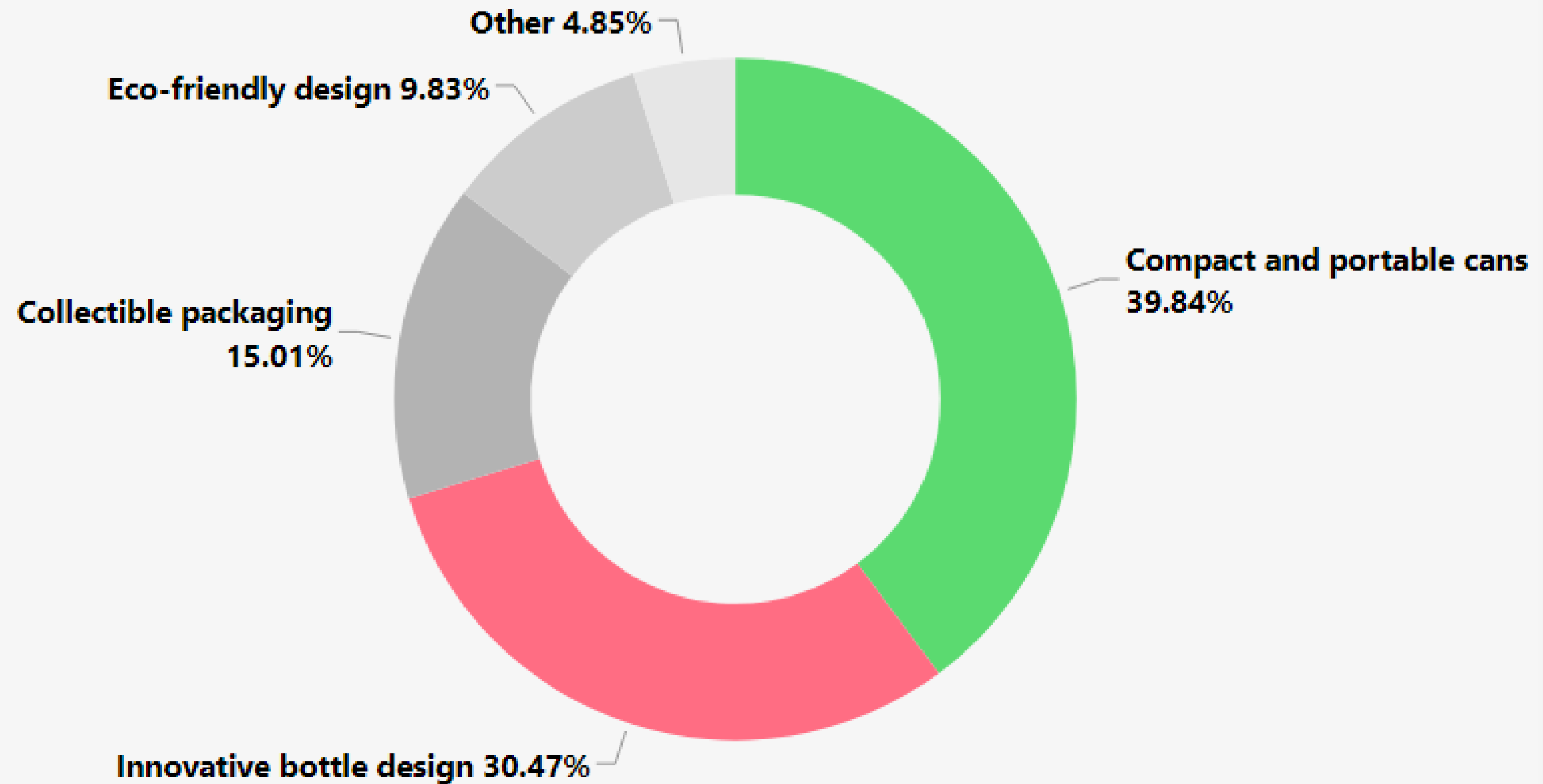




Mental and physical alertness are the primary reasons for consuming Energy drinks.



Preferred Packaging of Cosumers



Approximately **40%** of consumers prefer **compact and portable cans**, while **31%** express a preference for **innovative bottle designs**.



Suggestion for Ingredients



Green Tea Extract: Rich in antioxidants and moderate **caffeine**, it offers a **natural energy boost** without Discomfort.

