



Provide Insights to the Marketing Team in Food & Beverage Industry

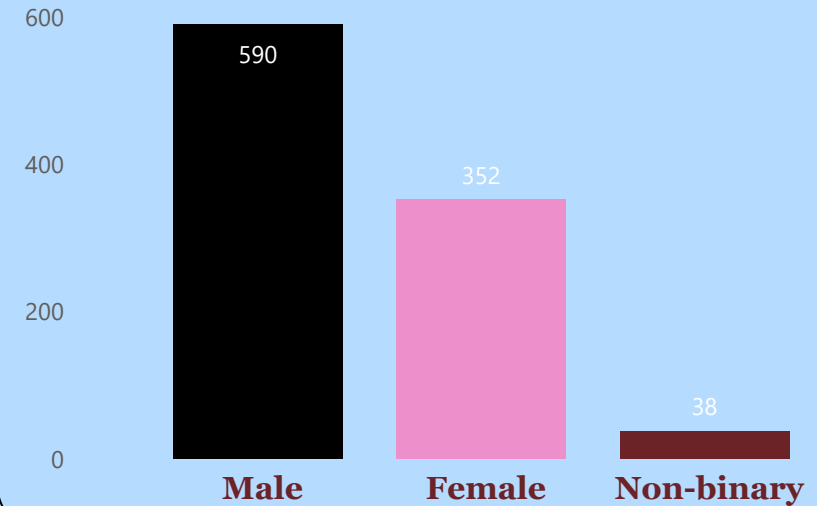
CodeX is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities of India.

Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from **10k** respondents. Peter Pandey, a marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions.

Demographic Insights

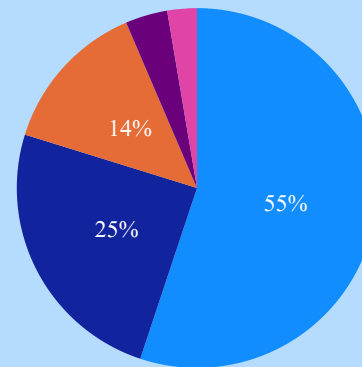
- ➔ Male Prefer more energy drink. As 60% of energy drink consumers are Male
- ➔ Online ads are more efficient for marketing as adult where more addicted to social media
- ➔ 19-30 were the major energy drinkers. As they were at there peak of life and wanted expression they life in fullest where in there work or enjoyment. may be they require more energy

