



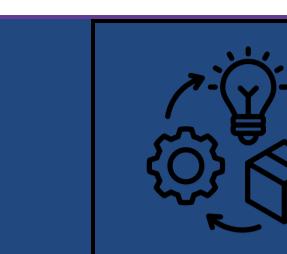
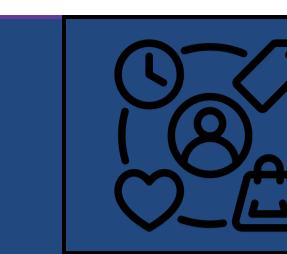
By

Riyaz Aqthar



CodeX
GERMAN BEVERAGES

Page Navigator



Gender

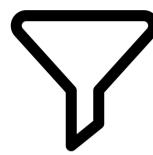
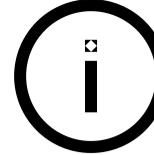
All

Age

All

Tier

All



City

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

10K

respondent_count

3.28

avg_taste_exp

44.47%

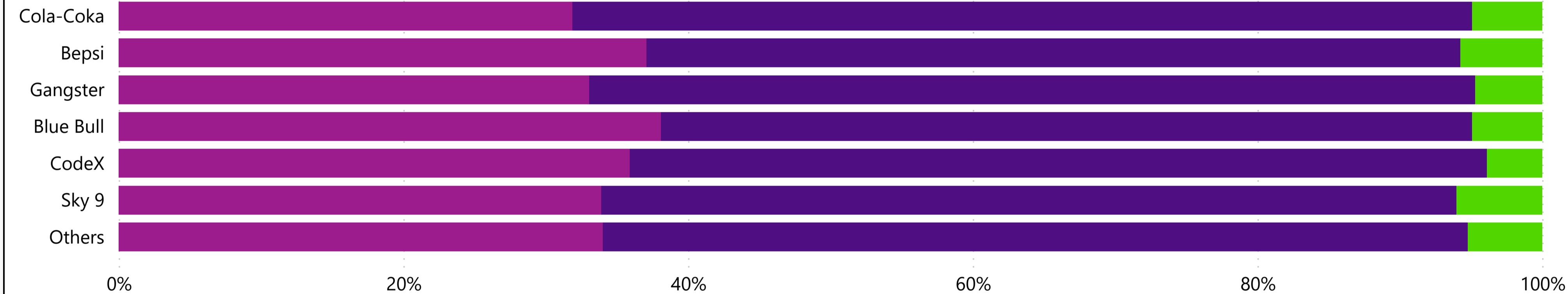
Overall_Brank_awareness

48.81%

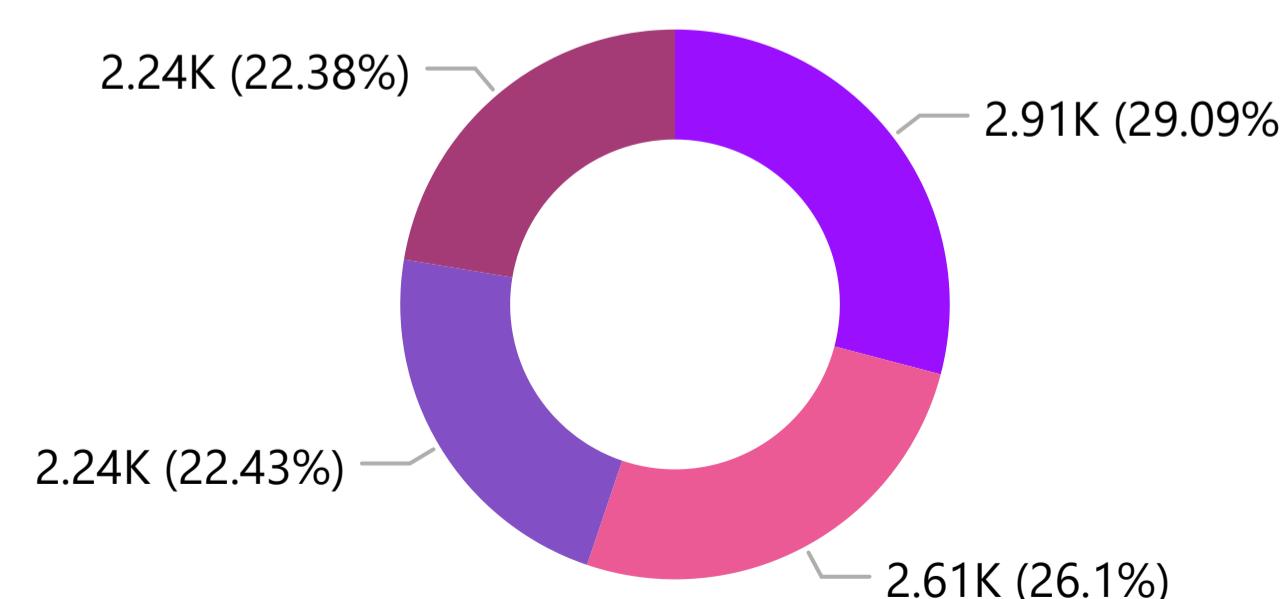
brand_trial

Brands Preferred by Customers

● Female ● Male ● Non-binary



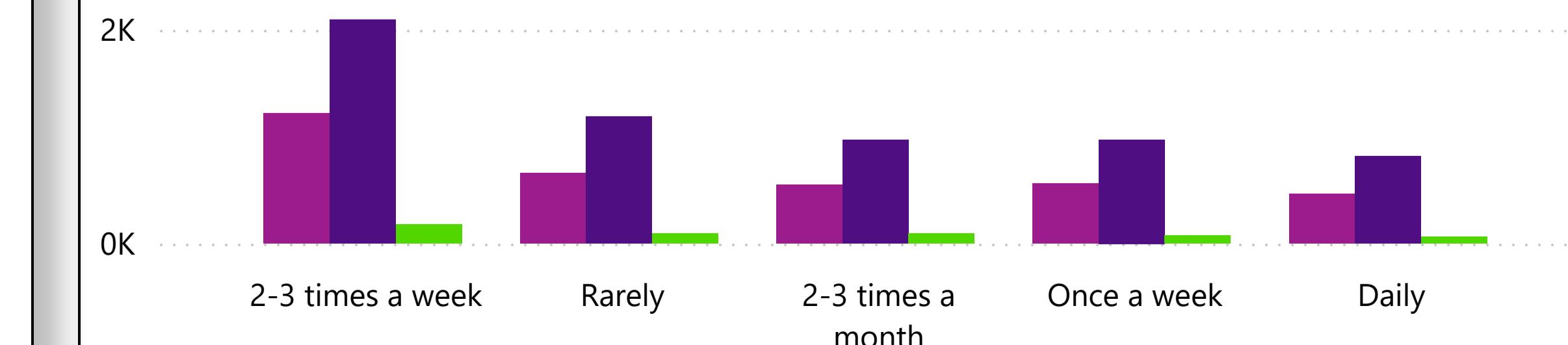
General Perception Of Energy Drink



● Effective ● Not sure ● Healthy ● Dangerous

Consumer Frequency Distribution

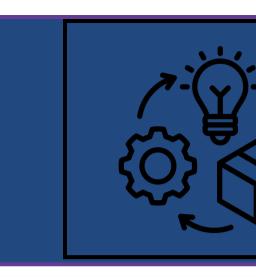
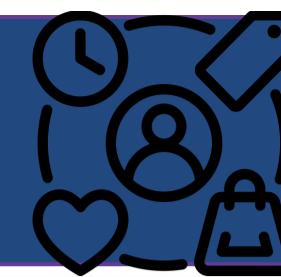
● Female ● Male ● Non-binary





CodeX
GERMAN BEVERAGES

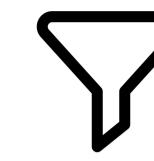
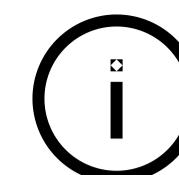
Page Navigator



