



RESUME PROJECT CHALLENGE

Codex Energy Drinks Consumer Insights Dashboard

A project based on a 10,000-respondent survey

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Tools – SQL | Power BI

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ABOUT



INTRODUCTION



CodeX is a German energy drink brand expanding into **India**, with launches in **10 major cities**. Known for focus-boosting and performance-enhancing drinks, CodeX aims to become a go-to choice for urban youth and professionals.

OBJECTIVE



To understand:

- What Indian consumers **think, prefer, and expect**
- How to **market better** and **develop smarter**
- Where CodeX can **grow** and improve its **brand presence**

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

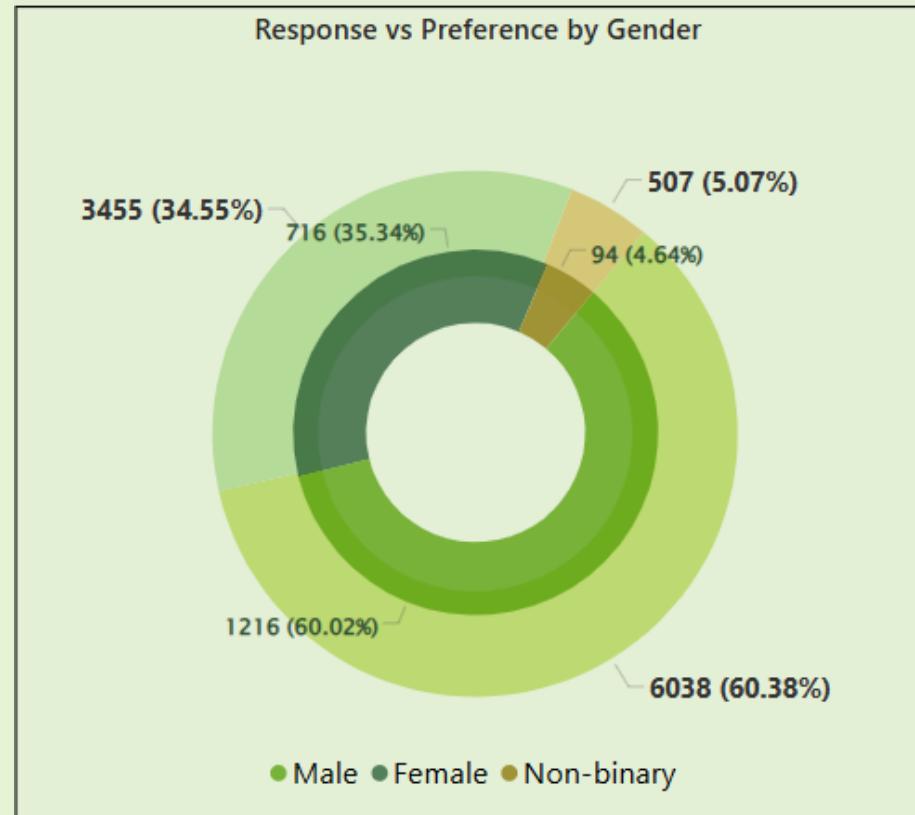
QUERY

```
• SELECT gender, count(*) AS Respondents_count
  FROM dim_respondents
 GROUP BY gender
 ORDER BY Respondents_count DESC;
```

OUTPUT

	gender	Respondents_count
▶	Male	6038
	Female	3455
	Non-binary	507

VISUAL



Which age group prefers energy drinks more?

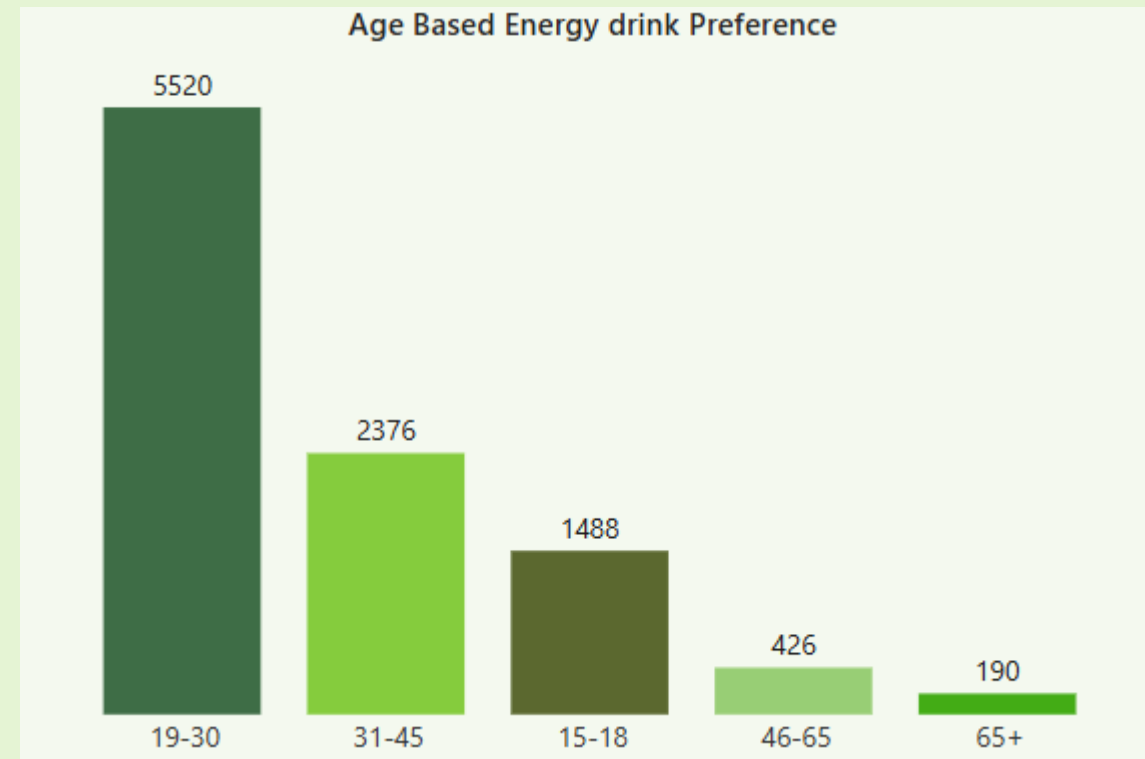
QUERY

```
• SELECT age, count(*) AS Respondents_count  
FROM dim_respondents  
GROUP BY age  
ORDER BY Respondents_count DESC;
```

