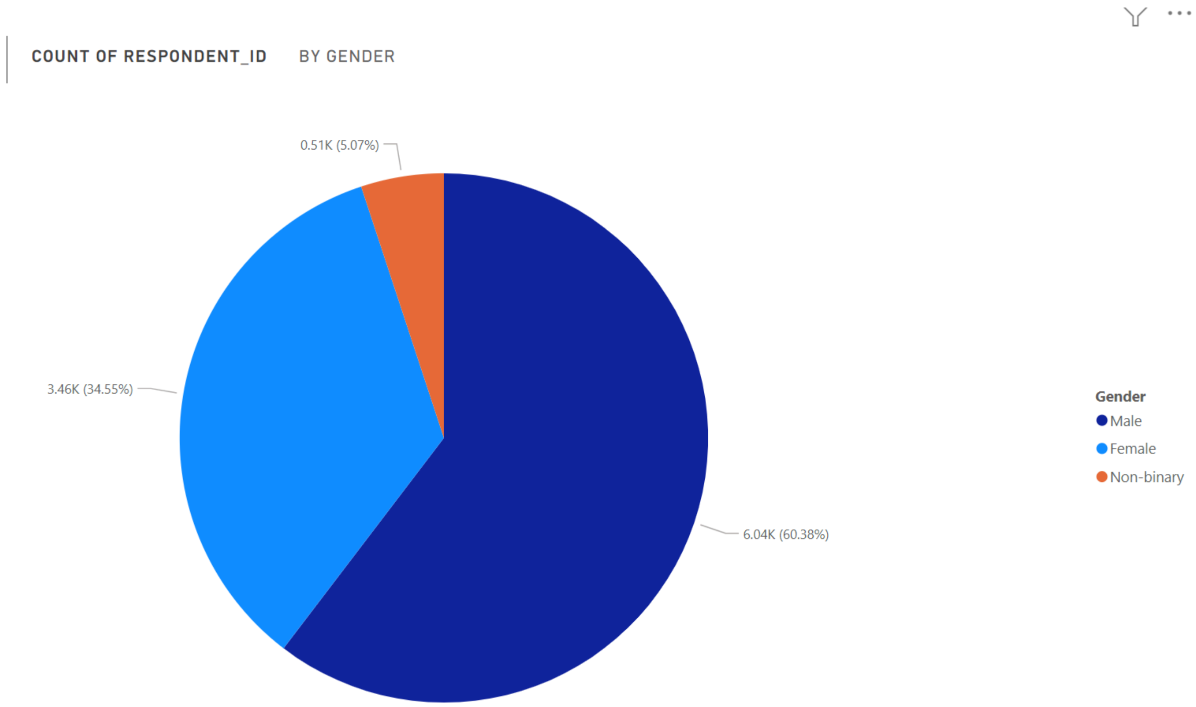
1. Demographic Insights (examples)

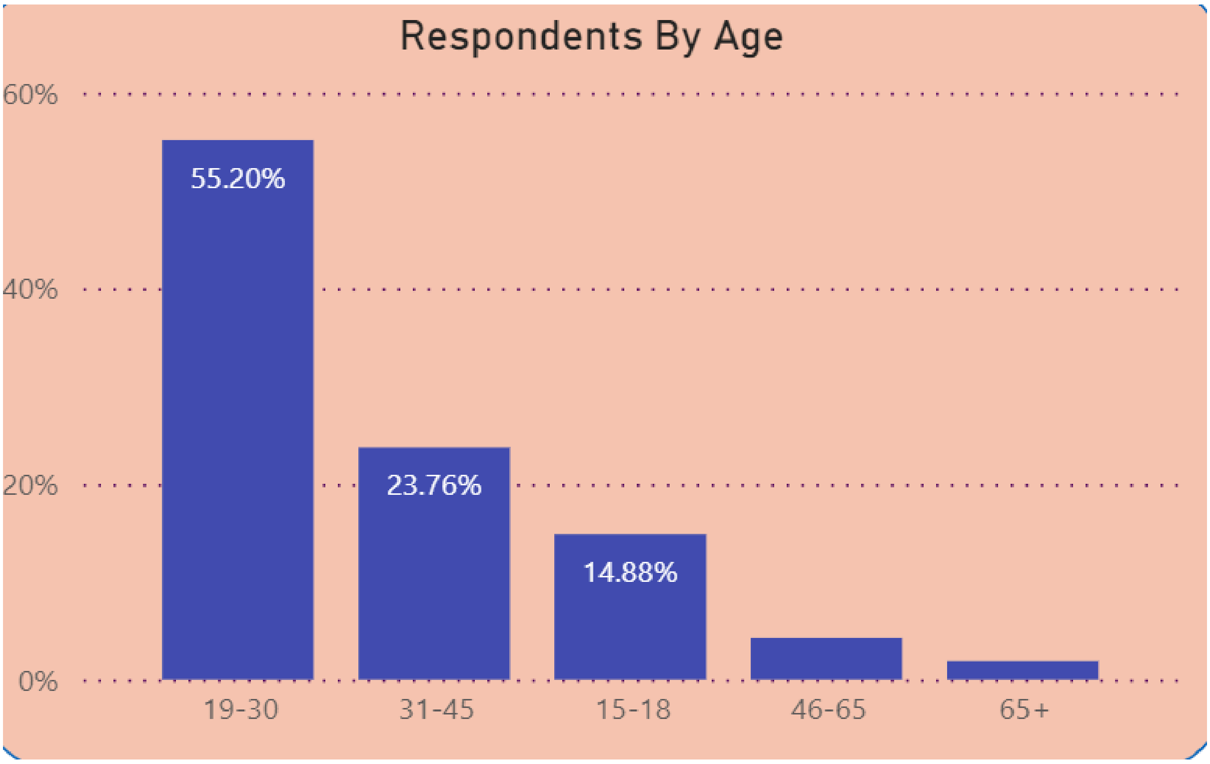
a. Who prefers energy drink more? (male/female/non-binary?)

