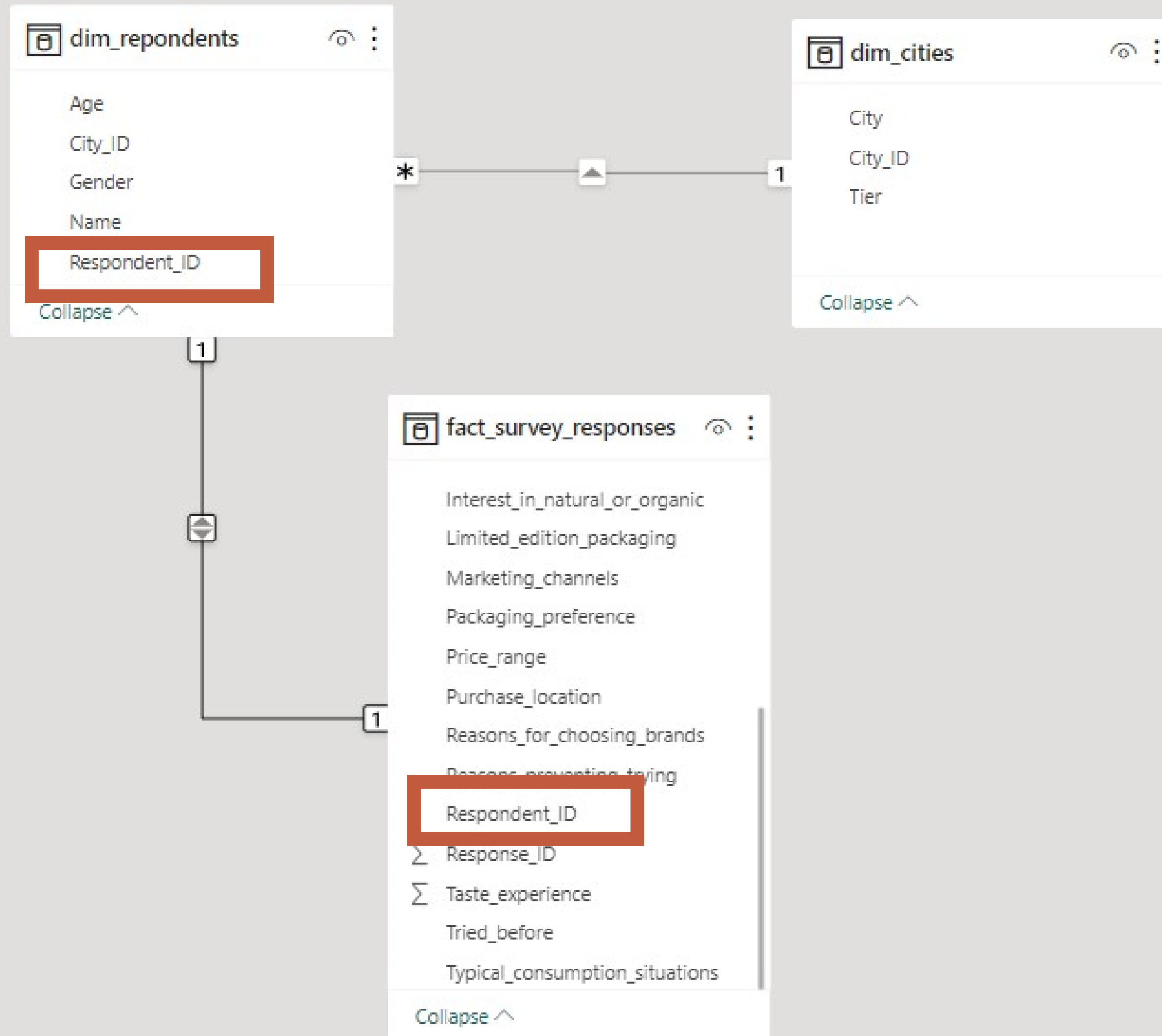# TASK

Imagine yourself as **Peter Pandey**, and do the following tasks,

- Check the "**Primary_Secondary_Insights.pdf**" and answer the questions by analyzing the data provided. You can use any tool of your choice (Python, SQL, PowerBI, Tableau, Excel, PowerPoint).
- You can add more research questions and answer them in your presentation that suits your recommendations.
- The target audience is the Chief Marketing Officer, you have 15 minutes to present insights to him. Make a concise presentation.
- Be creative with your presentation, audio/video presentation will have more weightage.
- You can use additional data based on your own research to support your recommendations
- Please note that it is possible that some respondents might not have answered all the questions sincerely. For instance, a person is more likely to have not tasted the drink if they haven't heard about it. Sense-check the data and use your judgment to clean it as required.

Data & Metrics

dim_repondents
- Age
- City_ID
- Gender
- Name
- Respondent_ID

dim_cities
- City
- City_ID
- Tier

fact_survey_responses
- Interest_in_natural_or_organic
- Limited_edition_packaging
- Marketing_channels
- Packaging_preference
- Price_range
- Purchase_location
- Reasons_for_choosing_brands
- Reasons_preventing_trying
- Respondent_ID
- Response_ID
- Taste_experience
- Tried_before
- Typical_consumption_situations

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?
   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?

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

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. They have been splitted as Tier 1 and Tier 2 cities.

Tier1	Tier2
Delhi	Ahmedabad
Mumbai	Pune
Bangalore	Jaipur
Chennai	Lucknow
Hyderabad	Kolkata

Primary Insights

1. Demographic Insights

2. Consumer Preferences

3. Competition Analysis

4. Marketing Channels and Brand Awareness

5. Brand Penetration

6. Purchase Behavior

7. Product Development

Which type of marketing reaches the most Youth?

Marketing reach by Consumer's Age

Marketing Channels ● Online ads ● Other ● Outdoor billboards ● Print media ● TV commercials

| Age	Online ads	Other	Outdoor billboards	Print media	TV commercials
19-30	2666	608	585	371	1290
31-45	490	408	431	310	737
15-18	707	94	117	75	495

Insights,

. **Online Ads** made **Monstrous** reach among the youngsters whose age between **19-30**.

. **TV Commercials** made good reach for people age between **31-45** .

. **Online Ads** and **TV Commercials** play very important role in marketing for energy drink.

Which age group prefers energy drinks more?

