

# Food & Beverages Marketing Analysis Dashboard

## Overview

Age

All

Gender

All

City

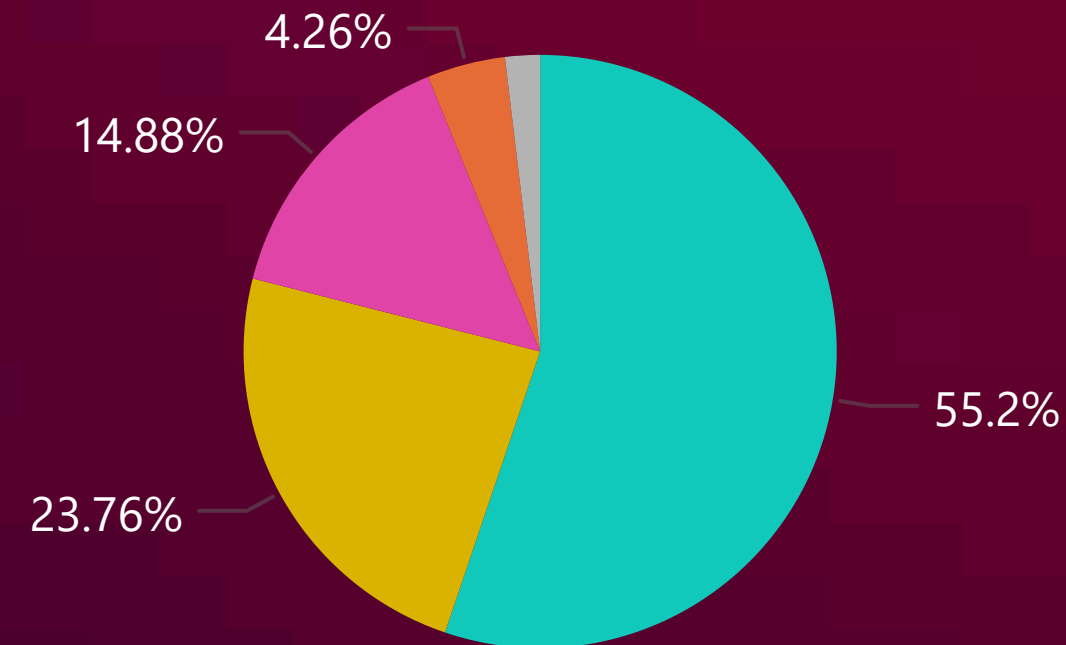
All

Total Respondents

10K

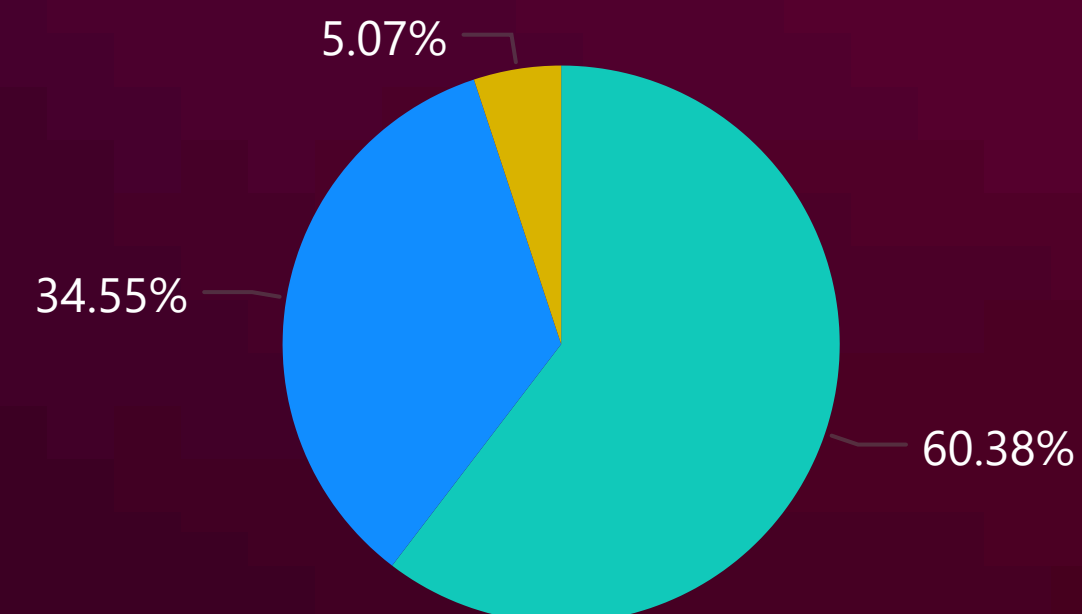
### Distribution of Respondents By Age

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



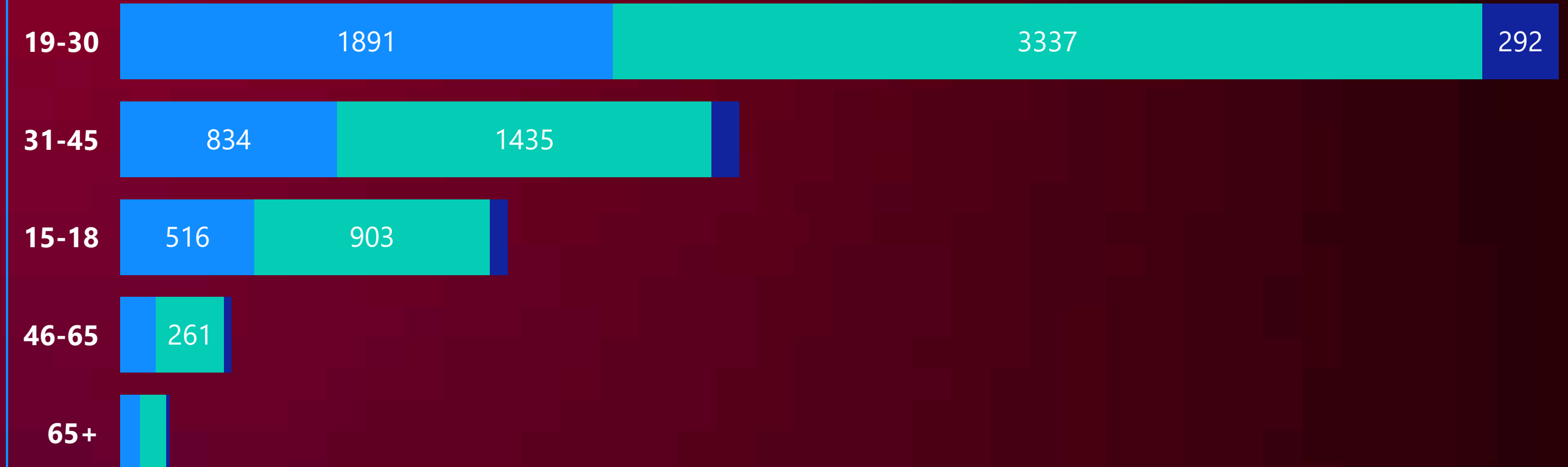
### Distribution of Respondents By Gender

