



PORTFOLIO PROJECT

Insights and Recommendations for Codex Energy Drink

Mahwish Naz
mahwishch18@gmail.com

Market Analysis and Consumer Insights Report

Codex Energy Drink in the Indian Market

Executive Summary

This report presents insights into the Indian market for CodeX Energy Drink, obtained through the analysis of a survey dataset comprising 10,001 respondents. The data provides valuable information on consumer demographics, preferences, and perceptions. Our analysis revealed key findings that can guide CodeX's marketing strategies in the Indian market.

Dataset Description

The dataset used in this analysis includes three CSV files: dim_respondents, dim_cities, and fact_survey_responses. The dataset contains information about respondents' demographics, city information, and survey responses, allowing us to explore consumer behavior and preferences.

Data Cleaning and Preprocessing

Before conducting the analysis, we performed data cleaning, including handling missing values and data validation. This ensured the data's integrity and reliability for analysis.

- First, I added data from two others file and via using v look up make a master file for using pivot table to get my analysis.

Key Insights and Conclusions

Demographic Analysis

- The majority of survey respondents fall within the 19-30 age group, making it the primary target demographic.
- The gender distribution among respondents is fairly balanced, with nearly equal numbers of male and female respondents.

City-Tier Analysis

- Tier 1 cities, such as Delhi, Mumbai, and Bangalore, exhibit higher brand awareness and consumption rates compared to Tier 2 cities.
- Understanding city tiers is crucial for tailored marketing strategies.

Consumer Preferences

- Taste and flavor preference are key factors influencing brand choice.
- Brand reputation and availability are also significant drivers of brand preference.

Health Concerns and Organic Products

- Consumers express concerns about the health impacts of energy drinks, making it essential for brands to consider health-conscious marketing.
- There's notable interest in energy drinks with natural or organic ingredients.

Marketing Channel Effectiveness

- Online ads and TV commercials are the most effective marketing channels for reaching consumers.
- Tailored advertising strategies are essential to maximize reach and impact.

Recommendations

1. **Target the 19-30 Age Group:** As the majority of respondents fall into this age group, CodeX should focus marketing efforts on this demographic.
2. **Tailored Marketing for City Tiers:** Create tailored marketing strategies for Tier 1 and Tier 2 cities to maximize brand awareness and product adoption.
3. **Emphasize Taste and Flavor:** Invest in product development to improve taste and flavor, as these are the primary factors influencing brand choice.
4. **Health-Conscious Marketing:** Address consumer health concerns through marketing campaigns highlighting the product's safety and potential benefits.
5. **Leverage Effective Marketing Channels:** Allocate marketing resources to online ads and TV commercials, which were found to be the most effective channels.

Certainly, here's a summary of the key insights and recommendations for this portfolio report on CodeX Energy Drink using MS EXCEL.

Key Insights:

1. Demographic Insights:

- a. Males prefer energy drinks more than females and non-binary individuals, making them the primary target audience.

| | |
|-----------------|-------|
| Consume_reason | (All) |
| Count of Gender | |
| Row Labels | |
| Female | 3455 |
| Male | 6038 |
| Non-binary | 507 |
| (blank) | |
| Grand Total | 10000 |

- b. The age group of 19-30 shows the highest preference for energy drinks, indicating a focus on the youth demographic.

| | | | | | | |
|----------------------------|----------------------------|-------|-------|-------|-----|-------------|
| Consume_reason | Increased energy and focus | | | | | |
| Count of Consume_frequency | Column Labels | | | | | |
| Row Labels | 15-18 | 19-30 | 31-45 | 46-65 | 65+ | Grand Total |
| Non-binary | 18 | 98 | 38 | 8 | 3 | 165 |
| Male | 379 | 1380 | 566 | 102 | 43 | 2470 |
| Female | 140 | 485 | 249 | 44 | 21 | 939 |
| Grand Total | 537 | 1963 | 853 | 154 | 67 | 3574 |

- c. Online ads and TV commercials are the most effective marketing channels to reach the youth (15-30) demographic.

| Age | (Multiple Items) |
|--------------------|-----------------------------|
| Row Labels | Count of Marketing_channels |
| Online ads | 3373 |
| Other | 702 |
| Outdoor billboards | 702 |
| Print media | 446 |
| TV commercials | 1785 |
| Grand Total | 7008 |

2. Consumer Preferences:

- Caffeine is the expected key ingredient in energy drinks.
- Compact and portable cans are the preferred packaging design.

