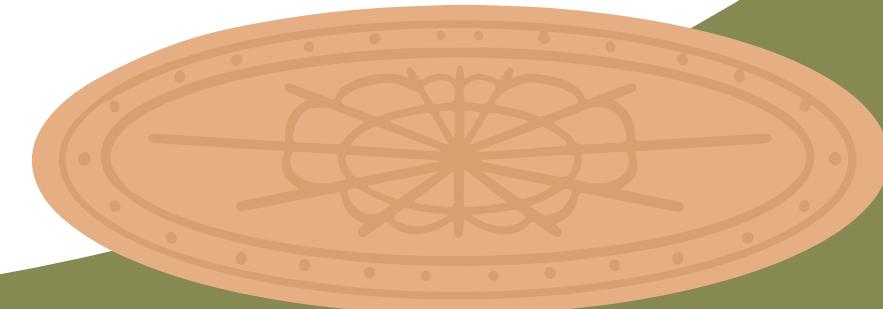




Providing Insights to the Marketing Team in Food & Beverage Industry

Codebasics Resume Challenge 5

Submitted by: Qazi Hasan Aziz



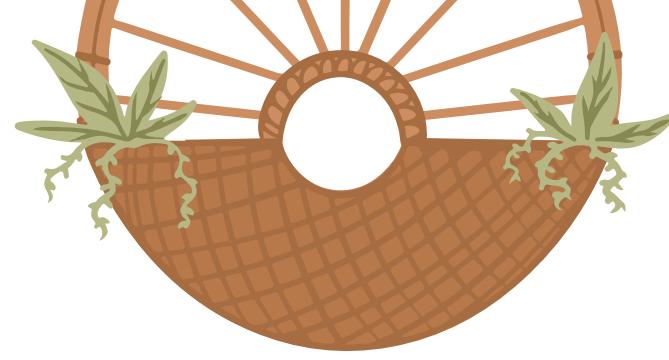


Table of Content

1. Project Context/Problem Statement
2. Questions
3. Tech-stack used
4. Insights (Primary Questions)
5. Recommendations (secondary Questions)



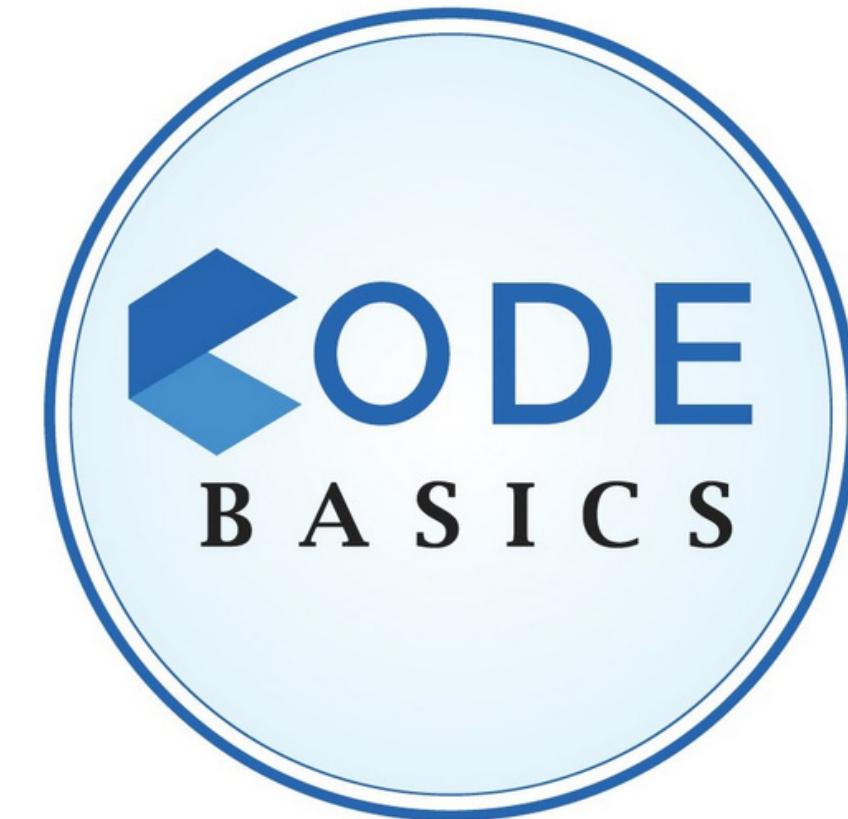
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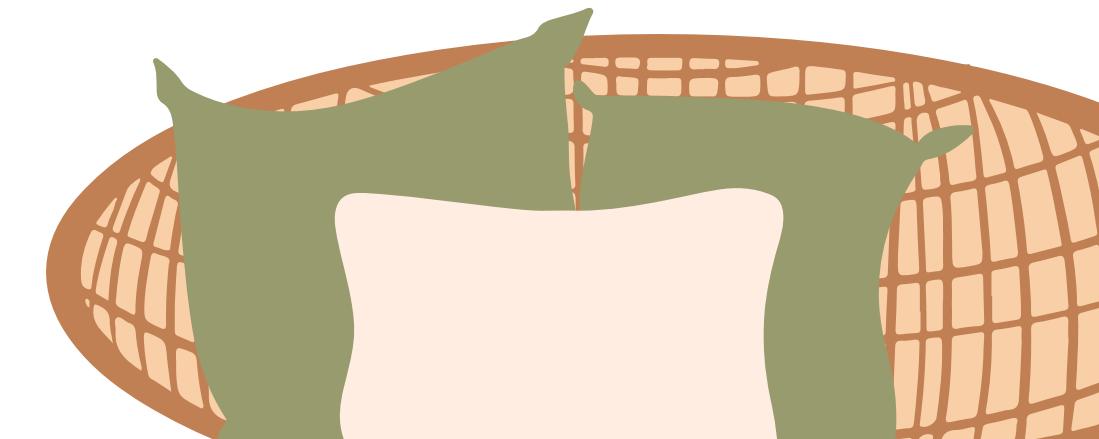
Dhaval Patel



Hemanand Vadivel



Codebasics





Project Context



- Among many sectors, the beverage market in India stands out as a captivating segment which offers immense opportunities for growth and innovation, making it an exciting market to explore for new beverage businesses.
- CodeX, a German beverage company is aiming to make its mark in the Indian market by launching their energy drink in 10 cities in India.
- Their Marketing team is responsible for increasing **brand awareness, market share, and product development.**
- As a Data Analyst, I (Peter Pandey) am going to provide insights to the marketing team based on their recent market survey among 10k respondents.

Questions



1. Demographic Insights

- 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)?

2. Consumer Preferences:

- What are the preferred ingredients of energy drinks among respondents?
- What packaging preferences do respondents have for energy drinks?

3. Competition Analysis:

- Who are the current market leaders?
- What are the primary reasons consumers prefer those brands over ours?

4. Marketing Channels and Brand Awareness:

- Which marketing channel can be used to reach more customers?

5. Brand Penetration:

- What do people think about our brand? (overall rating)
- Which cities do we need to focus more on?

6. Purchase Behavior:

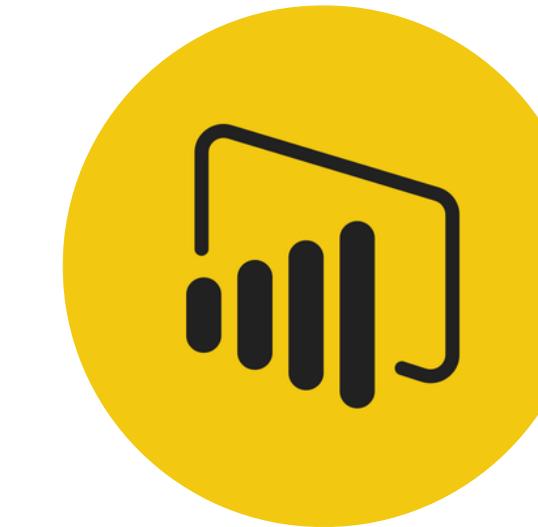
- Where do respondents prefer to purchase energy drinks?
- What are the typical consumption situations for energy drinks among respondents?
- What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

7. Product Development

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



Tech-stack used



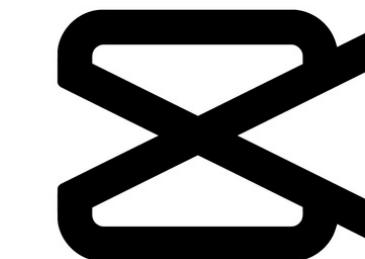
PowerBI

Used in this project for preparing visualizations and dashboards.



