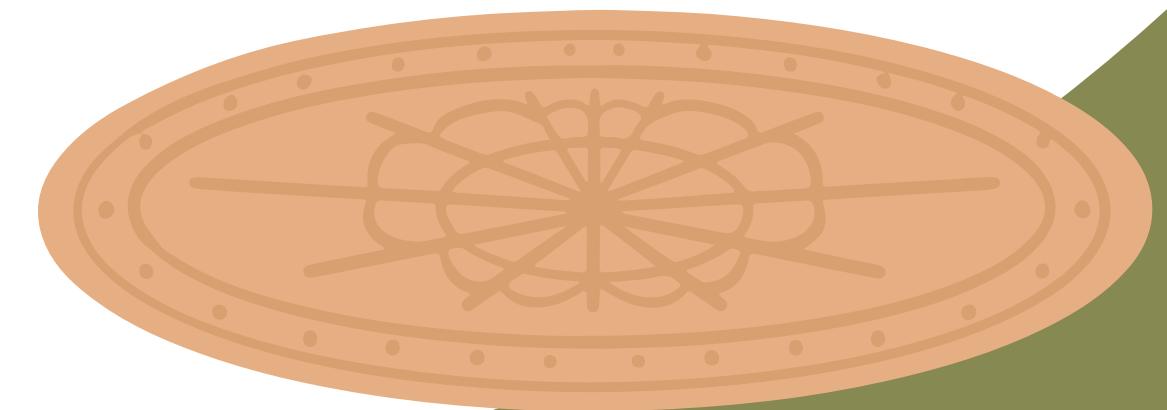
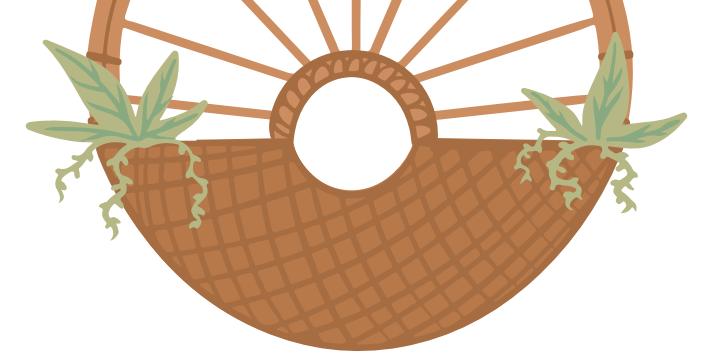


# CODEX

Food & Beverage Industry  
Resume Project Challenge

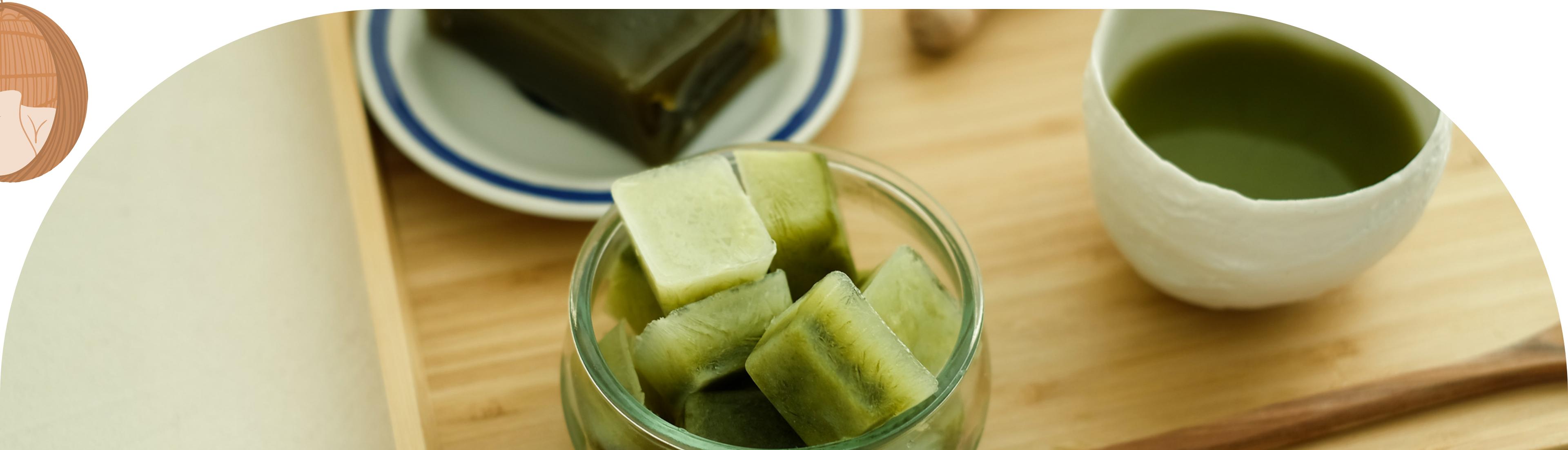


Designed & Presented by :  
**Pranjal Barve**



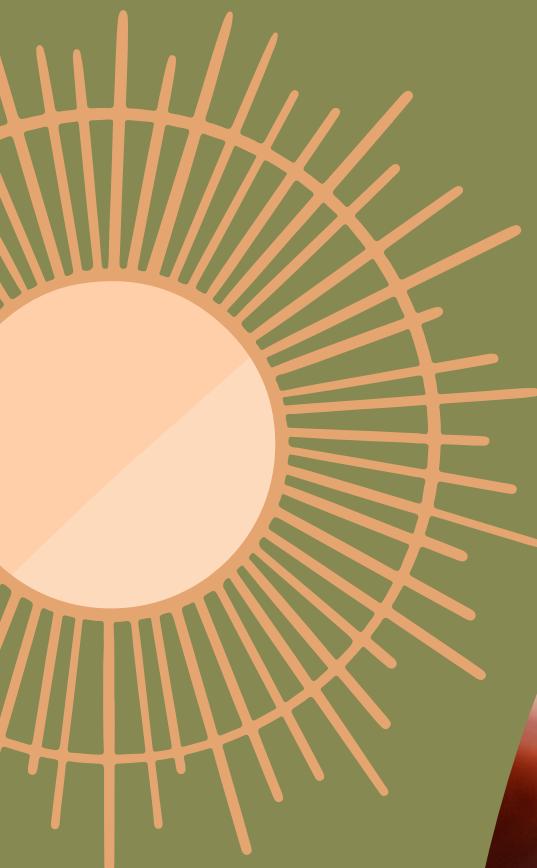
# Agenda

- About
- Background
- CodeX Markets
- Input Data
- Operating Cities
- Insights
- Visualizations
- Recommendations



# About

CodeX is a German beverage company that is aiming to make its mark in the Indian market.



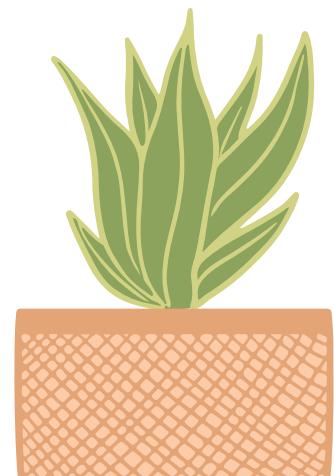
# Background

A few months ago, they launched their energy drink in 10 cities in India. With the launch of new energy drink , they conducted a survey in around 10 cities and received results from 10k respondents The marketing team is now aiming at increasing brand awareness, market share, and product development.



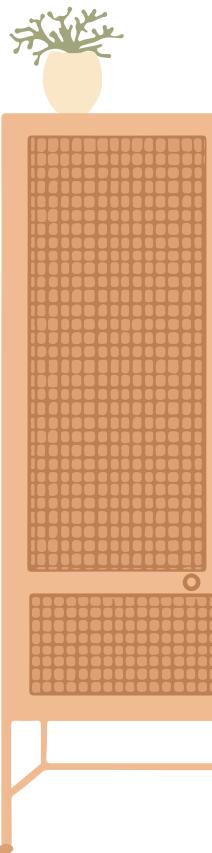
# Objective

Convert the survey results to meaningful insights through dashboard which the team can use to drive actions.



# Approach

Run a SQL query to find the insights convert it into visualizations and present the insights to the stakeholders



# THE FUTURE OF THE INDIAN ENERGY DRINK MARKET

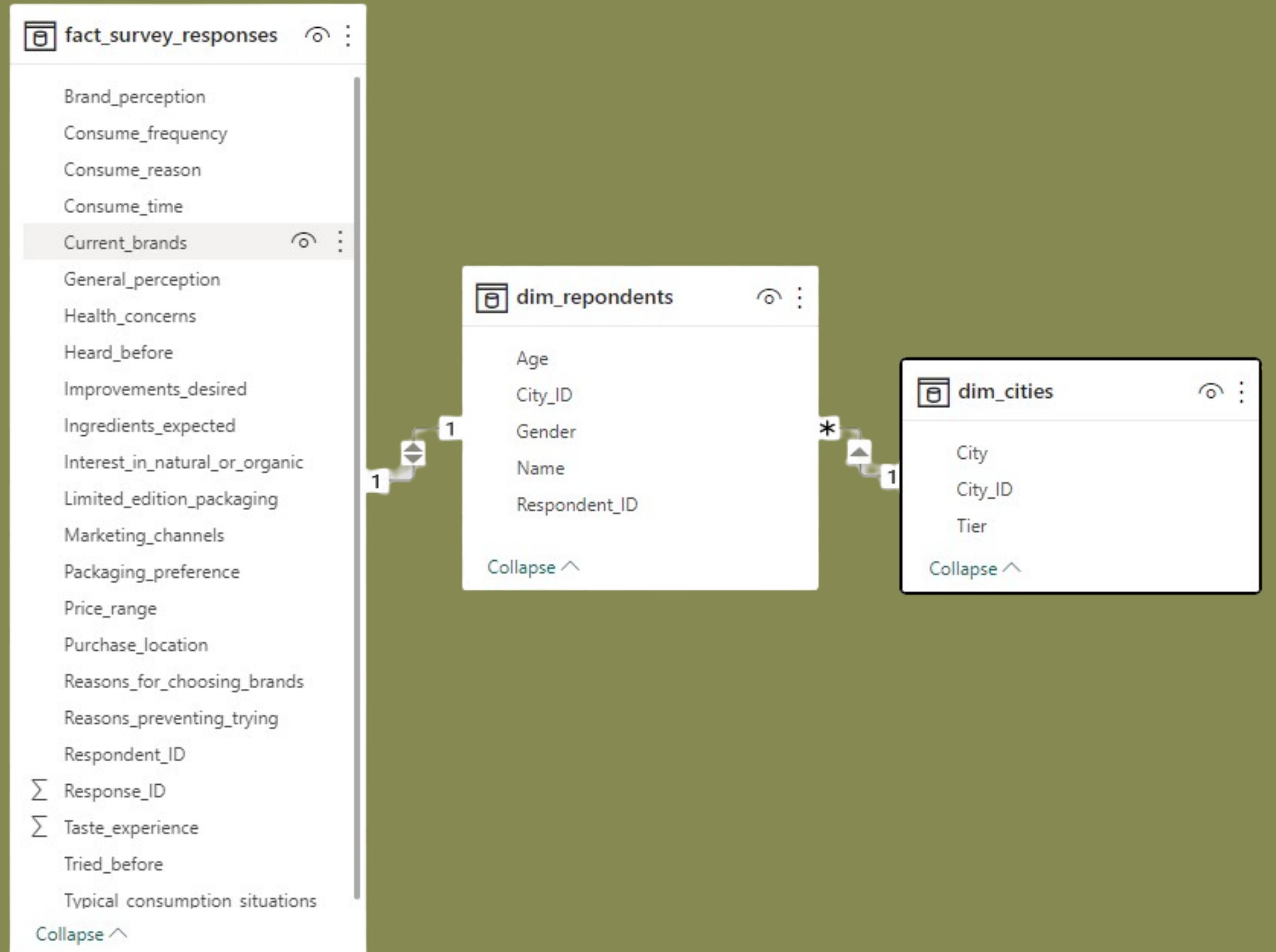
- 1 The Indian energy drink market is estimated to be worth ₹3,500 crore in 2023
- 2 Market size is expected to reach ₹5,280 crore by 2027
- 3 Expected to grow at a CAGR of 6.36% from 2023 to 2027
- 4 Key points regarding the market growth
  - Increasing Consumer Demand
  - Expanding Distribution Channels
  - Marketing and Branding Initiatives
  - Shift towards Healthier Options
  - Rising Disposable Income and Urbanization



