

Introduction

DRINK 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 conducted a survey in those 10 cities and received results from 10,000 respondents.



The survey includes more than 20 questionnaires such as:

- Age and Gender
- Consumption Habit
- Brand perception
- Product experience
- Ingredients
- Price range

Show all

Target

Task is to convert these survey results to meaningful insights and provide it to the marketing team, which the team can use to drive actions for increasing brand awareness, market share, and product development.

Insights to the Marketing Team of CodeX



Demography Insights

Consumer Preferences

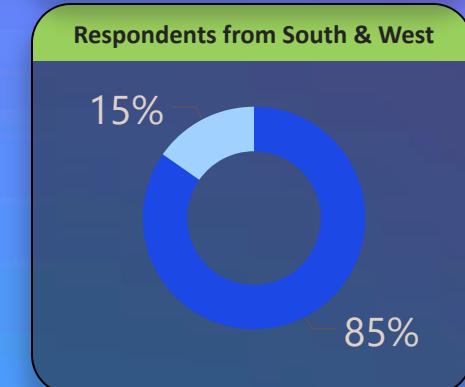
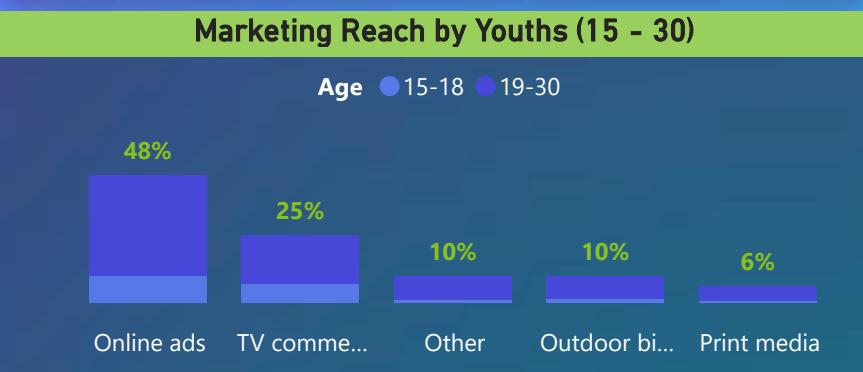
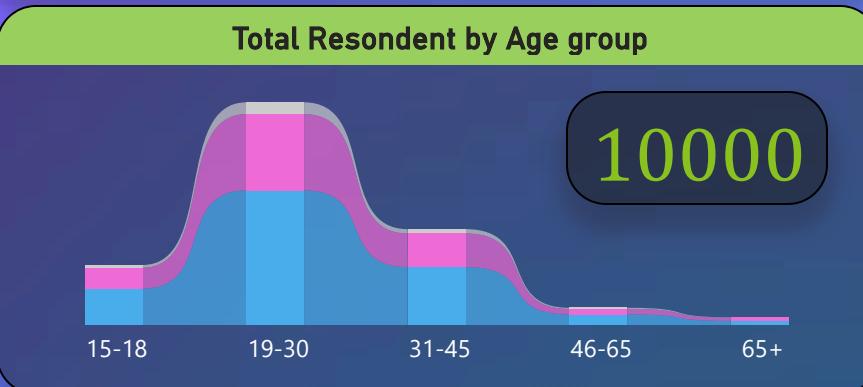
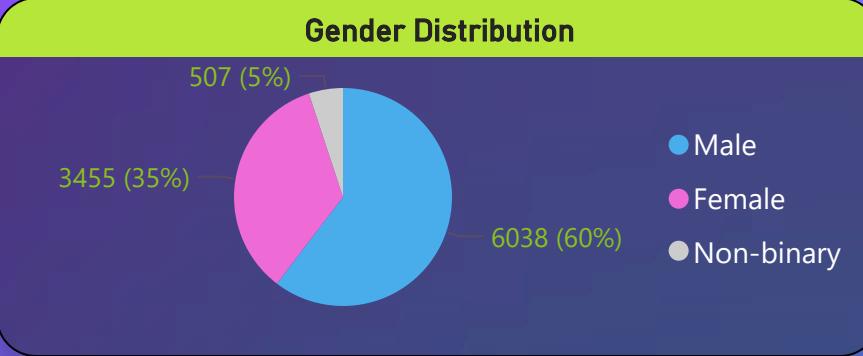
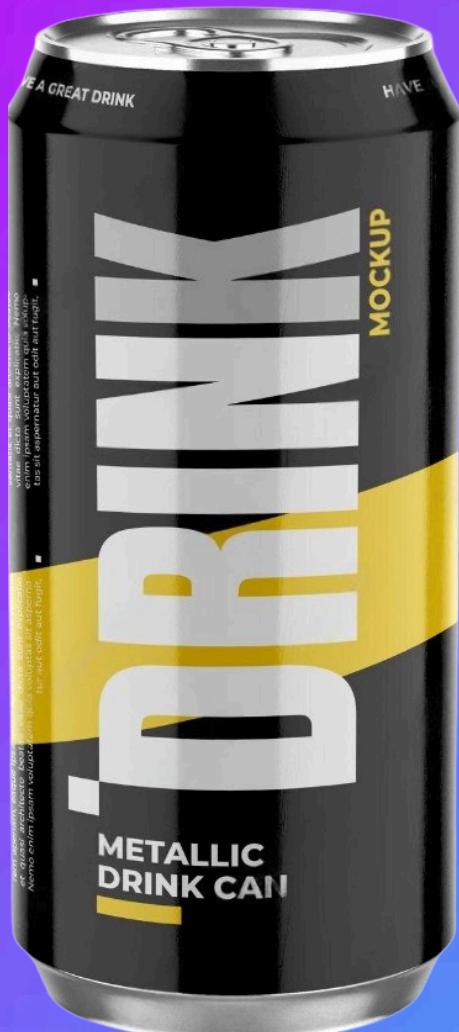
Competition Analysis