Gender

Age

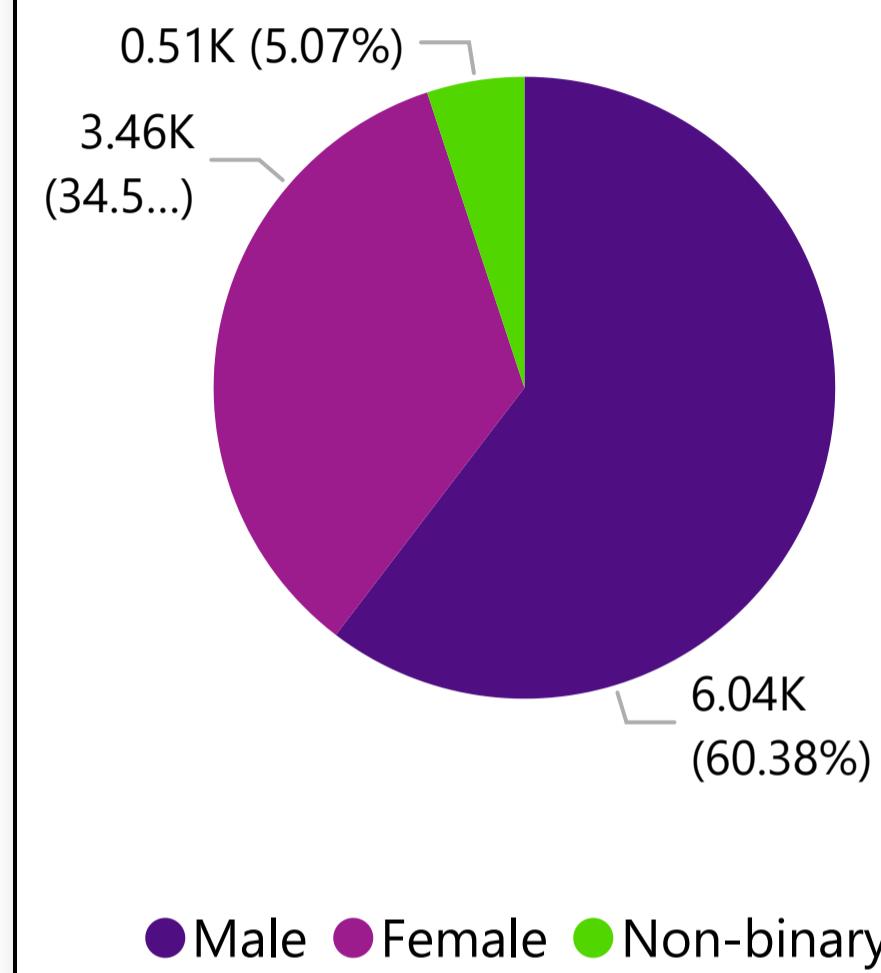
Tier



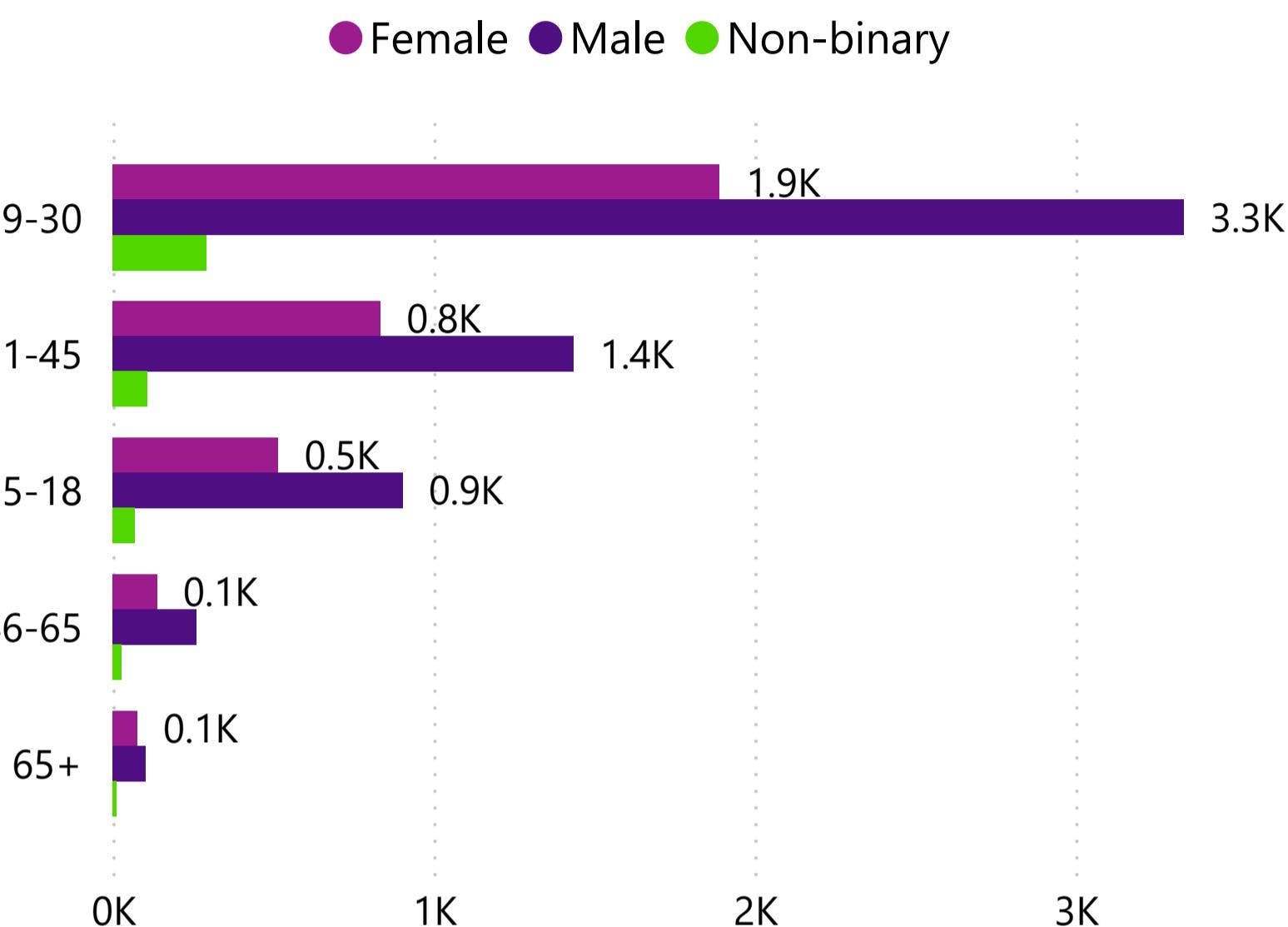
City

- Ahmedabad
- Bangalore
- Chennai
- Delhi
- Hyderabad
- Jaipur
- Kolkata
- Lucknow
- Mumbai
- Pune