3. Competition Analysis:

- "CodeX" is a popular brand among respondents, indicating market leadership.
- Taste/flavor preference is a key factor in brand selection, suggesting taste improvement as a competitive advantage.

4. Marketing Channels and Brand Awareness:

- Online ads and TV commercials are effective marketing channels.
- Collectible and limited edition packaging can be engaging marketing strategies.

5. Brand Penetration:

- Overall brand perception is neutral, indicating the need for brand improvement.
- Cities like Delhi and Mumbai have high potential for brand growth.

6. Purchase Behavior:

- Local stores and supermarkets are the preferred purchase locations for energy drinks.
- Energy drinks are mainly consumed during sports/exercise and studying/working late.

- c. A price range below 50 is considered reasonable.

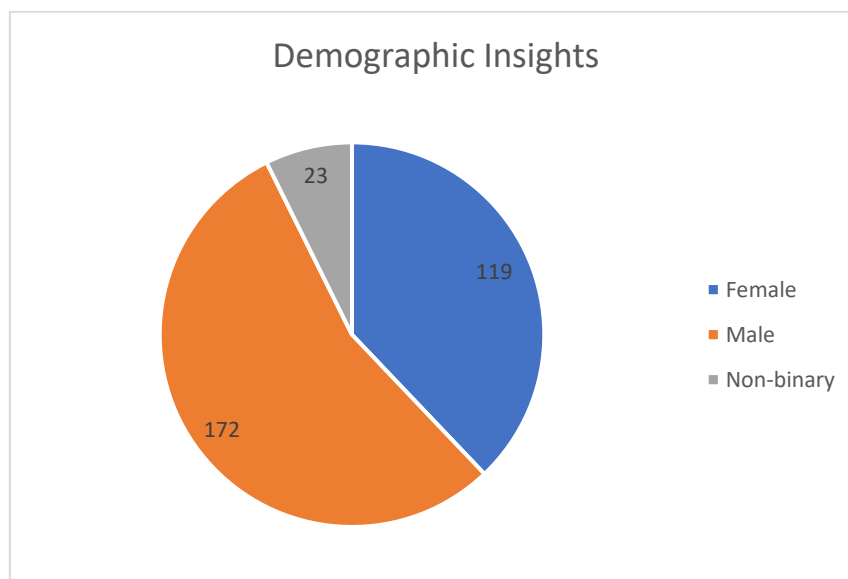
7. Product Development:

- a. Taste and flavor improvements are crucial for product development.