Male Female Non-binary



### Respondents By Age & Gender

Female Male Non-binary



### Respondents By City





## Consumption Habits

Total Respondents

10K

Age

All

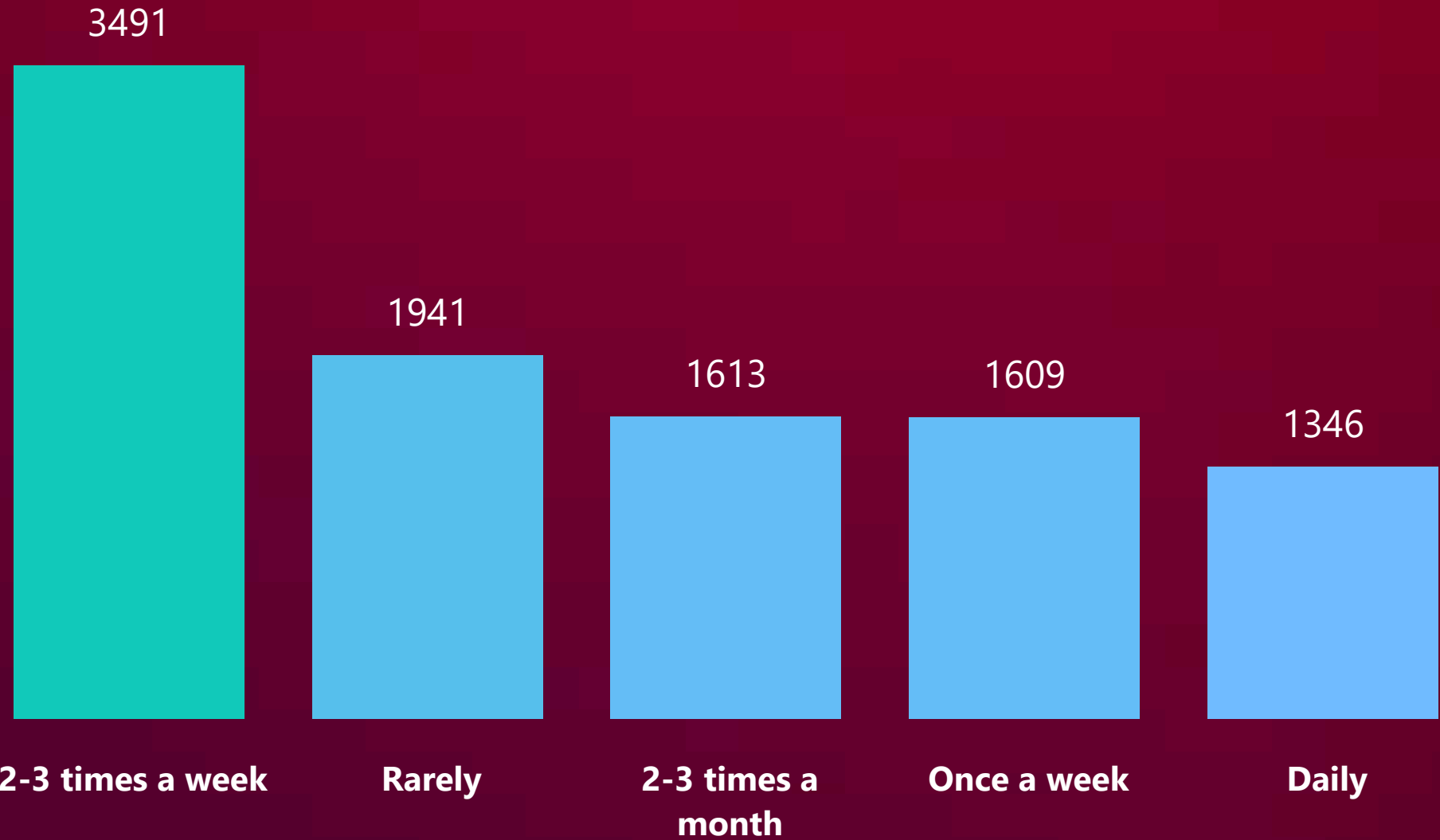
Gender

All

City

All

### Frequency Of Consumption



Consume_reason	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely	Total
Increased energy and focus	597	1232	465	532	748	3574
To combat fatigue	406	834	347	396	445	2428
To enhance sports performance	246	561	215	268	314	1604
To boost	240	534	216	265	259	1514

