1. Demographic Analysis
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

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 packa

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

DESCRIPTION:
The following questions answered are based on a survey on an energy drink product named: CodeX. The
and facts consists of all the relevant data needed to answer the questions, but still we need to preproces
evaluate accurate results.The tool used for this purpose is Excel, and for visualization, Power BI is used.

First step: Cleaned the data thoroughly.
1. Remove duplicates.
2. Cleaned the data and remove irrelevant spelling mistakes and errors.
3. Filtered the data to get unique values.

Second step: Analyzed Data to answer the questions
1. Use of pivot table, filters, Aggregation Functions, and understanding of questions.
2. Analyzed which procedure is good to evaluate the answers.
3. Answered the questions, based on what is demanded.

Third Step: Visualization using Power BI
1. Loaded the data in Power BI.
2. Performed the same aggregation and filter calculations on the same data to get accurate visuals.

3. Use of bar chart, clustered charts, tables, and pie chart to get the data report analyzed in visualized fo

RECOMMENDATIONS
What immediate improvements can we bring to the product?
We can increase our marketing rate, our overall taste and use social media to promote our brand,
such as instagram posts by influencer, facebook ads and twitter
What should be the ideal price of our product?
Because most of the product buyers are youngsters, students or players, and the product is energy drink
 so the price should be in range upto 100 - 150/-
What kind of marketing campaigns, offers, and discounts we can run?
For marketing campaigns, we can place our stalls in schools, colleges, gyms, playgrounds and universiti
10% off for students based on their student_id cards, use of promo codes using social media that would
our customer reach.
Who can be a brand ambassador, and why?
Students, and sports player, and gym users should be our brand ambassadors, because energy drinks a
when playing,studying or working out.
Who should be our target audience, and why?
Our target audience should base upon pur ambassadors because they are inter-related, brand ambassa
people with same goals, youngsters should be our top priority,starting from the age 19-30.

Male 6038	Female 3455	Non-binary 507	
15-18: 1488	19-30:5520	31-45: 2376	46-65: 426
Online Ads: 3373	Other: 702	Outdoor billboards: 702	Print media: 446

Caffeine 3896	Guarana 1553	Sugar: 2017	Vitamins: 2534
Compact and portable cans 3984			

Coca-Cola	2538
Brand Reputation	2652

Online Ads	4020		
Online Ads 4020	Other 1225	Outdoor billboards 1226	print media 841

Pepsi: 3.27	Red Bull: 3.29	Codex: 3.273	Coca-Cola: 3.301
CT120: 175	CT119: 360	CT111: 429	CT117:456

Supermarket			
Sports/Exercise 4494			
Limited packaging: 3946 (Yes)	No: 4023	Not sure: 2031	
Price-range 100-150: 3142	50-99: 4288	Above 150: 1561	Below 50: 1009

Brand reputation 2652	Effectiveness 1748	Taste 2011	Availability 1910

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s the data to

65+: 190
Tv: 1785

Tv Commercials 2688

Gangster: 3.239   Others: 3.323 Sky 9: 3.29
CT115:566