

CODEX : Energy Drink: Case Study F & B Marketing Insights

Presentation



An SQL + Power BI, Data Analysis
challenge showcasing steps taken to
assist CODEX: Energy Drinks Brand in
staying afloat

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INTRODUCTION

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.

PROBLEM STATEMENT

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.

Apart, Peter Pandey got the 3 key datasets for this case study:

- fact_survey_responses
- dim_repondents
- dim_cities



Tools Used = Microsoft SQL
Server Management Studio
+
Power BI (For Visualization)



1. Demographic Insights

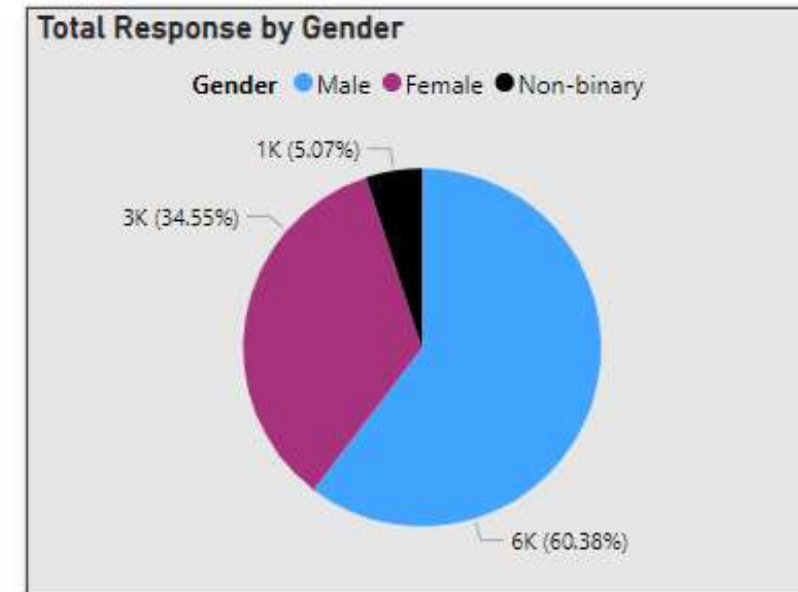


1.a. Who prefers energy drink more? (male/female/non-binary?)

Results

Messages

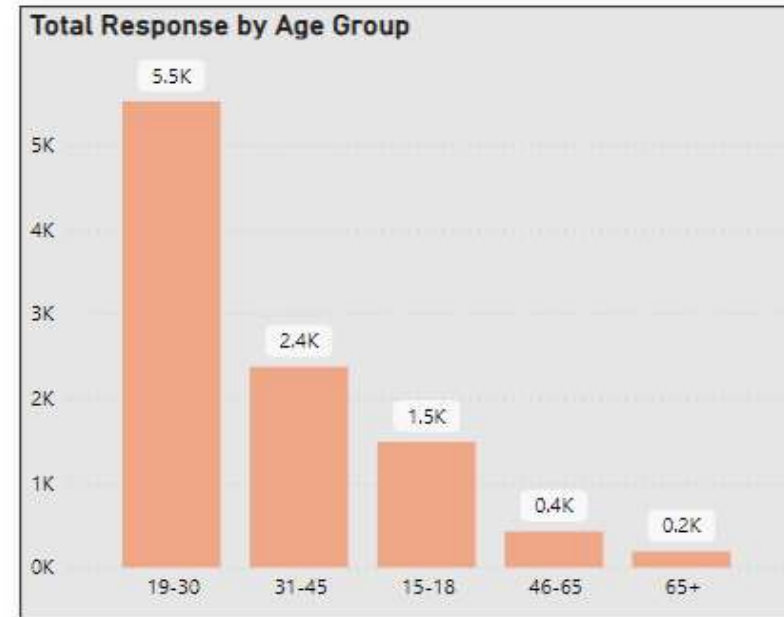
	Gender	Gender_count	Percentage
1	Male	6038	60
2	Female	3455	34
3	Non-binary	507	5



Male had the highest total response at **6038**. This shows that **60%** of consumers are **male** who prefer the energy drinks more.

1.b. Which age group prefers energy drinks more?

