



# MARKETING ANALYSIS

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CodeX Energy Drink

CREATED BY:  
**AMOL SACHAN**

**WHY?**

Objectives

**HOW?**

Data, Requests and tools

**INSIGHTS?**

Outcomes of Analysis

### About CodeX

- German company operating in Food & Beverage Industry.
- Recently launched their energy drink product in 10 cities of India.
- CodeX is at 5<sup>th</sup> position in terms of market capitalization.

### Objective

- The company wishes to increase brand awareness, market share and product development.
- They conducted a survey in those 10 cities and received responses from 10k respondents.



## HOW?

### Data, Requests and tools



#### Provide Insights to the Marketing Team in Food & Beverage Industry

##### Primary Insights (Sample Sections / Questions)

Note: These insights can be derived from the survey responses

- Demographic Insights (examples)**
  - 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)?
- Consumer Preferences:**
  - What are the preferred ingredients of energy drinks among respondents?
  - What packaging preferences do respondents have for energy drinks?
- Competition Analysis:**
  - Who are the current market leaders?
  - What are the primary reasons consumers prefer those brands over ours?
- 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?
- Brand Penetration:**
  - What do people think about our brand? (overall rating)
  - Which cities do we need to focus more on?
- 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?
- Product Development**
  - Which area of business should we focus more on our product development? (Branding/taste/availability)

##### Secondary Insights (Sample Sections / Questions)

Note: You need to do additional market research

##### Recommendations for CodeX:

Give 5 recommendations for CodeX (below are some samples)

- 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?

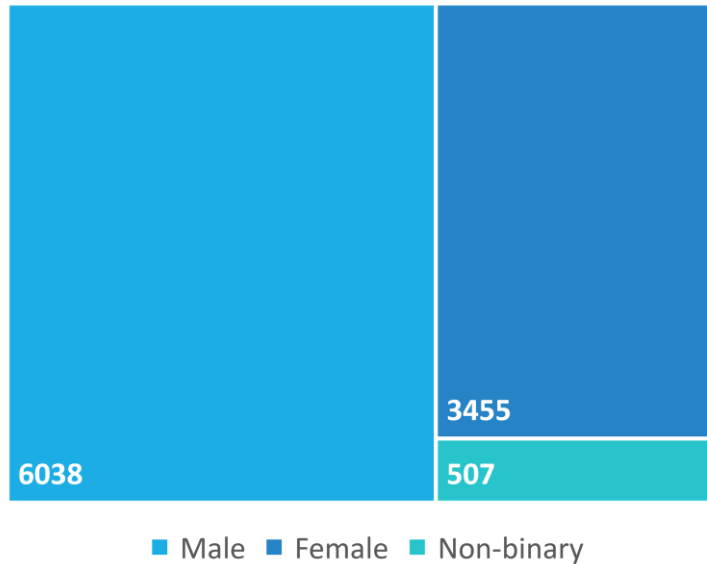
#### Tools for Analysis and Visualization