OUTPUT

	age	Respondents_count
▶	19-30	5520
	31-45	2376
	15-18	1488
	46-65	426
	65+	190

VISUAL



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

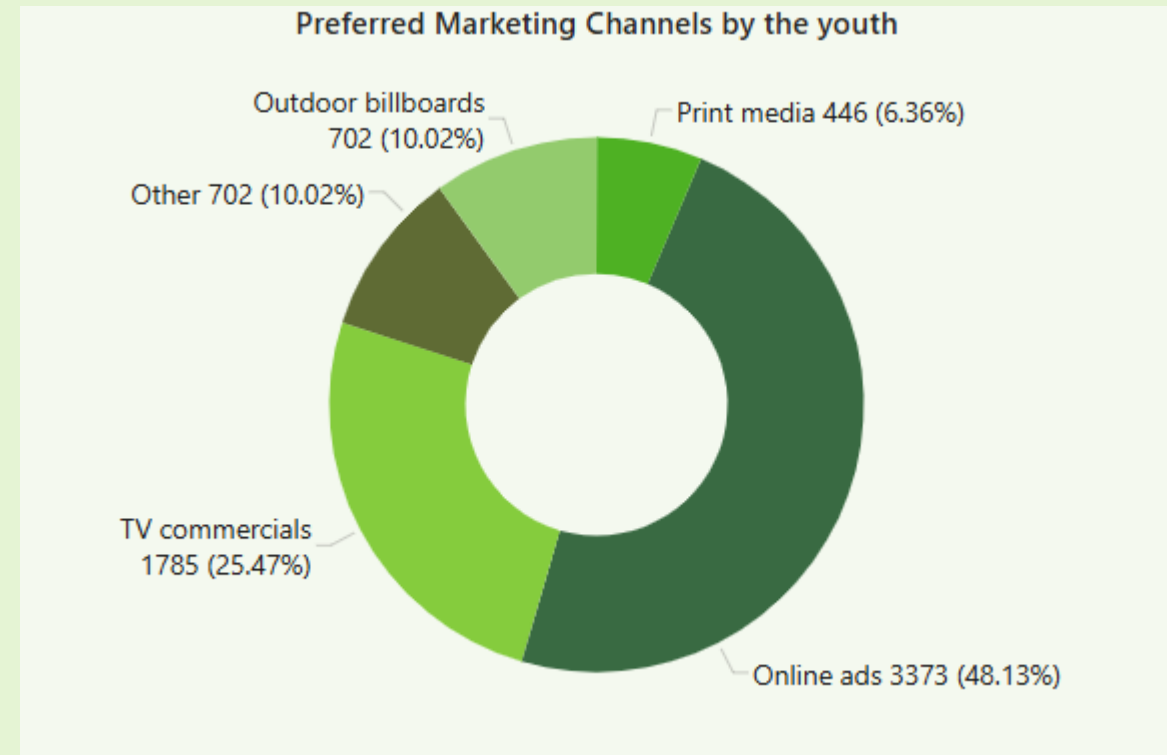
QUERY

```
• SELECT fsr.marketing_channels, count(*) AS youth_count
FROM dim_respondents dr
JOIN fact_survey_responses fsr
ON dr.Respondent_ID = fsr.Respondent_ID
WHERE dr.age IN ('15-18' , '19-30')
GROUP BY fsr.marketing_channels
ORDER BY youth_count DESC;
```

OUTPUT

	marketing_channels	youth_count
►	Online ads	3373
	TV commercials	1785
	Other	702
	Outdoor billboards	702
	Print media	446

VISUAL



What packaging preferences do respondents have for energy drinks?