CODE BASICS

Energy drinks prederred by Age
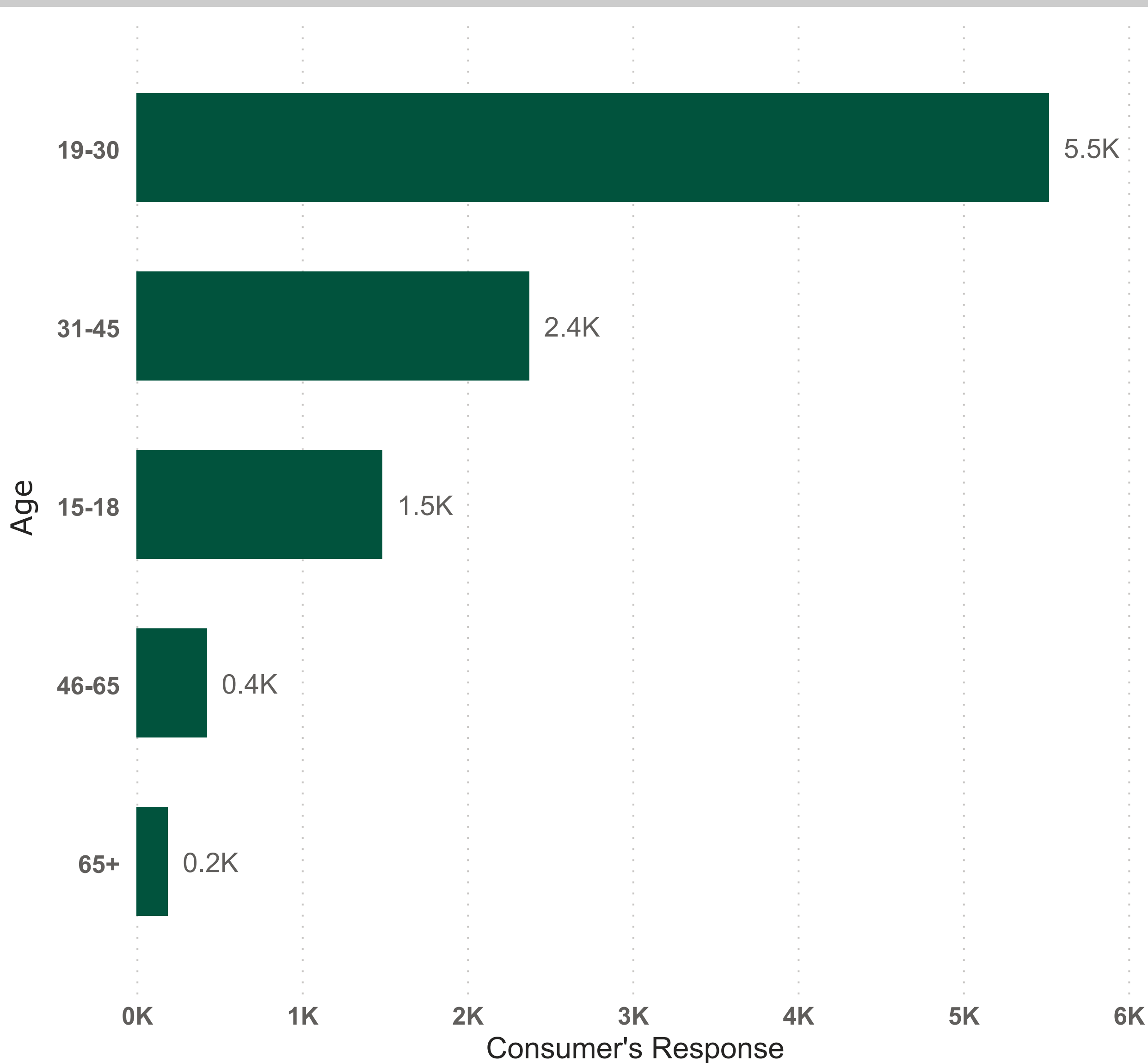
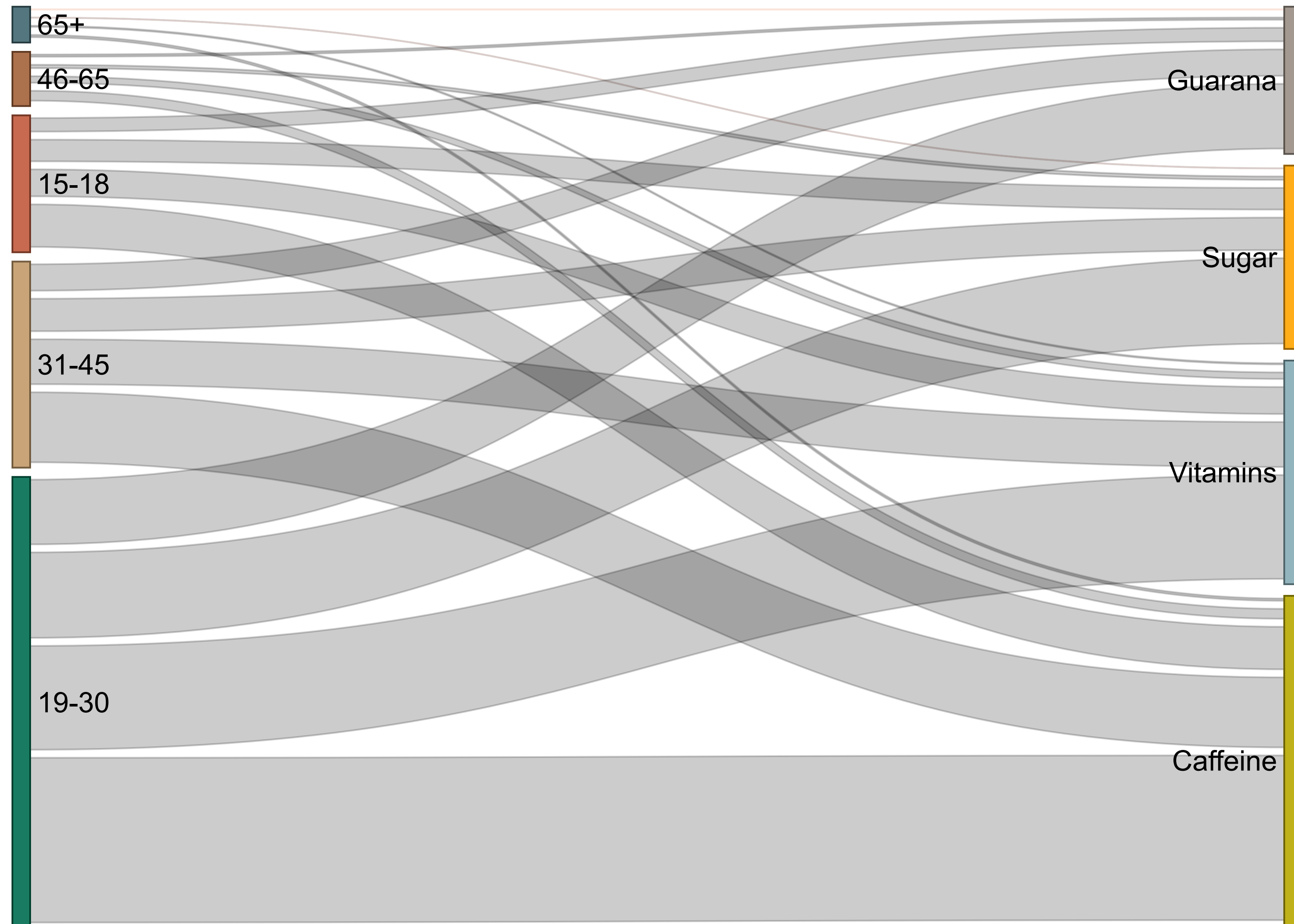| Age	Count of Respondent_ID
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190

Insights,

- Age group between **19-30** prefers energy drinks **more** than any other age people.

- Age group between **15-18** prefers energy drinks **3xtimes** less than the people age between 19-30.

What are the preferred ingredients of energy drinks among respondents?

Ingredients preferred by Consumer's Age

65+
46-65
15-18
31-45
19-30

Guarana
Sugar
Vitamins
Caffeine

Age   19-30
Ingredients_expected   Caffeine
Count of Respondent_ID   2.15K

Insights,

- **Caffeine** ingredients was more preferred by all age conusmers

- **19-30** age people prefer more **Caffeine** followed by **VItamins** and **Sugar** in energy drinks.

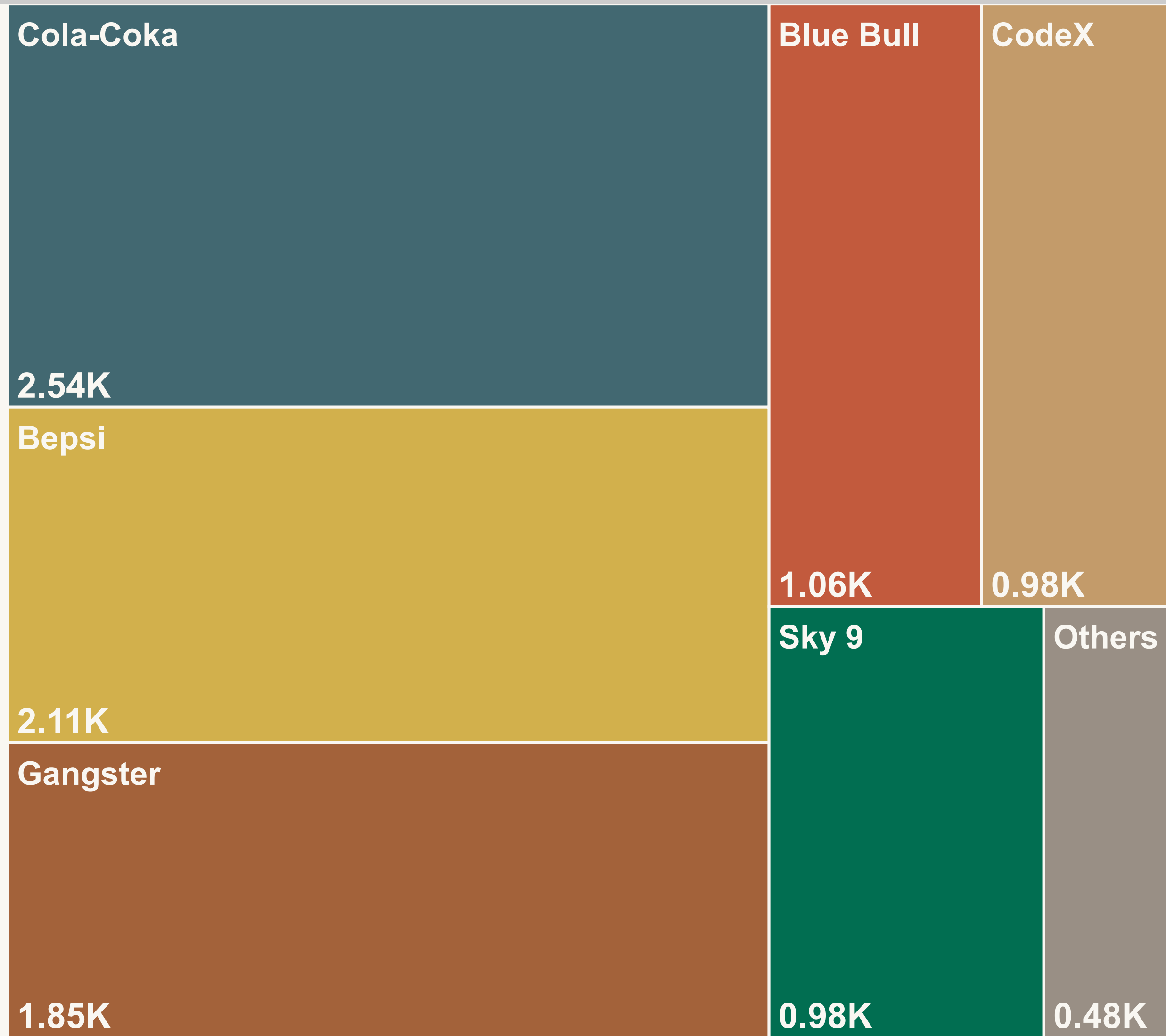# What packaging preferences do respondents have for energy drinks?

