

# CODEX ENERGY DRINK



# Consumer Demography

Select all

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Age

All

Gender

All

Brands

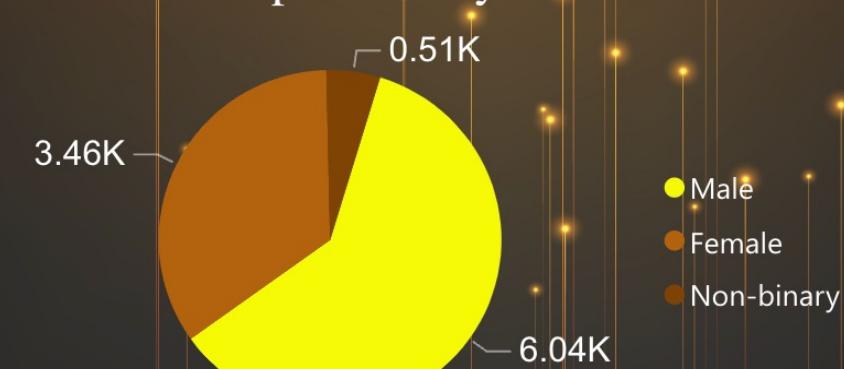
All

Total Respondent  
**10000**

Respondent by Age Group

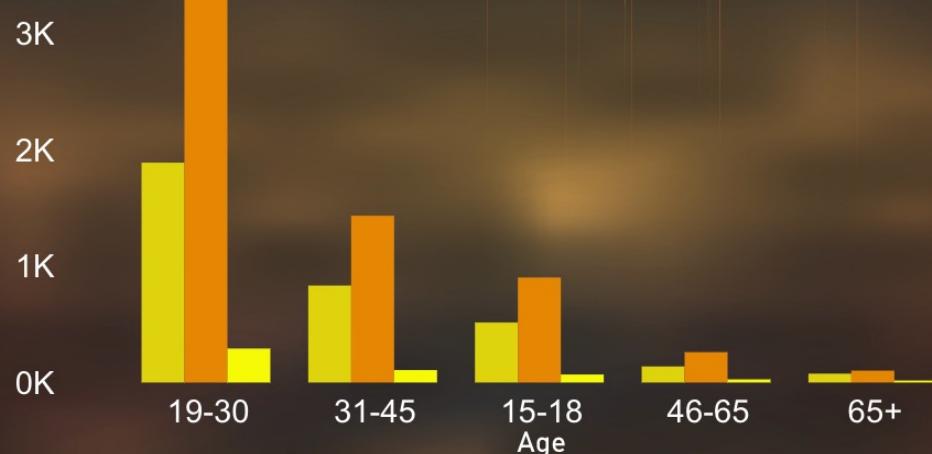


Respondent by Gender



Respondent by Age and Gender

Female Male Non-binary



Preferred Marketing Channel by Age

Marketing_channels	15-18	19-30	31-45	46-65	65+
Online ads	707	2666	490	109	48
TV commercials	495	1290	737	117	49
Outdoor billboards	117	585	431	65	28
Other	94	608	408	78	37
Print media	75	371	310	57	28

City Count of Respondent\_ID

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

# Consumer Preference

Select all

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Age

All

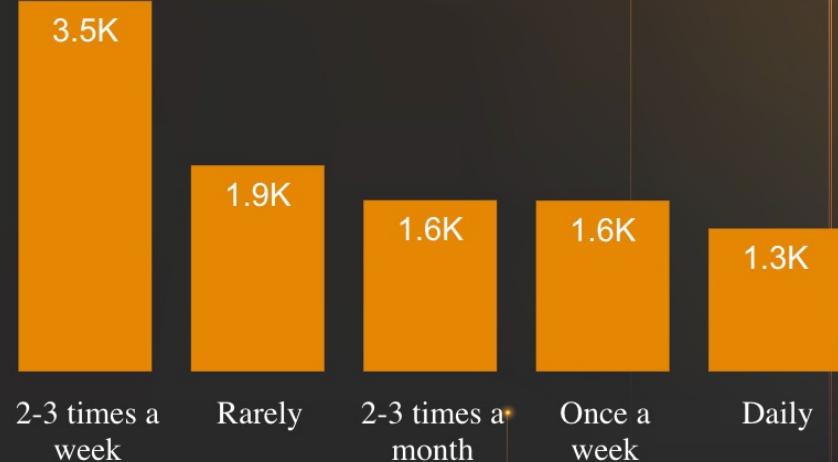
Gender

All

Brands

All

## Consume Frequency



## Price Preference

Age	100-150	50-99	Above 150	Below 50
19-30	1365	2965	655	535
31-45	1257	499	428	192
15-18	348	687	281	172
46-65	137	85	151	53
65+	35	52	46	57