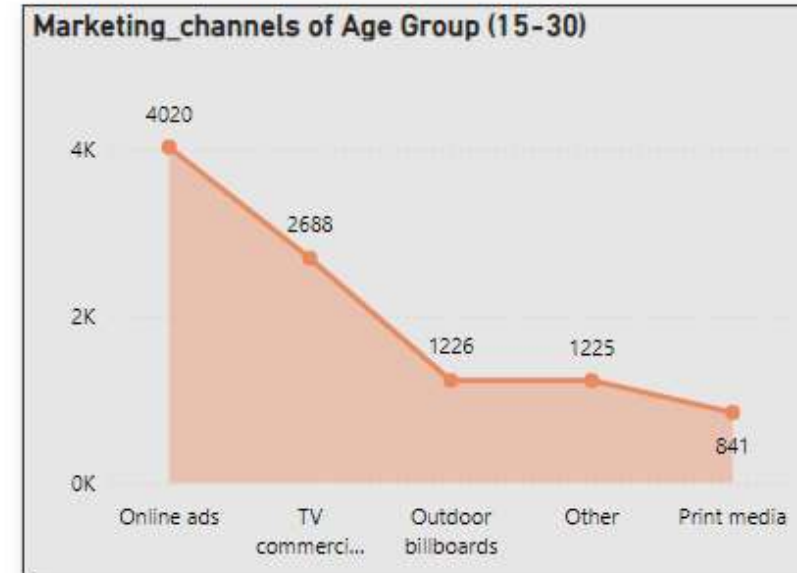
Results Messages			
	Age	Age_Group_Count	Percentage
1	19-30	5520	55%
2	31-45	2376	23%
3	15-18	1488	14%
4	46-65	426	4%
5	65+	190	1%



Energy drinks are the most popular beverage among the people **aged 19-30**. This shows that majorly **young adults** drive the energy drink market. Hence, companies should focus their marketing efforts on young adults.

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

Results		Messages	
	Marketing_channels	Total_response (15-30)	%Value
1	Print media	841	12
2	Other	1225	17
3	Outdoor billboards	1226	17
4	TV commercials	2688	38
5	Online ads	4020	57



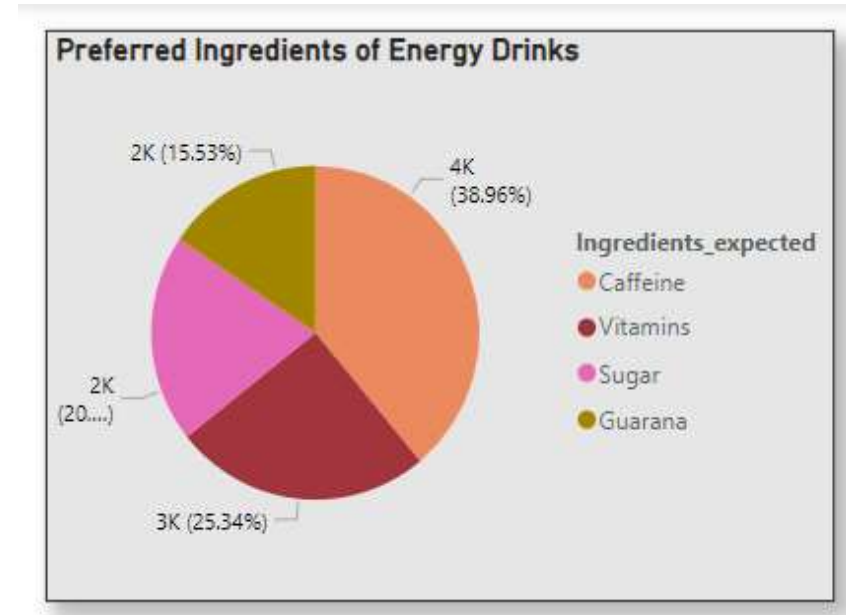
The CodeX Energy drink brand should focus on using **online ads** and **TV commercials** to reach its target audience. As online ads are the most popular marketing channel that reaches the population.