- According to the survey, about **60%** of respondents are **male**, which indicates men prefer drinking energy drink.



b. Which age group prefers energy drinks more?

More than **50%** of respondents are in the **19-30** age group. If we look at young age group from **15-30**, the figures can be more **70%**, presenting a powerful connections with the young.



c. Which type of marketing reaches the most Youth (15-30)?

Online ads are the most effective Marketing types, reaching **707 respondents** for those who are in the 15-18 age group and **2666 respondents** for the 19-30 age group.

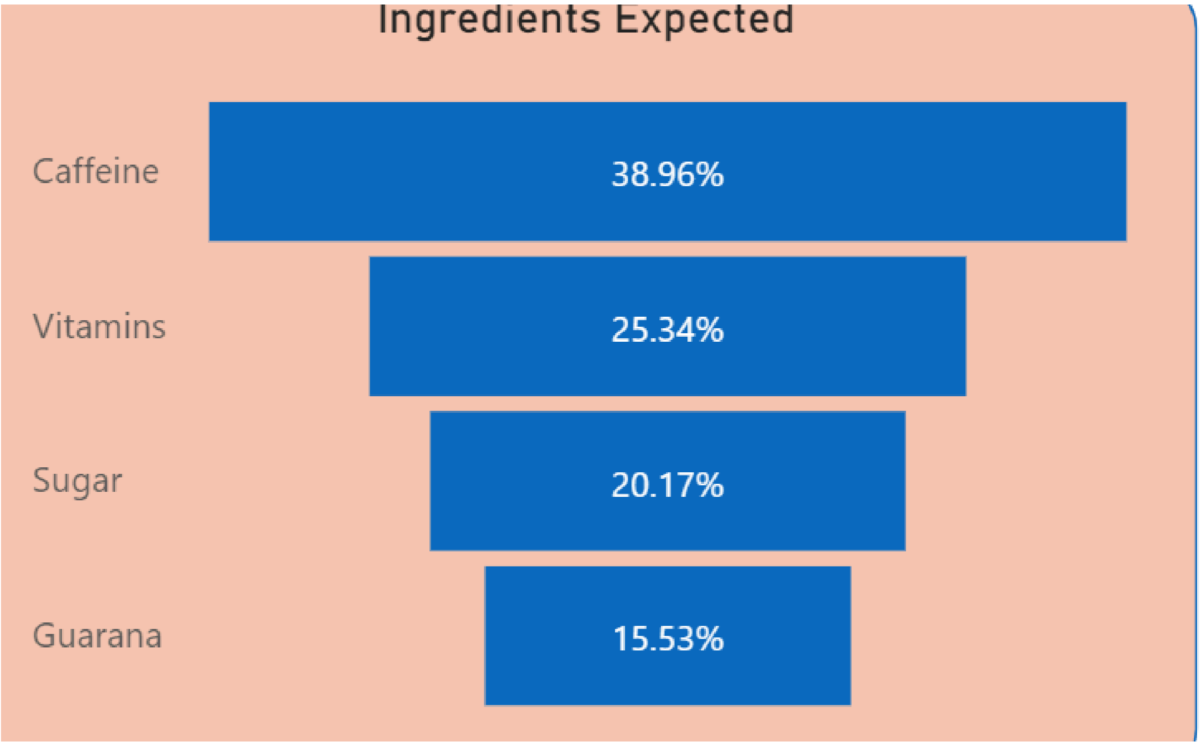
Most reached Marketing types

Marketing_channels	15-18	19-30	**Total**
Online ads	707	2666	**3373**
TV commercials	495	1290	**1785**
Other	94	608	**702**
Outdoor billboards	117	585	**702**
Print media	75	371	**446**
Total	**1488**	**5520**	**7008**

