

Power BI



Code X Energy Drink Survey Analysis



Rohit Jagadish

The global energy drink market is projected to reach a staggering \$84 billion by 2027. This exponential growth is a testament to the increasing demand for quick energy boosts in our fast-paced world.




Code X

- **Code X** 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 in India.



Objective

A blue pen is shown in the top right corner, drawing a line graph on a grid background. The graph shows a line that starts at the bottom left, rises to a peak, and then falls. The grid is composed of light blue lines.

- 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.
- As a marketing data analyst my task is to convert these survey results to meaningful insights which the team can use to drive actions.

1. Demographic Insights (examples)

- a. Who prefers energy drink more? (male/female/non-binary?)
- b. Which age group prefers energy drinks more?
- c. Which type of marketing reaches the most Youth (15-30)?

2. Consumer Preferences:

- a. What are the preferred ingredients of energy drinks among respondents?
- b. What packaging preferences do respondents have for energy drinks?

3. Competition Analysis:

- a. Who are the current market leaders?
- b. What are the primary reasons consumers prefer those brands over ours?

4. Marketing Channels and Brand Awareness:

- a. Which marketing channel can be used to reach more customers?
- b. How effective are different marketing strategies and channels in reaching our customers?

5. Brand Penetration:

- a. What do people think about our brand? (overall rating)
- b. Which cities do we need to focus more on?

6. Purchase Behavior:

- a. Where do respondents prefer to purchase energy drinks?
- b. What are the typical consumption situations for energy drinks among respondents?
- c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

Primary Insights

- Demographic Insights
- Consumer Preferences
- Competition Analysis
- Marketing Channels and Brand Awareness
- Brand Penetration
- Purchase Behavior:

Provide Insights to the Marketing Team in Food & Beverage Industry

Primary Insights (Sample Sections / Questions)

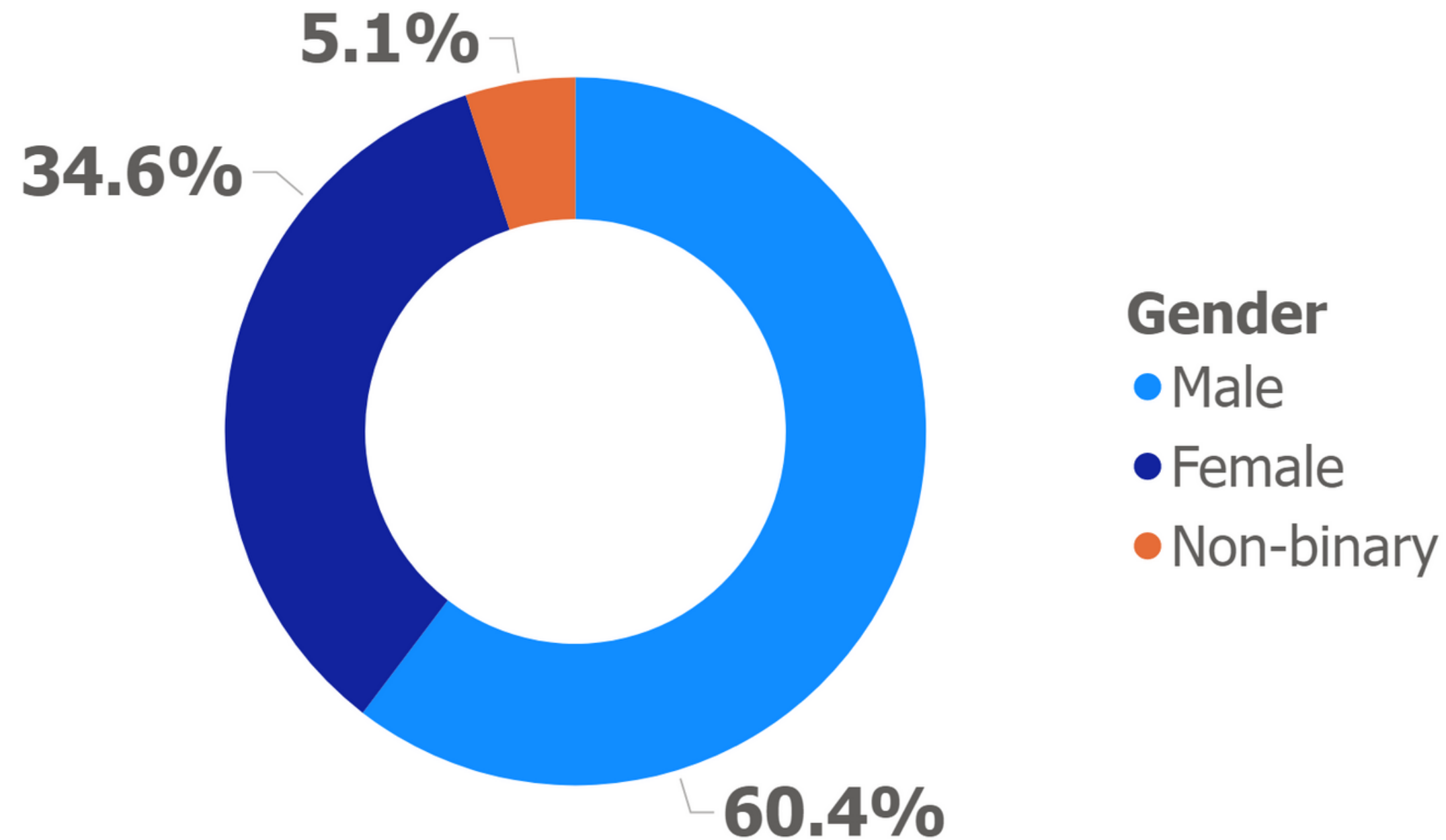
Note: These insights can be derived from the survey responses

- 1. Demographic Insights (examples)**
 - a. Who prefers energy drink more? (male/female/non-binary?)
 - b. Which age group prefers energy drinks more?
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- 7. Product Development**
 - a. Which area of business should we focus more on our product development? (Branding/taste/availability)

