

**Marketing Insights
For
Food & Beverage Industry**

CodeX



CodeX

**Presented By
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- Introduction
- Company Introduction
- Business Problem
- Objective
- Dataset Overview
- Insights - Demographic, Consumer, Competitor Analysis,
Marketing channel and Brand Awareness, Brand Penetration,
Purchase Behavior, Product Development
- Dataset Overview

Agenda

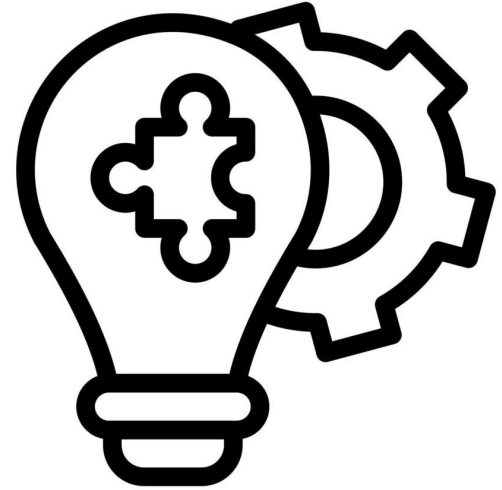
Introduction About Codex

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 in India.



Business Problem

The beverage company has launched their product on indian market a few months ago and they're unsure about the customers taste, preferences, convenience and overall brand value. So, a survey has been conducted throughout 10 cities to get customers feedback and work on it to provide better customers satisfaction about the product and get market share.



Objective

To analyze survey data from 10,000 participants and extract meaningful insights. This will help CodeX marketing team:

- Identify target customers
- make informed marketing decisions,
- increase brand awareness
- Increase market share
- Enhance product development



Overview of Sample dataset

The following datasets have been provided:

1. **Dim_respondents**

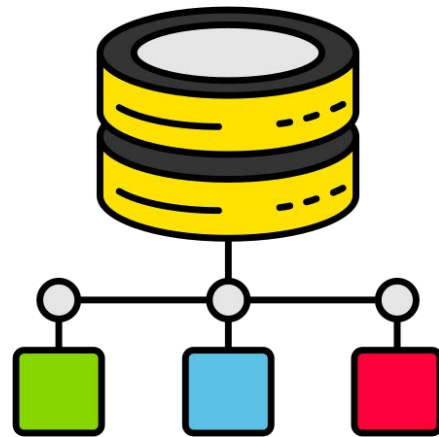
Respondent_ID, Name, Age_Group, Gender, City_ID

2. **Dim_cities**

City_ID, City, Tier

3. **fact_survey_responses**

Response_ID, Respondent_ID, Consume_frequency, Consume_time, Consume_reason, Heard_before, Brand_perception, General_perception, Tried_before, Taste_experience, Reasons_preventing_trying, Current_brands, Reasons_for_choosing_brands, Improvements_desired, Ingredients_expected, Health_concerns, Interest_in_natural_or_organic, Marketing_channels, Packaging_preference, Limited_edition_packaging, Price_range, Purchase_location, Typical_consumption_situations



USED TOOLS

Tools

- Google Spreadsheet - Data Cleaning And Ad-Hoc Analysis
- SQL - Data Analysis (MySQL)
- Tableau - Data Visualization