CodeX  
Market



# GETTING FAMILIAR WITH THE INPUT DATA



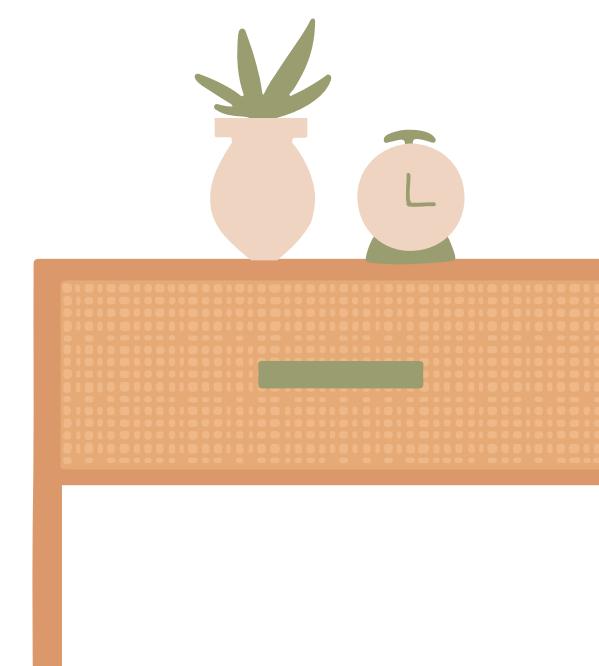
Input data consists of survey responses data , along with two dimension tables respondents and cities





# Operating Cities

These are the following cities where CODEX has established their brand



## ABOUT SURVEY

The survey was conducted across the 10 cities, recorded the response from 10k respondents. Following are some of the survey questions which had to be answered from the options given for each of them. The objective is to convert the survey results into meaningful insights which the marketing team can use to drive actions

- What is your age group?
- Which energy drink brands do you currently consume or prefer?
- Which city in India do you reside in?
- How often do you consume energy drinks?
- What ingredients do you expect in an energy drink?
- What are the main reasons for consuming energy drinks?
- Which marketing channels or platforms do you often come across energy drink advertisements?
- What type of packaging or bottle design would attract you to purchase an energy drink?
- What is your perception of energy drinks in general?
- .Have you heard of our energy drink before today?
- Which energy drink brands do you currently consume or prefer?
- What are the reasons for choosing those brands over others?
- What improvements would you like to see in energy drinks currently available in the market?
- Where do you typically purchase energy drinks?
- In which situations or activities do you typically consume energy drinks?

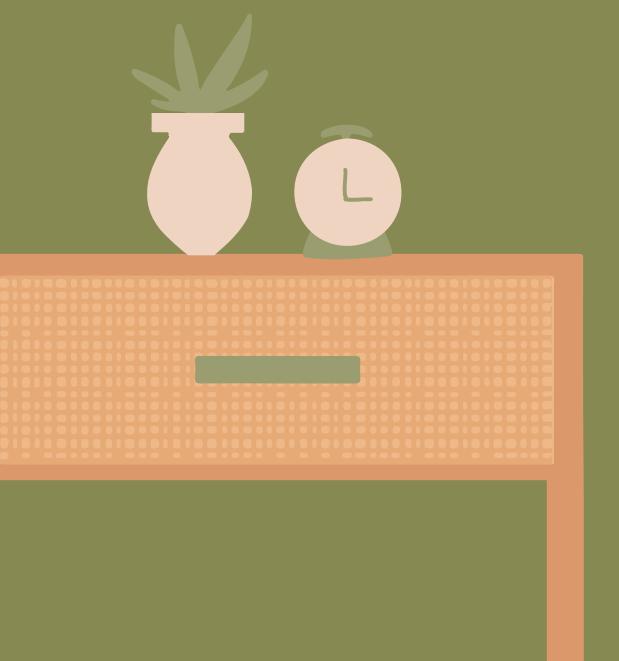


CodeX  
Market



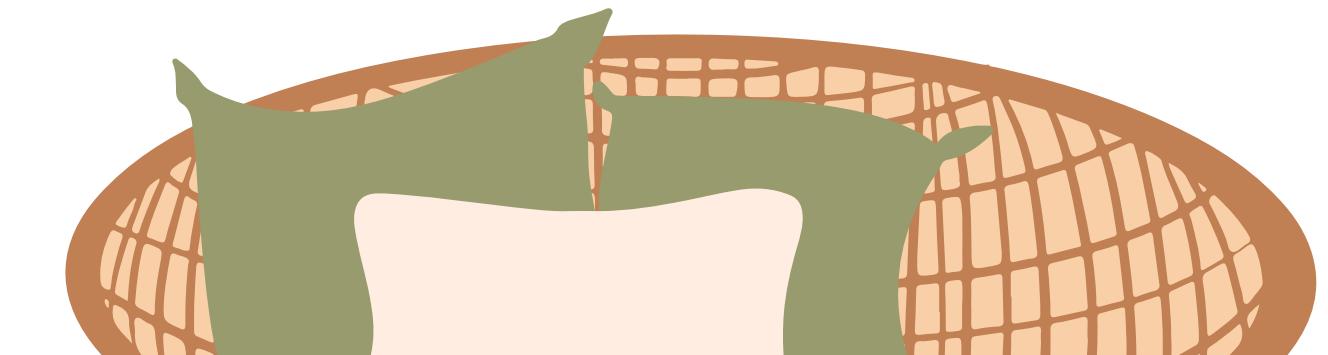
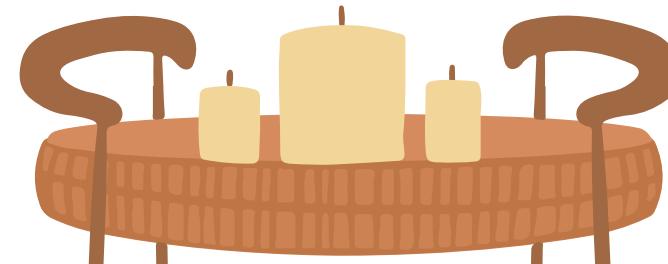
# Insights

- Demographic Insights
- Consumer Preferences
- Competition Analysis
- Marketing Channels & Brand Awareness
- Brand Penetration
- Purchase Behaviour
- Product Development



