Provide Insights to the Marketing Team in Food & Beverage Industry

Codex SQL Codes

1. Who prefers energy drink more?

select Gender,count(respondent_id) as prefer_drink_more from

dim_repondents

group by Gender

order by prefer_drink_more desc;

Gender	prefer_drink_more
Male	6038
Female	3455
Non-binary	507

2. Which age group prefers energy drinks more?

SELECT age as age_groups ,count(respondent_id) as count

 from dim_repondents

 group by age_groups ;

age_groups	count
15-18	1488
19-30	5520
31-45	2376
46-65	426
65+	190

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

```
SELECT r.age, s.Marketing_channels,count(r.Respondent_ID) as count
FROM fact_survey_responses s
JOIN dim_respondents r ON R.Respondent_ID = S.Respondent_ID
WHERE R.age BETWEEN 15 AND 30;
GROUP BY  S.Marketing_channels
```

order by count desc;

age	Marketing_channels	count
15-18	Online ads	3373
15-18	TV commercials	1785
19-30	Other	702
19-30	Outdoor billboards	702
19-30	Print media	446

4. What are the preferred ingredients of energy drinks among respondents?

SELECT Ingredients_expected,COUNT(RESPONDENT_ID) AS COUNT_RESPONSES FROM

fact_survey_responses

group by Ingredients_expected

order by COUNT_RESPONSES Desc;

Ingredients_expected	COUNT_RESPONSES
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

5. What packaging preferences do respondents have for energy drinks

SELECT Packaging_preference,COUNT(RESPONDENT_ID)
 AS COUNT_RESPONSES
 FROM fact_survey_responses
 group by Packaging_preference
 ORDER BY COUNT_RESPONSES DESC;

Packaging_preference	COUNT_RESPONSES
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

6. Who are the current market leaders?

```
SELECT Current_brands,COUNT(RESPONDENT_ID)
 AS COUNT_RESPONSES  FROM fact_survey_responses
 GROUP BY Current_brands
 ORDER BY COUNT_RESPONSES DESC;
```

Current_brands	COUNT_RESPONSES
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

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

```
select Reasons_for_choosing_brands,count(Respondent_ID)
 as count_responses
 from fact_survey_responses
 group by Reasons_for_choosing_brands
 order by count_responses desc;
```

Reasons_for_choosing_brands	count_responses
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

8. Which marketing channel can be used to reach more customers?

```
select Marketing_channels,count(Respondent_ID)
 as count_no_responses
 from fact_survey_responses
 group by Marketing_channels
 order by count_no_responses desc;
```

Marketing_channels	count_no_responses
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

9. What do people think about our brand?

```
select Heard_before,count(respondent_id) as count_responses from
 fact_survey_responses
 group by Heard_before
 order by count_responses desc;
```

Heard_before	count_responses
No	5553
Yes	4447

Respondent heard before tried or not tried

```
select Tried_before,count(respondent_id) as count_responses from
 fact_survey_responses
 where Heard_before="yes"
 group by Tried_before
 order by count_responses desc;
```

Tried_before	count_responses
No	2421
Yes	2026

Taste experience rating

```
select Taste experience as Taste_experience_rating,count(Respondent_id)
 as count_of_responses from
 fact_survey_responses
 where Tried_before="yes" and Heard_before="yes"
 group by Taste_experience_rating
 order by count_of_responses desc;
```

Taste_experience_rating	count_of_responses
3	620
4	511
5	386
2	300
1	209

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

```
select C.City,c.Tier,count(r.respondent_id) as count_responses,
 round((count(r.respondent_id)/10000*100),2) as pct_responses
 from dim_cities c
 join dim_repondents r
 on c.City_ID=r.City_ID
 group by  c.city
 order by count_responses desc;
```

City	Tier	count_responses	pct_responses
Bangalore	Tier 1	2828	28.28
Hyderabad	Tier 1	1833	18.33
Mumbai	Tier 1	1510	15.10
Chennai	Tier 1	937	9.37
Pune	Tier 2	906	9.06
Kolkata	Tier 2	566	5.66
Ahmedabad	Tier 2	456	4.56
Delhi	Tier 1	429	4.29

11. Where do respondents prefer to purchase energy drinks?

```
select Purchase_location, count(respondent_id) as no_of_responses
 from fact_survey_responses
 group by Purchase_location
 order by no_of_responses desc;
```

Purchase_location	no_of_responses
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

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

```
select Typical_consumption_situations, count(respondent_id) as
no_of_responses
 from fact_survey_responses
 group by Typical_consumption_situations
 order by no_of_responses desc;
```

Typical_consumption_situations	no_of_responses
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297

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

select Limited_edition_packaging, count(respondent_id) as no_of_responses
 from fact_survey_responses
 group by Limited_edition_packaging
 order by no_of_responses desc;

Limited_edition_packaging	no_of_responses
No	4023
Yes	3946
Not Sure	2031

Price Range

select Price_range, count(respondent_id) as no_of_responses
 from fact_survey_responses
 group by Price_range
 order by no_of_responses desc;

Price_range	no_of_responses
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009

14. Which area of business should we focus more on our product development?

```
select Reasons_for_choosing_brands, count(respondent_id) as no_of_responses
 from fact_survey_responses
where current_brands= "codex"
 group by Reasons_for_choosing_brands
 order by no_of_responses desc;
```

Reasons_for_choosing_brands	no_of_responses
Brand reputation	259
Availability	195
Taste/flavor preference	182
Effectiveness	176
Other	168