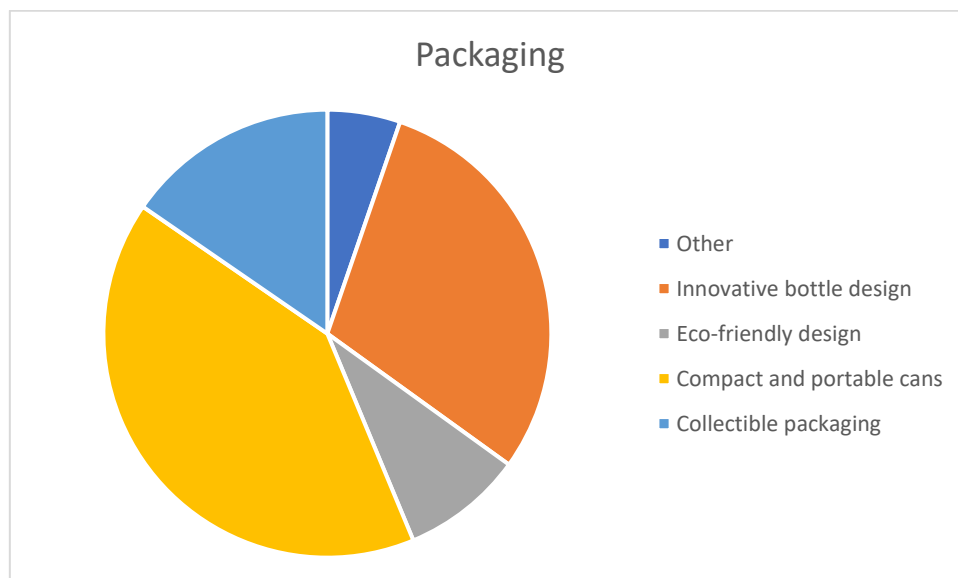
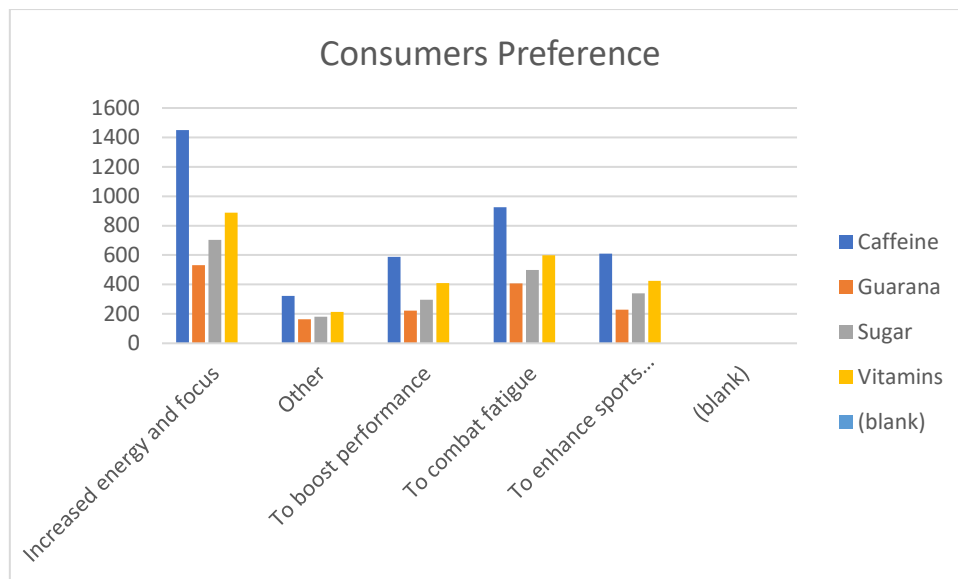
Recommendations (Secondary Insights)

1. Focus on improving the taste and flavor of CodeX Energy Drink to enhance consumer experience.
2. Consider pricing the product in the "50-99" range to attract a broader consumer base.
3. Launch targeted marketing campaigns and special offers, especially for the 19-30 age group, through effective channels like online ads and TV commercials.
4. Identify a brand ambassador who resonates with the target audience, such as a fitness influencer, to build brand credibility.
5. Concentrate marketing efforts on younger demographics, particularly in cities like Delhi and Mumbai, to expand brand penetration and awareness.

