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-- ENERGY DRINK MARKET RESEARCH ANALYSIS
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-- 1. DEMOGRAPHIC ANALYSIS
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-- 1.1 Gender preference analysis
-- Question: Who prefers energy drinks more by gender?
SELECT
    Gender,
    COUNT(respondent_ID) AS count_of_preference
FROM dim_repondents
GROUP BY Gender
ORDER BY count_of_preference DESC;

-- 1.2 Age group preference analysis
-- Question: Which age group prefers energy drinks more?
SELECT
    age,
    COUNT(respondent_ID) AS num_of_preference
FROM dim_repondents
GROUP BY age
ORDER BY num_of_preference DESC;

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-- 2. PRODUCT PREFERENCES
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-- 2.1 Ingredient preferences
-- Question: What are the preferred ingredients of energy drinks among respondents?
SELECT
    Ingredients_expected,
    COUNT(respondent_ID) AS count_of_response
FROM fact_survey_responses
GROUP BY Ingredients_expected
ORDER BY count_of_response DESC;

-- 2.2 Packaging preferences
-- Question: What packaging preferences do respondents have for energy drinks?
SELECT
    Packaging_preference,
    COUNT(Respondent_ID) AS count_of_response
FROM fact_survey_responses

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GROUP BY Packaging_preference
ORDER BY count_of_response DESC;
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-- 3. COMPETITIVE ANALYSIS
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-- 3.1 Market leaders identification
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-- Question: Who are the current market leaders?
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SELECT
    Current_brands,
    COUNT(Respondent_ID) AS count_of_response
FROM fact_survey_responses
GROUP BY Current_brands
ORDER BY count_of_response DESC;
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-- 3.2 Brand preference reasons
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-- Question: What are the primary reasons consumers prefer those brands over ours?
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SELECT
    Reasons_for_choosing_brands,
    COUNT(Respondent_ID) AS count_of_response
FROM fact_survey_responses
GROUP BY Reasons_for_choosing_brands
ORDER BY count_of_response DESC;
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-- 4. MARKETING & BRAND AWARENESS
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-- 4.1 Marketing channel effectiveness
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-- Question: Which marketing channel can be used to reach more customers?
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SELECT
    Marketing_channels,
    COUNT(Respondent_ID) AS count_of_response
FROM fact_survey_responses
GROUP BY Marketing_channels
ORDER BY count_of_response DESC;
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-- 4.2 Brand awareness analysis
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-- Question: What do people think about our brand?
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-- Brand recognition
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SELECT
    Heard_before,
    COUNT(Respondent_ID) AS count_of_response
FROM fact_survey_responses
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GROUP BY Heard_before
ORDER BY count_of_response DESC;
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-- Trial rate among aware consumers
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SELECT
    Tried_before,
    COUNT(Respondent_ID) AS count_of_response
FROM fact_survey_responses
WHERE Heard_before = "Yes"
GROUP BY Tried_before
ORDER BY count_of_response DESC;
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-- Taste experience among trial users
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```
SELECT
    Taste_experience,
    COUNT(Respondent_ID) AS count_of_response
FROM fact_survey_responses
WHERE Tried_before = "Yes"
    AND Heard_before = "Yes"
GROUP BY Taste_experience
ORDER BY count_of_response DESC;
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-- **5. GEOGRAPHIC ANALYSIS**

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-- **5.1 City-wise market potential**

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-- Question: Which cities do we need to focus more on?
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SELECT
    c.City,
    c.Tier,
    COUNT(r.Respondent_ID) AS count_of_response,
    ROUND((COUNT(r.Respondent_ID) / 10000 * 100), 1) AS
percentage_of_response
FROM dim_cities c
JOIN dim_repondents r ON c.city_id = r.city_id
GROUP BY c.City, c.Tier
ORDER BY count_of_response DESC;
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-- **6. PURCHASE BEHAVIOR ANALYSIS**

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-- **6.1 Purchase location preferences**

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-- Question: Where do respondents prefer to purchase energy drinks?
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SELECT
    Purchase_location,
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COUNT(Respondent_ID) AS count_of_response
FROM fact_survey_responses
GROUP BY Purchase_location
ORDER BY count_of_response DESC;

```

-- **6.2 Consumption situations**

-- *Question: What are the typical consumption situations for energy drinks?*

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SELECT
    Typical_consumption_situations,
    COUNT(Respondent_ID) AS count_of_response
FROM fact_survey_responses
GROUP BY Typical_consumption_situations
ORDER BY count_of_response DESC;

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-- **7. PURCHASE DECISION FACTORS**

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-- **7.1 Limited edition packaging impact**

-- *Question: What factors influence purchase decisions - limited edition packaging?*

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SELECT
    Limited_edition_packaging,
    COUNT(Respondent_ID) AS count_of_response
FROM fact_survey_responses
GROUP BY Limited_edition_packaging
ORDER BY count_of_response DESC;

```

-- **7.2 Price sensitivity analysis**

-- *Question: What factors influence purchase decisions - price range?*

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SELECT
    Price_range,
    COUNT(Respondent_ID) AS count_of_response
FROM fact_survey_responses
GROUP BY Price_range
ORDER BY count_of_response DESC;

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-- **8. PRODUCT DEVELOPMENT INSIGHTS**

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-- **8.1 CodeX brand strengths analysis**

-- *Question: Which area of business should we focus more on for product development?*

-- *(Analysis of why customers choose CodeX specifically)*

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SELECT

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    Reasons_for_choosing_brands,  
    COUNT(Respondent_ID) AS count_of_response  
FROM fact_survey_responses  
WHERE Current_brands = "CodeX"  
GROUP BY Reasons_for_choosing_brands  
ORDER BY count_of_response DESC;
```