

Consumer Demography

- Select all
- Ahmedabad
- Bangalore
- Bhopal
- Chennai
- Delhi

Age

All

Gender

All

Brands

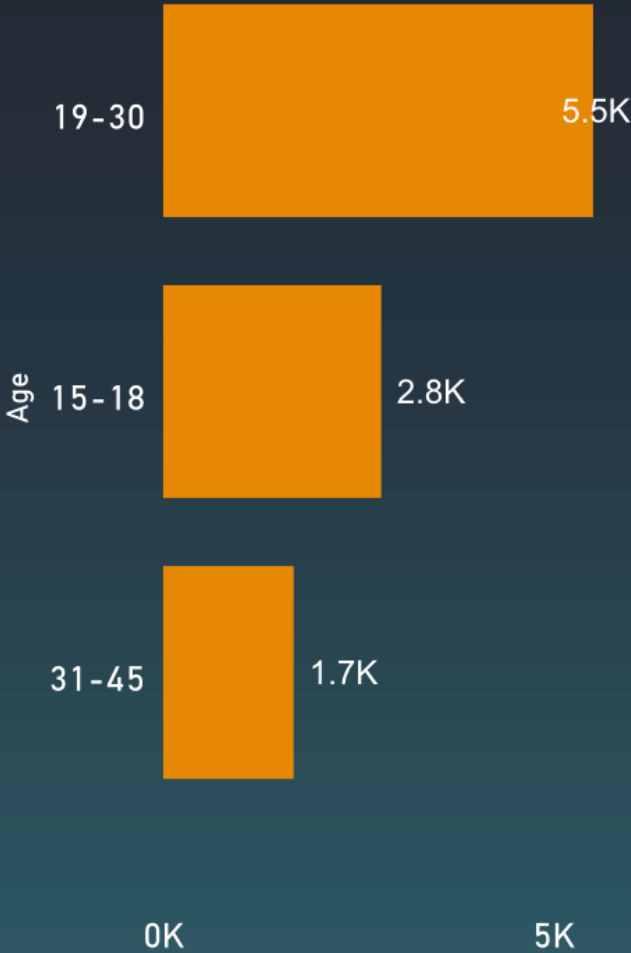
All

Total Respondent

10000

City	Count of Respondent_ID
Bangalore	2828
Hyderabad	1833
Mumbai	1510
Chennai	937
Pune	906
Bhopal	566
Ahmedabad	456
Delhi	429
Jaipur	360
Lucknow	175

