

# 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)

- a. Who prefers energy drink more? (male/female/non-binary?)
- b. Which age group prefers energy drinks more?
- c. Which type of marketing reaches the most Youth (15-30)?

### 2. Consumer Preferences:

- a. What are the preferred ingredients of energy drinks among respondents?
- b. What packaging preferences do respondents have for energy drinks?

### 3. Competition Analysis:

- a. Who are the current market leaders?
- b. What are the primary reasons consumers prefer those brands over ours?

### 4. Marketing Channels and Brand Awareness:

- a. Which marketing channel can be used to reach more customers?
- b. How effective are different marketing strategies and channels in reaching our customers?

### 5. Brand Penetration:

- a. What do people think about our brand? (overall rating)
- b. Which cities do we need to focus more on?

### 6. Purchase Behavior:

- a. Where do respondents prefer to purchase energy drinks?
- b. What are the typical consumption situations for energy drinks among respondents?
- c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

### 7. Product Development

- a. Which area of business should we focus more on our product development? (Branding/taste/availability)

## **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?