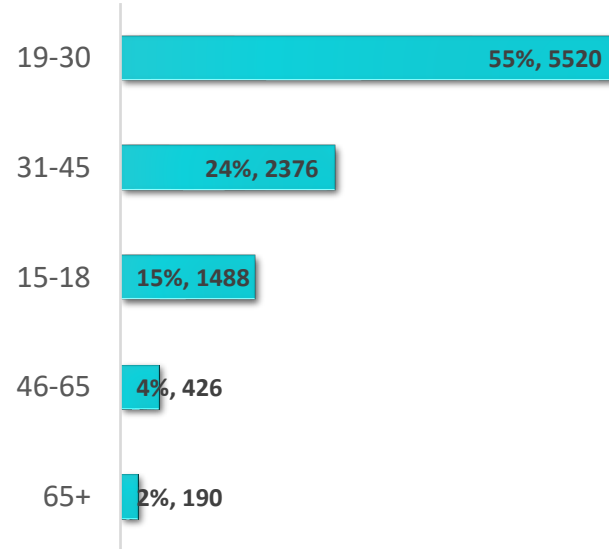
codebasics.io

## DEMOGRAPHIC INSIGHTS

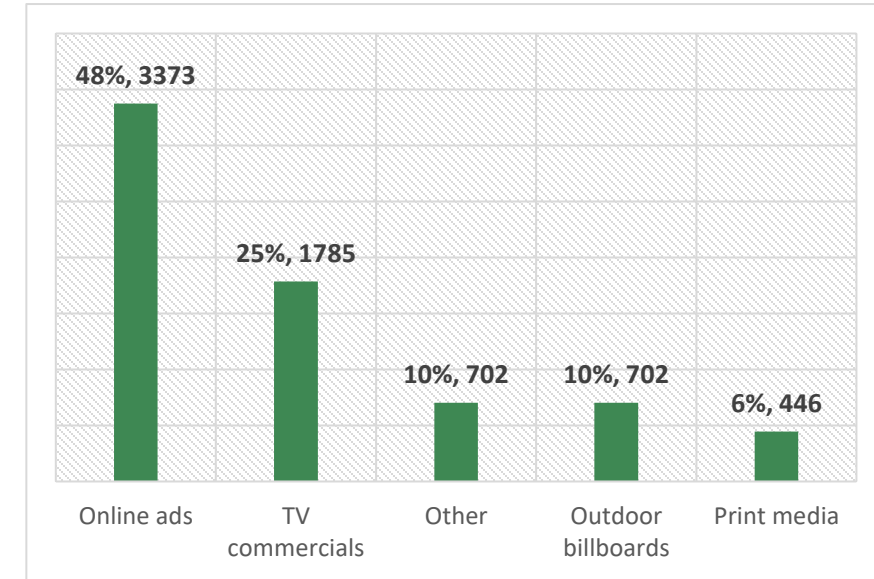
### Q1.a Who prefers energy drink more?



### Q1.b Which age group prefers energy drinks more?



### Q1.c Which type of marketing reaches the most Youth (15-30)?



## FINDINGS?

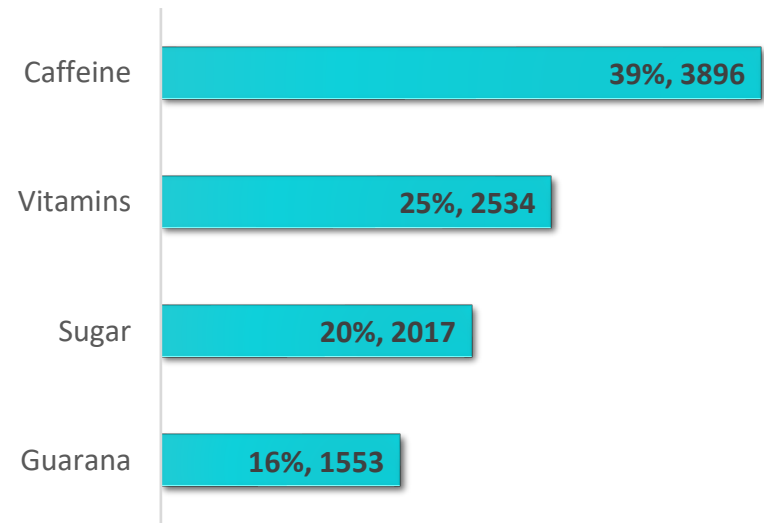
- **60% Male consumers** prefer energy drink as compared to other respondents.

- **55% Youth** of age group **19-30** years accounted for energy drink consumption.

- **48%** of youths are coming from **Online Ads**.

CONSUMER PREFERENCES

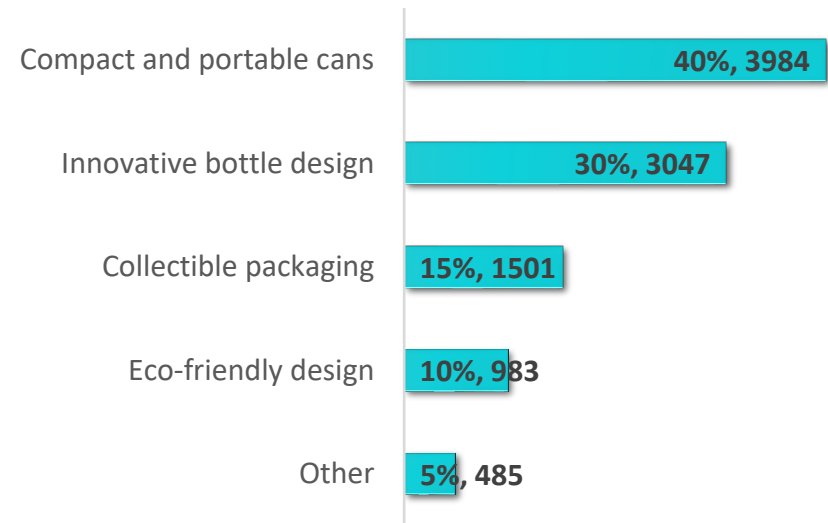
Q2.a What are the preferred ingredients of energy drinks among respondents?