## Ingredients Expected



## Packaging Preference



## Consume Reason



# Market Analysis

Select all

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Age

All

Gender

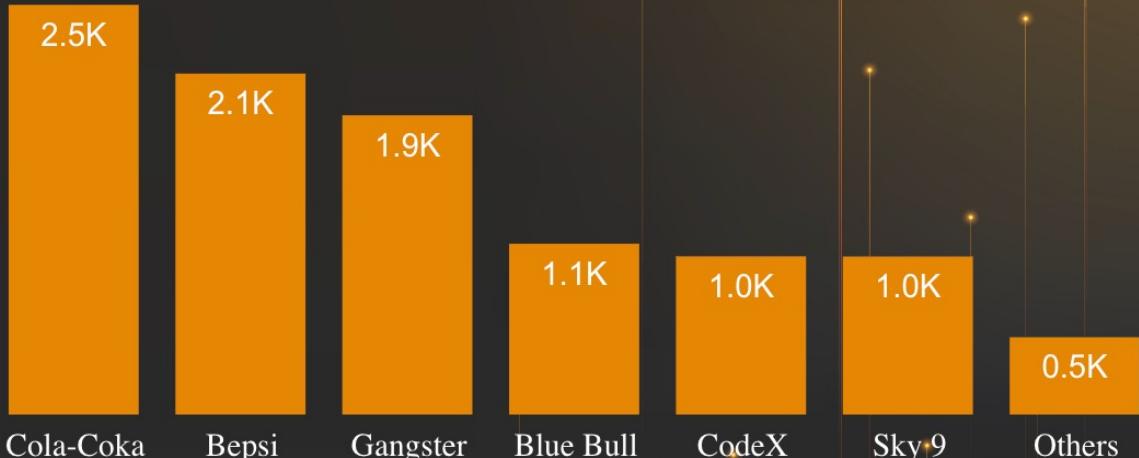
All

Brands

All

## Current Brands

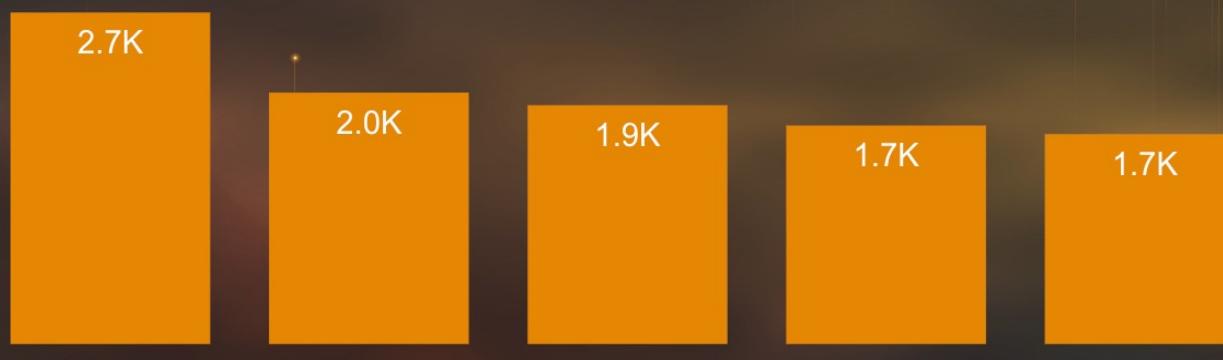
Current Brands



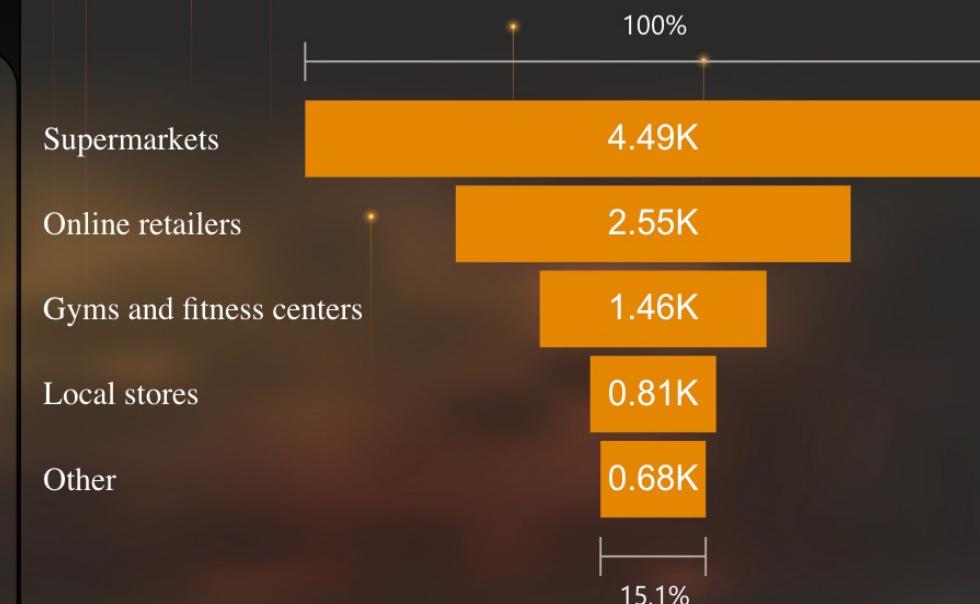
## Effectiveness of Marketing Channels

Marketing_channels	15-18	19-30	31-45	46-65	65+
Online ads	47.51%	48.30%	20.62%	25.59%	25.26%
TV commercials	33.27%	23.37%	31.02%	27.46%	25.79%
Outdoor billboards	7.86%	10.60%	18.14%	15.26%	14.74%
Other	6.32%	11.01%	17.17%	18.31%	19.47%
Print media	5.04%	6.72%	13.05%	13.38%	14.74%

