

Code X - Marketing Analytics

Demographics



Get a quick snapshot of participant distribution by age group, gender, and location.

Consumer Preferences



Understand key consumer choices — price, packaging, time, and reason for consumption.

Competition Analysis



Compare Code X with existing brands on taste, health concerns, and overall consumer experience.

Marketing View



Analyze consumer buying and consumption behavior to uncover marketing opportunities for Code X.

Purchasing Behavior



Discover why, where, and how consumers buy — including brand perception and product expectations.

Performance



Track how consumers perceive and respond to Code X across key behavioral metrics.

Demographics

Current_brands

All

Gender

All

City Category

Tier 1

Tier 2

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

Age

All

10K

Count Respondents

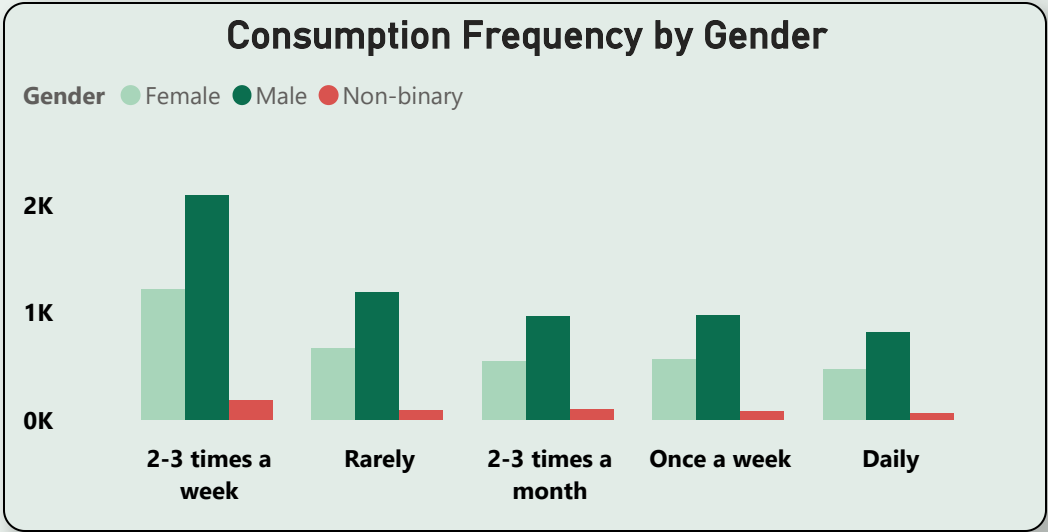
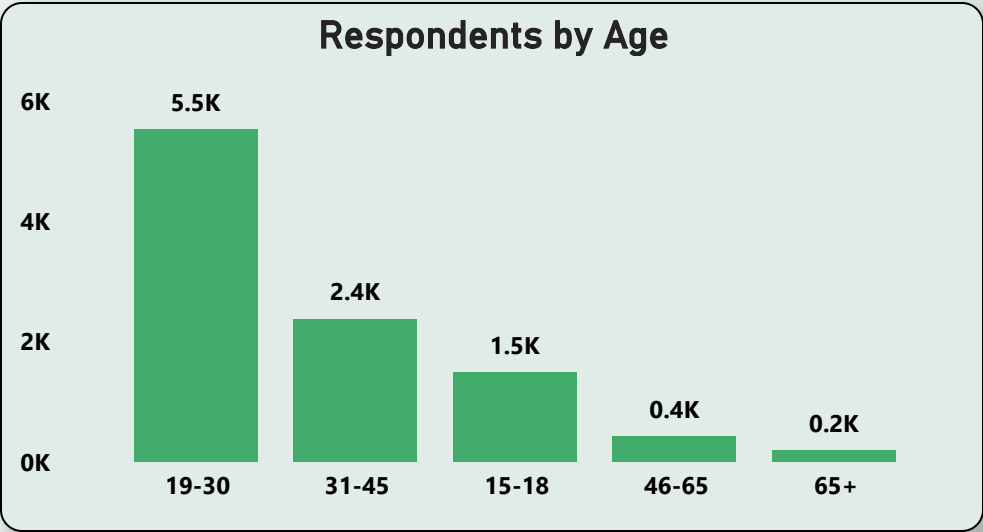
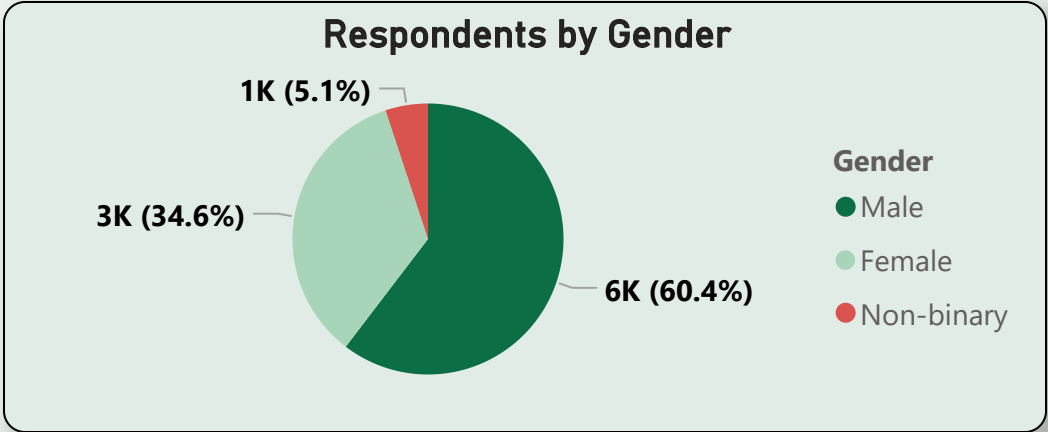
980