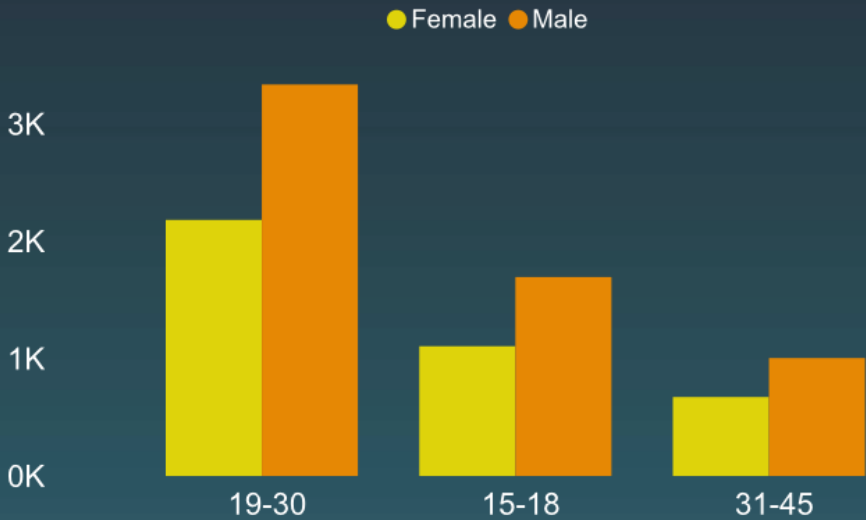
Respondent by Age Group



Respondent by Gender



Respondent by Age and Gender



Consumer Preference

Select all

Ahmedabad

Bangalore

Bhopal

Chennai

Delhi

Age

All

Gender

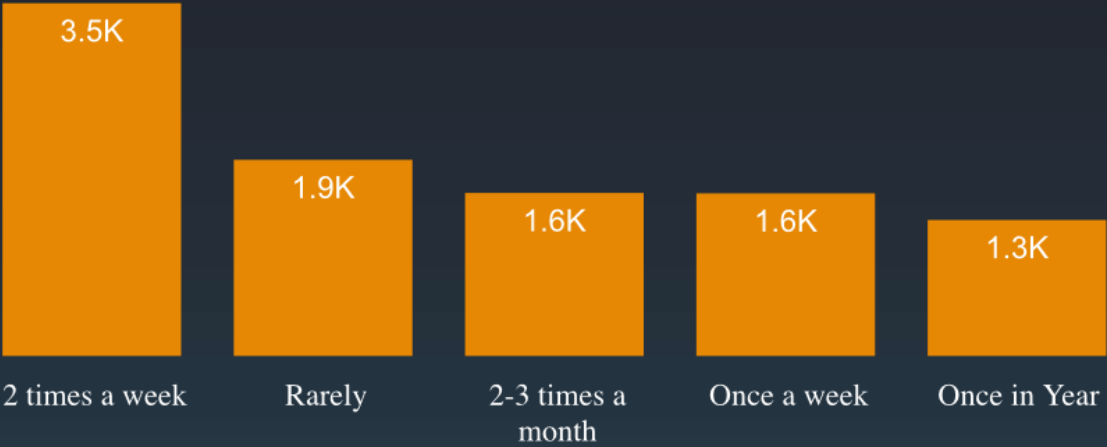
All

Brands

All

» Filters

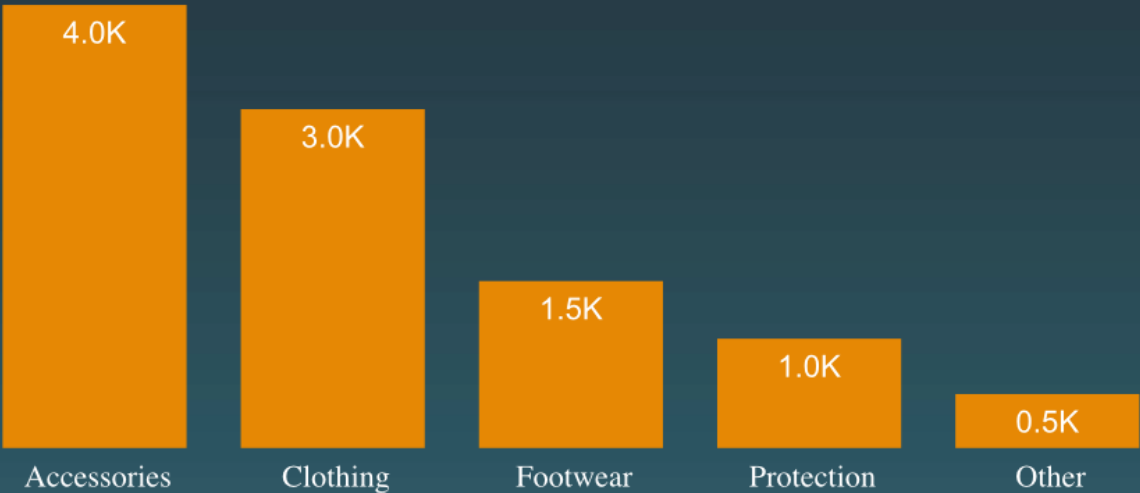
Purchase Frequency



