**Code basics Resume project challenge**

**Providing insights to marketing team In Food and Beverage Industry.**

**Problem Statement**

**CodeX**is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities in India.

Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from **10k** respondents. Peter Pandey, a marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions.

**Plan for delivering primary insights**

**1. Demographic insights**

**a) Who prefers energy drink more? (male/female/non-binary?)**

**Approach to identify –** Gender which has the largest consume Frequency with values as “Daily and 2-3 times a week combined”

**b) Which age group prefers energy drink more?**

**Approach to identify –** Age group which has the largest consume Frequency with values as “Daily and 2-3 times a week combined”

**C) which type of marketing reaches the most youth?**

**Approach to identify –** Most occurring marketing channel for age group 15-30 years

**2. Consumer preferences**

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

**Approach to identify –** Preferred ingredients among all the respondents

**b.) what packaging preference does the respondents have for energy drinks**

**Approach to identify –** Preferred packaging among all the respondents.

**3. Competition analysis**

**a.) what are the current market leaders?**

**Approach to identify –** Top brands chosen or preferred among the respondents.

**b.) whar are the primary reasons customer prefer those brand over ours?**

**Approach to identify –** Count of Reasons for choosing each brand among the respondents.

**4. Marketing Channels and Brand Awareness:**

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

**Approach to identify –** Count of each marketing channel among respondents.

**5. Brand Penetration:**

**a. What do people think about our brand? (overall rating)**

**Approach to identify –** Count of each taste experience rating among the respondents who have tries the codex energy drink.

**B. what cities do we need to more focus on**

**Approach to identify –** Average taste experience rating among each cities for the respondents who have tried the energy drink.

**6. Purchase behaviour**

**a. where do respondents prefer to purchase energy drinks?**

**Approach to identify –** Count of each purchase location among the respondents for purchasing energy drinks.

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

**Approach to identify –** Count of each consumption situation among the respondents for consuming energy drinks.

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

**Approach to identify –** Count of each combination of price range and limited edition packaging among all the respondents.

**7. Product development**

**a. Which area of business should we focus more on our product development? (Branding/taste/availability).  
Approach to identify –** Analysing the reasons among the respondents for not trying the codex drink.

**Key Findings:**

**Pages 1 and 2**

* The survey reveals that 4,837 respondents are energy drink enthusiasts, accounting for nearly half of the total participants.
* Among these enthusiasts, males constitute the majority.
* The age group 19-30 exhibits the highest number of energy drink enthusiasts.
* Caffeine is the most favored ingredient, preferred by 38.96% of respondents.
* Cola-Coka emerges as the most preferred brand.
* 9.80% of total respondents favor codex energy drink among other brand .
* Brand reputation is the primary factor influencing consumers' choice of brand.

**Pages 3 and 4**

* A total of 4,881 respondents have tried the Codex drink out of 10,000.
* Jaipur leads with the highest average taste rating of 3.41, whereas Delhi has the lowest at 3.07.
* There is a notable difference in the number of Codex drinkers between tier 1 and tier 2 cities.
* The preferred price range for energy drinks is between 5099, chosen by 42.88% of respondents.
* Energy drinks are most commonly consumed during sports or exercise activities.
* Supermarkets are the preferred purchase location for energy drinks among respondents.
* The main reason for not trying the Codex drink, cited by 42% of respondents, is its unavailability.