### Consumption Time VS Frequency

To stay awake during work/study

Before exercise

2-3 times a week 1210

Rarely 624

2-3 times a week 1119

Rarely 557

2-3 times a month 588

2-3 times a month 520

Once a week 508

Daily 479

Daily 478

Once a week 478

For mental alertness

Throughout the day

2-3 times a week 667

2-3 times a week 495

Once a week 479

2-3 times a week 478

Once a week 478

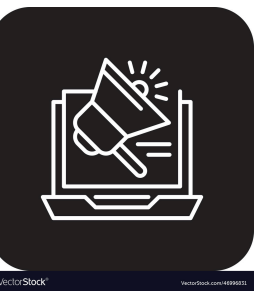
2-3 times a week 478

Rarely 468

Daily 208

Rarely 292

Daily 181



# Brand Awareness & Perception

Total Respondents

10K

Age

All

Gender

All

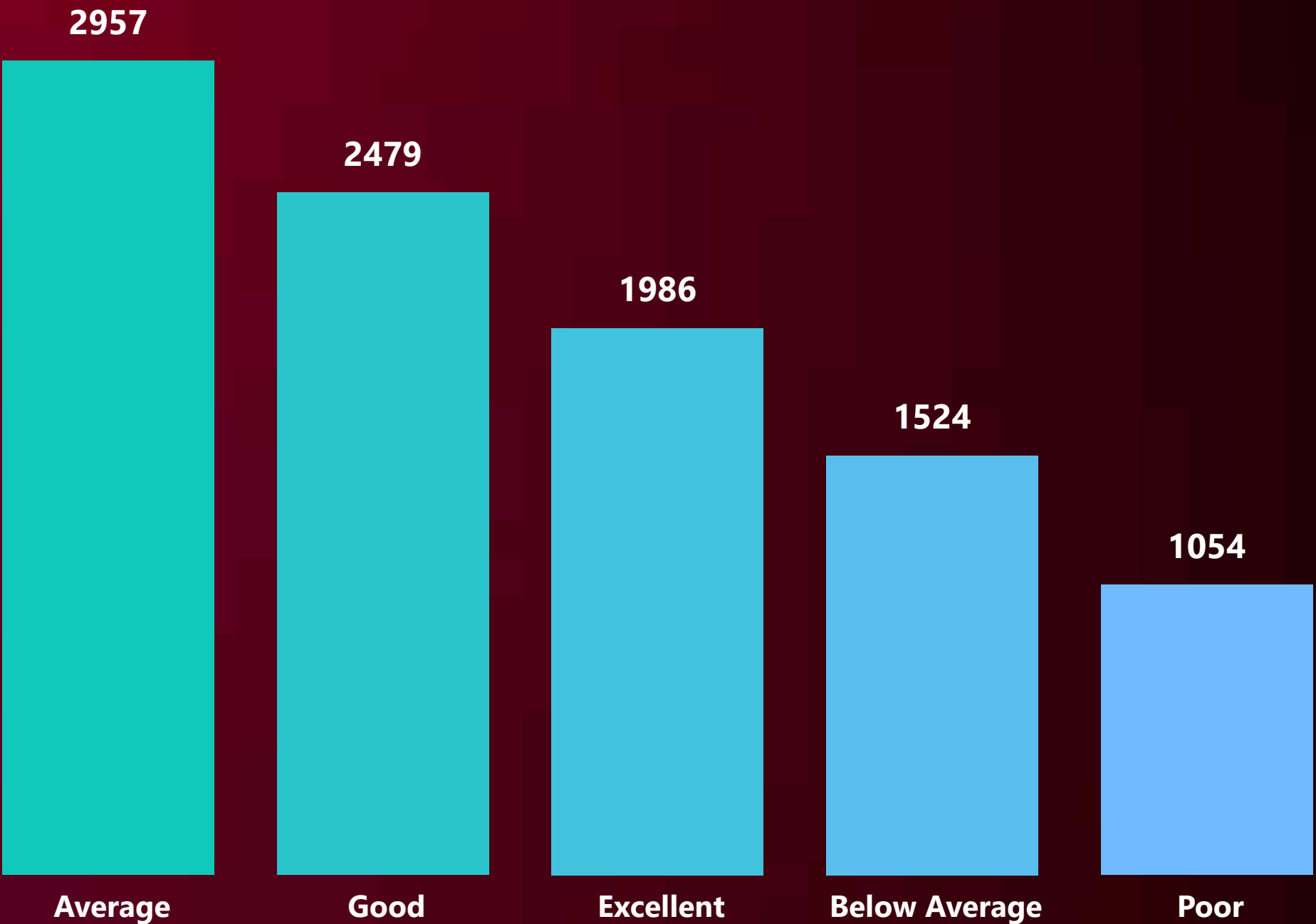
City

All

## Brand Awareness

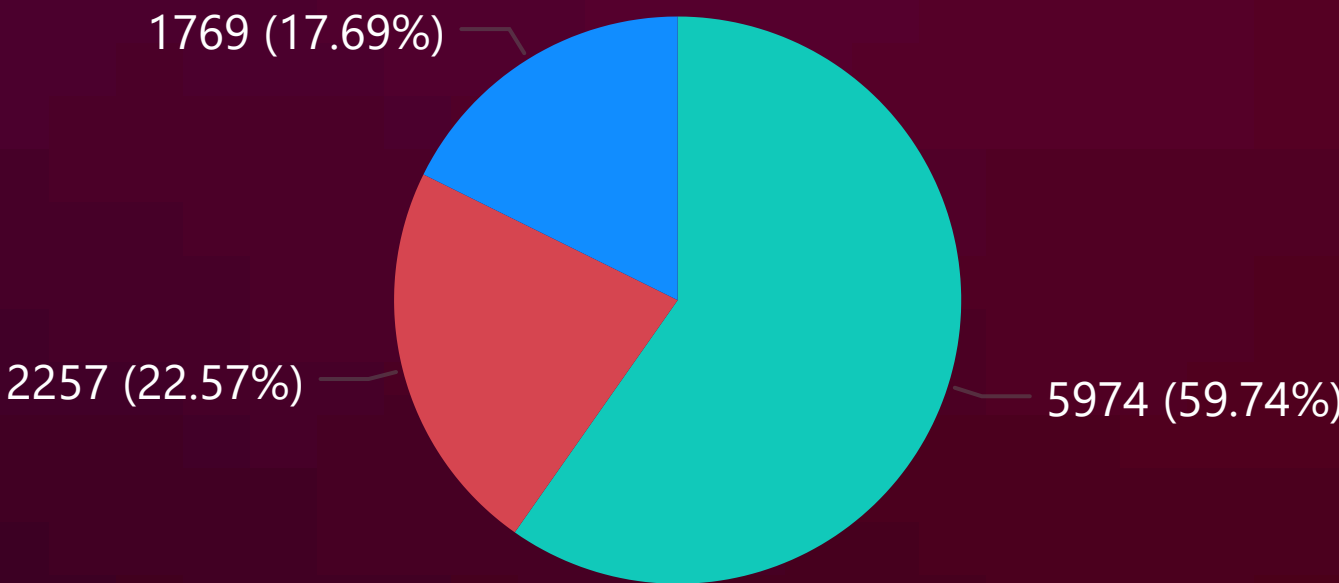


## Taste Experience Ratings



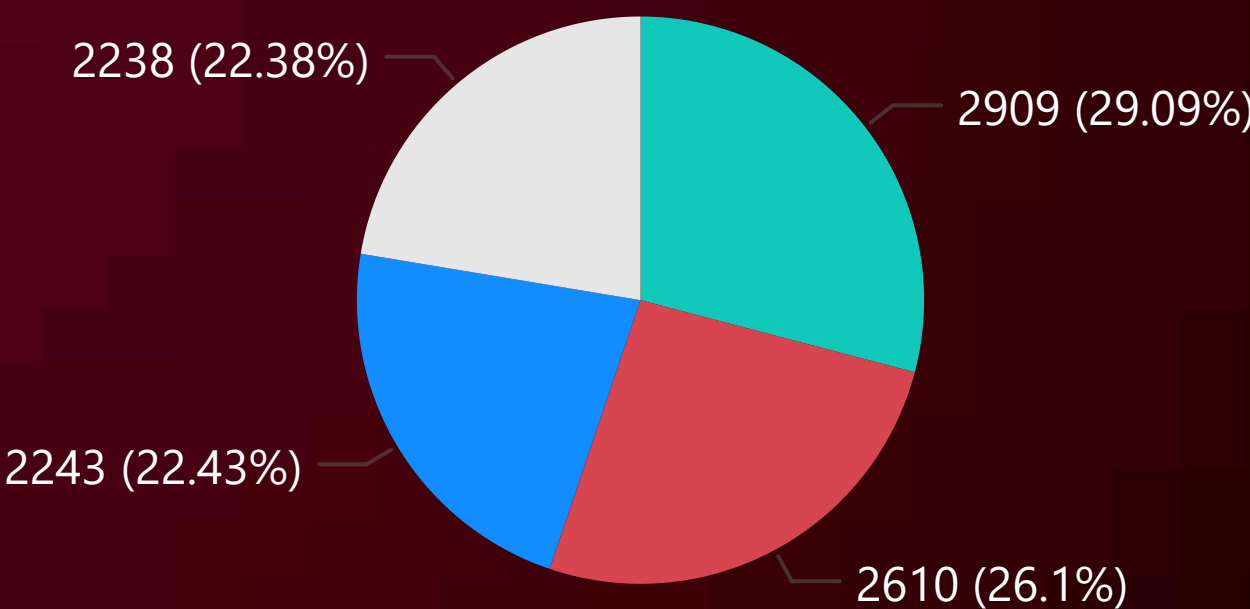
## Brand Perception

Neutral Positive Negative



## General Perception

Effective Not sure Healthy Dangerous





Barriers to Consumption