Research Methodology

Secondary Research and Planning: Google and Gemini AI



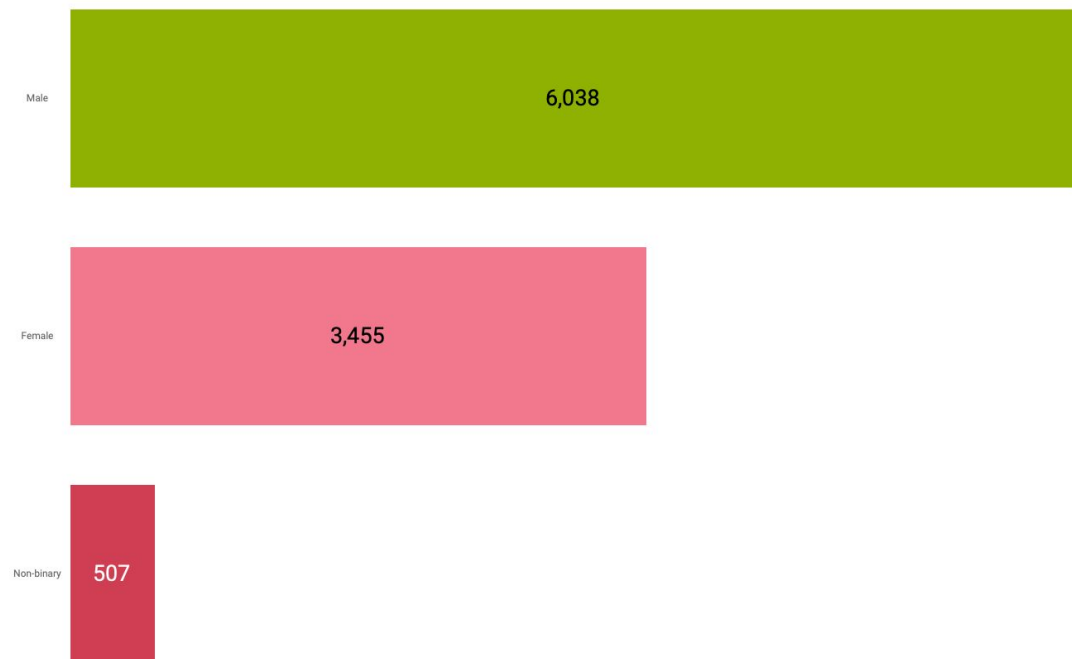
Google
Sheets



Demographic Insights

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

Energy Drinks Preference Among Genders



Explanation

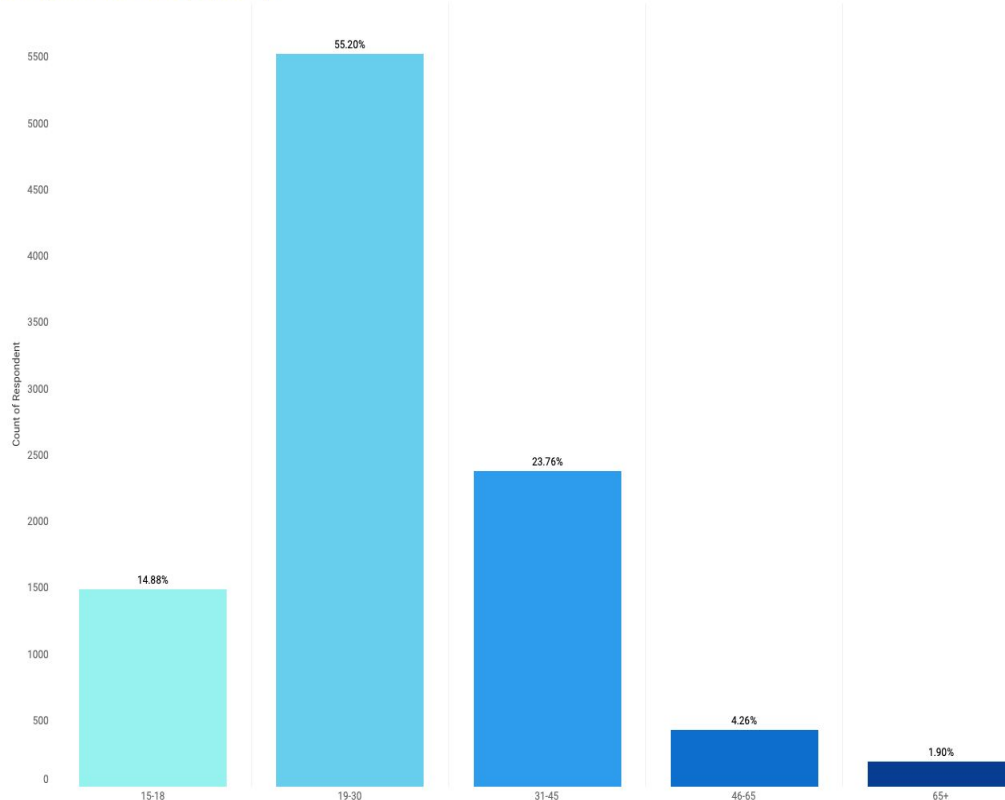
Out of 10K respondents, male respondent prefers energy drink than others.

About 60% male consumers prefers energy drink

Demographic Insights

Which age group prefers energy drinks more?

Energy Drink Preference By Age Group



Explanation

Among the 10K respondents, age between 19-30 has highest preference for energy drink, followed by age group of 31-45 age group.

So, about 55% energy drink is consumed by 19-30 age group.