2. Consumer Preferences:

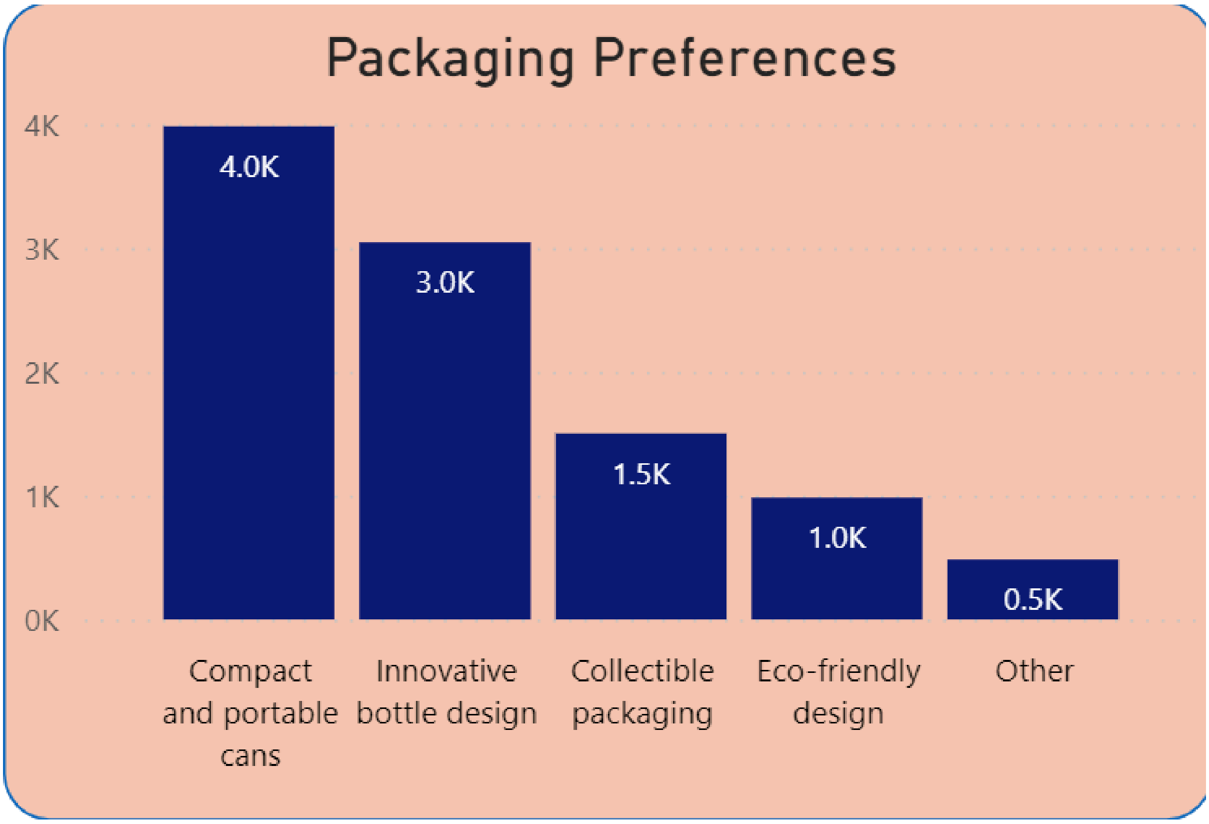
a. What are the **preferred ingredients** of energy drinks among respondents?

There are **38,96%** of respondents hoped energy drinks could add more **caffeine**, followed by the **Vitamins**, indicating they want to be more focused but still healthy.



