



Gender

☐ Female

☐ Male

☐ Non-Binary



Age Group

☐ 15-18

☐ 19-30

☐ 31-45



Brands

☐ Pepsi

☐ Blue Bull

☐ CodeX



City

☐ Ahmedabad

☐ Bangalore

☐ Chennai



City Tier

☐ Tier 1

☐ Tier 2



CodeX Survey Analysis for Brand Growth & Market Expansion in India



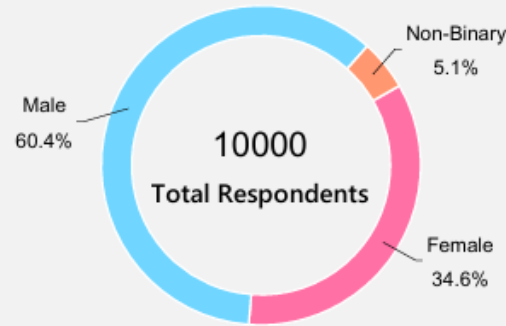
Demographic Insights

Consumer Preferences & Purchasing Behavior

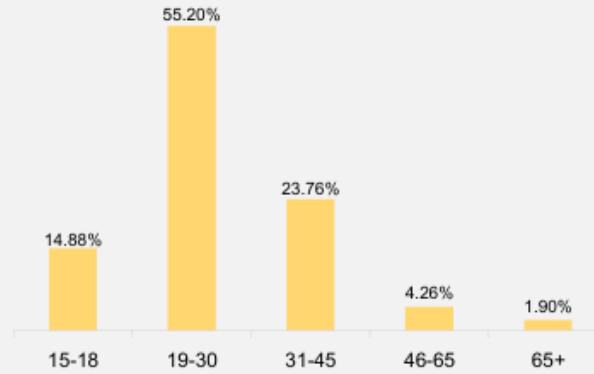
Market Research & Competition Analysis

CodeX Performance

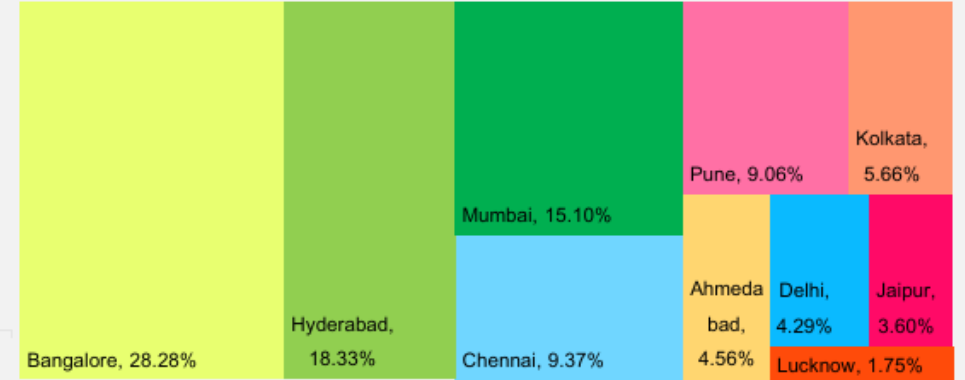
Energy Drink Consumers by Gender



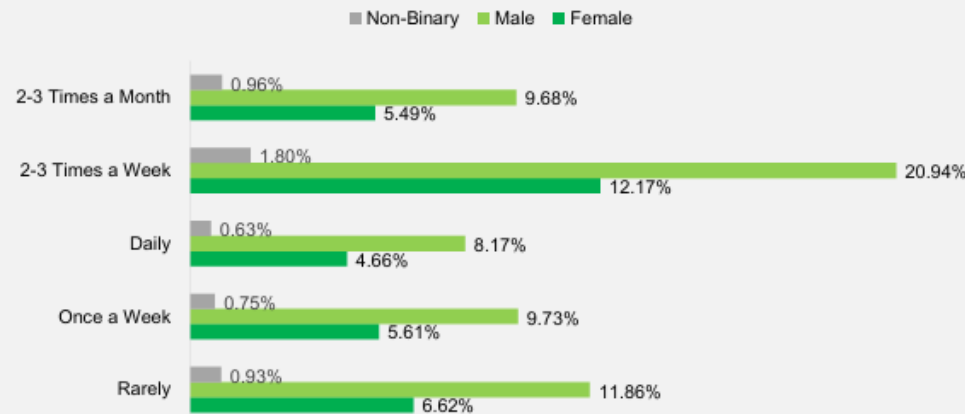
Energy Drink Consumers by Age Group



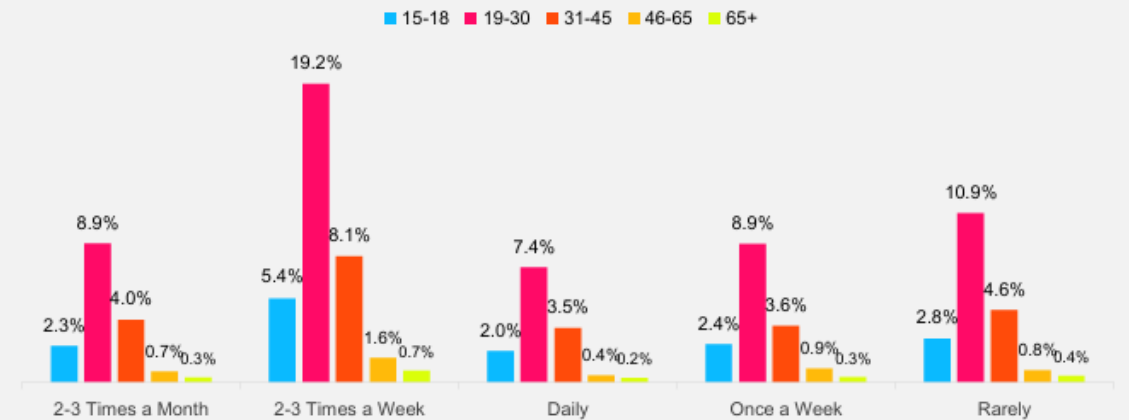
Energy Drink Consumers by City



Energy Drink Consumption Frequency by Gender