Demographic Insights

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

Marketing Reach By Age Group

Age	Online ads	Other	Outdoor billboards	Print media	TV commercials
15-18	707	94	117	75	495
19-30	2,666	608	585	371	1,290
31-45	490	408	431	310	737
46-65	109	78	65	57	117
65+	48	37	28	28	49

Explanation

19-30 Age group marketing reach:

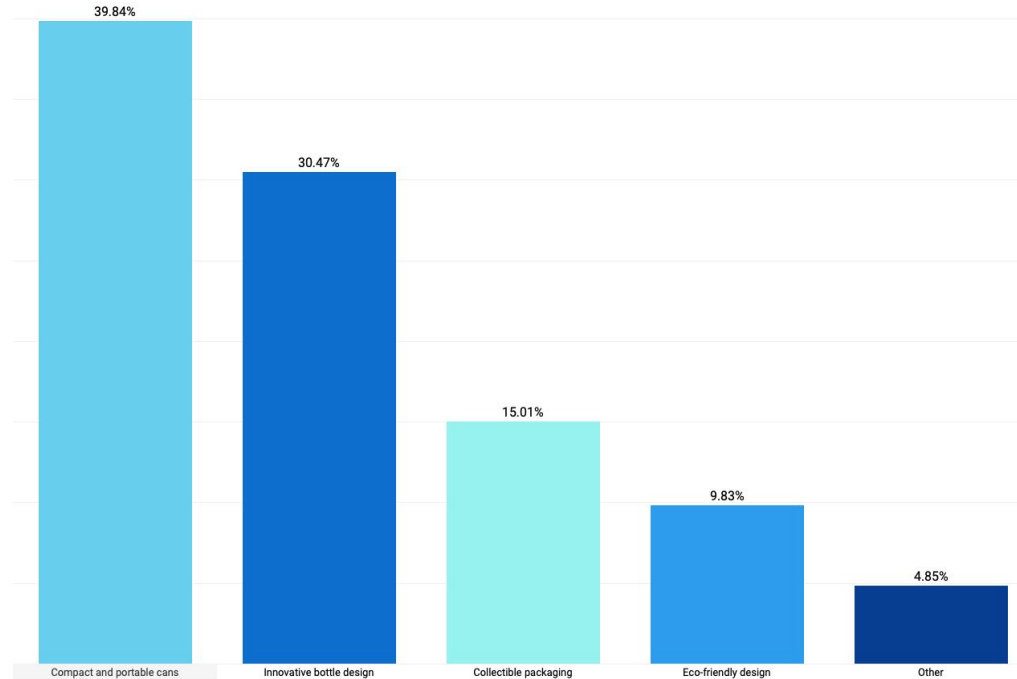
Online Ads > Tv Commercial > Other > Outdoor Billboards > Print Media

Online ads are most successful to reach to the consumer those age are between 15-30. The age group is more responsive to online based marketing activities

Consumer Insights

Packaging preference for energy drinks among respondents?

Energy Drinks Packaging Preference



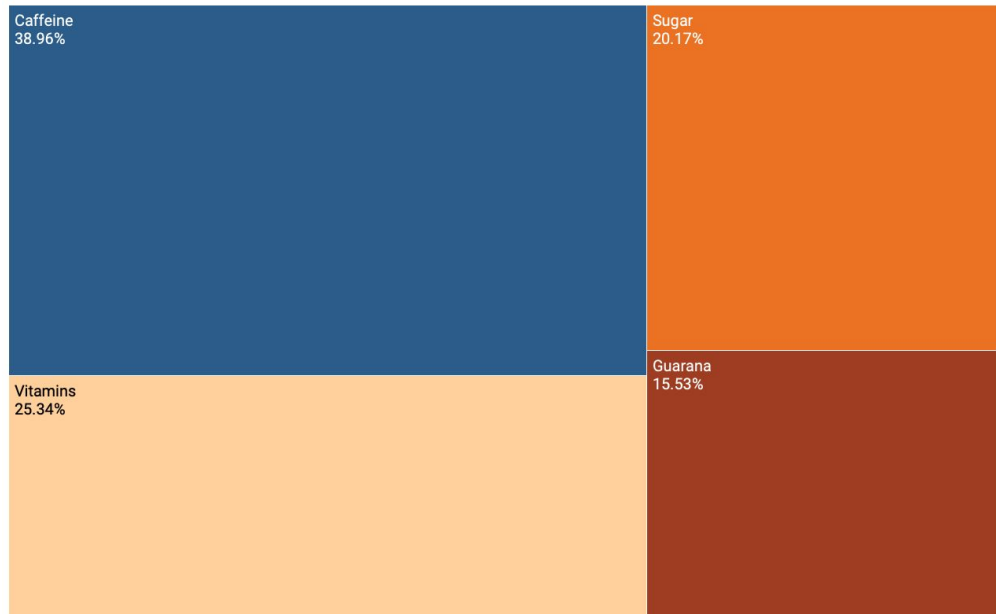
Explanation

Compact and portable cans have higher demand followed by innovative bottle design for energy drinks.

Consumer Insights

What are the preferred ingredients of energy drinks among respondents?