CodeX Respondents

3.3

CodeX Avg Taste exp

Marketing Channels						
Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
Other	94	608	408	78	37	1225
Outdoor billboards	117	585	431	65	28	1226
Print media	75	371	310	57	28	841
TV commercials	495	1290	737	117	49	2688
Total	1488	5520	2376	426	190	10000



Consumer Preferences

Current_brands

All

Gender

All

City Category

Tier 1

Tier 2

Ahmedabad

Bangalore

Chennai

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Mumbai

>

Age

All

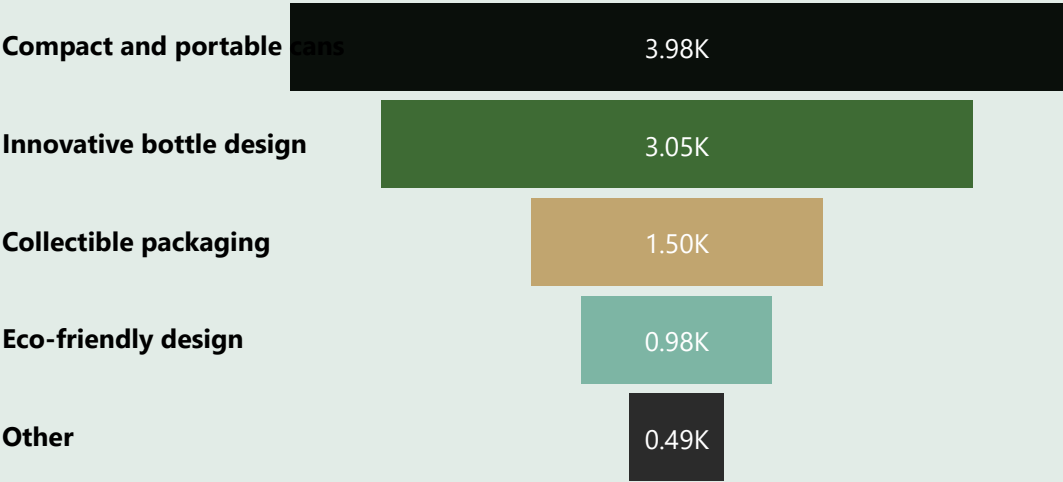
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CodeX Avg Taste Exp