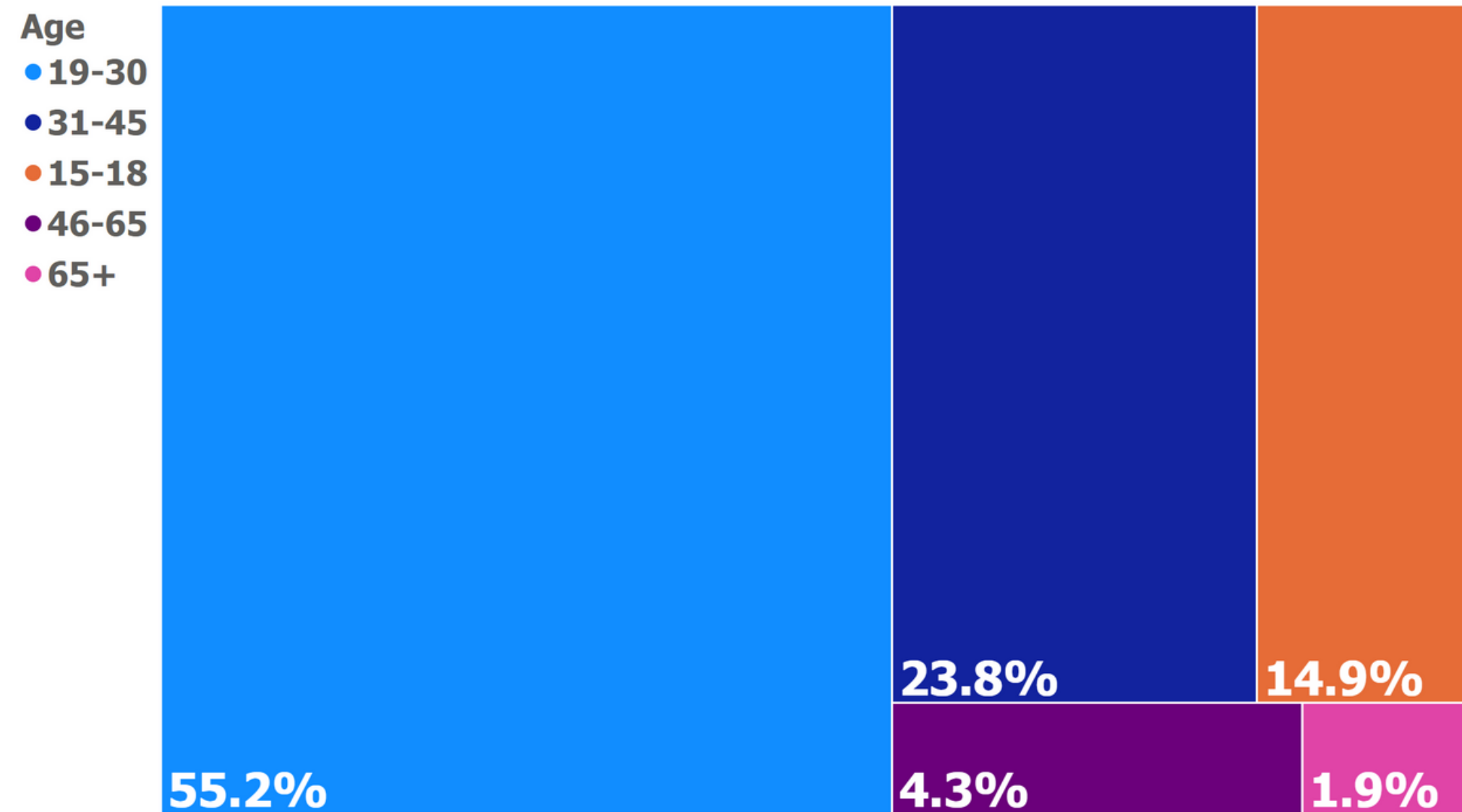
Demographic Insights

- a. Who prefers energy drinks more?
- b. Which age group prefers energy drinks more?
- c. Which type of marketing reaches the most Youth (15-30)?

a. Who prefers energy drink more? (male/female/non-binary?)



b. Which age group prefers energy drinks more?

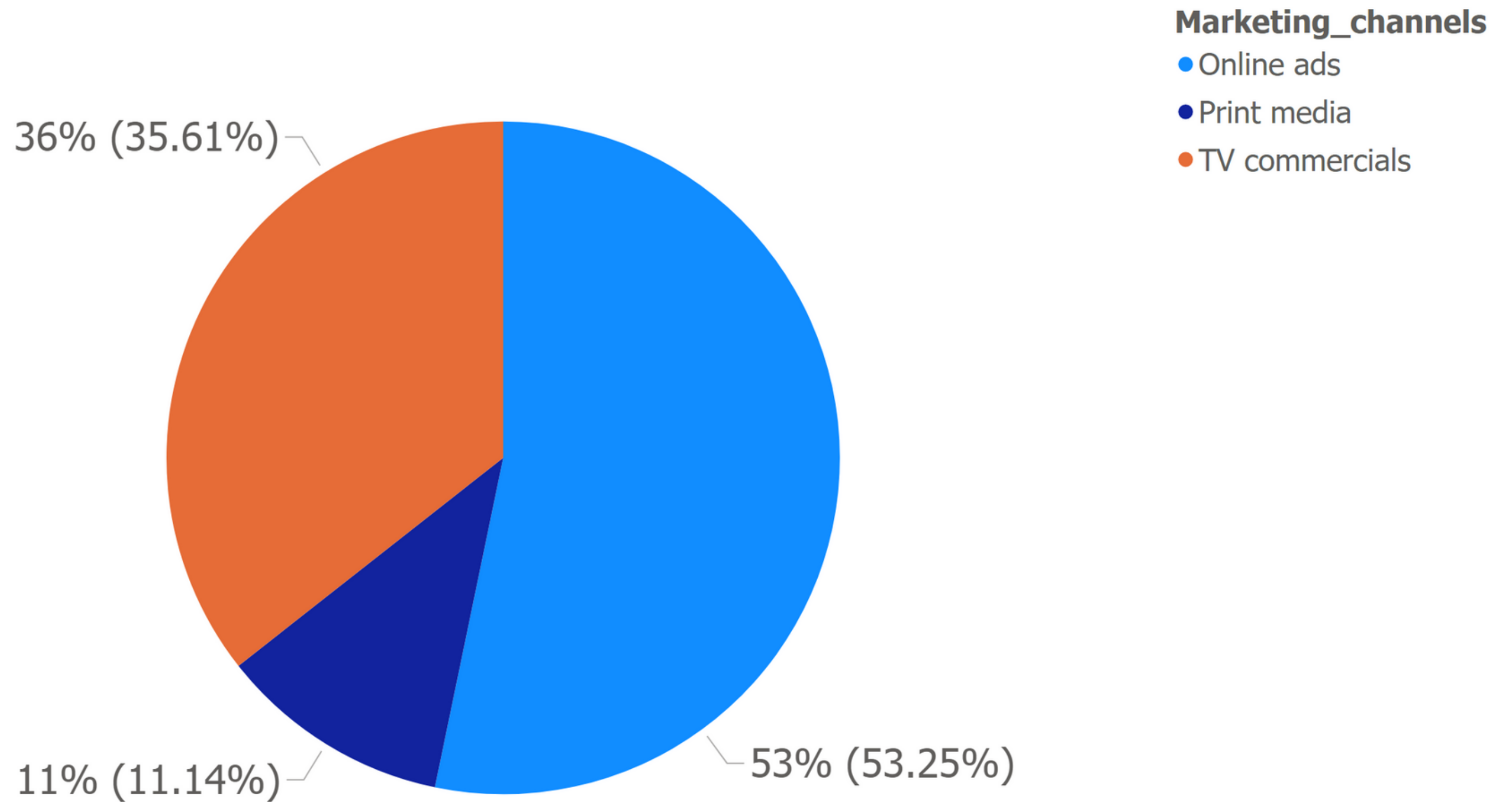


The age group of 19-30 exhibits the highest preference for energy drinks, accounting for 55.2% of the total consumers.

Following closely behind, the age group of 31-45 comprises 23.8% of the consumer base.

Surprisingly, the younger age group of 15-18 represents a significant portion at 14.9%.

c. Which type of marketing reaches the most Youth (15-30)?



Recommendation:



It is recommended to focus marketing efforts on the age group of 19-30, as they form the largest portion of energy drink consumers.

Capitalize on the popularity of Online Ads by allocating a larger portion of the marketing budget towards targeted online campaigns to reach a wider audience.