CODE BASICS

Preferred packaging by Consumers
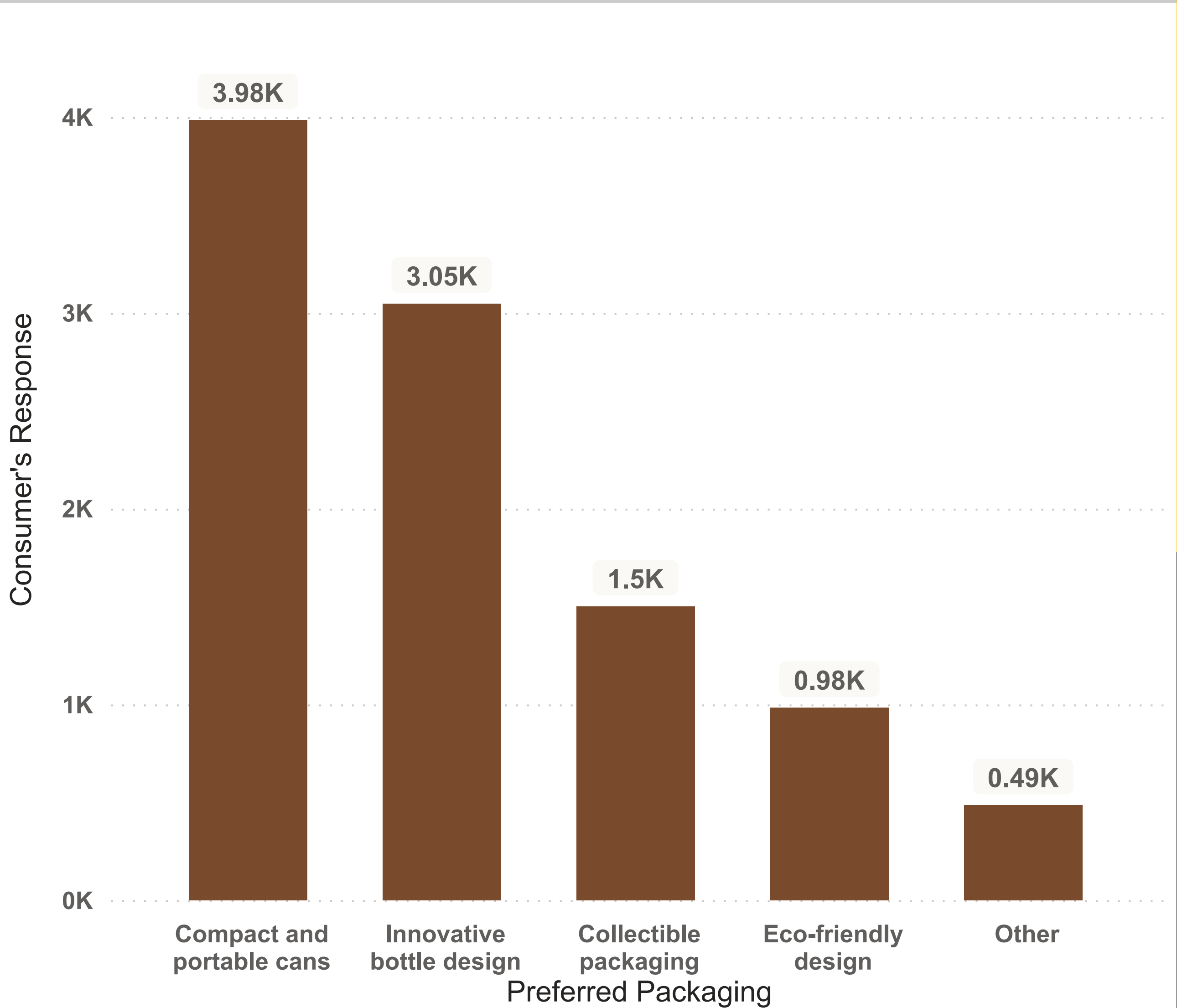
Packaging_preference	Count of Respondent_ID
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

Insights,

- Almost **4k** consumers prefers **more Compact and Portable** cans method of packaging for energy drinks.

- Consumers who prefers **Collectible packaging** is **2xtimes** less than the consumers who prefers **Innovative bottle design** method of packaging.

Who are the current market leaders?

Brands value by Consumer's Response

Cola-Coka		Blue Bull	CodeX
2.54K		1.06K	0.98K
Bepsi		Sky 9	Others
2.11K			
Gangster			
1.85K		0.98K	0.48K

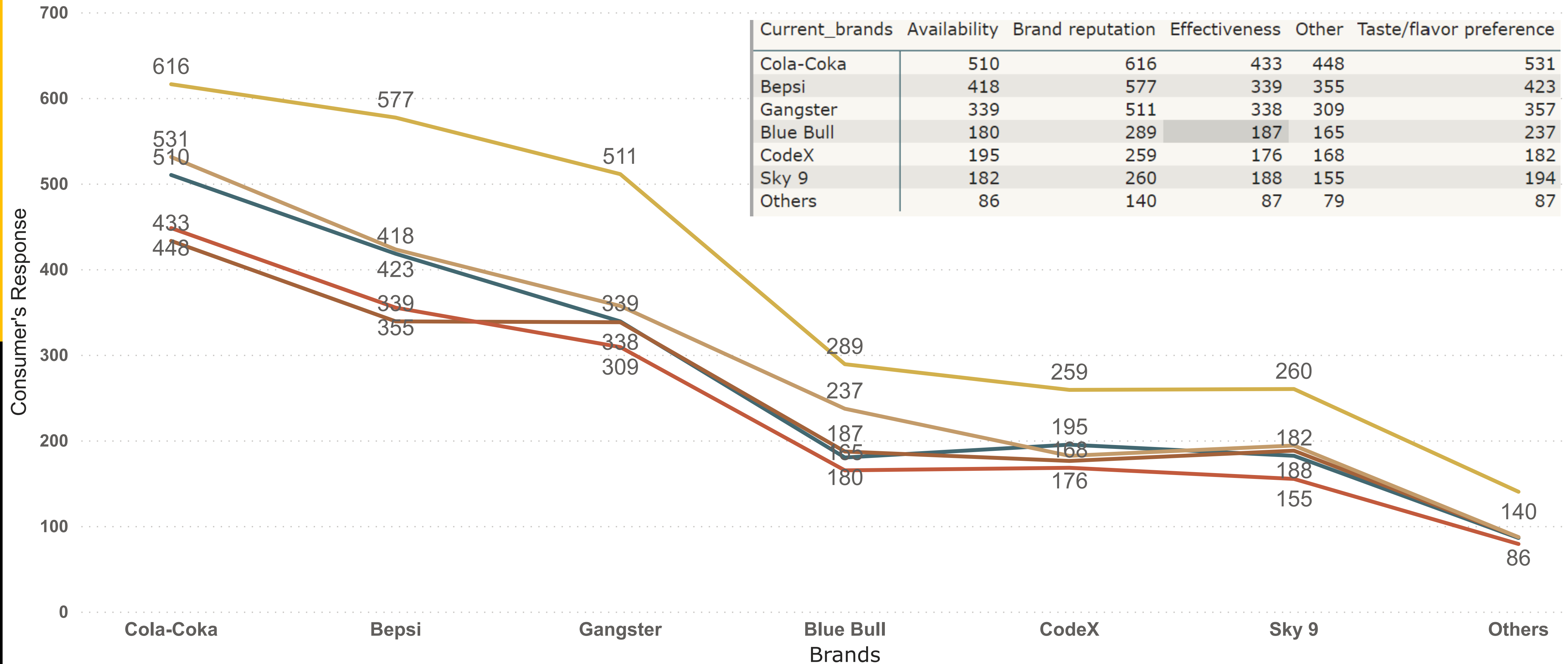| Current_brands	Count of Response_ID
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

Insights,

According to the survey, Cola-Coka brand Dominates the energy drink field followed by Bepsi and Gangster

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

CODE BASICS

Consumers Reason of choosing Brands

Reasons_for_choosing_brands ●Availability ●Brand reputation ●Effectiveness ●Other ●Taste/flavor preference

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Cola-Coka	510	616	433	448	531
Bepsi	418	577	339	355	423
Gangster	339	511	338	309	357
Blue Bull	180	289	187	165	237
CodeX	195	259	176	168	182
Sky 9	182	260	188	155	194
Others	86	140	87	79	87

Consumer's Response

Brands: Cola-Coka, Bepsi, Gangster, Blue Bull, CodeX, Sky 9, Others

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

CODE BASICS

Insights,

- **Brand Reputations** and **Taste/flavor** are primary reasons for consumers to chose other brand over us

- Comparing to the **Cola-Coka** brands we are almost **3xtimes lower** than their brand reputations and Taste/flavor preferences

- Also we need to **improve** our **Availability** of our brand energy drink in all possible places like SuperMarket, Gym etc.

Which marketing channel can be used to reach more customers?