FINDINGS?

- **Caffeine** and **Vitamins** are most preferred ingredients of energy drink among respondents.

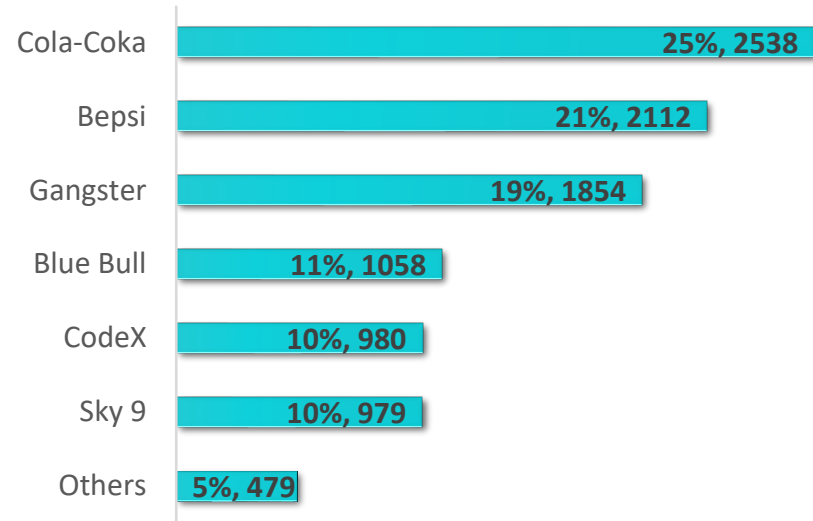
Q2.b What packaging preferences do respondents have for energy drinks?



- **Compact and portable cans** are preferred by **40%** of respondents.
- However, **30%** of respondents chosen **Innovative bottle design** as their preference.

## COMPETITION ANALYSIS

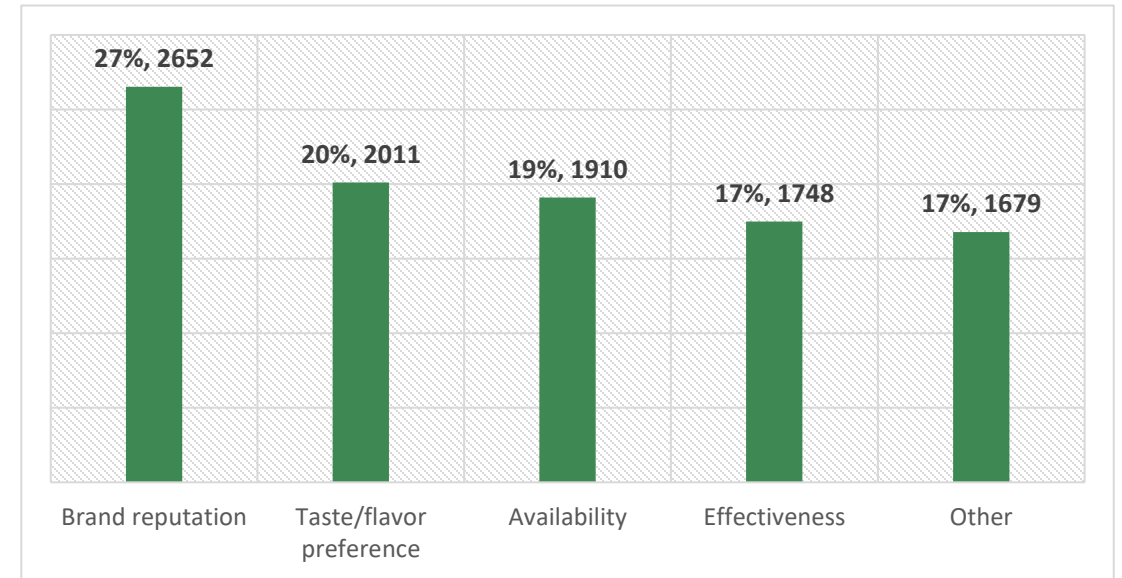
### Q3.a Who are the current market leaders?



