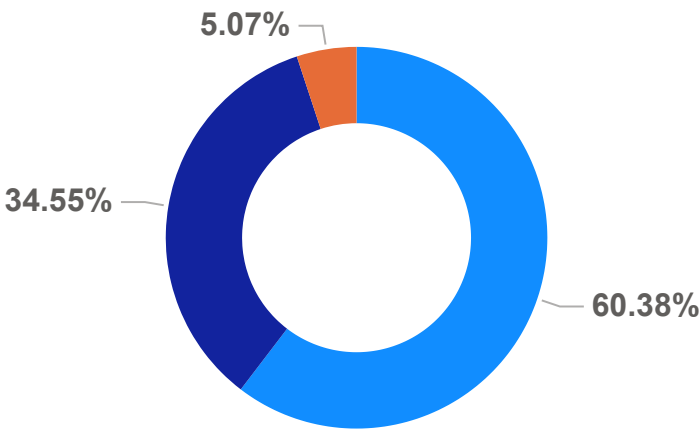




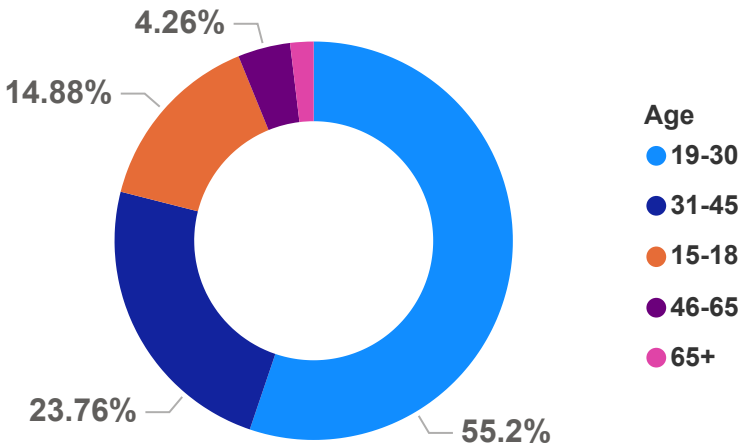
Demographic Insights

Gender prefers energy drink

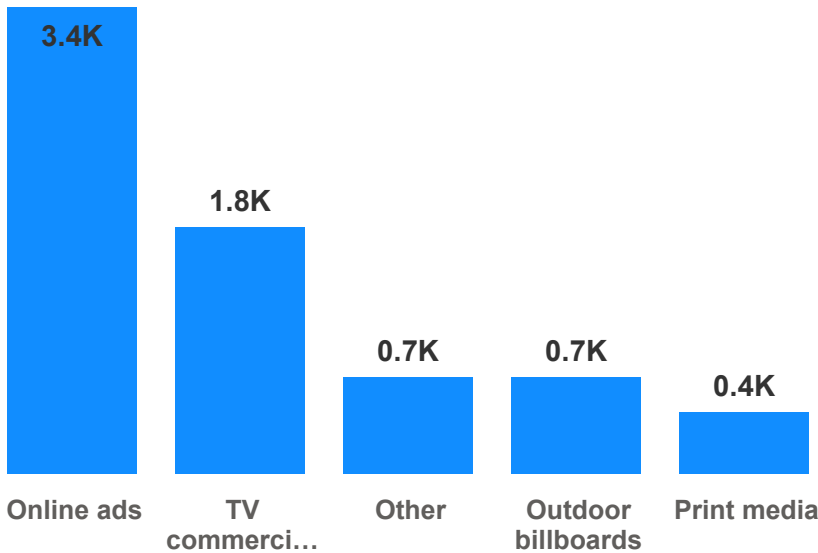
Gender Male Female Non-binary



Energy Drinks Consumer by Age Group

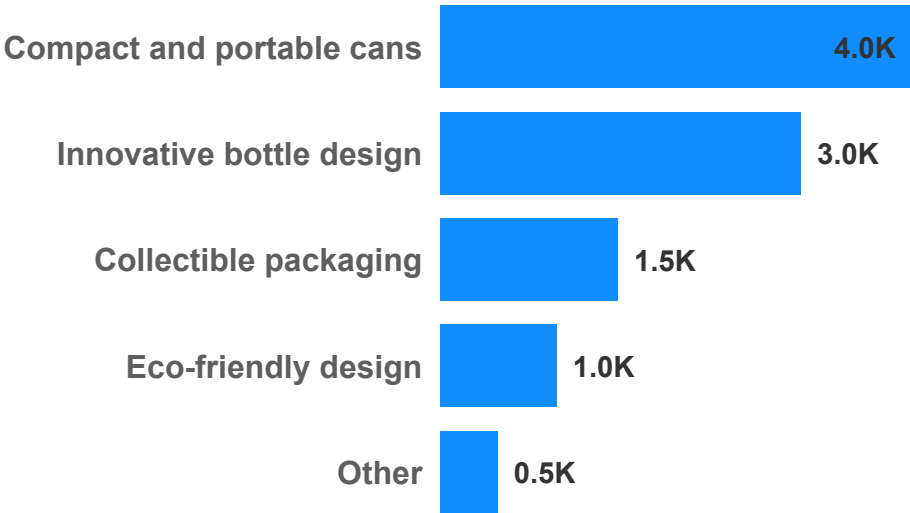


Marketing reaches the most Youth (15-30)

