use sample\_data;

**#DEMOGRAPHIC INSIGHTS**

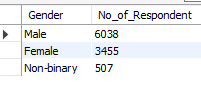
**#1 .Who Prefer Energy Drinks more ?**

SELECT Gender, COUNT(dr.Respondent\_ID) AS No\_of\_Respondent

FROM dim\_repondents dr join fact\_survey\_responses fsr ON dr.Respondent\_ID=fsr.Respondent\_ID

GROUP BY Gender

ORDER BY No\_of\_Respondent DESC;



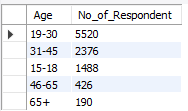
**##2. Which age group Prefer Energy Drinks more?**

SELECT Age, COUNT(dr.Respondent\_ID) AS No\_of\_Respondent

FROM dim\_repondents dr JOIN fact\_survey\_responses fsr ON dr.Respondent\_ID=fsr.Respondent\_ID

GROUP BY Age

ORDER BY No\_of\_Respondent DESC;



**#3.which type of marketing reaches the most youth?**

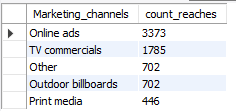
SELECT Marketing\_channels ,COUNT(\*) AS count\_reaches

FROM dim\_repondents dr JOIN fact\_survey\_responses fsr ON dr.Respondent\_ID=fsr.Respondent\_ID

WHERE Age='15-18' OR Age='19-30'

GROUP BY Marketing\_channels

ORDER BY count\_reaches DESC ;



#**CONSUMER PREFERENCES**

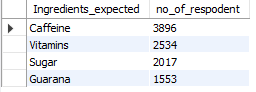
**#1.what are prefered ingredient of energy drink among respondants?**

SELECT Ingredients\_expected, COUNT(dr.Respondent\_ID) AS no\_of\_respodent

FROM dim\_repondents dr JOIN fact\_survey\_responses fsr ON dr.Respondent\_ID=fsr.Respondent\_ID

GROUP BY Ingredients\_expected

ORDER BY no\_of\_respodent DESC;



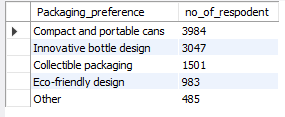
**##2.what packaging preferences respondants have for energy drink?**

SELECT Packaging\_preference, COUNT(dr.Respondent\_ID) AS no\_of\_respodent

FROM dim\_repondents dr JOIN fact\_survey\_responses fsr ON dr.Respondent\_ID=fsr.Respondent\_ID

GROUP BY Packaging\_preference

ORDER BY no\_of\_respodent DESC;



**#COMPETETION ANALYSIS**

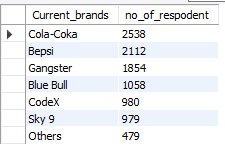
**#1.Who are current market leaders**

SELECT Current\_brands, COUNT(Respondent\_ID) AS no\_of\_respodent

FROM sample\_data.fact\_survey\_responses

GROUP BY Current\_brands

ORDER BY no\_of\_respodent DESC ;



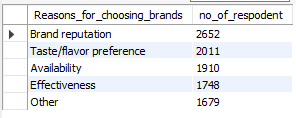
**#2.what are primary reason consumers prefer those brands over ours?**

SELECT Reasons\_for\_choosing\_brands, COUNT(Respondent\_ID) AS no\_of\_respodent

FROM sample\_data.fact\_survey\_responses

GROUP BY Reasons\_for\_choosing\_brands

ORDER BY no\_of\_respodent DESC;



**##how effective are different marketing strategies and channels channels in reaching our customers?**

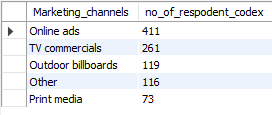
SELECT Marketing\_channels, COUNT(Respondent\_ID) AS no\_of\_respodent\_codex

FROM sample\_data.fact\_survey\_responses

WHERE Current\_brands='CodeX'

GROUP BY Marketing\_channels

ORDER BY no\_of\_respodent\_codex DESC ;