Marketing Channels

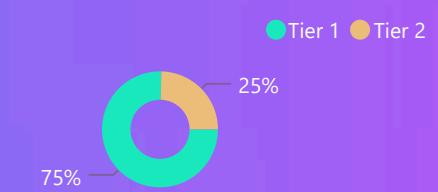
Brand Penetration

Purchase Behavior

Product Development



Frequency	Responses	Consumption
2-3 times a month	16%	4%
2-3 times a week	35%	41%
Daily	13%	45%
Once a week	16%	8%
Rarely	19%	2%



Insights to the Marketing Team of CodeX



Demography Insights

Consumer Preferences

Competition Analysis

Marketing Channels

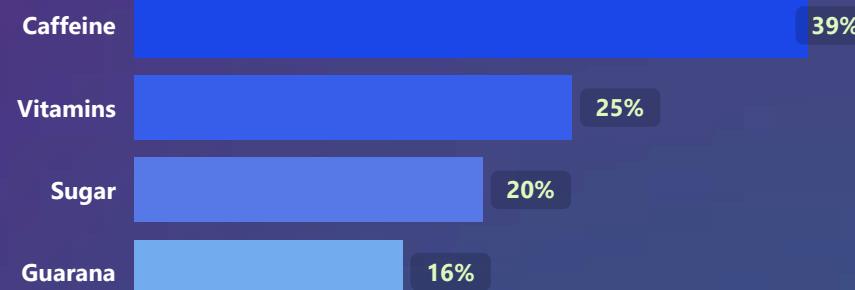
Brand Penetration

Purchase Behavior

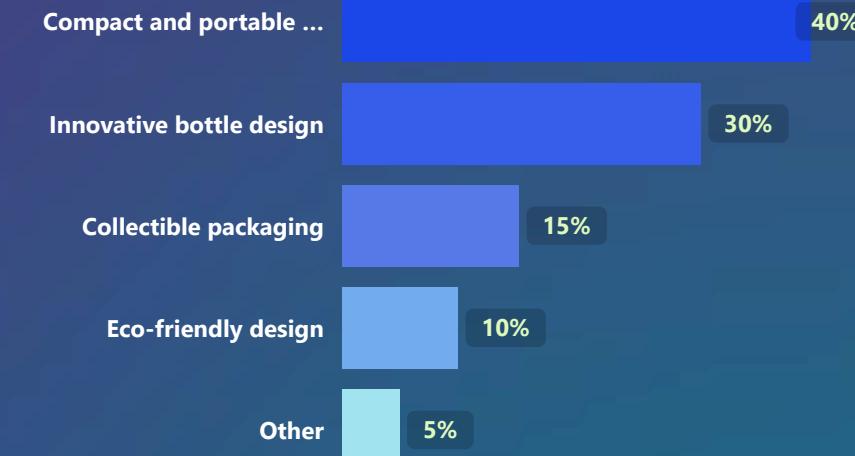
Product Development



List of preferred Ingredients of Energy Drinks



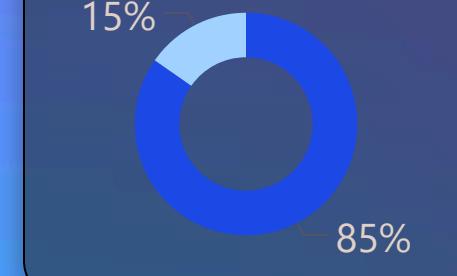
List of Packaging Preferences of Energy Drinks