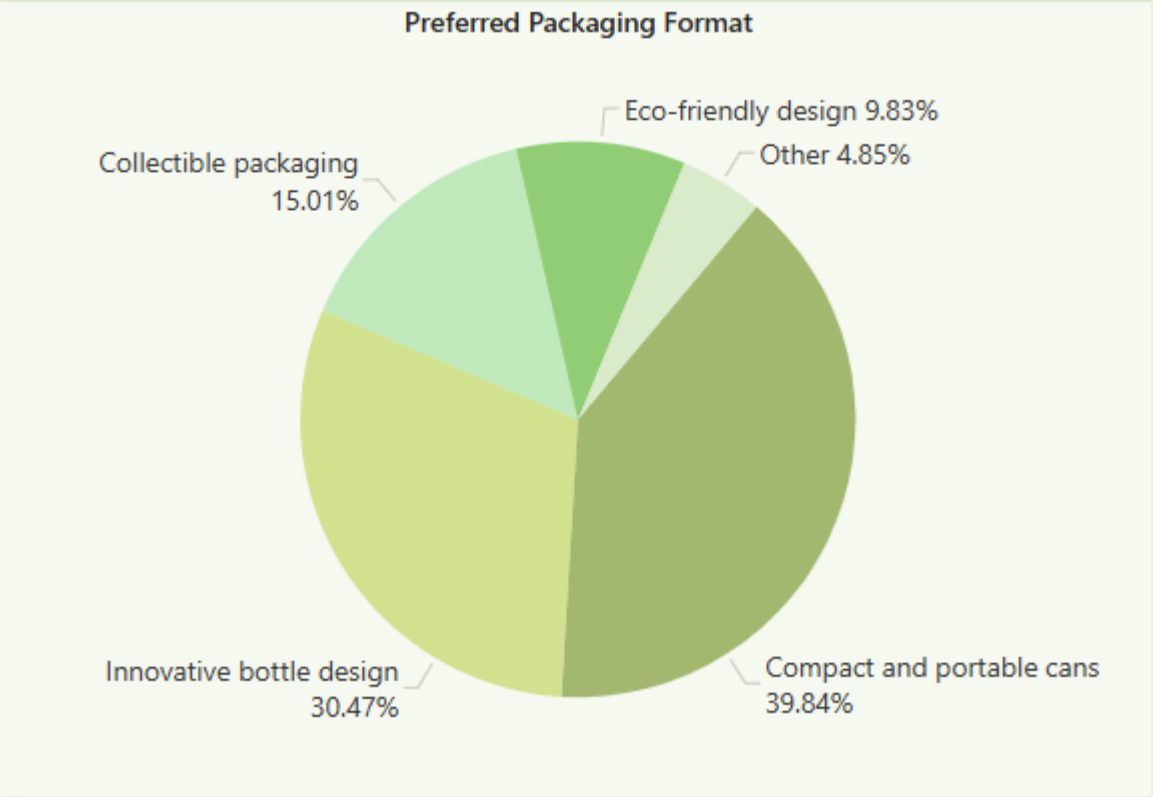
QUERY

```
SELECT packaging_preference,  
count(*) AS Respondent_count  
FROM fact_survey_responses  
GROUP BY Packaging_preference  
ORDER BY Respondent_count DESC;
```

OUTPUT

	packaging_preference	Respondent_count
►	Compact and portable cans	3984
	Innovative bottle design	3047
	Collectible packaging	1501
	Eco-friendly design	983
	Other	485

VISUAL



Who are the current market leaders?

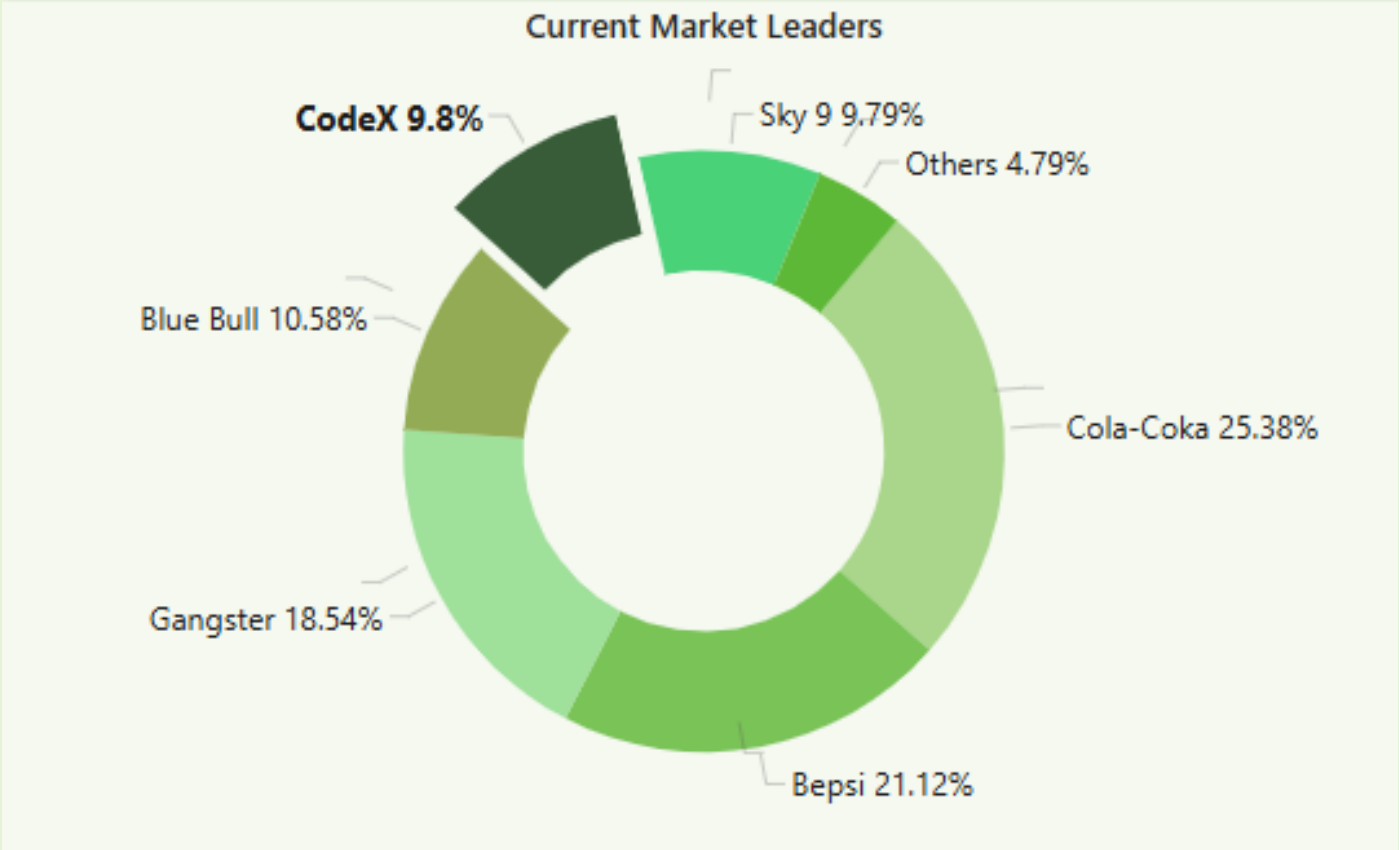
QUERY

```
SELECT current_brands,  
COUNT(*) AS Respondent_count  
FROM fact_survey_responses  
GROUP BY current_brands  
ORDER BY Respondent_count DESC;
```