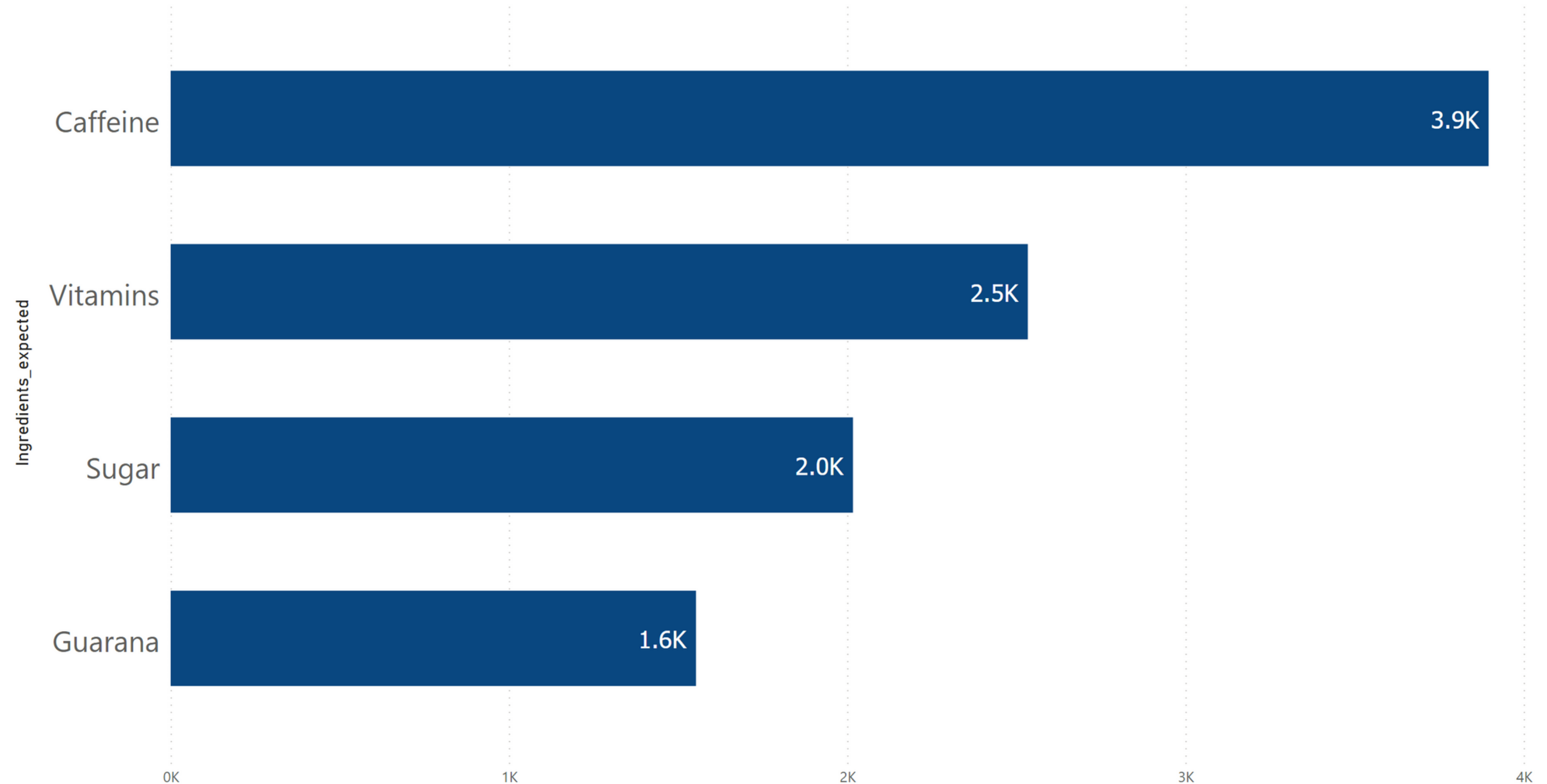
Enhance the effectiveness of TV Commercials by crafting compelling and engaging advertisements that resonate with the target demographic.



Consumer Preferences:

- a. What are the preferred ingredients of energy drinks among respondents?
- b. What packaging preferences do respondents have for energy drinks?

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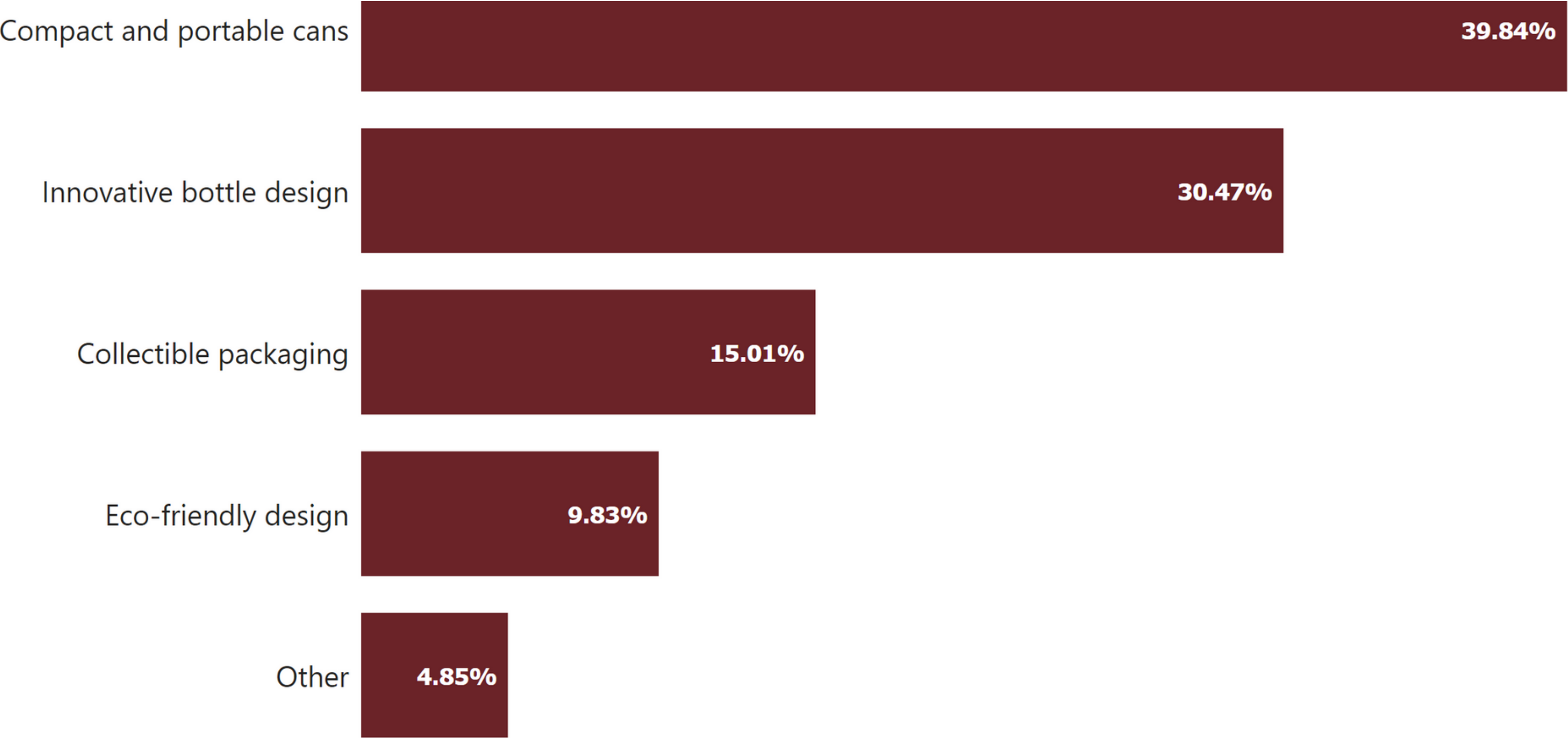




Recommendation

- **Caffeine Focus:** Introduce new caffeine-infused variants and emphasize the caffeine content in marketing campaigns to attract more consumers.
- **Health Benefits:** Leverage the demand for vitamin-infused energy drinks by promoting them as a healthier alternative and highlighting the associated health benefits.
- **Health-Conscious Options:** Explore opportunities to develop sugar-free or low-sugar options to cater to the growing health-conscious consumer segment.

b. What packaging preferences do respondents have for energy drinks?