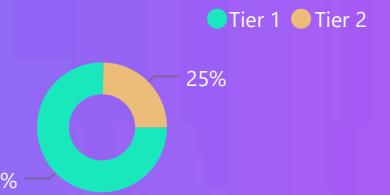
Taste Experience



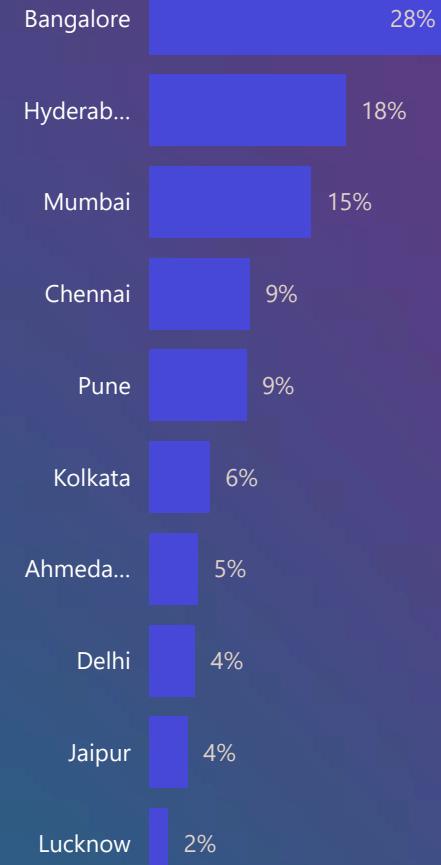
Respondents from South & West



Frequency	Responses	Consumption
Daily	13%	45%
2-3 times a week	35%	41%
Once a week	16%	8%
2-3 times a month	16%	4%
Rarely	19%	2%



Cities



Insights to the Marketing Team of CodeX



Demography Insights

Consumer Preferences

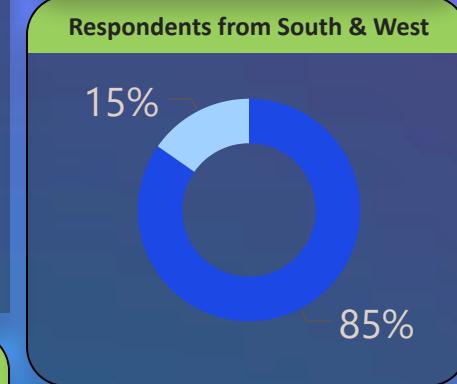
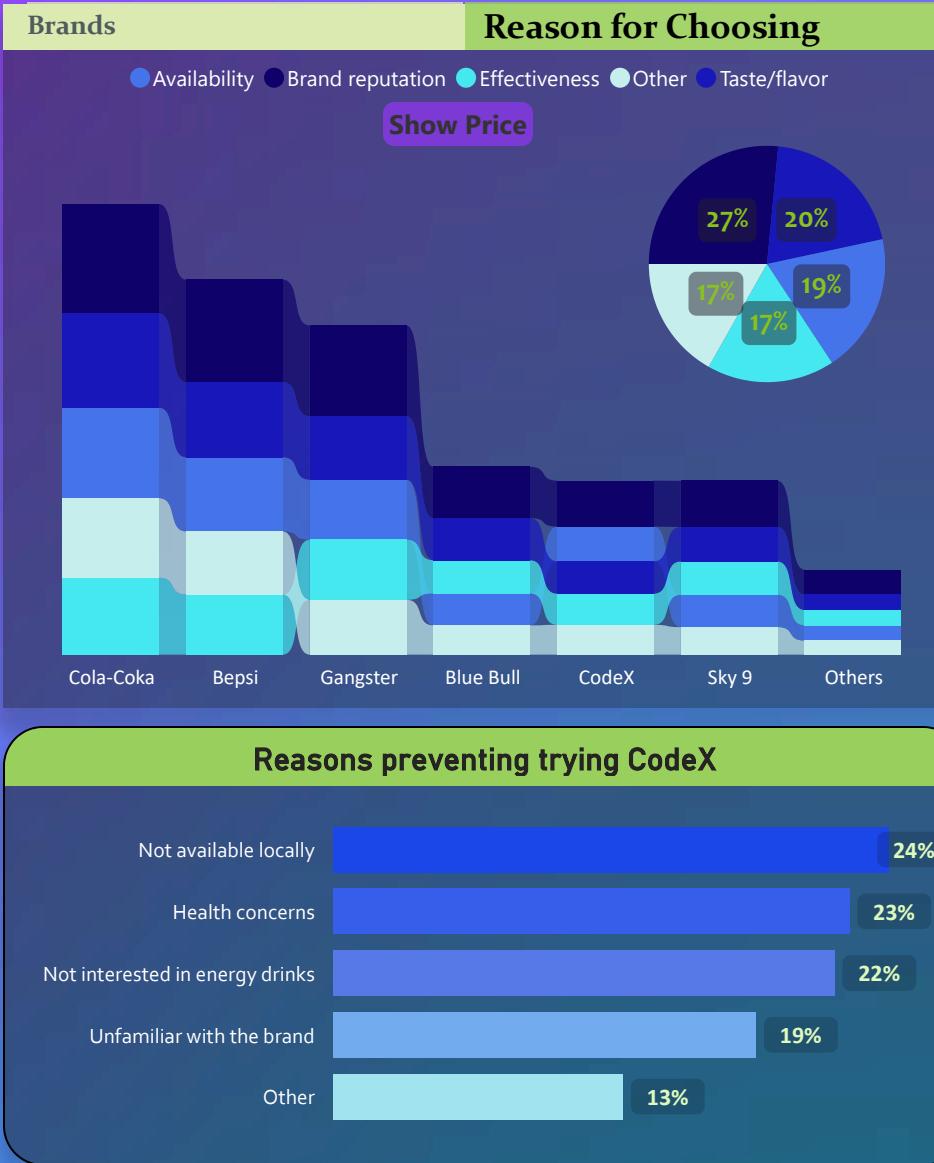
Competition Analysis