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

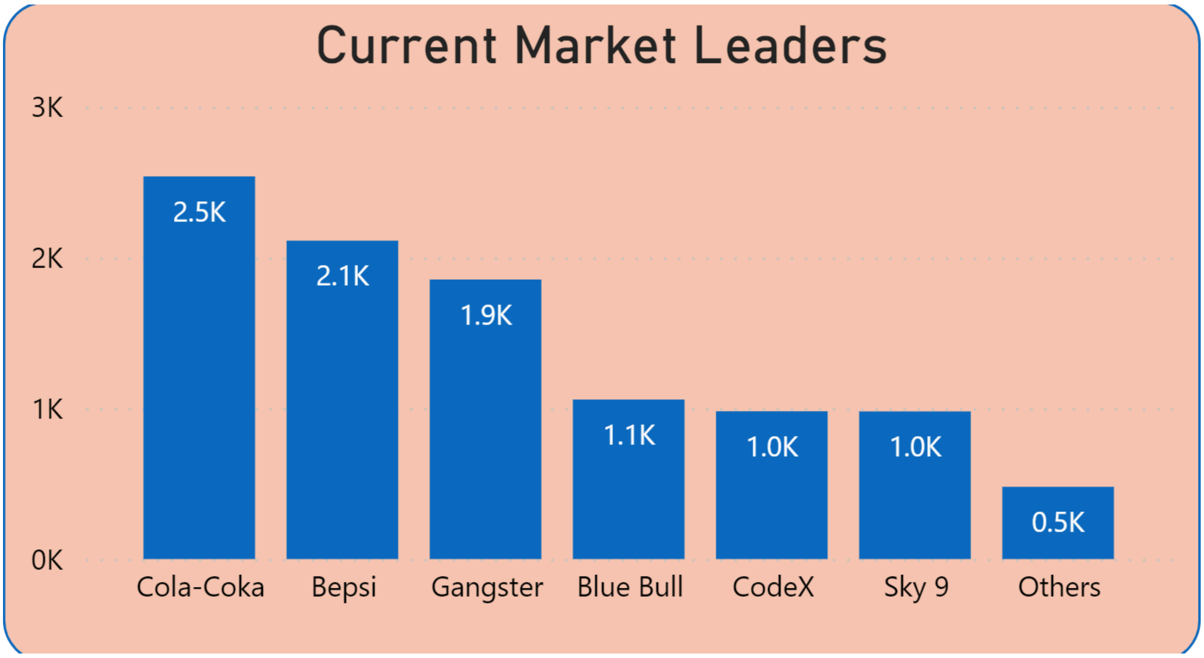
- **Compact and portable cans** are in high demand, followed by **innovative bottles.**



3. Competition Analysis:

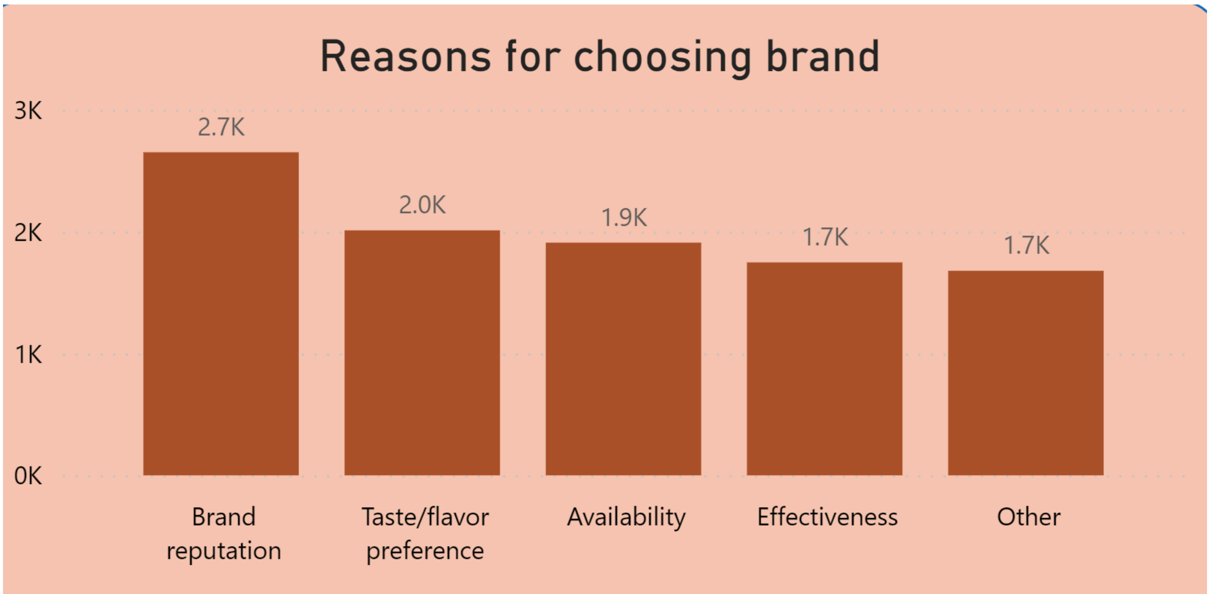
a. Who are the current market leaders?