2. Consumer Preferences



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

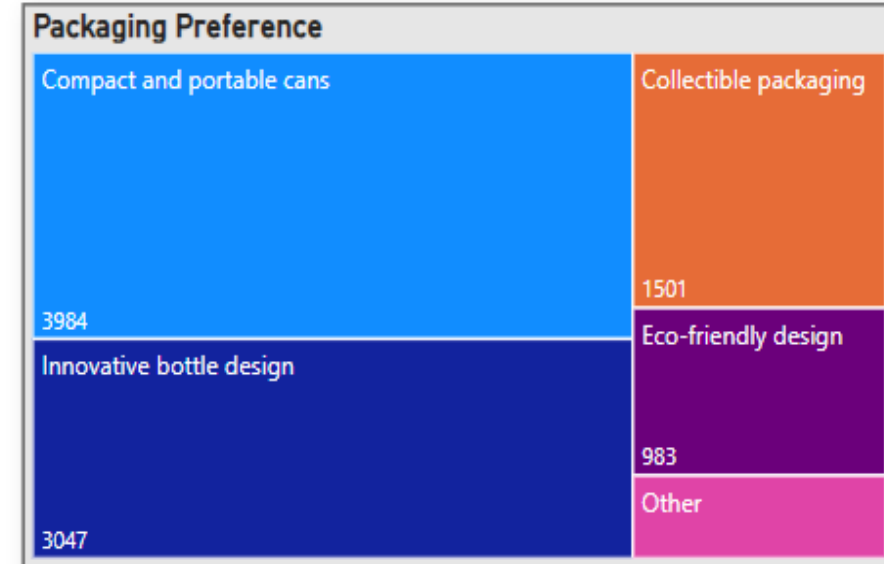
Results Messages			
	Ingredients_expected	Prefered_Ingredients_Count	Percentage
1	Caffeine	3896	38%
2	Vitamins	2534	25%
3	Sugar	2017	20%
4	Guarana	1553	15%



The people prefer the ingredient as caffeine mostly. Further, the top expect ingredients are **Caffeine and Vitamins** which comprise **63%** of the total votes.

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

Results Messages			
	Packaging_preference	Prefered_Packaging_Count	Percentage
1	Compact and portable cans	3984	39%
2	Innovative bottle design	3047	30%
3	Collectible packaging	1501	15%
4	Eco-friendly design	983	9%
5	Other	485	4%



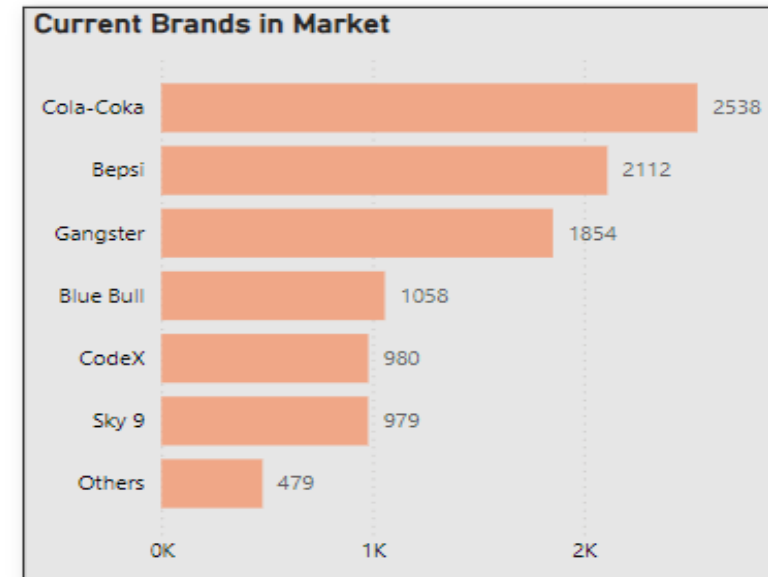
Almost 70% of the population packaging preferences are **Compact and portable cans** and **Innovative Bottle** design.

3. Competition Analysis



3.a. Who are the current market leaders?

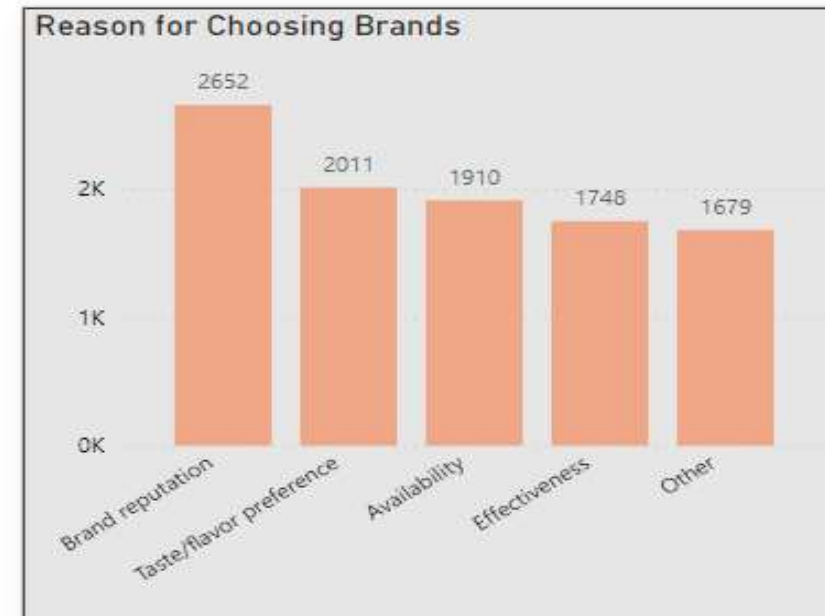
Results Messages			
	Current_brands	No_of_brand	Percentage
1	Cola-Coka	2538	25%
2	Bepsi	2112	21%
3	Gangster	1854	18%
4	Blue Bull	1058	10%
5	CodeX	980	9%
6	Sky 9	979	9%
7	Others	479	4%