Total Respondents

10K

Age

All

Gender

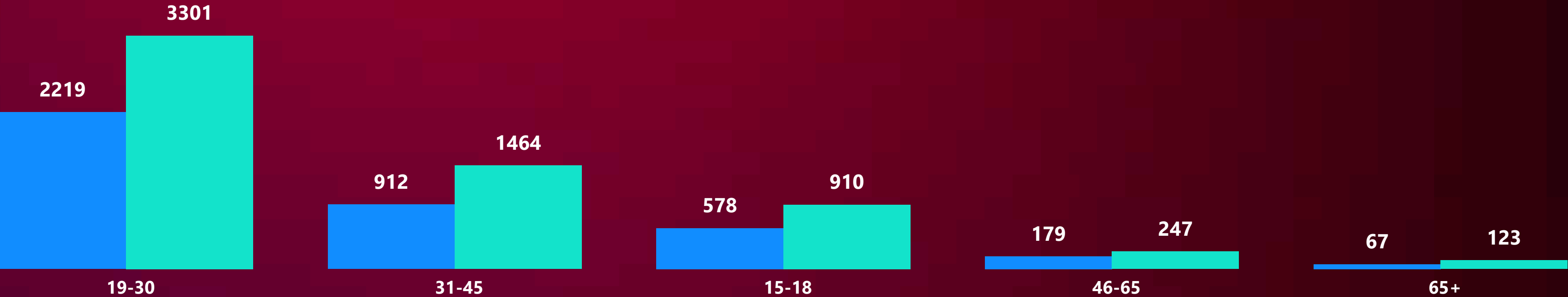
All

City

All

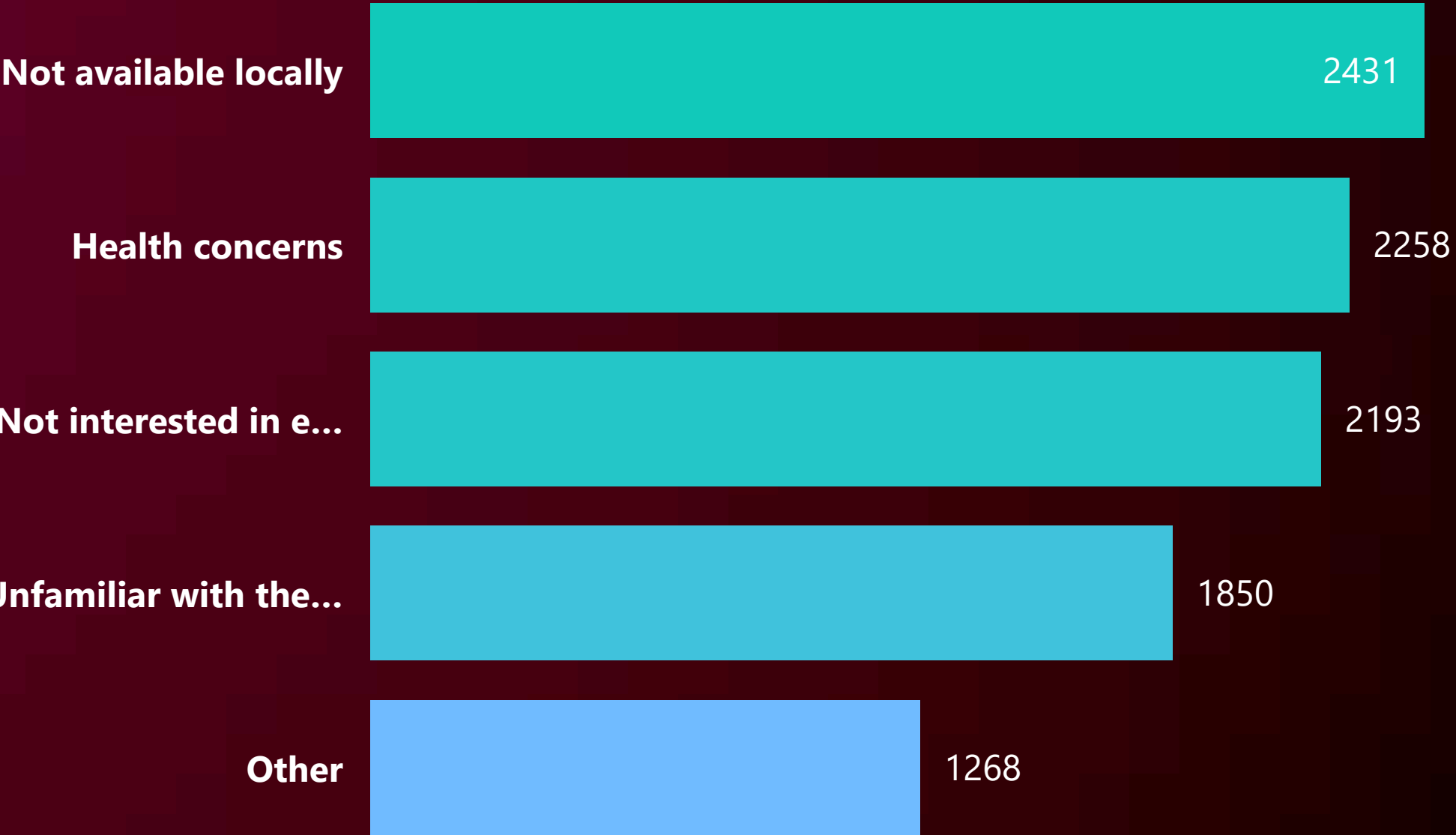
Health Concerns By Age

No Yes



Improvements_desired	Caffeine	Guarana	Sugar	Vitamins	Total
Healthier alternatives	555	227	304	386	1472
More natural ingredients	962	395	506	635	2498
Other	381	156	188	273	998
Reduced sugar content	1193	476	605	721	2995
Wider range of flavors	805	299	414	519	2037
Total	3896	1553	2017	2534	10000