Cola-Coka is the first market leaders, followed by **Bepsi.**



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

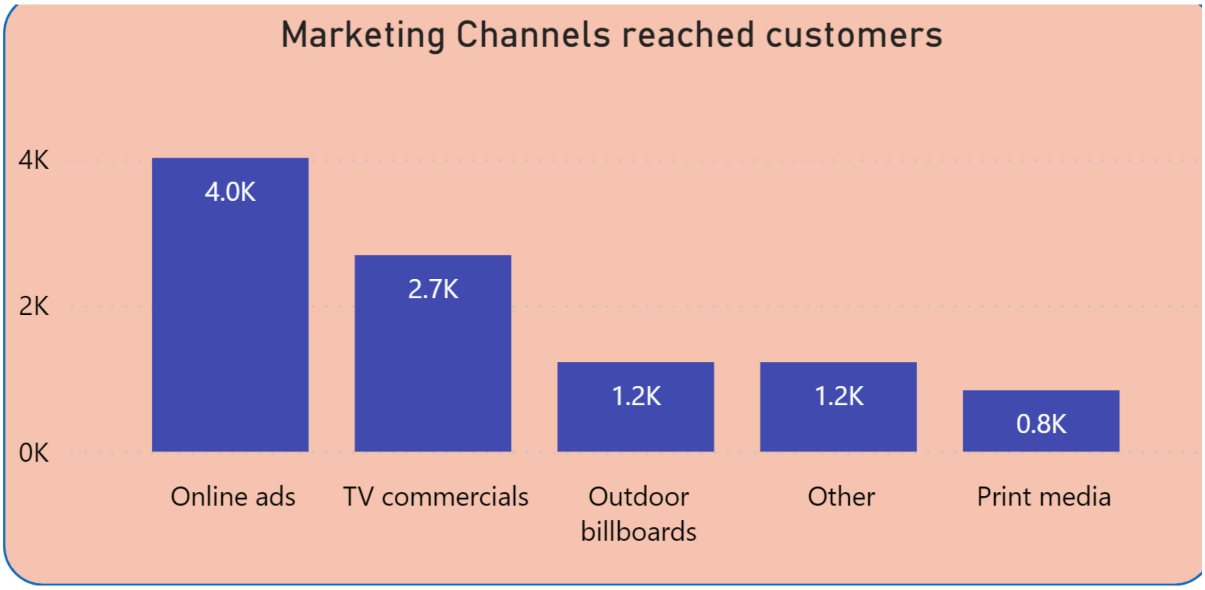
- Most of them chose energy drinks due to the **brand reputation**, other reasons such as **taste preference** and **availability** or **effectiveness** have the same priority.



4. Marketing Channels and Brand Awareness:

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

- Respondents prefer **short-duration videos** on Facebook, Tiktok and this can be seen as the effective way to approach the youth, compared to TV or others.



b. How effective are different marketing strategies and channels in reaching our customers?

Marketing Channels reached Age Group

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**

5. Brand Penetration:

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

Average Total Exp.

3.28

b. Which cities do we need to focus more on?