Reach of Marketing Channels between Consumer
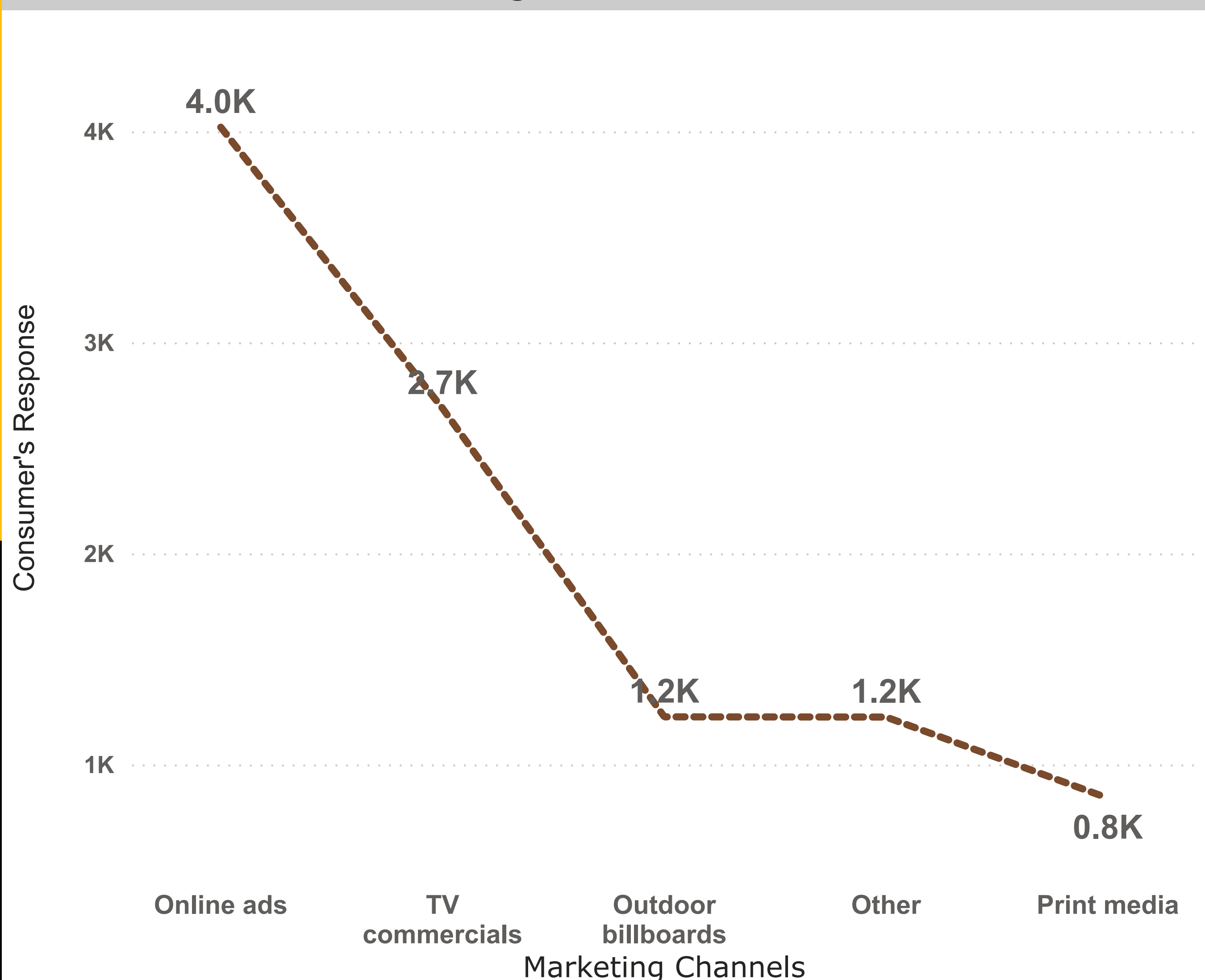
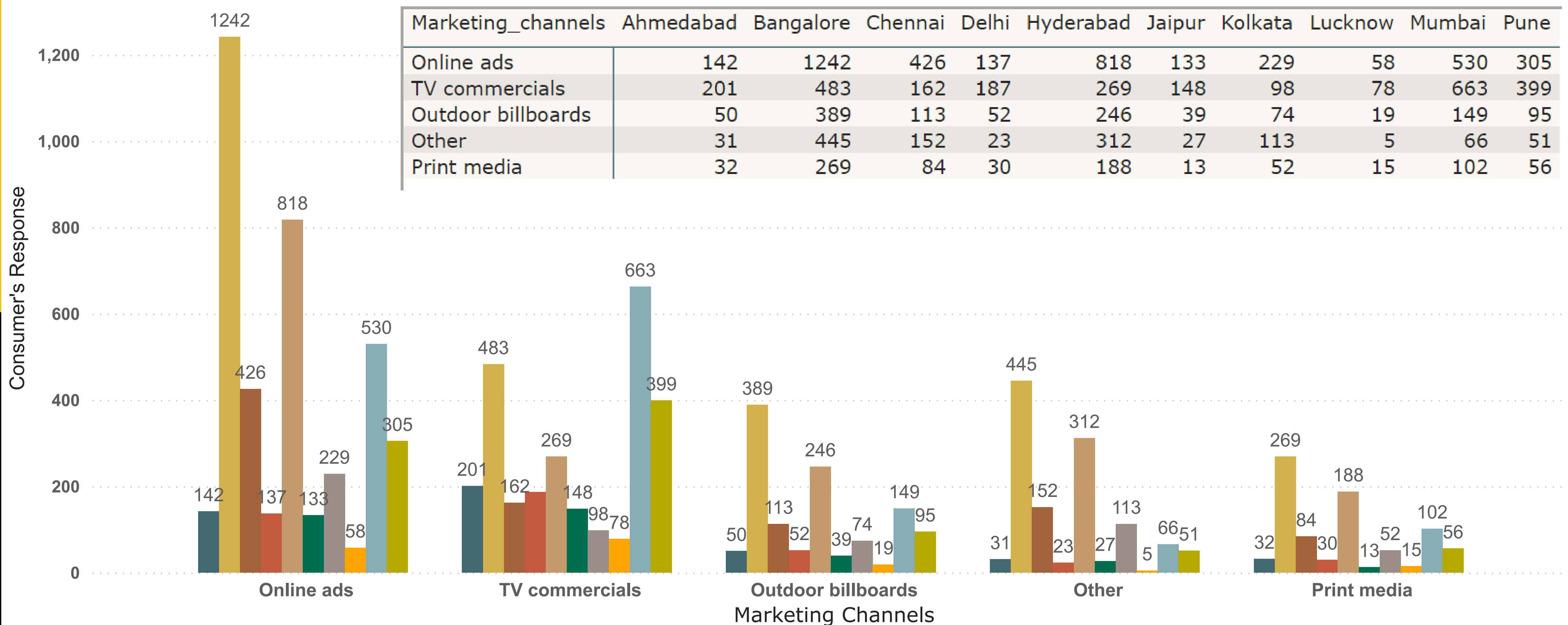| Marketing_channels	Count of Respondent_ID
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

Insights,

- **Online Ads** and **TV Commercials** play very important role in marketing for energy drink.

- They both are the **primary reason** for the energy drinks sales in market for all brands.

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

## Consumer's Response by Marketing Channels & City

City ● Ahmedabad ● Bangalore ● Chennai ● Delhi ● Hyderabad ● Jaipur ● Kolkata ● Lucknow ● Mumbai ● Pune

Marketing_channels	Ahmedabad	Bangalore	Chennai	Delhi	Hyderabad	Jaipur	Kolkata	Lucknow	Mumbai	Pune
Online ads	142	1242	426	137	818	133	229	58	530	305
TV commercials	201	483	162	187	269	148	98	78	663	399
Outdoor billboards	50	389	113	52	246	39	74	19	149	95
Other	31	445	152	23	312	27	113	5	66	51
Print media	32	269	84	30	188	13	52	15	102	56

What do people think about our brand?

CodeX Brand Ratings by Tier Cities

Legend: ● Increase ● Decrease ● Total ● Other
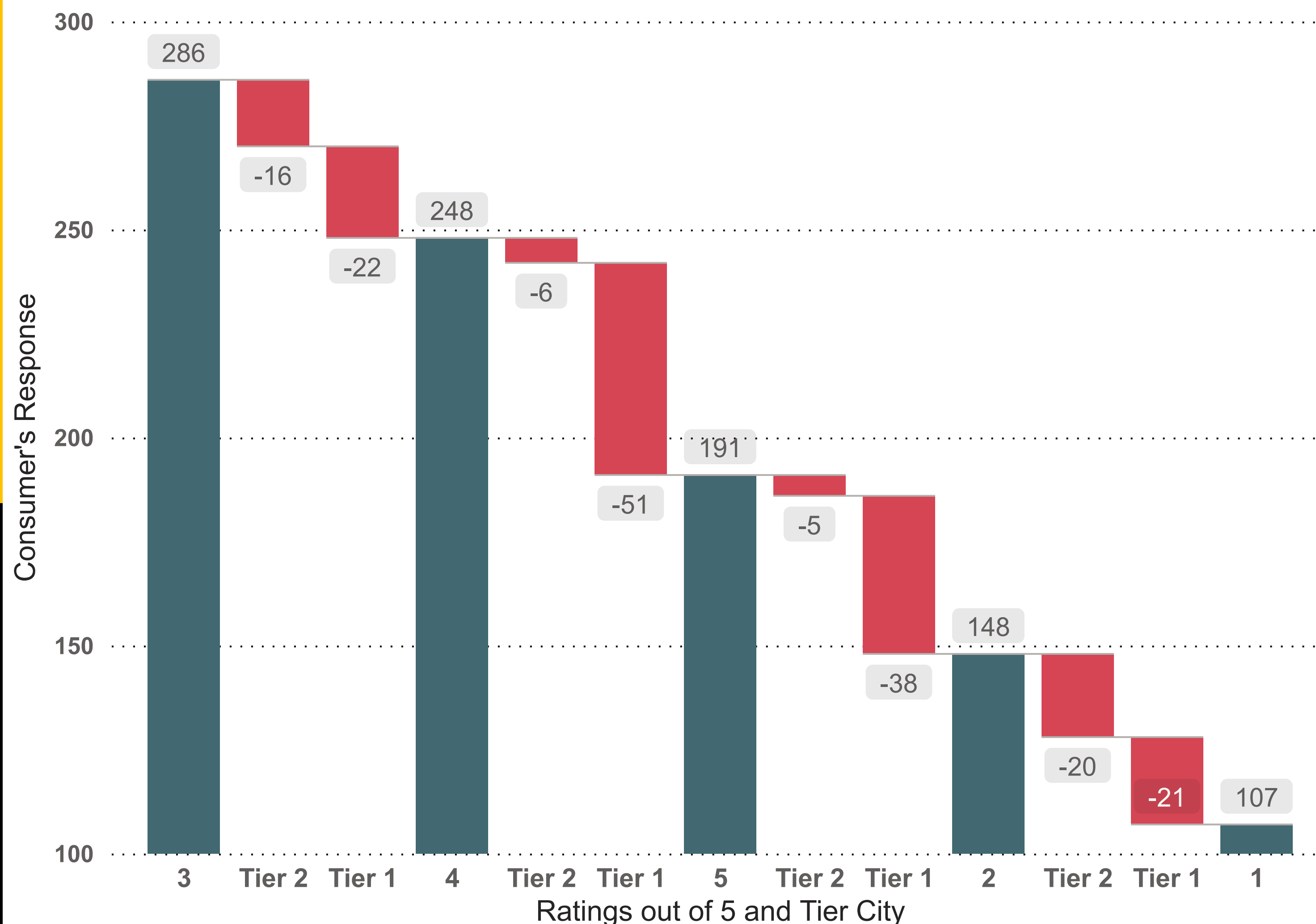
Taste_experience	Total	Tier 1	Tier 2
3	**286**	220	66
4	**248**	198	50
5	**191**	147	44
2	**148**	109	39
1	**107**	88	19

Insights,

- We have **Average Rating** for CodeX energy drink among the cosumers.

- We have **more** rating in **Tier 1** compared to **Tier 2** city

Which cities do we need to focus more on?