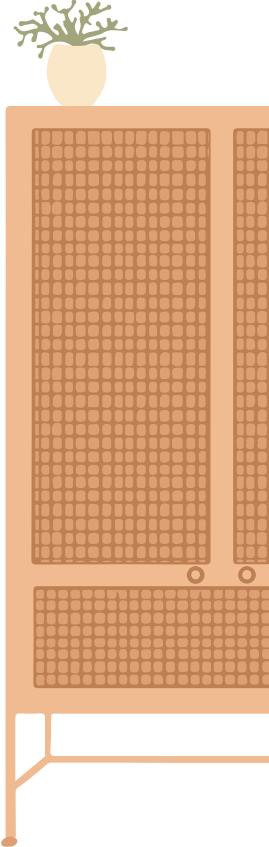
Canva

Used this for preparing the presentation

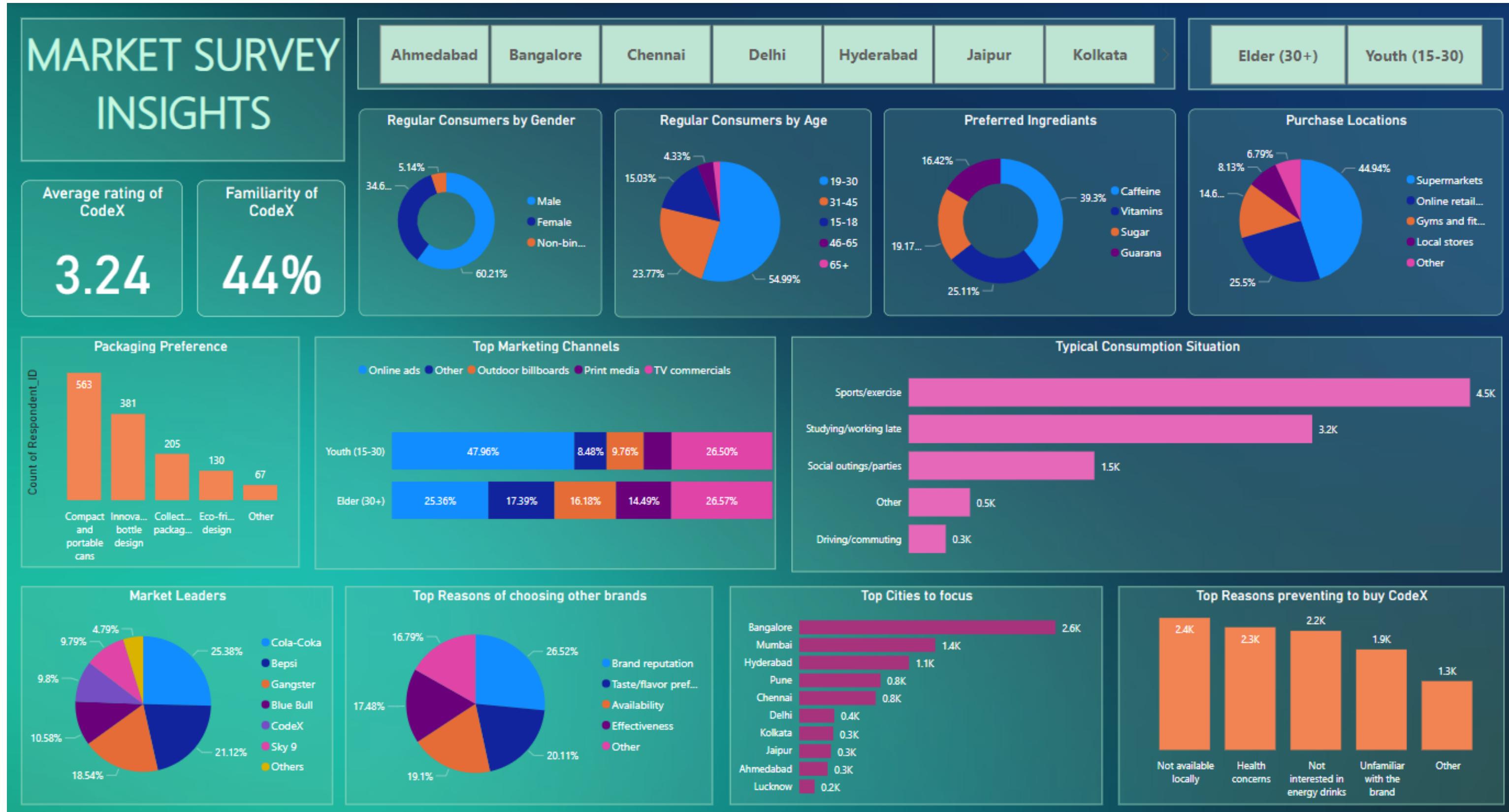


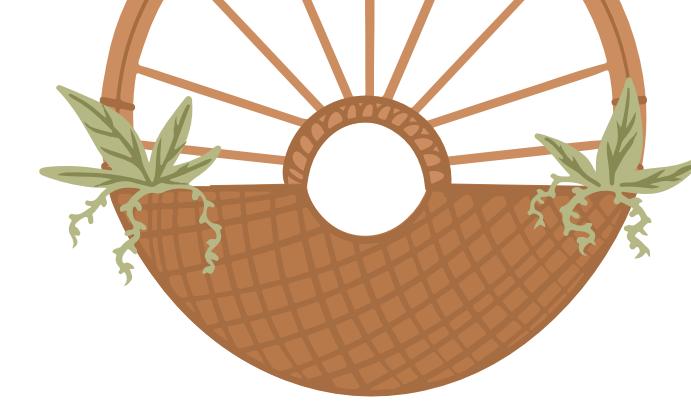
Capcut

Used this mobile app for editing the video presentation



Dashboard



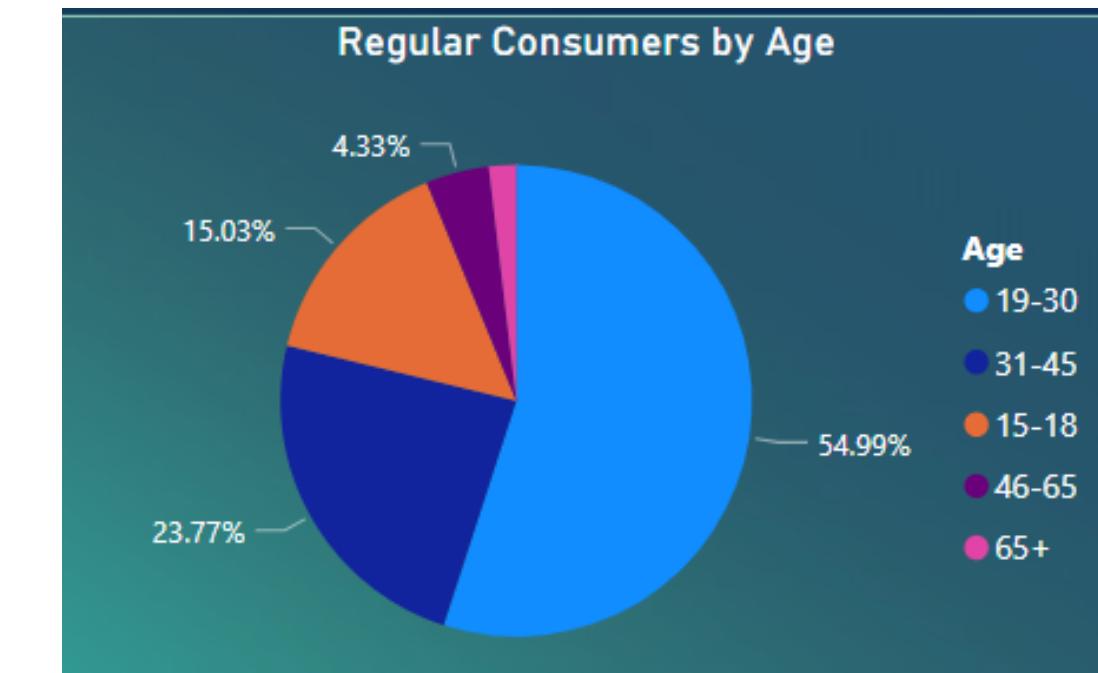
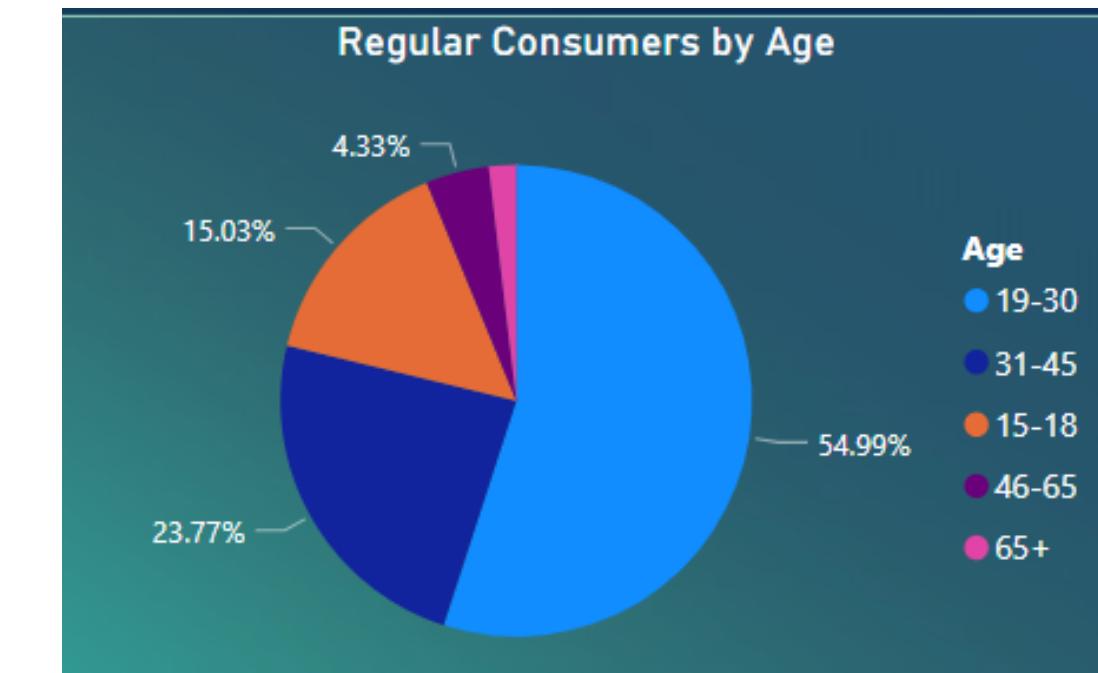
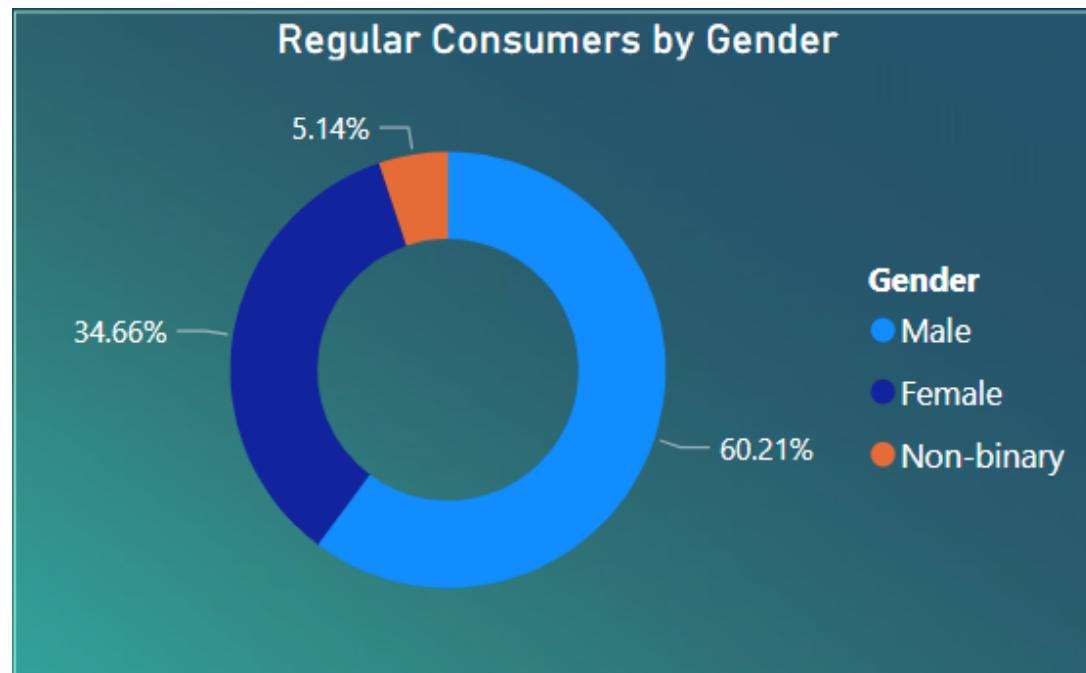


Demographic Insights

1. Who prefers energy drink more?