Recommendations

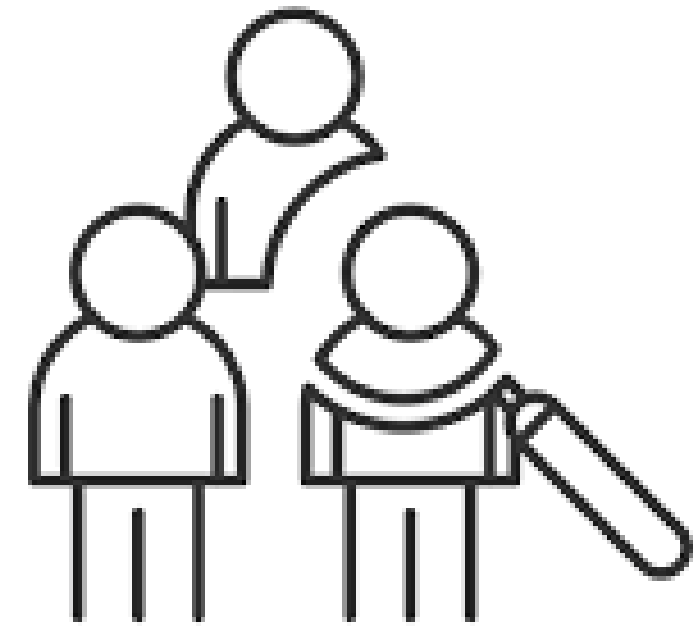


Focus on developing Compact and Portable can designs, as they are consumers' most preferred packaging options. Ensure that the cans are convenient and easy to carry, targeting consumers who are frequently on the go.

Innovation and Visual Appeal: Invest in designing and creating innovative bottle designs to capture consumers' attention. Emphasize unique features, eye-catching aesthetics, and creative packaging solutions to differentiate your energy drink brand from competitors.

Leverage the interest in collectible packaging by introducing limited edition or series-based packaging. This can create excitement and encourage repeat purchases among consumers drawn to exclusive and unique offerings.

Competition Analysis

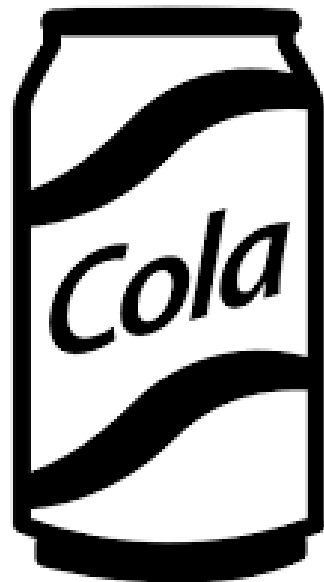


- a. Who are the current market leaders?
- b. What are the primary reasons consumers prefer those brands over ours?