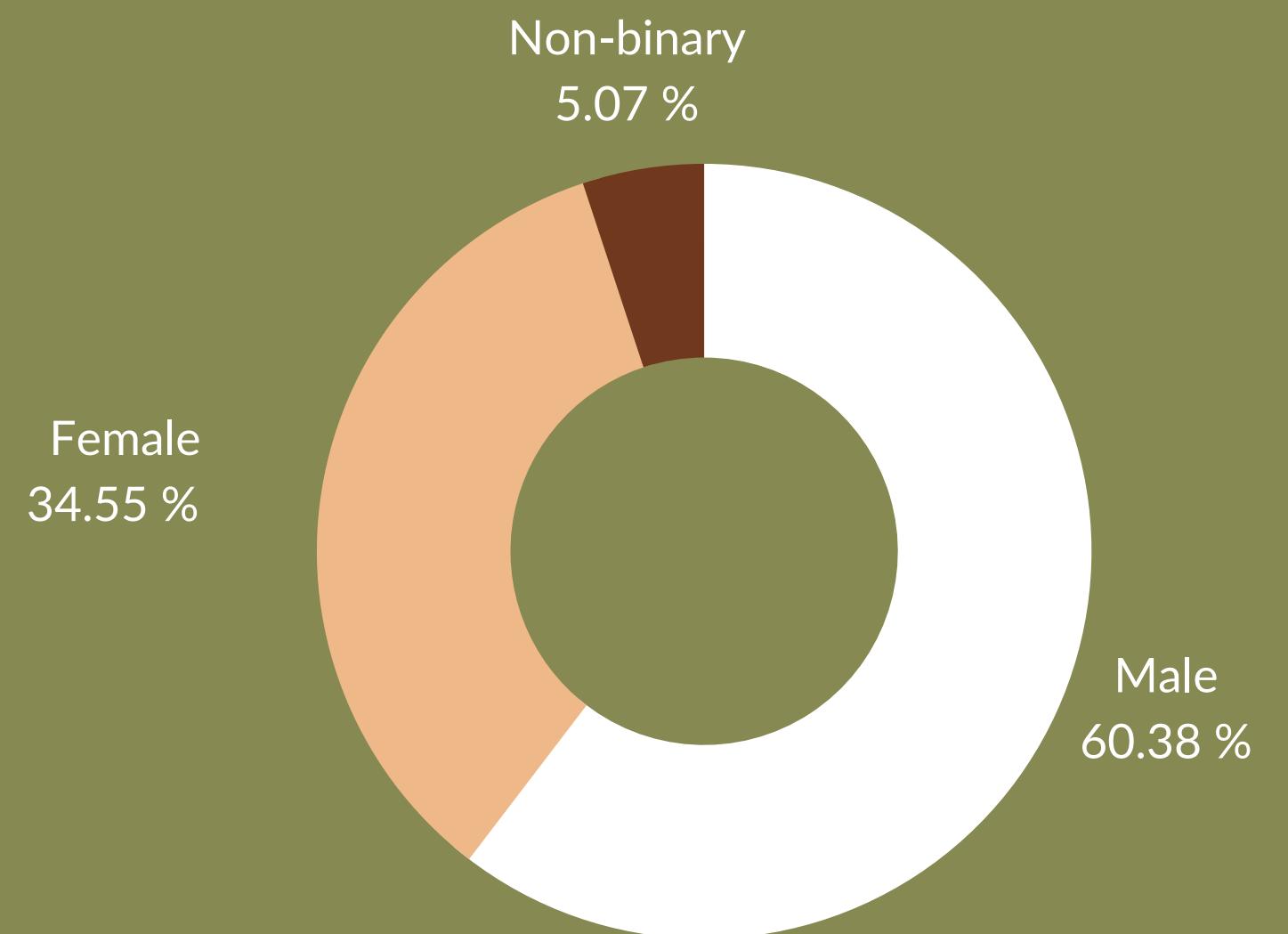


# Demographic Insights



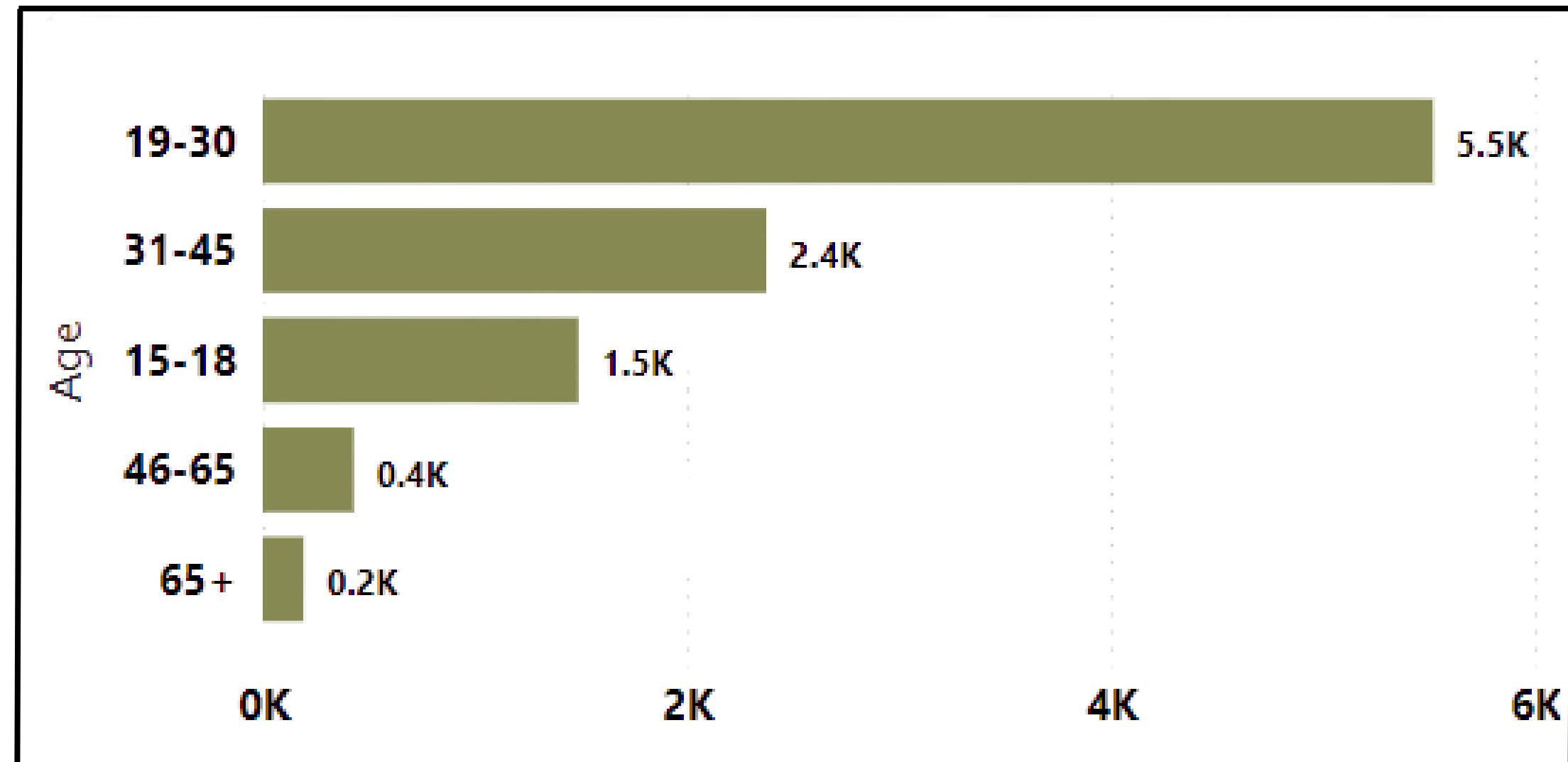
# Gender Distribution of Respondents

10K Respondents



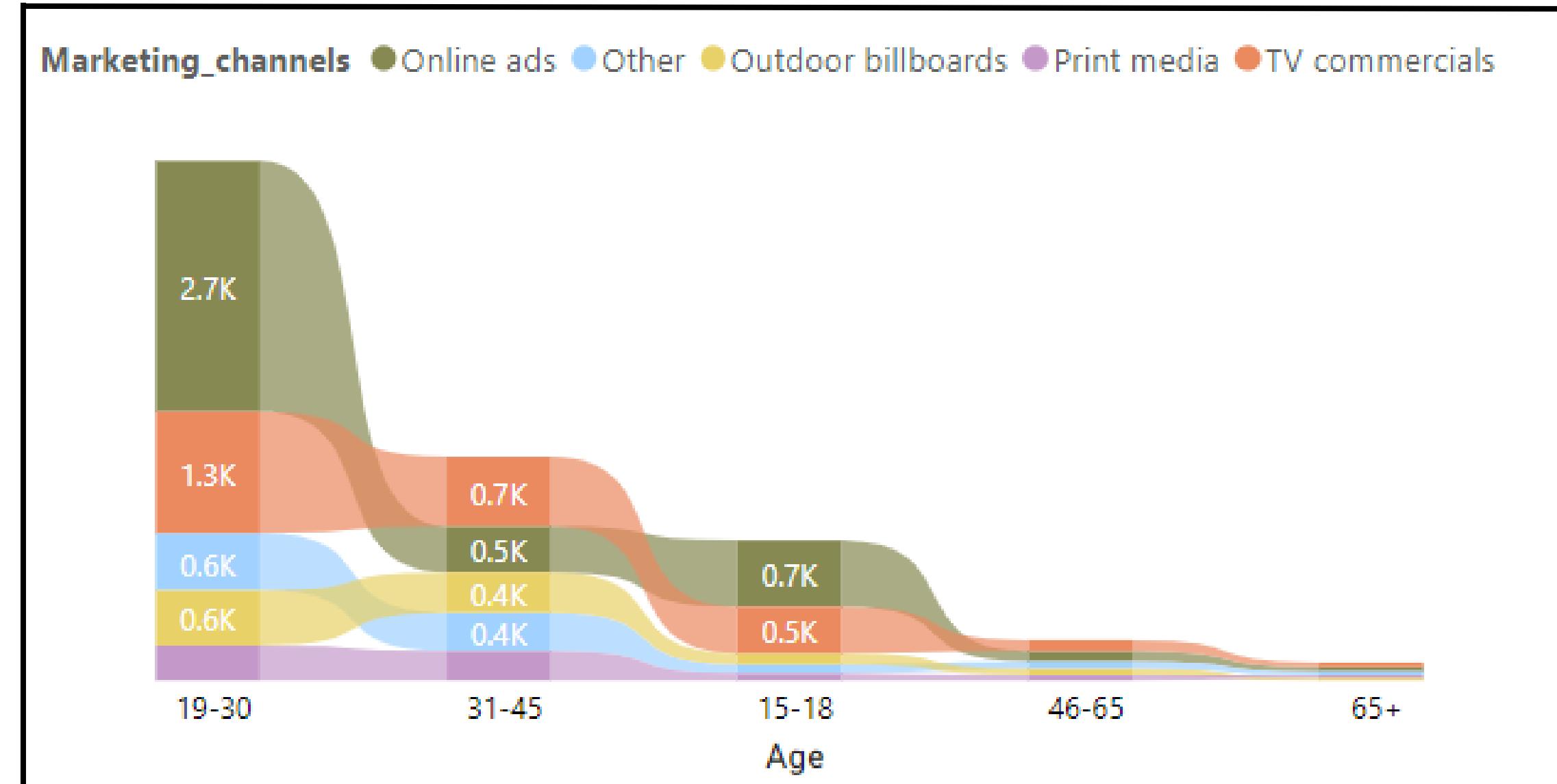
Around 60% of consumers are MALE followed by Female & then Non-Binary

# Age Groups



19-30 age group is accounted for highest number of consumers

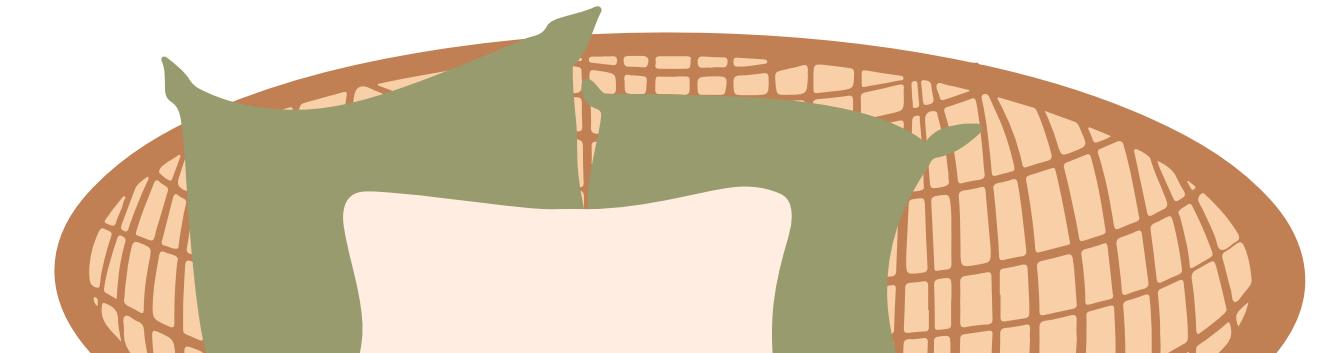
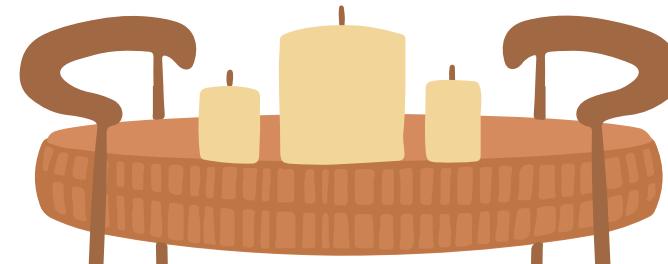
# Marketing Strategy



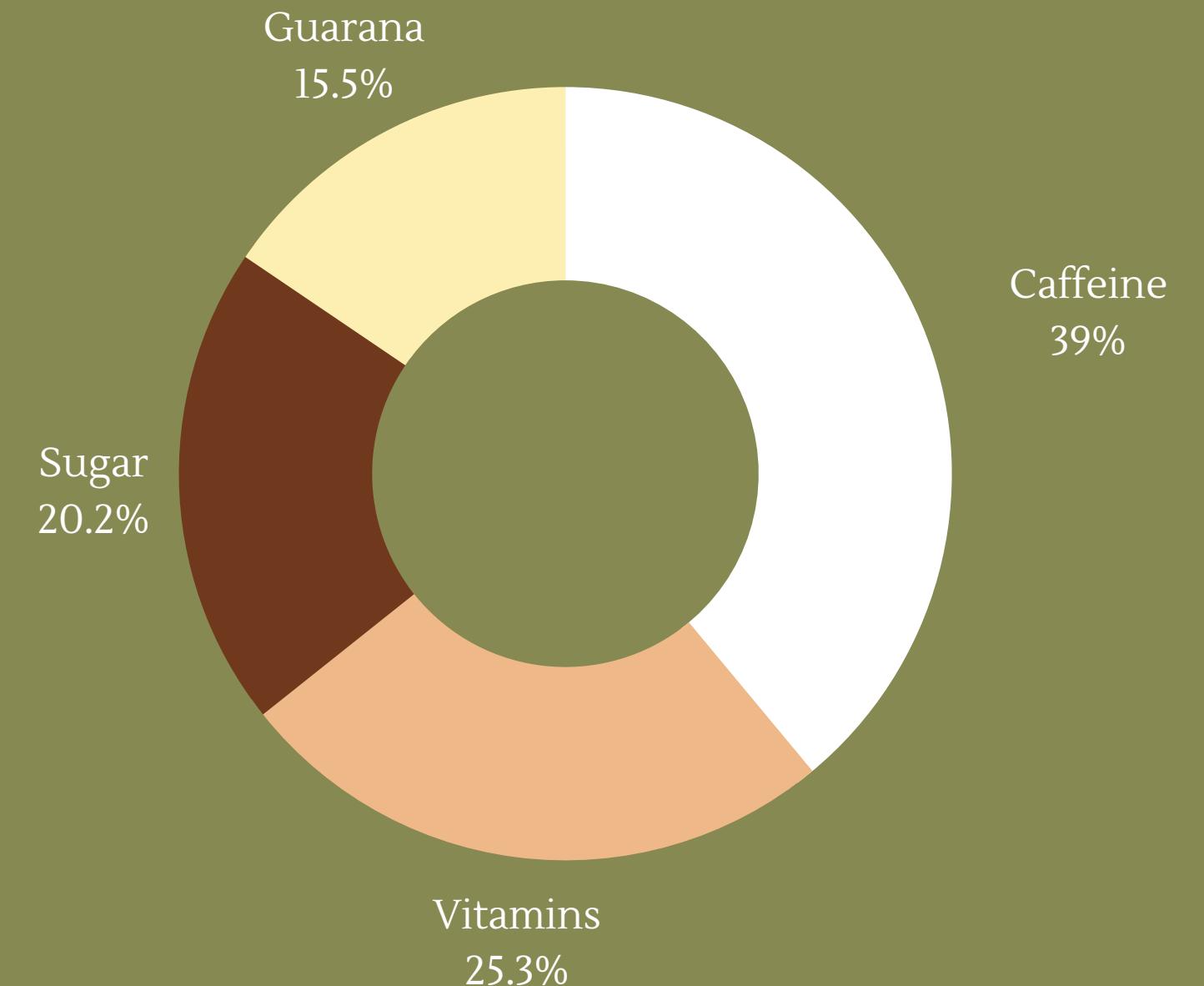
Online ads reaches most to the age group 19-30 (youth) followed by TV commercials for other age groups