- Male respondents of CodeX's survey are preferring energy drinks more than female.
- Almost **60.21%** of our respondents regularly consumes energy drinks.

Note: For better insight, we have filtered out the respondents who have chosen "Rarely" as their consume frequency during the survey





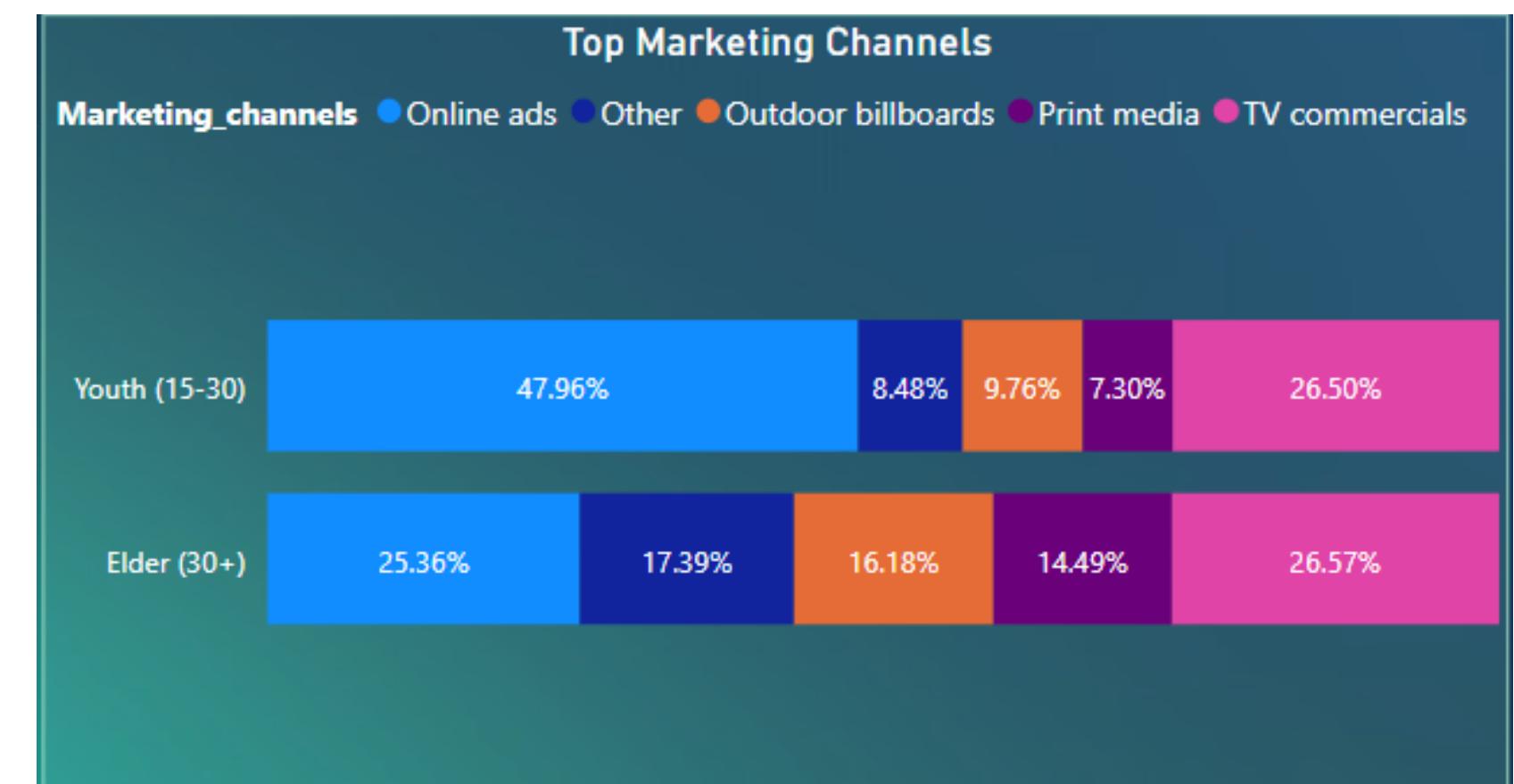
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3. Which type of marketing reaches the most Youth (15-30)?

