Marketing Insight for CodeX

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About CodeX

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. I am as marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions.

Dashboard Overview

- Demographic Dashboard:
  - Visualizes respondent demographics by gender and age.
  - Analyzes marketing channel effectiveness by age groups.
  - Illustrates city distribution and customer awareness.

- Consumer Preference Dashboard:
  - Reports on packaging, ingredients, price, and brand codex perception.
  - Focuses on CodeX brand perception and loyalty.

- Competition Analysis Dashboard:
  - Compares CodeX performance with existing brands.
  - Identifies reasons for choosing competitors.

- Behavior Dashboard:
  - Examines reasons for energy drink consumption.
  - Maps preferred purchase locations and analyzes consumption frequency by price and time.

Demographic Insight

10.00K
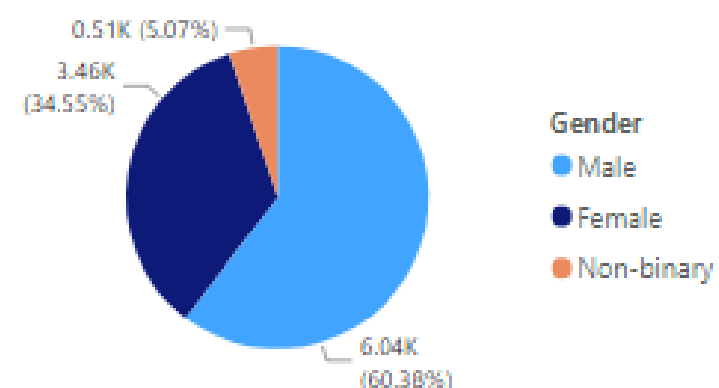Total Respondent

3375
Total Target Market
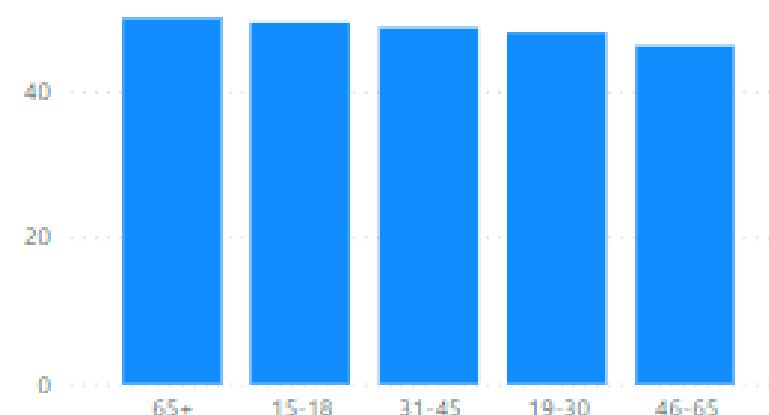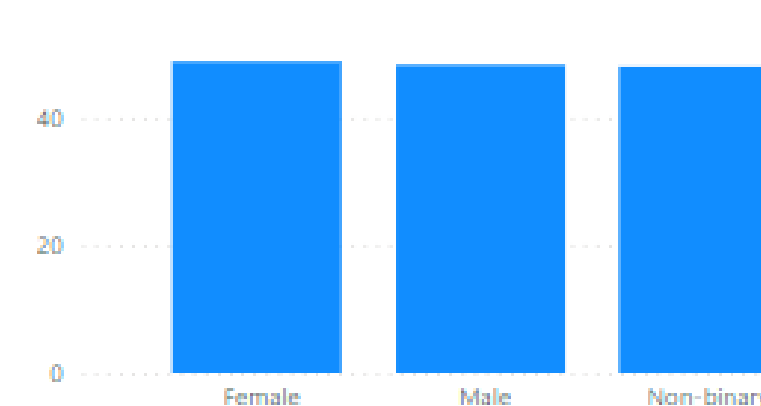
Age
All

City
All

Brand
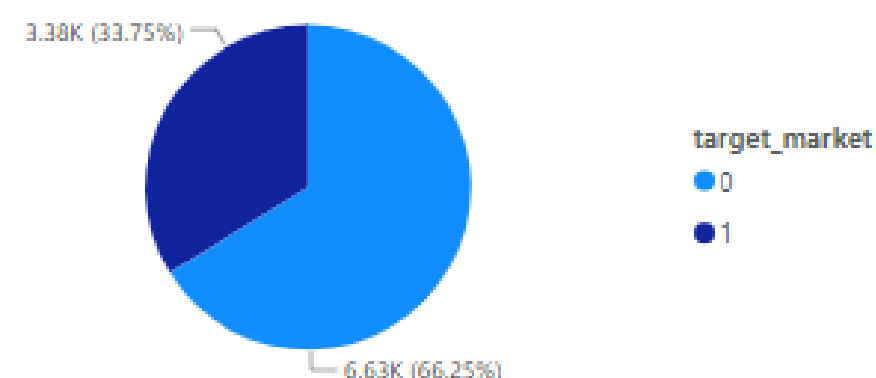All

City Category
Tier 1   Tier 2

Respondent by Gender

0.51K (5.07%)
3.46K (34.55%)
6.04K (60.38%)