# Consumer Preferences

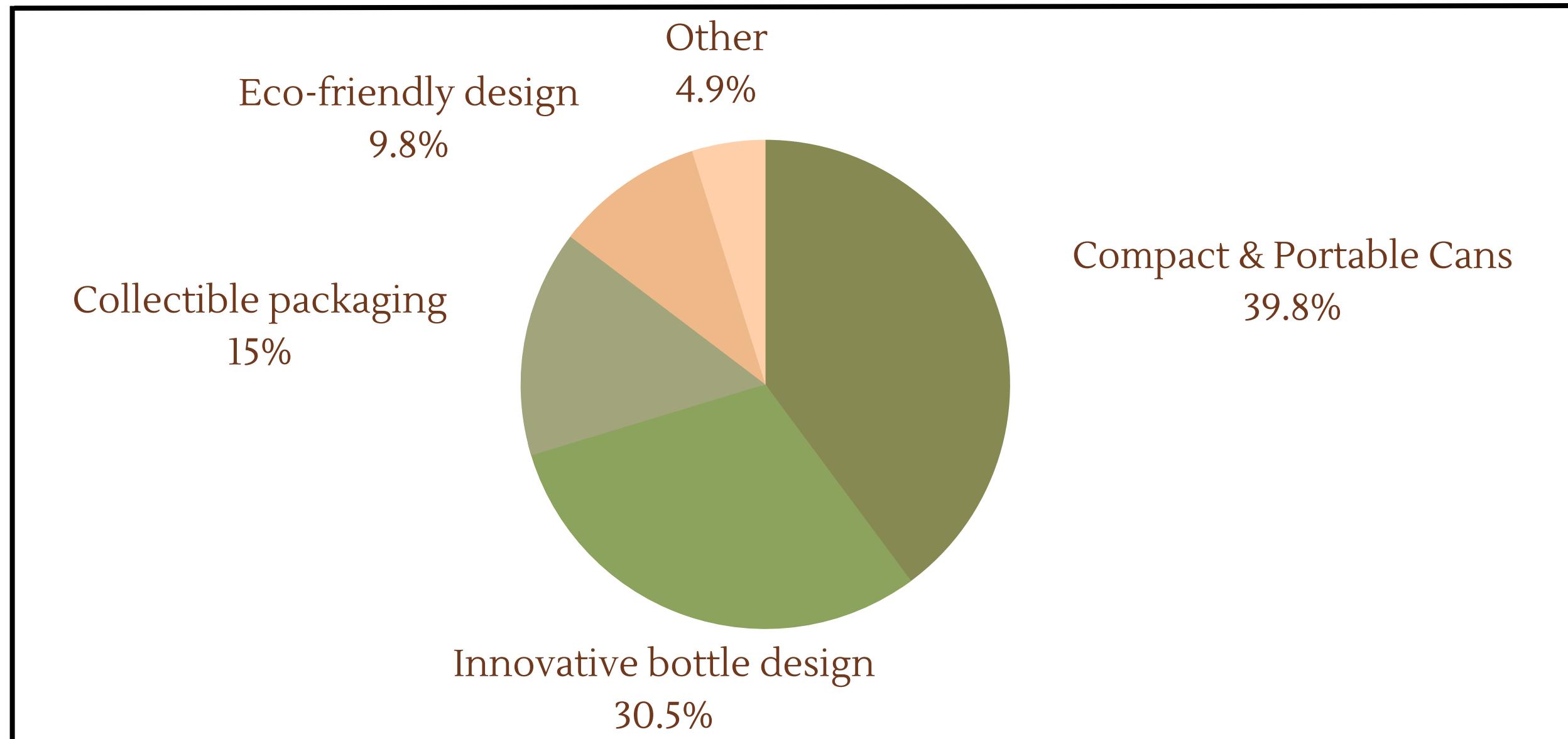


# Preferred Ingredients



Caffeine is the most preferred ingredient in energy drinks which is around 39 % followed by Vitamins, Sugar & Guarana

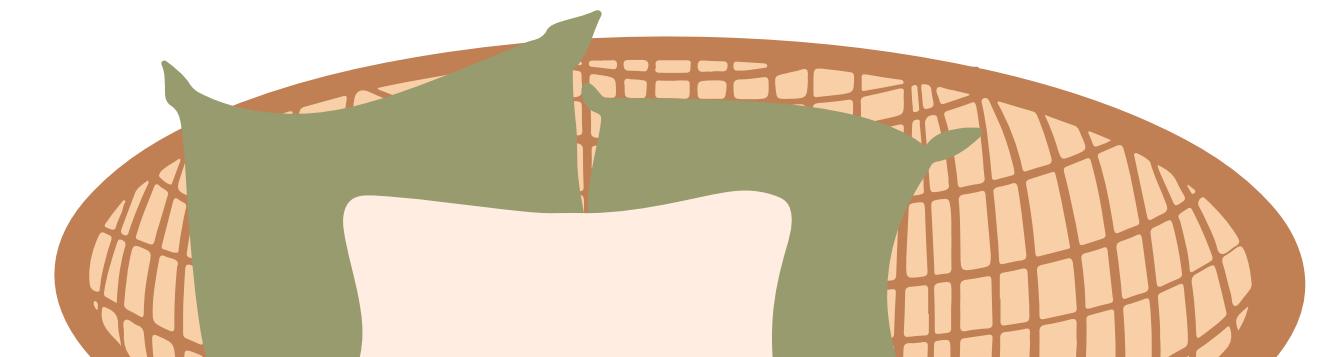
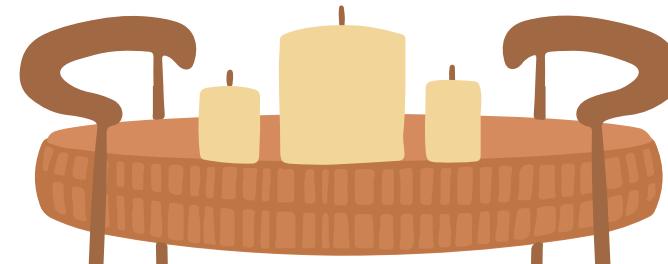
# Packaging Preferences



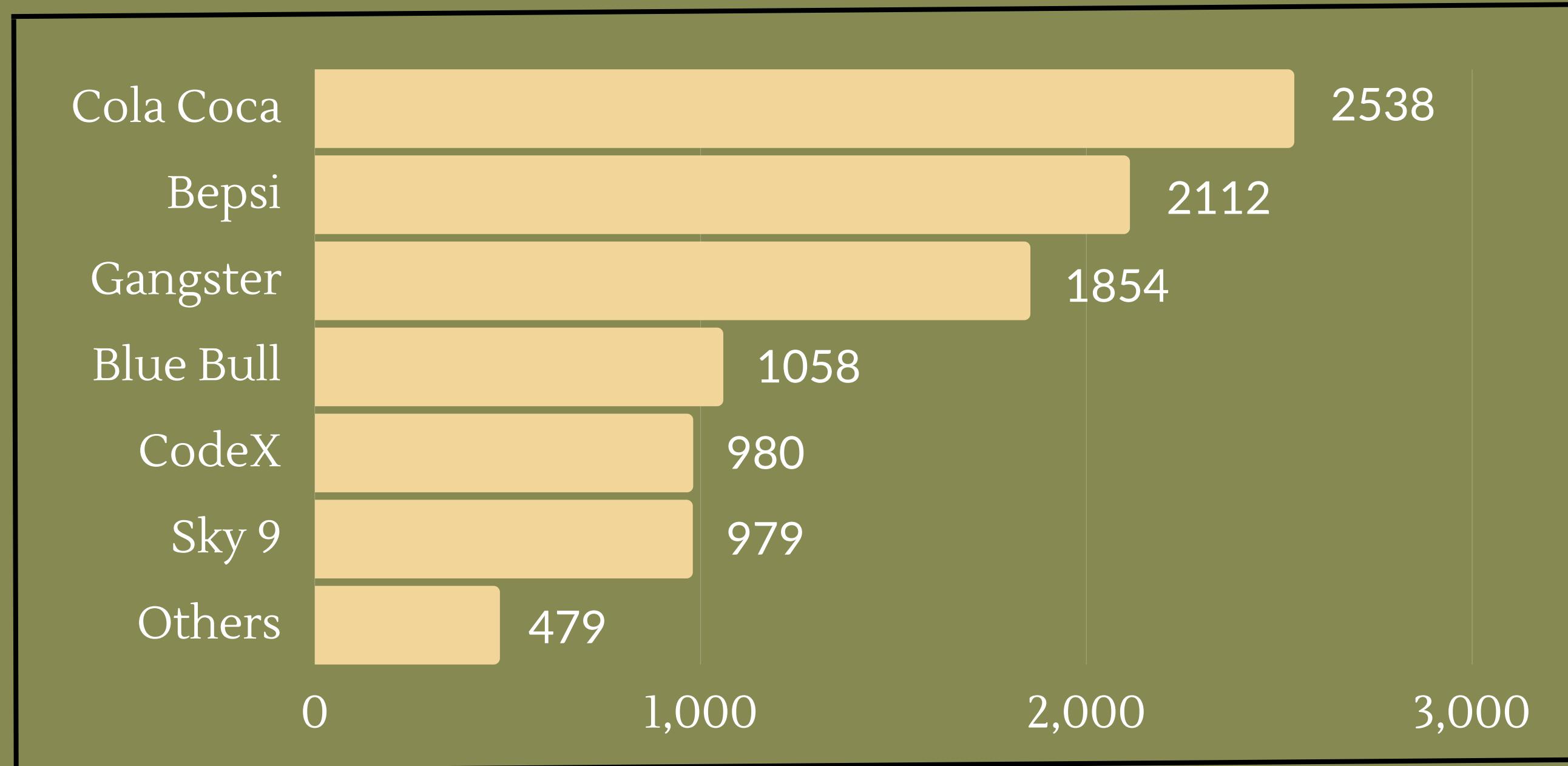
39.8 % of respondents prefer Compact & Portable Cans as they are light weight & easy to hold



# Competition Analysis



# Market Leaders



Cola Coca acquires 1/4 th of the energy drinks market followed by Bepsi & Gangster. Whereas Codex stands at 5th position in the market

