

CODEBASICS RESUME PROJECT CHALLANGE #6



Challenge : Provide Insights to the Marketing Team in Food & Beverage Industry

Domain: F & B Function: Marketing

CodeX 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 is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from 10k respondents. Peter Pandey, a marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions.

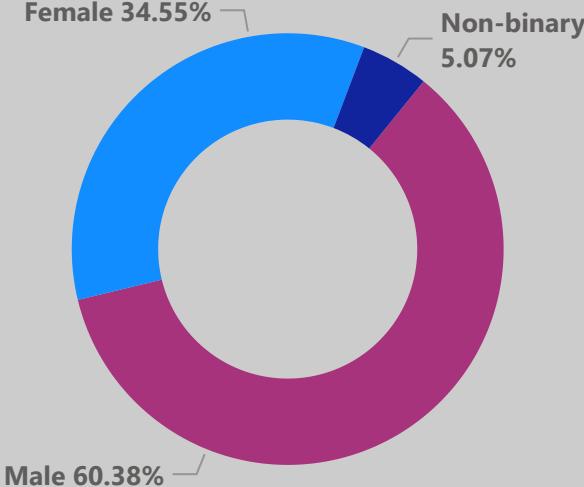


CodeX

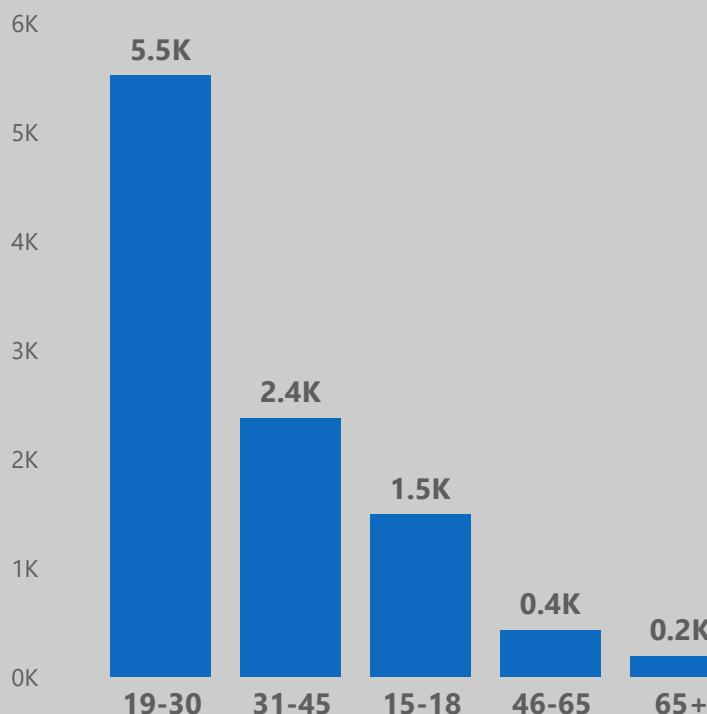
Stay Energized, Stay Active

Demographic Insights

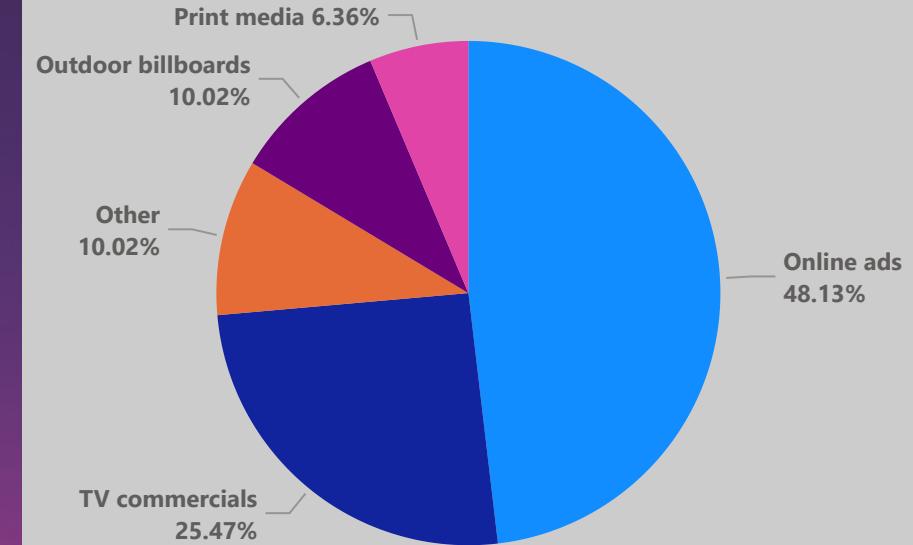
Who prefers Energy Drinks



Energy Drink Preference by Age Group



Marketing Reaching Youth(15-30)



Insights:-

1. More than 60% of Males prefer Energy Drinks compared to 35% females.
2. Mostly People of age group 19-30 prefers Energy Drinks.
3. Online ads and TV commercials reaches around 74% of people of age 15-30.