Cola-Coka is leading the market with a 25% market share followed by **Bepsi**. There are more respondents for **Cola-Coka** than for the other brands.

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

Results Messages			
	Reasons_for_choosing_brands	Reason_count	Percentage
1	Brand reputation	2652	26%
2	Taste/flavor preference	2011	20%
3	Availability	1910	19%
4	Effectiveness	1748	17%
5	Other	1679	16%



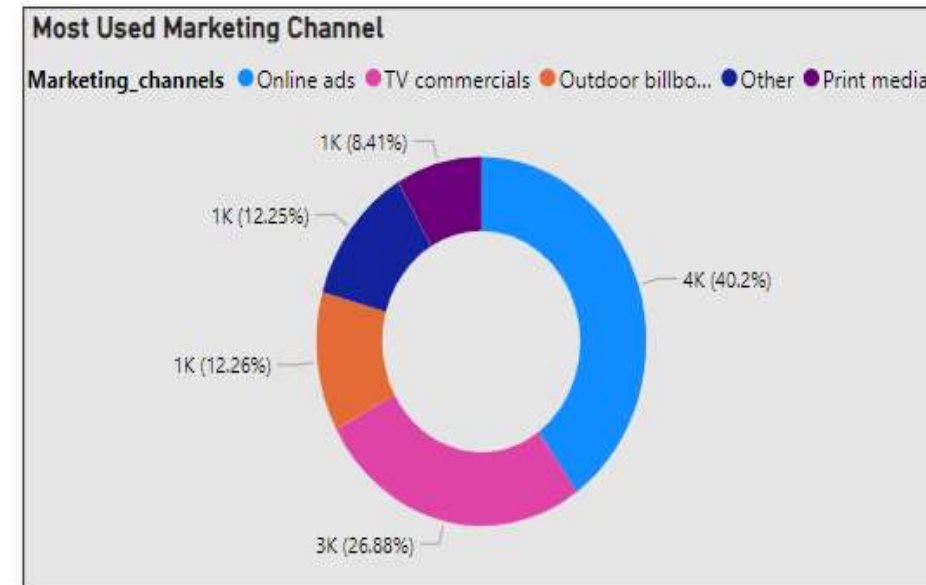
The top reason for choosing the other brand by consumers is **Brand Reputation**.

4. Marketing Channels and Brand Awareness



--4.a. Which marketing channel can be used to reach more customers?