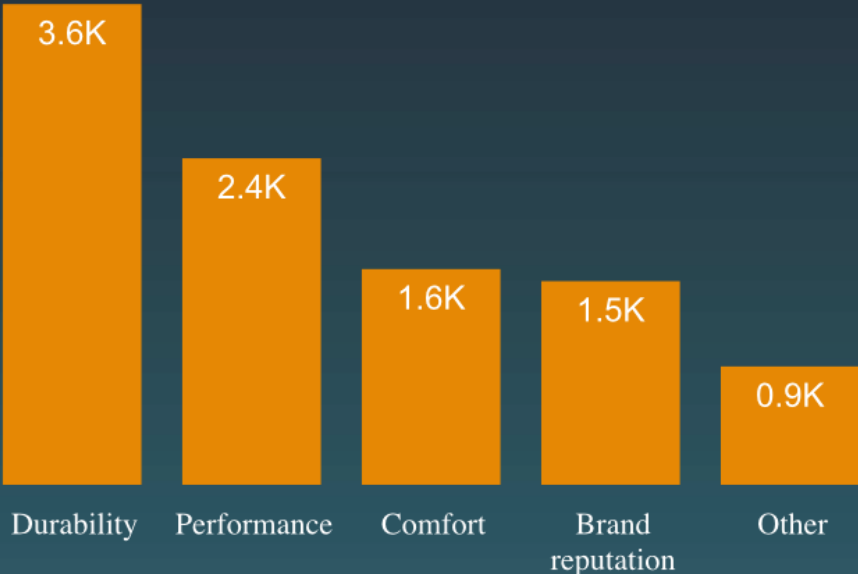
Price Preference

Age	1000-1500	500-1000	Above 2000	Below 500
19-30	2965	1365	655	535
15-18	584	1394	579	245
31-45	739	383	327	229

Category



Important Features of Equipment



Purchasing Behaviour

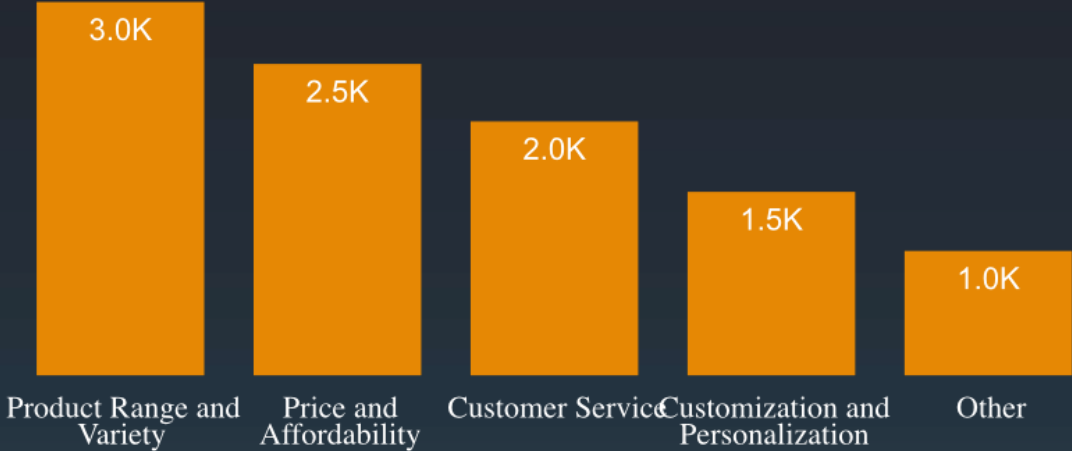
Select all Ahmedabad Bangalore Bhopal Chennai Delhi