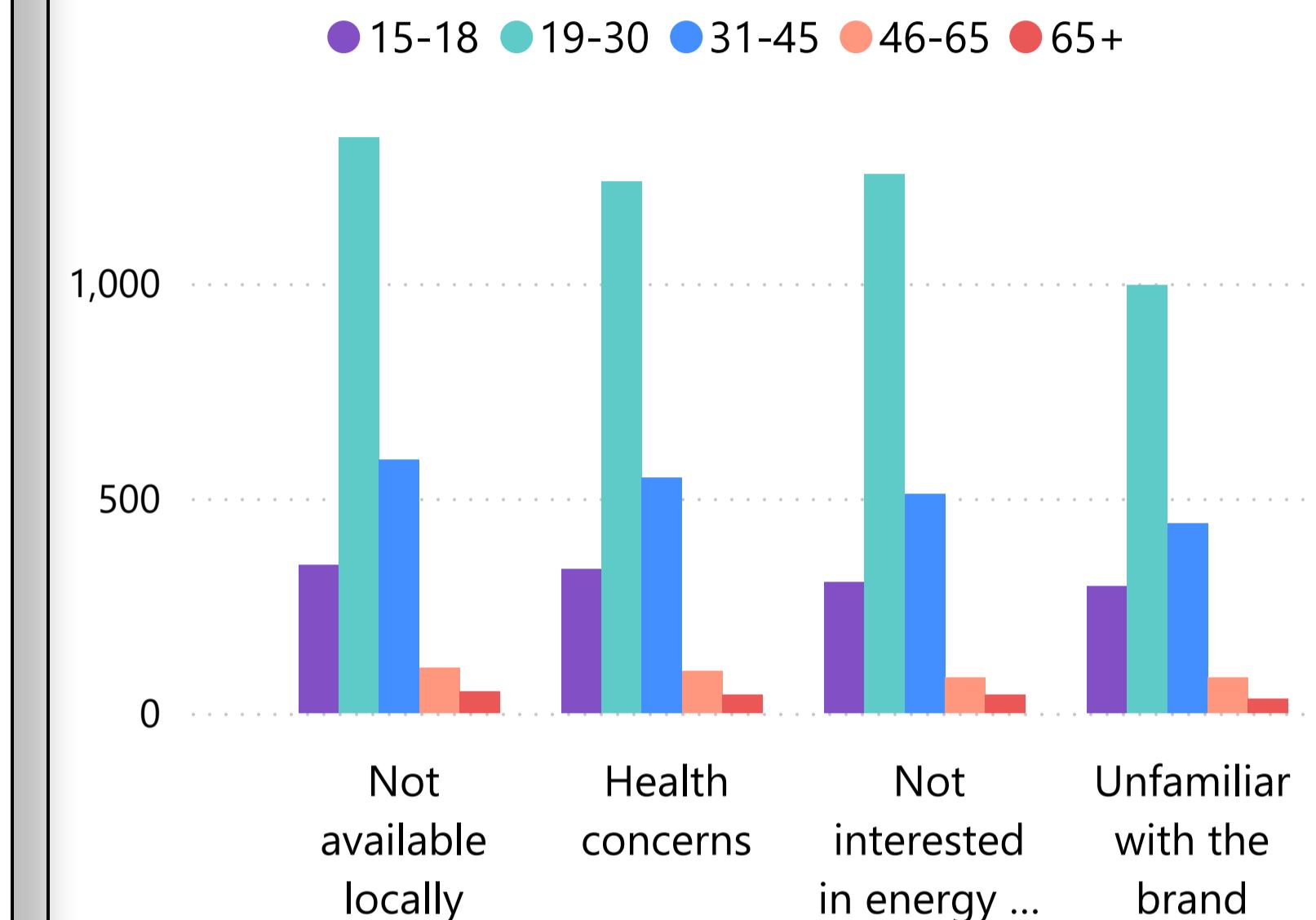
Responded by Gender



Responded by Age

