**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?)

Title: Gender Distribution of Energy Drink Consumers

Insight: More than 6000 respondents identify as Male, while approximately 1.1k respondents identify as Female. This suggests a clear preference for energy drinks among males. The data indicates that males show a higher inclination towards consuming energy drinks compared to females.

b. Which age group prefers energy drinks more?

Title: Age Distribution of Energy Drink Consumers

Insight: Among respondents who consume energy drinks, 55% fall within the age group of 19–30, while another 23% belong to the 31–45 age group. These statistics underscore that the 19–30 age group constitutes the primary consumer base for energy drinks, indicating a strong preference among young adults.

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

Title: Marketing Channels Effectiveness for Youth

Insight: Online marketing demonstrates higher effectiveness in reaching respondents, with approximately 4.0k responses, followed by TV commercials with 2.7k responses. These insights suggest that online marketing channels resonate particularly well with the youth, especially those aged 15–30, indicating their preference for digital advertising platforms.

2. Consumer Preferences:

a. What are the preferred ingredients of energy drinks among respondents?

Title: Preferred Ingredients in Energy Drinks

Insight: Among respondents, caffeine emerges as the most preferred ingredient in energy drinks, with 3.9k respondents favoring it. This is followed by vitamins (2.5k), sugar (2.0k), and Guarana (1.6k). The data highlights that caffeine is the primary ingredient sought after by consumers in their energy drinks.

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

Title: Preferred Packaging Styles for Energy Drinks

Insight: Among respondents, compact and portable cans emerge as the most highly preferred packaging choice for energy drinks, with 4.0k respondents indicating a preference for them. This is followed by innovative bottle designs (3.0k), collectible packaging (1.5k), and eco-friendly designs (1.0k). The data underscores that consumers prioritize convenient and visually appealing packaging options when selecting energy drinks.

3. Competition Analysis:

a. Who are the current market leaders?

Title: Market Leader Analysis in Beverage Industry

Insight: Cola-Coka emerges as the dominant player in the beverage industry, followed closely by Bepsi and Gangster. Approximately 2.5k respondents indicated consuming Cola-Coka, while 2.1k respondents consume Bepsi, and 1.9k respondents consume Gangster. These findings clearly identify the top players in the market.

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

Title: Factors Influencing Brand Preference

Insight: Brand reputation emerges as the primary influencing factor for customers' brand preferences, with 2.7k respondents indicating its importance. This is followed by taste/flavor preference (2.0k), availability (1.9k), and effectiveness (1.7k). The data emphasizes the significant role of brand reputation in shaping consumer choices within the beverage industry.

4. Marketing Channels and Brand Awareness:

a. Which marketing channel can be used to reach more customers?

Title: Effectiveness of Marketing Channels

Insight: Online marketing and advertisements stand out as the most effective methods to reach a wider customer base, particularly among the youth demographic. Online ads (4.0k) and TV commercials (2.7k) emerge as the top channels for effectively reaching consumers. These findings underscore the importance and effectiveness of online marketing strategies in reaching target audiences efficiently.

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

Title: Analysis of Marketing Strategies and Channels Effectiveness

Insight: The analysis of marketing strategies and channels effectiveness reveals that online ads have been the most impactful in reaching our target audience, with 4020 respondents being reached through this channel. This data indicates that online ads are highly effective in reaching the target demographic of young consumers, as they spend a significant amount of time online.

Regarding brand perception, the majority of respondents (59.74%) expressed a neutral stance. However, 22.57% viewed the brand positively, while 17.69% held a negative perception. These findings demonstrate the varying effectiveness of different marketing channels in reaching our target audience and shaping brand perception.

5. Brand Penetration:

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

Title: Evaluation of Brand Perception

Insight:

The majority of respondents had a positive taste experience with the brand, as reflected by the high count of positive ratings. Notably, there's a significant spike in positive responses at the rating of 4, indicating a strong positive perception of taste experience among the surveyed respondents. Fewer respondents rated their experience negatively or neutrally, suggesting overall satisfaction with the taste experience provided by the brand.

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

Title: Analysis of Brand Perception Across Cities

Insight: Upon analyzing brand perception across different cities, it is evident that Ahmedabad, Jaipur, and Lucknow exhibit the most negative perceptions towards our brand. Conversely, cities like Bangalore, Chennai, Hyderabad, and Kolkata demonstrate neutral perceptions. Therefore, focusing attention on these cities is imperative to enhance brand perception and increase market penetration.

6. Purchase Behavior:

a. Where do respondents prefer to purchase energy drinks?

Title: Analysis of Preferred Purchase Locations

Insight: The analysis reveals that the majority of respondents prefer to purchase energy drinks from supermarkets, with 4.5k respondents indicating this as their preferred purchase location. This is followed by 2.6k respondents who prefer online retailers, 1.5k who prefer gyms and fitness centers, and 0.8k who prefer local stores. This emphasizes the significance of ensuring the availability of energy drinks in supermarkets to cater to consumer preferences effectively.

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

Title: Analysis of Typical Consumption Situations

Insight: The analysis reveals that the majority of respondents consume energy drinks before or after sports/exercise (4.5k) and while studying/working late (3.2k) to stay alert and active. This data highlights that energy drinks are primarily used in scenarios that require increased energy and alertness, such as physical activities and prolonged periods of concentration

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

Title: Influence of Price Range

Insight: 43% of respondents prefer purchasing energy drinks within the price range of 50–99 RS. This data underscores the significance of competitive pricing in influencing consumers' purchase decisions.

Title: Impact of Limited Edition Packaging

Insight: Approximately 40% of respondents express interest in buying drinks with limited edition packaging. This data highlights the importance of limited edition packaging in attracting consumers and influencing their purchase decisions.

7. Product Development

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

Title: Brand Perception Priority

Insight: Approximately 60% of respondents hold a neutral perception of our brand. This indicates the need for prioritizing brand perception improvement efforts to enhance consumer sentiment and loyalty.

Secondary Insights (Sample Sections / Questions)

Note: You need to do additional market research

Recommendations for CodeX: Give 5 recommendations for CodeX (below are some samples)

● What immediate improvements can we bring to the product?

● What should be the ideal price of our product?

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

● Who can be a brand ambassador, and why?

● Who should be our target audience, and why?