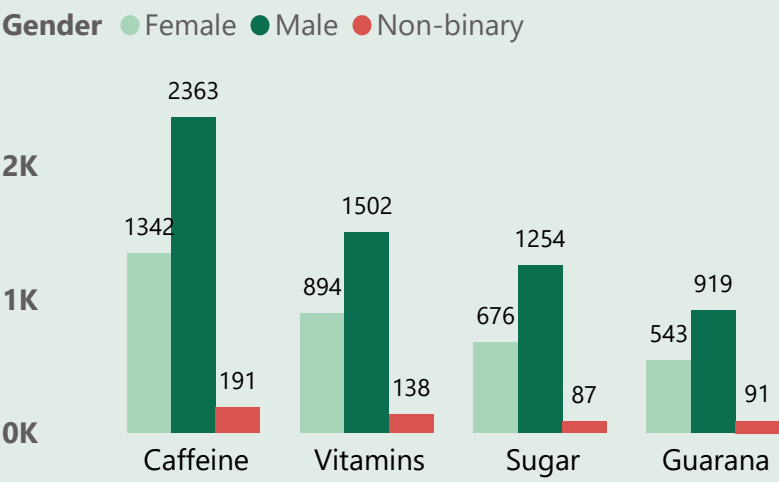
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CodeX Respondents

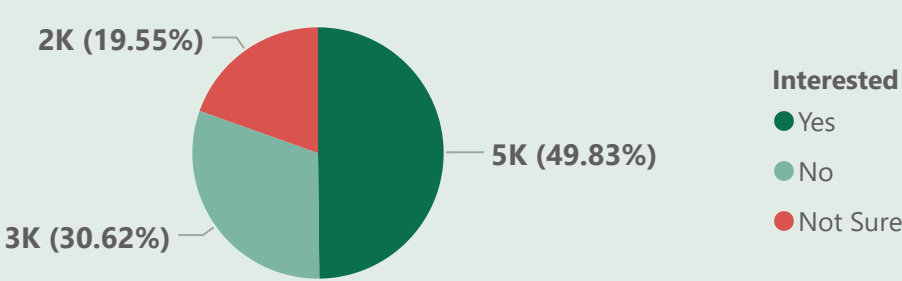
Packaging_Preferences by Respondents



Preffered Ingredients among Respondents



Interest In Natural or Organic Product



Price Preference

Age	100-150	50-99	Above 150	Below 50
15-18	348	687	281	172
19-30	1365	2965	655	535
31-45	1257	499	428	192
46-65	137	85	151	53
65+	35	52	46	57
Total	3142	4288	1561	1009