Preferred Ingredients of Energy Drinks



Explanation

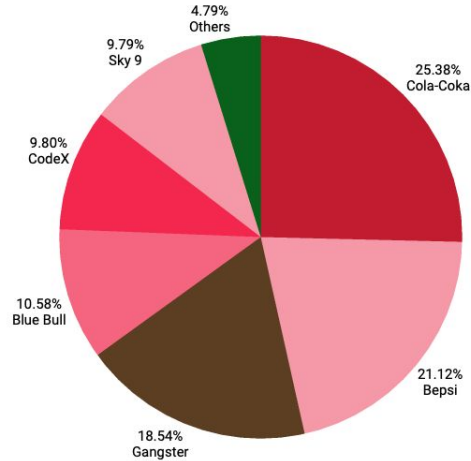
There might be perception of quick energy boost gain from caffeine which is for most preferred ingredients for energy drinks followed by gaining interest of vitamins.

Sugar is less liked by respondents as this health concern is getting its place and Guarana getting interest from people being a natural ingredient for drinks.

Competition Insights

Who are the current market leaders?

Market Share Distribution



Explanation

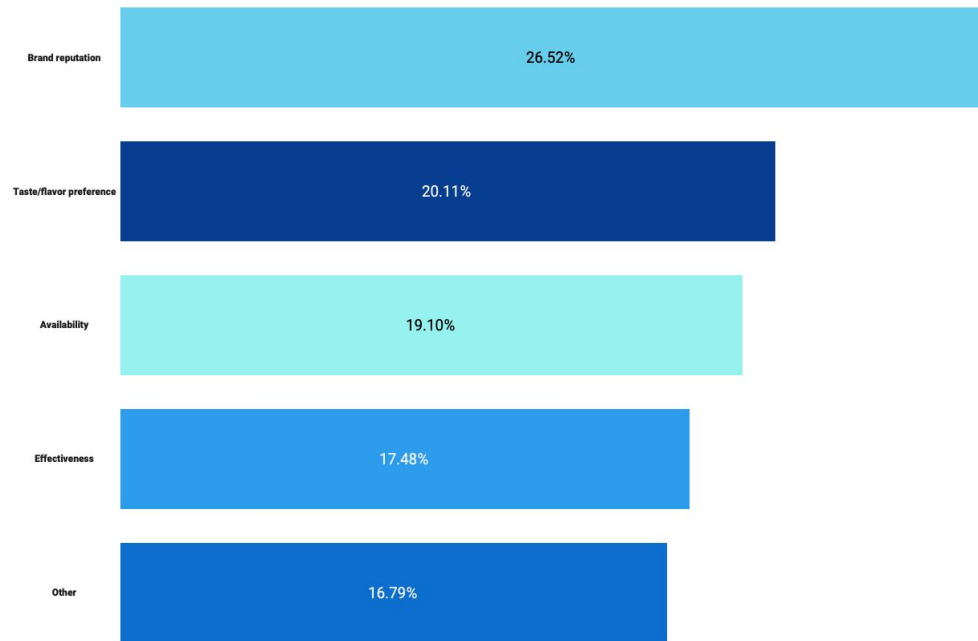
The energy drink market has been clustered with too many competitors, where Cola-coka, Bepsi and Gangster have captured 65% of the market share together.

Although CodeX has roughly 10% along with Blue Bull.

Competition Insights

What are the primary reasons consumers prefer those brands over ours

Reasons Consumers Choose Other Brands Over CodeX



Explanation

As expected, brand reputation plays significant role in choose any brand other others along with taste preference and availability.

CodeX has 60% respondents neural brand perception, avg. taste experience 3.3 who taste the drink, and less availability locally which made consumers to prefer other brands.

Marketing Channel and Brand Awareness

Which marketing channel can be used to reach more customers?

Marketing Channel to Reach Maximum Customer

Max/Min By Age Group

Age	Online ads	Other	Outdoor billboards	Print media	TV commercials
15-18	47.51%	6.32%	7.86%	5.04%	33.27%
19-30	48.30%	11.01%	10.60%	6.72%	23.37%
31-45	20.62%	17.17%	18.14%	13.05%	31.02%
46-65	25.59%	18.31%	15.26%	13.38%	27.46%
65+	25.26%	19.47%	14.74%	14.74%	25.79%

Explanation

On an average, online ads are the most successful channel to reach the customers most.