Consumer Preferences

Preferred Ingredients

4K

3.9K

2.5K

2.0K

1.6K

3K

2K

1K

0K



Packaging Preferences

Compact and portable cans

3984

Innovative bottle design

3047

Collectible packaging

1501

Eco-friendly design

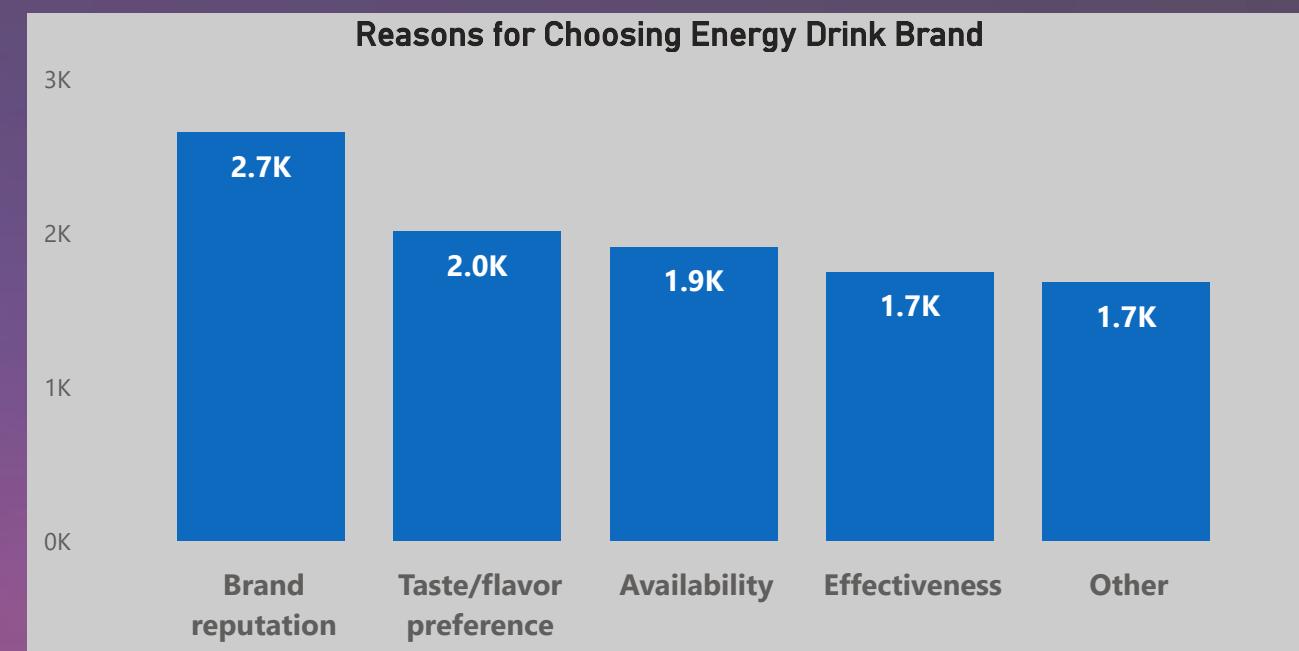
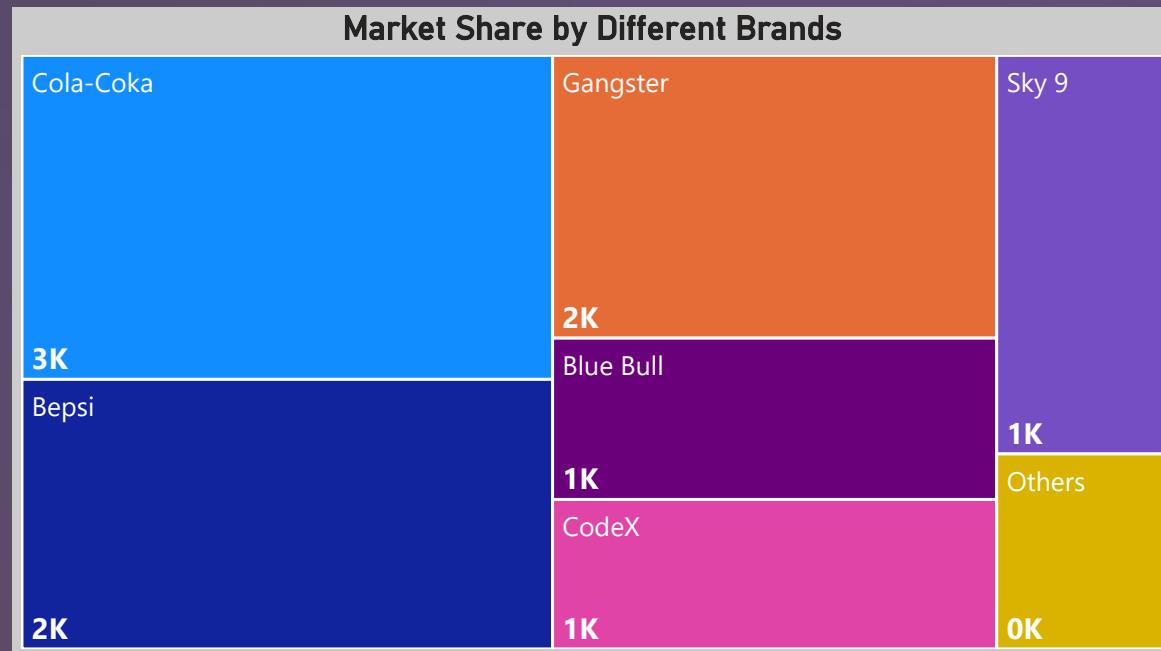
983

Other

485

Insights :- 1. People Prefer Caffeine as the main ingredient in Energy Drinks.
2 compact and portable cans followed by Innovative bottle designs are preferred by the consumers.