## FINDINGS?

- With **25%** of market share **Cola-Coka** is current market leader.
- **CodeX** holds **10%** of market share.

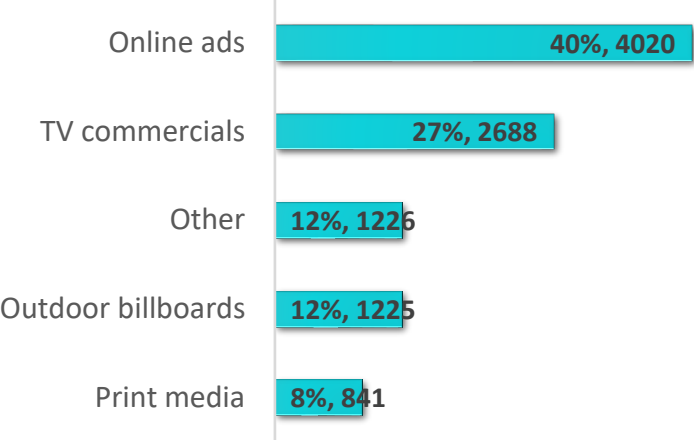
### Q3.b What are the primary reasons consumers prefer those brands over ours?



- For **27%** of respondents, **Brand Reputation** is primary reason for choosing other brands over ours.
- **Taste/flavour preference** and **Availability** are two another major factors.

MARKETING CHANNELS AND BRAND AWARENESS

Q4.a Which marketing channel can be used to reach more customers?



FINDINGS?

- **Online Ads** are most effective way of reaching more customers.
- Digital Age is mostly using online services.

Q4.b How effective are different marketing strategies and channels in reaching our customers?

Marketing Channels vs Age

Marketing_channels	15-18	19-30	31-45	46-65	65+
Online ads	707	2666	490	109	48
Other	94	608	408	78	37
Outdoor billboards	117	585	431	65	28
Print media	75	371	310	57	28
TV commercials	495	1290	737	117	49

Marketing Channels vs City

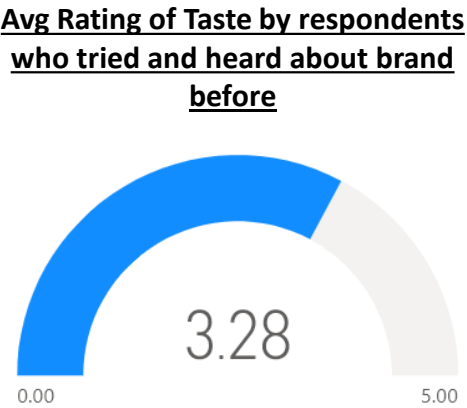
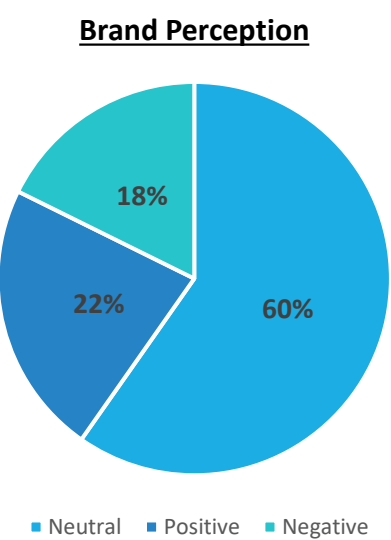
City	Online ads	Other	Outdoor billboards	Print media	TV commercials
Ahmedabad	142	31	50	32	201
Bangalore	1242	445	389	269	483
Chennai	426	152	113	84	162
Delhi	137	23	52	30	187
Hyderabad	818	312	246	188	269
Jaipur	133	27	39	13	148
Kolkata	229	113	74	52	98
Lucknow	58	5	19	15	78
Mumbai	530	66	149	102	663
Pune	305	51	95	56	399

- **Online ads** are mostly reaching youth of age **19-30**.
- **Online ads** are mostly seen by residents of **Bangalore**