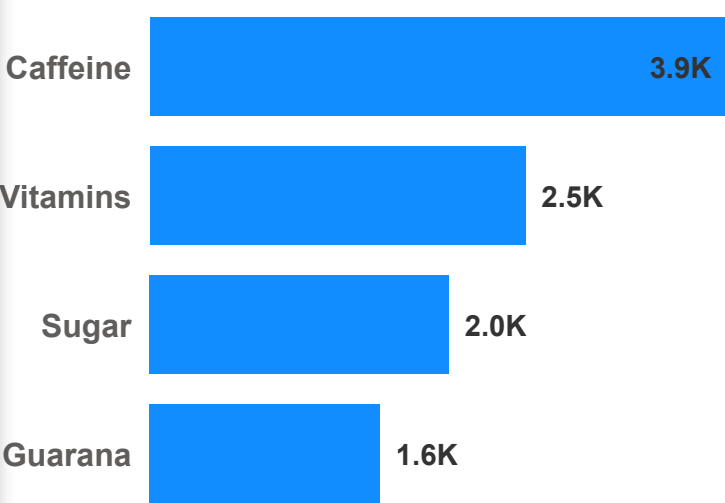


Consumer Preferences

Respondents by Packaging Preference

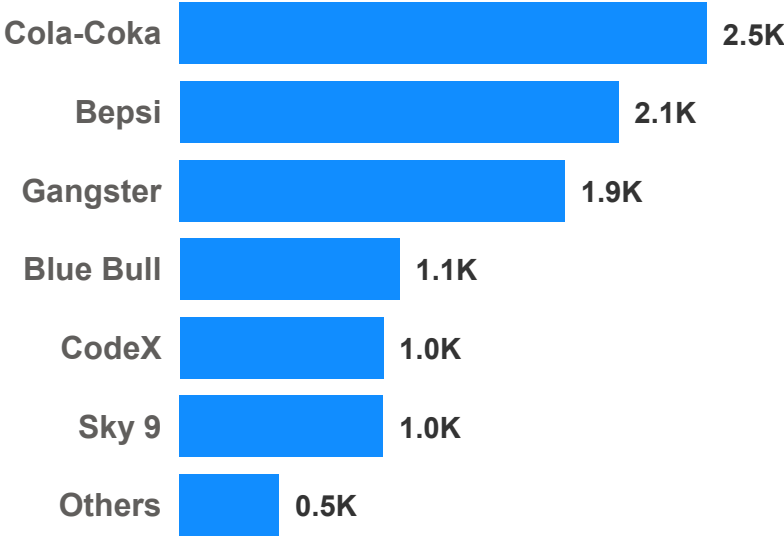


Respondents by Ingredients



Competition Analysis

Top brands | #Sales



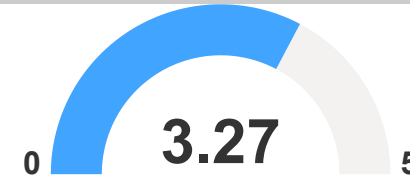


Food - Beverage Industry