Energy Drink consume by Gender



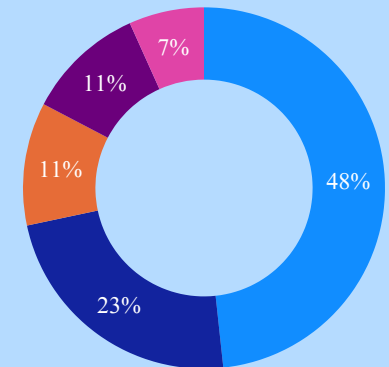
Energy Drink consume by Age

● 19-30 ● 31-45 ● 15-18 ● 46-65 ● 65+

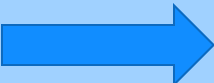


Top Marketing_channels

● Online ads ● TV commerc... ● Other ● Outdoor ... ▶

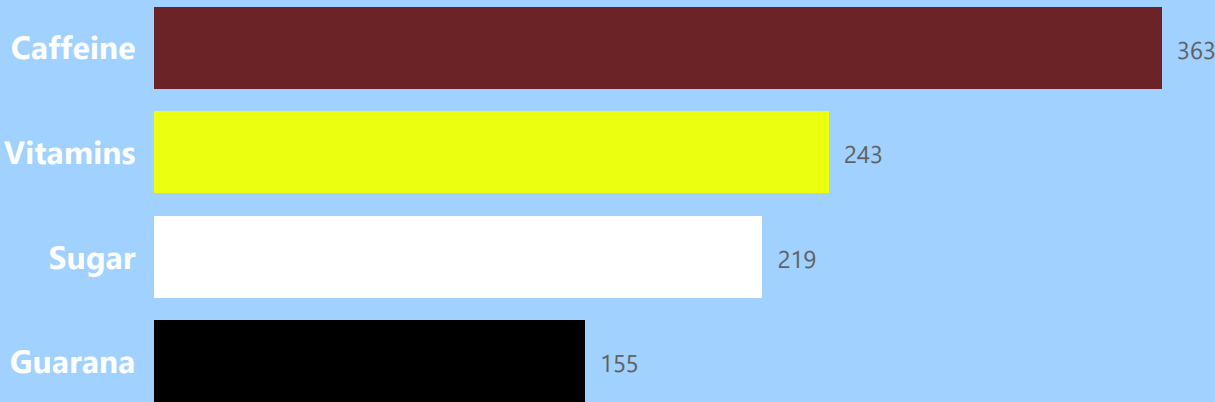


Consumer Preferences

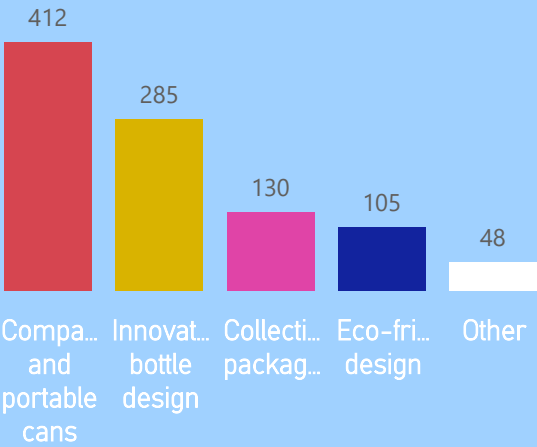


Caffeine gain more popular among the energy drink. Maybe the caffeine relieve stress more efficient.

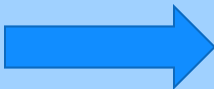
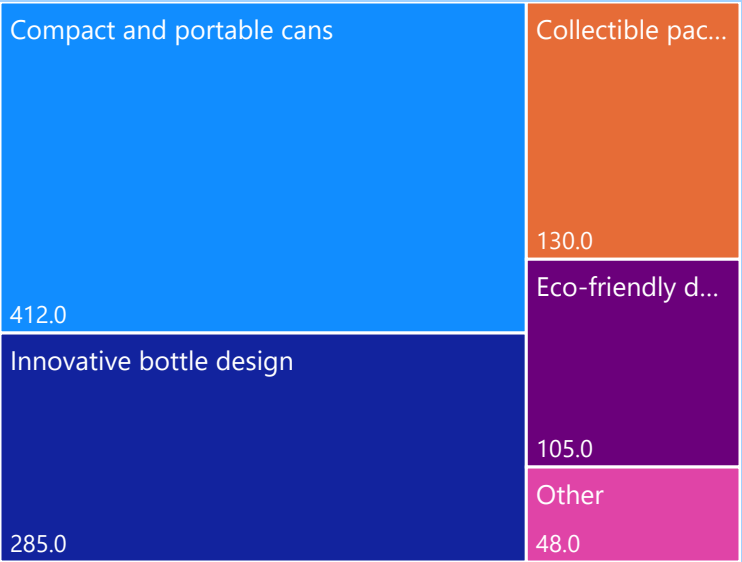
Favorable Ingredients