Energy Drink Consumption Frequency by Age Group





Gender

Female
Male
Non-Binary



Age Group

15-18
19-30
31-45



Brands

Bepsi
Blue Bull
CodeX



City

Ahmedabad
Bangalore
Chennai



City Tier

Tier 1
Tier 2

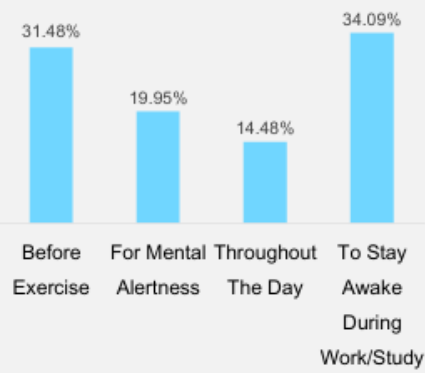


CodeX Survey Analysis for Brand Growth & Market Expansion in India

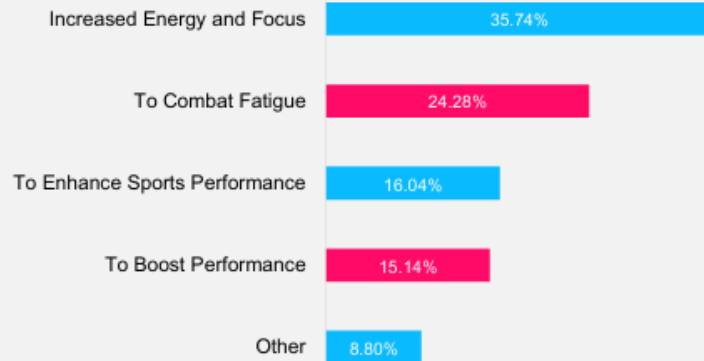


Demographic Insights

Energy Drink Consumption Time

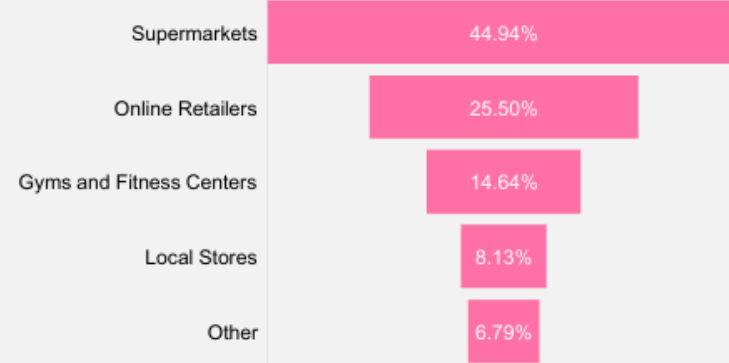


Reasons for Energy Drink Consumption



Consumer Preferences & Purchasing Behavior

Purchase Location

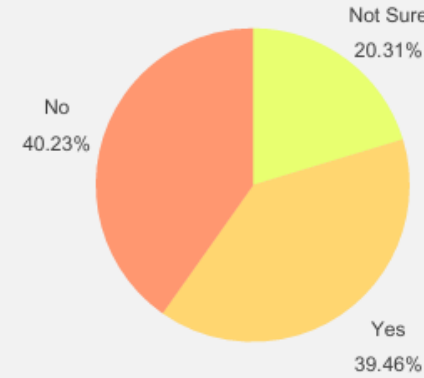


Typical Energy Drink Consumption Situations

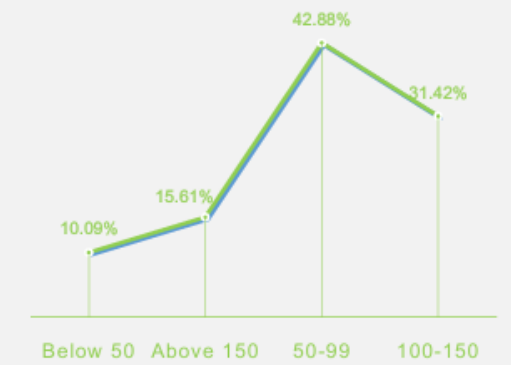


Market Research & Competition Analysis

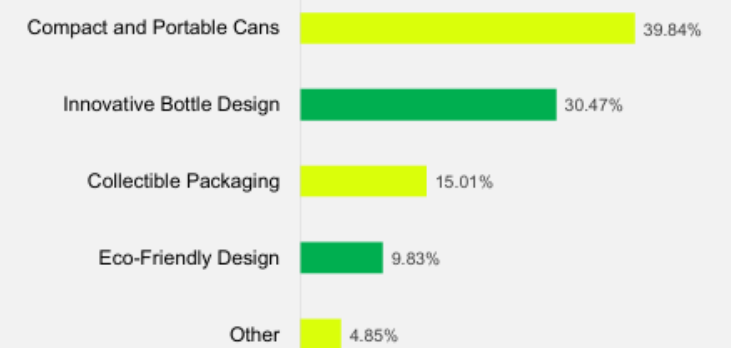