- The bar chart in the right side shows the distribution of different marketing channels among two age groups (Youth and Elder)
- **Online Ads** and **TV commercials** are most common marketing channels which reaches the most youth.

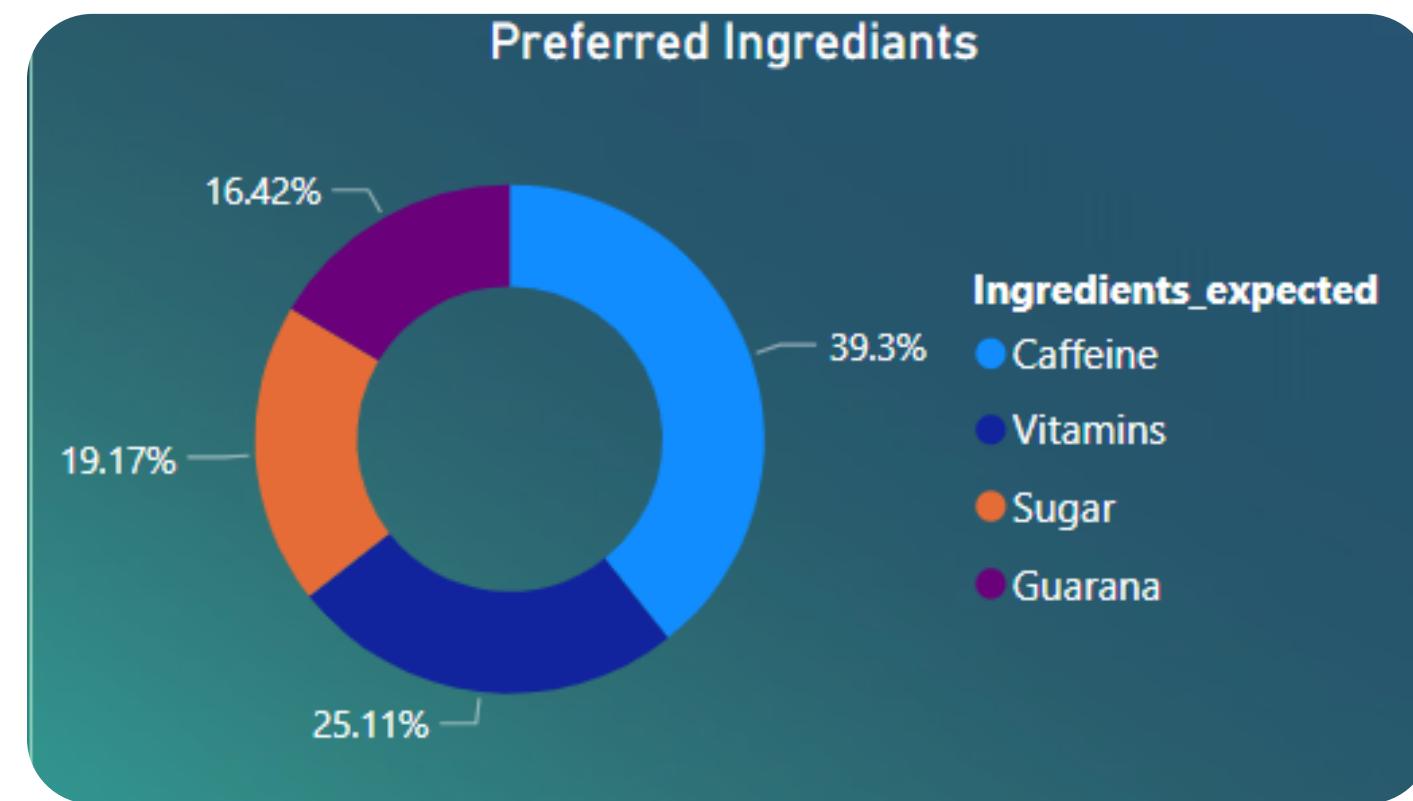
Note: In PowerBI, I created Calculated Columns to label the age groups as Youth (15-30) and Elder(30+)



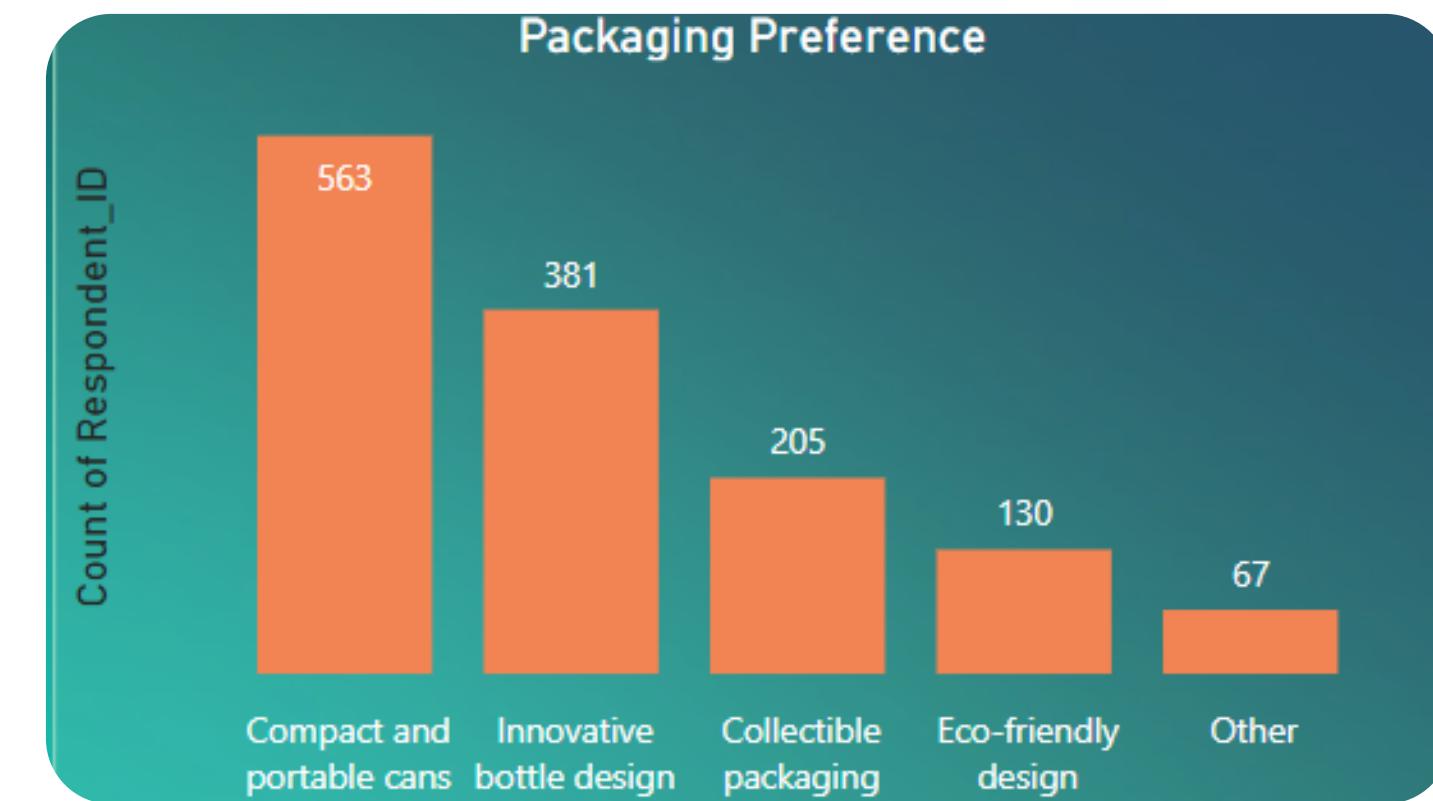


Consumer Preferences

1. What are the preferred ingredients of energy drinks?



2. What packaging preferences do respondents have for energy drinks?



- **Caffeine** and **Vitamins** are most common Ingredients preferred by 39% and 25% of the respondents respectively.
- It is observed that Sugar and Guarana is being avoided by most of the respondents.