# Primary Reasons consumers prefer Other brands over CodeX

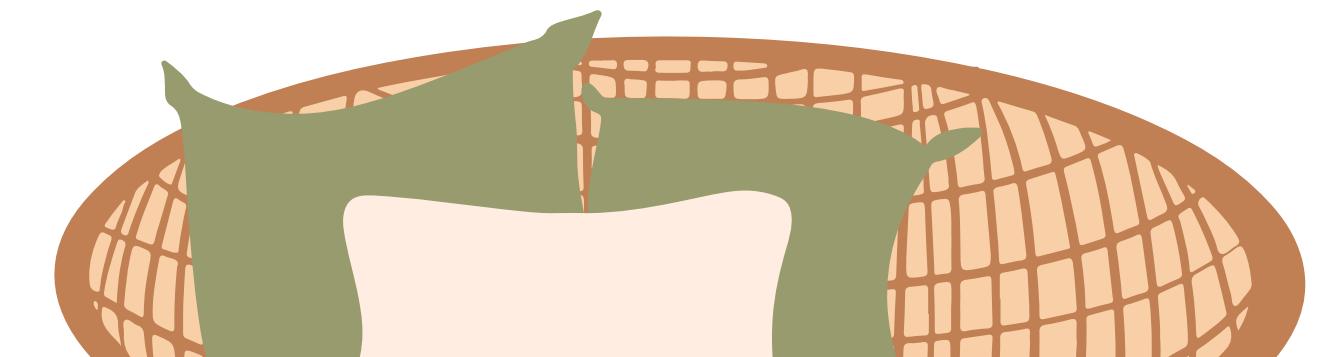
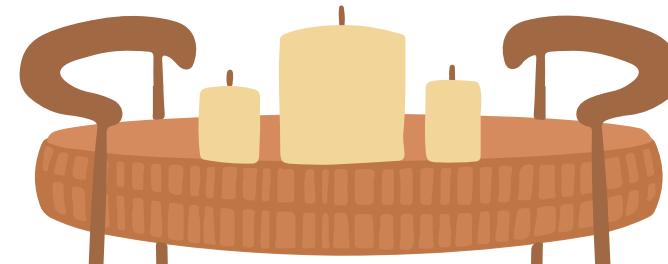
Reasons_for_choosing_brands	No of Respondent
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679
<b>Total</b>	<b>10000</b>



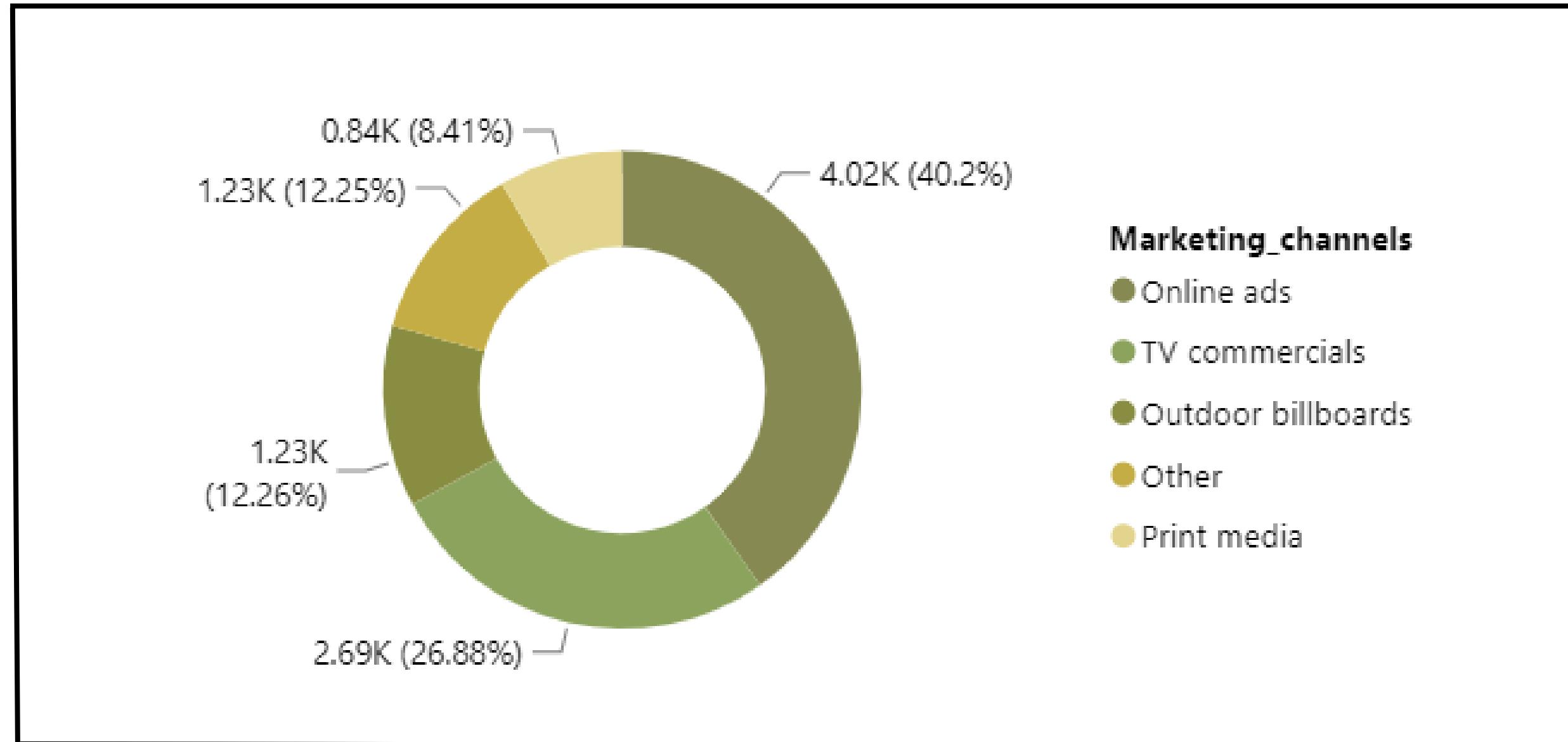
26.5 % of respondents rely on Brand Reputation as the brand name is an important factor to represent a brand, so it is one of the major primary reasons followed by taste/flavor preference & Availability



# Brand Awareness

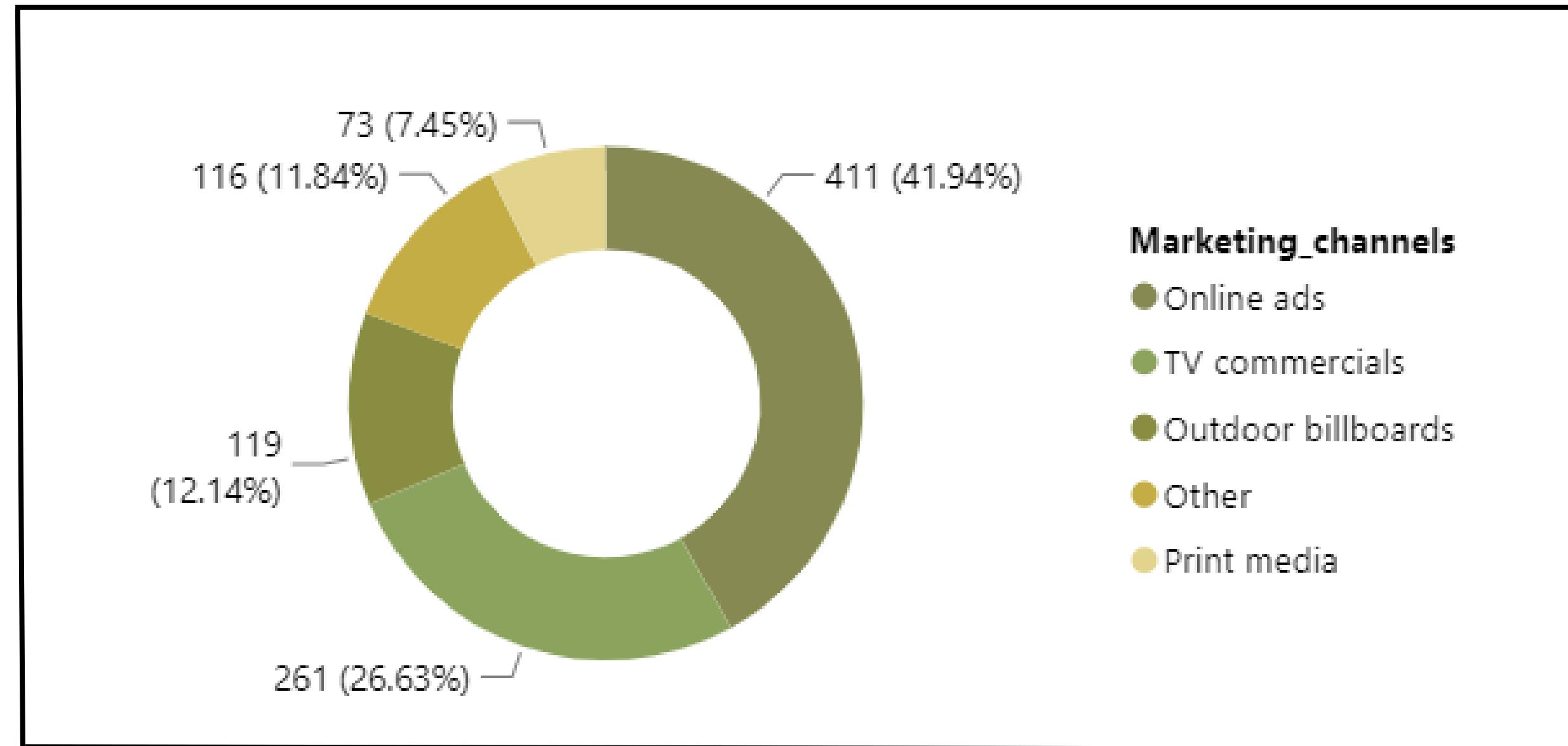


# Marketing Channel for other Brands



Online ads is the most reachable channel across all age groups which is around 40.2%

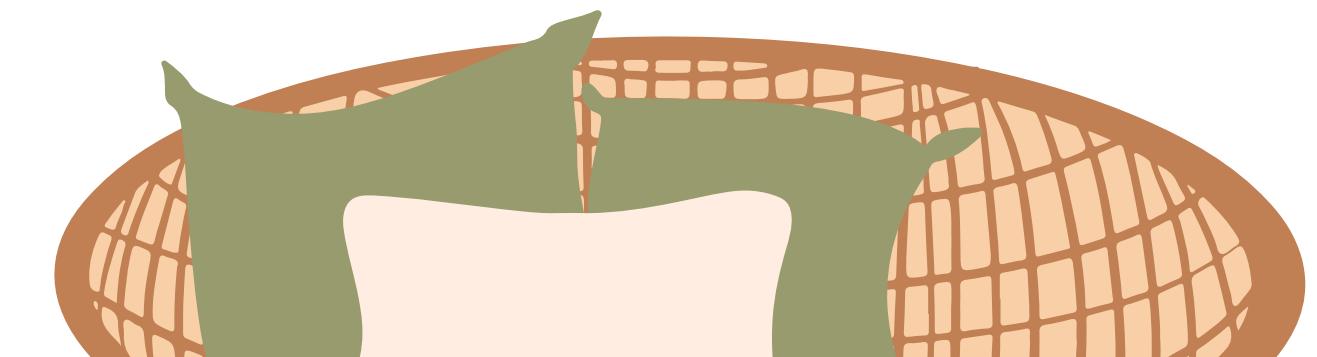
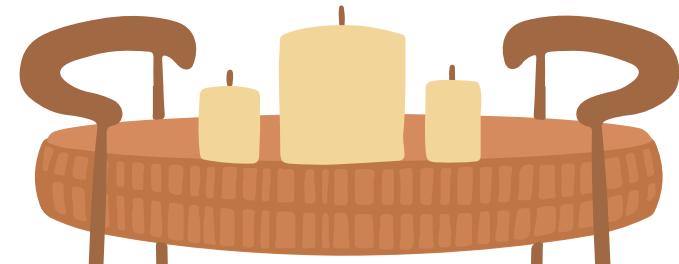
# Marketing Channel for CodeX