# BRAND PENETRATION

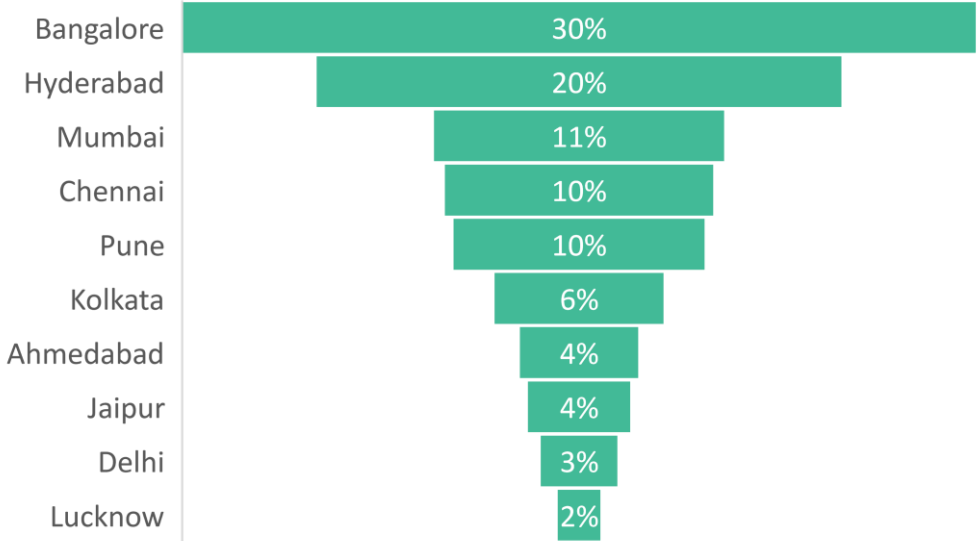
## Q5.a What do people think about our brand? (overall rating)



## FINDINGS?

- **60%** of respondents are **neutral** about brand. **22%** are **positive** about brand.
- Average Rating of **3.28** is given by respondents who have tried and heard about our brand before.
- **2026** respondents tried and heard about CodeX before.

## Q4.b Which cities do we need to focus more on?



- Out of **2828** respondents from **Bangalore**, 1670 has not heard about our brand before, which accounts to **30%**

# PURCHASE BEHAVIOR

Q6.a Where do respondents prefer to purchase energy drinks?

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

## FINDINGS?

- **45%** of respondents prefers purchasing drink from **Supermarkets** & **26%** from **Online Retailers**.

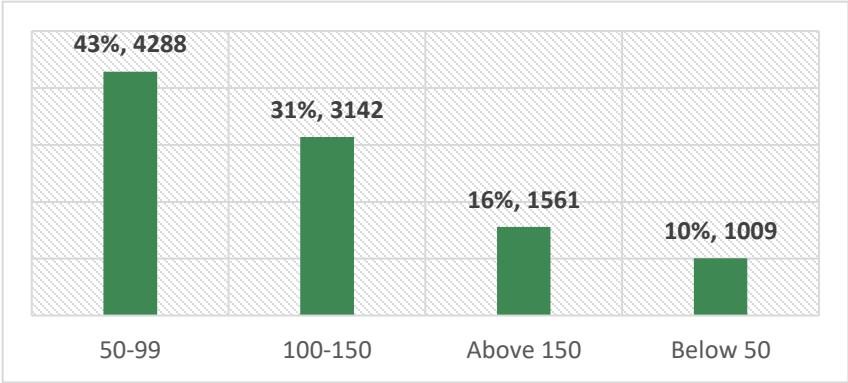
Q6.b What are the typical consumption situations for energy drinks among respondents?

	Typical_consumption_situations	Response Count
▶	Sports/exercise	4494
	Studying/working late	3231
	Social outings/parties	1487
	Other	491
	Driving/commuting	297

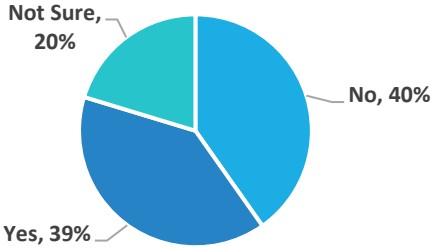
- **77%** of Respondents typically consume energy drinks during **Sports/exercise** and **Studying/working late**.