Gender
- Male
- Female
- Non-binary

Percentage of Each Age Group who Drink 2-3 times a week/daily

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

Percentage of Each Gender who Drink 2-3 times a week/daily

Female   Male   Non-binary

Target Market Respondent

3.38K (33.75%)
6.63K (66.25%)

target_market
- 0
- 1

Marketing Channels by Age

| Age | 15-18 | | 19-30 | | 31-45 | | 46-65 | | 65+ | |
Marketing Channels	R	TM	R	TM	R	TM	R	TM	R	TM
Online ads	49.24%	47.83%	48.13%	47.61%	21.64%	24.32%	24.42%	23.21%	23.60%	20.00%
Other	5.29%	6.09%	9.94%	9.06%	15.88%	15.23%	16.28%	16.07%	15.73%	12.00%
Outdoor billboards	8.16%	7.39%	10.30%	9.67%	16.54%	14.25%	15.70%	21.43%	15.73%	20.00%
Print media	4.68%	5.65%	6.69%	7.34%	12.48%	12.04%	15.12%	17.86%	19.10%	16.00%
TV commercials	32.63%	33.04%	24.94%	26.32%	33.46%	34.15%	28.49%	21.43%	25.84%	32.00%

Percentage City Distribution Based on Target Market

- Heard Before (No)
- Heard Before (Yes)

Mumbai	Delhi	Jaipur	Lucknow	Pune	Hyderabad	Ahmedabad	Chennai	Bangalore	Kolkata
0.59	0.57	0.47	0.45	0.44	0.43	0.42	0.41	0.40	0.39
0.41	0.43	0.53	0.55	0.56	0.57	0.58	0.59	0.60	0.61

Percentage City Distribution Based on Total Respondent

- Heard Before (No)
- Heard Before (Yes)

Delhi	Mumbai	Lucknow	Ahmedabad	Pune	Bangalore	Jaipur	Hyderabad	Chennai	Kolkata
0.62	0.60	0.49	0.45	0.42	0.41	0.40	0.40	0.40	0.37
0.38	0.40	0.51	0.55	0.58	0.59	0.60	0.60	0.60	0.63
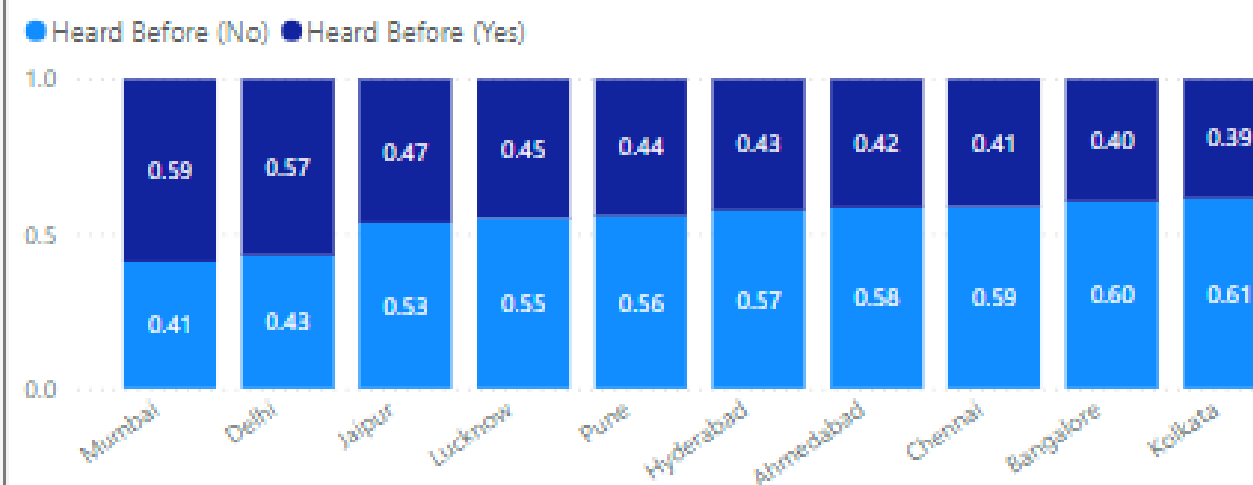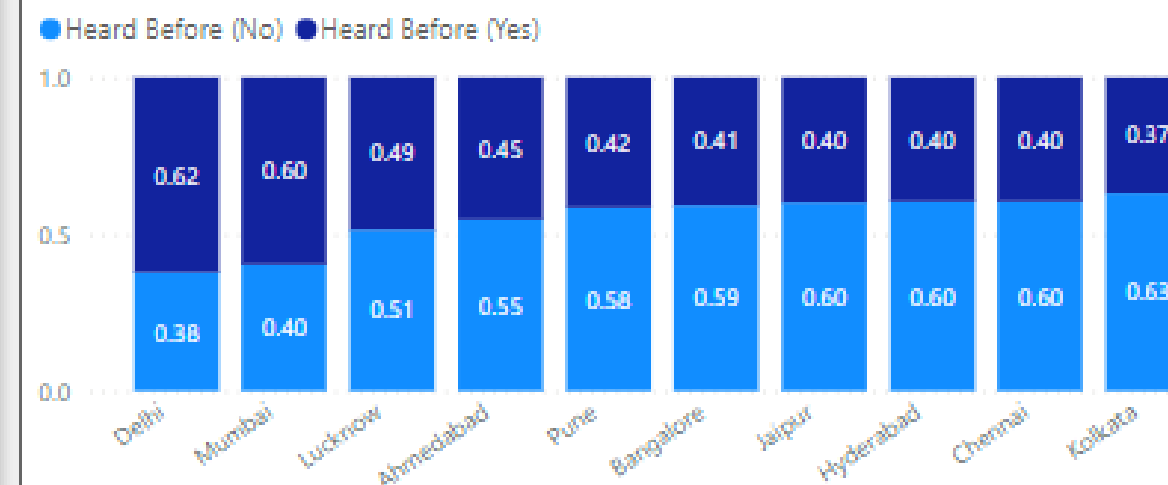
Consumer Preference

