**Provide Insights to the Marketing Team in Food & Beverage Industry**

Codex SQL Codes

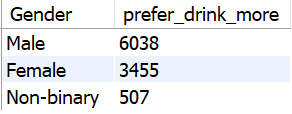
1. **Who prefers energy drink more?**

select Gender,count(respondent\_id) as prefer\_drink\_more from

dim\_repondents

group by Gender

order by prefer\_drink\_more desc;



1. **Which age group prefers energy drinks more?**

SELECT age as age\_groups ,count(respondent\_id) as count

from dim\_repondents

group by age\_groups ;

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1. **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;

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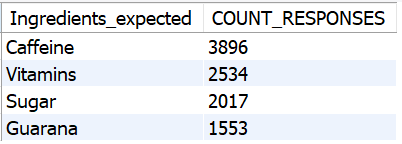
1. **What are the preferred ingredients of energy drinks among respondents?**

SELECT Ingredients\_expected,COUNT(RESPONDENT\_ID) AS COUNT\_RESPONSES FROM

fact\_survey\_responses

group by Ingredients\_expected

order by COUNT\_RESPONSES Desc;

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1. **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;

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1. **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;

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1. **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;

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Description automatically generated**

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

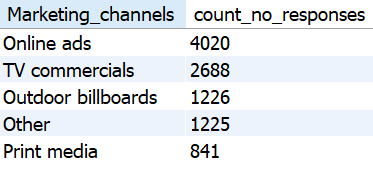
select Marketing\_channels,count(Respondent\_ID)

as count\_no\_responses

from fact\_survey\_responses

group by Marketing\_channels

order by count\_no\_responses desc;



1. **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;

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**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;

A close-up of numbers

Description automatically generated

**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;

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1. **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;

**A screenshot of a number table

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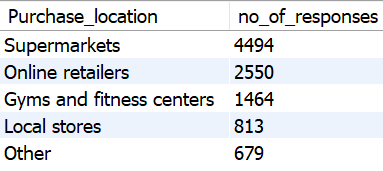
1. **Where do respondents prefer to purchase energy drinks?**

select Purchase\_location, count(respondent\_id) as no\_of\_responses

from fact\_survey\_responses

group by Purchase\_location

order by no\_of\_responses desc;



1. **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;

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1. **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;

A screenshot of a box

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**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;

A table with numbers and text

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1. **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;

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