Most Packaging_preference



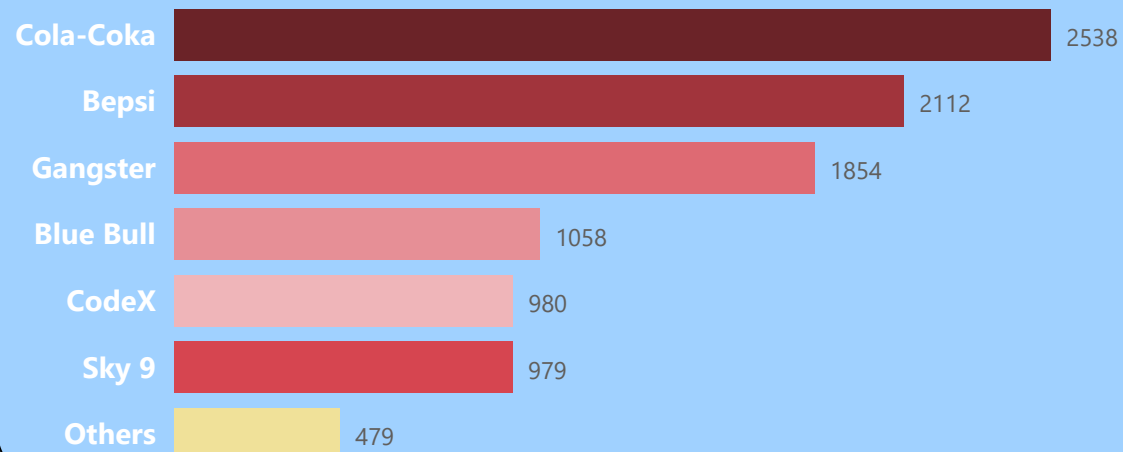
Most Packaging_preference



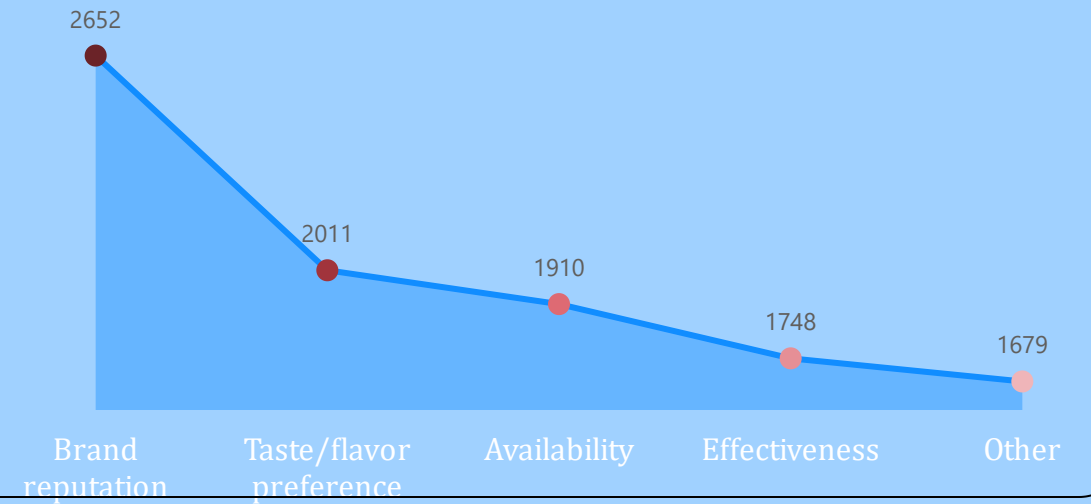
Most people preferred to buy Portable cans. may be it is easy to use and throw. Most people preferred to buy Portable cans. may be it is easy to use and throw.

Competition Analysis

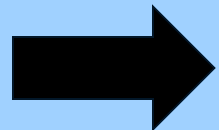
Top Brand



Reasons_for_choosing_brands



Cola-Coka and Bepsi has large numbers of consumers. hence it placed in top brands



The primary for buying those brands are due to their influence brand reputation they built over years

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flav
Bepsi	418	577	339	355	
Blue Bull	180	289	187	165	
CodeX	195	259	176	168	
Cola-Coka	510	616	433	448	
Gangster	339	511	338	309	

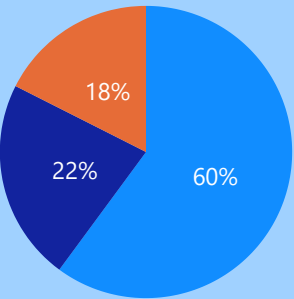
Brand penetration

our brand has neutral rating in any criteria. In Taste experience most of customer given 3 star and in Brand perception users given neutral reaction

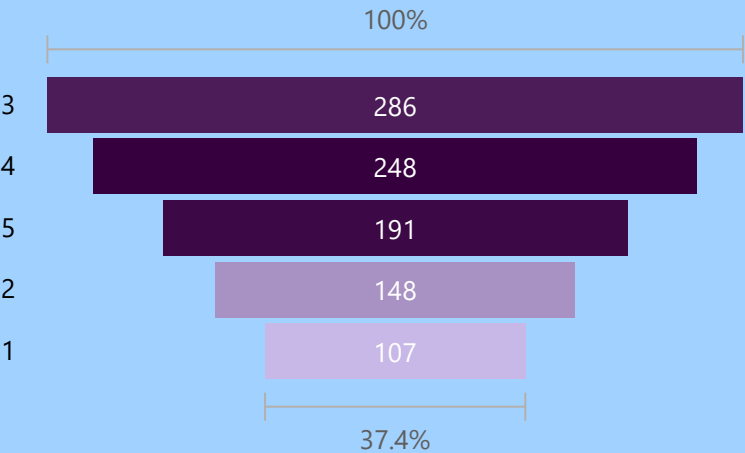
CodeX brand didn't leave any impression on customer

