

Insights to the Marketing Team in Food & Beverage Industry

CodeX is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities in India.

Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from **10k** respondents.

As marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions.

Presented by : Gaurav Bharat Raut

Introduction

Demographic Insights

Consumer Preferences

Competition Analysis

Marketing Channels

Brand Penetration

Purchase Behavior

Product Development

Insights

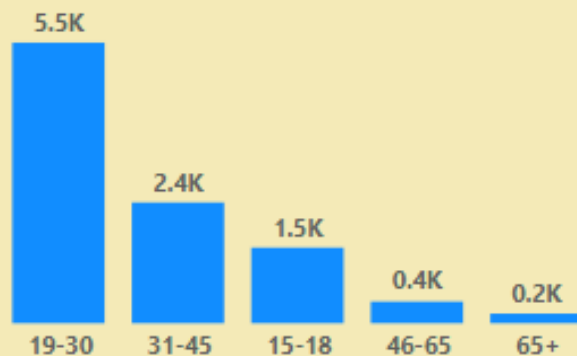
City
All

Age
All

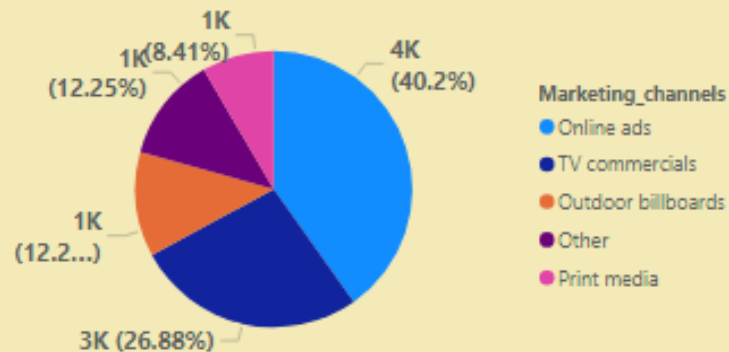
Gender
All

Current_brands
All

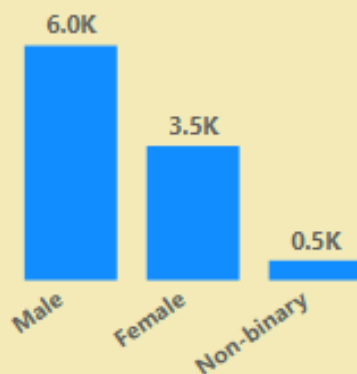
total customers by Age



total customers by Marketing_channels

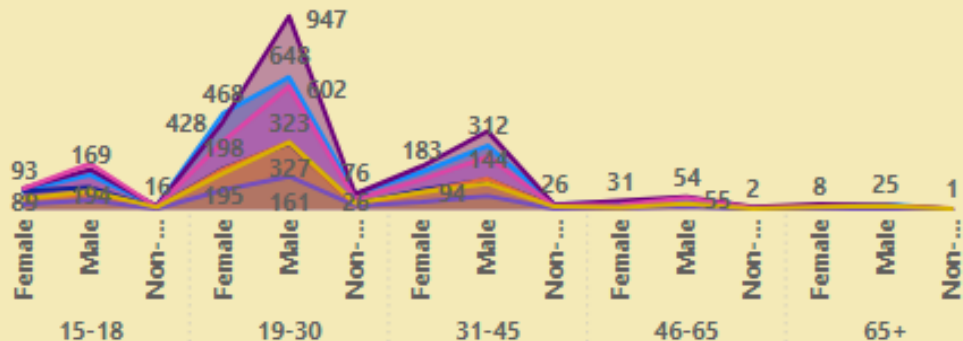


total customers by Gender



total customers by Age, Gender and Current_brands

Current_brands: Bepsi, Blue Bull, CodeX, Cola-Coka, Gangster, Others, Sky 9



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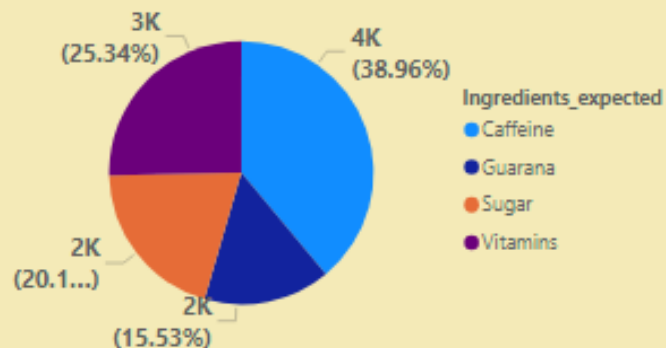
City