Select City

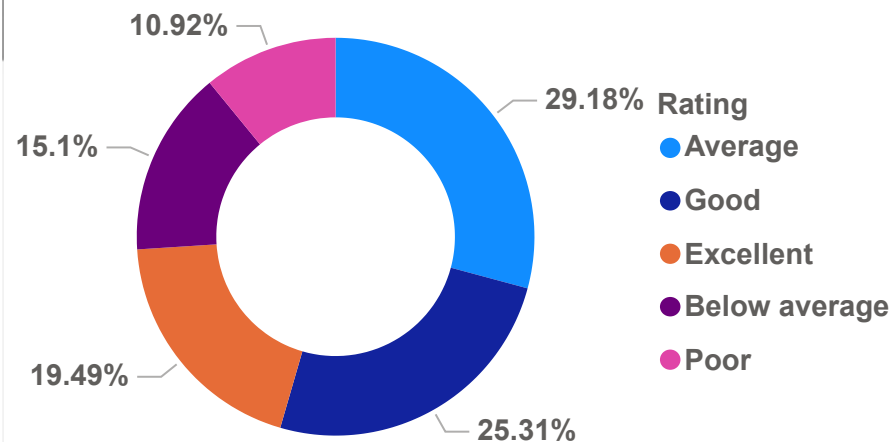
All

Codex Avg Rating

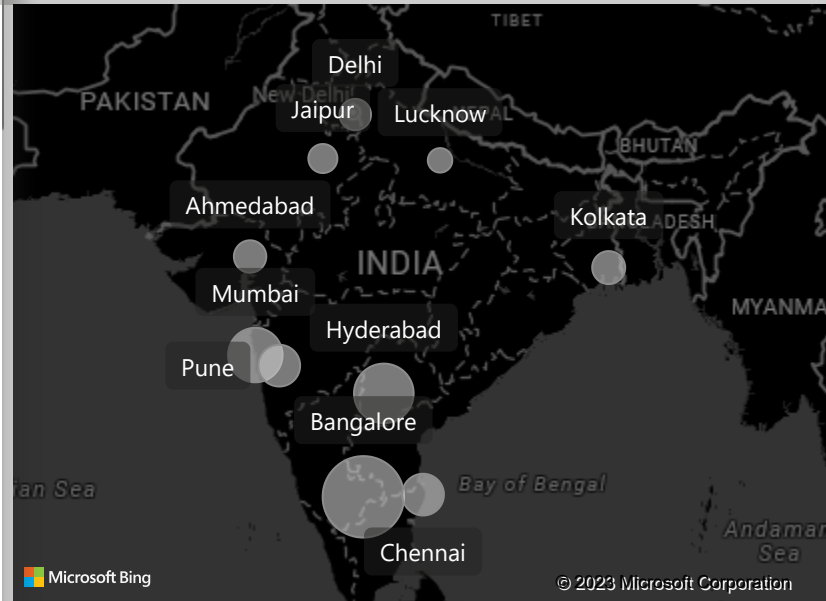


Brand Penetration

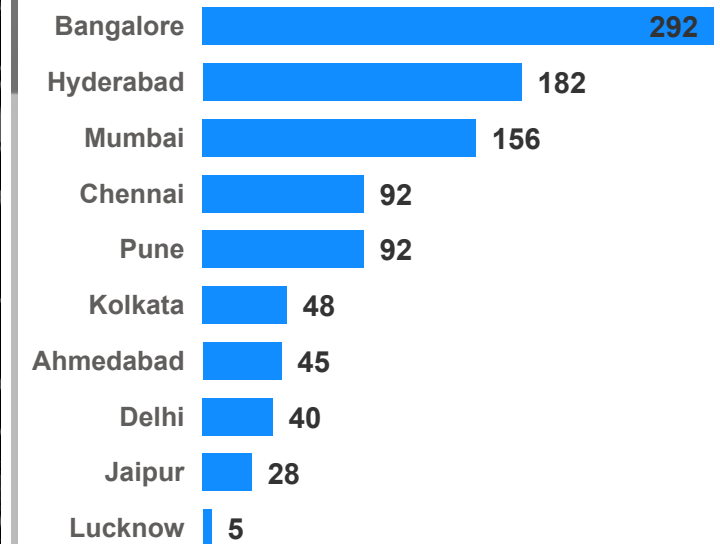
#Sales by Rating



#Consumption by City

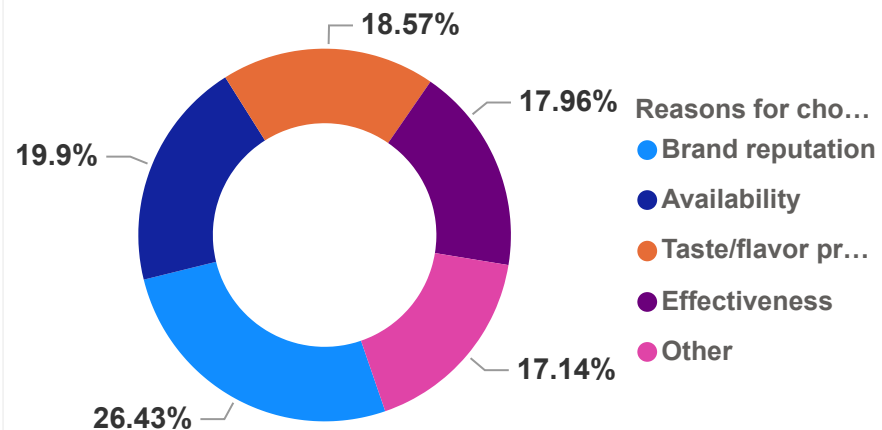