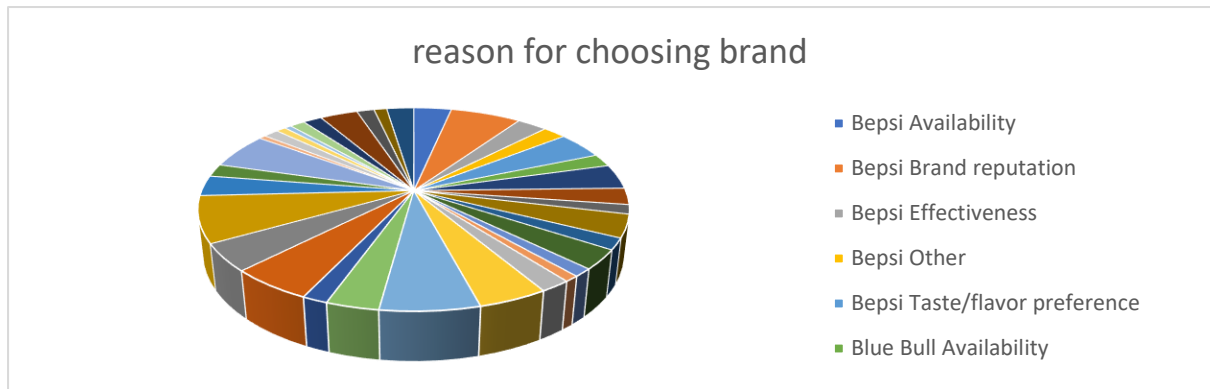
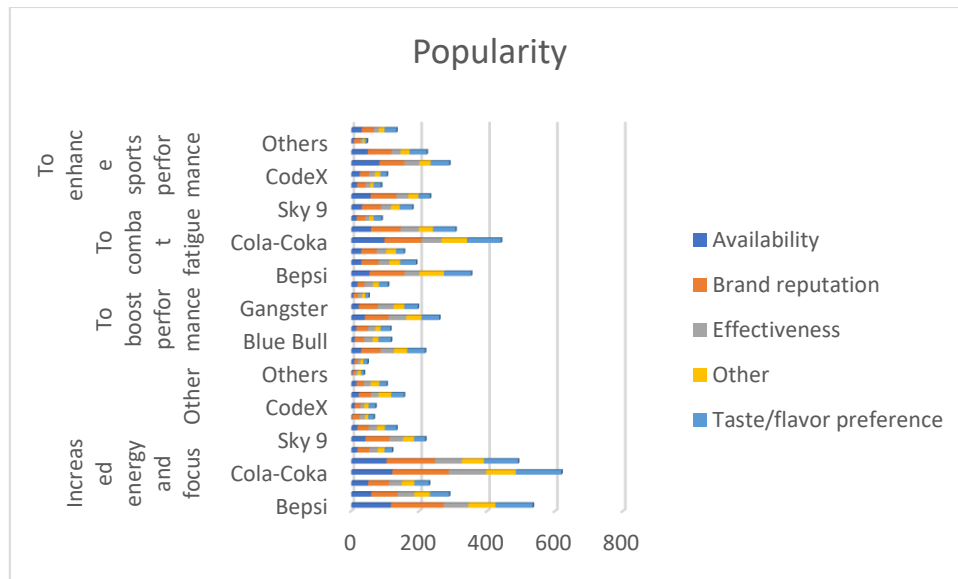
1. Demographic Insights