- We need to focus more on **increasing the positive responses**

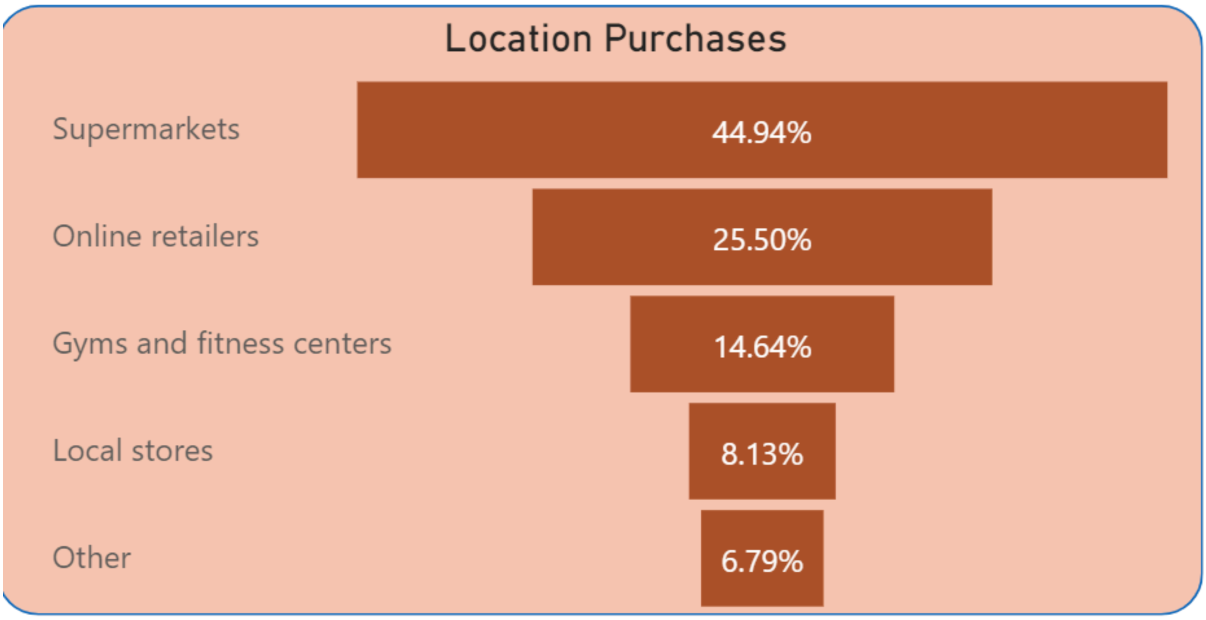
Brand Perception

City	Negative	Neutral	Positive	Total
Ahmedabad	1.49%	2.08%	0.99%	**4.56%**
Bangalore	4.18%	18.44%	5.66%	**28.28%**
Chennai	1.26%	6.15%	1.96%	**9.37%**
Delhi	0.74%	2.10%	1.45%	**4.29%**
Hyderabad	2.66%	11.91%	3.76%	**18.33%**
Jaipur	1.06%	1.63%	0.91%	**3.60%**
Kolkata	0.67%	3.93%	1.06%	**5.66%**
Lucknow	0.53%	0.84%	0.38%	**1.75%**
Mumbai	2.28%	8.47%	4.35%	**15.10%**
Pune	2.82%	4.19%	2.05%	**9.06%**
Total	**17.69%**	**59.74%**	**22.57%**	**100.00%**

6. Purchase Behavior:

a. Where do respondents prefer to purchase energy drinks?

Supermarkets are the most common choice among consumers to buy energy drinks.



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

Sports/exercise

Studying/working late

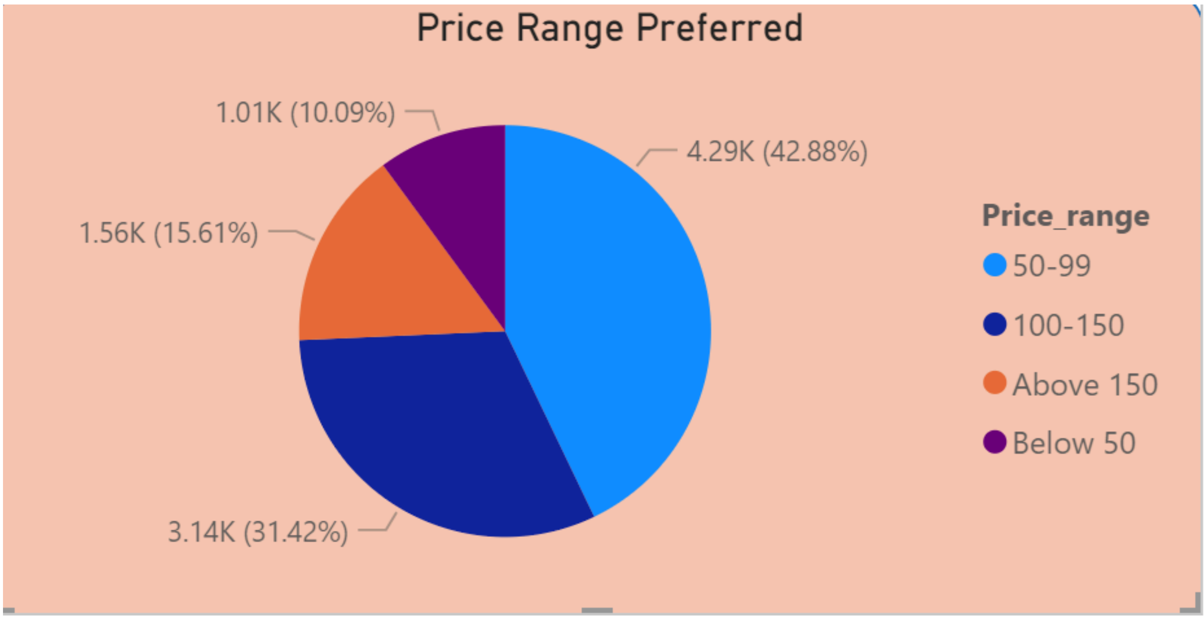
Also, this data shows youth is consuming these drinks more.

