

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

# Primary Insights (Sample Sections / Questions)

*Note: These insights can be derived from the survey responses*

1. **Demographic Insights (examples)** 
   1. Who prefers energy drink more? (male/female/non-binary?)

A graph with blue rectangles and black text

Description automatically generated with low confidence

* 1. Which age group prefers energy drinks more?

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* 1. Which type of marketing reaches the most Youth (15-30)?
     1. Online ads 48%
     2. TV commercials 25%

A screenshot of a graph

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

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* 1. What packaging preferences do respondents have for energy drinks?

A pie chart of energy drinks

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1. **Competition Analysis:** 
   1. Who are the current market leaders?

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

A pie chart with text

Description automatically generated with low confidence

1. **Marketing Channels and Brand Awareness:** 
   1. Which marketing channel can be used to reach more customers?
   2. How effective are different marketing strategies and channels in reaching our customers?

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1. **Brand Penetration:** 
   1. What do people think about our brand? (overall rating)

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* 1. Which cities do we need to focus more on?

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

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

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

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About 40% of respondents prefer limited edition packaging while around 60% either don’t prefer limited edition packaging or are not sure.

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About 75% of respondents believe that reasonable price for an energy drink should be between 50 Rs to 150 Rs.

1. **Product Development** 
   1. Which area of business should we focus more on our product development? (Branding/taste/availability)

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By looking at this chart we can see that respondents are not inclined to any single reason for choosing energy drink brand but rather it may be combination some or all the important factors like brand reputation, Taste, Availability, Effectiveness and other.

But if we were to select 1 or 2 businesses areas to focus on it would be brand reputation and taste/flavor preference as around 45% of respondents choose them as the reason for choosing energy drink brand.

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# Secondary Insights (Sample Sections / Questions)

*Note: You need to do additional market research*

**Recommendations for CodeX:**

**Give 5 recommendations for CodeX (below are some samples)**

* What immediate improvements can we bring to the product?
* What should be the ideal price of our product?
* What kind of marketing campaigns, offers, and discounts we can run?
* Who can be a brand ambassador, and why? ● Who should be our target audience, and why?

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