OUTPUT

	current_brands	Respondent_count
►	Cola-Coka	2538
	Bepsi	2112
	Gangster	1854
	Blue Bull	1058
	CodeX	980
	Sky 9	979
	Others	479

VISUAL



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

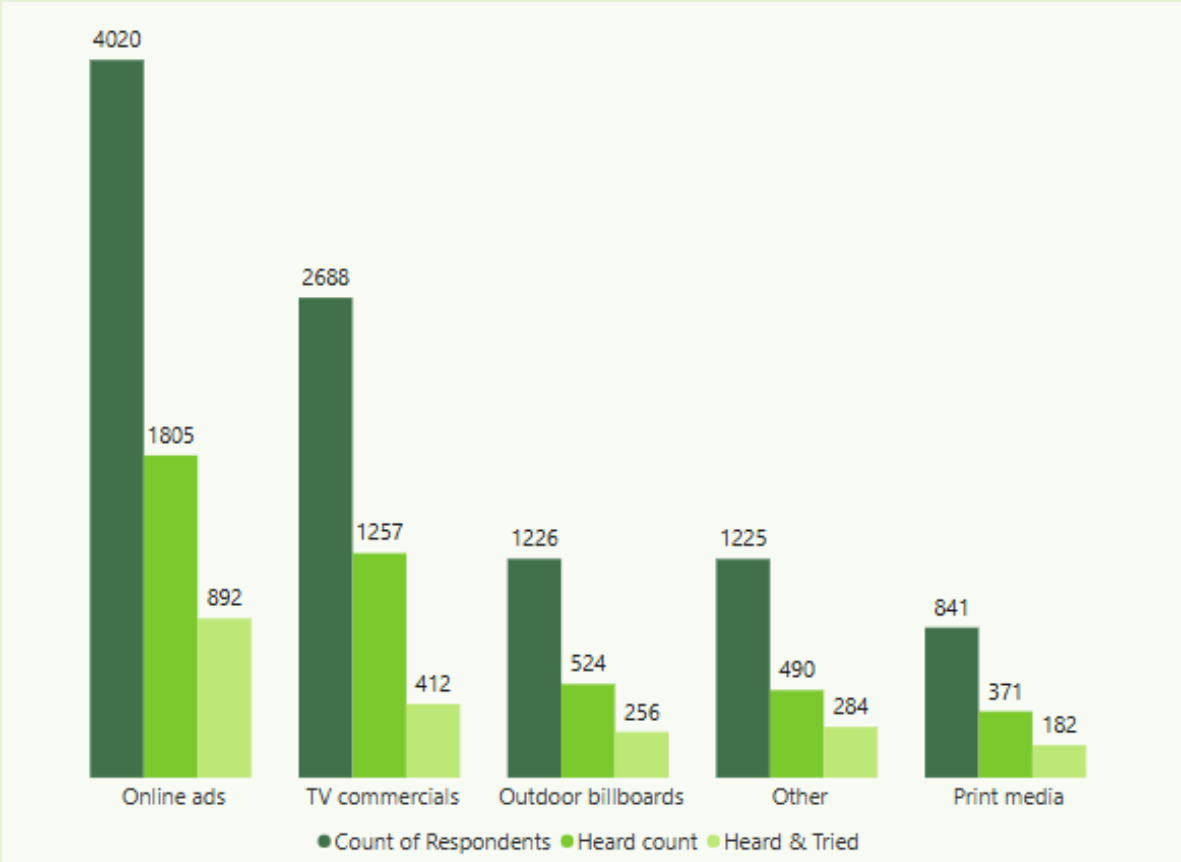
QUERY

```
SELECT
  marketing_channels,
  COUNT(*) AS total_reached,
  SUM(CASE WHEN heard_before = 'Yes' THEN 1 ELSE 0 END) AS heard_count,
  SUM(CASE WHEN Heard_before = 'Yes' AND tried_before = 'Yes' THEN 1 ELSE 0 END) AS tried_count
FROM fact_survey_responses
GROUP BY marketing_channels
ORDER BY total_reached DESC;
```