Q6.c What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

Price Range



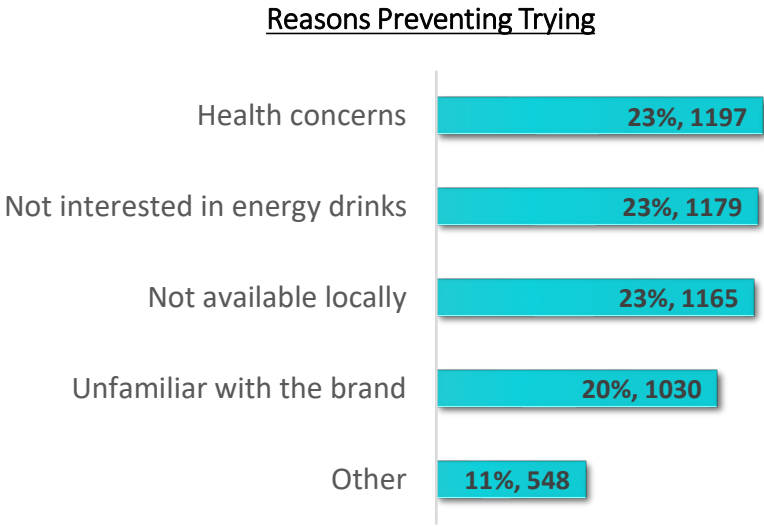
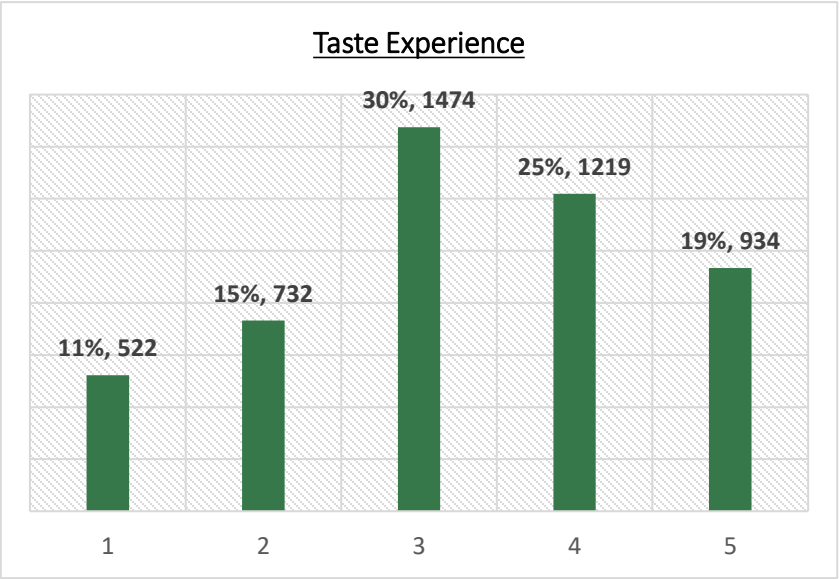
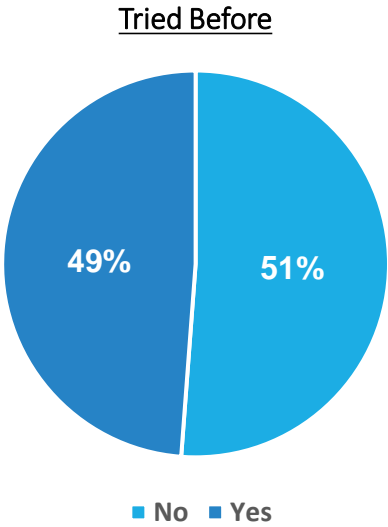
Limited Edition Packaging



- **74%** of respondents want price range to be **50-150**.
- **Limited edition packaging** is not a influencing factor

# PRODUCT DEVELOPMENT

Q7.a Which area of business should we focus more on our product development?  
(Branding/taste/availability)



## FINDINGS?

- 51% of respondents have not tried our product before.
- **Availability** and **Health concerns** are two major factors preventing users from trying.
- 30% of respondents who have tried out product rated taste experience 3.
- We should focus on increasing brand presence and availability of our products.

## RECOMMENDATIONS

What immediate improvements can we bring to the product?

- We should reduce sugar content.
- Add more natural and organic ingredients.
- Launch different flavors.
- Add Caffeine and Vitamins.

What should be the ideal price of our product?

- Ideal price range will be between 51-150.

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

- We can run Online Ads promoting as healthy energy drink having less sugar, and natural, organic ingredients.
- Collaborate with Influencers and ask them to promote our product.
- We should run a campaign of giving trial packs to consumers and ask them to try and review.

Who can be a brand ambassador, and why?

- Virat Kohli should be our brand ambassador, because he is a famous sports person, having wider presence in social media with 255M followers on Instagram.

Who should be our target audience, and why?

- Our target audience should be youth of age group 19-30, because they consume mostly during Sports/Exercise and Studying/working late.



*Thank You*