Marketing Channels

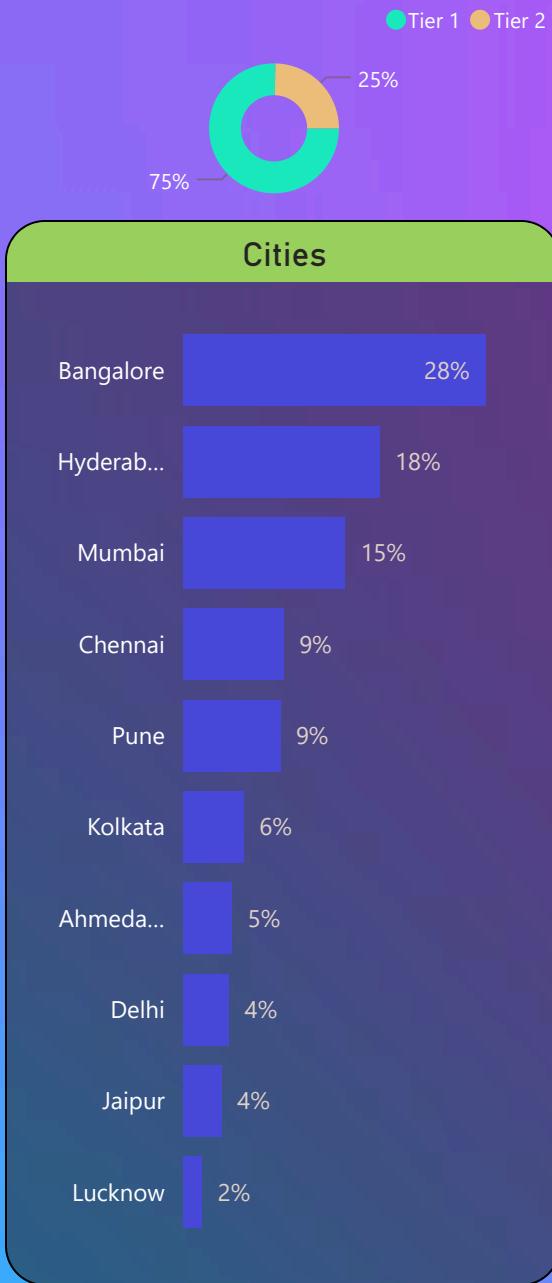
Brand Penetration

Purchase Behavior

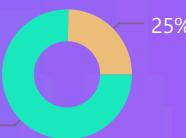
Product Development



Frequency	Responses	Consumption
Daily	13%	45%
2-3 times a week	35%	41%
Once a week	16%	8%
2-3 times a month	16%	4%
Rarely	10%	2%