OUTPUT

	marketing_channels	total_reached	heard_count	tried_count
►	Online ads	4020	1805	892
	TV commercials	2688	1257	412
	Outdoor billboards	1226	524	256
	Other	1225	490	284
	Print media	841	371	182

VISUAL



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

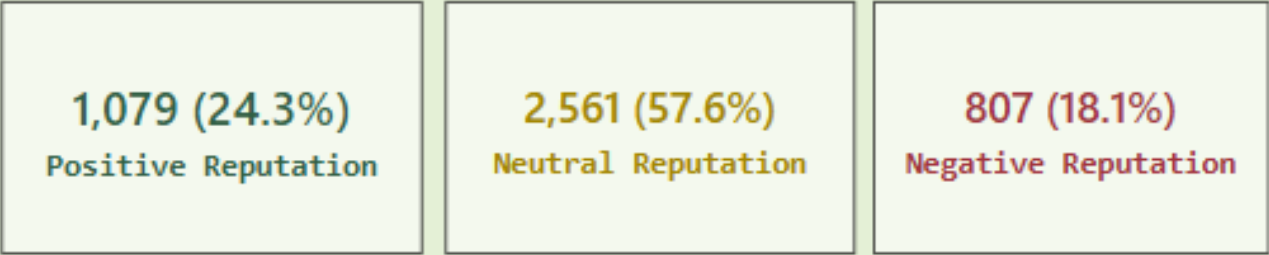
QUERY

```
WITH CTE_taste AS (  
  SELECT Taste_experience,  
         COUNT(*) AS Respondent_count  
  FROM fact_survey_responses  
  WHERE Heard_before = 'Yes' AND Tried_before = 'Yes'  
  GROUP BY Taste_experience),  
TOTAL AS (  
  SELECT COUNT(*) AS Total_heard_and_tasted  
  FROM fact_survey_responses  
  WHERE Heard_before = 'Yes' AND Tried_before = 'Yes')  
SELECT  
  t.taste_experience,  
  t.Respondent_count,  
  ROUND((t.Respondent_count * 100)/ o.Total_heard_and_tasted, 1) AS percentage  
FROM CTE_TASTE t, TOTAL o  
ORDER BY Taste_experience;
```

OUTPUT

	taste_experience	Respondent_count	percentage
▶	1	209	10.3
	2	300	14.8
	3	620	30.6
	4	511	25.2
	5	386	19.1

VISUAL



Which cities do we need to focus more on?


QUERY

```
SELECT
dc.City,
dc.Tier,
count(*) AS Respondent_count,
SUM(CASE WHEN Heard_before = 'Yes' THEN 1 ELSE 0 END) AS Awareness,
ROUND(SUM(CASE WHEN fsr.Heard_before = 'Yes' THEN 1 ELSE 0 END)*100 / COUNT(*) ,1) AS Awareness_pct_within_city
FROM fact_survey_responses fsr
JOIN dim_respondents dr
ON fsr.Respondent_ID = dr.Respondent_ID
JOIN dim_cities dc
ON dc.City_ID = dr.City_ID
GROUP BY dc.City_ID, dc.Tier
ORDER BY Respondent_count desc;
```

OUTPUT

	City	Tier	Respondent_count	Awareness	Awareness_pct_within_city
▶	Bangalore	Tier 1	2828	1158	40.9
	Hyderabad	Tier 1	1833	728	39.7
	Mumbai	Tier 1	1510	899	59.5
	Chennai	Tier 1	937	372	39.7
	Pune	Tier 2	906	377	41.6
	Kolkata	Tier 2	566	210	37.1
	Ahmedabad	Tier 2	456	207	45.4
	Delhi	Tier 1	429	267	62.2
	Jaipur	Tier 2	360	144	40.0
	Lucknow	Tier 2	175	85	48.6

VISUALS

Tier	Respondent Count	Awareness	Awareness in city %
 Tier 1	7537	3424	45.43%
Bangalore	2828	1158	40.95%
Hyderabad	1833	728	39.72%
Mumbai	1510	899	59.54%
Chennai	937	372	39.70%
Delhi	429	267	62.24%
Total	10000	4447	44.47%



Where do respondents prefer to purchase energy drinks?