Brand perception

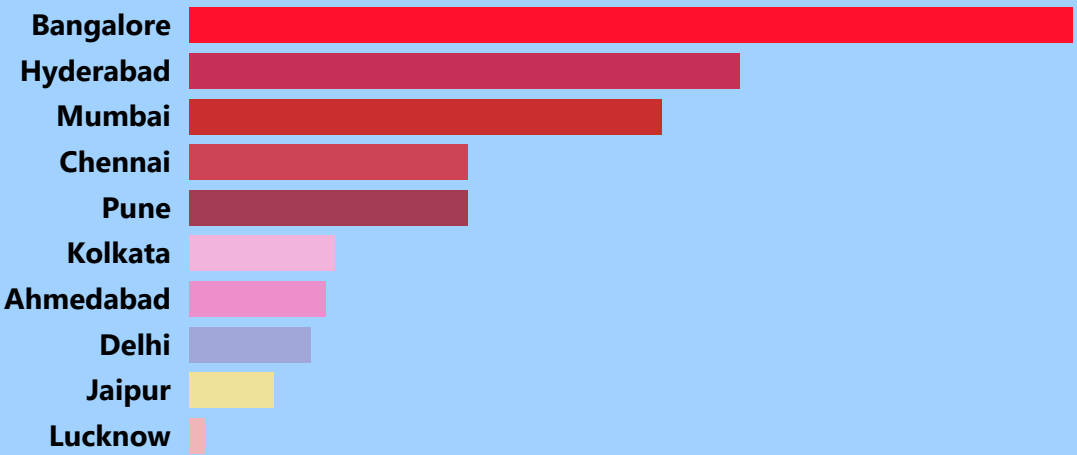
● Neutral ● Positive ● Negative



Taste experience



Top City

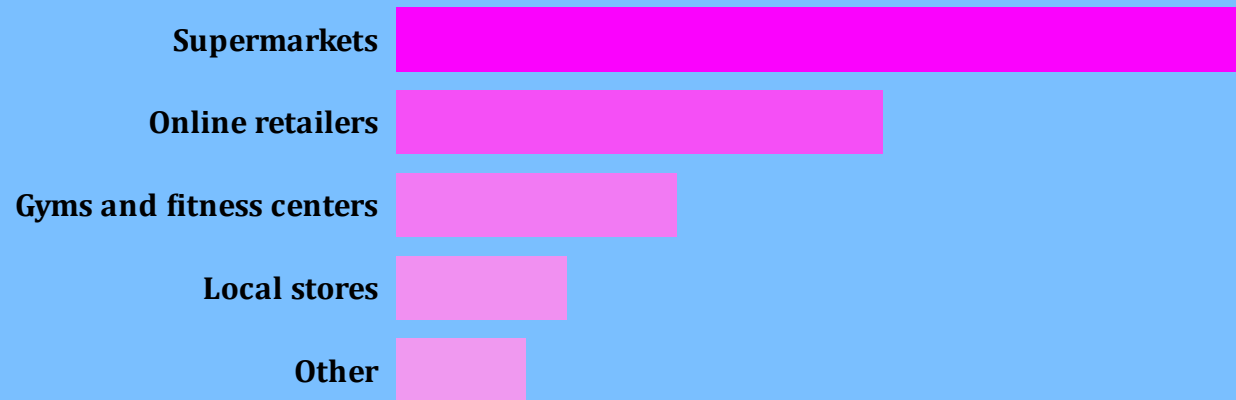


codeX brand doing very good at some major state like Bangalore Hyderabad and Mumbai we can develop our product in that states.

States like Delhi Jaipur and Lucknow doing very bad process we need to focus in these states and maybe be can introduce some offers and advertise in these areas

Purchase behavior

Top Purchase_location



most of customer buys energy drink from Supermarket

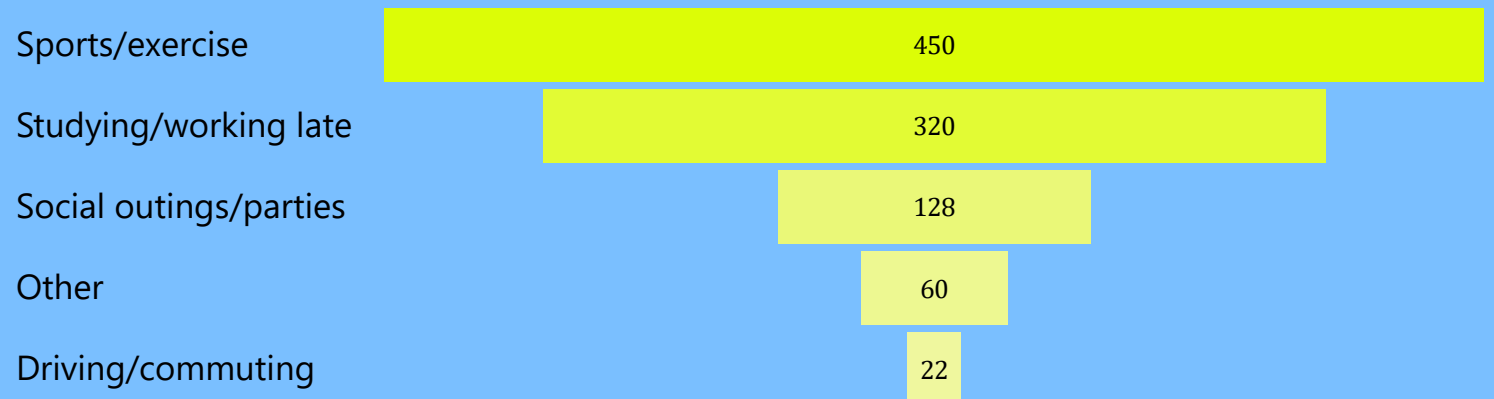
maybe super market is easy for access the customer