**#MARKETING CHANELS AND BRAND AWARENESS**

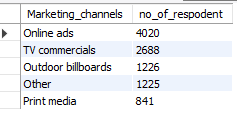
**#1.which marketing channel can be used to reach more customers?**

SELECT Marketing\_channels, COUNT(Respondent\_ID) AS no\_of\_respodent

FROM sample\_data.fact\_survey\_responses

GROUP BY Marketing\_channels

ORDER BY no\_of\_respodent DESC ;



**##BRAND PENETRATION**

**#1.What do people think about our brand**

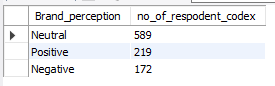
SELECT Brand\_perception, COUNT(\*) AS no\_of\_respodent\_codex

FROM sample\_data.fact\_survey\_responses

WHERE Current\_brands='Codex'

GROUP BY Brand\_perception

ORDER BY no\_of\_respodent\_codex DESC;



**#2.Which cities do we need to focus more on**

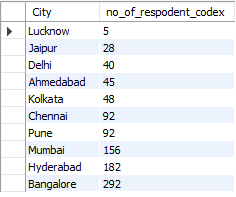
SELECT City, COUNT(dr.Respondent\_ID) AS no\_of\_respodent\_codex

FROM dim\_repondents dr JOIN fact\_survey\_responses fsr ON dr.Respondent\_ID=fsr.Respondent\_ID JOIN dim\_cities dc ON dc.City\_ID=dr.City\_ID

WHERE Current\_brands='CodeX'

GROUP BY City

ORDER BY no\_of\_respodent\_codex ;



**#PURCHASE BEHAVIOR**

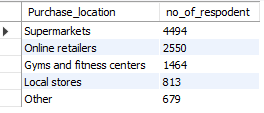
**#1.where do respodent prefer to purchase energy drinks?**

SELECT Purchase\_location, COUNT(dr.Respondent\_ID) AS no\_of\_respodent

FROM dim\_repondents dr JOIN fact\_survey\_responses fsr ON dr.Respondent\_ID=fsr.Respondent\_ID

GROUP BY Purchase\_location

ORDER BY no\_of\_respodent DESC;



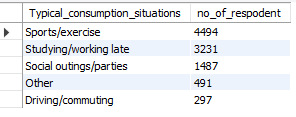
**#2 what are typical consumption situation for energy drink among respodents**

SELECT Typical\_consumption\_situations , COUNT(dr.Respondent\_ID) AS no\_of\_respodent

FROM dim\_repondents dr JOIN fact\_survey\_responses fsr ON dr.Respondent\_ID=fsr.Respondent\_ID

GROUP BY Typical\_consumption\_situations

ORDER BY no\_of\_respodent DESC;



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

SELECT Limited\_edition\_packaging, COUNT(dr.Respondent\_ID) AS no\_of\_respodent

FROM dim\_repondents dr JOIN fact\_survey\_responses fsr ON dr.Respondent\_ID=fsr.Respondent\_ID

GROUP BY Limited\_edition\_packaging

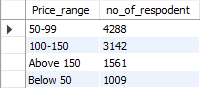
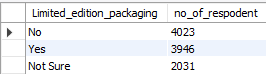
ORDER BY no\_of\_respodent DESC;

SELECT Price\_range, COUNT(dr.Respondent\_ID) AS no\_of\_respodent

FROM dim\_repondents dr JOIN fact\_survey\_responses fsr ON dr.Respondent\_ID=fsr.Respondent\_ID

GROUP BY Price\_range

ORDER BY no\_of\_respodent DESC;



**#PRODUCT DEVELOPMENT**

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

SELECT Reasons\_preventing\_trying, COUNT(dr.Respondent\_ID) AS no\_of\_respodent

FROM dim\_repondents dr JOIN fact\_survey\_responses fsr ON dr.Respondent\_ID=fsr.Respondent\_ID

WHERE Current\_brands='CodeX'

GROUP BY Reasons\_preventing\_trying

ORDER BY no\_of\_respodent DESC;