Market Leaders

1

Cola Coka



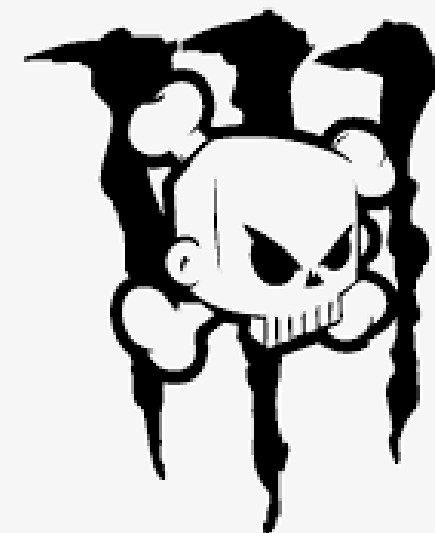
2

Bepsi

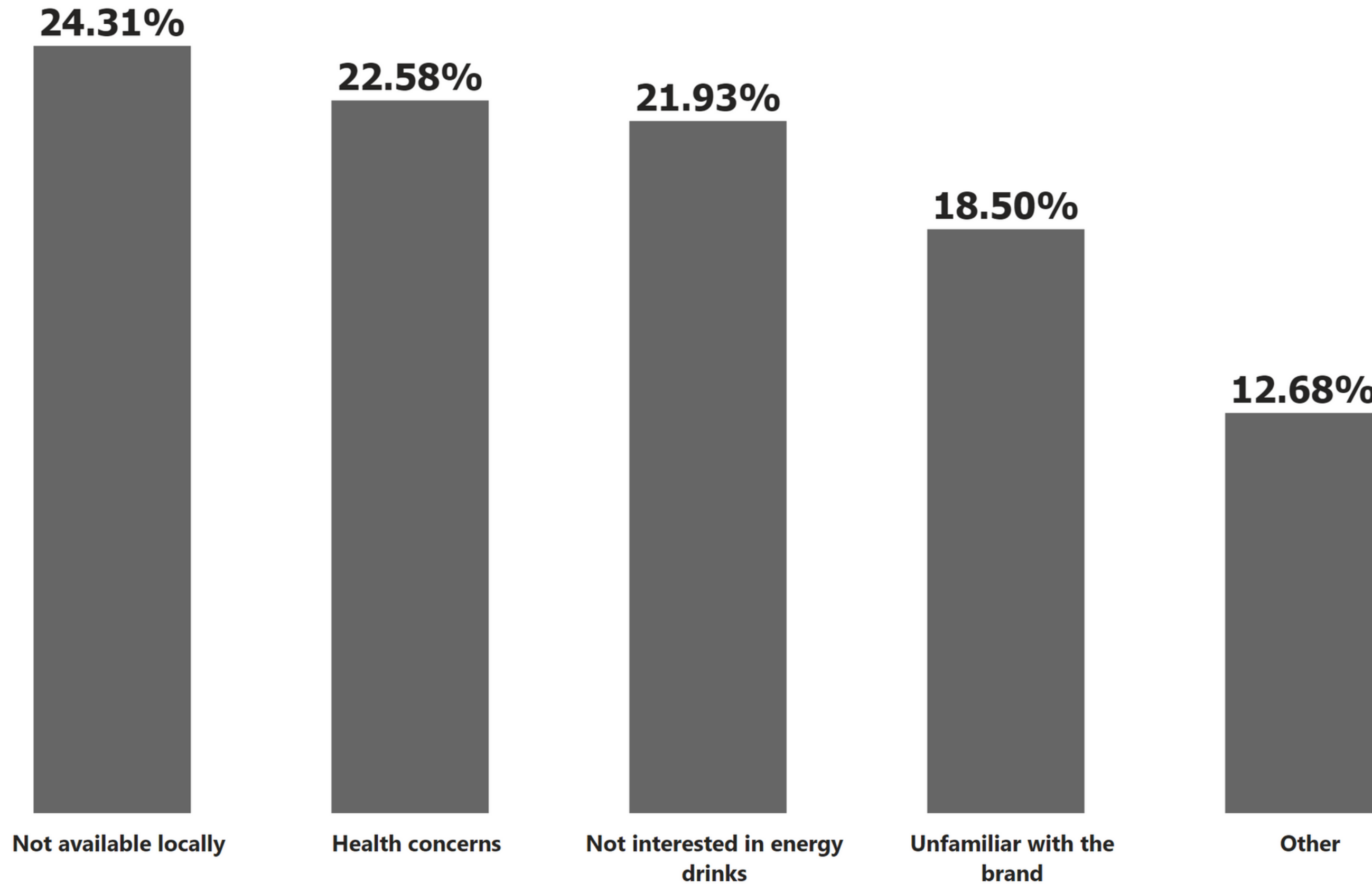


3

Gangster



b. What are the primary reasons consumers prefer those brands over ours?



Recommendation

Expand Distribution: Address the issue of availability by focusing on expanding our brand's distribution network. Establish partnerships with local retailers and explore online platforms to ensure wider accessibility for consumers.

Health-Focused Marketing: Develop marketing strategies that highlight the health benefits and unique selling points of our energy drink. Emphasize nutritional aspects, natural ingredients, or specific health-conscious features to appeal to health-conscious consumers.

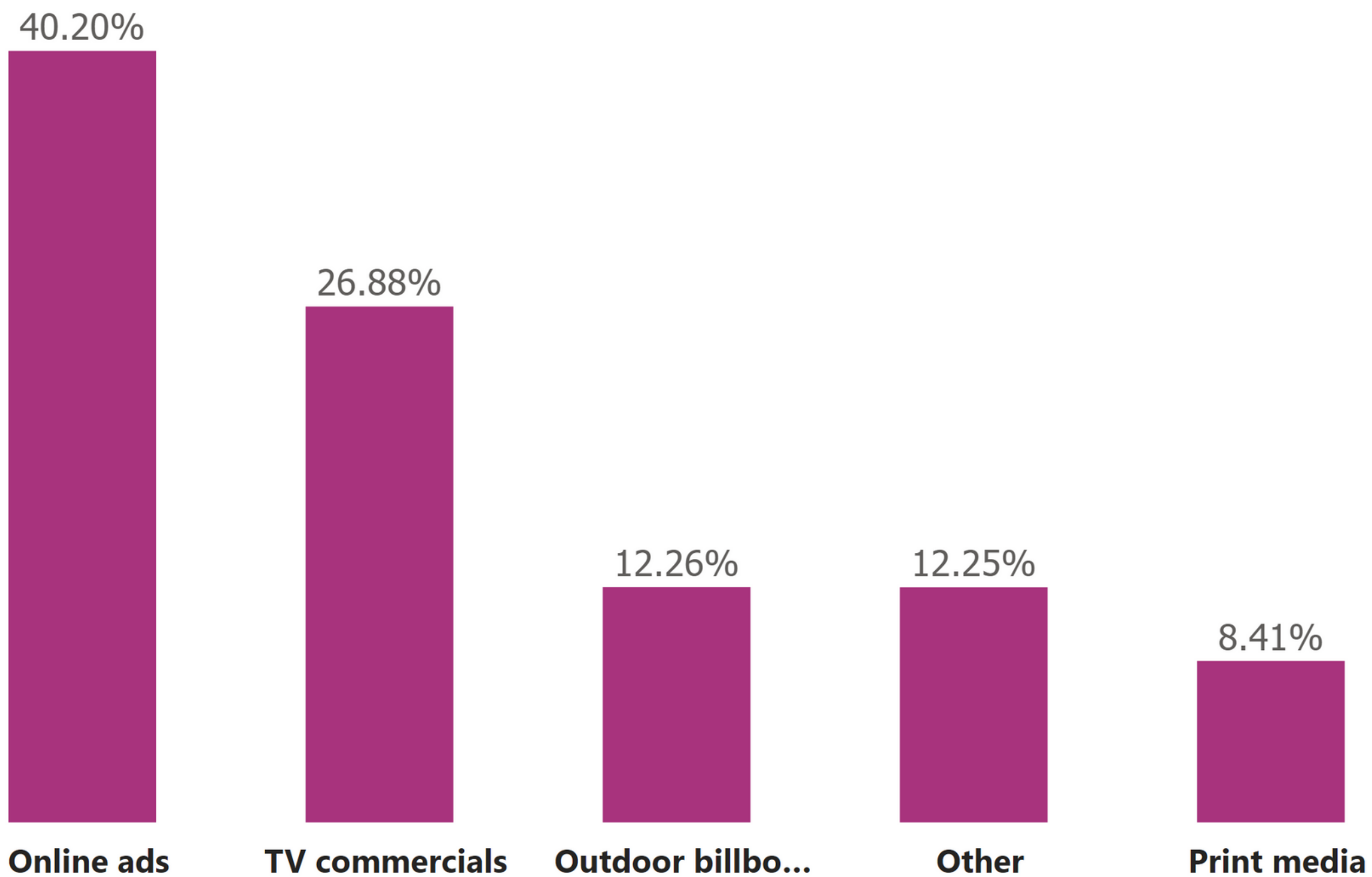
Consumer Education: Launch targeted campaigns to educate consumers about the positive attributes of energy drinks, dispelling misconceptions and addressing concerns. Communicate the quality, safety, and effectiveness of our brand, building trust and credibility.

Marketing Channels and Brand Awareness

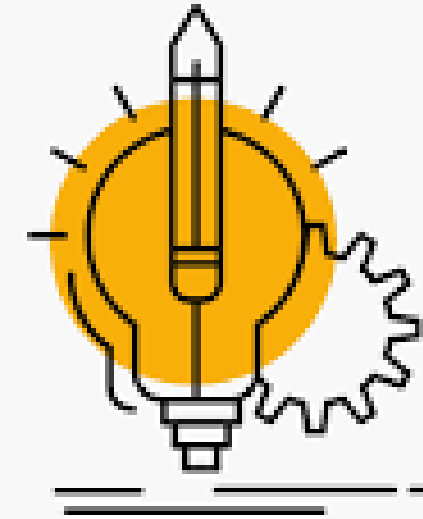


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Key Insights:

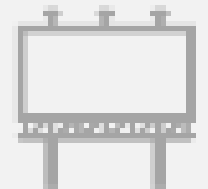


- The data indicates that 40.20% of customers prefer Online Ads as their preferred marketing channel.
- TV commercials come in second place with 26.88% of customers favoring them, followed by Outdoor billboards with 12.26% of customers expressing a preference for this channel.

Recommendation:



Capitalize on the popularity of Online Ads by allocating a larger portion of the marketing budget towards targeted online campaigns to reach a wider audience.



Enhance the effectiveness of TV Commercials by crafting compelling and engaging advertisements that resonate with the target demographic.