#Consumption CodeX by City

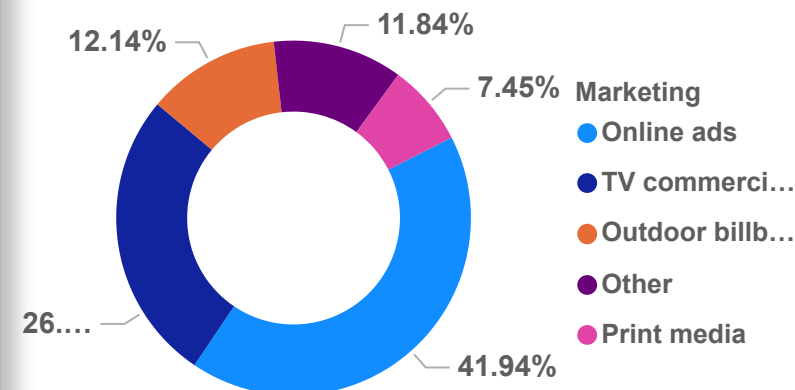


Marketing Channels and Brand Awareness

Reasons for Choosing - CodeX

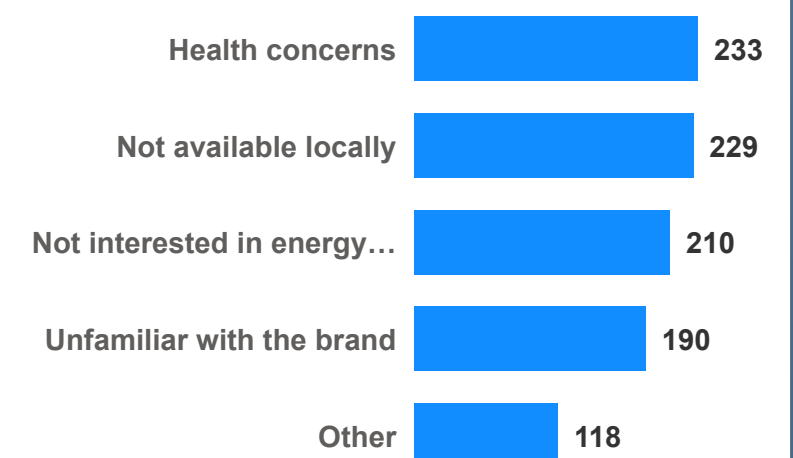


#Sales by Branding



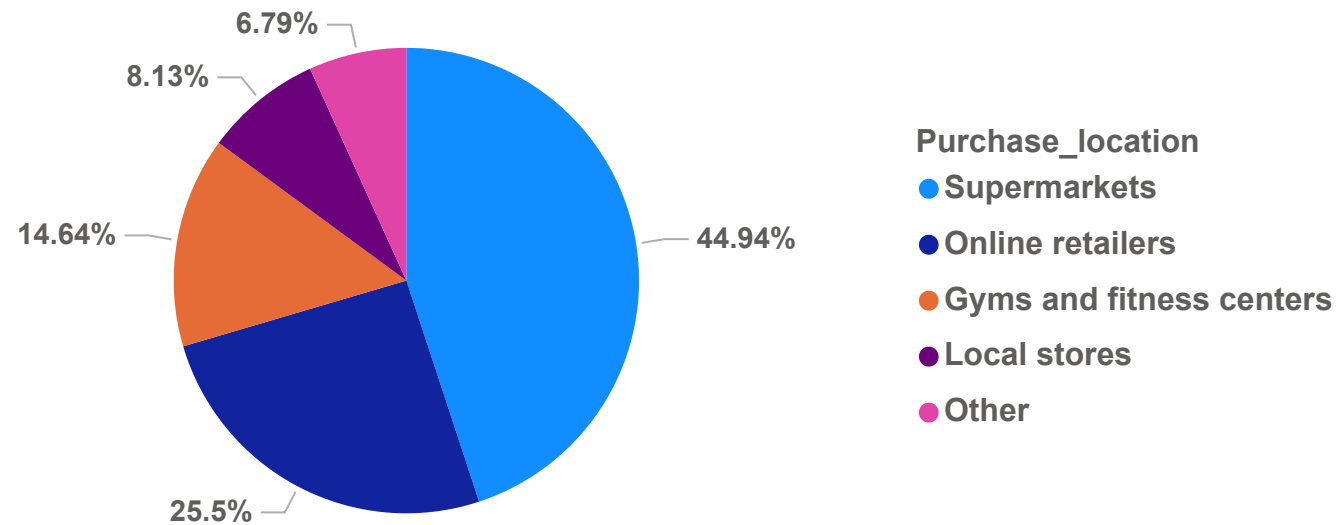
Competition Analysis

CodeX Reasons for preventing