Reasons Preventing Trying Distribution



Marketing and Purchase Insights

Total Respondents

10K

Age

All

Gender

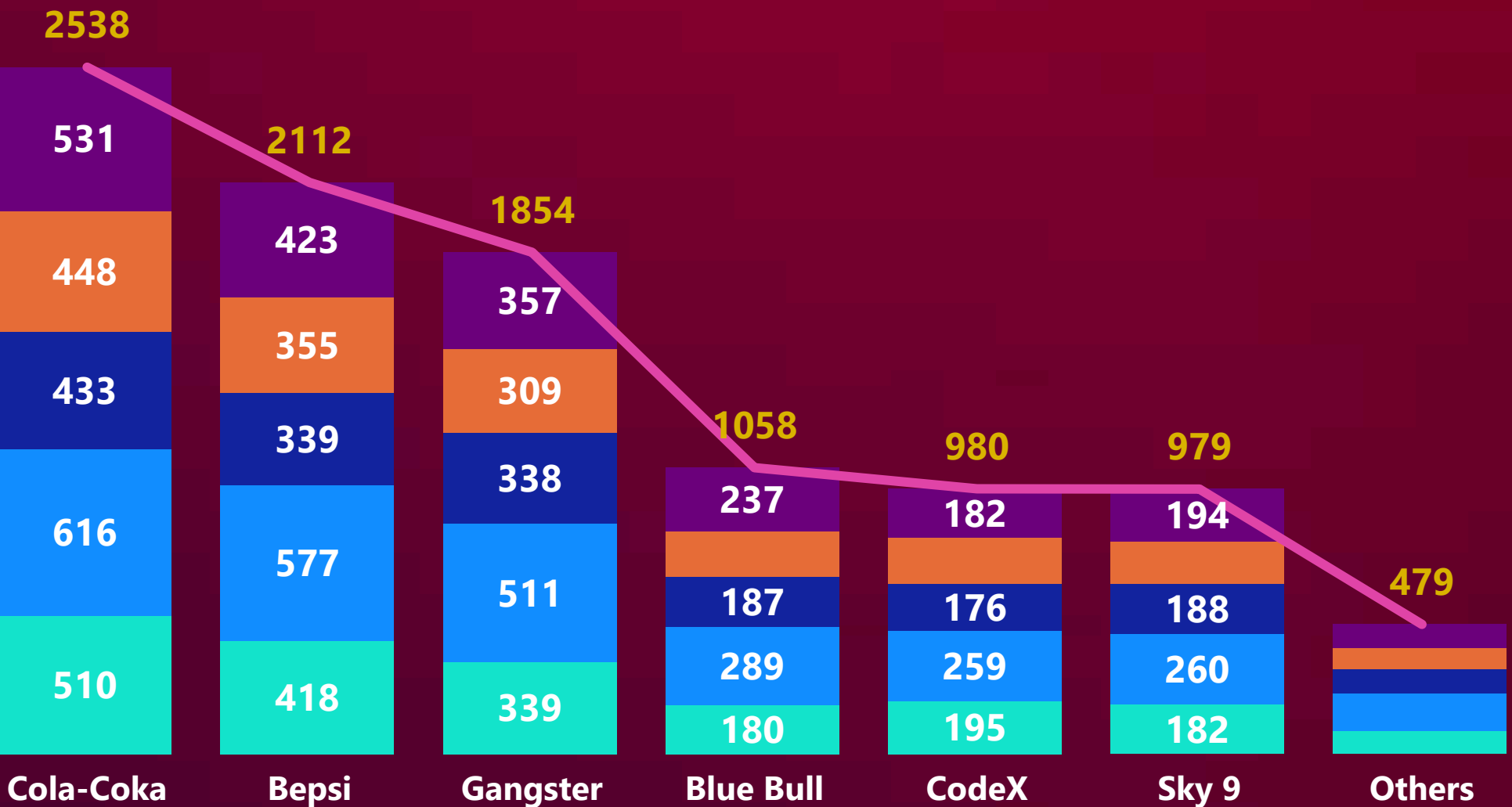
All

City

All

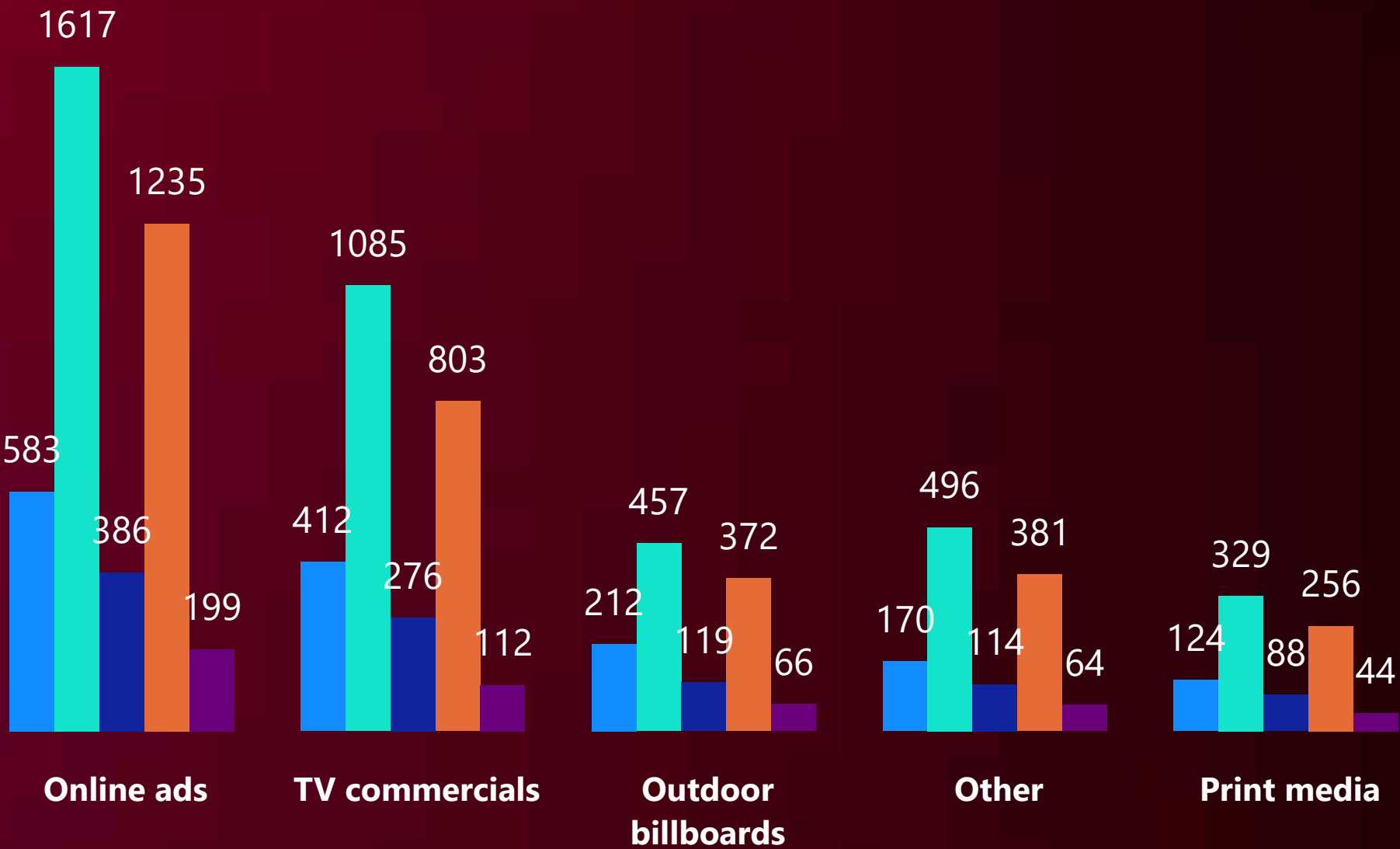
Brands By Reasons For Choosing & Limited editions