Codex brand reach by City & Purchase location

Purchase location: ● Gyms and fit… ● Local stores ● Online ret… ● Other ● Superma…
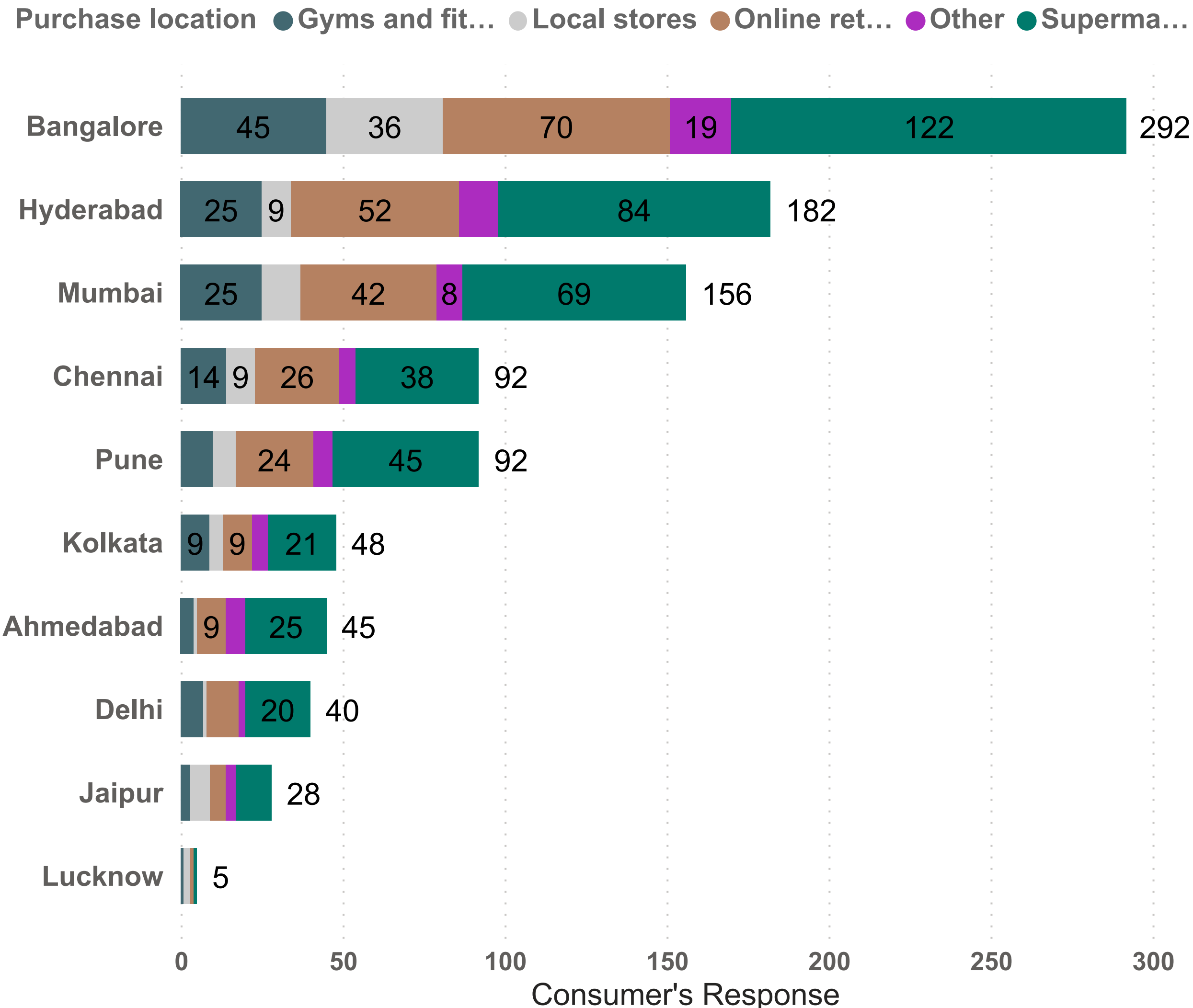
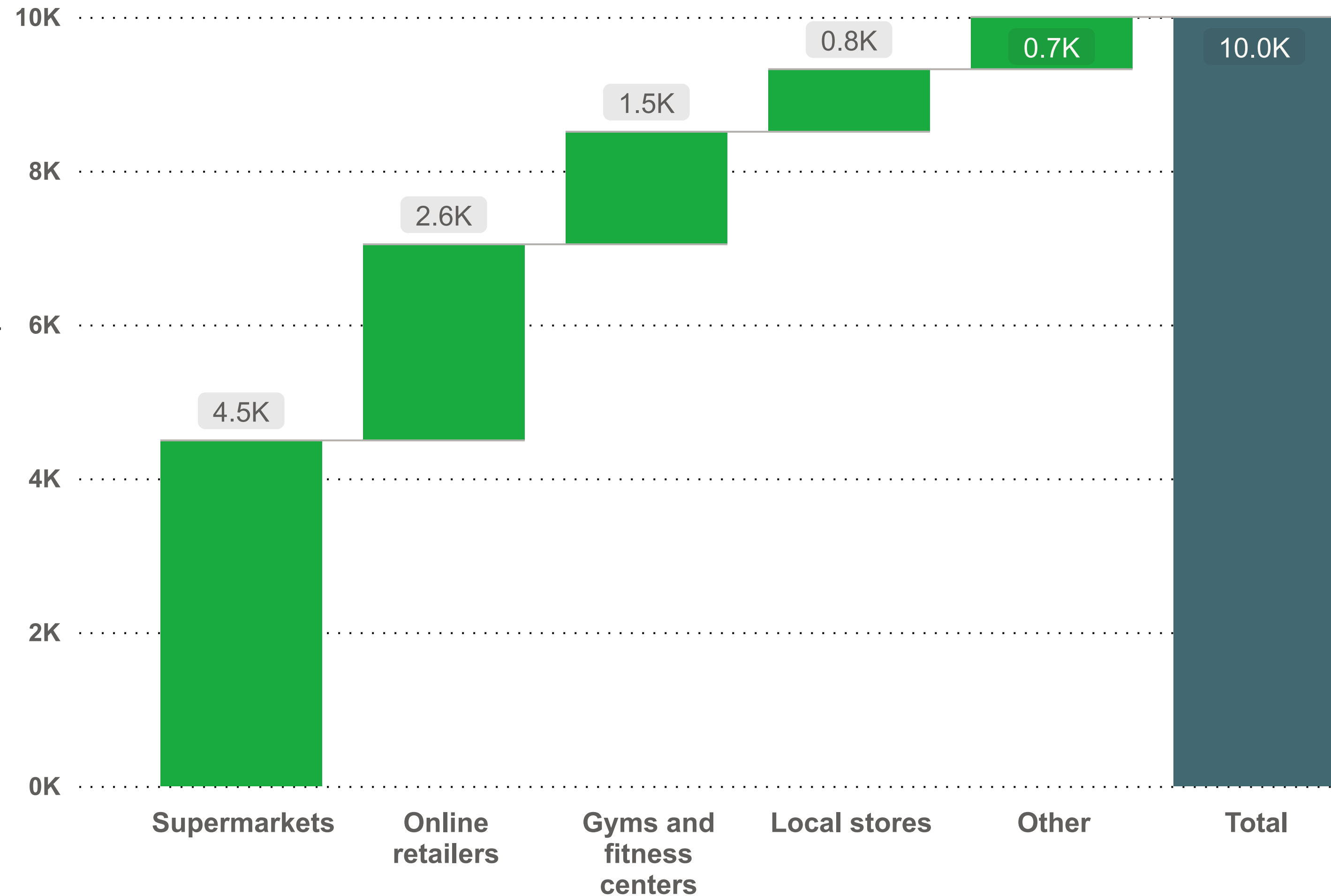| City	Gyms and fitness centers	Local stores	Online retailers	Other	Supermarkets
Bangalore	45	36	70	19	122
Hyderabad	25	9	52	12	84
Mumbai	25	12	42	8	69
Chennai	14	9	26	5	38
Pune	10	7	24	6	45
Kolkata	9	4	9	5	21
Ahmedabad	4	1	9	6	25
Delhi	7	1	10	2	20
Jaipur	3	6	5	3	11
Lucknow	1	2	1		1

Insights,

- We need to focus on all **Tier 2** city such as **Lucknow Jaipur Ahmedabad** Kolkata and **Tier 1** city **Delhi**

- Also We need to make **Available** our Codex energy drinks in **Local stores** in all cities

Where do respondents prefer to purchase energy drinks?

Consumer's Response for Energy drink by Purchase location

Legend: ● Increase ● Decrease ● Total

Values shown: Supermarkets 4.5K, Online retailers 2.6K, Gyms and fitness centers 1.5K, Local stores 0.8K, Other 0.7K, Total 10.0K

Purchase_location	Count of Response_ID
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

Insights,

.Cosumers prefer energy drink **more** in **SuperMarkets** followed by **Online Retailers** and **Gyms & Fitness Centers**.

