fact_survey_responses

fact_survey_responses - Imported Data

	Response_ID	Respondent_ID	Consume_frequency	Consume_time	Consume_reason	Brand_pe
1	103001	120031	2-3 times a week	To stay awake during w...	Increased energy and fo...	Neutral
2	103002	120032	2-3 times a month	Throughout the day	To boost performance	Neutral
3	103003	120033	Rarely	Before exercise	Increased energy and fo...	Neutral
4	103006	120036	Rarely	For mental alertness	To combat fatigue	Negative
5	103007	120037	2-3 times a month	To stay awake during w...	Increased energy and fo...	Positive
6	103010	120040	Once a week	For mental alertness	To combat fatigue	Neutral
7	103012	120042	Rarely	To stay awake during w...	To combat fatigue	Neutral
8	103014	120044	2-3 times a week	For mental alertness	To combat fatigue	Neutral
9	103017	120047	Rarely	Before exercise	To boost performance	Neutral
10	103019	120049	Daily	To stay awake during w...	Other	Neutral
11	103021	120051	2-3 times a week	Before exercise	Increased energy and fo...	Negative
12	103022	120052	Rarely	Throughout the day	To combat fatigue	Neutral
13	103023	120053	2-3 times a month	For mental alertness	Increased energy and fo...	Positive
14	103026	120056	Rarely	For mental alertness	To combat fatigue	Negative
15	103027	120057	Daily	Before exercise	To boost performance	Neutral
16	103028	120058	Once a week	Throughout the day	To boost performance	Positive

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Response_ID

10000 Responses

Data	Responses
103001	1
103002	1
103003	1
103006	1
103007	1
103010	1
103012	1
103014	1
Other entries	9992

Respondent_ID

10000 Responses

Data	Responses
120031	1
120032	1
120033	1
120036	1
120037	1
120040	1
120042	1
120044	1
Other entries	9992

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Consume_frequency

10000 Responses

Data	Responses
2-3 times a week	3491
Rarely	1941
2-3 times a month	1613
Once a week	1609
Daily	1346

Consume_time

10000 Responses

Data	Responses
To stay awake during work/study	3409
Before exercise	3148
For mental alertness	1995
Throughout the day	1448

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Consume_reason

10000 Responses

Data	Responses
Increased energy and focus	3574
To combat fatigue	2428
To enhance sports performance	1604
To boost performance	1514
Other	880

Brand_perception

10000 Responses

Data	Responses
Neutral	5974
Positive	2257
Negative	1769

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General_perception

10000 Responses

Data	Responses
Effective	2909
Not sure	2610
Healthy	2243
Dangerous	2238

Heard_before

10000 Responses

Data	Responses
No	5553
Yes	4447

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Tried_before

10000 Responses

Data	Responses
No	5119
Yes	4881

Taste_experience

10000 Responses

Data	Responses
N/A	5119
3	1474
4	1219
5	934
2	732
1	522

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Reasons_preventing_trying

10000 Responses

Data	Responses
Not available locally	2431
Health concerns	2258
Not interested in energy drinks	2193
Unfamiliar with the brand	1850
Other	1268

Current_brands

10000 Responses

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

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Reasons_for_choosing_brands

10000 Responses

Data	Responses
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

Improvements_desired

10000 Responses

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

fact_survey_responses

Ingredients_expected

10000 Responses

Data	Responses
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

Health_concerns

10000 Responses

Data	Responses
Yes	6045
No	3955

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Interest_in_natural_or_organic

10000 Responses

Data	Responses
Yes	4983
No	3062
Not Sure	1955

Marketing_channels

10000 Responses

Data	Responses
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

Packaging_preference

10000 Responses

Data	Responses
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

Limited_edition_packaging

10000 Responses

Data	Responses
No	4023
Yes	3946
Not Sure	2031

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Price_range

10000 Responses

Data	Responses
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009

Purchase_location

10000 Responses

Data	Responses
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

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Typical_consumption_situations

10000 Responses

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

Name

10000 Responses

Data	Responses
Yuvraj Acharya	3
Mohanlal Bhatia	3
Sana Sibal	3
Vanya Choudhry	3
Alisha Sarraf	3
Divit Wadhwa	3
Indrans Bhandari	3
Divyansh Sundaram	3
Other entries	9976

fact_survey_responses

Age

10000 Responses

Data	Responses
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190

Gender

10000 Responses

Data	Responses
Male	6038
Female	3454
Non-binary	507
#N/A	1

City_id

10000 Responses

Data	Responses
CT113	2828
CT116	1833
CT112	1510
CT114	937
CT118	906
CT115	566
CT117	455
CT111	429
Other entries	536

Thank You!

fact_survey_responses