Tier 1 Tier 2



Insights to the Marketing Team of CodeX



Demography Insights

Consumer Preferences

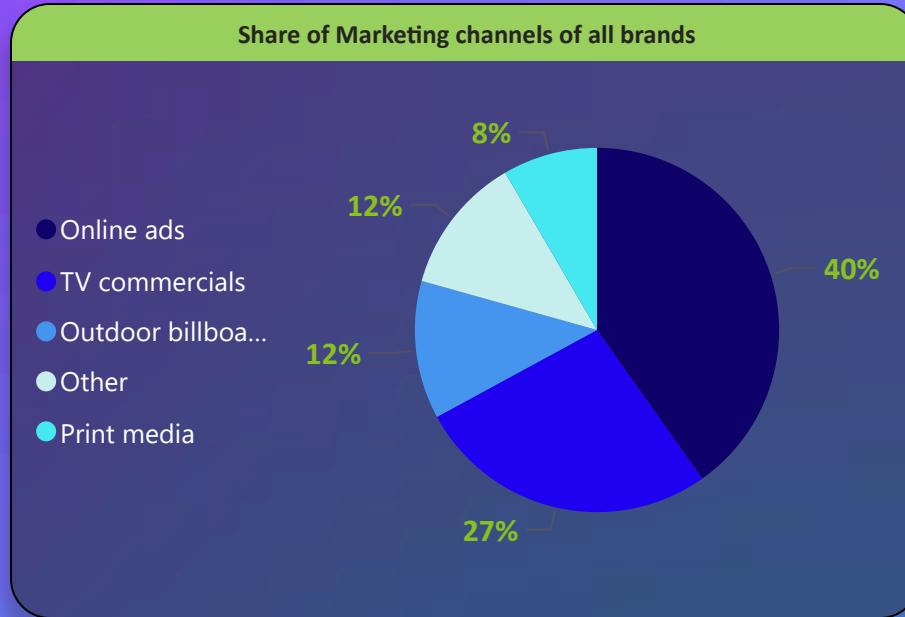
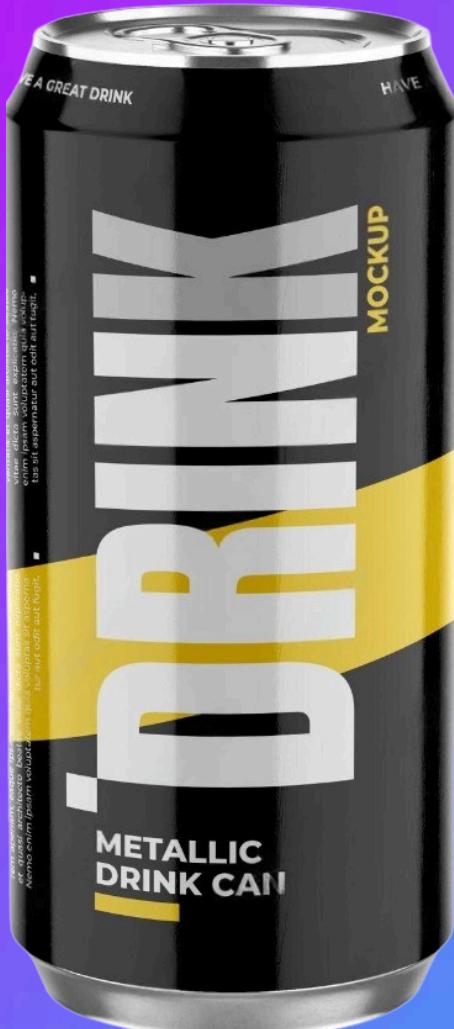
Competition Analysis