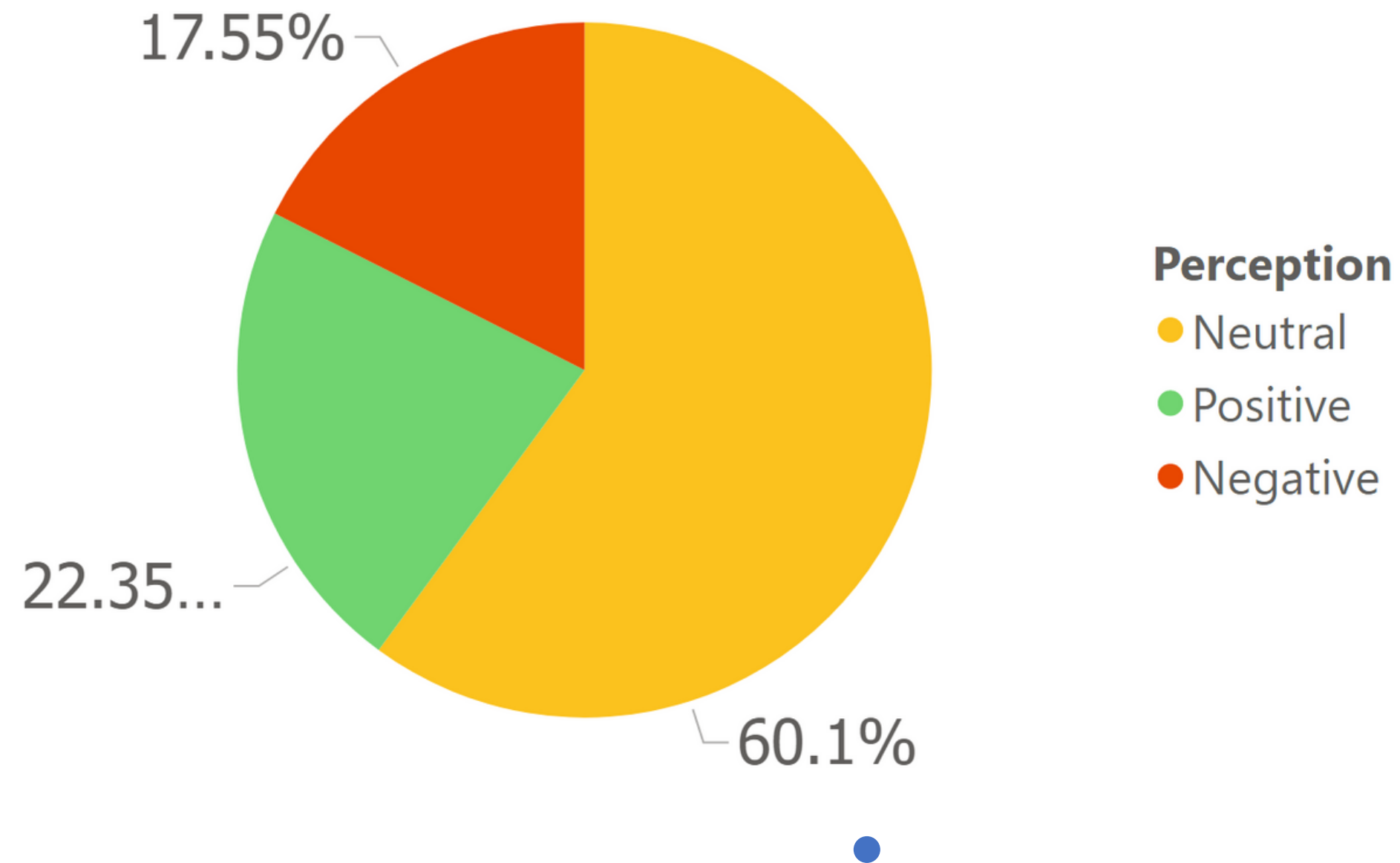
While Print Media has a smaller reach, it should not be disregarded entirely. Explore partnerships with niche magazines or newspapers that cater to the energy drink consumer base to maximize the impact of print ads.

Brand Penetration

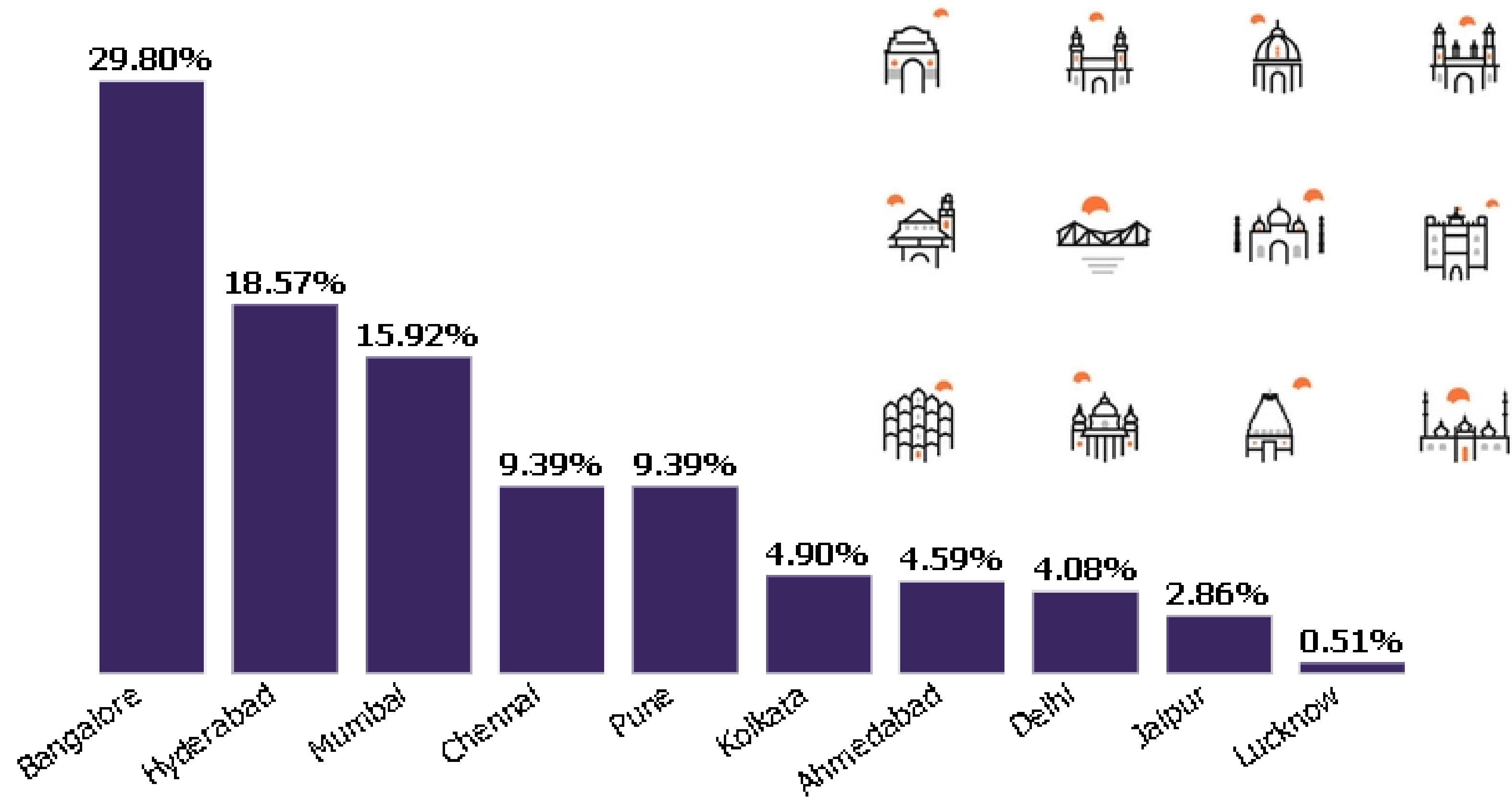


- a. What do people think about our brand? (overall rating)
- b. Which cities do we need to focus more on?

a. What do people think about our brand?