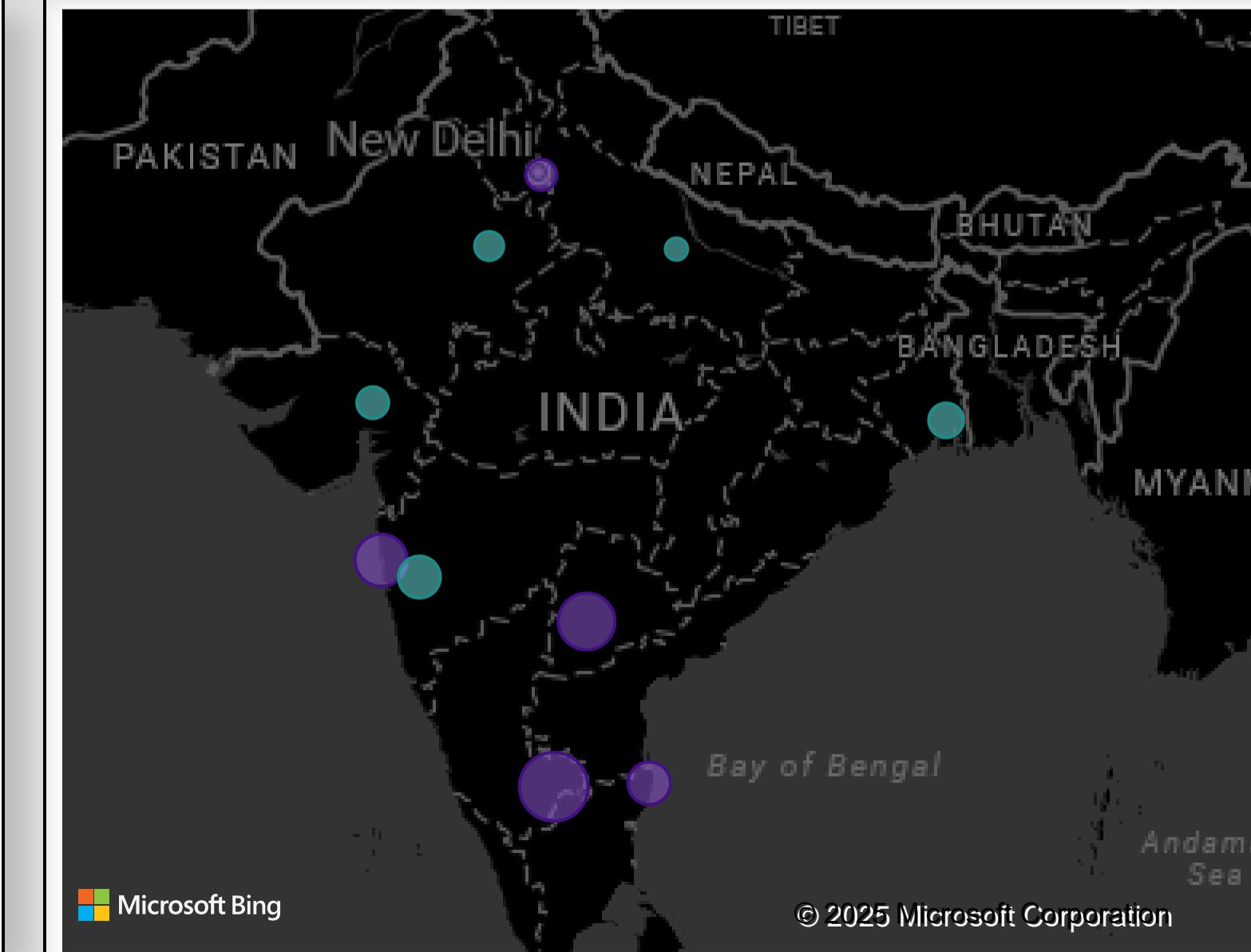
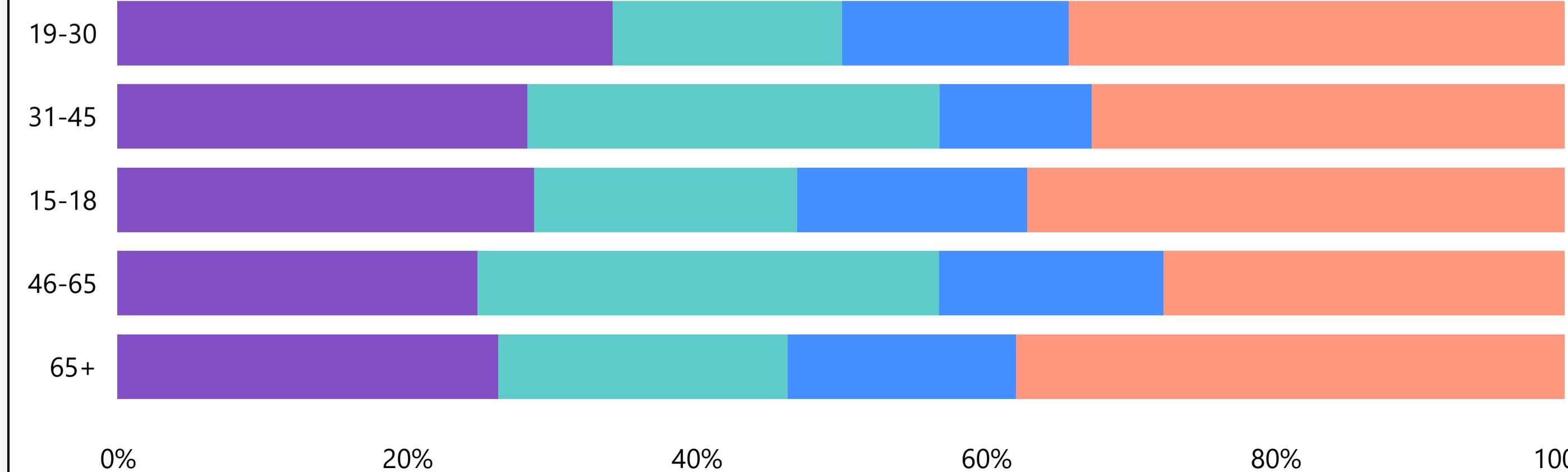