Age
All

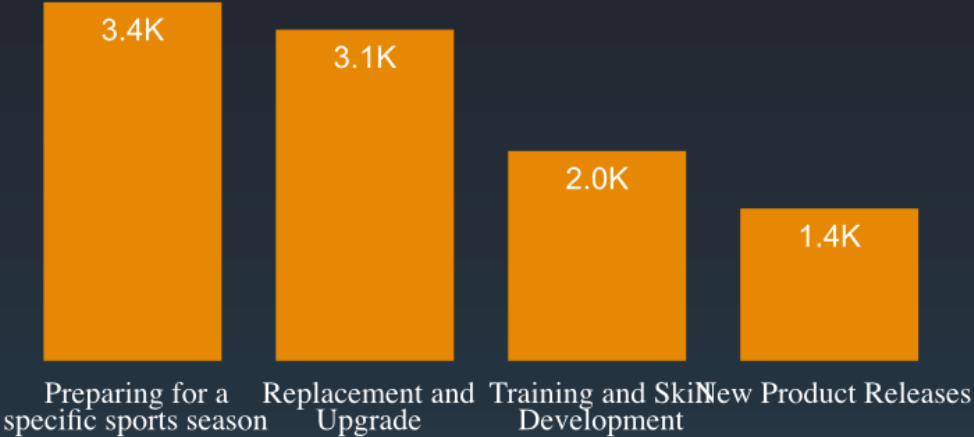
Gender
All

Brands
All

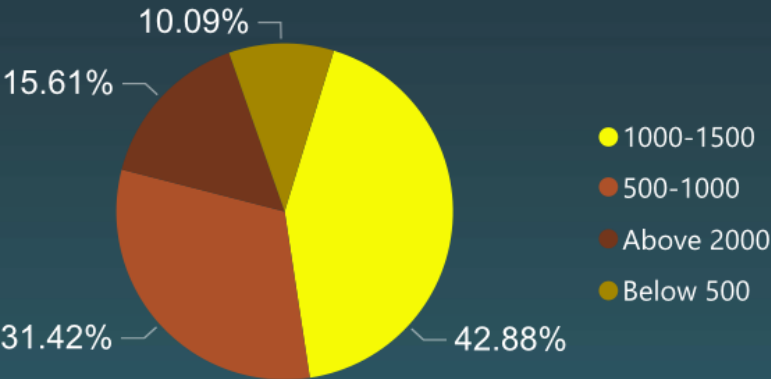
Desired Improvements



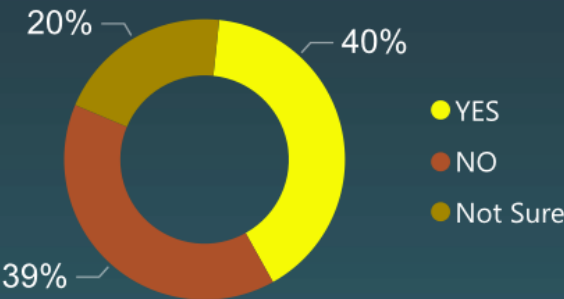
Consume Time



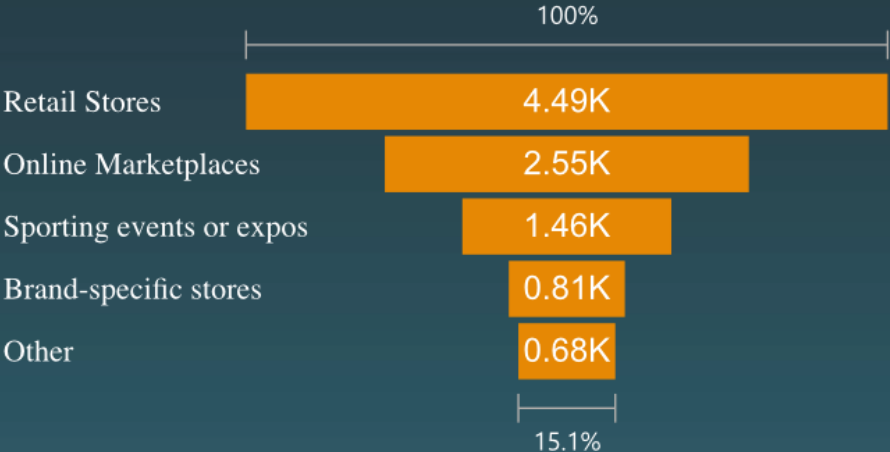
Price Range Respondent



Limited Edition Packaging



Purchase Location



Market Analysis

Select all

Ahmedabad

Bangalore

Bhopal

Chennai

Delhi

Age

All

Gender