Consumption Situations

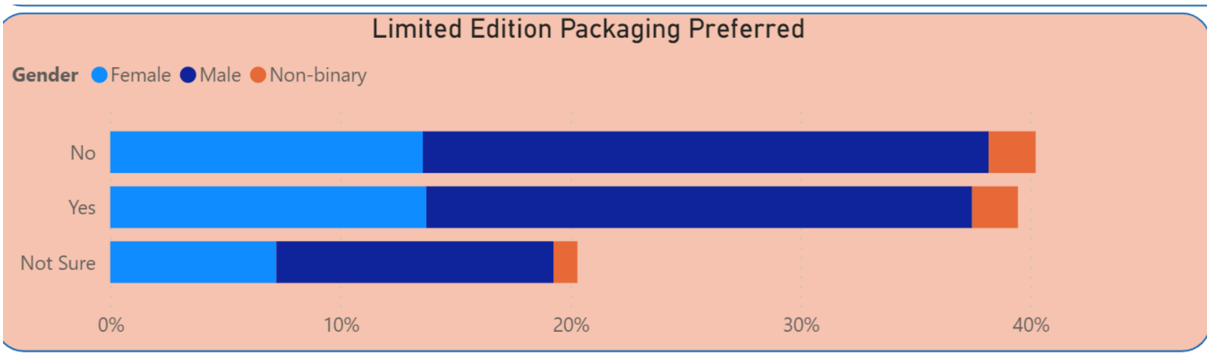
Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	**Total**
Driving/commuting	33	168	70	20	6	**297**
Other	73	285	107	20	6	**491**
Social outings/parties	204	809	383	54	37	**1487**
Sports/exercise	680	2471	1065	190	88	**4494**
Studying/working late	498	1787	751	142	53	**3231**
Total	**1488**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

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

43% of the consumers buy a product if the price is between **50-99**.



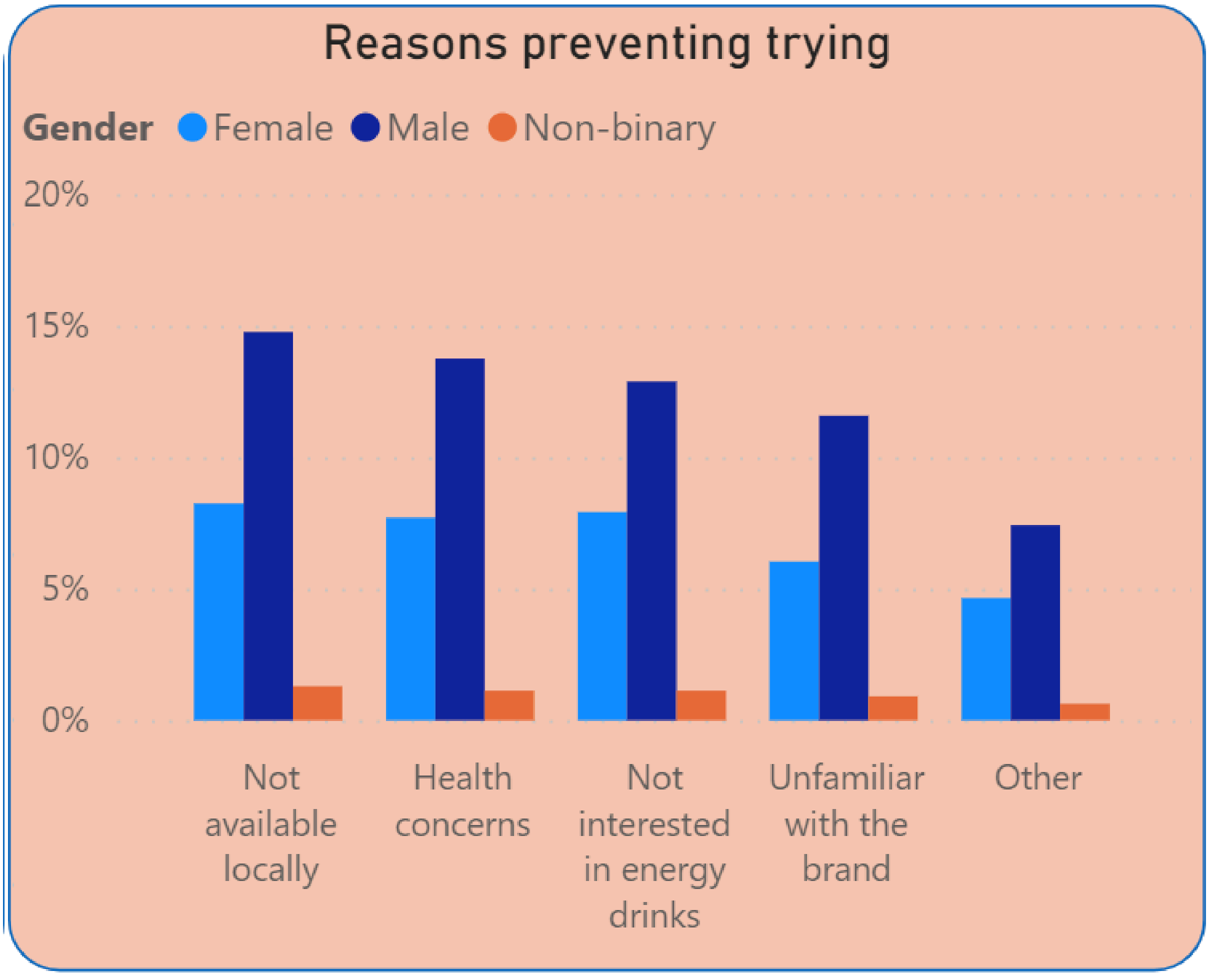
- The percentage of those who don't want to change limited package and those who want to change is kind of the same.