Competition Analysis

Gender

All

City Category

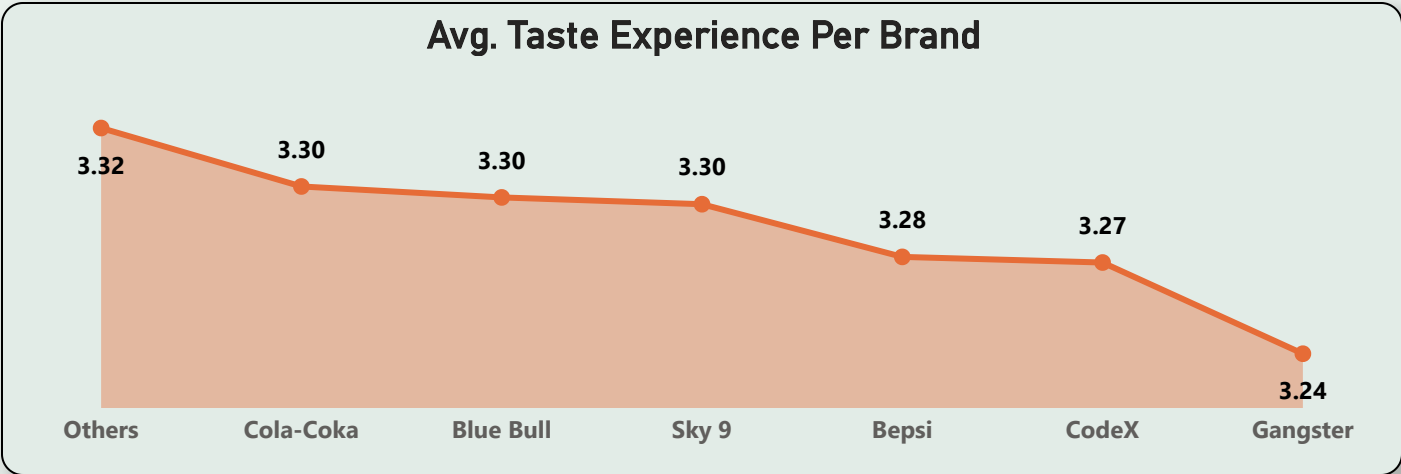
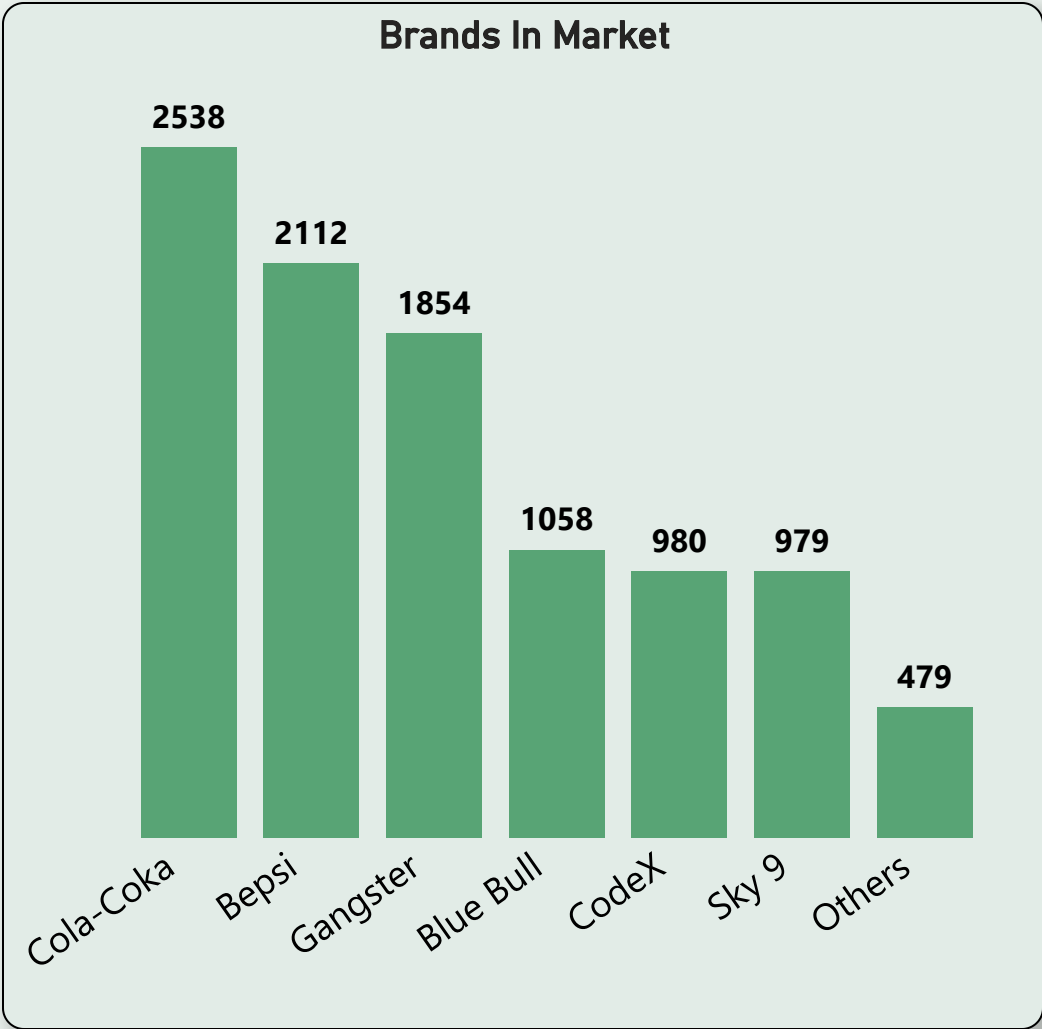
Tier 1

Tier 2

Age

All

- Ahmedabad
- Bangalore
- Chennai
- Delhi
- Hyderabad
- Jaipur
- Kolkata
- Lucknow
- Mumbai
- Pune