supermarket maybe convenient for the customer to shop then any other platform

most of customer drink when they are doing Sports/Exercise.

maybe while exercise they lose more energy to do fulfill that lost energy they need supplements

Typical_consumption_situations



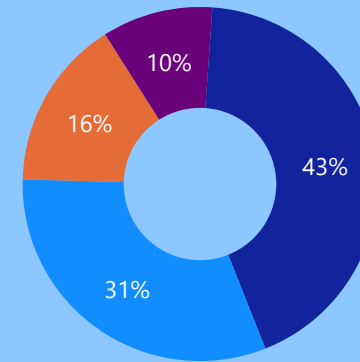
factors Influence respondent's purchases decisions

Price play a major role in decision in buying a brand. As the pie chat show 43% buy if the price is below 100 as the price increase the buyers decreased

limited package shown no effect for decision of buying the brand

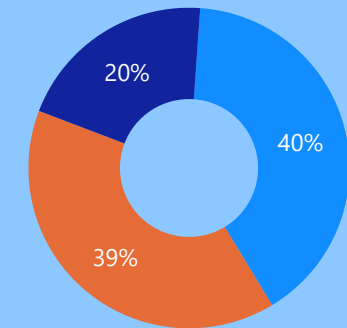
Purchased by Price

● 50-99 ● 100-150 ● Above 150 ● Below 50



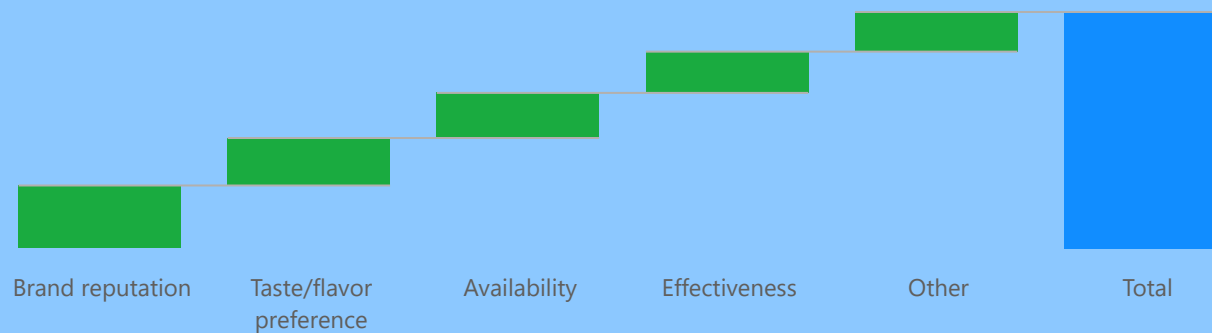
Purchased by limited_edition_packaging

● No ● Yes ● Not Sure



Consume_reason

● Increase ● Decrease ● Total



Ultimate decision of buying the brand come from the brand influence and taste there the major role in buying brand


Product Development

Top Reasons_for_choosing_brands



As the statics show most customer buy the product based on Brand Reputation.

Codex should be focused on brand Reputation as most customer buy product on this ceritaria

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 Ask a question about your data



Try one of these to get started



Recommendation

- ➡ The Major focus should be brand improvement and taste because average rating of CodeX brand is 3-star and taste quality is neutral that shows CodeX brand didn't leave any impression on audiences
- ➡ CodeX has to limit their prices below 100rs as a major of people will buy product if prices are below 100rs as the price increase the customers rate will drastically decrease
- ➡ The target audience will be adult male. Most of consumers on brand are adult male as they occupy 60% of consent were adult.
- ➡ online ads should be major marketing campaigns as most of adult were addicted to social media and online marketing will be most beneficial and highly viewed
- ➡ our major focus should be in major cities like Delhi and Lucknow it has least amount of customers may be by realizing new offers and decreasing prices will give an effective result in those major states