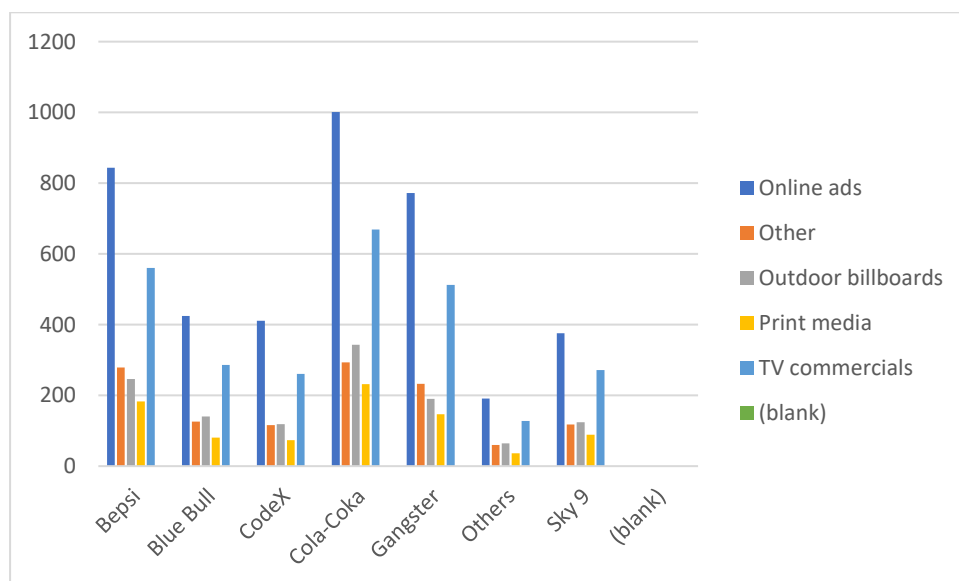
2. Consumer Preferences



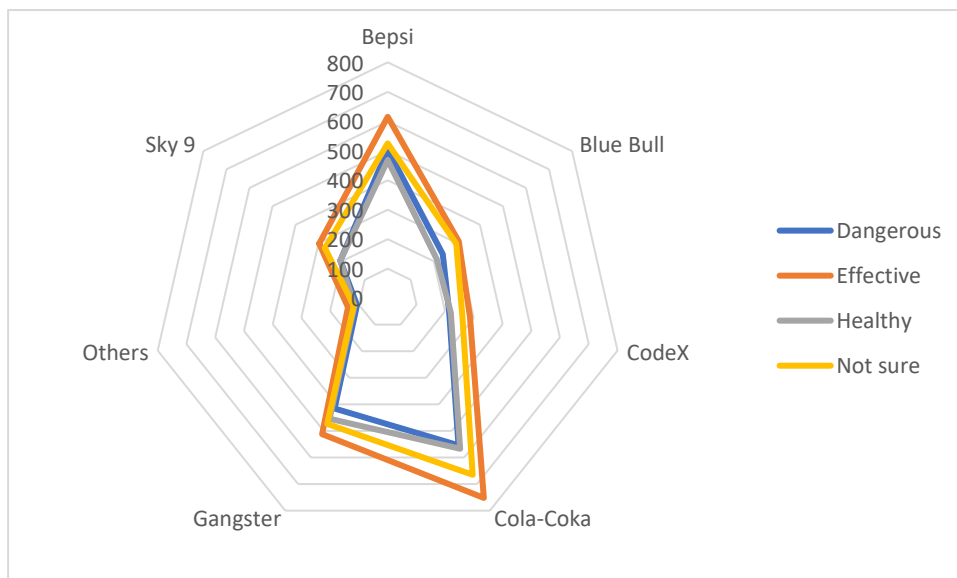
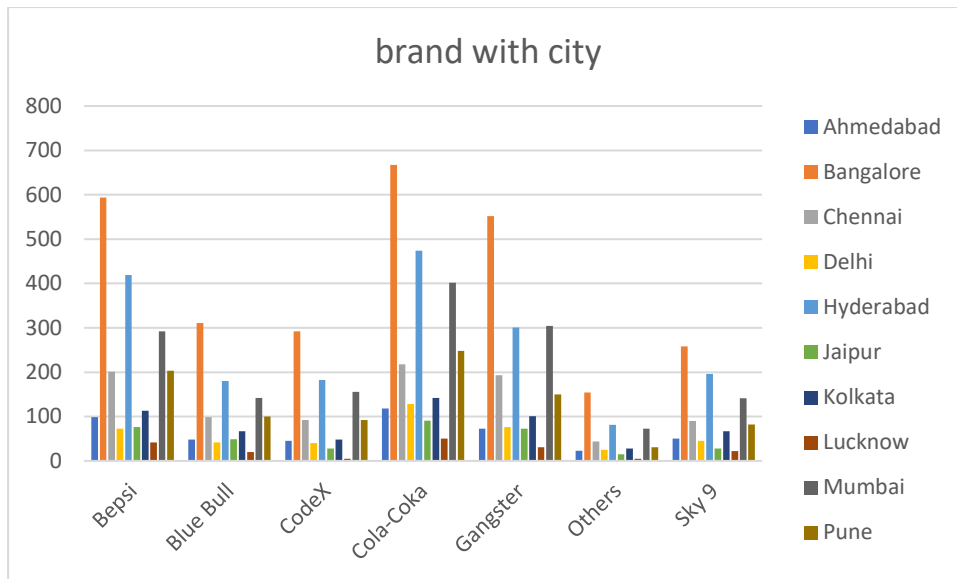
3. Competition Analysis