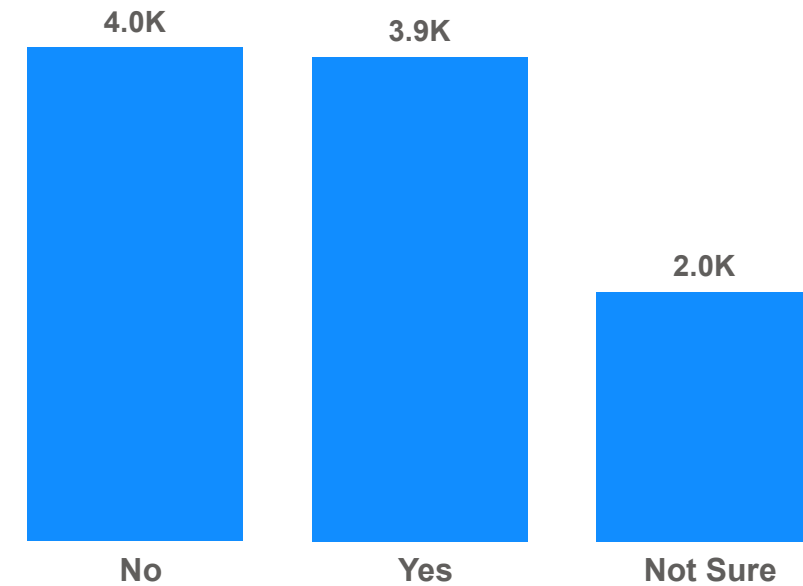


Purchase Behavior

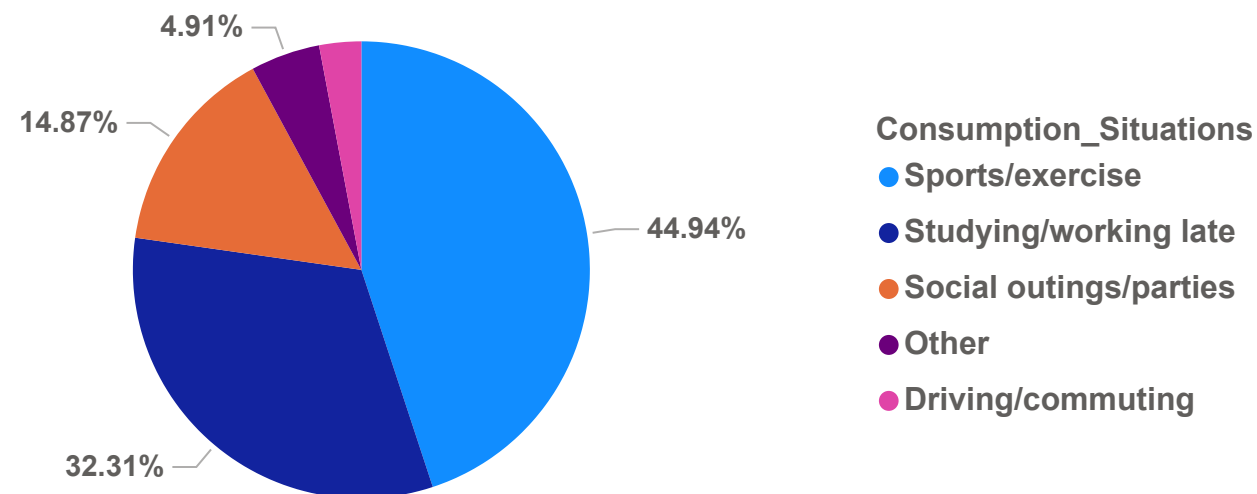
#Drink Purchase by Location



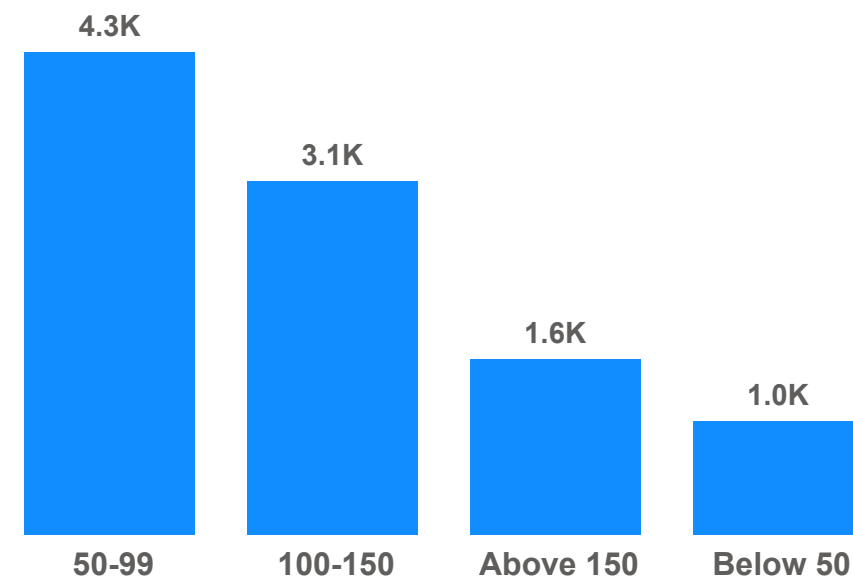
#Drinks Purchased by Packaging



Consumption situations for Energy Drinks