Marketing Channels

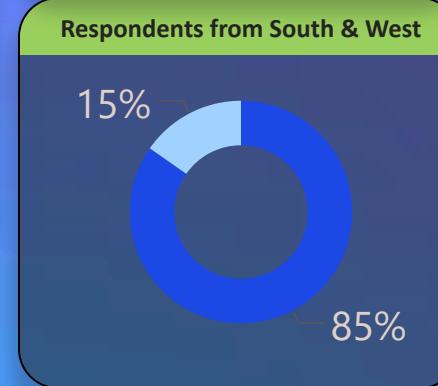
Brand Penetration

Purchase Behavior

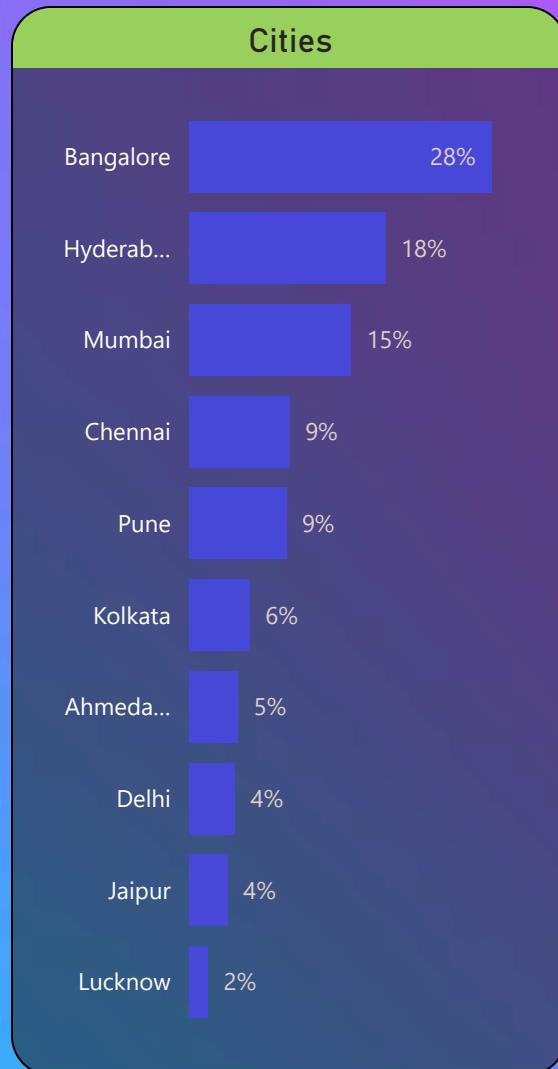
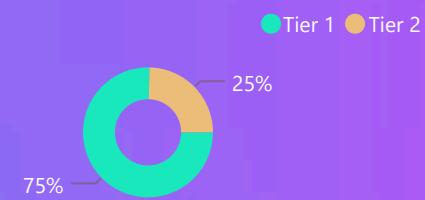
Product Development



Marketing Channels	For all Brands	CodeX
Online ads	40%	42%
TV commercials	27%	27%
Outdoor billboards	12%	12%
Other	12%	12%
Print media	8%	7%



Frequency	Responses	Consumption
Daily	13%	45%
2-3 times a week	35%	41%
Once a week	16%	8%
2-3 times a month	16%	4%
Rarely	10%	2%



Insights to the Marketing Team of CodeX



Demography Insights

Consumer Preferences

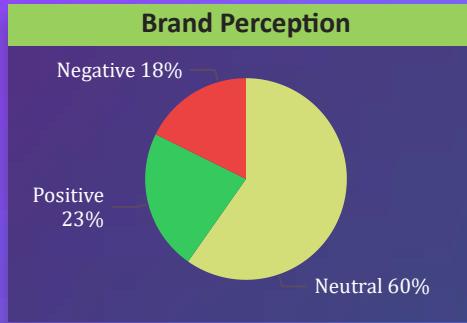
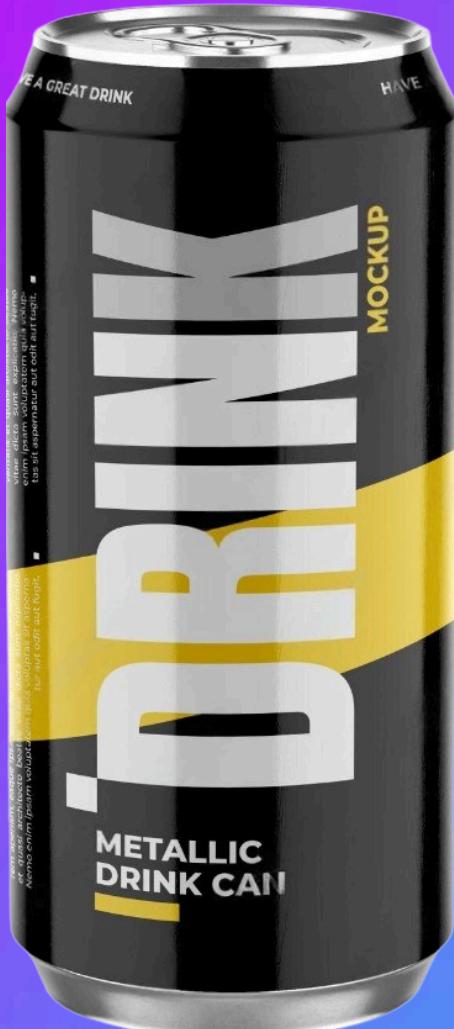
Competition Analysis