Availability Brand reput... Effectiveness Other Taste/flav... limited E...

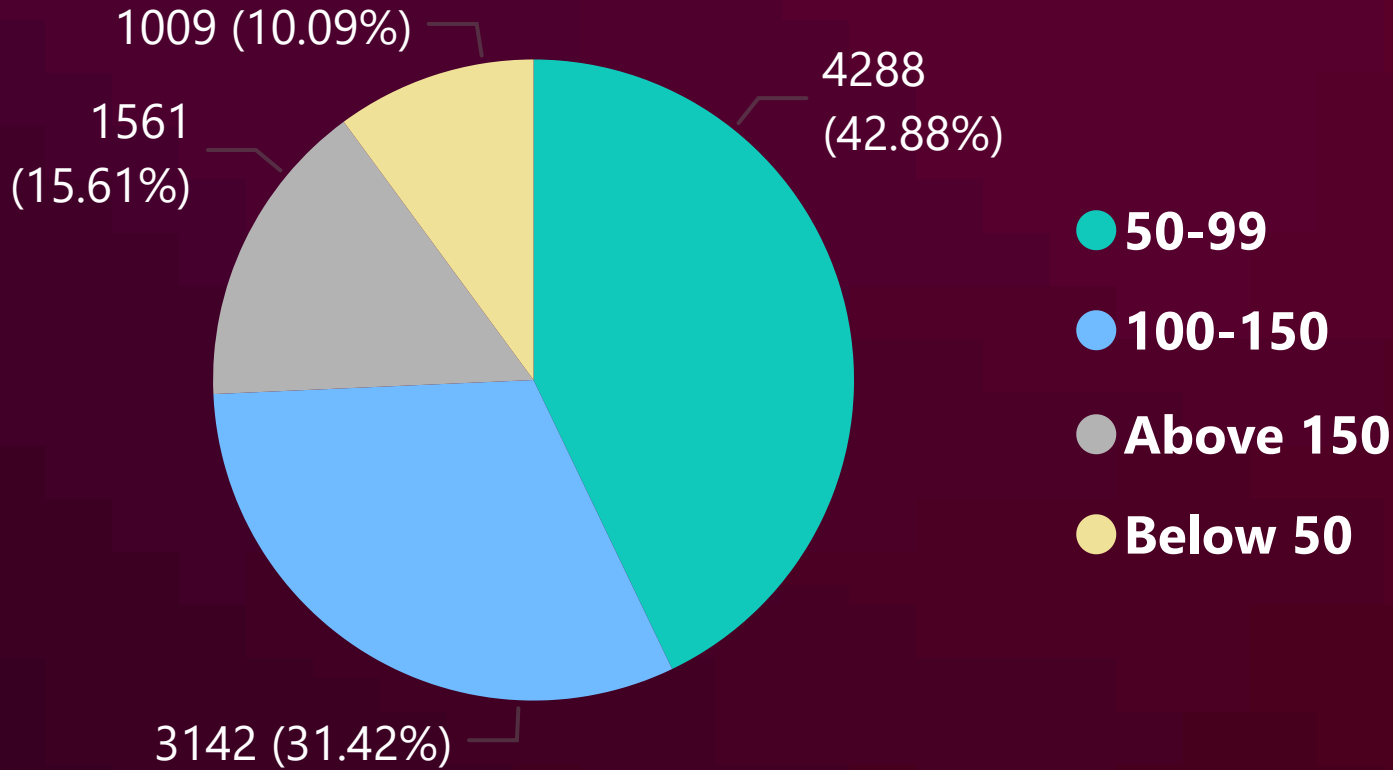


Marketing Channels VS Packaging Preference

Collectible packa... Compact and ... Eco-friendly ... Innovative ... Other



Distribution By Pricing Range



Locations VS Situations

