Key Findings:  
- 60% of CodeX's customers are male, indicating a strong male consumer base.  
- 56% of respondents were young people, presenting an excellent opportunity to connect with the youth.  
- Online ads were the most effective and cost-efficient way to reach our target audience.  
- Consumers preferred energy drinks with caffeine and natural Ingredients.  
- Tier 2 cities showed great potential for expansion.  
- 45% preferred purchasing from supermarkets, while 25% preferred online channels.  
- Consumers desired healthier options, including reduced sugar and natural ingredients.