## Reasons for choosing other brands



## Purchase Location



# Purchasing Behaviour

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

Age

All

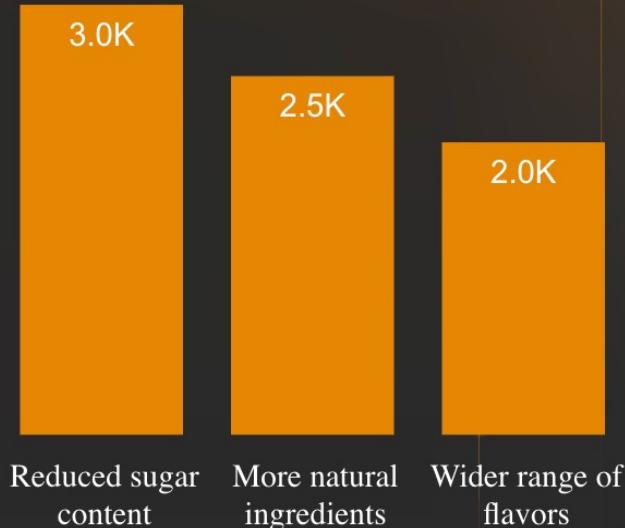
Gender

All

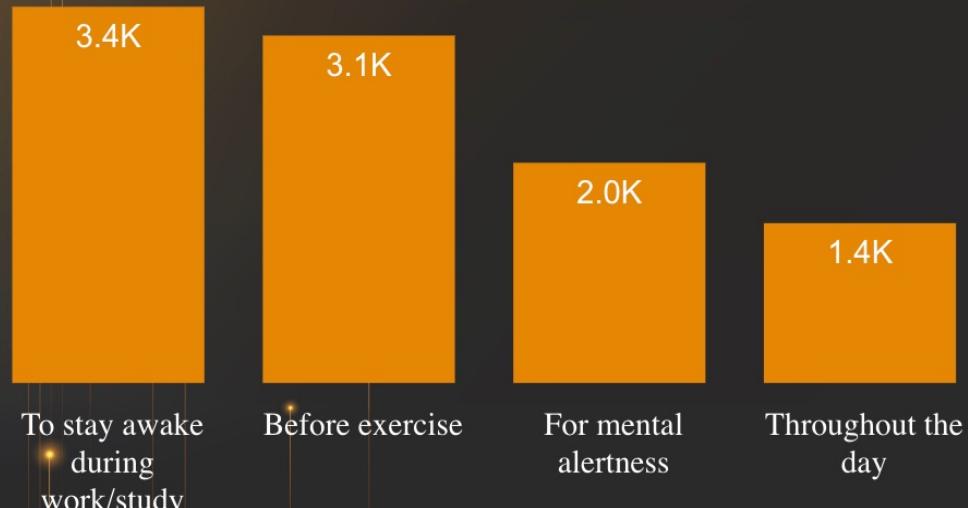
Brands

All

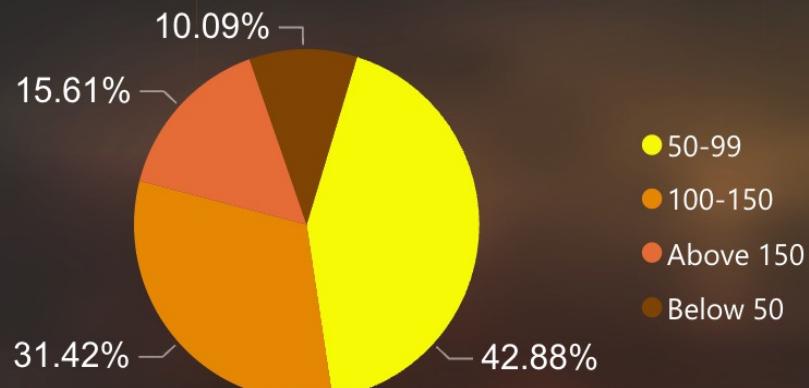
## Desired Improvements



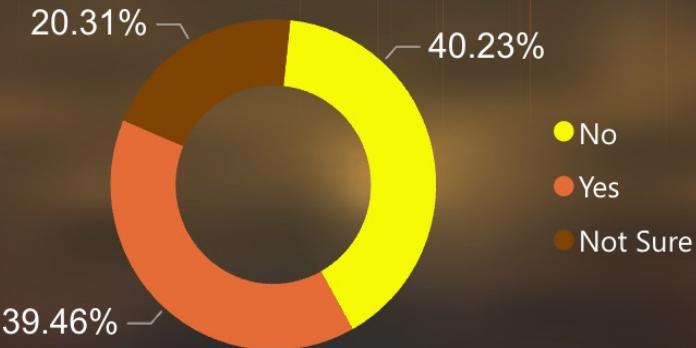
## Consume Time



## Price Range Respondent



## Limited Edition Packaging



## Purchase Location



# CodeX Analysis

Select all