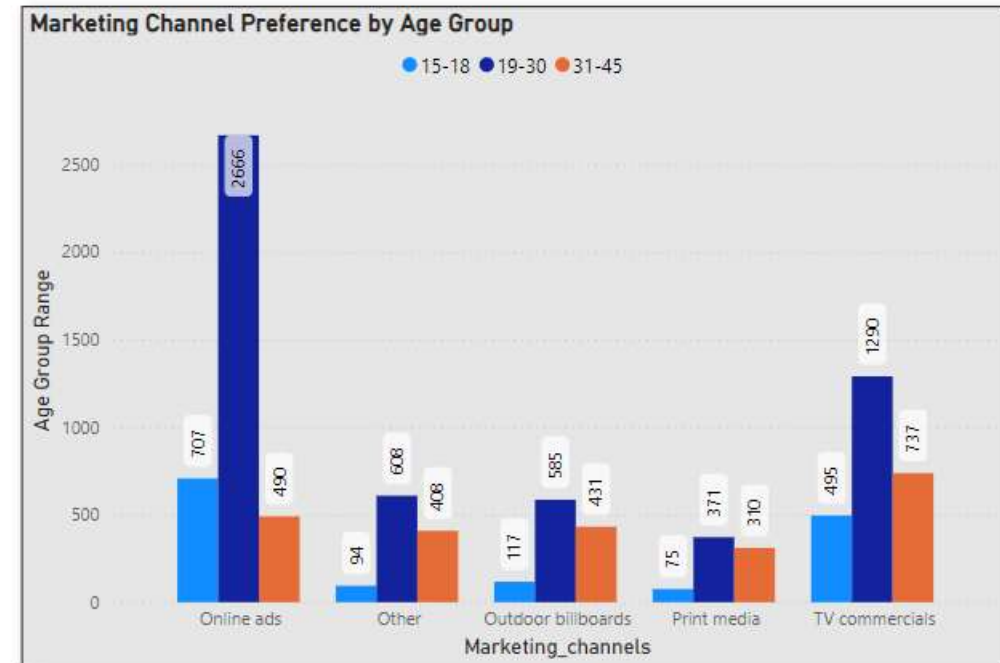
Results Messages		
	Marketing_channels	Percentage
1	Online ads	40%
2	TV commercials	26%
3	Outdoor billboards	12%
4	Other	12%
5	Print media	8%



With the advent of digital presence...Online ads plays a major role to reach consumers.

4.b. How effective are different marketing strategies and channels in reaching our customers? Marketing channels by target age groups

Results		Messages			
	Marketing_channels	15-18	19-30	31-45	total
1	Online ads	707	2666	490	3863
2	TV commercials	495	1290	737	2522
3	Outdoor billboards	117	585	431	1133
4	Other	94	608	408	1110
5	Print media	75	371	310	756



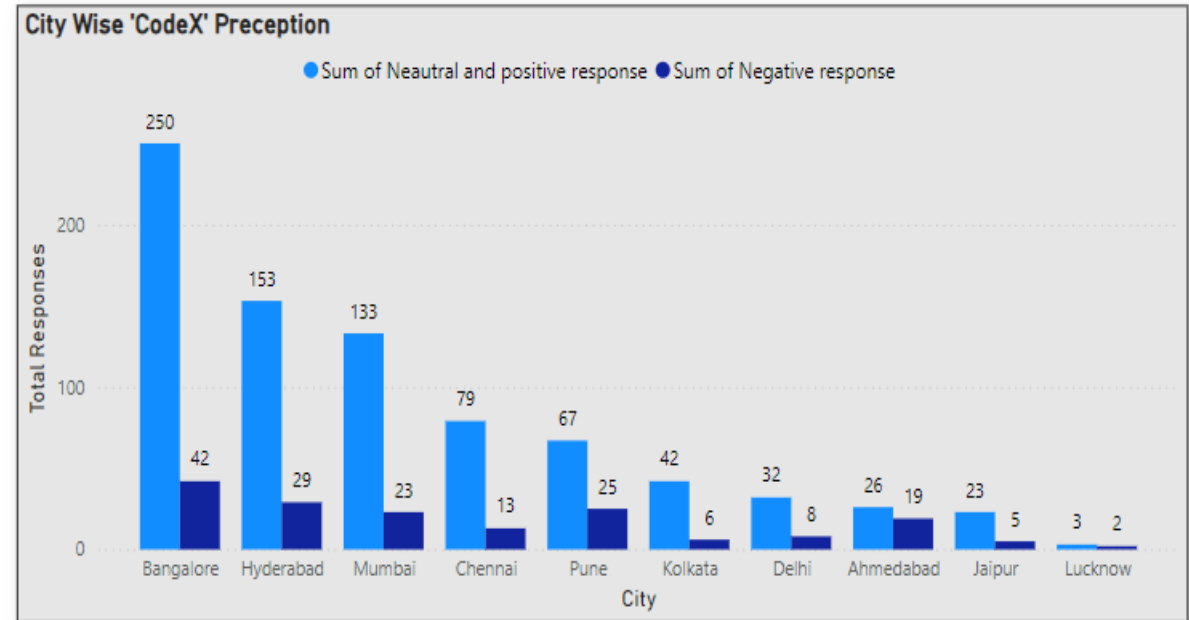
The CodeX Energy drink brand should focus on using **online ads** and **TV commercials** to reach its target audience. As online ads are the most popular marketing for age group below 30, while can focus a slight shift on TV commercials too, for the population above 30 age.