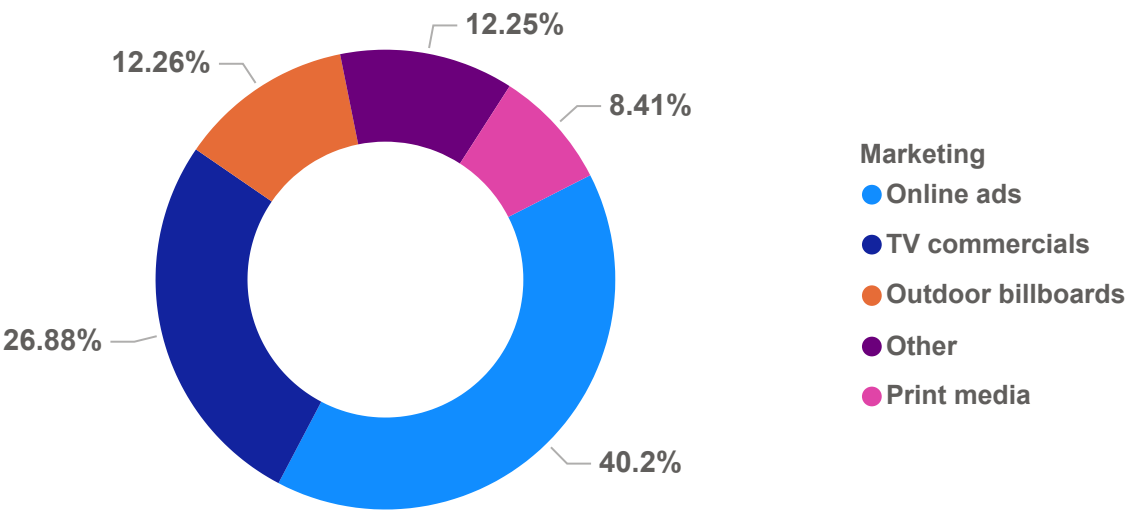
#Drinks Purchased by Price



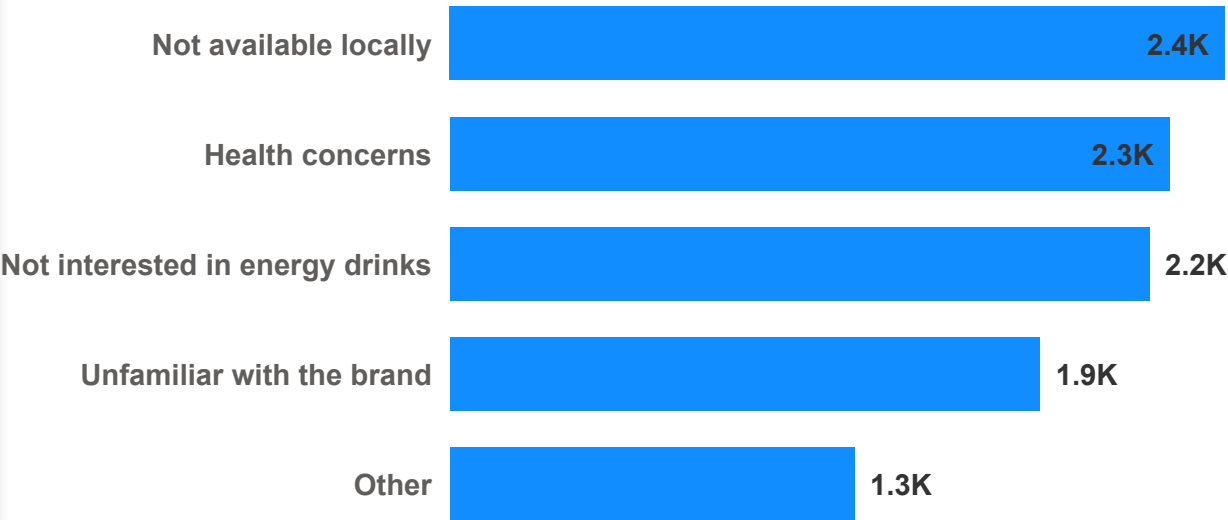


Product Development

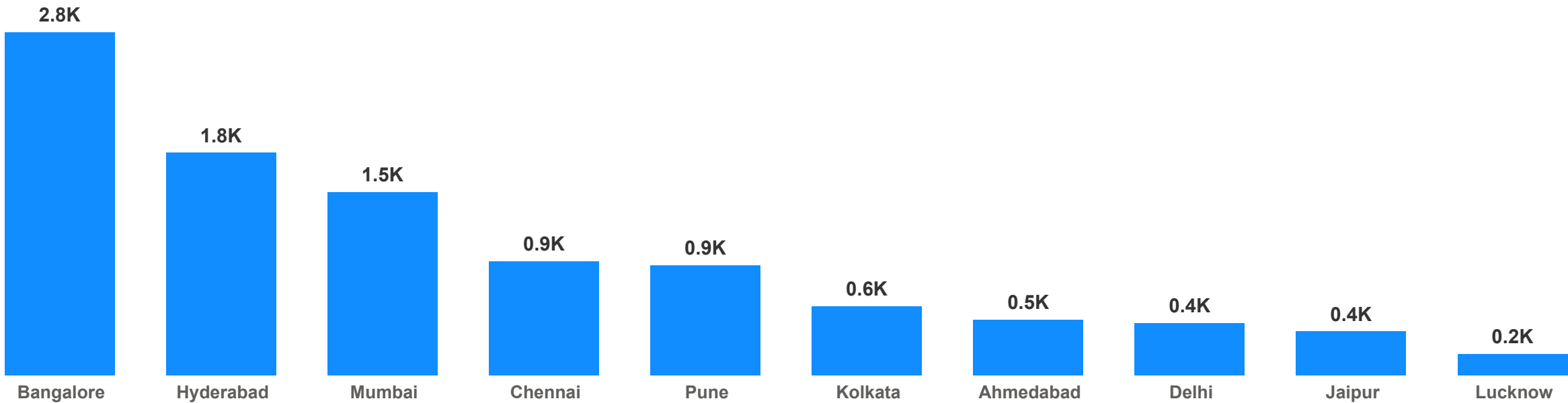
#Sales by Branding



CodeX Reasons for preventing

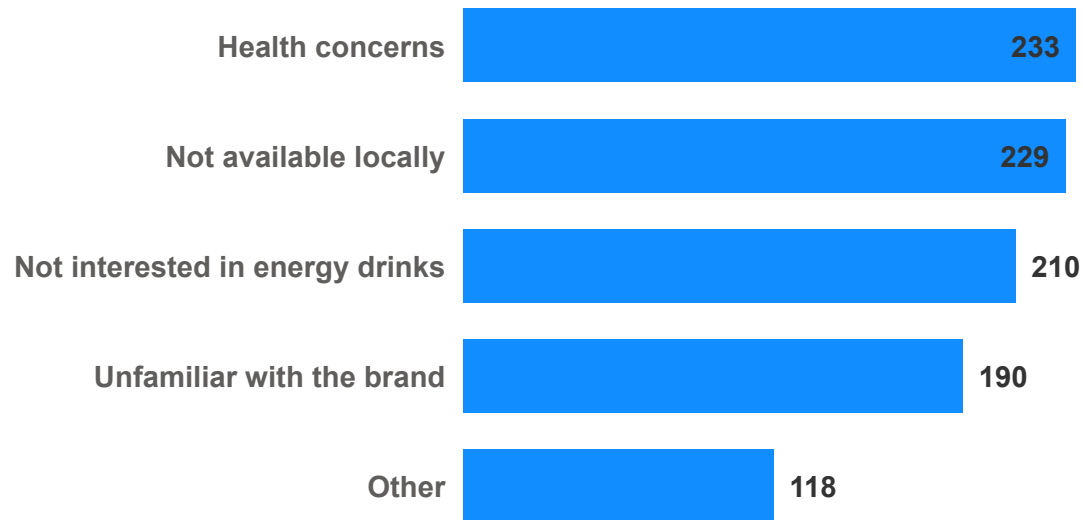


#Consumption CodeX by City