7. Product Development

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

- We should improve the **availability**, and **add more healthy ingredients** in our drinks.

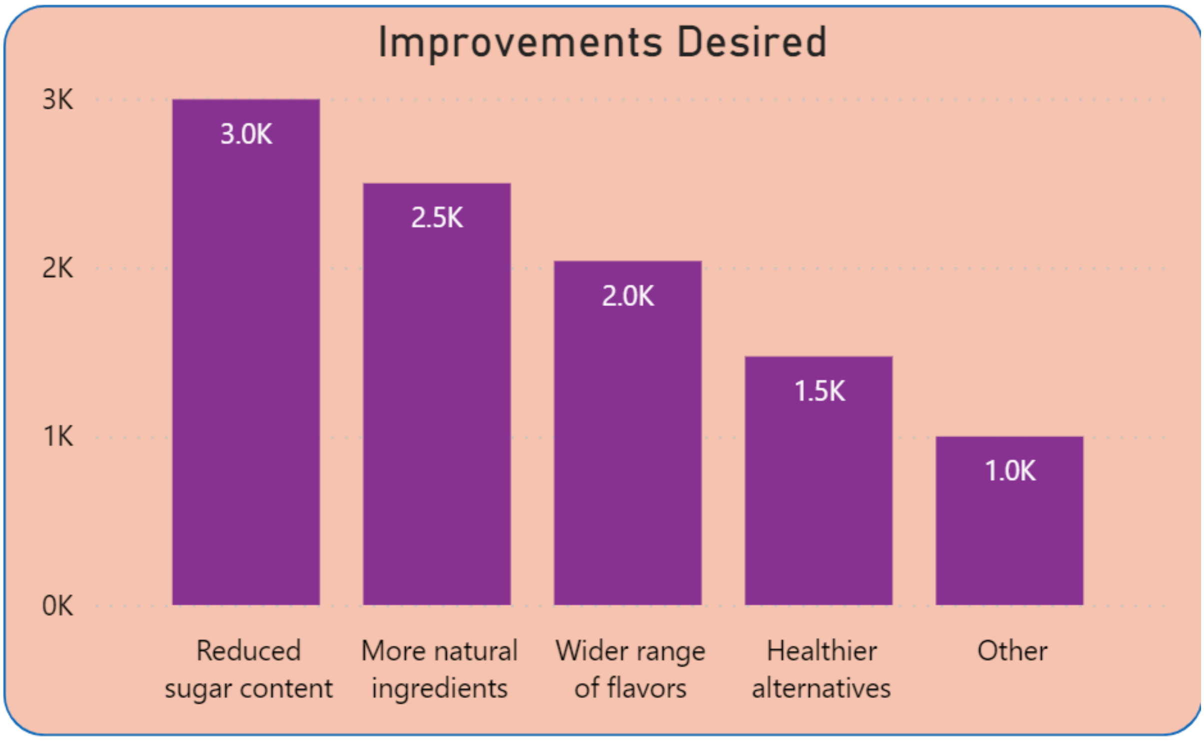


Secondary Insights (Sample Sections / Questions)

Give 5 recommendations for CodeX (below are some samples)

- What immediate improvements can we bring to the product?

Increase **availability**, add more **natural ingredients** and reduce the amount of **sugar** in our drinks.



- What should be the ideal price of our product?
    - It depends on Tier 1 and Tier 2 cities.
- What kind of marketing campaigns, offers, and discounts we can run?
    - We can run more online advertisements to approach more customers, collaborating with KOLs to enhance brand awareness.
- Who should be our target audience, and why?

Targeted customers should be the youth, who are in 15-30 age group.