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Age
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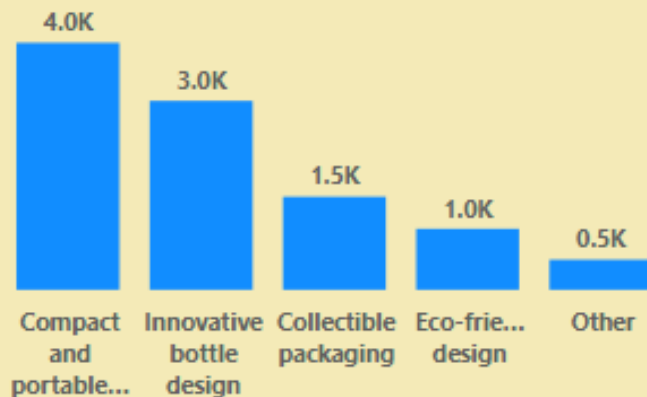
Gender
All

Current_brands
All

total customers by Ingredients_expected



total customers by Packaging_preference



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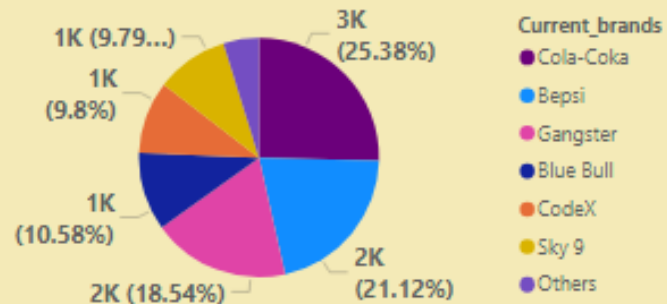
City
All

Age
All

Gender
All

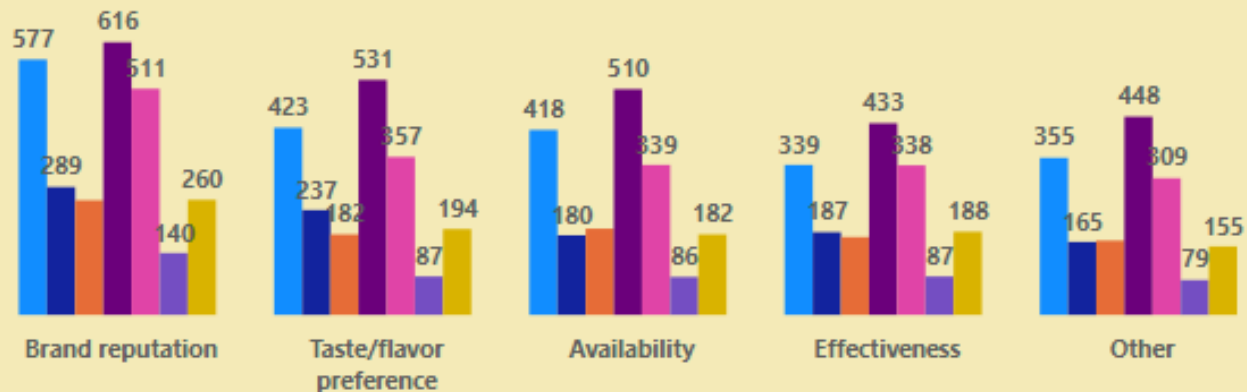
Current_brands
All

total customers by Current_brands



total customers by Reasons_for_choosing_brands and Current_brands

Current_brands ● Bepsi ● Blue Bull ● CodeX ● Cola-Coka ● Gangster ● Others ● Sky 9



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City

Age

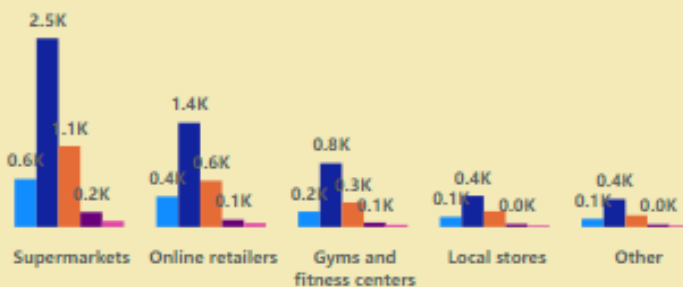
Gender

Current_brands

City	Online ads	Other	Outdoor billboards
Bangalore	1242	445	389
Hyderabad	818	312	246
Mumbai	530	66	149
Chennai	426	152	113
Pune	305	51	95
Kolkata	229	113	52
Ahmedabad	142	50	201
Delhi	137	52	187
Jaipur	133	39	148
Lucknow	58	19	78
Total	4020	1225	1226