Recommendations for CodeX

CodeX Reasons for preventing

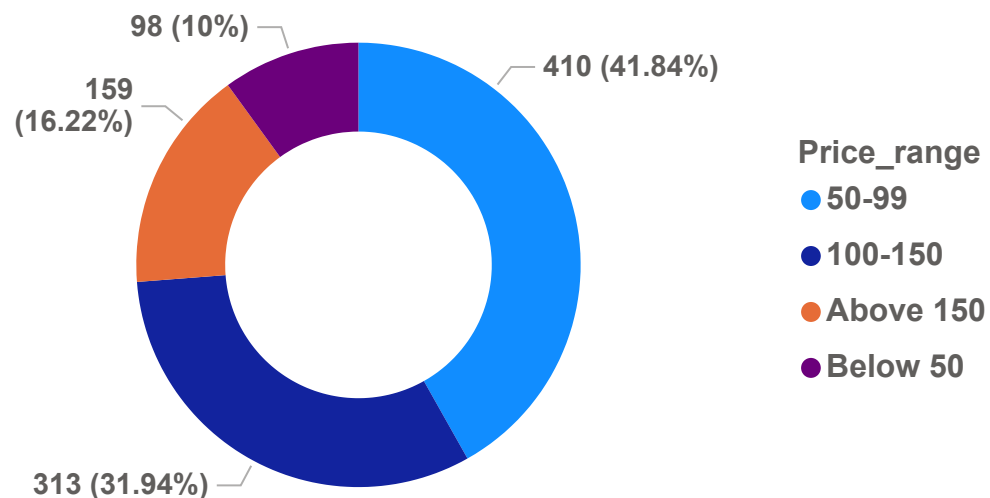


Improvements bring to the product

1. most of respondents not consider because of not healthy Drink
2. Not available in local market
3. Most User not aware with brand name