5. Brand Penetration



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

Results Messages			
	City	Neutral and positive response	Negative response
1	Bangalore	250	42
2	Hyderabad	153	29
3	Mumbai	133	23
4	Chennai	79	13
5	Pune	67	25
6	Kolkata	42	6
7	Ahmedabad	26	19
8	Delhi	32	8
9	Jaipur	23	5
10	Lucknow	3	2



Bangalore, Hyderabad, and Mumbai are the top 3 cities for neutral and positive responses. While Pune had the highest number of negative responses.

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

Results Messages					
	City	Heard_before	Heard_not_before	total_responses	CodeX_response
1	Bangalore	1158	1670	2828	292
2	Hyderabad	728	1105	1833	182
3	Mumbai	899	611	1510	156
4	Chennai	372	565	937	92
5	Pune	377	529	906	92
6	Kolkata	210	356	566	48
7	Ahmedabad	207	249	456	45
8	Delhi	267	162	429	40
9	Jaipur	144	216	360	28
10	Lucknow	85	90	175	5

City	Sum of CodeX_response	Total Responses
Bangalore	292	2828
Hyderabad	182	1833
Mumbai	156	1510
Chennai	92	937
Pune	92	906
Kolkata	48	566
Ahmedabad	45	456
Delhi	40	429
Jaipur	28	360
Lucknow	5	175
Total	980	10000



The Top 3 cities with the highest response rates were Bangalore, Hyderabad, and Mumbai. Lucknow had the lowest response rate.

6. Purchase Behavior



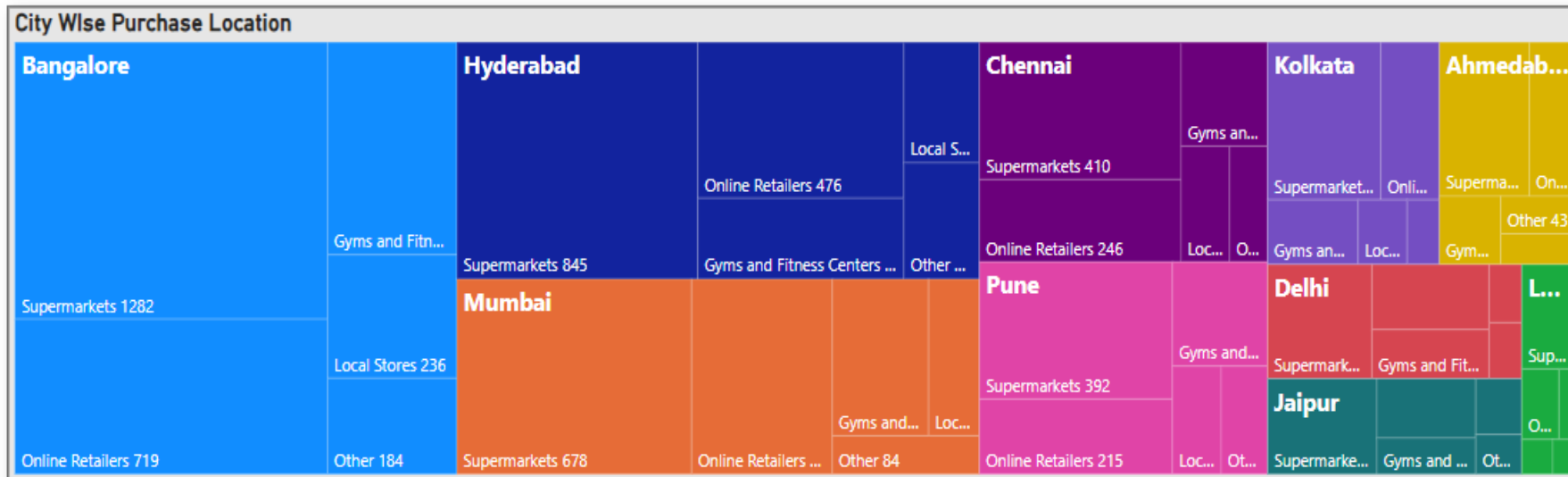
6.a. Where do respondents prefer to purchase energy drinks?