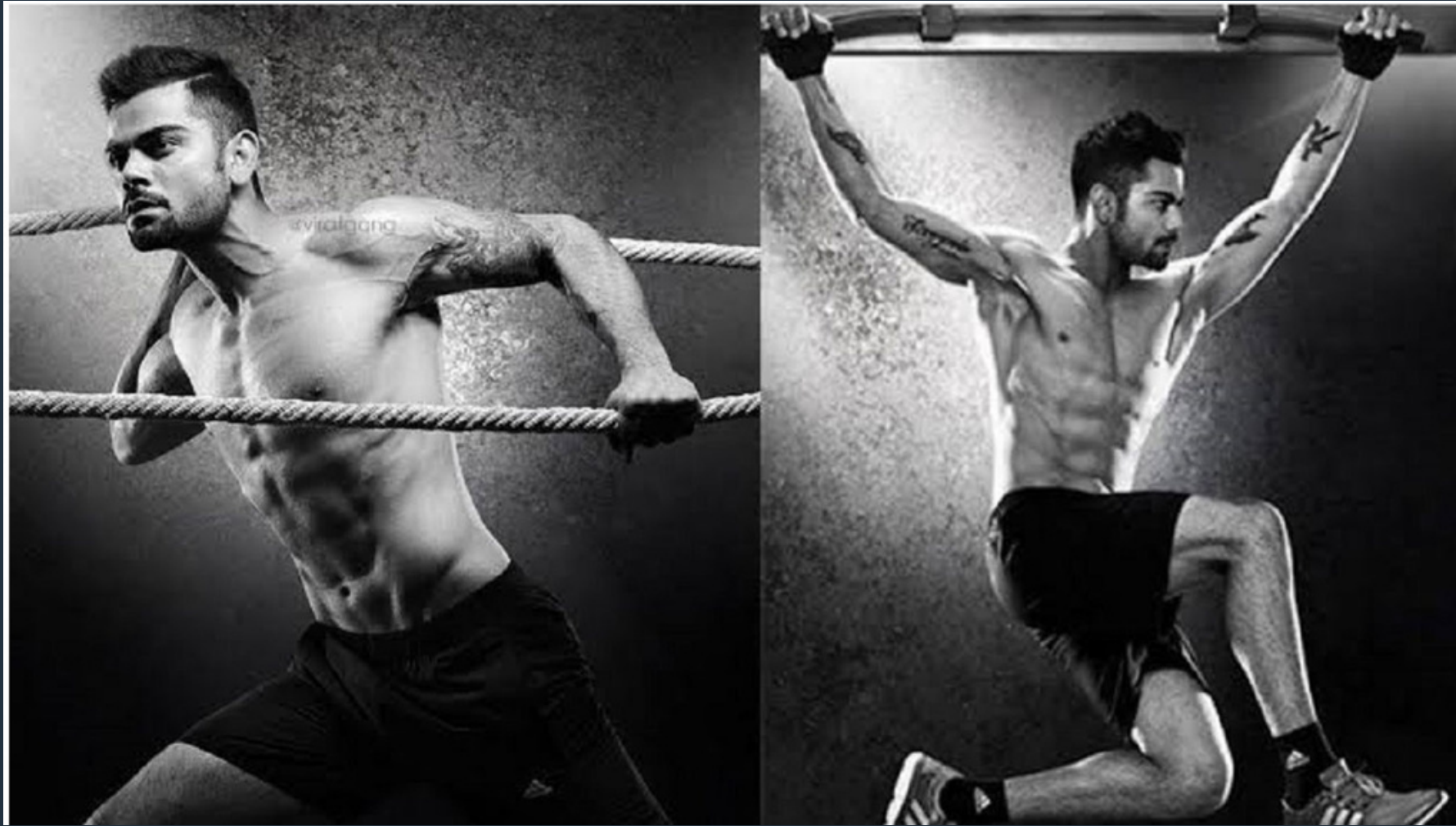


Guarana: **Natural caffeine** source for sustained **energy** and **mental alertness**.

Suggestion for Brand Ambasdor



Virat Kohli is widely recognized for his exceptional **mental and physical strength**, which sets him apart as a remarkable role model for the **youth**.



With **253+ million Instagram followers**, Virat Kohli has immense influence over the youth, making him an ideal ambassador for our product.