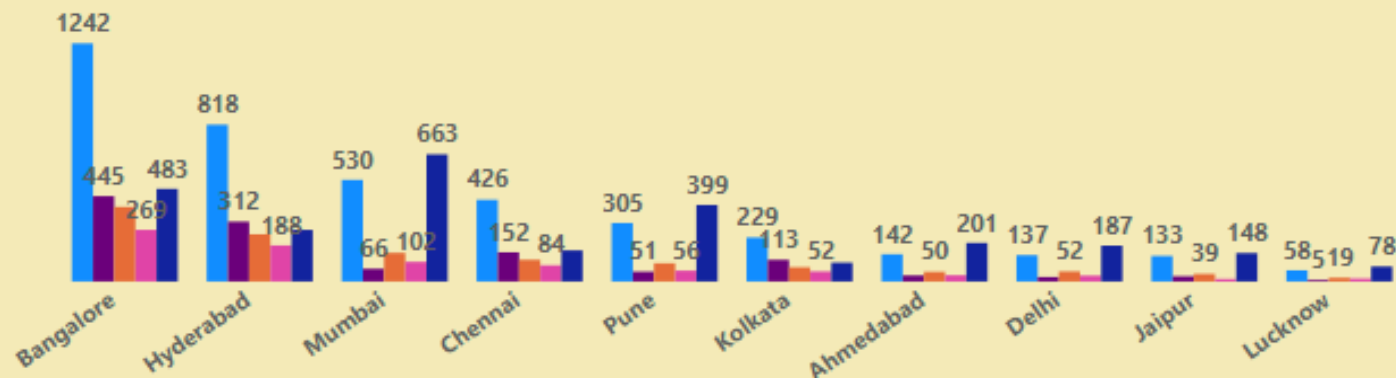
total customers by Purchase_location and Age

Age 15-18 19-30 31-45 46-65 65+



total customers by City and Marketing_channels

Marketing_channels Online ads Other Outdoor billboards Print media TV commercials



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City
All

Age
All

Gender
All

Current_brands
All

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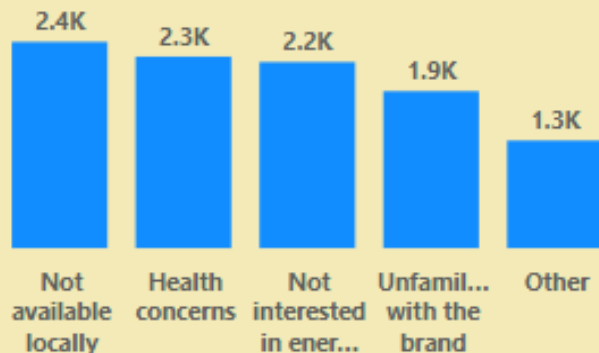
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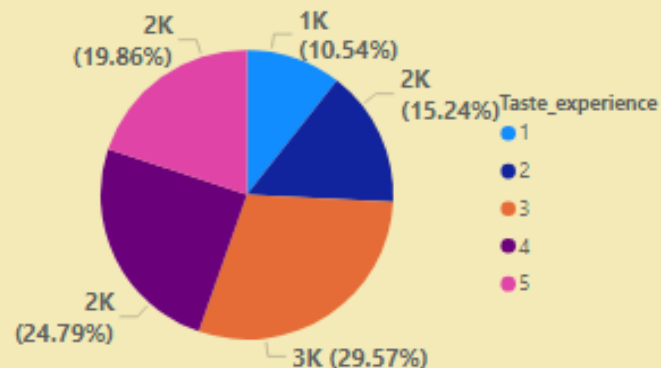
Product Development

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total customers by Reasons_preventing_trying

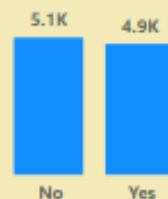


total customers by Taste_experience

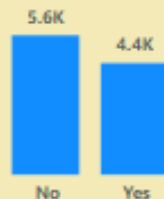


City	15-18	19-30	31-45	46-65	65+	Total
Ahmedabad	19	54	31	4		108
Bangalore	249	837	371	61	29	1547
Chennai	49	229	116	17	10	421
Delhi	41	97	52	5	2	197
Hyderabad	69	244	100	21	10	444
Jaipur	23	87	40	3	1	154
Kolkata	12	69	28	5	5	119
Lucknow	11	34	17	2		64
Total	664	2380	1051	178	80	4353