Competition Analysis

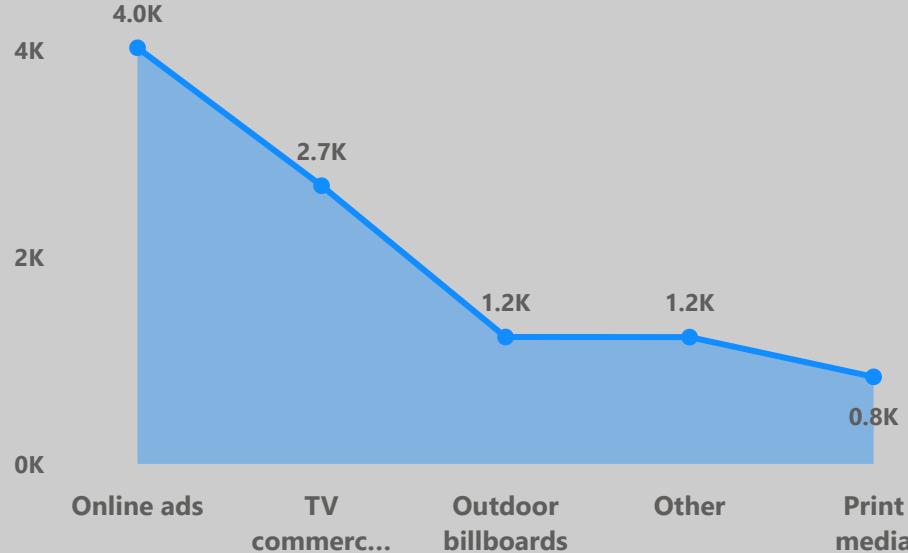


Insights :- Cola-Coka and Bepsi are the 2 current Market leaders ,covering 25% and 21% of market closely followed by Gangster with 18%. Codex currently has 9% of the total market.

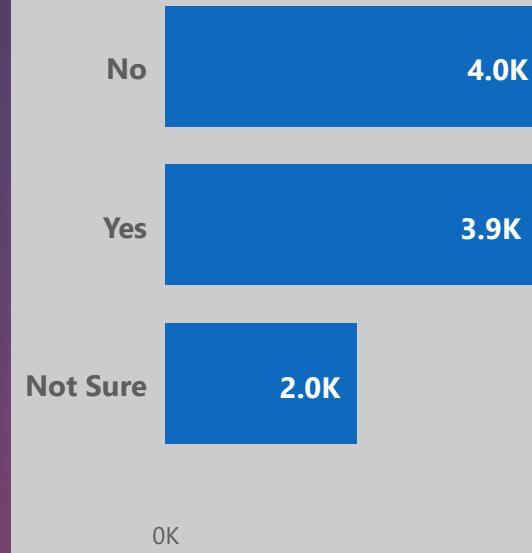
2 27% People choose their Energy Drink on the basis of Brand Reputation and 20% choose on the basis of Taste.

Marketing Channels and Brand Awareness

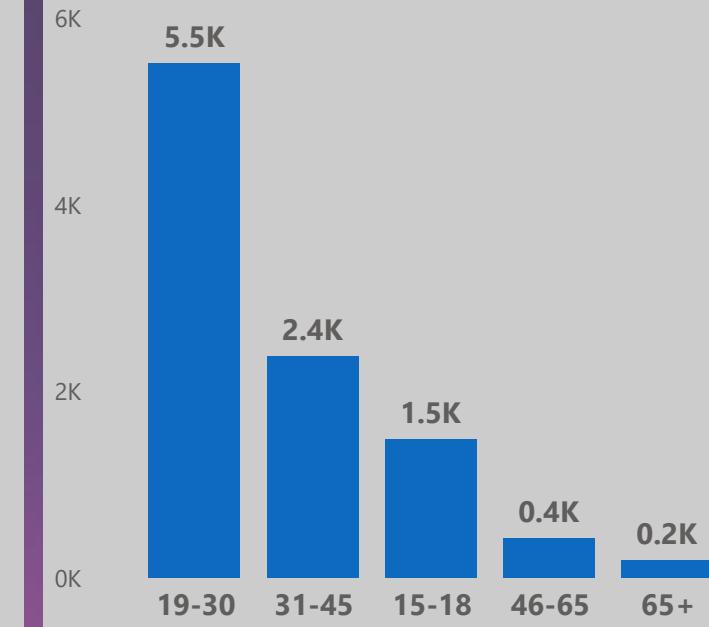
Marketing Channels With their respective reach