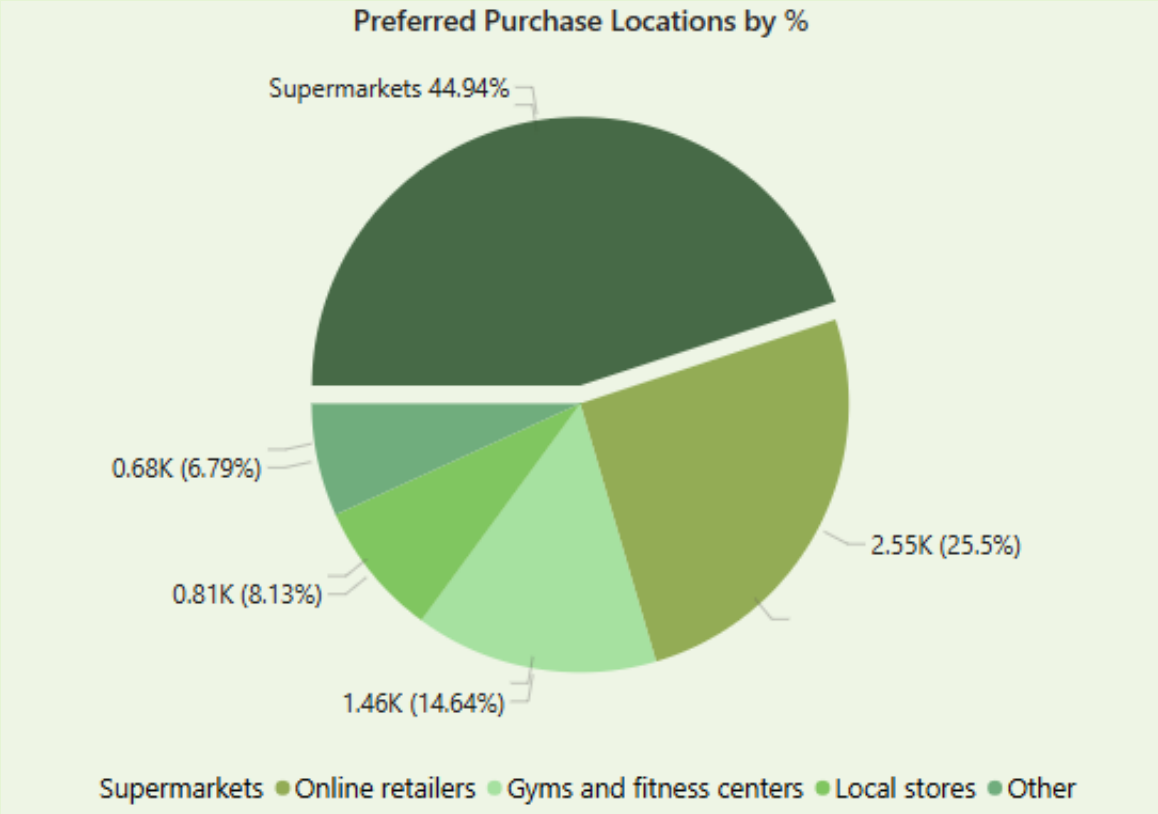
VISUAL

QUERY

```
SELECT purchase_location, COUNT(*) AS Respondent_count
FROM fact_survey_responses
GROUP BY Purchase_location;
```

OUTPUT

	purchase_location	Respondent_count
►	Supermarkets	4494
	Online retailers	2550
	Gyms and fitness centers	1464
	Other	679
	Local stores	813



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

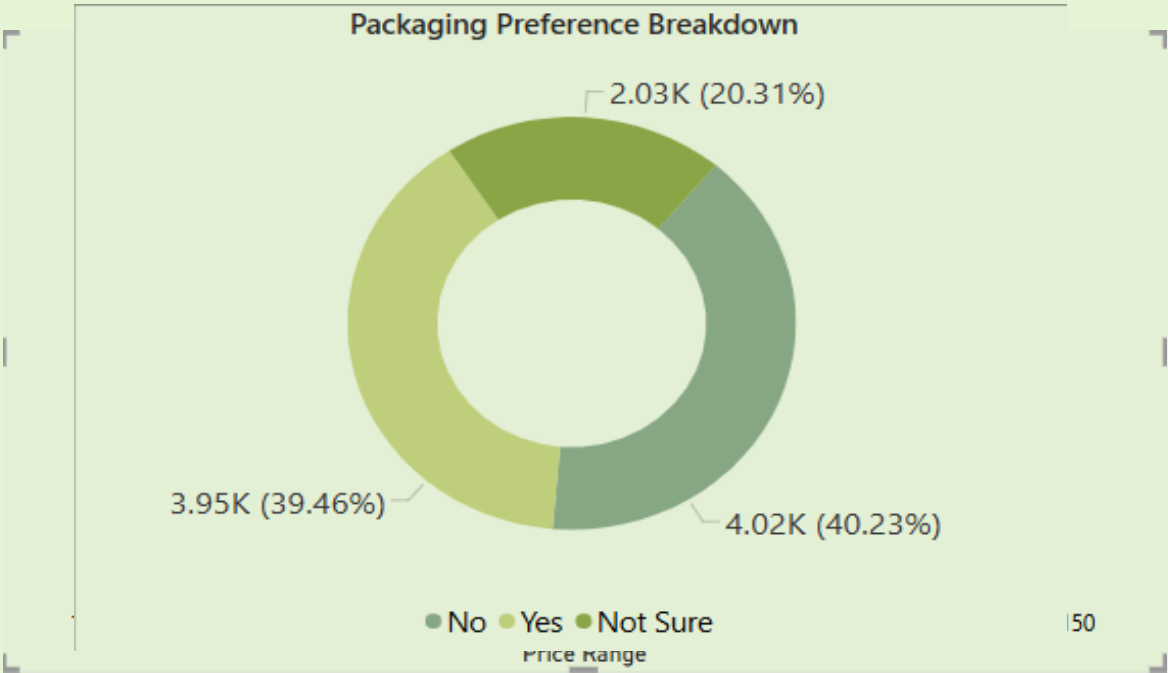
QUERY

```
select Limited_edition_packaging, count(*) as Respondent_count
FROM fact_survey_responses
group by Limited_edition_packaging
order by Respondent_count desc;
```