Limited Edition Packaging Preferred



Price Range Preferred



Packaging Preference





Gender

Female
Male
Non-Binary



Age Group

15-18
19-30
31-45



Brands

Bepsi
Blue Bull
CodeX



City

Ahmedabad
Bangalore
Chennai



City Tier

Tier 1
Tier 2



CodeX Survey Analysis for Brand Growth & Market Expansion in India



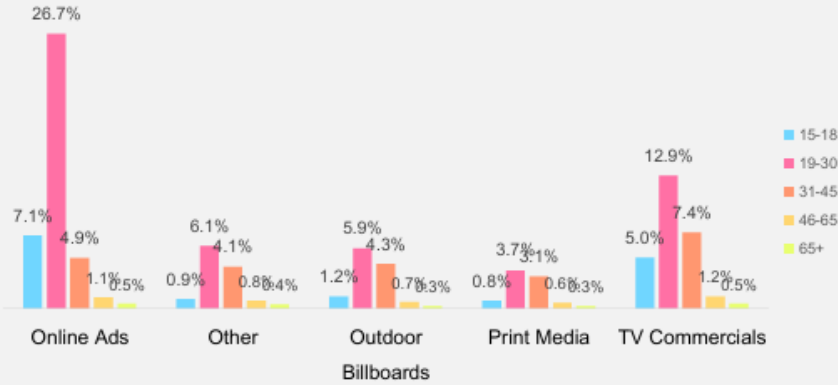
Demographic Insights

Consumer Preferences & Purchasing Behavior

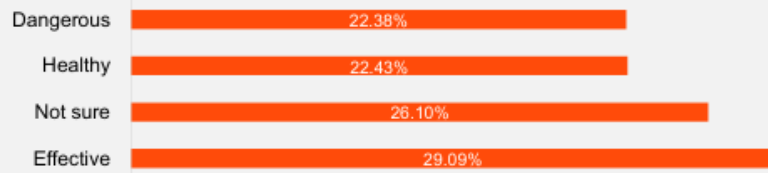
Market Research & Competition Analysis

CodeX Performance

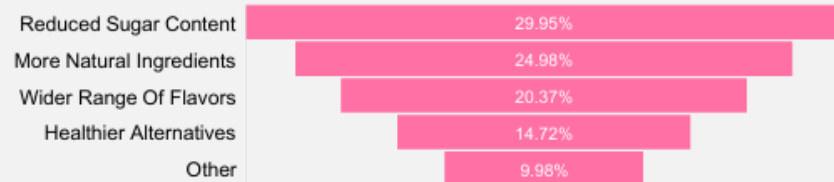
Marketing Channels by Age Group



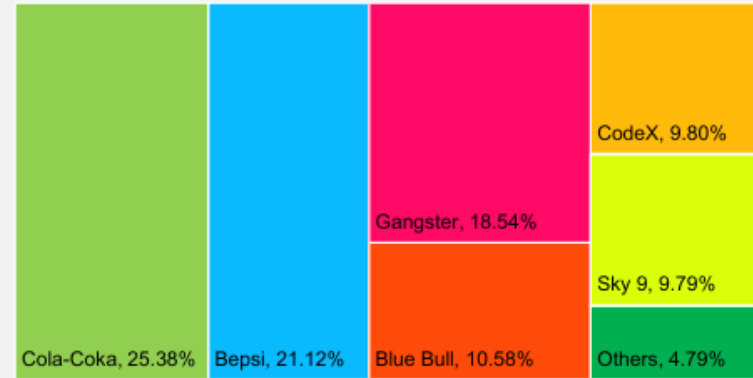
General Energy Drink Perception



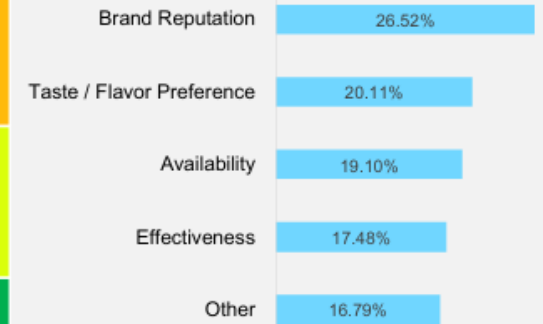
Improvements Desired in Energy Drinks



