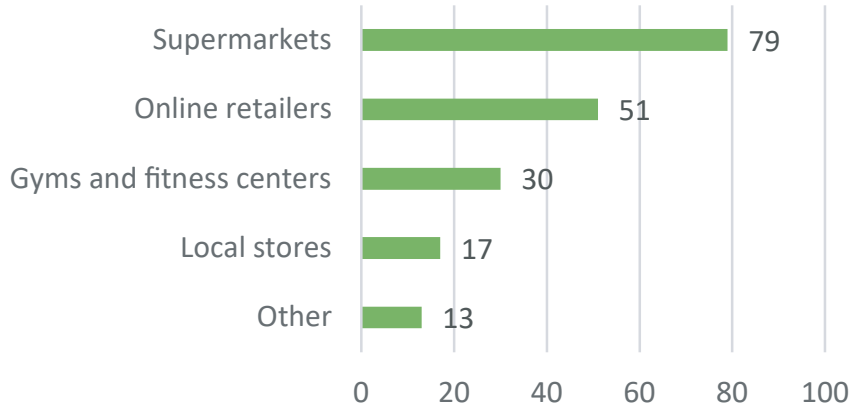


# KEY INSIGHT IN CODEX DATA

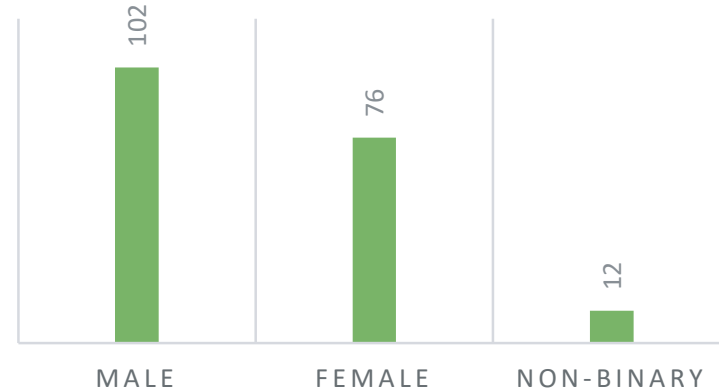
Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8
a. Who prefers energy drink more? (male/female/non-binary?)	Male	6038					
b. Which age group prefers energy drinks more?	19-30	5520					
c. Which type of marketing reaches the most Youth (15-30)?	Online ads	3373					
2. Consumer Preferences							
a. What are the preferred ingredients of energy drinks among respondents?	Caffeine	3896					
b. What packaging preferences do respondents have for energy drinks?	Compact and Portable Cans	3894					
3. Competition Analysis:							
a. Who are the current market leaders?	Cola-Coka	2538					
b. What are the primary reasons consumers prefer those brands over ours?	Brand Reputation	2652					
4. Marketing Channels and Brand Awareness:							
a. Which marketing channel can be used to reach more customers?	Online ads	4020					
b. How effective are different marketing strategies and channels in reaching our customers?	Online ads	4020					
5. Brand Penetration:							
a. What do people think about our brand? (overall rating)	3.27						
b. Which cities do we need to focus more on?	Lucknow CT120 (175)	Jaipur CT119(360)	Delhi CT111(429)	Ahmedabad CT117 (456)	Kolkata CT115 (566)		
6. Purchase Behavior:							
a. Where do respondents prefer to purchase energy drinks?	Super market						
b. What are the typical consumption situations for energy drinks among respondents?	Sport/Exercise	4494					
c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?	Price						
	50-99 (4288)	100-150 (3142)	Price Range influence respondents's decision				
	Limited Edition Packaging						
	No (4023)	Yes (30946)					
7. Product Development							
a. Which area of business should we focus more on our product development? (Branding/taste/availability)	Avaliability (1910)						
Secondary Insights							
What immediate improvements can we bring to the product?	Product can be improved by reducing sugar content and and increaing use of more natural ingredinats						
Q2. how we can improve sales?	Sales can be improved by increasing awalaibility of drink and introducing awarness regarding health concern.						
Q3. What should be the ideal price of our brand?	The ideal price should be between 50-99 based on 410/980 respondents on CodeX						
Q4. Who should be our target audience, and why?	According to 3409 responces, respondents use energy drink to stay awake during study/work and 3148 respondents use energy drink before exercise so our target customer should be studnets and those who do regular exercise						
Q5. What kind of marketing campaigns, offers, and discounts we can run?	Since over 50% of respondents have not heard about the product before, we need to launch an online advertising campaign. This is the most powerful way to promote our product. We can offer discounts and promotions to target customers who use the product infrequently, as well as those who use it 2-3 times per month. According to statistics, approximately 1941 out of 10,000 respondents use the product rarely, and around 1613 out of 10,000 use it 2-3 times monthly. By						

# DASHBOARD FOR CODEX DATA

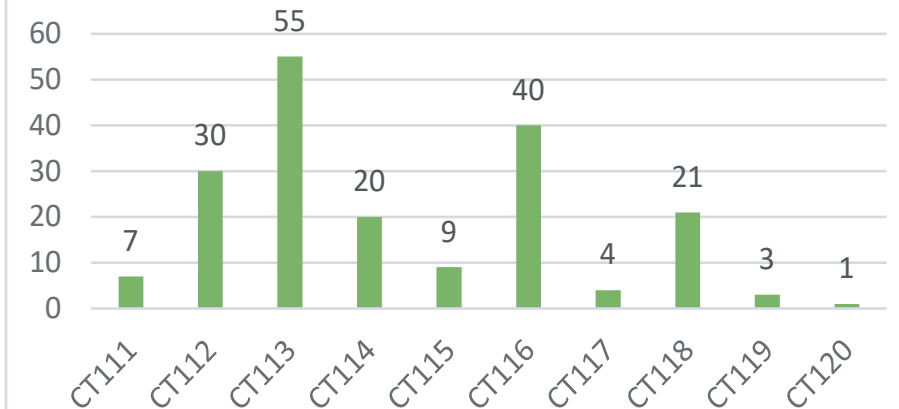
Purchase Locations



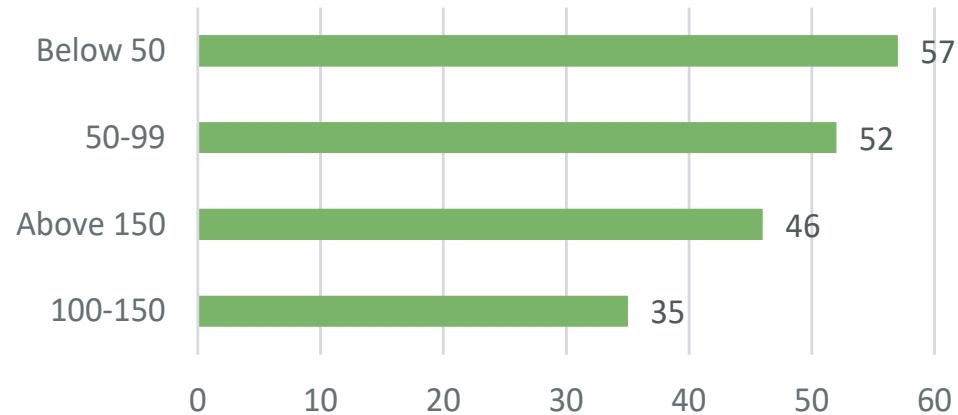
WHO PREFER ENERGY DRINK MORE



City wise Sale



Price Range



Consumer Preference over our Brand