Results		Messages					
	City	Gyms and Fitness Centers	Local Stores	Online Retailers	Other	Supermarkets	Total_Purchase_Location
1	Bangalore	407	236	719	184	1282	2828
2	Hyderabad	247	135	476	130	845	1833
3	Mumbai	223	118	407	84	678	1510
4	Chennai	133	83	246	65	410	937
5	Pune	147	78	215	74	392	906
6	Kolkata	87	47	137	31	264	566
7	Ahmedabad	62	35	111	43	205	456
8	Delhi	85	27	113	28	176	429
9	Jaipur	53	38	87	27	155	360
10	Lucknow	20	16	39	13	87	175

City wise, Consumers prefer to purchase the energy drink from Bangalore.

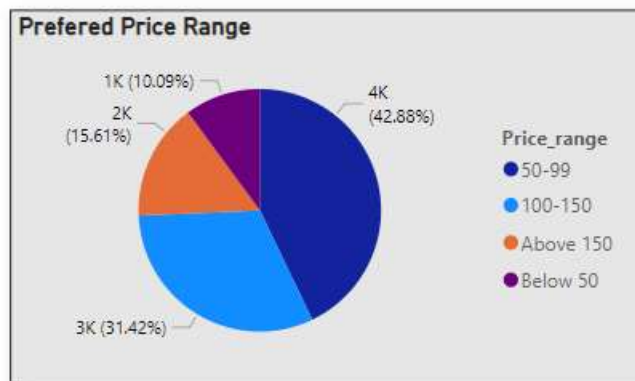
Then, especially Supermarkets are the most common choice among consumers to buy the energy drinks.



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

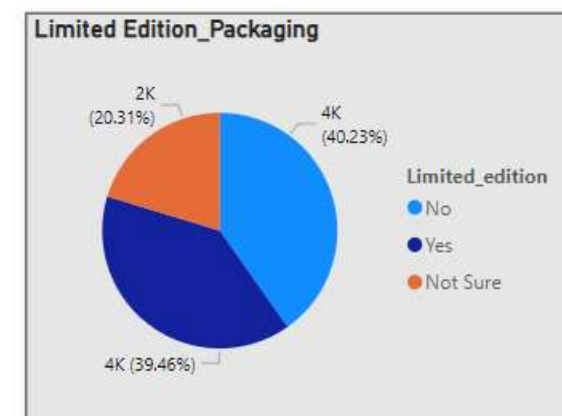
Count of Price range

	Price_range	count_
1	Above 150	1561
2	Below 50	1009
3	50-99	4288
4	100-150	3142



Count of Price_range Limited Edition Packaging

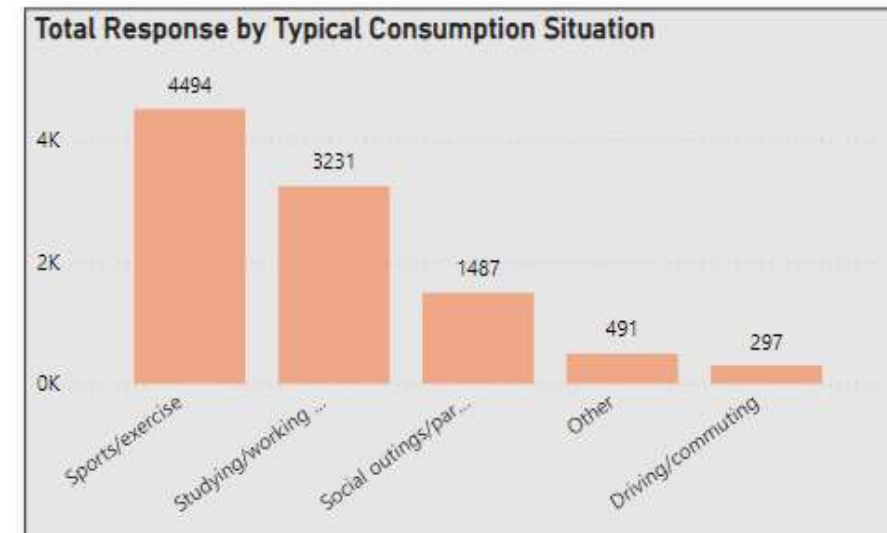
	Limited_edition	edition_packaging_count
1	No	4023
2	Yes	3946
3	Not Sure	2031



- **43%** of the consumers buy a product if the price is between **50 – 59**.
- **40%** of the consumers do not expect a change in the packaging while **39%** of the consumers are open to trying the Limited Edition Packaging.

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

	Typical_consumption_situations	Consumption_situation_count
1	Sports/exercise	4494
2	Studying/working late	3231
3	Social outings/parties	1487
4	Other	491
5	Driving/commuting	297



Sports/ exercise, studying/working late are the major reason for consumption. This indicates that **youth** is consuming these drinks more.