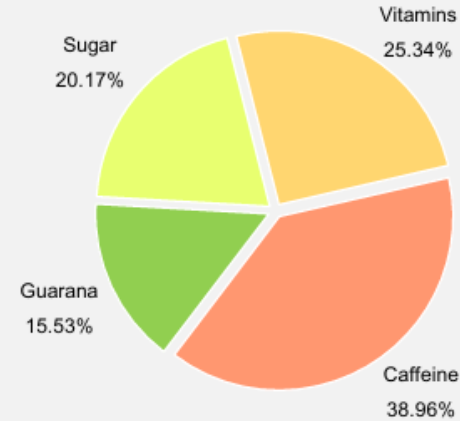
Current Energy Drink Brands Preferred



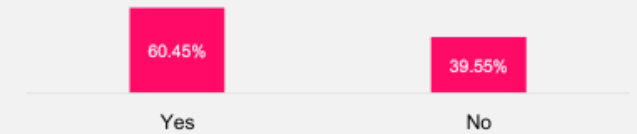
Reasons for Choosing Current Brands



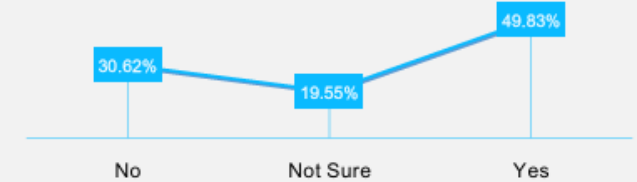
Ingredients Expected in Energy Drinks



Concerned about Energy Drink Health Impacts



Interested in Natural or Organic Ingredients





Gender

Female
Male
Non-Binary



Age Group

15-18
19-30
31-45
46-65
65+



City

Ahmedabad
Bangalore
Chennai
Delhi
Hyderabad
Jaipur
Kolkata



City Tier

Tier 1
Tier 2



CodeX Survey Analysis for Brand Growth & Market Expansion in India



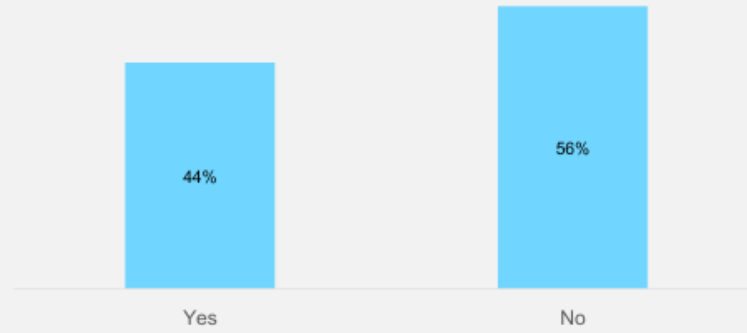
Demographic Insights

Consumer Preferences & Purchasing Behavior

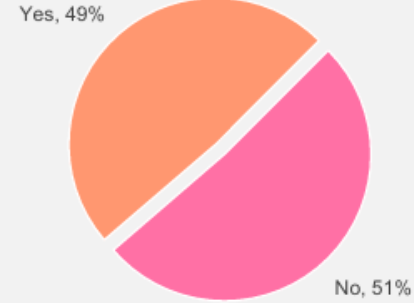
