

# Provide Insights to the Marketing Team in Food & Beverage Industry Primary Insights (Sample Sections / Questions) Note:

These insights can be derived from the survey responses

## **1. Demographic Insights (examples)**

- a. Who prefers energy drinks 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 our customers?

## **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 Behaviour:**

- 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 packaging?

## **7. Product Development**

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