Time Consumed Reason by Age



Time Consumed by Age Group

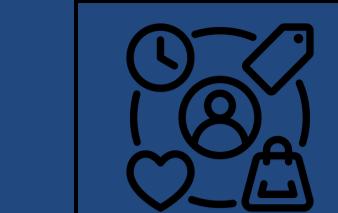
● Before exercise ● For mental alertness ● Throughout the day ● To stay awake during work/study





CodeX
GERMAN BEVERAGES

Page Navigator



Gender
All

Age
All

Tier
All

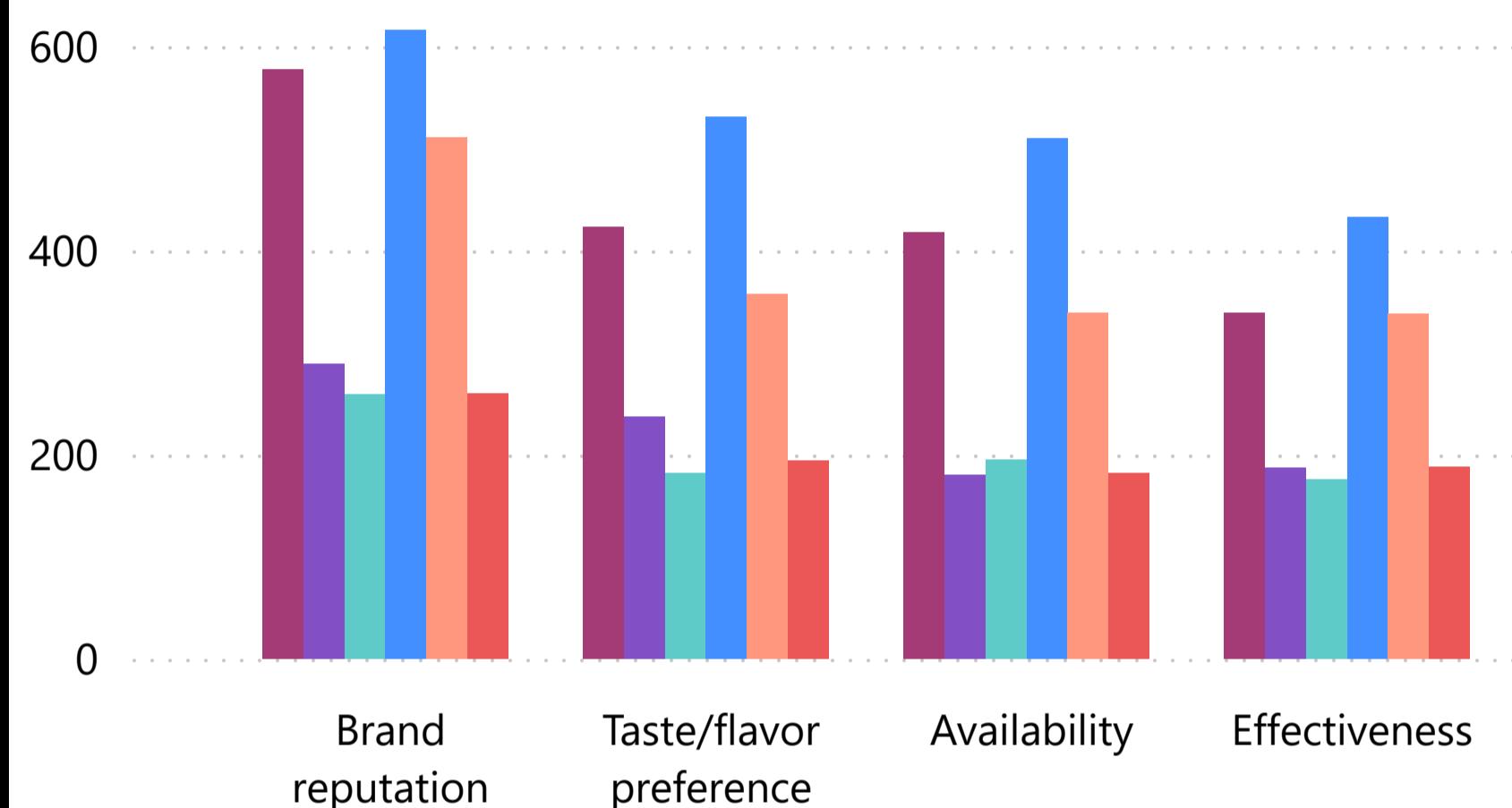


City

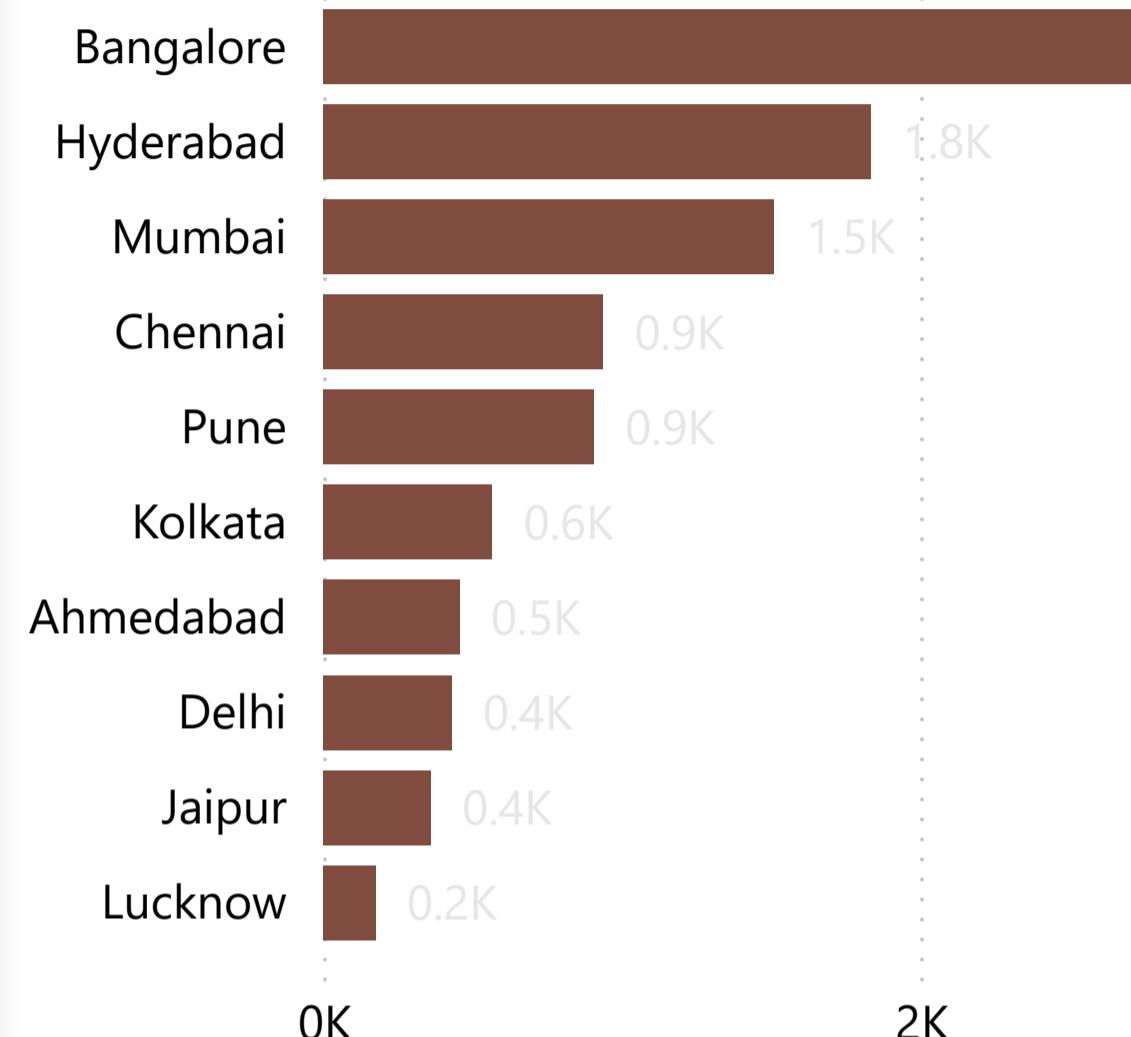
- Ahmedabad
- Bangalore
- Chennai
- Delhi
- Hyderabad
- Jaipur
- Kolkata
- Lucknow
- Mumbai
- Pune