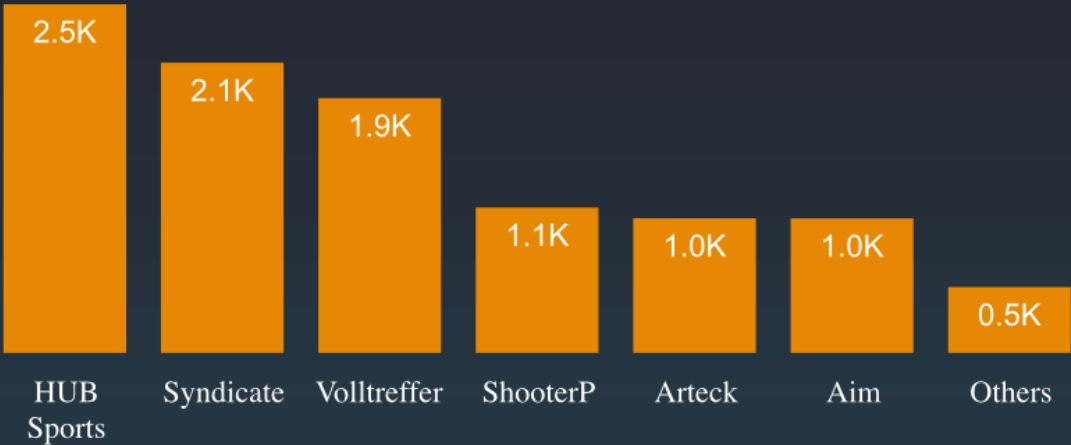
All

Brands

All

» Filters

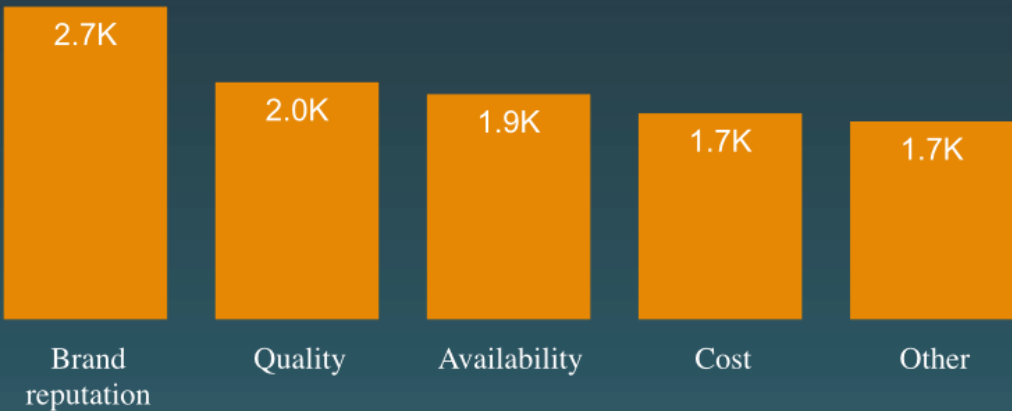
Current Brands



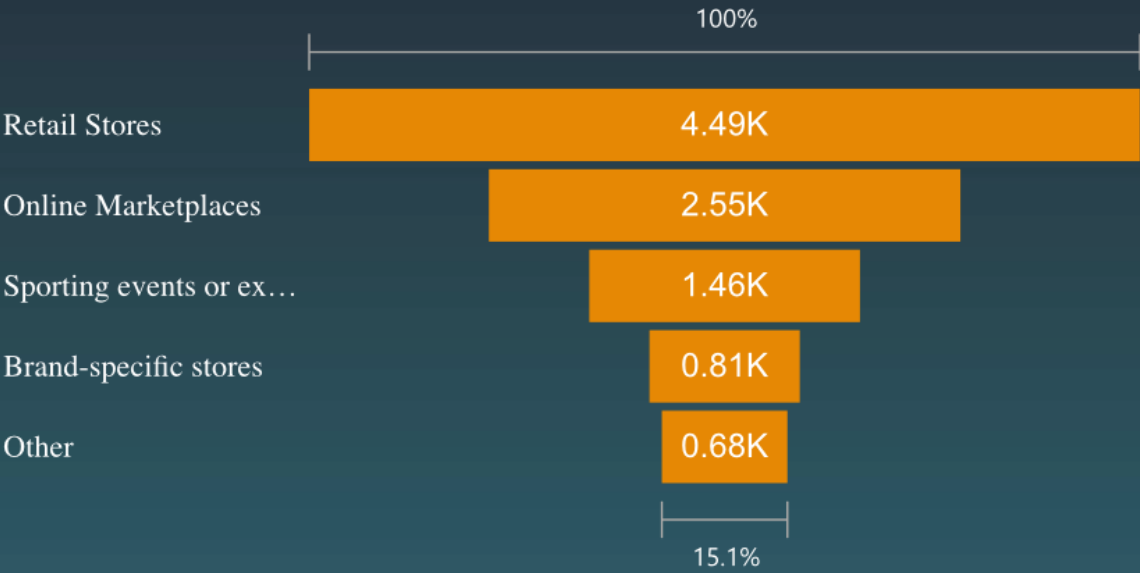
Effectiveness of Marketing Channels

Marketing_channels	15-18	19-30	31-45
Online ads	21.38%	48.30%	44.99%
Tournament Stall	30.48%	23.37%	32.42%
Outdoor billboards	17.70%	10.60%	8.64%
Other	17.34%	11.01%	7.81%
Print media	13.10%	6.72%	6.14%