OUTPUT

	Limited_edition_packaging	Respondent_count
▶	No	4023
	Yes	3946
	Not Sure	2031

VISUAL



What immediate improvements can we bring to the product?

QUERY

```
SELECT Ingredients_expected, count(*) AS Respondent_count
FROM fact_survey_responses
GROUP BY Ingredients_expected
ORDER BY Respondent_count DESC;

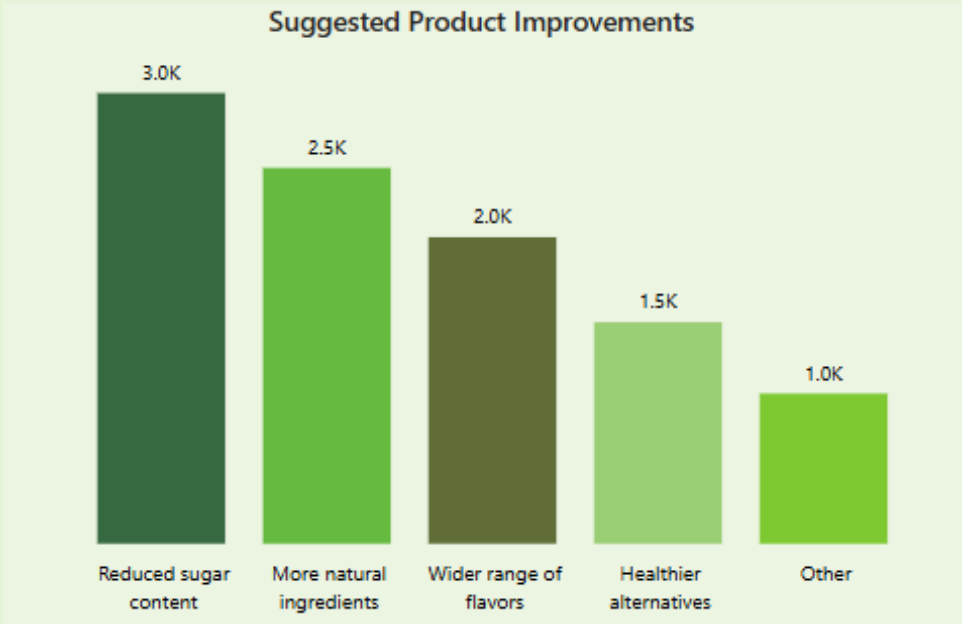
SELECT Improvements_desired, count(*) AS Respondent_count
FROM fact_survey_responses
GROUP BY Improvements_desired
ORDER BY Respondent_count DESC;
```

OUTPUT

	Ingredients_expected	Respondent_count
►	Caffeine	3896
	Vitamins	2534
	Sugar	2017
	Guarana	1553

	Improvements_desired	Respondent_count
►	Reduced sugar content	2995
	More natural ingredients	2498
	Wider range of flavors	2037
	Healthier alternatives	1472
	Other	998

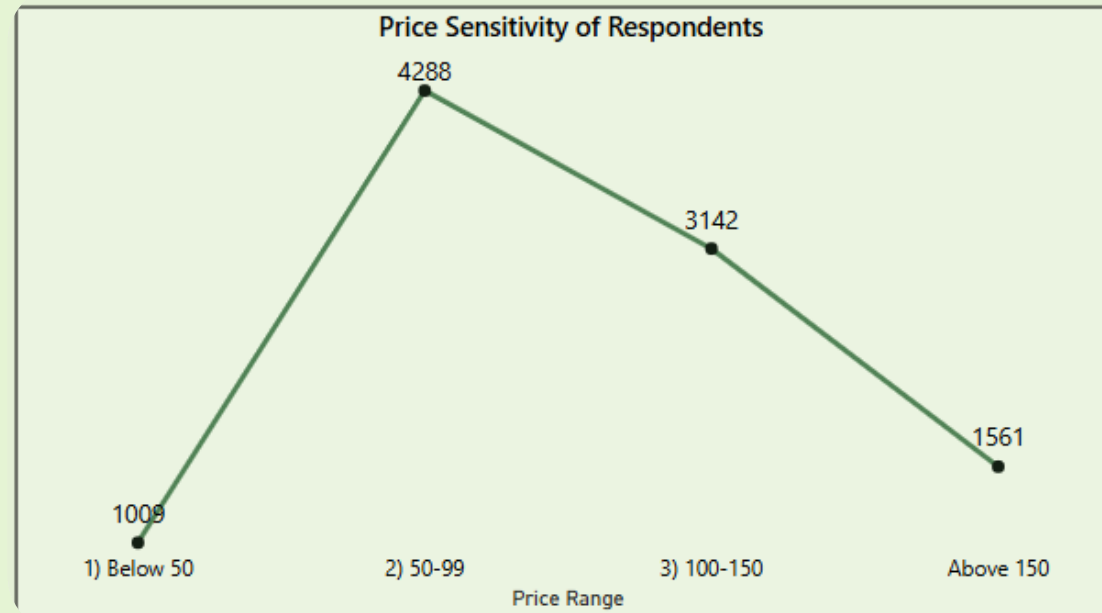
VISUAL



INSIGHTS & RECOMMENDATIONS

Ideal Price Range

What should be the ideal price of our product?