Reasons for Choosing the Brands					
Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.8%	27.3%	16.1%	16.8%	20.0%
Blue Bull	17.0%	27.3%	17.7%	15.6%	22.4%
CodeX	19.9%	26.4%	18.0%	17.1%	18.6%
Cola-Coka	20.1%	24.3%	17.1%	17.7%	20.9%
Gangster	18.3%	27.6%	18.2%	16.7%	19.3%
Others	18.0%	29.2%	18.2%	16.5%	18.2%
Sky 9	18.6%	26.6%	19.2%	15.8%	19.8%

Marketing View

Current_brands

All

Gender

All

City Category

Tier 1

Tier 2

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

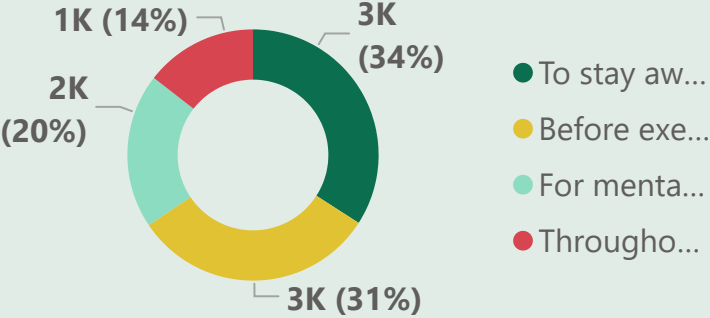
Mumbai

Pune

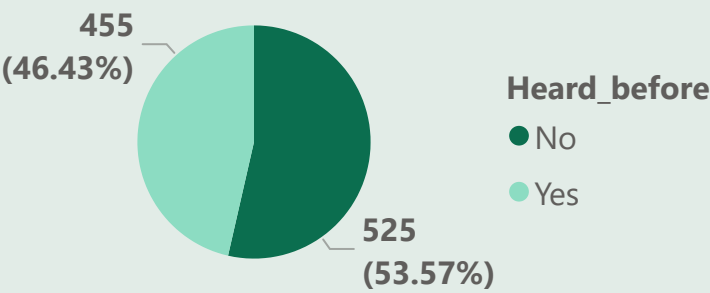
Age

All

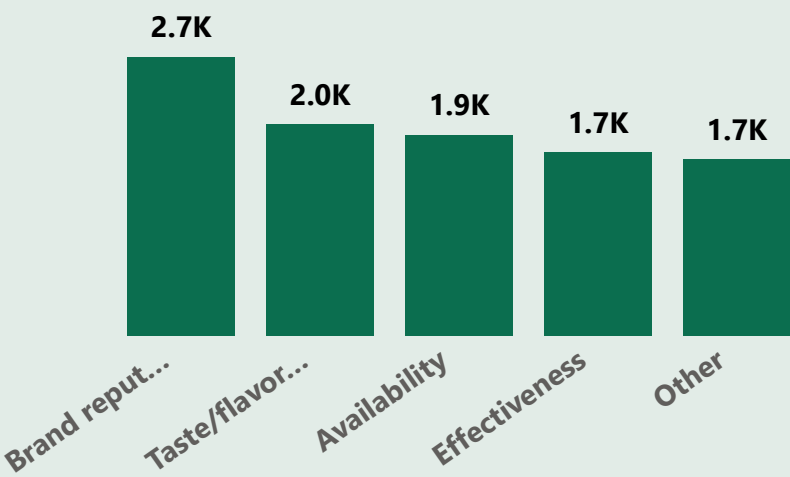
Consumption Time



Heard Before About CodeX



Respondents by Reasons For Choosing Brands



Current Brands In Market

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	504	615	468	525
Blue Bull	239	309	213	297
CodeX	214	286	220	260
Cola-Coka	554	752	567	665
Gangster	415	512	454	473
Others	107	138	116	118
Sky 9	205	297	205	272
Total	2238	2909	2243	2610

Marketing Channels

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
Other	94	608	408	78	37	1225
Outdoor	117	585	431	65	28	1226
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Purchasing Behavior