For age: 15-30 group, online ads are best to reach them and make them to purchase

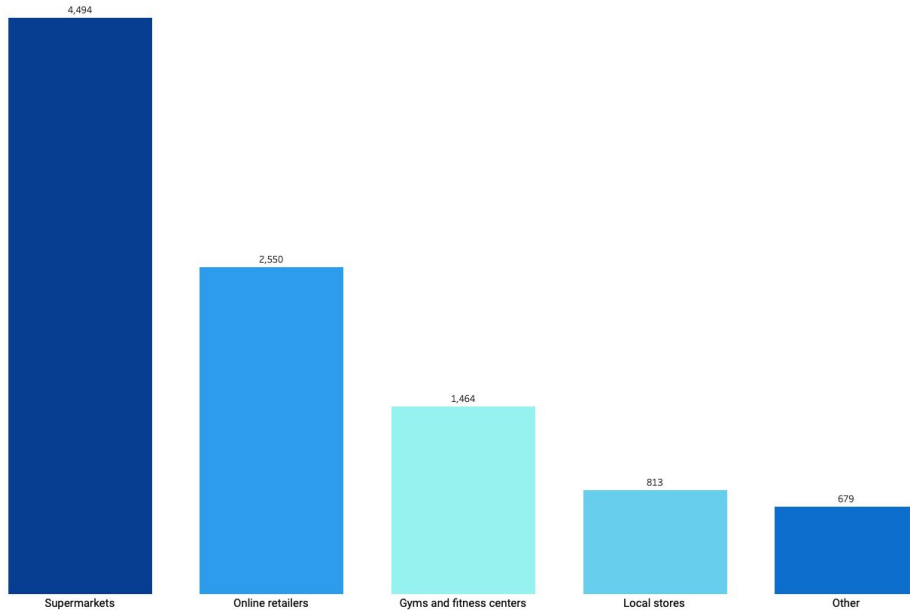
Print media score the lowest among the other channels in all age groups

Age: 31-65 group, they mostly came across energy drink on TV commercials

Marketing Channel and Brand Awareness

How effective are different marketing strategies and channels in reaching our customers?

Purchasing location Of Energy Drink



Explanation

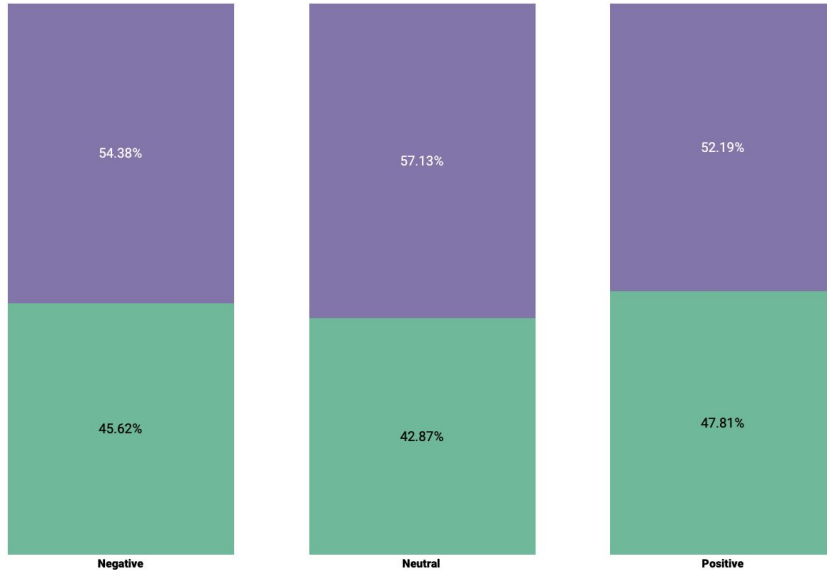
Respondents about 45%, prefer to buy energy drink from supermarkets, followed by 25% from online retailers.

Brand Penetration

What do people think about our brand? (overall rating)