Perception about Limited Edition Packaging



Energy Drink Preference by Age Group



Insights:-

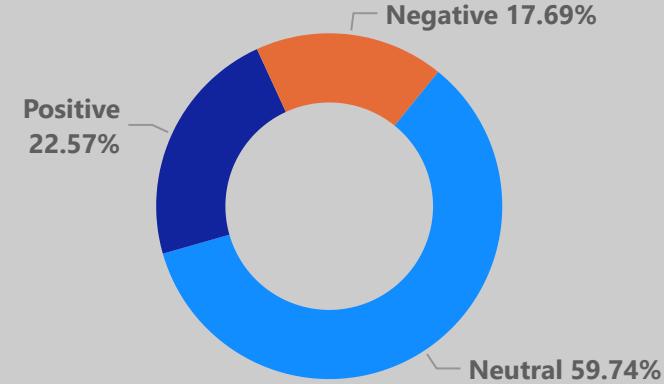
- 1 Online ads and Tv commercials are the 2 best Marketing channels to reach out to our customers.
- 2 Peoples reaction on Limited edition Packaging is not so positive so we should not focus much on this.
- 3 people of age between 15 to 45 covers 94% of the market so we must focus on this Age group and online ads and Tv advertisements reaches this group more so must act accordingly.

Brand Penetration

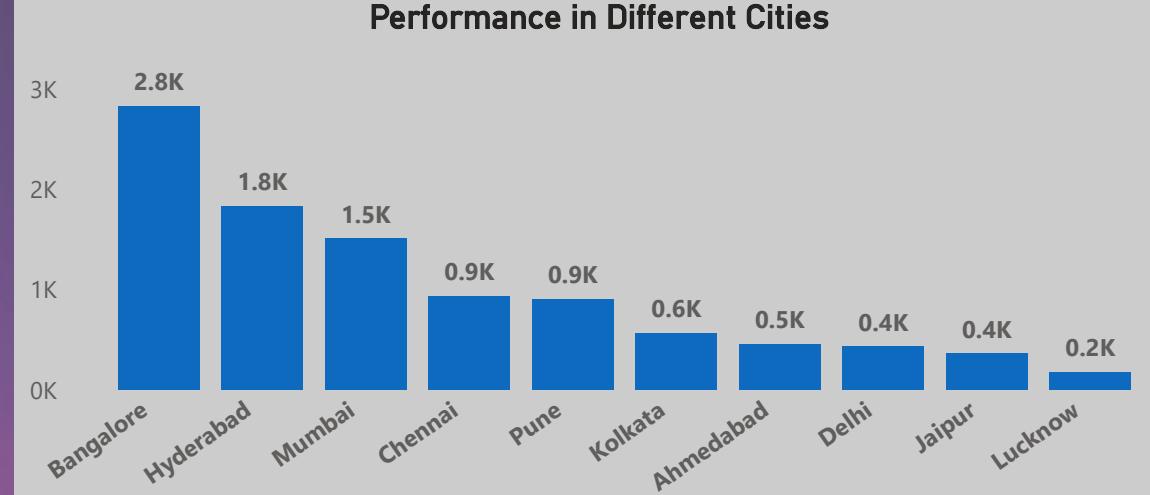
Average Rating



Brand Perception



Performance in Different Cities



Insights:- Codex current Avg. Rating is 3.28 which is not bad but we must look to improve on it by providing our customers with the best energy drink experience.

2 Codex Brand perception is pretty much **Neutral** at present which is a positive we must work on it to build postive perception .