Reasons for choosing other brands



Purchase Location



Volltreffer Analysis

» Filters

Select all

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Bangalore

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Age

All

Gender

All

Brands

All

Respondent

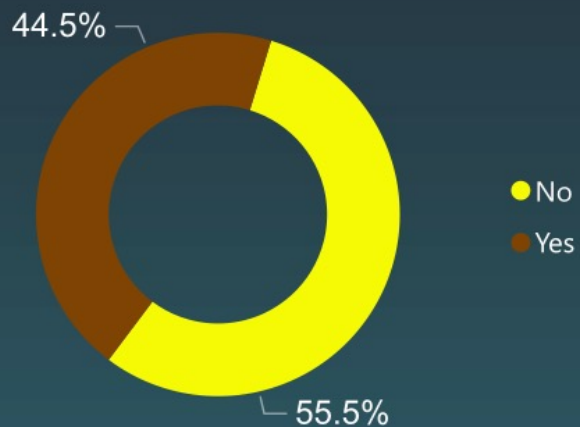
Volltreffer

1854

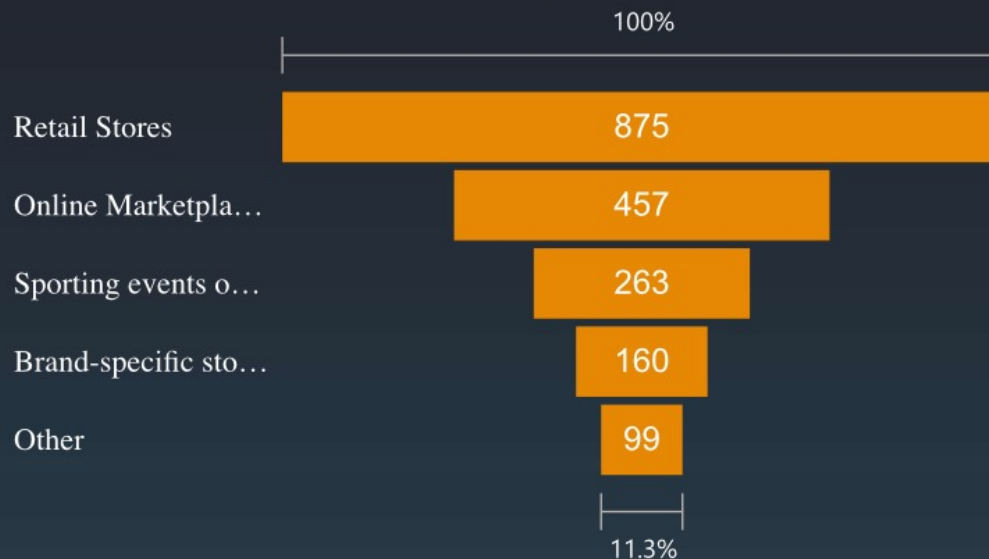
Rating

3.28

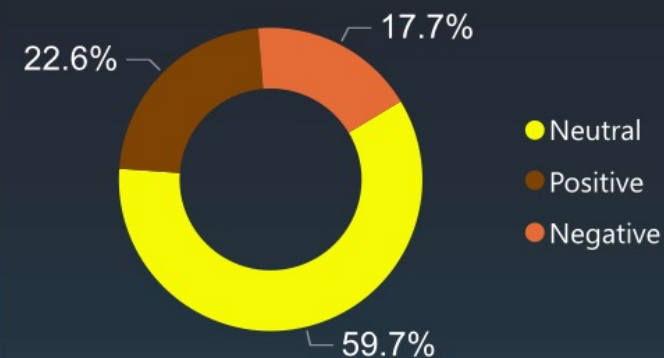
Heard Before



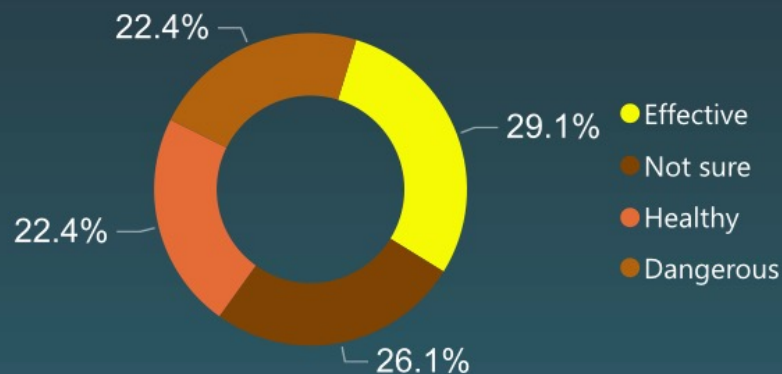
Purchase Location



Brand Perception



General Perception



Price Range

