

Valuable insights can be derived from the survey responses of dataset which will help to take data driven decisions that solve business problems and help them to grow in competitive markets

- When we deep dive into the data and analyze the data then we got all answers that are directly affecting the business.
- With help of different visualizations and charts , we can get valuable insights and answers of questions listed below.

### Demographic Insights

- Who prefers energy drink more? (male/female/non-binary?)  
Ans: Male
- Which age group prefers energy drinks more?  
Ans: between age 19-30
- Which type of marketing reaches the most Youth (15-30)?  
Ans: Online Ads following with Tv commercials are market reaches the most youth.

### Consumer Preferences:

- What are the preferred ingredients of energy drinks among respondents?  
Ans: caffeine
- What packaging preferences do respondents have for energy drinks?  
Ans: compact and portable cans

### Competition Analysis:

- Who are the current market leaders?  
Ans: Cola coka is the market leader and our brand codex at 5<sup>th</sup> position currently.
- What are the primary reasons consumers prefer those brands over ours?  
Ans: There are several reasons our brand needs to focus on. When it comes to availability of products our brand's position is at 4<sup>th</sup>. Then Brand reputation, taste, effectiveness are primary reasons for consumers prefer other top brands.

### Marketing Channels and Brand Awareness:

- Which marketing channel and market locations can be used to reach more customers?  
Ans: The analysis provides us clear picture that Online Ads are main source to reach most of the customers.  
The people prefers to buy energy drinks from Supermarkets.

## Brand Penetration:

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

Ans: The ratings are more inclined towards 1,2,3. We need to work on Brand reputation to increase the rating towards 3,4,5.

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

Ans: For tier 1 cities, Delhi is the lowest among all. When we expand into more granular level then we need to focus on local stores of Delhi.

For tier 2 cities, Lucknow is the lowest among all. When we expand into more granular level then we need to focus on Gym, local stores, supermarkets of Lucknow.

## Purchase Behavior:

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

Ans: Supermarkets

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

Ans: The plots are showing, no of people taking energy drinks 2-3 times in week are more. It is found that people takes energy drinks more before exercise and for the purpose of stay awake during work/study.

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

Ans: Price is the one of important factors along with Health concerns and limited edition packaging is also playing vital role.

## Product Development

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

Ans: Brand reputation is the top most priority for most consumers.

We need to work on our Branding. Taste and availability of products on local markets are also important.

## Recommendations for CodeX:

- What immediate improvements can we bring to the product?

- We need to work on taste as we have seen people are expecting more caffeine so we need to increase the proportion of that with keeping in mind about bitterness of this. So we need to reduce the bitterness. We can add sweetening agents to balance the taste.

- We have seen with our analysis that 60% People are not having energy drinks due to health concerns reasons so we can add vitamins to energy drinks to change their perception of not having energy drinks.

- What should be the ideal price of our product?

- It should be around 50-120 Rs.

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

- In our marketing campaigns we need to change people's perception that we are adding good proportions of vitamins and natural ingredients that should reflect in our online ads also.

- We can offer discounts and voucher coupons in collaboration with Gym and sports activity.

- We need to setup campaign and marketing strategy locally for the growth of brand in Lucknow and Delhi.

- Provide limited edition packaging

- Who can be a brand ambassador, and why?

- Any Indian sports person/Athlete can be our Brand Ambassador.

Reasons: Our target audience are mostly youth and they will relate well with sports person. Most youth are indulged in some kind of sports activity and it will drive them to buy energy drinks more.

- Who should be our target audience, and why?

- Our target audience should be youth and young working persons. As they drained out frequently with their sports activity, travel, exercise, and they need energy booster drinks. We need to focus on expansion of other age group also.