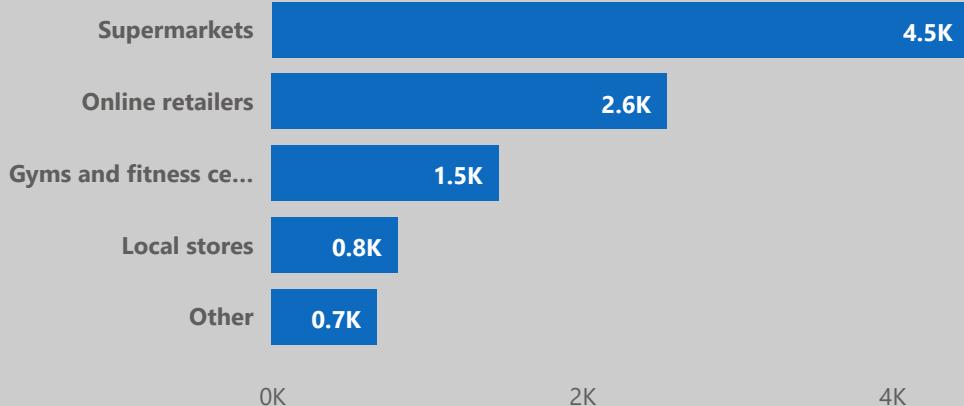
3 **Lucknow,Jaipur, Delhi , Ahmedabad and Kolkata** are the cities we need to focus on .