Current_brands

All

Gender

All

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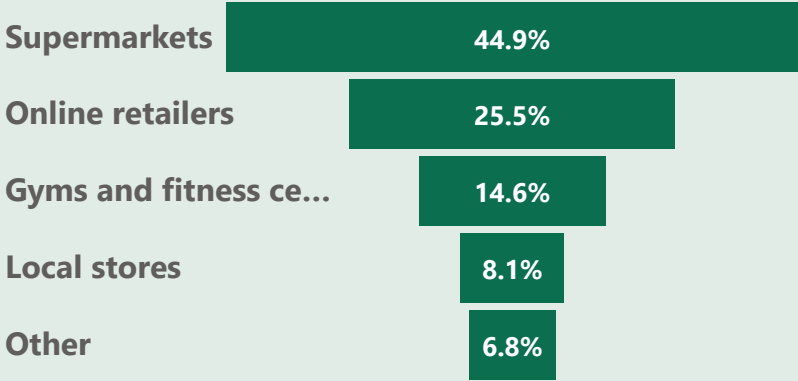
Mumbai

Pune

Age

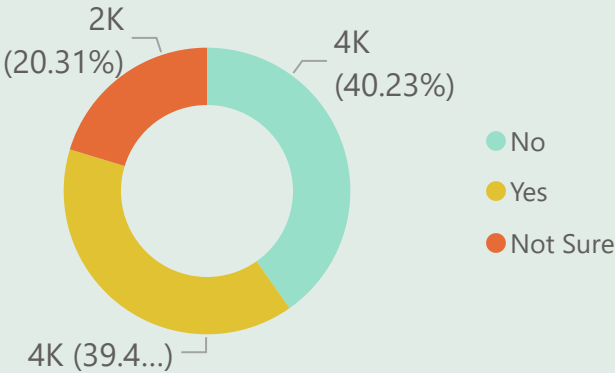
All

Purchasing Locationss



City	Negative	Neutral	Positive	Total
Ahmedabad	149	208	99	456
Bangalore	418	1844	566	2828
Chennai	126	615	196	937
Delhi	74	210	145	429
Hyderabad	266	1191	376	1833
Jaipur	106	163	91	360
Kolkata	67	393	106	566
Lucknow	53	84	38	175
Mumbai	228	847	435	1510
Pune	282	419	205	906
Total	1769	5974	2257	10000

Limited Edition Packing Preference



Consumption Situations

Consumption Situations	15-18	19-30	31-45	46-65	65+	Total
⊕ Driving/commuting	33	168	70	20	6	297
⊕ Other	73	285	107	20	6	491
⊕ Social outings/parties	204	809	383	54	37	1487
⊕ Sports/exercise	680	2471	1065	190	88	4494
⊕ Studying/working late	498	1787	751	142	53	3231
Total	1488	5520	2376	426	190	10000

Price Preference

Price_range	15-18	19-30	31-45	46-65	65+	Total
100-150	348	1365	1257	137	35	3142
50-99	687	2965	499	85	52	4288
Above 150	281	655	428	151	46	1561
Below 50	172	535	192	53	57	1009
Total	1488	5520	2376	426	190	10000