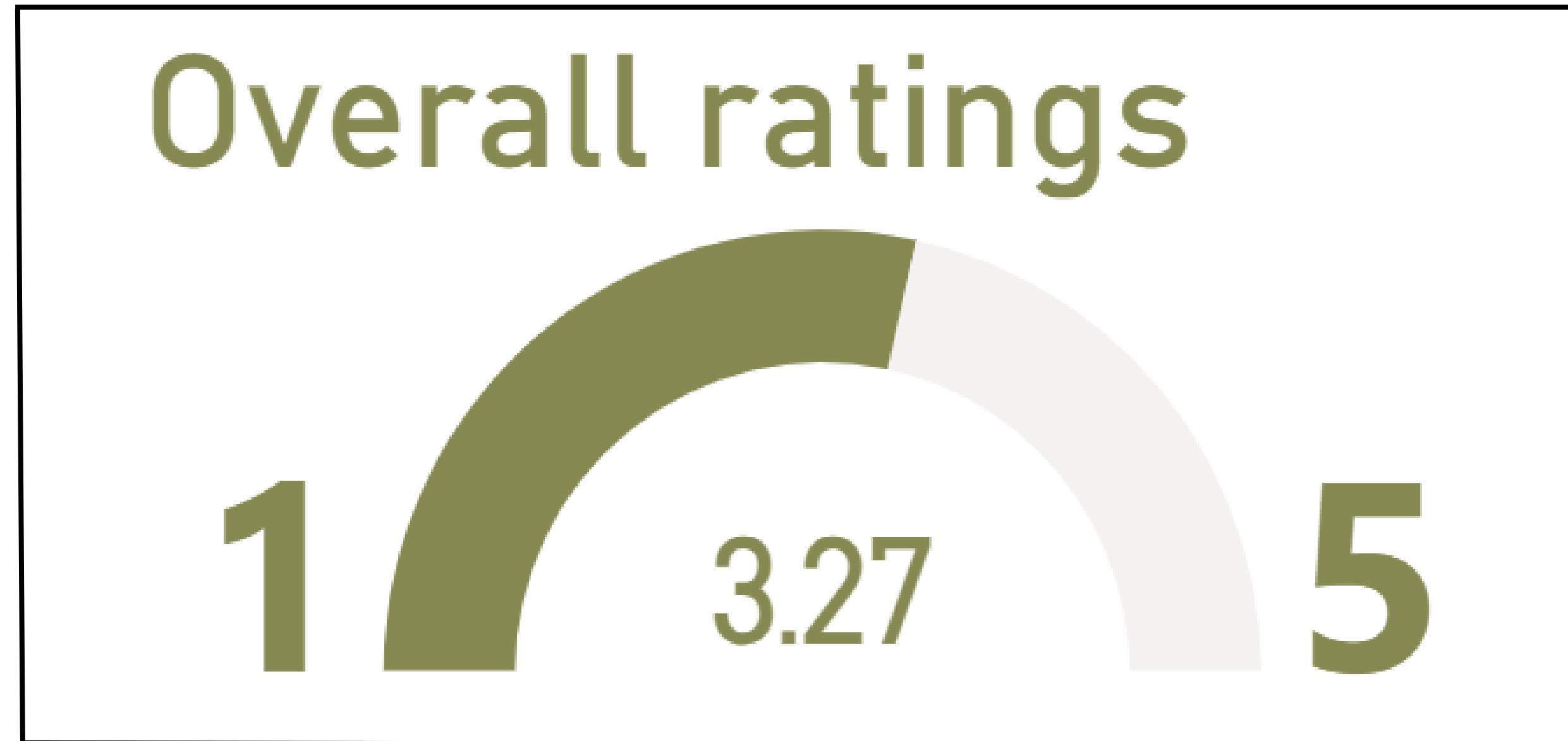
Around 42 % of consumers get to know about energy drinks through Online Ads. CodeX needs to improve its online visibility in order to attract more customers



# Brand Penetration



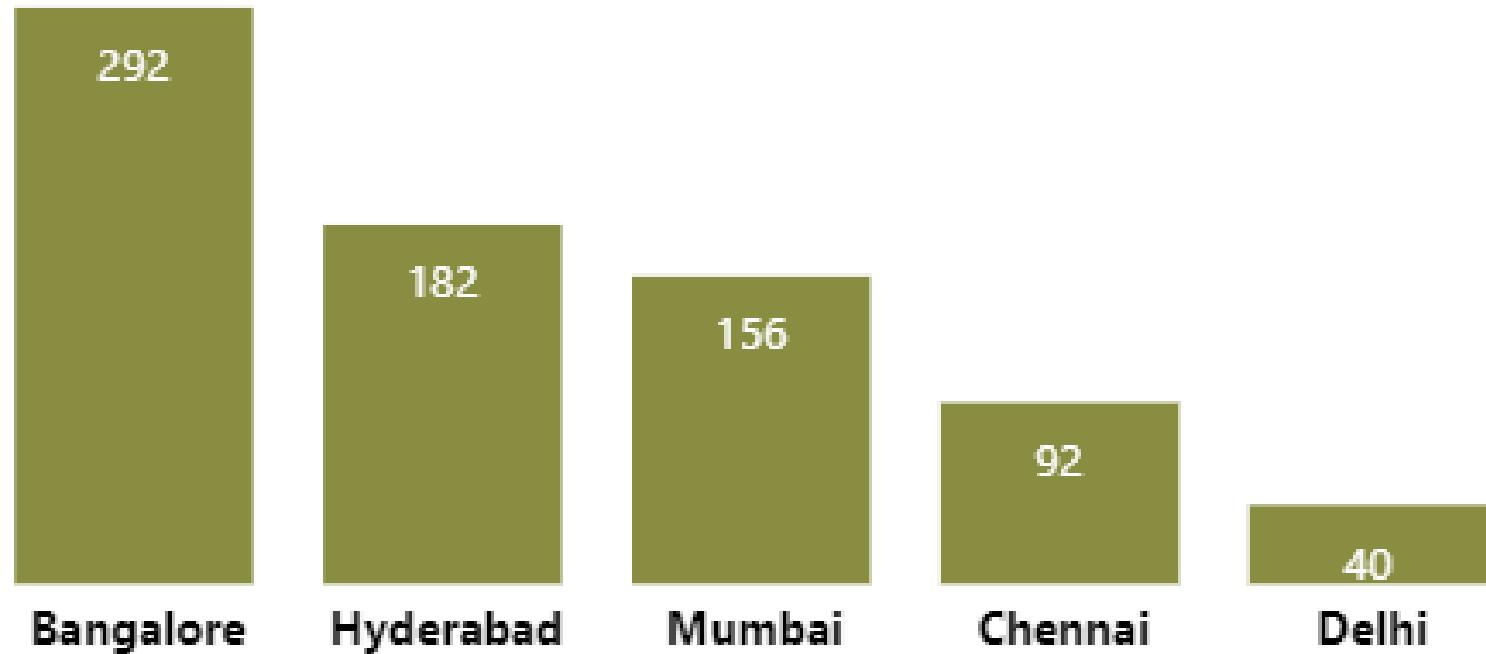
# Overall rating for Codex



The consumers who have already tried Codex gave an average rating of 3.27. This means Codex should work on improving its taste and also consider other health factors

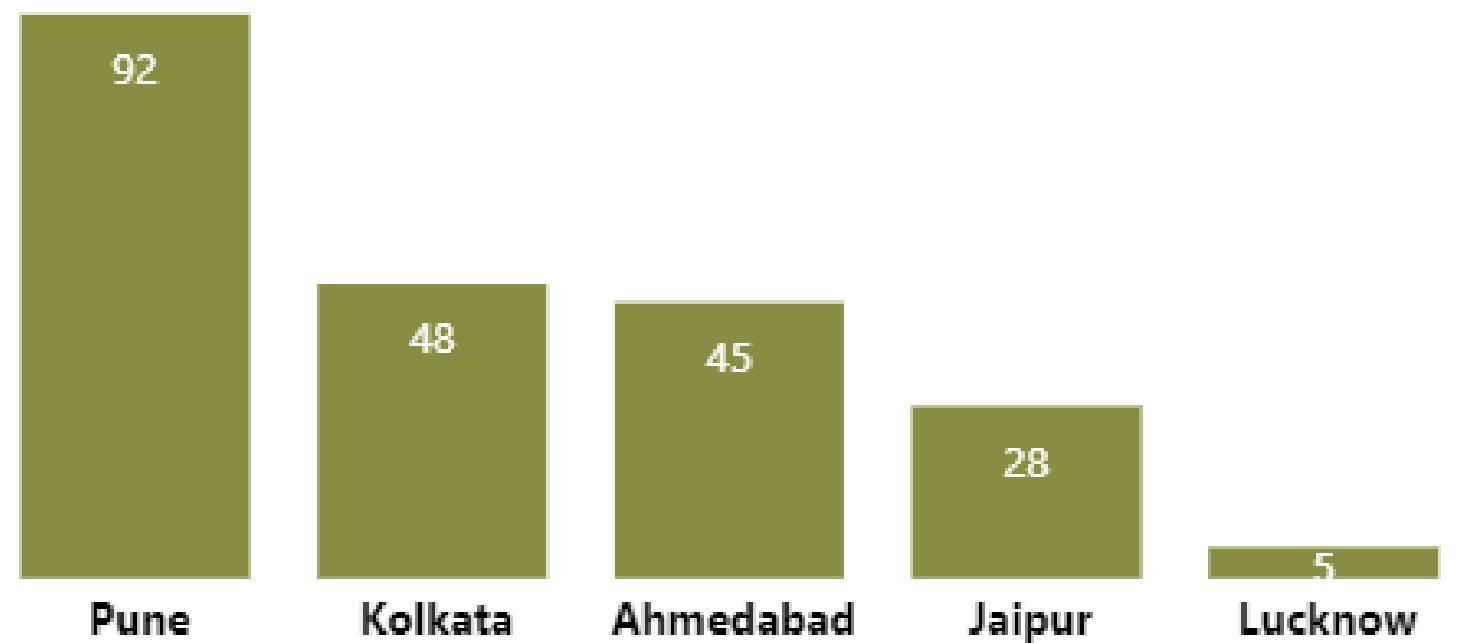
# Cities needed to be Focused

Not heard before by city in Tier 1



Cities we need to focus in Tier 1 are Bangalore, Hyderabad, Mumbai, Chennai, and Delhi.

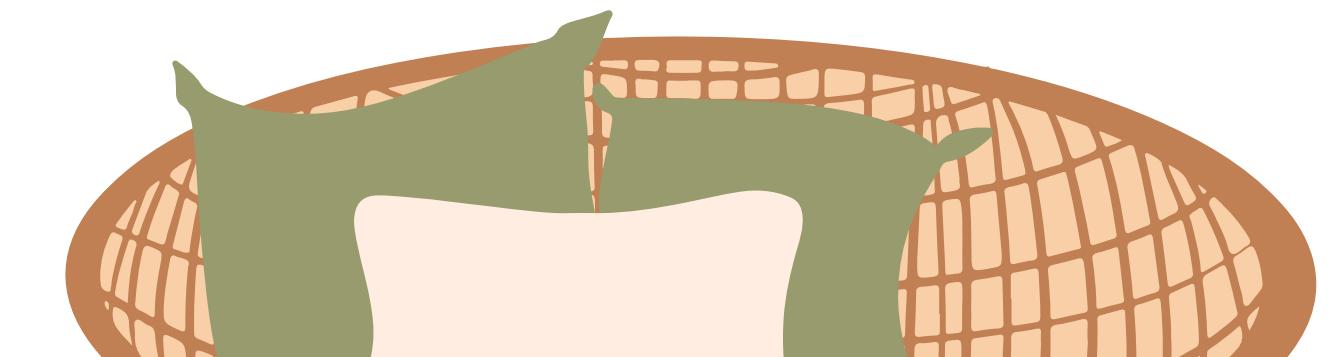
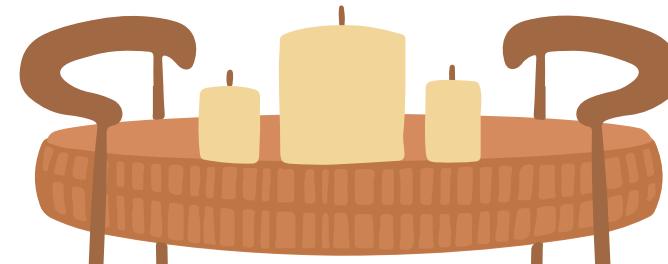
Not heard before by city in Tier 2