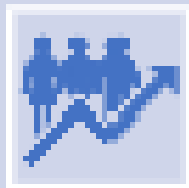
b. Which cities do we need to focus more on?



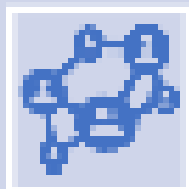
Recommendations:



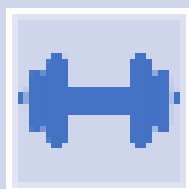
City-Specific Marketing Strategies: Develop city-specific marketing strategies tailored to the unique characteristics and preferences of each location. This could include localized advertising campaigns, partnerships with local influencers, and targeted social media promotions to increase brand visibility and appeal to the local consumer base.



Distribution Expansion: Expand the availability of our energy drink in these cities by partnering with more retailers, supermarkets, and convenience stores. Ensure that our product is easily accessible to consumers through strategic placement and prominent shelf displays.



Engage with Local Communities: Foster relationships with local communities by actively participating in community events, sponsorships, and initiatives. This involvement will help build brand recognition, trust, and loyalty among the residents of these cities.



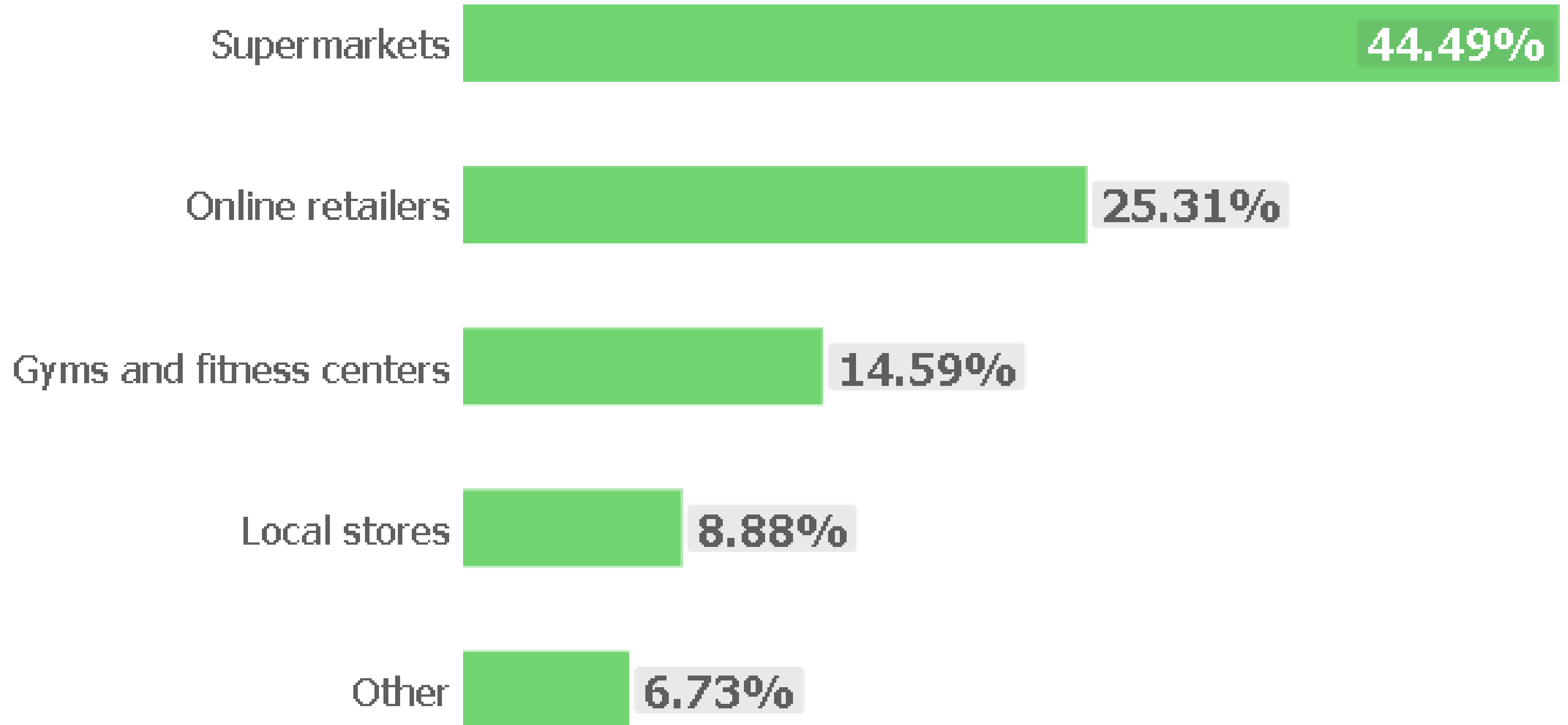
Sampling and Promotions: Conduct sampling campaigns at popular venues, events, and fitness centers in these cities. Offer free samples and organize promotional activities to allow consumers to experience the taste and benefits of our energy drink, encouraging trial and potential conversion.

Purchase Behavior

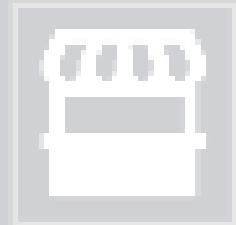


- a. Where do respondents prefer to purchase energy drinks?
- b. What are the typical consumption situations for energy drinks among respondents?
- c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

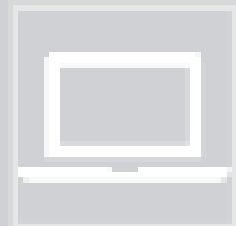
Where do respondents prefer to purchase energy drinks?



RECOMMENDATION:



Strengthen Supermarket Presence: Given the significant preference for supermarkets, it is crucial to establish strong partnerships and secure prominent shelf space in these retail locations. Implement strategic marketing campaigns and attractive packaging to stand out among competitors and maximize visibility within supermarkets.