- Mid-range dominance
- Low interest in extremes

INSIGHTS & RECOMMENDATIONS

Marketing campaigns, offers, and discounts we can run

Youth-Centric Social Media Campaigns

YOUTH-CENTRIC SOCIAL MEDIA CAMPAIGNS

Launch challenges on Instagram/Reels
#FuelWithCodeX





- Collaborate with student influencers
- Run contests around fitness, studying late, or workout motivation

Limited-Time Combo Offers (BOGO / Trial Packs)









Limited-Time Combo Offers

(BOGO / Trial Packs)




FREE

City Specific Discounts


			
Bengaluru	Mumbai	Hyderabad	Pune
			
BLR25	BOM30	HYD15	PNQ10

Gym & Fitness Collabs


Gym & Fitness Collabs



Co-Branded Promotions
Special joint offers



Fitness Challenges
Host workout competitions



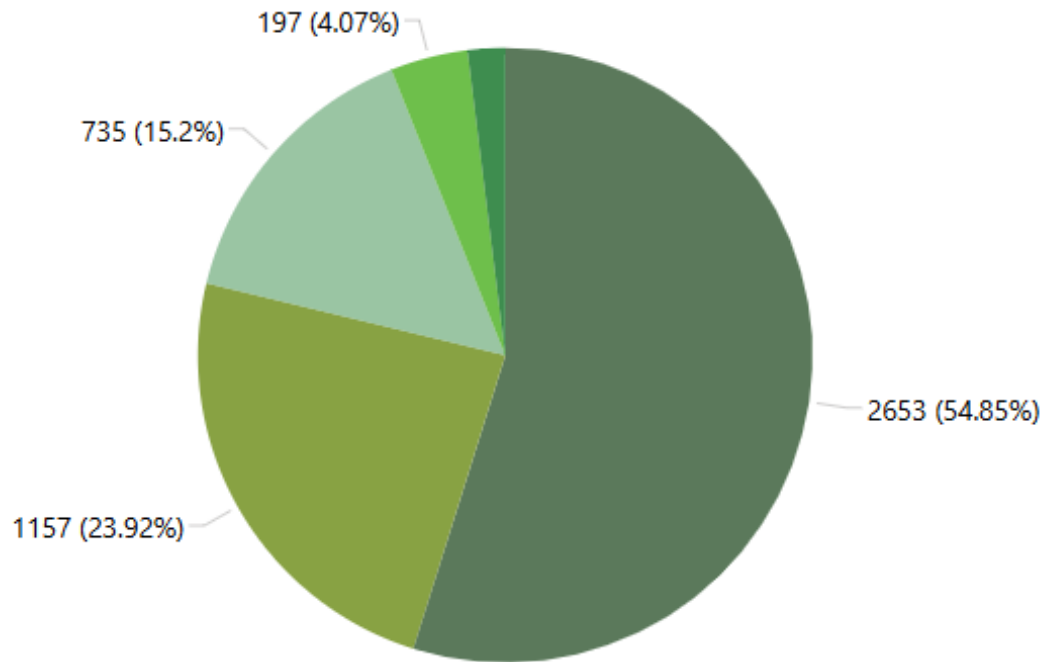
Gym Merchandise
Branded gear & accessories

INSIGHTS & RECOMMENDATIONS

Target Audience

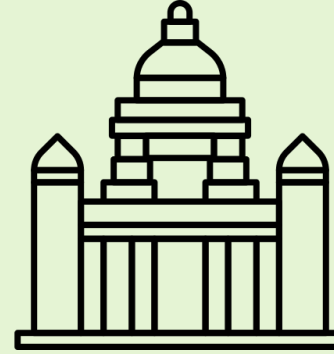


AGE - 19–30 years old

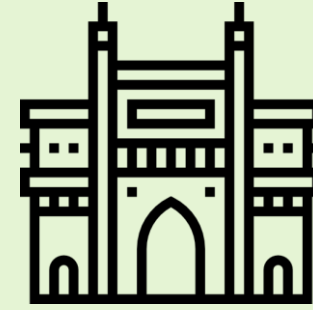


Age ● 19-30 ● 31-45 ● 15-18 ● 46-65 ● 65+

Geography



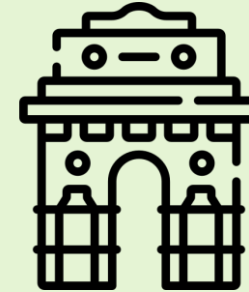
BENGALURU



MUMBAI



HYDERABAD



DELHI



CHENNAI

THANK YOU

<https://github.com/mouluka12k/CodeX->

<https://www.novypro.com/project/codex-customer-insight--brand-penetration-dashboard>