Marketing Channels

Brand Penetration

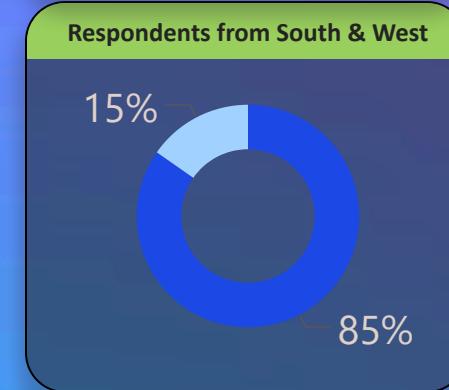
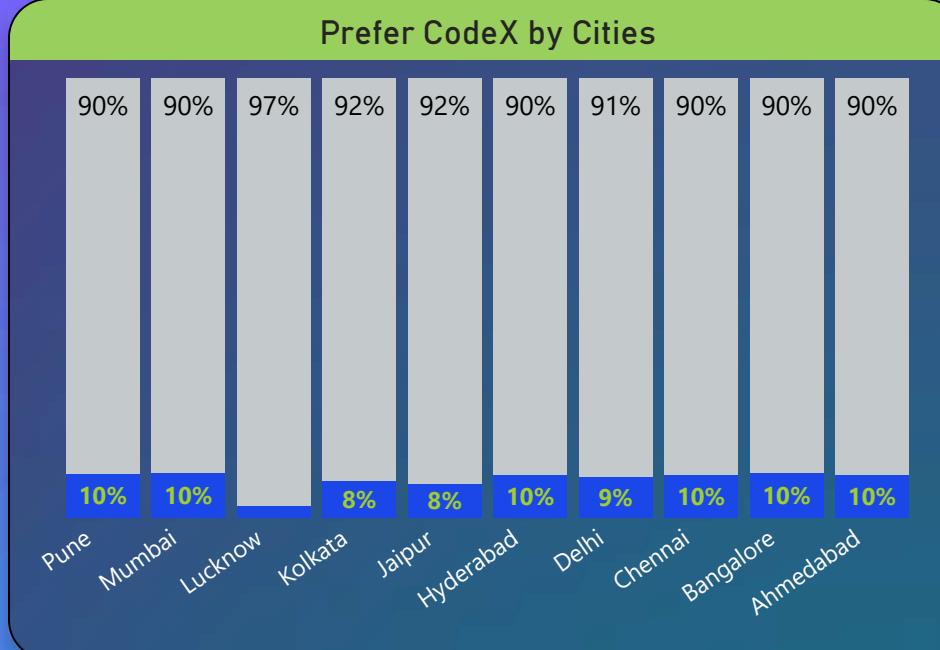
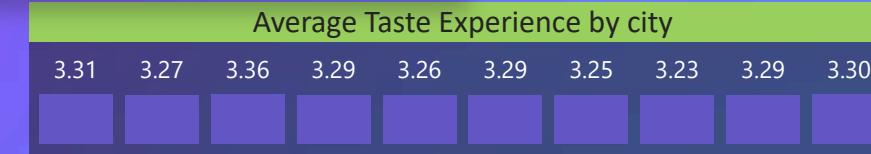
Purchase Behavior

Product Development



Tried Before

Heard Before	Tried Before			Total
	No	Yes	Total	
No	27%	29%	56%	
Yes	24%	20%	44%	
Total	51%	49%	100%	



Frequency

Frequency	Responses	Consumption
Daily	13%	45%
2-3 times a week	35%	41%
Once a week	16%	8%
2-3 times a month	16%	4%
Rarely	19%	2%