**** Recommendations is Product make healthy(product quality) and easily available in local market ****

#Drinks Purchased by Price



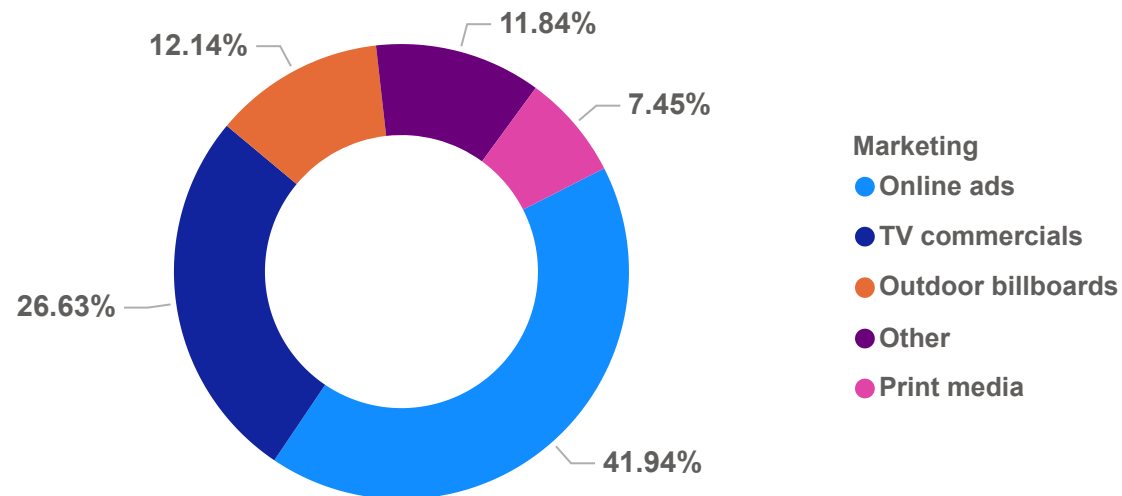
Ideal price of Product

1. Most of Respondents buy Drink between price Range(50-99) - 41 % sales
2. sales happened in price Range(100-150) - 31.94%

**** Recommendations is price should be between (50-99)****

Recommendations for CodeX

#Sales by Branding

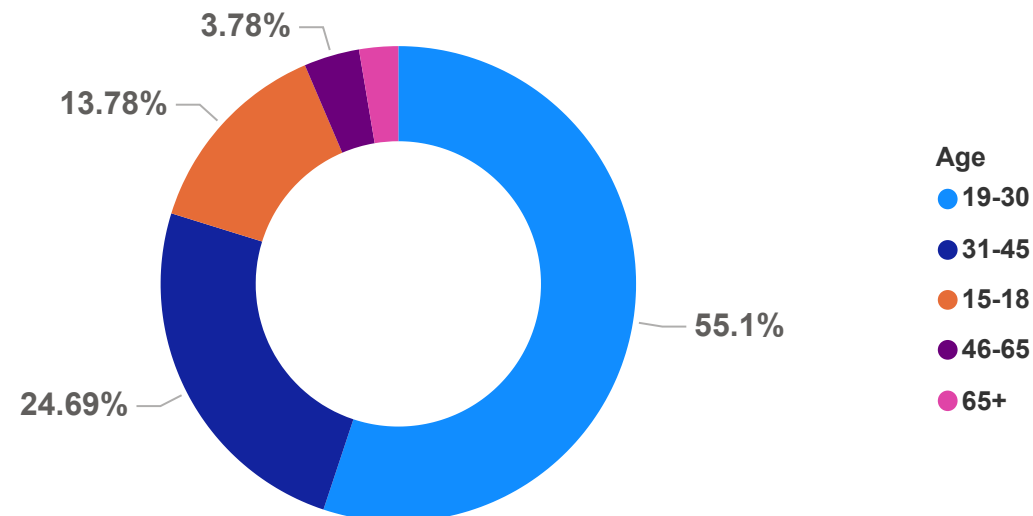


Marketing Campaigns, Offers & Discounts

1. Most of sales happened Online ads and Tv Commercials - total -77.73% (55.1% +26.63)
2. Other Marketing channel not perform well

**** As per our Recommendations other marketing channel didn't reach to customer, we need focus more on Online ads and Tv Commercials ,so we can improve sales. ****

Energy Drinks Consumer by Age Group



Brand Ambassador & Target Audience

1. Most of sales happened between age range (19-30) - 55.1%

as per our Recommendations which male and female make brand ambassador other age group like most ,so we can improve sales.

Target Audience

1. Most of sales happened between age range (19-30) - 55.1%

**** as per our Recommendations we need to target other age group (31 - 65+) customers ****