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

Consumer's Response by Consuming Reason
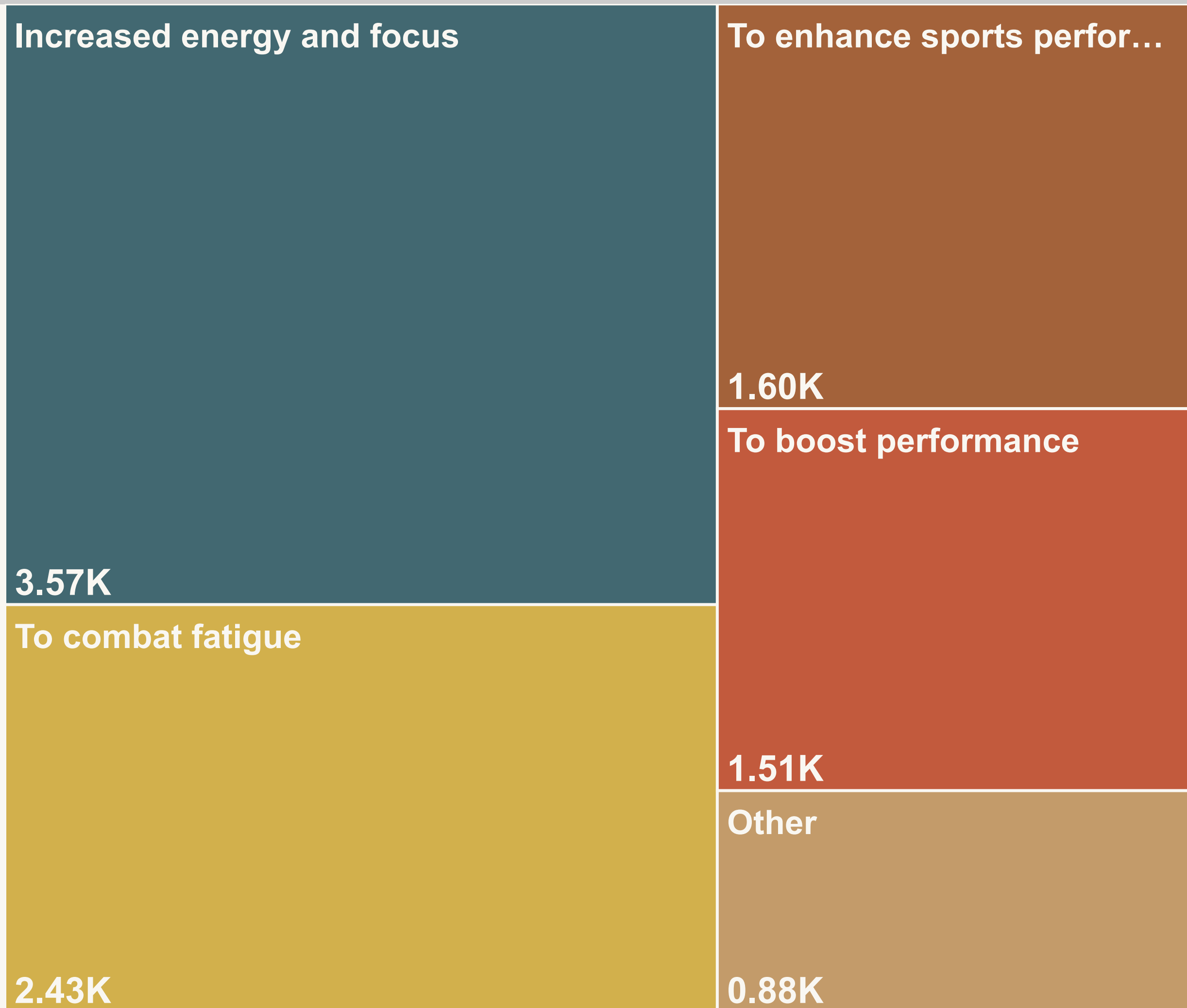
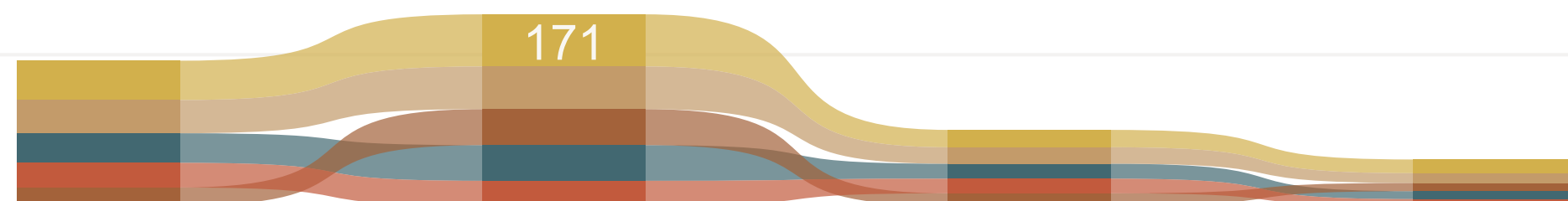| Consume_reason	Count of Response_ID
Increased energy and focus	3574
To combat fatigue	2428
To enhance sports performance	1604
To boost performance	1514
Other	880

Insights,

.   Almost **3.6k consumers** consumes energy drink to increase **Energy** and **Focus** during **sports** and **Exercise activity**
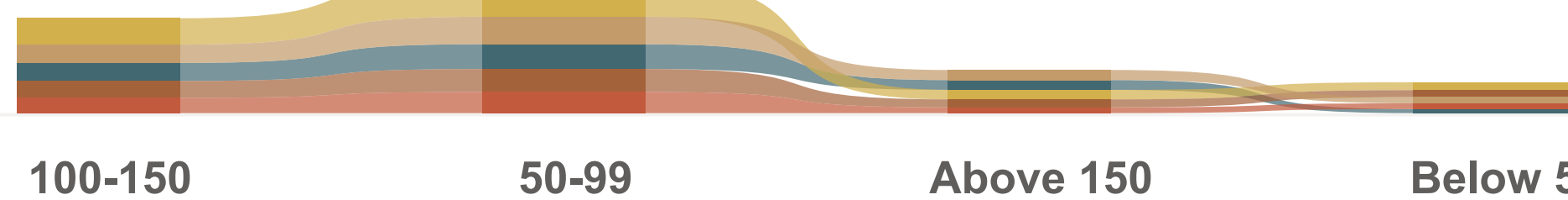
What factors influence respondents' purchase decisions?

Consumer's purchase based by Price Range, Reasons for choosing brands and Packaging Preference

Reasons_for_choosing_brands ● Availability ● Brand reputation ● Effectiveness ● Other ● Taste/flavor preference
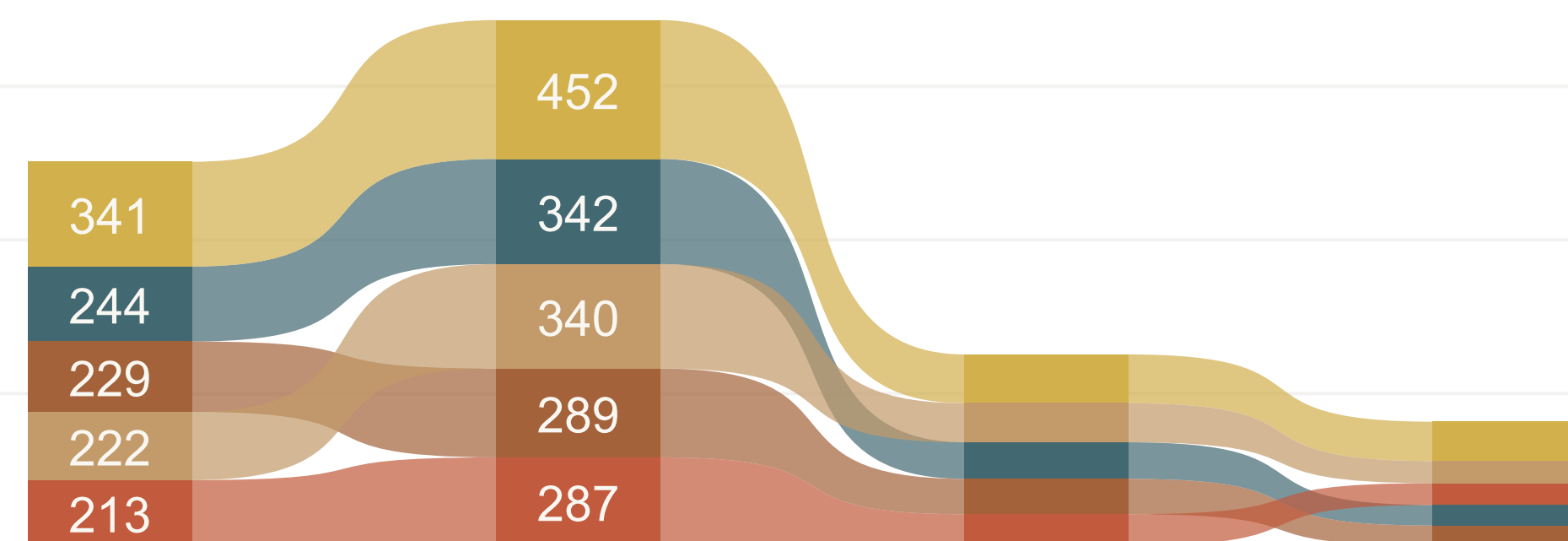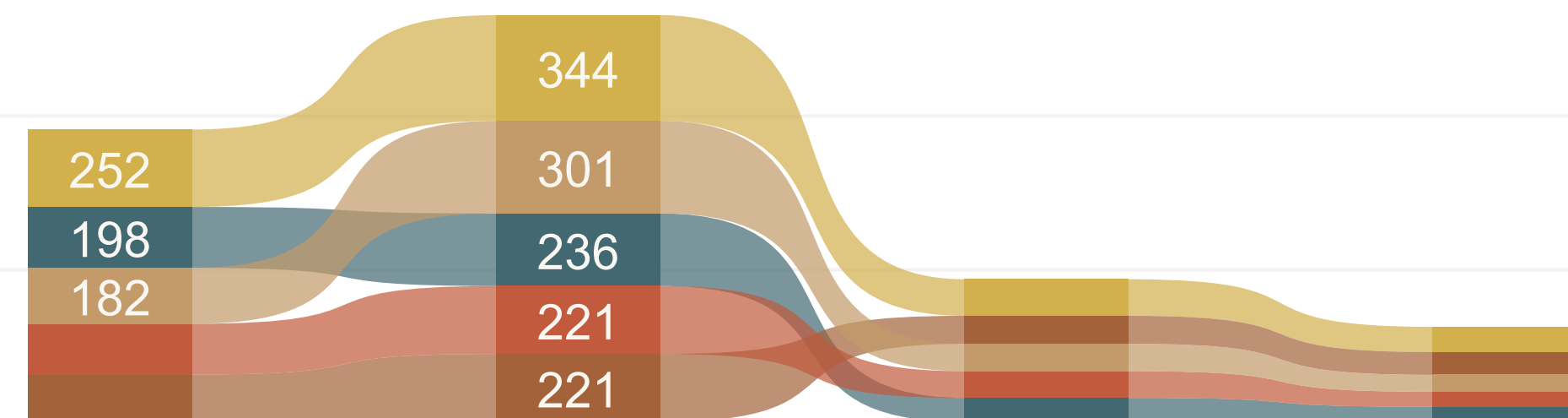
Collectible packaging