 In Tier 2 we need to focus on Pune, Kolkata, Ahmedabad, Jaipur and Lucknow



# Purchase Behaviour

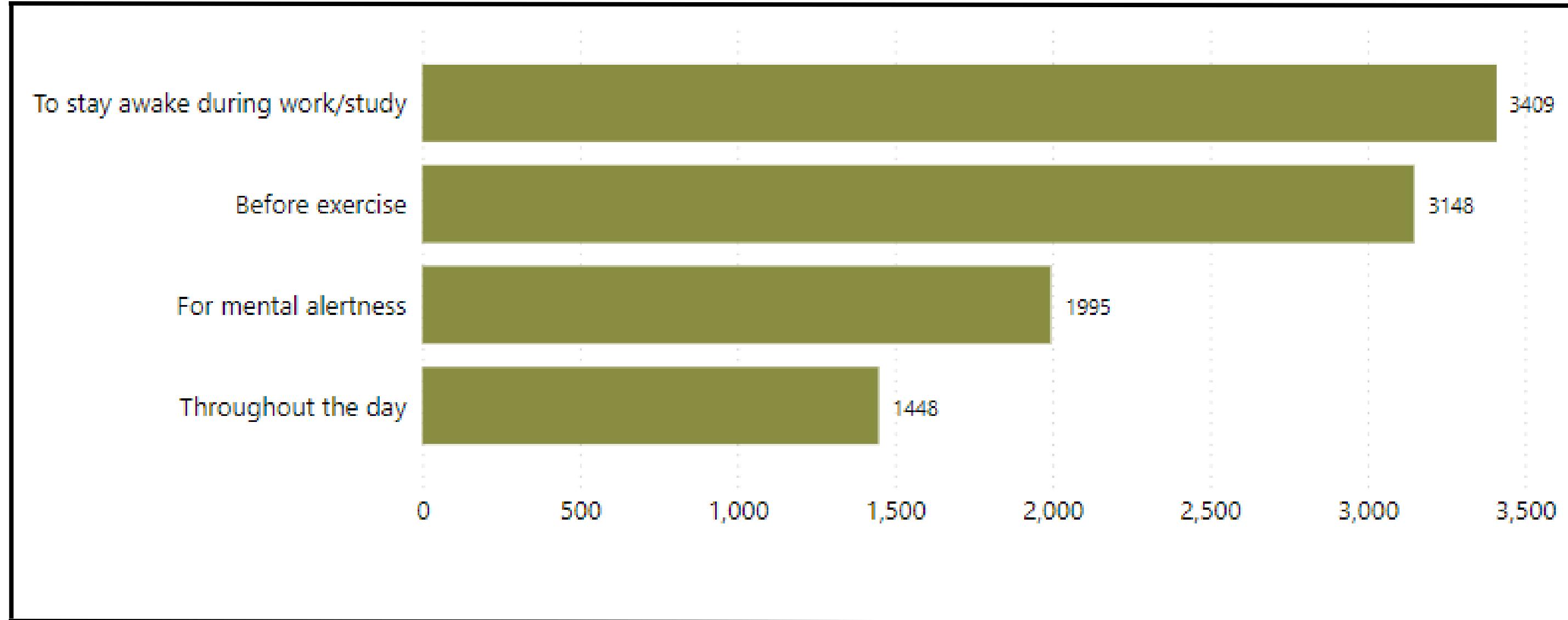


# Preferred Locations



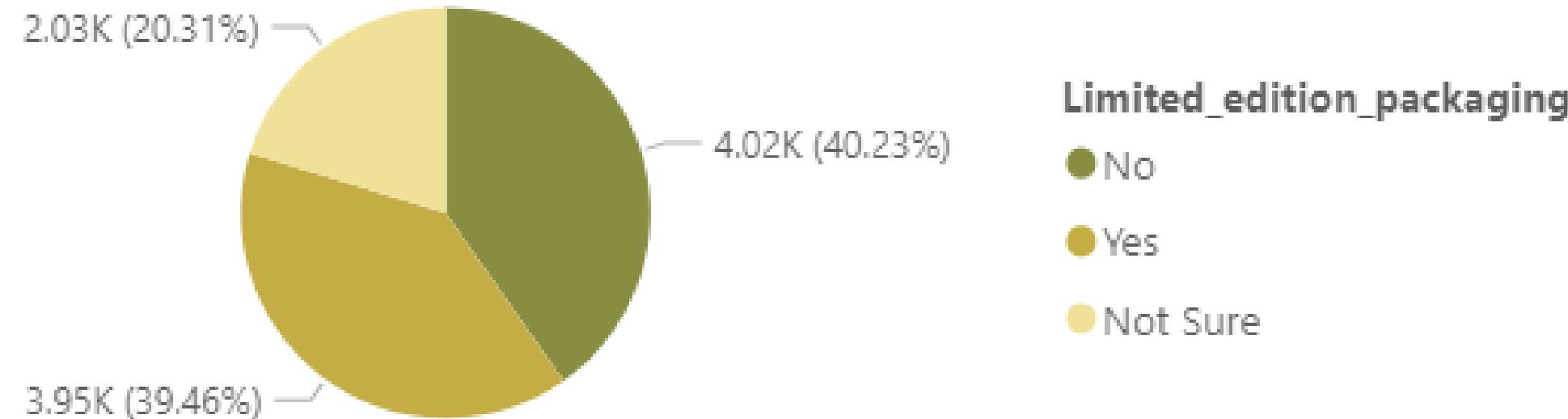
Supermarkets are the most preferred locations for buying energy drinks

# Typical Consumption Situations



-  Around 34 % of respondents consume energy drink to stay awake during work/study & 31 % of respondents consume energy drink before exercise to boost their energy

# Purchase Decisions



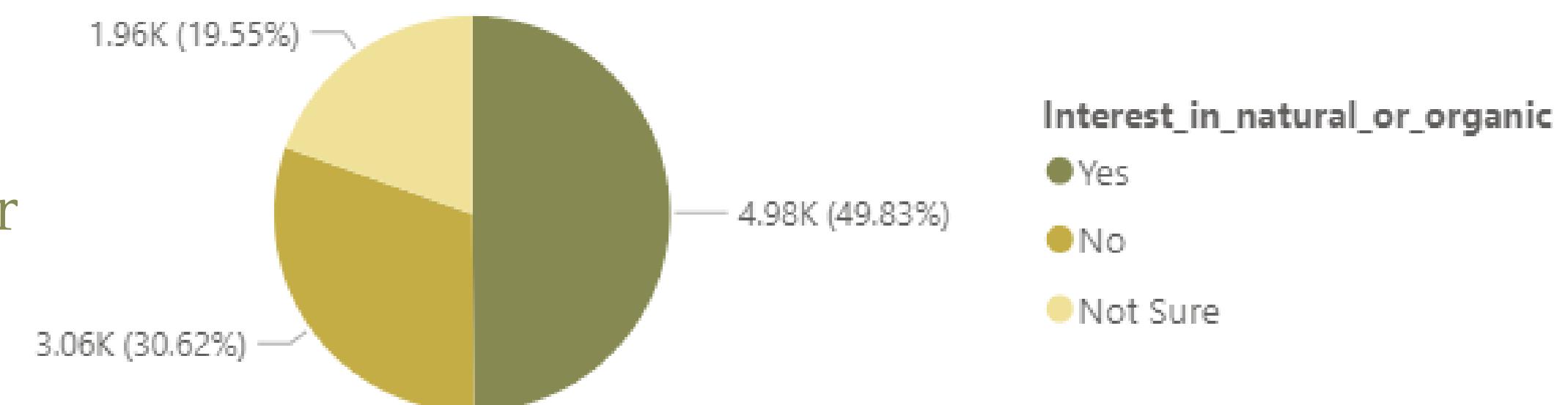
## 1. Limited Edition

Around 40 % of consumers say that limited edition packaging influence purchase decisions

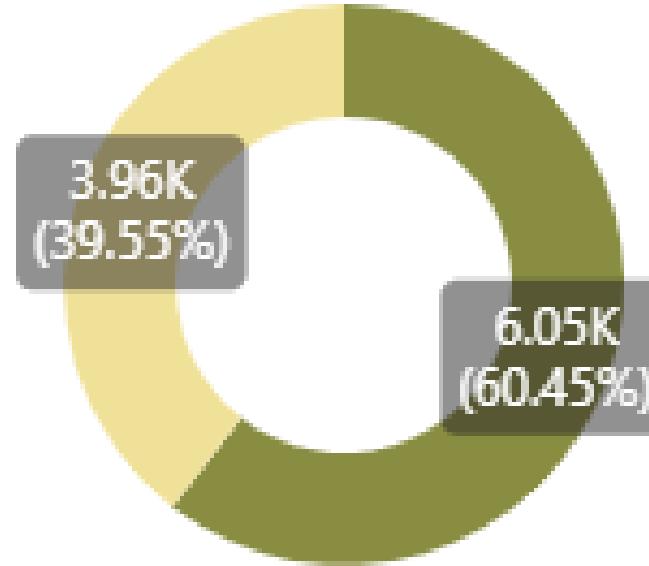


## 2. Interest in Organic products

 50 % of consumers say that they are interested in organic products rather than artificial products



# Purchase Decisions

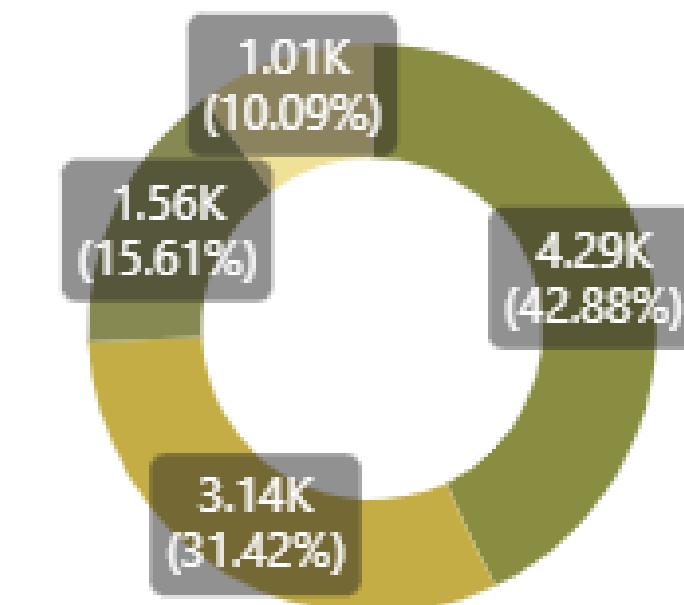


## 3. Health Concerns

Around 60 % of consumers are very much concerned about their health which means that health is one of the leading factors while purchasing any energy drink