Code X Performance

Heard_before

All

Age

All

Gender

All

City Category

Tier 1

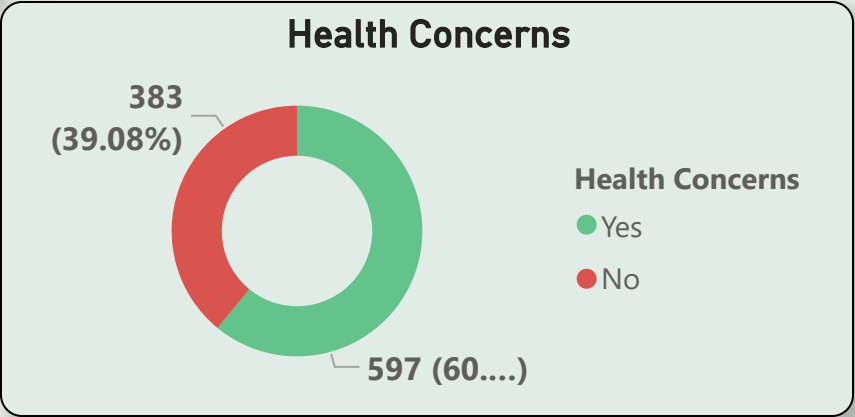
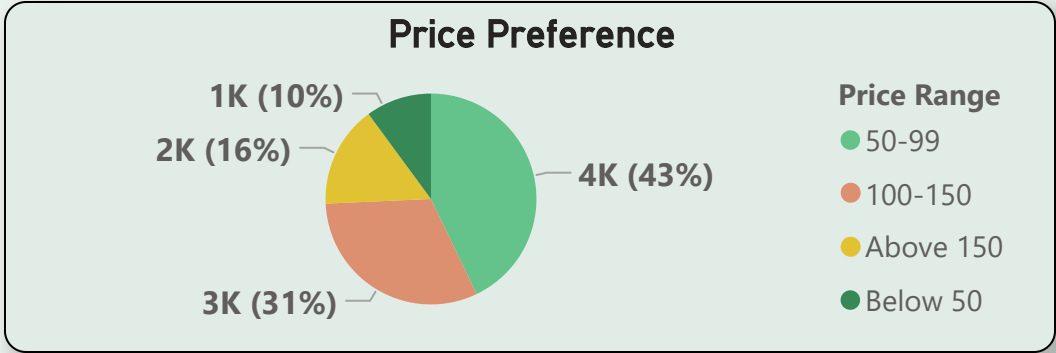
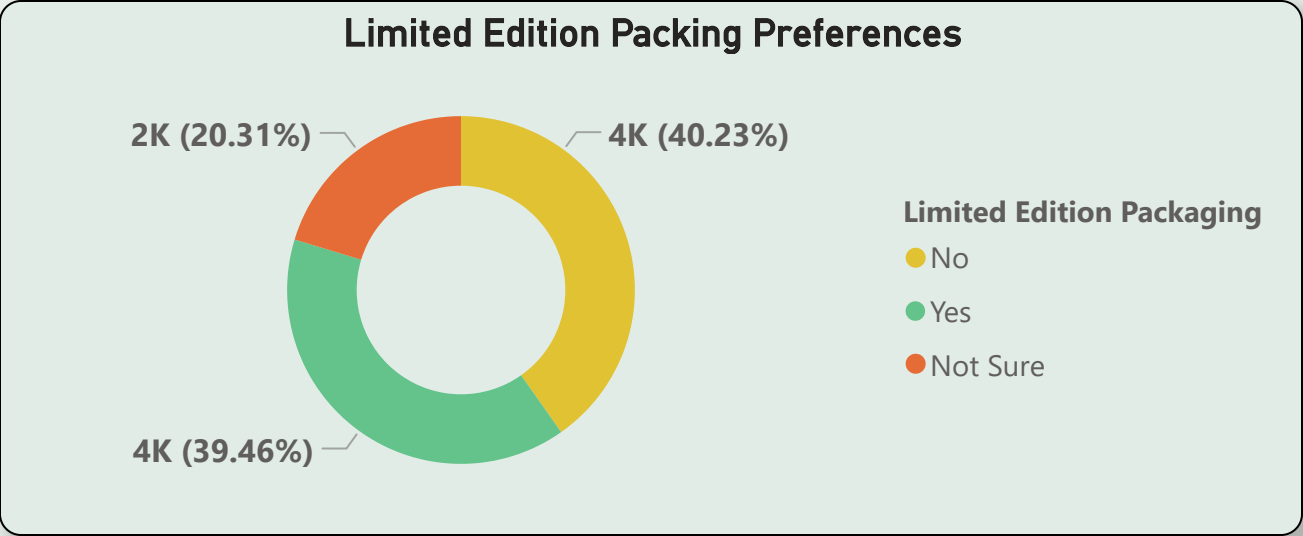
Tier 2

Ahmedabad	Bangalore	Chennai	Delhi	Hyderabad	Jaipur	Kolkata	Lucknow	Mumbai	Pune
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3.3

CodeX Avg Taste Exp

City Wise Feedback For Availability		
City	Availability Respondents	Total CodeX Respondents
Ahmedabad	3	45
Bangalore	71	292
Chennai	23	92
Delhi	7	40
Hyderabad	35	182
Jaipur	4	28
Kolkata	9	48
Lucknow	2	5
Mumbai	20	156
Pune	21	92
Total	195	980



Brand_perception	Responses
Negative	172
Neutral	589
Positive	219