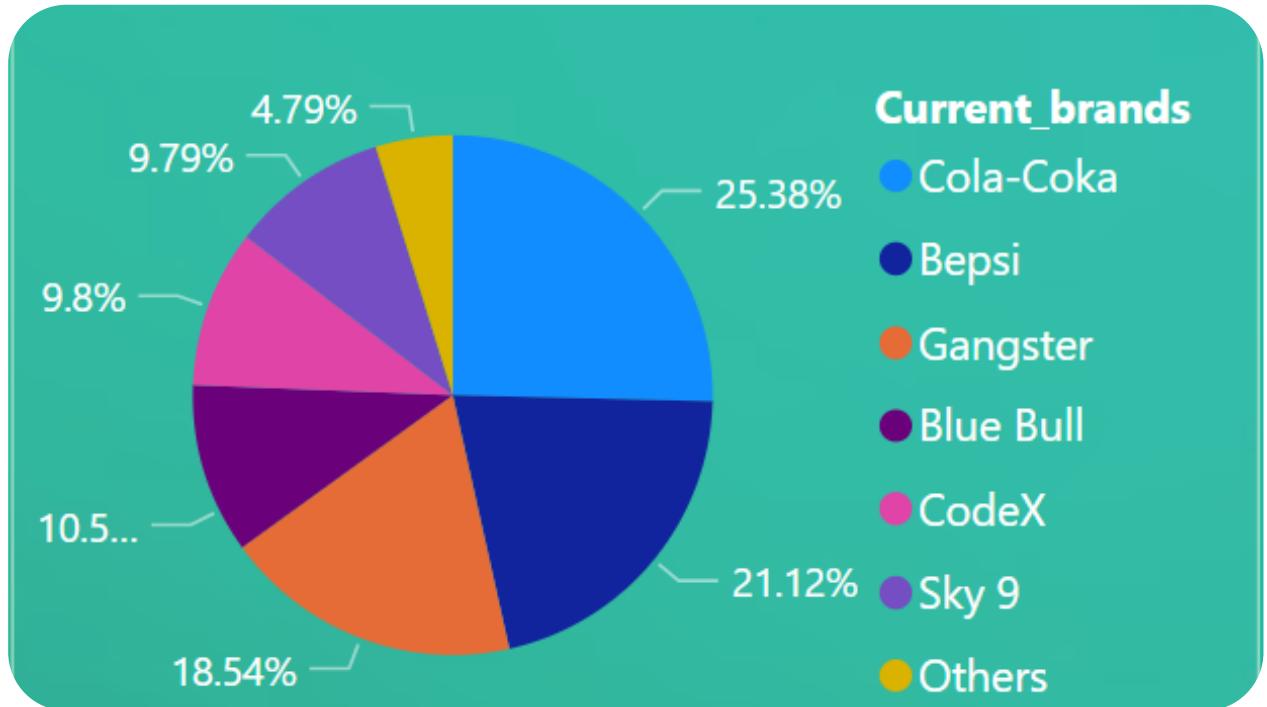
- The above column chart shows the most common packaging preference among the respondents in ascending order.
- We can say that **Compact plus portable cans** and **innovating bottle designs** are attracting the consumers more.



Competition Analysis

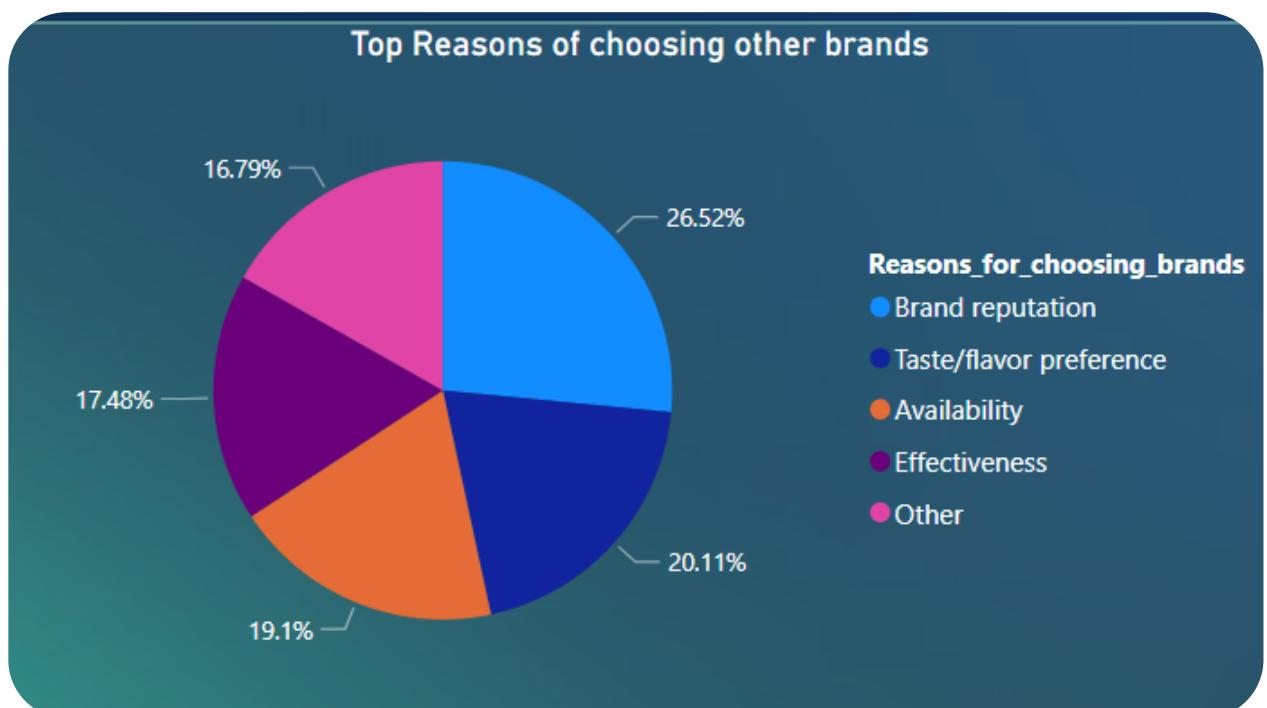
1. Who are the current market leaders?

- As expected, **Cola-Coka**, **Bepsi** and **Ganster** is market leaders on Indian soft drinks industry. 25%, 21% and 18% of the respondents respectively are preferring these 3 brands.
- By launching products in 10 cities, **CodeX** is now able to capture some amount of the market. Among the respondents **9.8%** are preferring **CodeX** as their first choice.