Market Research & Competition Analysis

CodeX Performance

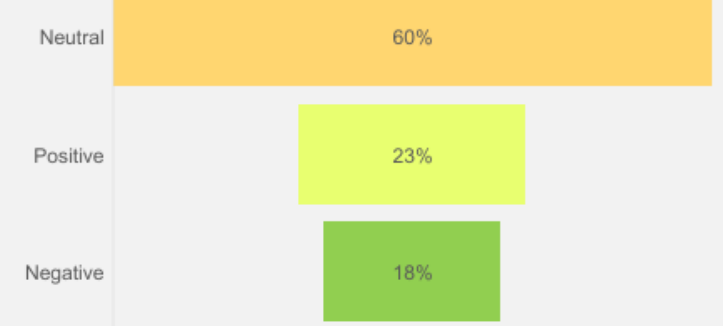
Heard about CodeX Before



Tried CodeX Before



CodeX Brand Perception



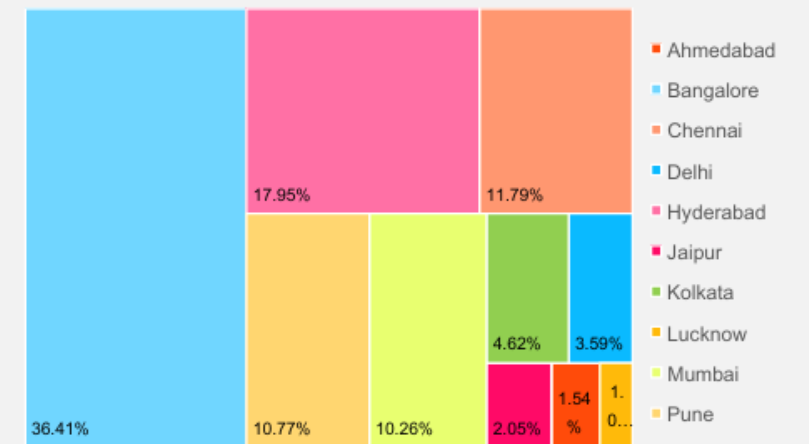
CodeX Taste Ratings



















Reasons Preventing Trying CodeX



City Wise CodeX Availability



fact_survey_responses

-  Response_ID
-  Respondent_ID
-  Consume_frequency
-  Consume_time
-  Consume_reason
-  Heard_before
-  Brand_perception
-  General_perception
-  Tried_before
-  Taste_experience
-  Reasons_preventing_tryi...
-  Current_brands
-  Reasons_for_choosing_b...
-  Improvements_desired
-  Ingredients_expected
-  Health_concerns

dim_repondents

-  Respondent_ID
-  Name
-  Age
-  Gender
-  City_ID

dim_cities

-  City_ID
-  City
-  Tier