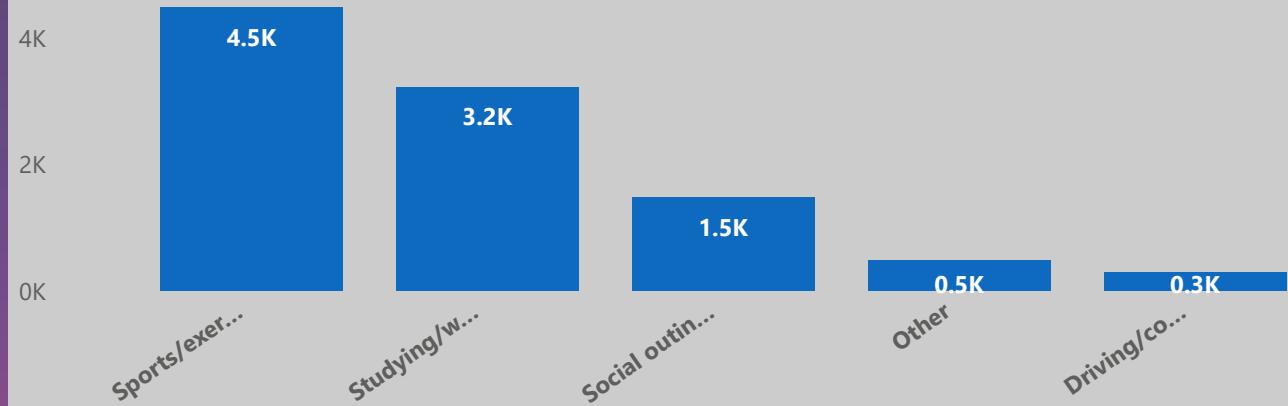
Purchase Behaviour



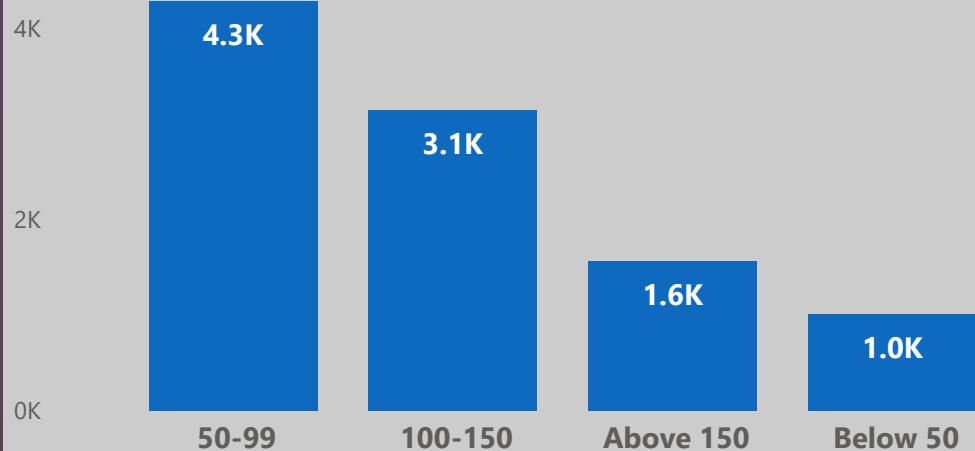
Purchase Locations



Consumption Situation



Preferred Price Range

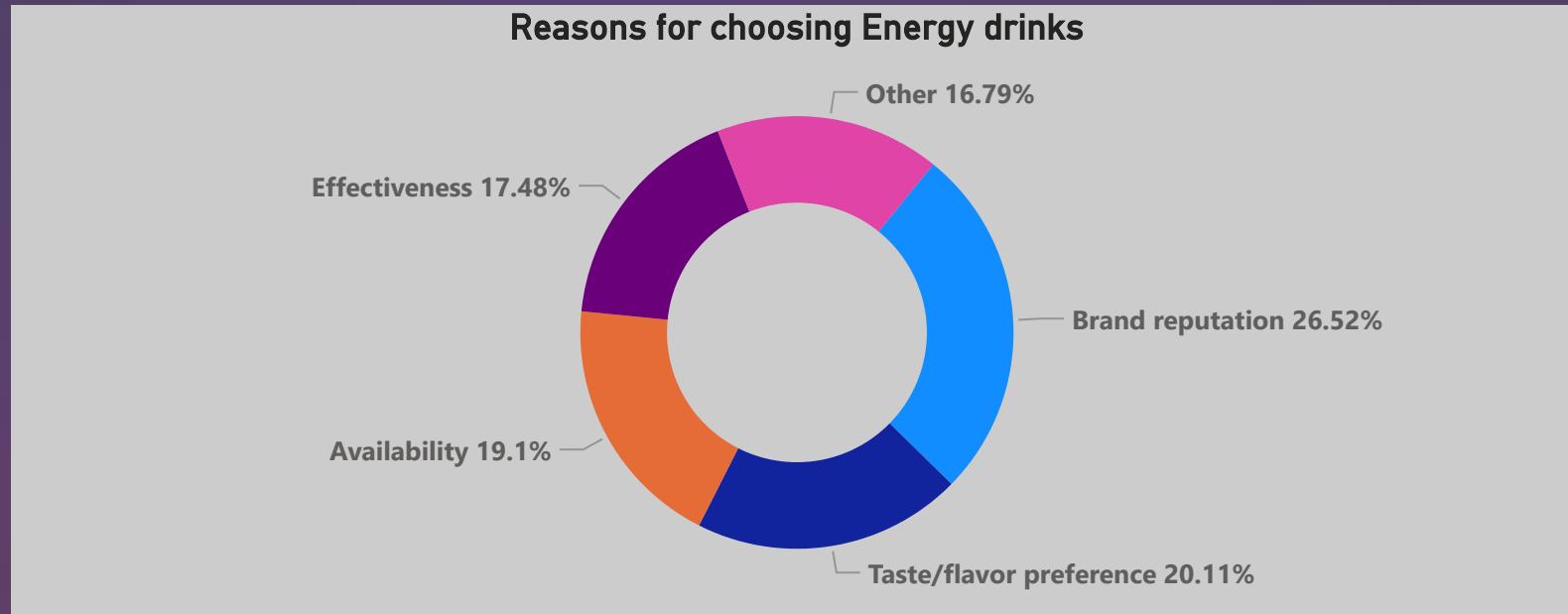


Insights:- 71% of people buy energy drinks from Supermarkets and online retailers.

2 45% of people consume energy drinks during sports or exercise and 32% consume before studying or working late , that tells most of consumers are young .

3 84% of consumers want price range to be not more than 150. 53% want price range less than 100.