4. Marketing Channels and Brand Awareness

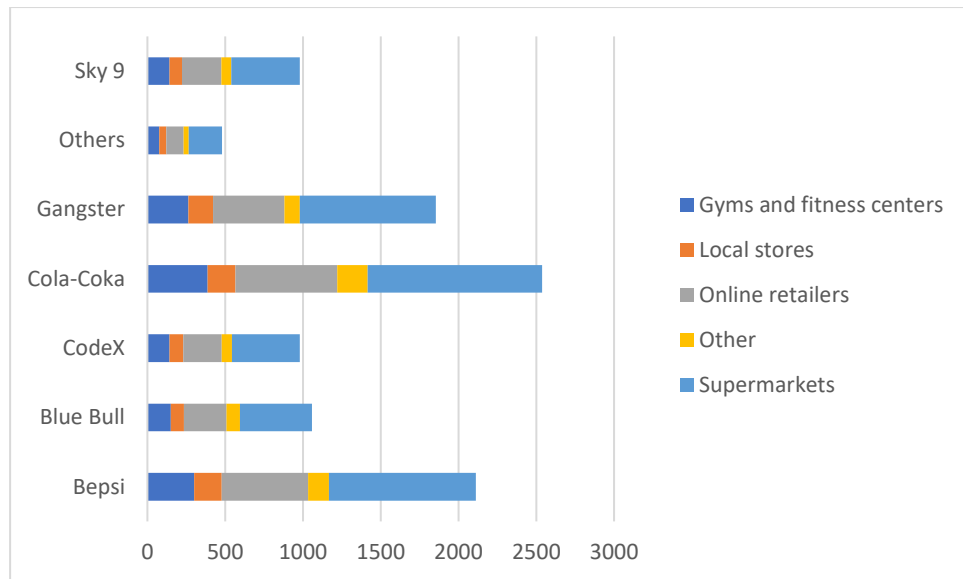


5. Brand Penetration

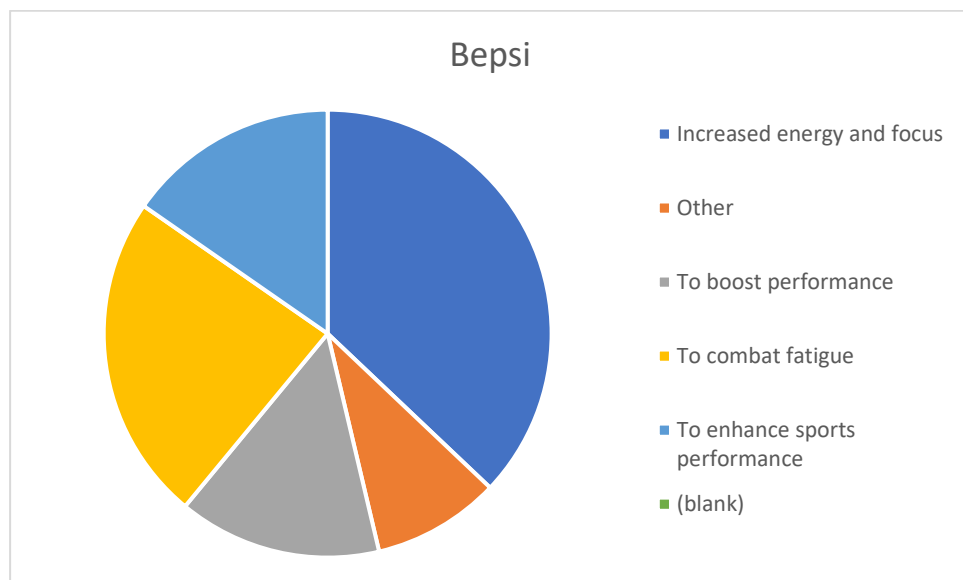


6. Purchase Behavior

- preferred purchase locations with a bar graph.



- Visualize typical consumption situations with a pie chart.



- histogram for price range preferences.