Brand Perception About CodeX

▲ Hear Before ▼ Never Heard Before



Explanation

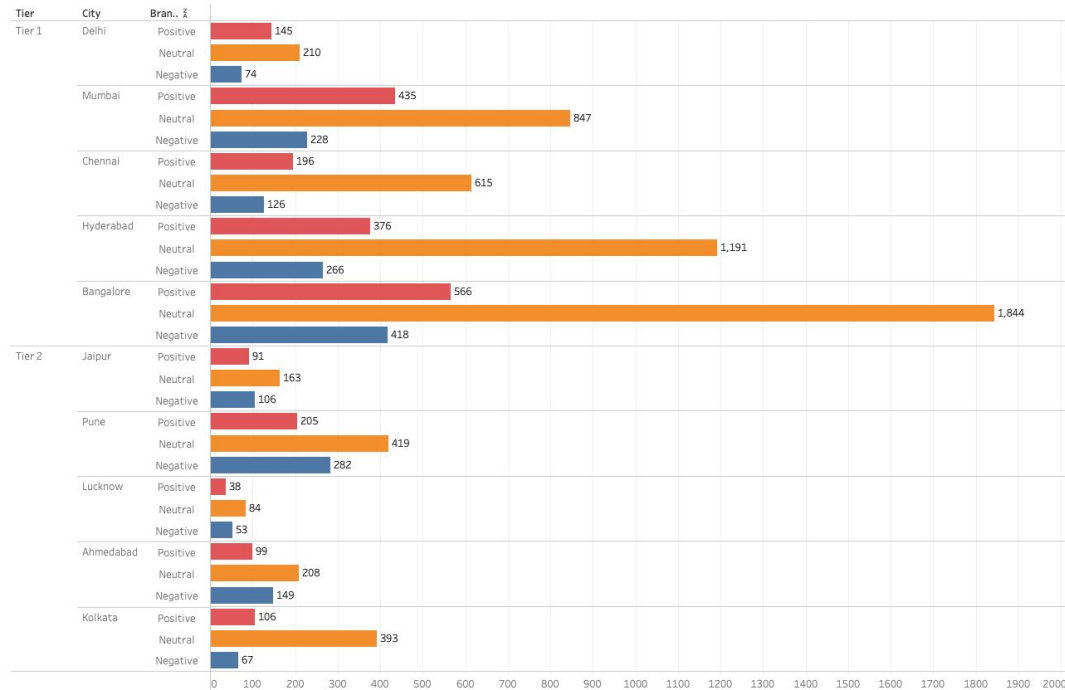
The comparison shows respondents brand perception about the drink where few respondents have heard before and few didn't.

The respondents who haven't heard about the brand name has strong perception over those who heard about it.

Brand Penetration

Which cities do we need to focus more on?

Cities to Focus



Explanation

The Tier 1 cities have good impression over the energy drink. Bangalore, Hyderabad, Mumbai respondents have overall neutral or positive perception.

However, Tier 2 cities like Kolkata, Ahmedabad, Jaipur has potential to expand the brand

Purchase Behavior

Where do respondents prefer to purchase energy drinks?

Consumers Preferred Purchase Location

	Tier 1	Tier 2
Supermarkets	44.99%	44.78%
Online retailers	26.02%	23.91%
Gyms and fitness centers	14.53%	14.98%
Local stores	7.95%	8.69%
Other	6.51%	7.63%

Explanation

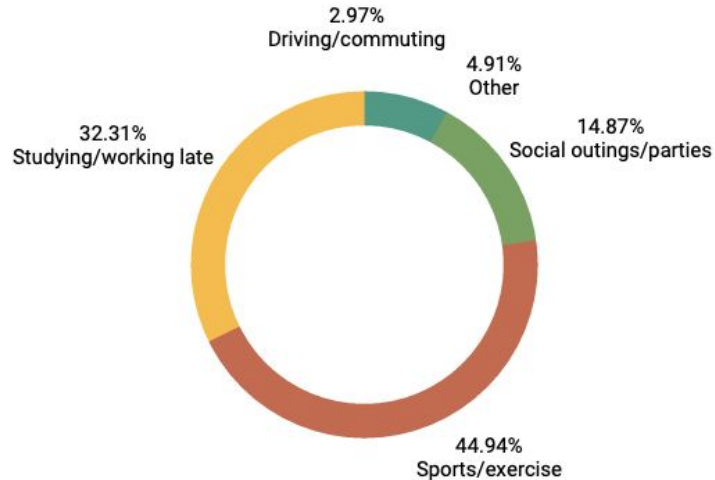
The table shows the consumers preference in terms of purchasing energy drinks location.

The comparison demonstrate both the Tier 1 and Tier 2 city respondents prefer to buy energy drinks from supermarkets, followed by online retailer and from Gym and fitness centers as their 3rd preference

The comparison also tells the preference of respondents as normally distributed.

Purchase Behavior

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



Explanation

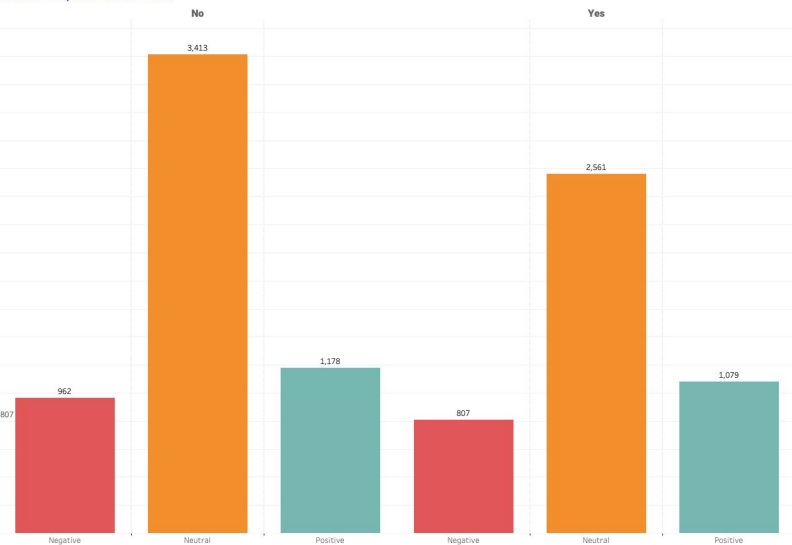
The survey shows energy drinks are mostly used for a quick energy boost in your body.

