This file contains all the meta information regarding the columns described in the CSV files. We have provided 3 CSV files:

1. dim\_respondents

2. dim\_cities

3. fact\_survey\_responses

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Column Description for dim\_respondents:

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**Respondent\_ID:** This column represents the unique identifier assigned to each respondent in the survey.

**Name:** This column represents the name of the respondent who participated in the survey.

**Age\_Group:** This column represents the categorized age group of the respondent. Age groups (15-18, 19-30, 31-45,46-65,65+)

**Gender:** This column represents the gender of the respondent. (Male, Female, Non-binary)

**City\_ID:** This column represents the ID of the city where the respondent is located.

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Column Description for dim\_cities:

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**City\_ID:** This column represents the ID of the city.

**City:** This column represents the name of the city where the respondent is located. ("Delhi", "Mumbai", "Bangalore", "Chennai", "Kolkata", "Hyderabad", "Ahmedabad", "Pune", "Jaipur", "Lucknow")

Tier: This column represents the tier category of the city

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Column Description for fact\_survey\_responses:

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**Response\_ID:** This column represents the unique identifier assigned to each response in the survey.

**Respondent\_ID:** This column represents the unique identifier assigned to each respondent who provided the survey response.

**Consume\_frequency:** This column represents the response received for the below question.

How often do you consume energy drinks?

Daily

2-3 times a week

Once a week

2-3 times a month

Rarely

**Consume\_time:** This column represents the response received for the below question.

When do you typically consume energy drinks?

Before exercise

To stay awake during work/study

For mental alertness

Throughout the day

**Consume\_reason:** This column represents the response received for the below question.

What are the main reasons for consuming energy drinks?

Increased energy and focus

To combat fatigue

To boost performance

To enhance sports performance

Other

**Heard\_before:** This column represents the response received for the below question.

Have you heard of our energy drink before today?

Yes

No

**Brand\_perception:** This column represents the response received for the below question.

What do you think of the brand name/logo/design?

Positive

Neutral

Negative

**General\_perception:** This column represents the response received for the below question.

What is your perception of energy drinks in general?

Healthy

Effective

Dangerous

Not sure

**Tried\_before**: This column represents the response received for the below question.

Have you ever tried our energy drink before?

Yes

No

**Taste\_experience:** This column represents the response received for the below question.

If yes, how would you rate the taste, flavor, and overall experience?

1 (Poor)

2 (Below average)

3 (Average)

4 (Good)

5 (Excellent)

**Reasons\_preventing\_trying**: This column represents the response received for the below question.

If no, what are the main reasons preventing you from trying it?

Not available locally

Not interested in energy drinks

Unfamiliar with the brand

Health concerns

Other

**Current\_brands:** This column represents the response received for the below question.

Which energy drink brands do you currently consume or prefer?

CodeX

Cola-Coka

Bepsi

Gangster

Blue Bull

Sky 9

Others

**Reasons\_for\_choosing\_brands:** This column represents the response received for the below question.

What are the reasons for choosing those brands over others?

Brand reputation

Taste/flavor preference

Effectiveness

Availability

Other

**Improvements\_desired**: This column represents the response received for the below question.

What improvements would you like to see in energy drinks currently available in the market?

Reduced sugar content

More natural ingredients

Wider range of flavors

Healthier alternatives

Other

**Ingredients\_expected:** This column represents the response received for the below question.

What ingredients do you expect in an energy drink?

Caffeine

Vitamins

Sugar

Guarana

**Health\_concerns**: This column represents the response received for the below question.

Are you concerned about the health impacts of energy drinks?

Yes

No

**Interest\_in\_natural\_or\_organic:**

Would you be interested in an energy drink with natural or organic ingredients?

Yes

No

Not Sure

**Marketing\_channels:** This column represents the response received for the below question.

Which marketing channels or platforms do you often come across energy drink advertisements?

TV commercials

Online ads

Print media

Outdoor billboards

Other

**Packaging\_preference:** This column represents the response received for the below question.

What type of packaging or bottle design would attract you to purchase an energy drink?

Compact and portable cans

Innovative bottle design

Eco-friendly design

Collectible packaging

Other

**Limited\_edition\_packaging:** This column represents the response received for the below question.

Would you be more likely to buy an energy drink with limited edition packaging?

Yes

No

Not sure

**Price\_range:** This column represents the response received for the below question.

What price range do you consider reasonable for an energy drink?

Below 50

50-99

100-150

Above 150

**Purchase\_location:** This column represents the response received for the below question.

Where do you typically purchase energy drinks?

Local stores

Supermarkets

Online retailers

Gyms and fitness centers

Other

**Typical\_consumption\_situations:** This column represents the response received for the below question.

In which situations or activities do you typically consume energy drinks?

Sports/exercise

Studying/working late

Social outings/parties

Driving/commuting

Other