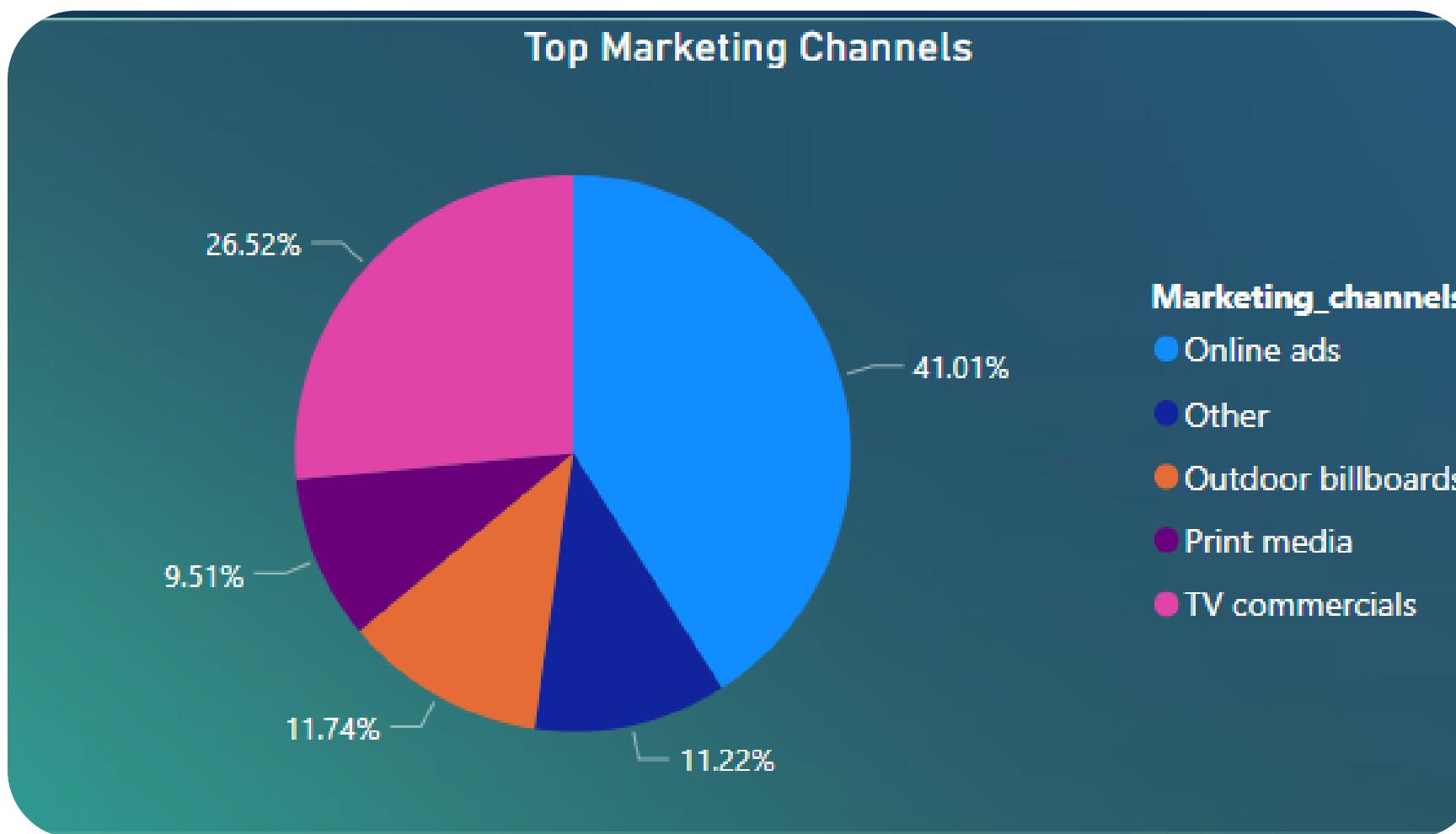


2. What are the primary reasons consumers prefer those brands over ours?

- The top 2 reasons as per the analysis are **Brand reputation** (26%) and **Taste or flavor** (25%) preference.
- The Availability of popular brans is also a common reason which **CodeX** should be aware of.



Marketing Channels and Brand Awareness



1. Which marketing channels should be used?

- In today's digital world, **Online Ads and TV commercial** are more effective marketing channels compared to Print media.
- The pie chart shows that **41% and 26%** of respondents are reached by online ads and TV commercials
- Also having a Social Media presence for CodeX is also necessary to increase brand awareness in the Indian market.
- Teaming up with influencers, making short videos, and having live sessions are some of the ways CodeX can engage their clients.

Brand Penetration

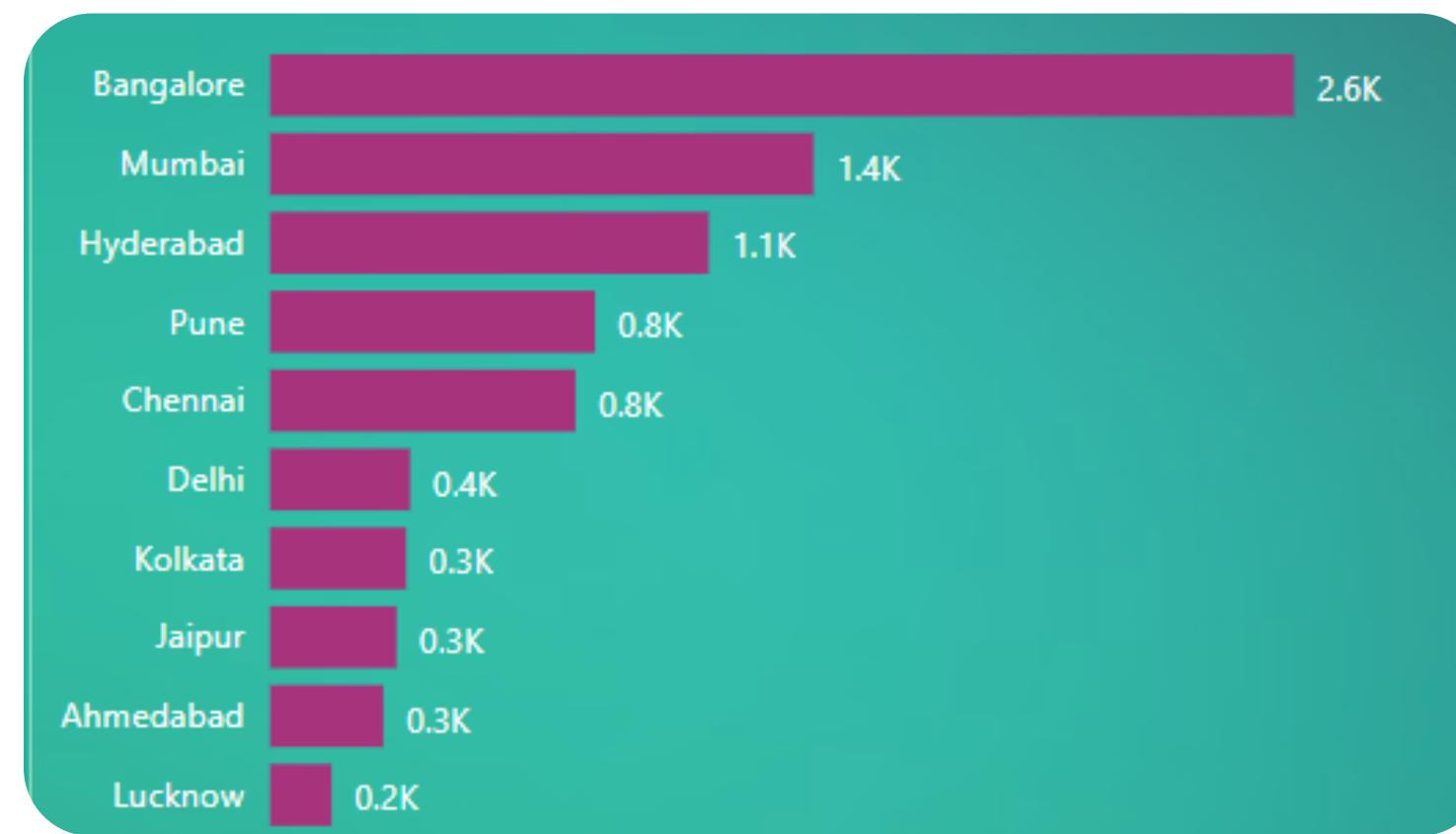
1. What do people think about our brand?



- Average rating of CodeX among the respondents is quite low (**3.27**)

Note: In PowerBI, I have filtered out the respondents who never tried codeX before.

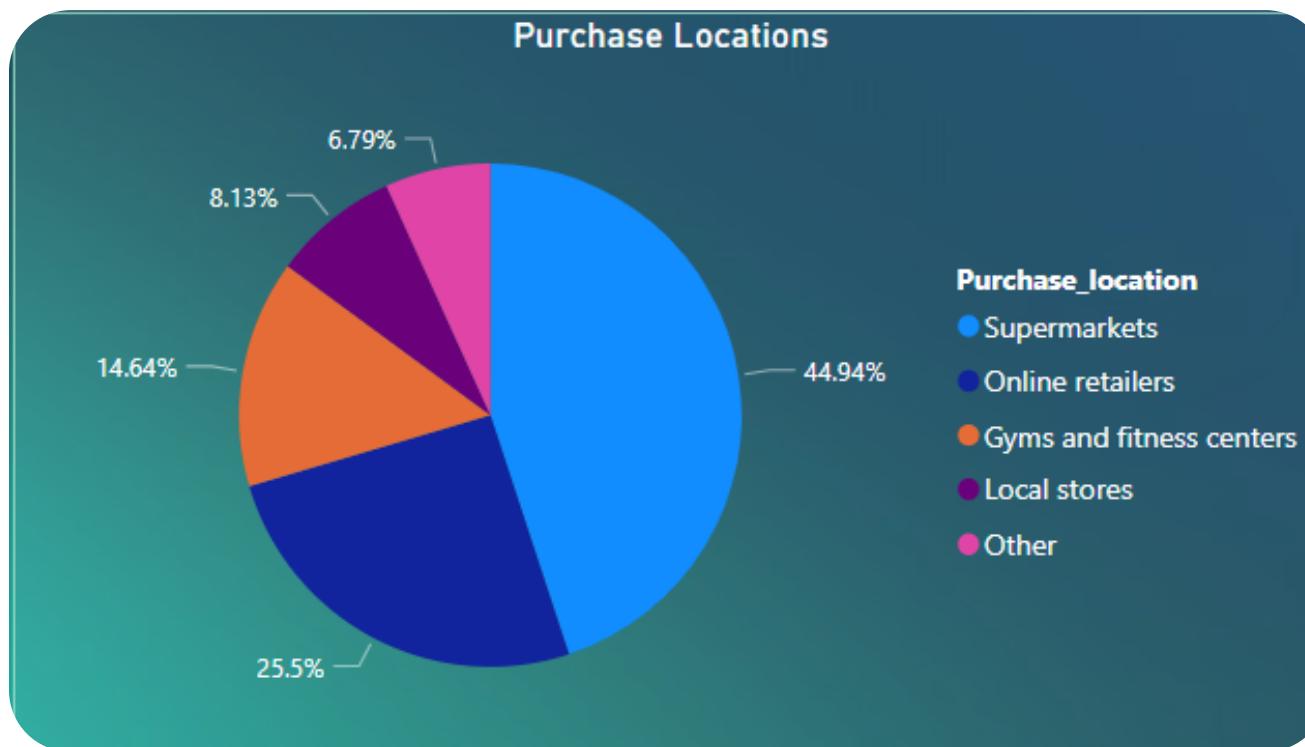
2. Which cities do we need to focus more on?