Product Development



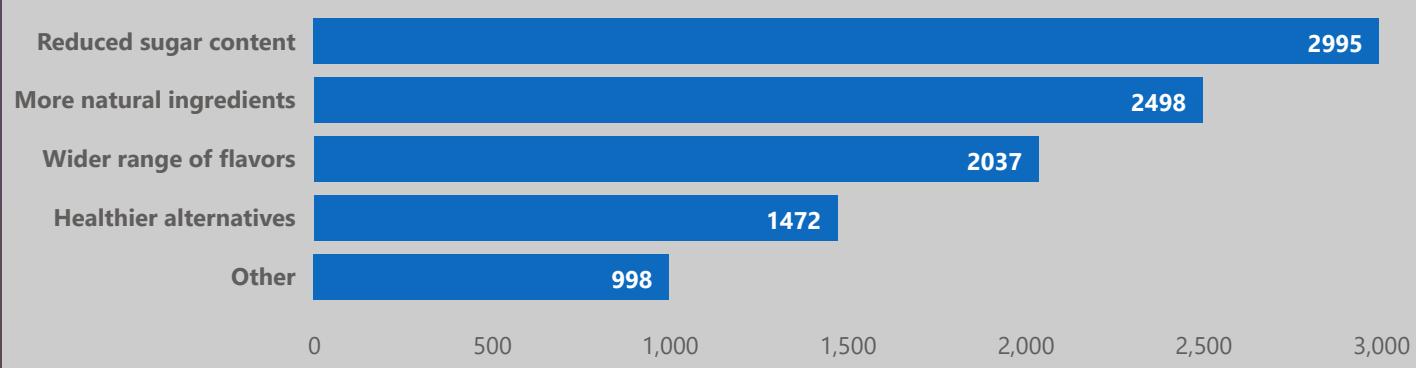
Insights:- 26% of people choose their energy drink on the basis of Brand Reputation and 20% choose on the basis of Taste/Flavor Preference 19% on the basis of Availability of the product.

so, we need to work on building our brand reputation and we need to introduce few more flavors . we also need to make our product available at all the supermarkets and on online stores.

1 Immediate Improvements to the products :-

- . Should reduce Sugar Content and focus on adding more natural ingredients
- . Should introduce more flavors.
- . Can change packaging to Compact and Portable cans.
- . We can also use some innovative bottle designs.
- . Can introduce more products with Caffeine in it .

Count of Improvements_desired by Improvements_desired





Recommendations For Codex



Ideal Price for the Product:-

- . 84% respondents want prices of energy drinks to be under Rs 150 and 53% of total respondents want prices to be under Rs 100.
- . So, Rs 100 should be the price for the product.





Recommendations for Codex



Marketing campaigns :-

"Be Relentless" this could be our slogan and we can run a Marketing campaign around this slogan/tagline.

This Sleek and simple tagline will also make it easy to promote our product on Social media , this will make our product Instragrammable.

Charitable cause promotions

Why not kill two birds with one stone? Make an impact in your community while attracting more customers with a charitable sales promotion. Let your customers know that for a certain period of time, a portion of your proceeds will go to a charity you support.



Recommendations For Codex



Offers and Discounts

Referral discounts

One way to keep the new customers rolling in is to offer discounts when current customers refer a friend or promote you on social media.

Cashbacks

Many consumers would agree that it doesn't feel as bad to spend money when you get some in return. It's almost like paying less from the start and then having extra money to get other desirable products.

Plus giving back to customers usually results in more loyalty and more business from them.

Target audience

60% of males prefer Energy Drinks and people of age between 15-45 consumes 94% of the total Drinks.

People Mostly consume Energy drinks during any Sports Activity and during Studying or Working Late night, which are the traits of Younger people.



Recommendations for Codex



Brand Ambassador Recommendations :-

since at present Codex is trying to build its Brand reputation .

So, we need a reliable person whom people trust .

At present Cricket is the biggest thing so Codex Brand Ambassador has to be a Cricketer.

Their is no one better than **MS Dhoni** at present.

Another option is **Virat Kohli**.