Insights to the Marketing Team of CodeX



Demography Insights

Consumer Preferences

Competition Analysis

Marketing Channels

Brand Penetration

Purchase Behavior

Product Development



Purchase Location



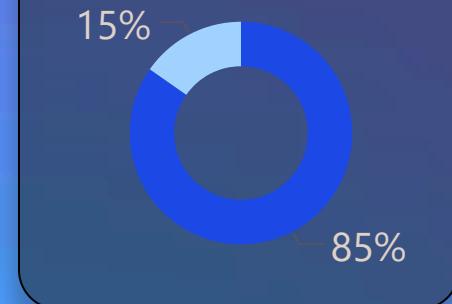
Taste Experience



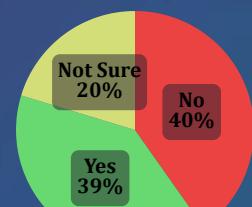
Typical consumption situations



Respondents from South & West



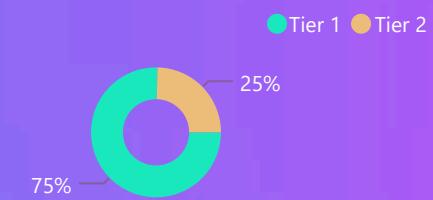
Limited Edition Packaging



Price Range



Frequency	Responses	Consumption
Daily	13%	45%
2-3 times a week	35%	41%
Once a week	16%	8%
2-3 times a month	16%	4%
Rarely	19%	2%



Cities



Insights to the Marketing Team of CodeX



Demography Insights

Consumer Preferences

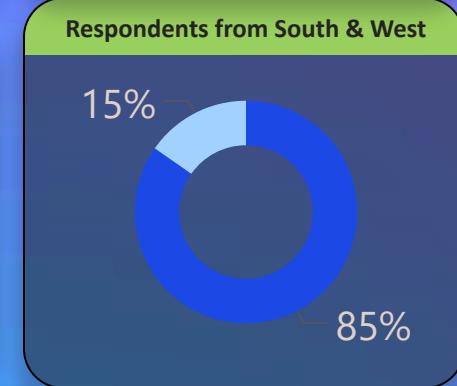
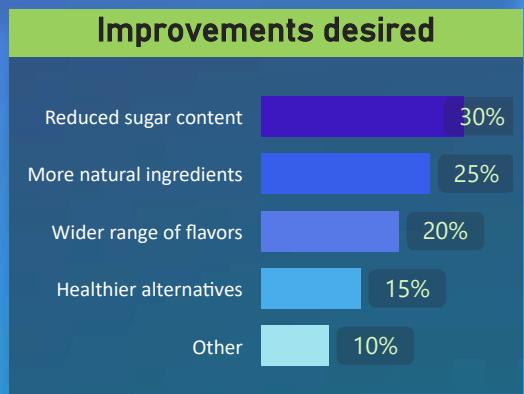
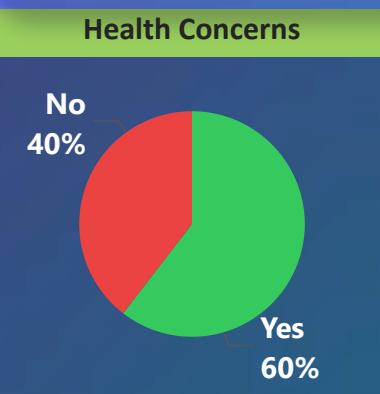
Competition Analysis

Marketing Channels

Brand Penetration

Purchase Behavior

Product Developme...



Frequency	Responses	Consumption
Daily	13%	45%
2-3 times a week	35%	41%
Once a week	16%	8%
2-3 times a month	16%	4%
Rarely	10%	2%



Storage Cost Calculation



Profit Prediction

Actual Profit out of Total profit



Profit Per Unit : ₹12.8

15

Days to stock out

₹592

Storage cost

515

Quantity

14

Margin

Product

Consumer

22

Frequency (%)

155

Total Customer or
(unit sold per day)

1

Market size (unit sold in cr)

60

CodeX market share

Shop

3000

Shop Area (sq. ft)

148000

Shop Expenses

₹49

Shop Expense per sq.ft

Fridge

4

Area (sq. ft)

120

Electricity (kWh)
Consumption

6.00

Electricity
cost(per kWh)

₹91...

Total Refrigerator cost

Shelf

Total Shelves

Shelf Area (sq.ft)

₹183

Cost per Shelf

Can Area (sq. in)

5.20

80

Total cans in a shelf



Profit (cr) out of Revenue

₹323.4

₹ 416

Market size (unit sold in cr)

60

CodeX market share

10

Cost of Goods (Rs)

20

Selling Price (Rs)

90

Customers willing to pay (in %)

77