

**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.

Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from **10k** respondents. Peter Pandey, a marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions.

**Task:**

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

1. 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).
2. You can add more research questions and answer them in your presentation that suits your recommendations.
3. The target audience is the Chief Marketing Officer, you have 15 minutes to present insights to him. Make a concise presentation.
4. Be creative with your presentation, audio/video presentation will have more weightage.
5. You can use additional data based on your own research to support your recommendations
6. 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.

**Other resources Provided:**

- Dataset required to generate Insights
- Metadata
- Survey questions