## 4. Price Range

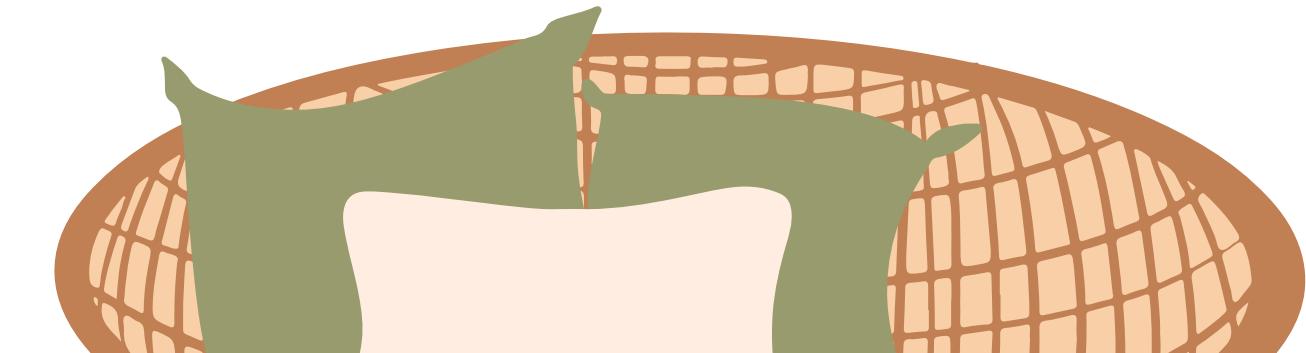
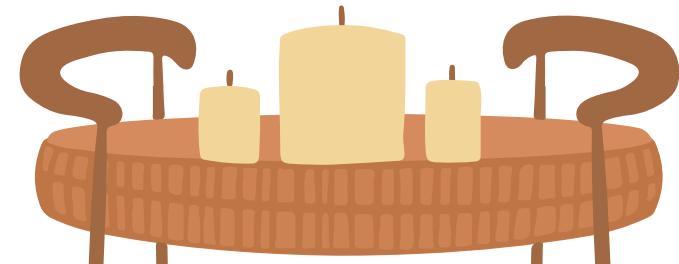
43 % of consumers prefer energy drinks in the range of Rs 50-Rs 99. This shows that affordable energy drinks are more preferred in India



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



# Product Development



# Areas To Be Focused

Reasons_preventing_trying	Count of Respondent_ID
Health concerns	1861
Not available locally	1762
Not interested in energy drinks	1636
Other	938
Unfamiliar with the brand	1340
<b>Total</b>	<b>7537</b>

## 1. Reasons preventing trying in Tier 1 cities



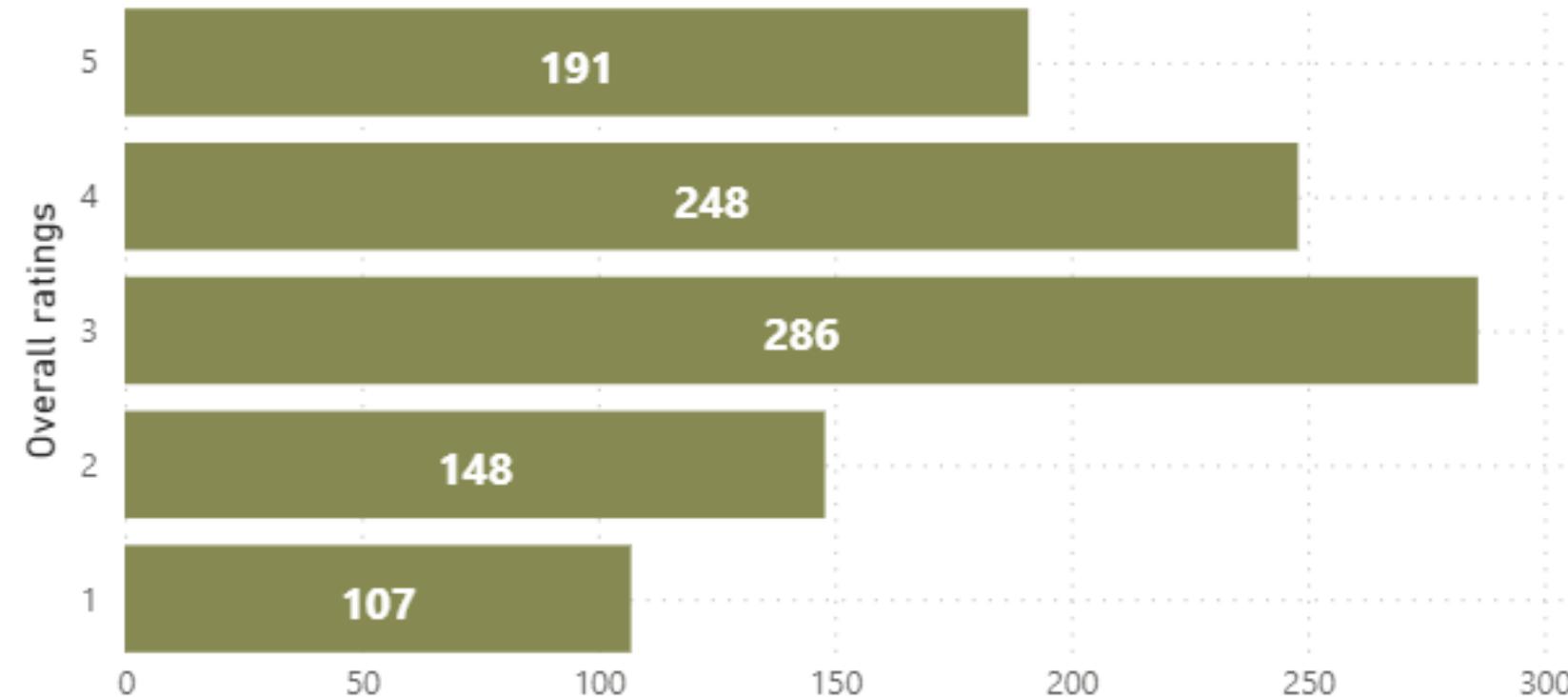
For Tier 1 cities , efforts should be made to produce healthy energy drinks as the people are more concerned about their health

## 2. Reasons preventing trying in Tier 2 cities

 For Tier 2 cities, the energy drinks should be made locally available as it is the major reason which is preventing people to purchase energy drinks

Reasons_preventing_trying	Count of Respondent_ID
Health concerns	397
Not available locally	669
Not interested in energy drinks	557
Other	330
Unfamiliar with the brand	510
<b>Total</b>	<b>2463</b>

# Areas To Be Focused



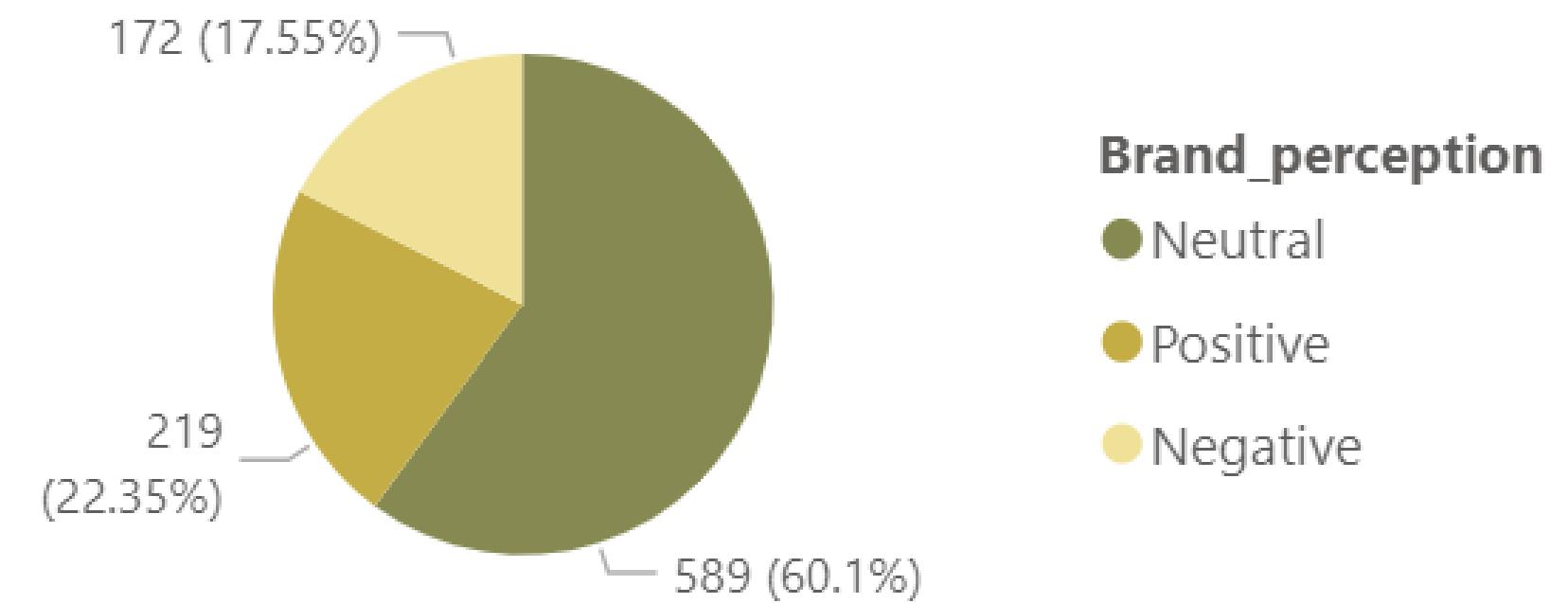
## 3. Taste



Taste is an important factor and for codex we can see that most of the consumers have given an average taste experience rating of 3 which means efforts should be made to improve taste

## 4. Brand Perception

 Brand image plays an very important role for any brand. For codex we have only 22 % of positive responses meaning only 22 % people have a positive image for our brand





# Recommendations

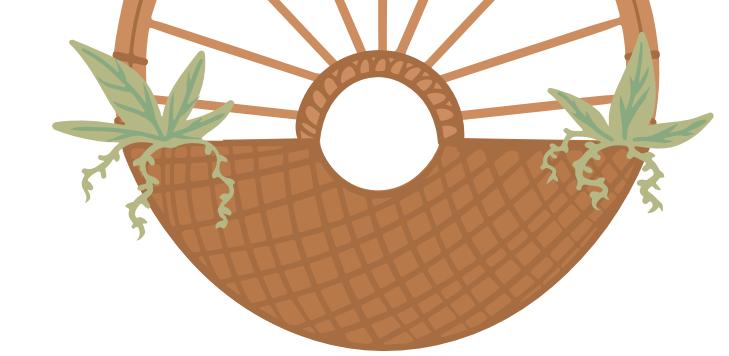


## Improvements

- Introduce new flavors
- Easy & attractive packaging
- Healthier Options (Fruits)
- Natural Sweeteners

## Target Audience

- Youths visiting cafes & restaurants
- Athletes
- Fitness Trainers
- Nutritionists



## Ideal Price

- Rs 50-99 to gain market
- Should suit consumers mentality
- Premium drinks (above 150) with improved taste
- Focus on gross sales rather than net profit

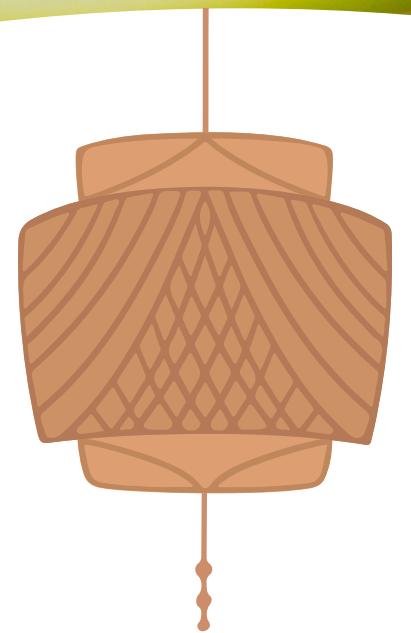
## Marketing Campaings

- Limited time discounts
- Bundle deals
- Special edition products & Seasonal Deals
- Collaboration with Content Creators on social media

# Brand Ambassador

- As per my opinion, Hrithik Roshan a well-known Indian personality could be a fantastic option as a brand ambassador for CodeX Company.
- Hrithik Roshan is a popular Bollywood actor and renowned for his exceptional physique and dedication to fitness.
- He has been an inspiration to many in terms of maintaining a healthy lifestyle and regularly promotes the importance of exercise and nutrition.
- Hrithik Roshan's association with CodeX company could further emphasize the benefits of consuming natural and refreshing beverages for overall well-being
- His immense popularity and influential image would undoubtedly help increase brand visibility and create a positive impact on consumers.





# Thank You