Majority of the people take this drink before/after sports/exercise OR who are studying/working late to relieve themselves from tiredness.

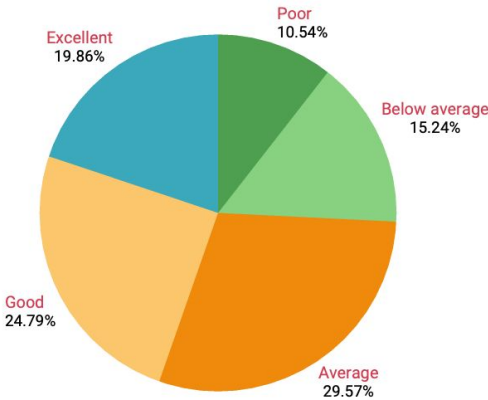
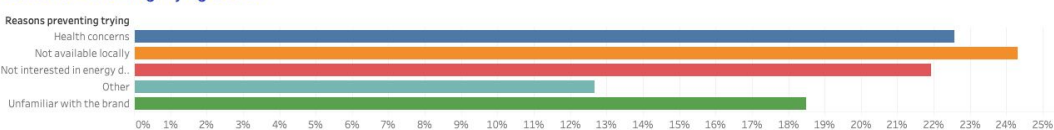
Product Development

Which area of business should we focus more on our product development?
(Branding/taste/availability)

Brand Perception About CodeX



Reasons Preventing Trying CodeX



Explanation

Majority of the respondents had a neutral brand perception about CodeX whether they heard it or not of the brand name.

Taste was rated **Average** by 29.57% respondents followed by 24.79 as **Good**

Health Concern and Availability are two major concerns, majority respondents are having

Recommendation For CodeX

Immediate Improvements to bring:

Product Improvement: Ingredients in the energy drink could be healthier and reduce sugar or replace it with natural ingredients

Positive Branding: People have lot of confusions regarding energy drinks as well as about CodeX. With a positive branding about the it, more people will have interest and positive mindset.

Availability in Distribution: CodeX has less visibility is supermarket or stores. So, make it available in both Tier 1 and Tier 2 cities(especially) will people have the opportunity to try it.

Improvement in Packaging: Portable compact can could be introduced to meet consumers expectation

Recommendation For CodeX

Define The Consumers Profile

Age Group: About 70% consumer falls into 15-30 age bracket

Behavior: From the survey, the consumers take energy drink 2-3 times in a week. They typically reach to these drinks after sports/exercise or working/study late night.

Need: The consumers demand from drinking energy drink is to provide energy to their activities in accordance. They also want brands to give a healthy alternatives which have ingredients with natural things because they're not aware of the long term merit or demerits of drinking energy drinks having the thought of good for them.

Point in Question: Consumers are in doubt of getting the right brand for them where they could rely on having a drink with natural ingredients and health conscious values. This doubt could be leveraged as opportunity to offer the consumers right fit which would fulfill their needs

Opportunity: Our target customer aims to maintain a healthy lifestyle while still enjoying the energy boost that energy drinks provide. They strive for a balanced approach to their well-being.

Recommendation For CodeX

Ideal price of CodeX?

It seems respondents prefer to have the energy drink price between 50-99 price range.

However below assumptions could be used to set the optimal price:

Competitive Pricing: Analyzing the competitors pricing and set a aggressive price point to penetrate in the market rapidly

Premium Pricing: If your product belongs or perceived as premium category among the consumers, it can be above the average price in the market

Mid Range Pricing: Pricing at mid point, price between 50 to 99 could be a option

Ideal Price for CodeX

* Max/Min Group

City	Price range			
	50-99	100-150	Above 150	Below 50
Ahmedabad	180	144	82	50
Bangalore	1,254	881	426	267
Chennai	384	310	146	97
Delhi	149	159	74	47
Hyderabad	780	557	297	199
Jaipur	172	101	48	39
Kolkata	252	172	87	55
Lucknow	82	54	27	12
Mumbai	646	467	247	150
Pune	389	297	127	93

Recommendation For CodeX

Marketing Campaigns

Collaborations with Influencers/Food Reviewers: To reach to the brand target audience, a collaboration with social media influencers will possibility:

- Bring quick social buzz among consumers
- Get a trust/ authenticity source to try CodeX
- Show unique aspect of the product

Hosting And Sponsoring Event: Majority consumers are 19-30 age group. Hosting events through gamification in educational institutions will help to interact with brand name. Also sponsor industry trade shows or conferences related to food and beverage, health and wellness, or your specific product niche. This allows you to directly connect with potential distributors, retailers, and industry professionals.