171

Compact and portable cans

452
341   342
244   340
229   289
222   287
213

Eco-friendly design

Innovative bottle design

252   344
198   301
182   236
       221
       221

100-150   50-99   Above 150   Below 50
Price_range

100-150   50-99   Above 150   Below 50
Price_range
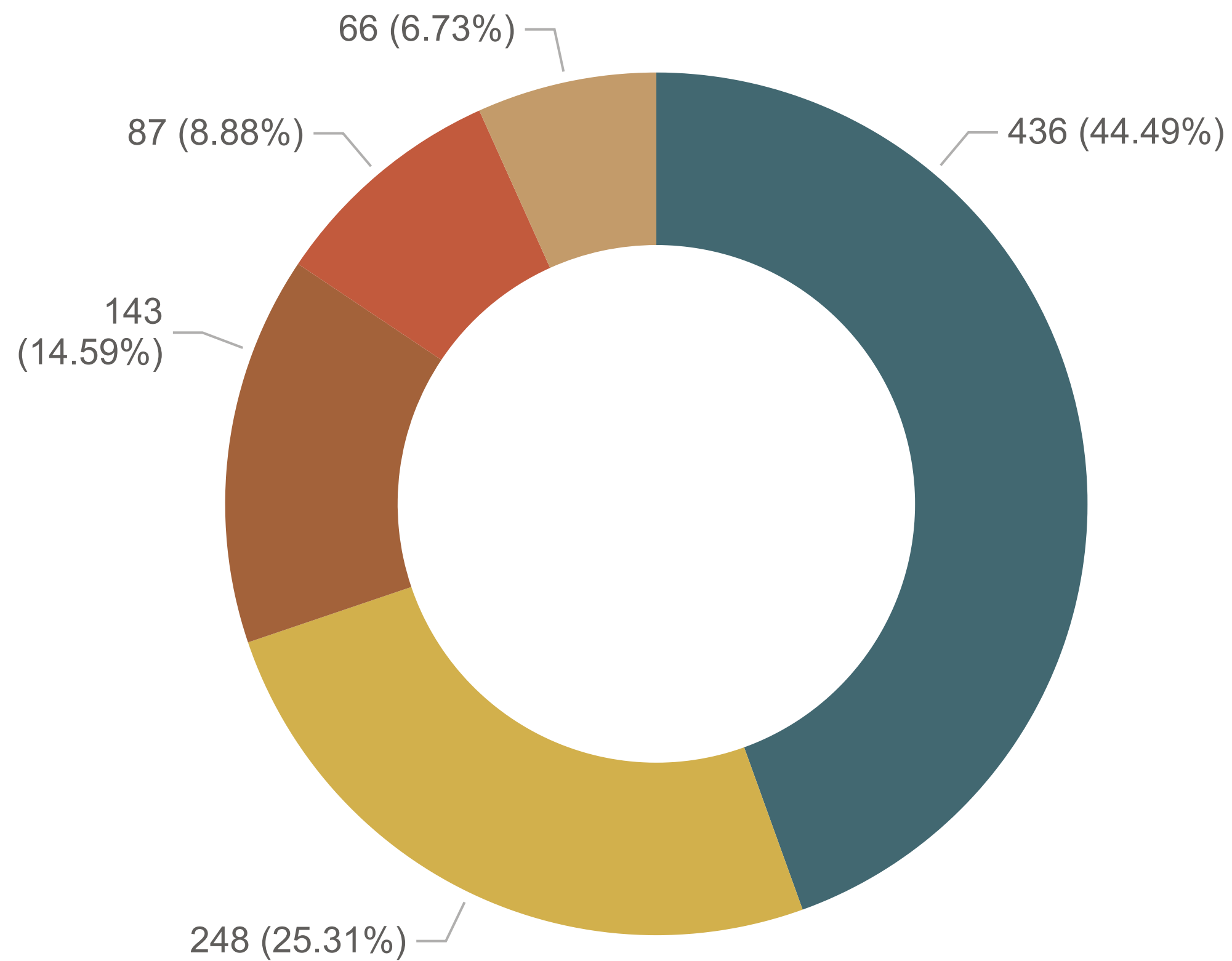
What factors influence respondents' purchase decisions?

Insights,

- Moderate Price Segment
- Taste/Flavor Preference
- Brand Reputations
- Availability

Consumers consider these above factors in the following order to purchase energy drink

Places we need to Develop

CodeX Consumers by Purchase location

Purchase_location ● Supermar… ● Online r… ● Gyms … ● Local … ● Other

Purchase_location	Count of Response_ID
Supermarkets	436
Online retailers	248
Gyms and fitness centers	143
Local stores	87
Other	66

- We should need to improve our **Availability** of CodeX Brand in **Local Stores** and **Gyms** as like in SuperMarkets.

Places we need to Develop
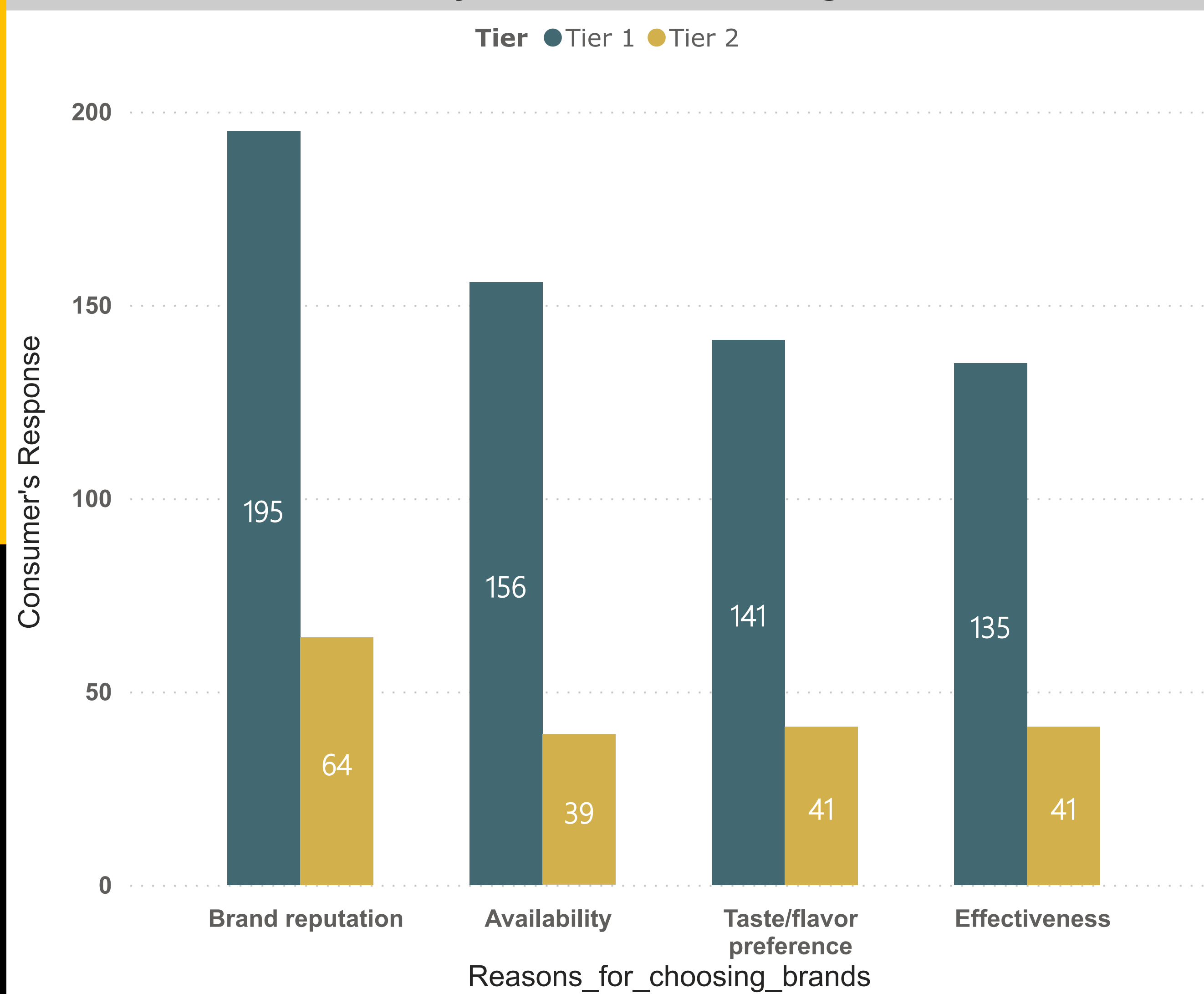
CodeX Consumers by Reasons preventing trying & Tier Cities