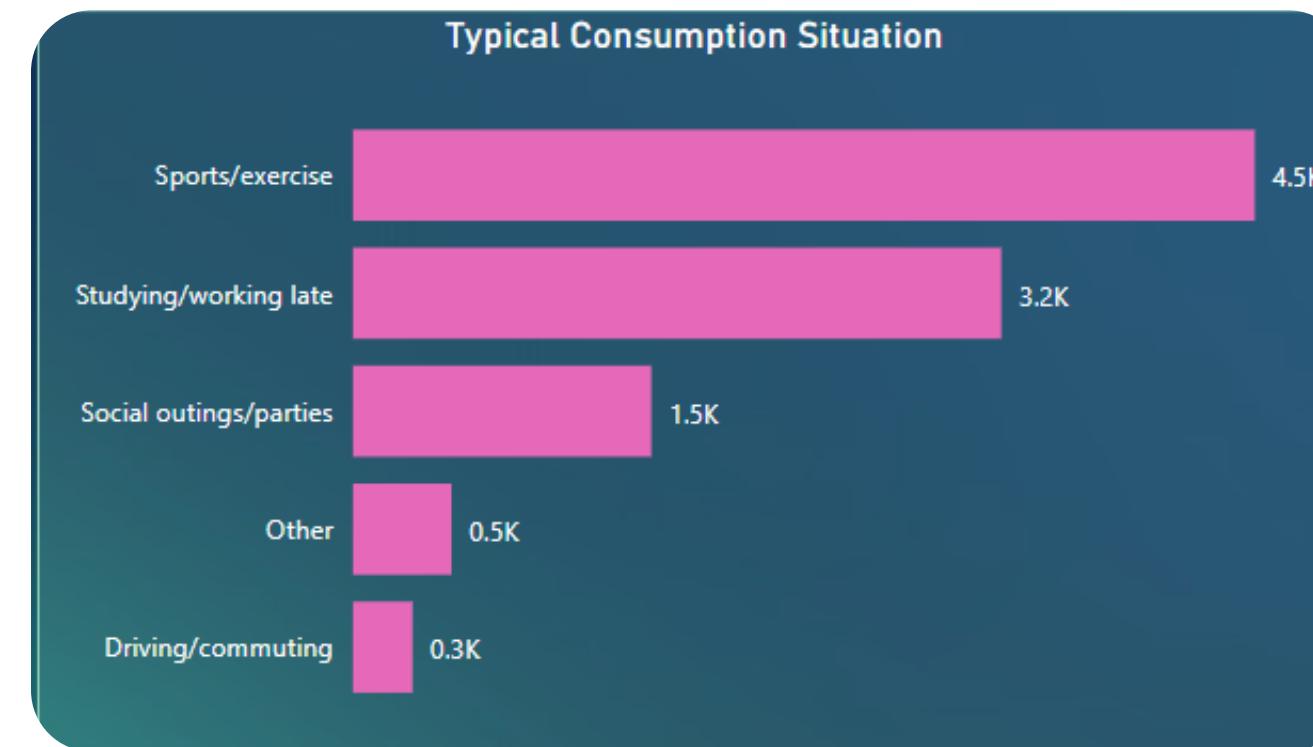
- **Bangalore** has the largest consumers of energy drinks among our respondents. 2.6k consumers are from Bangalore.
- CodeX should also focus on Mumbai, Hyderabad, Pune and Chennai within the top 5 cities with promising soft drink market.

Purchase Behavior

1. Where do respondents prefer to purchase energy drinks?



2. What are the typical consumption situations for energy drinks



- We can see that almost **45%** of consumers buys energy drinks from **Supermarkets**
- Online retailers (25.5%) and Gyms/fitness centers(14.64%) are also some top locations where energy drinks are most bought.

- 4.5k respondents consumes energy drinks durig **sports and exercises**.
- We can say from the above column chart that, Indians are becoming more fitness consious and they feel the need of energy drinks mostly during Sport or Exercises.
- Also during studying and working late, people are feeling to consume energy drinks

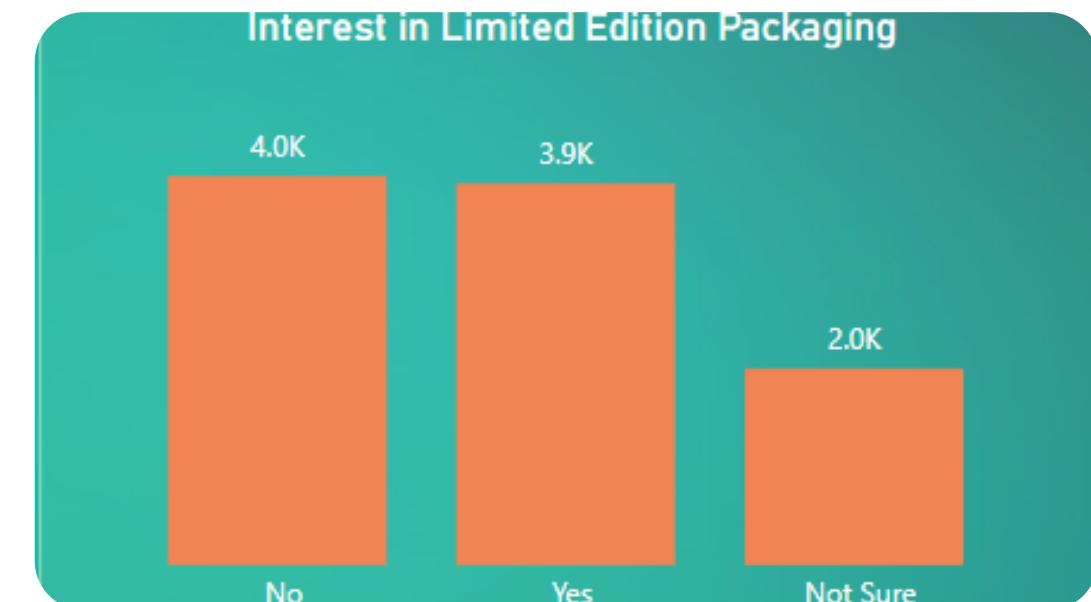
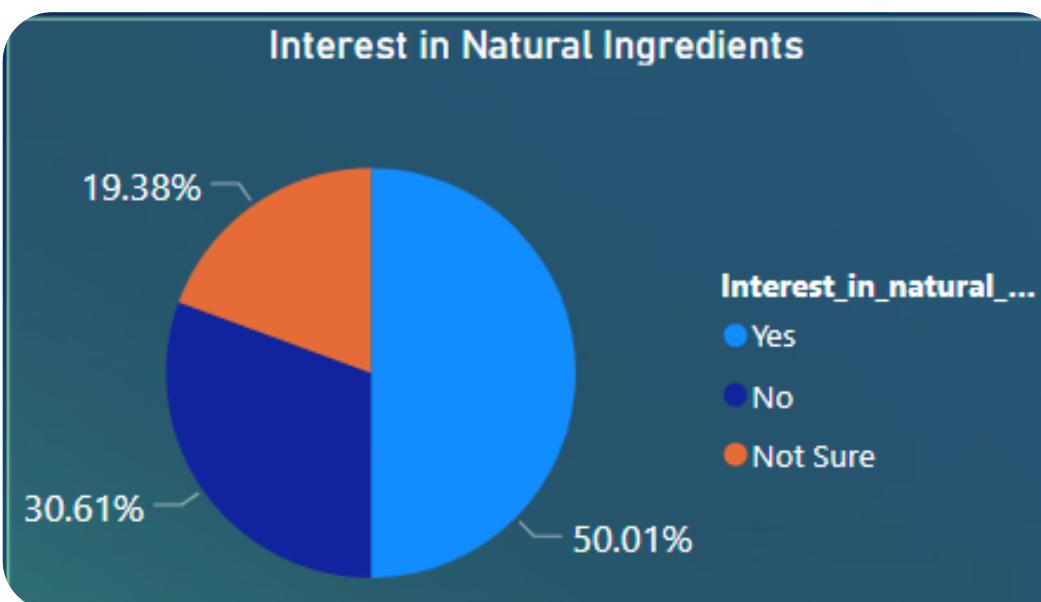
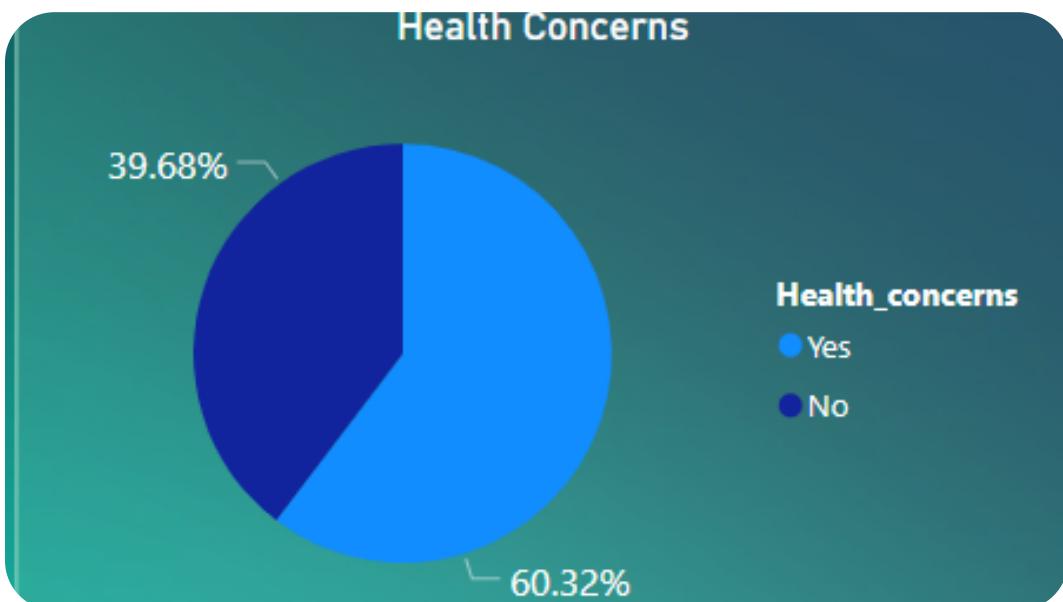