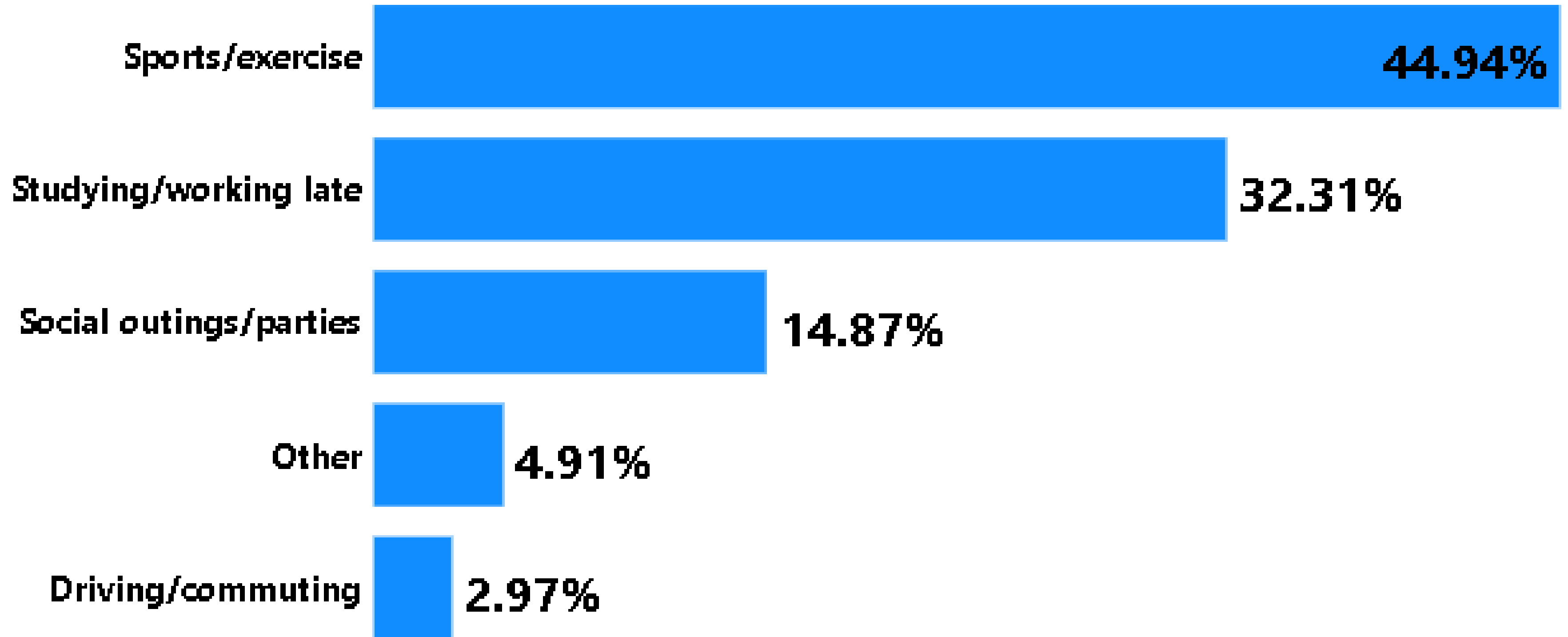


Optimize Online Presence: Leverage the popularity of online retailers by ensuring a strong online presence and seamless purchasing experience. Develop a user-friendly website or mobile app, offer exclusive online promotions, and invest in digital marketing strategies to attract and retain online shoppers.



Collaborate with Gyms and Fitness Centers: Form partnerships with gyms and fitness centers to make our energy drinks readily available in these locations. Offer promotional discounts or product placements to target health-conscious consumers who frequent such establishments.

What are the typical consumption situations for energy drinks among respondents?



RECOMMENDATION:



Targeted Marketing for Exercise/Sport: Develop marketing campaigns that highlight the benefits of our energy drinks for exercise or sports activities. Emphasize the potential performance-enhancing effects, hydration support, and quick energy boost to attract fitness enthusiasts and athletes.



Position as Study/Work Companion: Promote our energy drinks as an ideal choice for individuals studying or working late. Highlight the ability to enhance focus, mental clarity, and productivity during demanding tasks, positioning our brand as a companion for those in need of an energy boost.



Social Event Promotion: Leverage the association between energy drinks and social outings or parties by showcasing our products as a beverage choice for socializing, staying energized, and enjoying the moment. Collaborate with event organizers or venues to increase brand visibility during social events.



Exploring Other Consumption Scenarios: Further investigate the specific consumption situations mentioned by respondents in the "Other" category. This will provide insights into additional market segments or niche usage occasions that can be targeted with tailored marketing efforts.



Safe Driving Messaging: Develop responsible messaging regarding the consumption of energy drinks during driving or commuting. Emphasize the importance of staying focused and alert while on the road and position our energy drinks as a suitable choice for those needing a boost during long drives or commutes.

c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

100-150

31.42%

50-99

42.88%

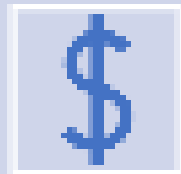
Above 150

15.61%

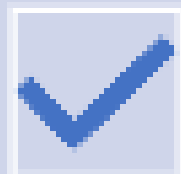
Below 50

10.09%

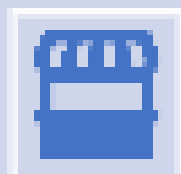
Recommendation:



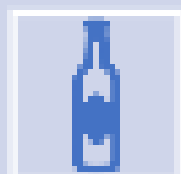
Value Proposition: Highlight the value and benefits of our energy drink to justify a slightly higher price range (100-150) for those willing to pay more. Emphasize factors such as premium ingredients, unique formulations, and additional functional benefits to differentiate our product and appeal to discerning customers.



Product Differentiation: Consider introducing limited edition packaging or special editions that create a sense of exclusivity and excitement among consumers. Limited edition packaging can create a perception of uniqueness and may encourage purchases from consumers seeking a premium or collectible experience.



Market Segmentation: Recognize the market segments that are willing to pay above 150 for an energy drink and develop specialized offerings to cater to their preferences. Focus on premium packaging, unique flavors, or functional benefits that align with the higher price range expectations.



Competitive Analysis: Continuously monitor and analyze the pricing strategies of competitors in the energy drink market. Stay informed about price adjustments and consumer preferences to ensure our pricing remains competitive and attractive to target consumers.

Other Recommendations:

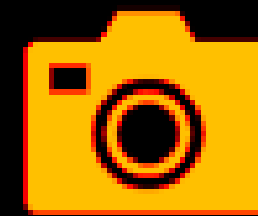
What kind of marketing campaigns, offers, and discounts we can run?

Who can be a brand ambassador, and why?

Marketing campaigns, offers, and discounts



"Get Energized Challenge": Encourage consumers to take part in a month-long fitness challenge where they incorporate your energy drink into their daily workout routines. Provide a downloadable workout plan, nutrition tips, and a social media platform for participants to share their progress. Offer a chance to win a fitness retreat or branded fitness gear for those who complete the challenge.



"Share Your Energy" Contest: Run a social media contest where consumers share creative photos or videos of themselves enjoying your energy drink in unique and active settings. Ask participants to use a branded hashtag and tag your brand's social media account. Offer prizes such as a year's supply of your energy drink or a fitness tracker for the most engaging and creative entries.



"Refresh and Recharge" Limited-Time Promotion: Launch a limited-time promotion during the summer months, positioning your energy drink as a refreshing and revitalizing beverage for outdoor activities. Offer discounted prices on multipacks or bundle deals through online retailers and supermarkets, highlighting the limited-time nature of the offer.



"Fuel Your Workout, Fuel Your Savings" Loyalty Program: Implement a loyalty program where customers earn points for every purchase of your energy drink. Offer rewards such as discounts on future purchases, exclusive merchandise, or free workout sessions at partnering fitness centers. Encourage customers to accumulate points and provide incentives for reaching milestone levels.

Who can be a brand ambassador, and why?



Surya Kumar Yadav and Harmanpreet Kaur possess the qualities and attributes that make them ideal brand ambassadors for our Product. Their sporting achievements, youthful energy, fan base, healthy lifestyle alignment, and positive brand image can significantly contribute to the success of the brand's marketing campaigns and resonate with the target audience.

Thank
you!