7. Product Development



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

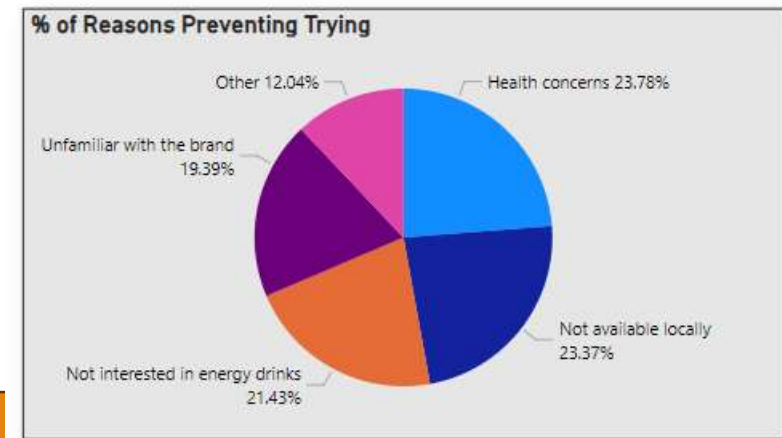
Taste_experience across Age Groups

Results		Messages					
	Taste_experience	15-18	19-30	31-45	65+	Total	Percentage
1	3	424	1649	714	54	2841	28%
2	4	399	1361	552	58	2370	23%
3	5	287	1093	496	28	1904	19%
4	2	225	823	375	29	1452	14%
5	1	153	594	239	21	1007	10%

Taste Experience by Age group					
Taste_experience	15-18	19-30	31-45	65+	Total
1	153	594	239	21	1007
2	225	823	375	29	1452
3	424	1649	714	54	2841
4	399	1361	552	58	2370
5	287	1093	496	28	1904
Total	1488	5520	2376	190	9574

Need Branding wise improvement

	Reasons_preventing_trying	count_reason_preventing
1	Health concerns	233
2	Unfamiliar with the brand	190
3	Not interested in energy drinks	210
4	Not available locally	229
5	Other	118

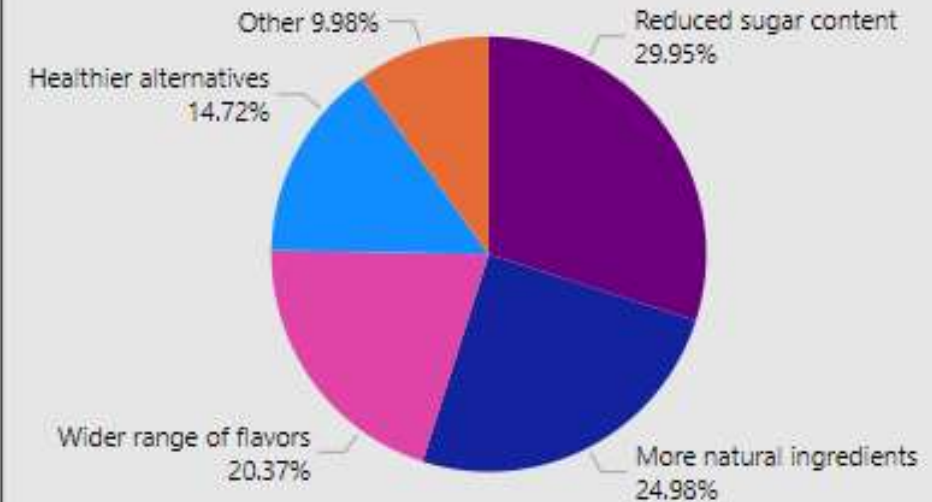


The majority of respondents (**70%**) gave energy drink a taste rating of 3, 4 or 5, indicating that they were satisfied with the taste. However the major barrier to CodeX energy drink sales are **availability (23.37%)** and **health concerns (23.78%)**.

Improvement Areas

Results		Messages	
	Improvements_desired	Needed_Improvement_count	%_Distribution
1	Reduced sugar content	2995	29%
2	More natural ingredients	2498	24%
3	Wider range of flavors	2037	20%
4	Healthier alternatives	1472	14%
5	Other	998	9%

% of Desired Improvement Area for 'CodeX'



The result of this survey suggests that consumers are becoming more health conscious and thus, are looking for energy drinks that are lower in sugar and made with natural ingredients.

Thank you!

See you in the next challenge ✨