total customers by Tried_before



total customers by Heard_before



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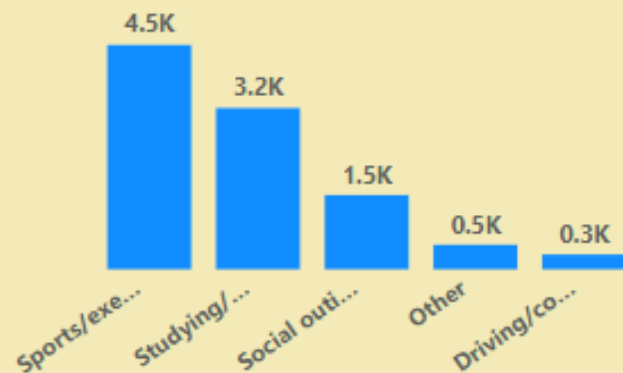
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Age
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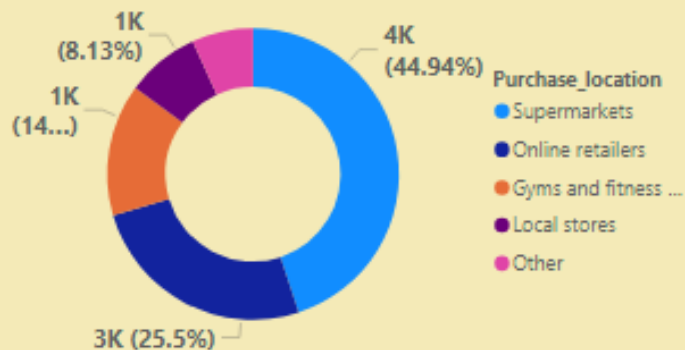
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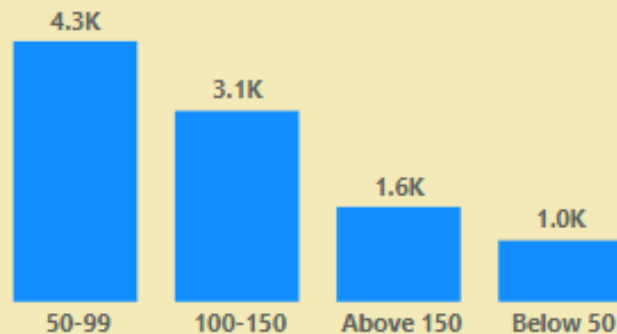
total customers by Typical_consumption_situations



total customers by Purchase_location



total customers by Price_range



Price_range	No	Not Sure	Yes	Total
50-99	1741	868	1679	4288
100-150	1244	635	1263	3142
Above 150	639	322	600	1561
Below 50	399	206	404	1009
Total	4023	2031	3946	10000

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- Nearly 75% customers gave 3 or more out of 5 rating .
- Young customers also satisfied with CodeX energy drinks .
- 20 % customers who do not buy CodeX are using other brands because of availability reason.
- 43 % customers are drink energy drinks daily or more than 2-3 times per week mostly are from tier 1 cities and IT hubs . like bangalore ,pune , hyderabad,mumbai ; who do not buy CodeX brand.
- Online ads and TV commercials covers 67 % of total customers .

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- Male prefers energy drinks more than female.
- 85 % customers are from age between 15 to 45 years .
- From 19 to 30 years old age group prefers energy drinks because they are economically independent and they are more active .
- Online ads and TV commercials covers 67 % of total customers .
- Caffeine and vitamins are two most preferred ingredients of energy drinks among respondents.
- 70 % of customers wants compact and portable cans , innovative design.
- Cola-coka , bepsi , gangster makes 65 % share in market .
- Brand reputation, flavor preference , availability are main reasons for customers to buy products .
- Most customers prefers online retailers ,supermarket nearly 70%.
- Young customers also prefers above options because of internet and big cities have infrastructure.
- Studying , working late, sports ,parties are mostly situations for customers to drink energy drinks .
- Nearly 70 % customers think that price range between 50 to 150 .
- There is 50-50 opinion In limited edition packaging .

What should be the ideal price of our product?

- ✖ 73% of CodeX customers wanted price to be within range from 50-150 Rupees. So ideal price would be 70-120 rupees.

Who should be our target audience, and why?

- ✖ Customers age from 15-30 ,tier 1 cities bengaluru , mumbai , hyderabad , pune . beacause most of these cities are IT hub and customers are from mid-income class.
- ✖ Internet connectivity is also available in these , marketing on digital platforms would be easy for CodeX company.

What immediate improvements can we bring to the product?

- ✗ with creating different types of flavor of energy drink .
- ✗ Online retailers and supermarkets are most suitable options for customers to buy energy drinks .
- ✗ Energy drinks cans design must be innovative , compact and portable.

THANK YOU