Reason for Choosing

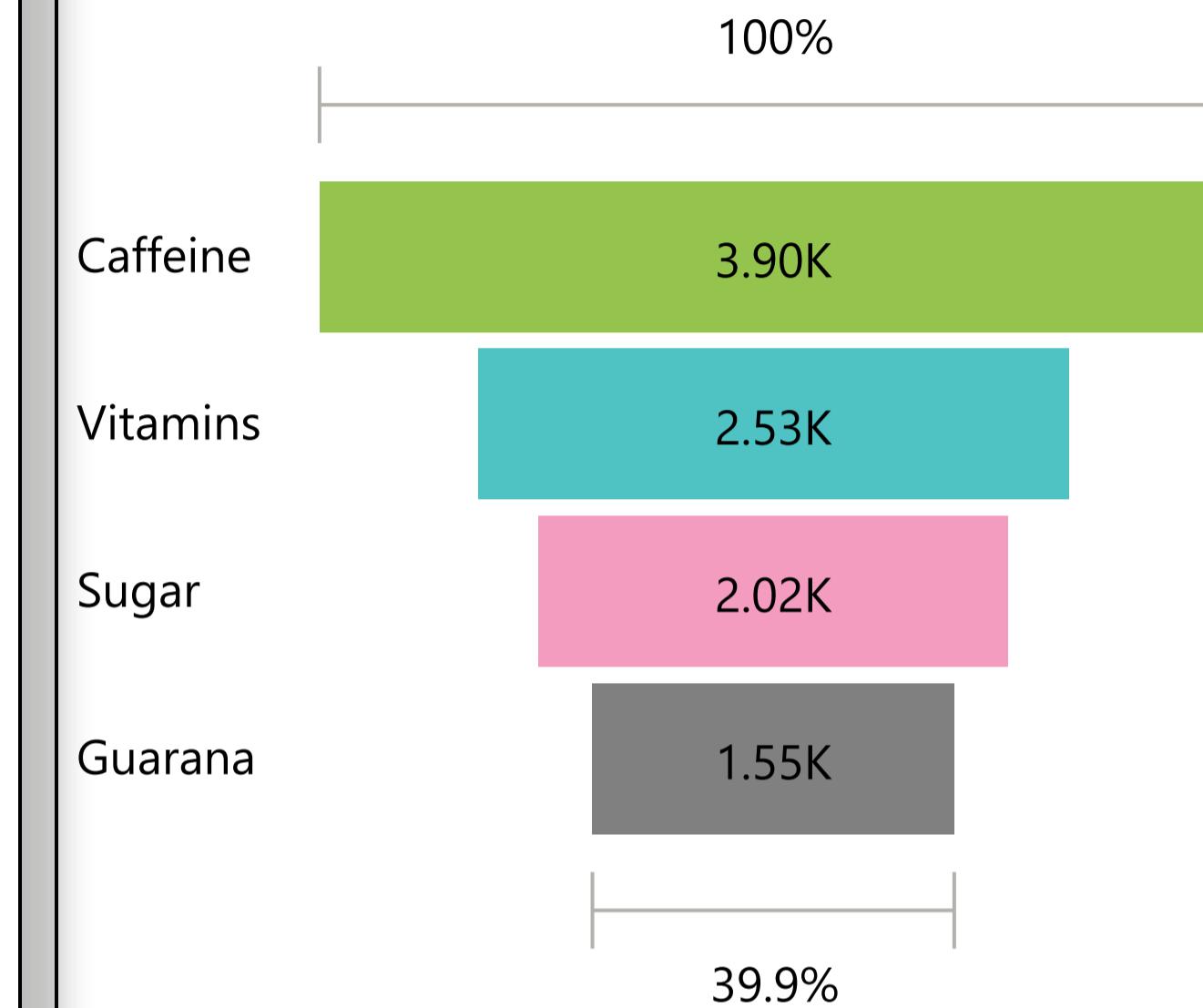
● Bepsi ● Blue Bull ● CodeX ● Cola-Coka ● Gangster ● Sky 9