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Age

All

Gender

All

Brands

All

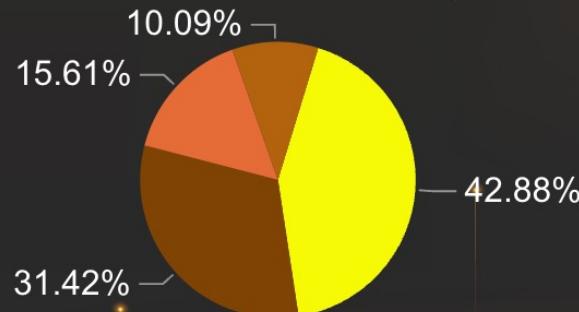
Respondent  
CodeX

980

Test Experience

3.28

Price Range



Health Concerns

39.55%

60.45%

Yes

No

Limited Edition Packaging

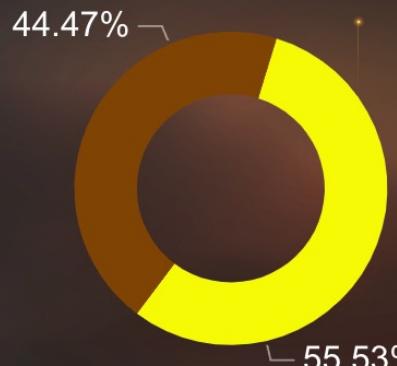
20.31%

40.23%

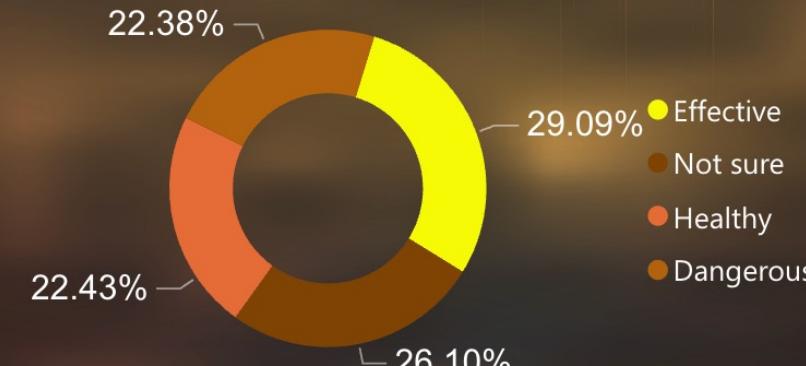
39.46%

- No
- Yes
- Not Sure

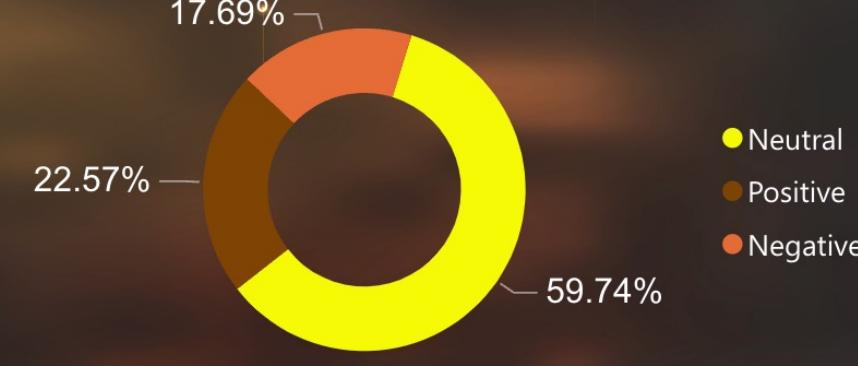
Heard Before



General Perception



Brand Perception



# Thank You!