Content Marketing: Create valuable and enticing content through blog or videos on codex's website or social media that educates or engages the target audience while subtly promoting the beverage.

Free Sample Trial: Secure sponsorships that allow you to offer free samples of your beverage. Partner with sporting events, street fairs, or grocery store demonstrations to directly reach potential customers and generate product trial.

Recommendation For CodeX

Offers

In-Store Promotions: Partner with retail stores to offer product demos, free samples, or special bundle deals to encourage trial and purchase.

Online Retailers/E-commerce: Run targeted ads on popular online retail/E-commerce sites that reach potential customers based on demographics, interests, and purchase behavior and drive the interest to new users who are not familiar with the brand name. Moreover, a discount can be added to encourage purchase for first timer.

Bundles & Multi-Pack Offer: A discounted bundle deals will incentivize larger purchases and product exploration.

Discounts

Seasonal Promotions: Discounts on specific seasonal events for instance, summer refreshment or discount on special flavor will incentivize the consumers to try codeX and this will cater their needs with promotional pricing

Percentage Discounts: Offer a flat discount (e.g., 15% off) on the first purchase of your beverage. Promote this offer through your website, social media channels, and in-store partnerships.

Recommendation For CodeX

Target Audience

It is evident from the statistics that codeX consumers are mostly between the ages of 15 to 30. From this survey, the count shows that 70% of consumers are youth.

So based on the survey the target audience profile should have the followings:

Health Concern: With the growing trend of natural and healthier ingredients in energy drinks, a new brand could target consumers who prioritize well-being and are looking for energy drinks with functional benefits beyond just caffeine and sugar. Emphasizing natural ingredients, low-calorie and low-sugar content, and transparent nutritional information can appeal to this segment.

Athletes and fitness enthusiasts: Energy drink is perceived as quick boost of energy in your body. Those who are involved in physical activity have demand a brand who has ingredients like green tea or natural stimulants to enhance performance or improve recovery.

Younger generations: Teenagers and young adults aged 18-30 are typically the primary consumers of energy drinks. A new brand could target this demographic by focusing on bold flavors, unique packaging, and leveraging influencer marketing strategies to build brand awareness and loyalty.

Recommendation For CodeX

CodeX Brand Ambassador

While choosing the influencers, we need to keep in mind that we have to consider certain factors in mind.

1. **Budget** – Celebrity influencers charge more money according to their following and impact on social media.
2. **Relevancy** – Energy drinks are consumed by consumers who like to do some sort of physical activity. So, the celebrity should be a sportsperson, athlete or person indulged in some physical activity.
3. **Impact** – It is important to have an impact on their followers. Not every celebrity is influential but can still be followed by a vast audience. A celebrity who can influence the buying decision needs to be our brand ambassador.

Recommendation For CodeX

CodeX Brand Ambassador

VIRAT KOHLI

- ★ Virat is a Youth Icon and famous for his discipline towards his game and fitness.
- ★ He is widely followed on social media.
- ★ He does a lot of endorsements.
- ★ Partnering with him can be costly.

Social Media Followers:

Instagram: 266M | Facebook: 50M | Twitter: 52M



Recommendation For CodeX

CodeX Brand Ambassador

NEERAJ CHOPRA

- ★ For the past 2 years, he has been in the news and gained popularity in social media after winning the Gold Medal for India.
- ★ We can capitalize on the free PR that he is getting from the media.
- ★ He is at his career peak and winning tournaments throughout the world.
- ★ He will be playing in upcoming high-profile tournaments including the Olympics.

Social Media Followers:

Instagram: 9M | Facebook: 1M | Twitter: 965K



NEERAJ CHOPRA

Recommendation For CodeX

CodeX Brand Ambassador

SUNIL CHHETRI

- ★ He is a national hero and respected figure, embodying qualities like dedication, fitness, and perseverance, which can be perfectly aligned with a beverage brand promoting an active lifestyle.
- ★ As a top athlete, Sunil Chhetri maintains a rigorous fitness regime, and his association with a beverage can emphasize the importance of staying hydrated and healthy.
- ★ Sunil Chhetri's positive image and clean record can add a trustworthy element to a beverage brand, promoting it in a wholesome and aspirational light.

Social Media Followers:

Instagram: 8M | Facebook: 1.7M | Twitter: 1.8M