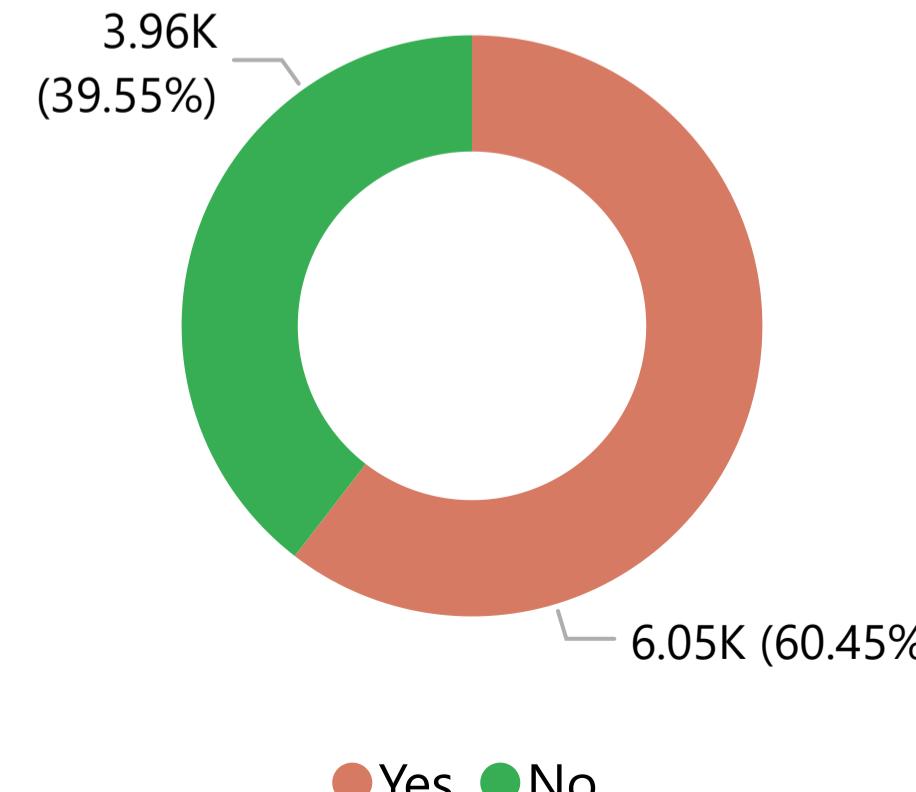
Purchase Location



Ingredients expected in Drinks

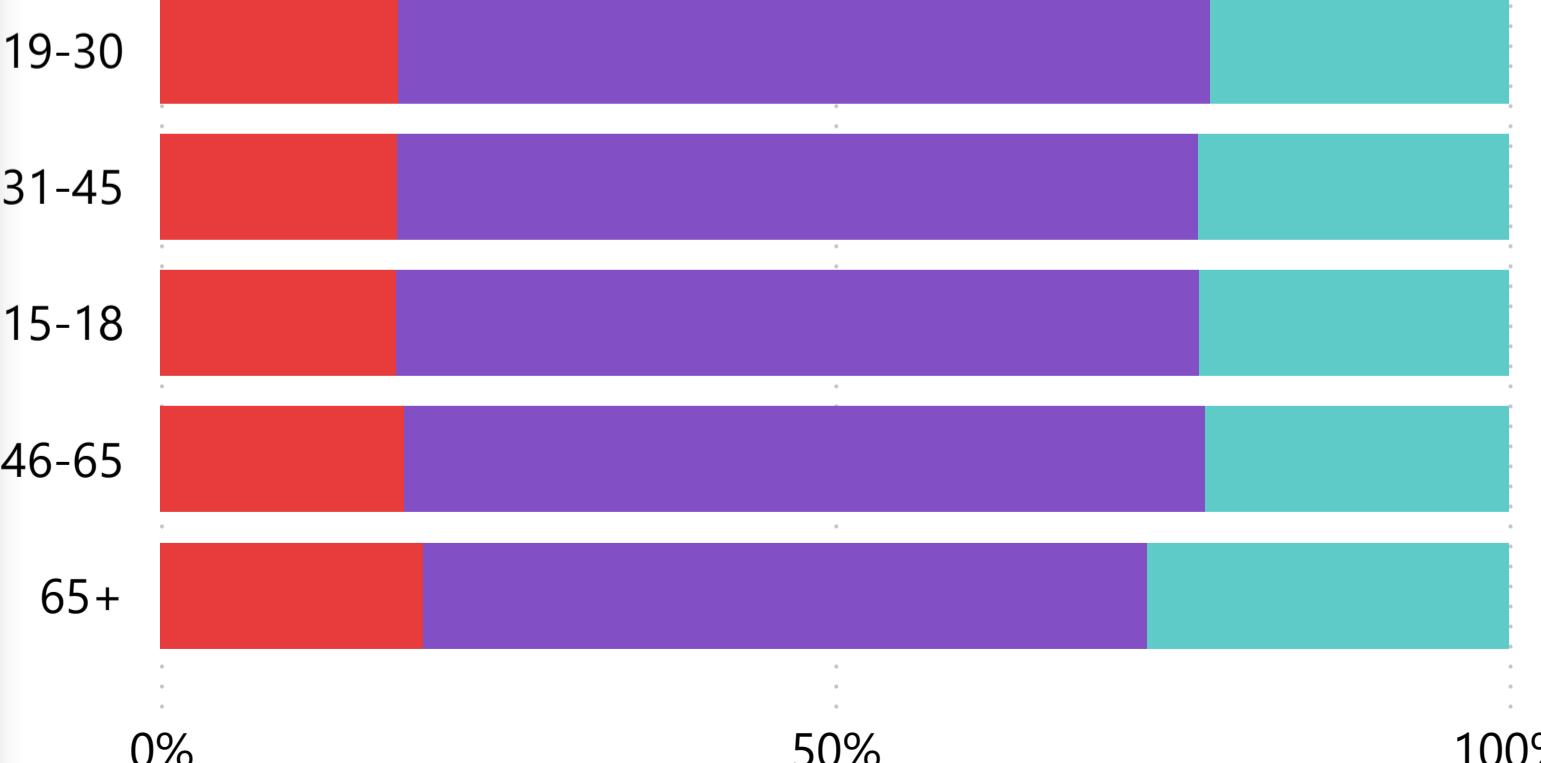


Health concerns about Energy Drinks



Brand Perception

● Negative ● Neutral ● Positive



Improvements Desired in Drinks