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3. What factors influence respondents' purchase decisions

- Health Concerns is vital factor nowadays among the customers
- Consumers are also interested in energy drinks with natural ingredients.
- Price range is another influential factor for the respondents.
- Consumers are not interested in limited edition packaging for energy drinks.

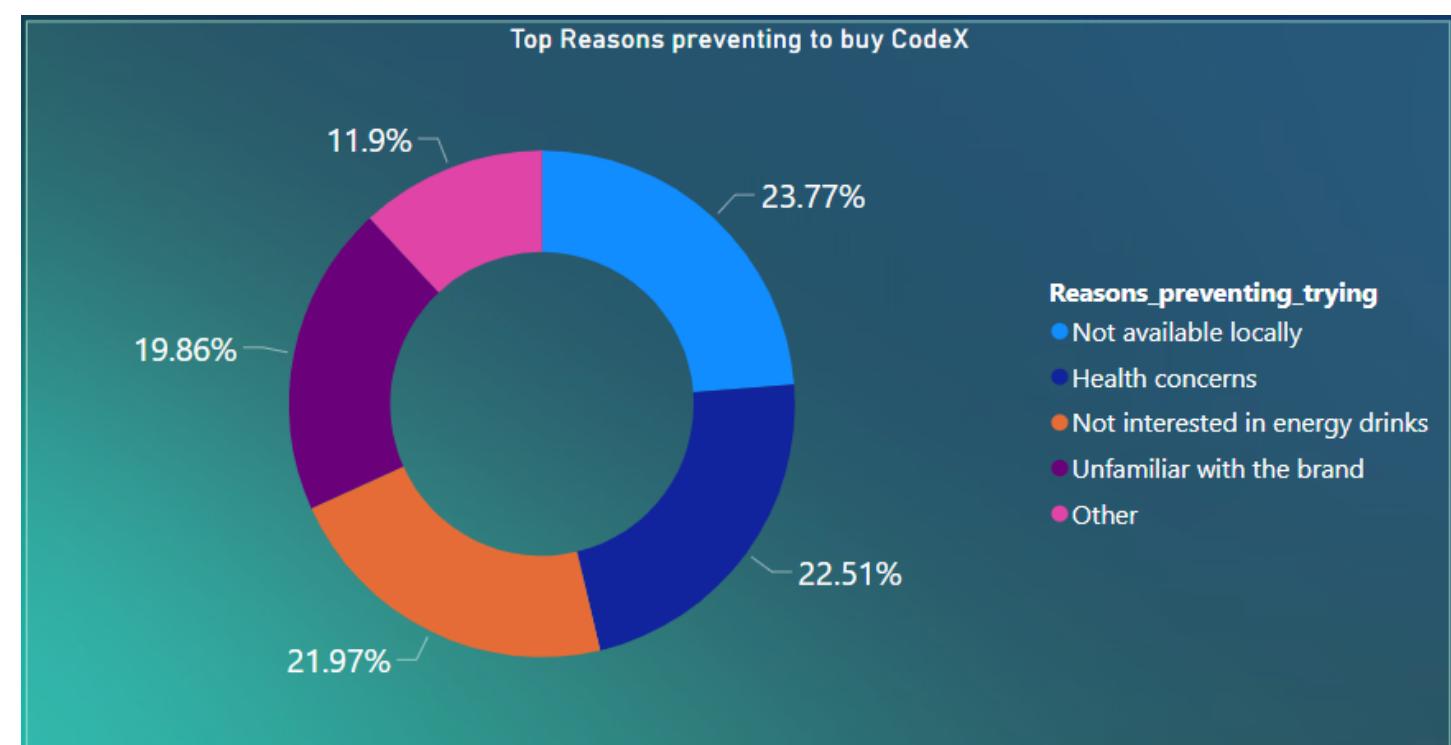
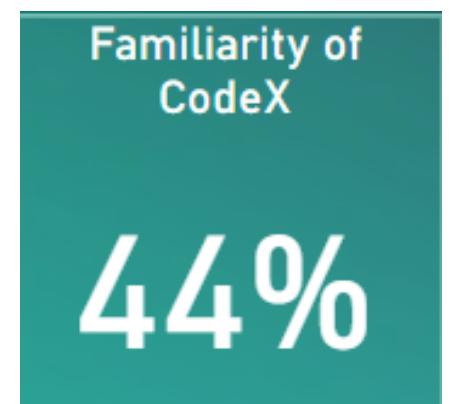




Product Development

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

- One of the key concerning areas of CodeX right now is their **popularity** in the Indian market.
- Only 44% of the respondents were familiar with CodeX.
- This should be increased through **aggressive marketing** through Online ads, Social media and TV commercials
- Also they should consider focusing on **local availability** and **Health concerns** as the respondents are concerned about these areas.



Recommendations

1. What immediate improvements can we bring to the product?

- The taste experience of CodeX is very average which needs to be improved
- CodeX can think of making their product Healthier as majority of respondents were health conscious.
- Consumer preferring natural ingredients which should be considered and promoted effectively.
- Product packaging should be portable within innovative designs to attract youth mostly.



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2. Who should be our target audience, and why?

- **Youth age group (15-30)** are consuming energy drinks more compared to older people.
- Most common consume situations are sport/ exercise, studying, working late which are also common life situations of Youth.

3. Who can be a brand ambassador, and why?

- Selecting brand ambassador needs careful considerations on multiple factors such as:
 - a. Brand alignment: Ensure that the brand ambassador's personal brand aligns with the company's values, positioning, and target audience and its relevant to the industry.
 - b. Cultural fit: Consider the cultural nuances and preferences of the Indian market.
 - c. Reliability and commitment: Choose an ambassador who demonstrates a high level of professionalism, reliability, and commitment.





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4. What should be the ideal price of our product?

- We found that customers are more comfortable with the price range of **50-150** which should be considered by CodeX.
- CodeX can think of implementing "**Market Penetration**" pricing strategy to increase visibility and competitiveness.
- Market penetration will help to connect with a high volume of customers by pricing products lower than competitors.
- Also consider "Psychological Pricing" strategy to influence consumer's emotions, for ex- by keeping price at Rs60 instead of Rs59.





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

- **Influencer Partnerships:** Collaborate with popular local influencers who resonate with CodeX's target audience.
- Young Instagram influencers of top cities can be considered as our target audience is Youth
- **Build an emotional connection:** Indians are nostalgic, so build campaigns, create slogans which can connect the consumers emotionally.
- **Cause Marketing:** Align CodeX with a social cause that resonates with its target audience promote health and fitness programs.
- **Loyal Programs:** Reward loyal customers with discounts, exclusive merchandise, or early access to new flavors etc.



THANK YOU