Tier ● Tier 1 ● Tier 2
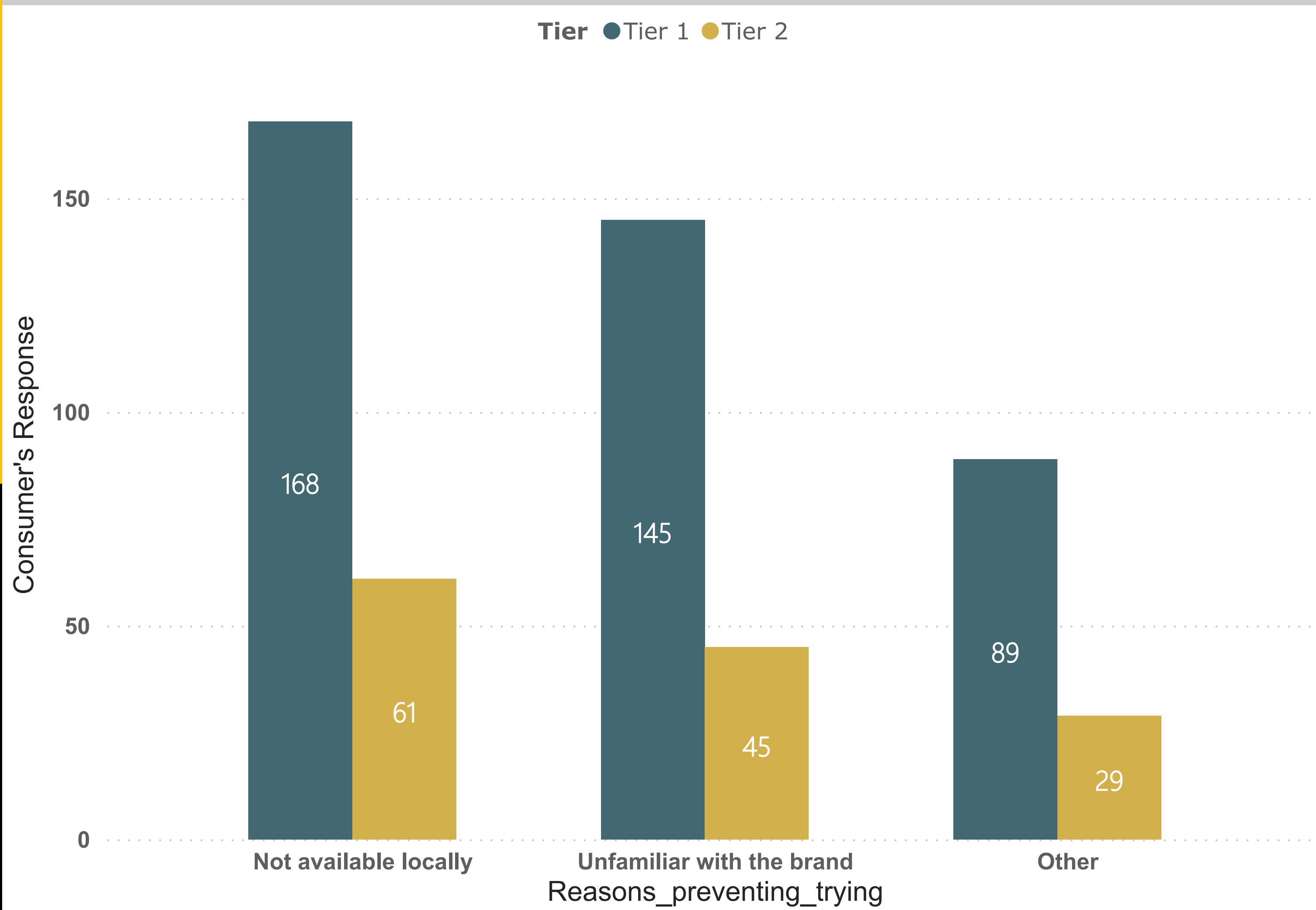
- **Not Available Locally** and **Unfamiliar with brand** in Tier1 city are the two places we need to improve our **Marketing** and **Availability.**

Places we need to Develop

CODE BASICS

CodeX Consumers by Reasons for choosing brands and Tier

Tier ● Tier 1 ● Tier 2

Y-axis: Consumer's Response (0, 50, 100, 150, 200)

Tier 1 / Tier 2 values:
- Brand reputation: 195 / 64
- Availability: 156 / 39
- Taste/flavor preference: 141 / 41
- Effectiveness: 135 / 41

X-axis label: Reasons_for_choosing_brands

. **We need to focus on Tier 2 city as like Tier 1 to improve our Sales in Tier 2 city by improving Brand Reputations, Availability, Taste and flavor.**

Places we need to Develop

CODE BASICS

CodeX Consumers Reasons for choosing brands

Reasons_for_choosing_brands ● Availability ● Brand reputation ● Effectiveness ● Other ● Taste/flavor preference

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Cola-Coka	510	616	433	448	531
Bepsi	418	577	339	355	423
Gangster	339	511	338	309	357
Blue Bull	180	289	187	165	237
CodeX	195	259	176	168	182
Others	86	140	87	79	87
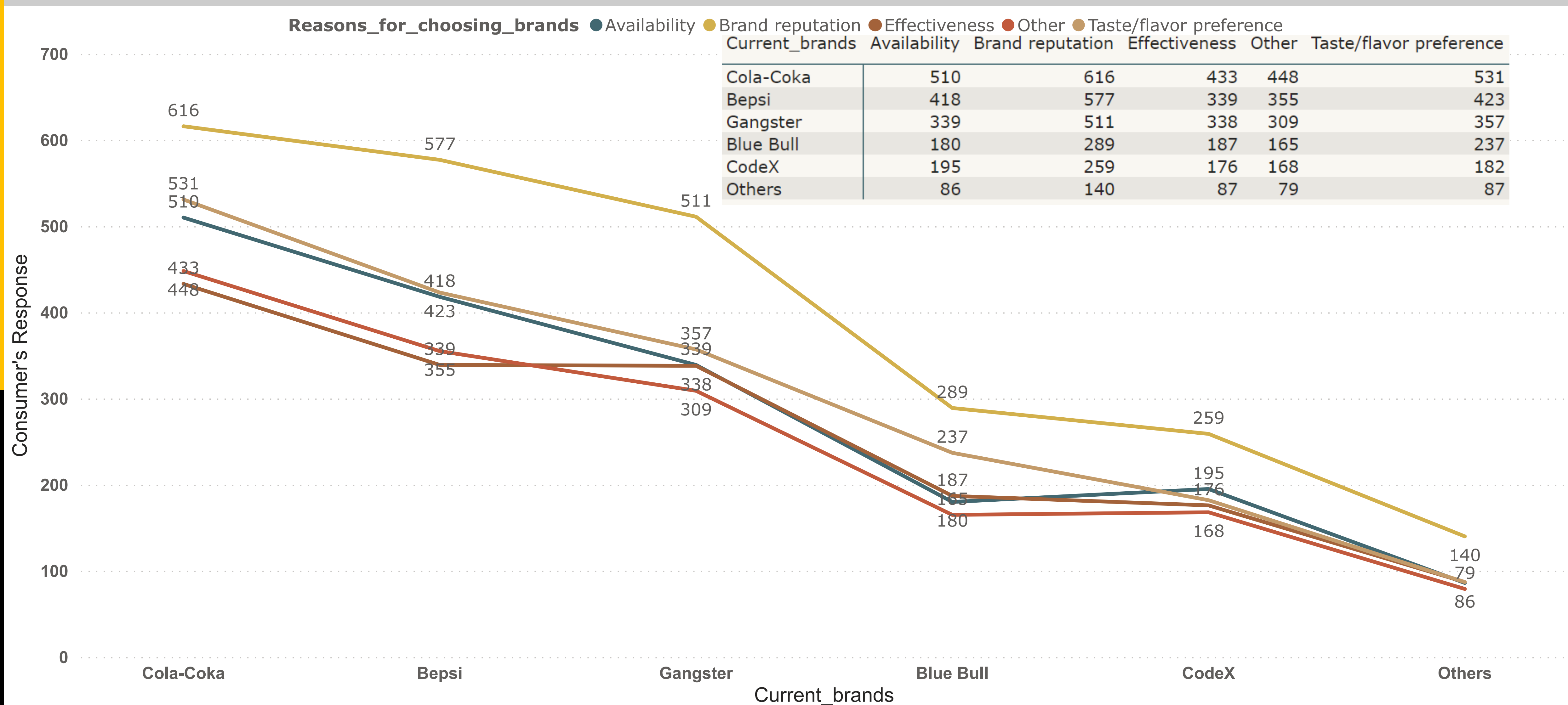
Places we need to Develop

- **Brand Reputations** and **Taste/flavor** are primary reasons for consumers to chose other brand over us

- Comparing to the **Cola-Coka** brands we are almost **3xtimes lower** than their brand reputations and Taste/flavor preferences

- Also we need to **improve** our **Availability** of our brand energy drink in all possible places like SuperMarkets, Gym etc.

Secondary Insights

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?

Marketing campaigns & offers

- Adding certain **collectibles** might improve the purchasing frequency among people.

- Providing **CashBack** on UPI apps will improve our brand in social media

- Energy Drinks Tin with **SuperHeros theme** design will attract the school students will improve our purchasing frequency

- Giving **Free items** for school students along with energy drink will improve our purchasing frequency.

Optimal price for the Energy drink

. Learning their **state culture** and provide **various flavors** based on their culture will improve our **trust** in the market.

. According to the indians mindset, people prefer moderate price like **Rs.60 - Rs150** for energy drink.

CODE
BASICS

- **Do different Marketing camping to make reach and gain trust among consumers.**

- **The overall taste rating of our CodeX brand has an average of 3/5, we should try to add tasty ingredients to increase the sales.**

- **Consumers choose CodeX energy drink to stay active and healthy, so that we should do proper R&D to make energy drink Healthy.**

- **Making availability of the product to the consumers in Local Stores and other places same as like in SuperMarkets.**

Market enlargement

- Our products have reached **well** for consumers of age 19-45 but we still **lag** at reaching consumers under age 19.

- After 5+years down the line, these people going to be our next phase of our brand, so it is very important to gain **value** and **trust** among those adults

- If we go on this track means, we will definitely **enlarge** our **Brand Reputations**

Brand Ambassador

- If our brand ambassador will be an **Enthusiastic sportsperson** means, young sportspersons like athletes, and cricketers whose age between **15-30** will buy our Energy Drinks.

- **Cricket** is one of the major sports which will reach a **mass** audience easily in India, also one of the most effective way to attract our audience is via **social media.**

- So we should go with **upcoming Cricket Star** who handles social media well as our **Brand Ambassador**

Suggestions

- Price should be within range of **Rs.60-150**

- **Compact & Portable** packaging are welcoming from consumers side

- Understanding their **place culture** and providing **various flavor** will increase our trust

- After 5+years down the line, current adults is going to be our next phase of our brand, so it is very important to gain **value** and **trust** among those adults

- Should focus on **Tier 2** cities same as like Tier 1

- keeping **own Warehouse** and **increasing** regularly them will leads to no shortage of product to the consumers in Supermarkets and other places

Suggestions

- **Online Ads** and **Tv commercials** playing main role in Marketing channel

- **Upcoming sports person** with good social media influence should be as Brand ambassador for our brand

- **Punchy tagline** with brand will improve our sale like "Boost is the secret of my energy"

- Providing **CashBack** on UPI apps will improve our brand in social media

- Energy Drinks tin with **SuperHeros** theme design will attract the school students will improve our purchasing frequency