

CodeBasics Resume Projects

Challenge #6

Provide Insights to the Marketing Team in Food and Beverage Team

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SQL Codes

1. Demographic Insights

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

```
SELECT Gender, COUNT(respondent_ID) AS Count_of_pref
FROM dim_repondents
GROUP BY Gender
ORDER BY Count_of_pref DESC;
```

Output :

	Gender	Count_of_pref
▶	Male	6038
	Female	3455
	Non-binary	507

B. Which age group prefers energy drinks more?

```
SELECT age, COUNT(respondent_ID) AS num_of_pref
FROM dim_repondents
GROUP BY age;
```

Output :

	age	num_of_pref
▶	15-18	1488
	19-30	5520
	31-45	2376
	46-65	426
	65+	190

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

```
SELECT f.Marketing_channels,
COUNT(*) AS Youth_Count
FROM fact_survey_responses f
JOIN dim_repondents d
ON f.Respondent_ID = d.Respondent_ID
WHERE d.Age IN ('15-18', '19-30')
GROUP BY f.Marketing_channels
ORDER BY Youth_Count DESC;
```

Output :

	Marketing_channels	Youth_Count
▶	Online ads	3373
	TV commercials	1785
	Other	702
	Outdoor billboards	702
	Print media	446

2. Consumer Preferences:

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

```
SELECT
Ingredients_expected,
COUNT(respondent_ID) AS Count_of_Response
FROM
fact_survey_responses
GROUP BY Ingredients_expected;
```

Output :

	Ingredients_expected	Count_of_Response
▶	Guarana	1553
	Caffeine	3896
	Vitamins	2534
	Sugar	2017

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

```
SELECT Packaging_preference, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Packaging_preference
ORDER BY Count_of_Response DESC;
```

Output :

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

3. Competition Analysis:

A. Who are the current market leaders?

```
SELECT Current_brands, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Current_brands
ORDER BY Count_of_Response DESC;
```

Output :

	Current_brands	Count_of_Response
►	Cola-Coka	2538
	Bepsi	2112
	Gangster	1854
	Blue Bull	1058
	CodeX	980
	Sky 9	979
	Others	479

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

```
SELECT Reasons_for_choosing_brands, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Reasons_for_choosing_brands
ORDER BY Count_of_Response DESC;
```

Output :

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

4. Marketing Channels and Brand Awareness:

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

```
SELECT Marketing_channels, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Marketing_channels
ORDER BY Count_of_Response DESC;
```

Output :

	Marketing_channels	Count_of_Response
▶	Online ads	4020
	TV commercials	2688
	Outdoor billboards	1226
	Other	1225
	Print media	841

5. Brand Penetration:

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

```
SELECT Heard_before, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Heard_before
ORDER BY Count_of_Response DESC;
```

Output :

	Heard_before	Count_of_Response
▶	No	5553
	Yes	4447

```
SELECT Tried_before, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
WHERE Heard_before="Yes"
GROUP BY Tried_before
ORDER BY Count_of_Response DESC;
```

Output :

	Tried_before	Count_of_Response
▶	No	2421
	Yes	2026

```
SELECT Taste_experience, COUNT(Respondent_ID) AS Count_of_Response
```

```

FROM fact_survey_responses
Where Tried_before="yes" AND Heard_before="Yes"
GROUP BY Taste_experience
ORDER BY Count_of_Response DESC;

```

Output :

	Taste_experience	Count_of_Response
▶	3	620
	4	511
	5	386
	2	300
	1	209

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

```

SELECT c.City, c.Tier, COUNT(r.Respondent_ID) AS Count_of_Response,
ROUND((COUNT(r.Respondent_ID)/10000*100), 1) AS Percentage_of_Response
FROM dim_cities c
JOIN dim_repondents r
ON c.city_id=r.city_id
GROUP BY c.City, c.Tier
ORDER BY Count_of_Response DESC;

```

Output :

	City	Tier	Count_of_Response	Percentage_of_Response
►	Bangalore	Tier 1	2828	28.3
	Hyderabad	Tier 1	1833	18.3
	Mumbai	Tier 1	1510	15.1
	Chennai	Tier 1	937	9.4
	Pune	Tier 2	906	9.1
	Kolkata	Tier 2	566	5.7
	Ahmedabad	Tier 2	456	4.6
	Delhi	Tier 1	429	4.3
	Jaipur	Tier 2	360	3.6
	Lucknow	Tier 2	175	1.8

6. Purchase Behavior:

A. Where do respondents prefer to purchase energy drinks?

```
SELECT Purchase_location, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Purchase_location
ORDER BY Count_of_Response DESC;
```

Output :

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

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

```
SELECT Typical_consumption_situations, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Typical_consumption_situations
ORDER BY Count_of_Response DESC;
```

Output :

	Typical_consumption_situations	Count_of_Response
►	Sports/exercise	4494
	Studying/working late	3231
	Social outings/parties	1487
	Other	491
	Driving/commuting	297

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

```
SELECT Limited_edition_packaging, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Limited_edition_packaging
ORDER BY Count_of_Response DESC;
```

Output :

	Limited_edition_packaging	Count_of_Response
►	No	4023
	Yes	3946
	Not Sure	2031

```
SELECT Price_range, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
GROUP BY Price_range
ORDER BY Count_of_Response DESC;
```


Output :

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

7. Product Development

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

```
SELECT Reasons_for_choosing_brands, COUNT(Respondent_ID) AS Count_of_Response
FROM fact_survey_responses
WHERE Current_brands="CodeX"
GROUP BY Reasons_for_choosing_brands
ORDER BY Count_of_Response DESC;
```

Output :

	Reasons_for_choosing_brands	Count_of_Response
▶	Brand reputation	259
	Availability	195
	Taste/flavor preference	182
	Effectiveness	176
	Other	168