10.00K
Total Respondent

3375
Total Target Market

Filters

Age
All

City
All

Brand
All

City Category
Tier 1 | Tier 2

Limited Edition Packaging

2.03K (20.31%)
4.02K (40.23%)
3.95K (39.46%)

Limited_edition_packaging
- No
- Yes
- Not Sure
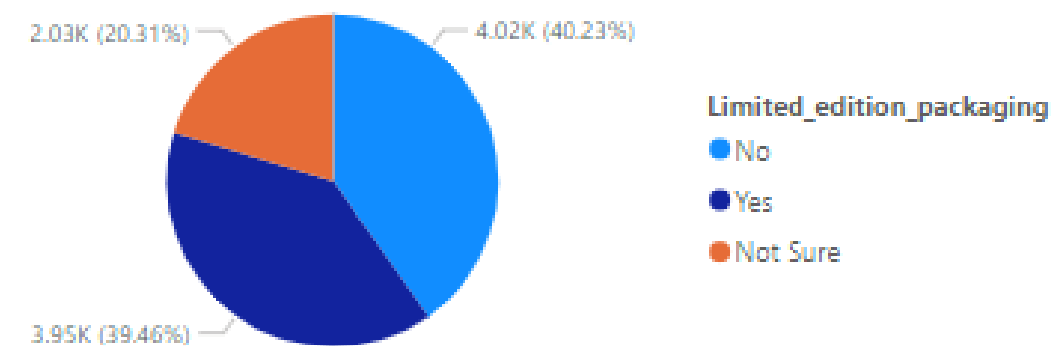
Price Preference

Price_range	100-150		50-99		Above 150		Below 50	
Age	R	TM	R	TM	R	TM	R	TM
15-18	23.39%	23.14%	46.17%	45.01%	18.88%	20.38%	11.56%	11.46%
19-30	24.73%	26.46%	53.71%	52.14%	11.87%	12.20%	9.69%	9.19%
31-45	52.90%	53.05%	21.00%	20.38%	18.01%	19.38%	8.08%	7.20%
46-65	32.16%	33.56%	19.95%	19.18%	35.45%	35.62%	12.44%	11.64%
65+	18.42%	21.67%	27.37%	23.33%	24.21%	20.00%	30.00%	35.00%

Brand CodeX Preseption

- Respondent
- Target Market

Neutral: 60.09% / 59.74%
Positive: 23.23% / 22.57%
Negative: 16.68% / 17.69%

Ingredients Expected

- Respondent
- Target Market

Caffeine: 38.96%
Vitamins: 25.34%
Sugar: 20.17%
Guarana: 15.53%

Packaging Preference

- Respondent
- Target Market

Compact and portable cans: 39.84%
Innovative bottle design: 30.47% / 29.19%
Collectible packaging: 15.01%
Eco-friendly design: 9.83%
Other: 4.85%
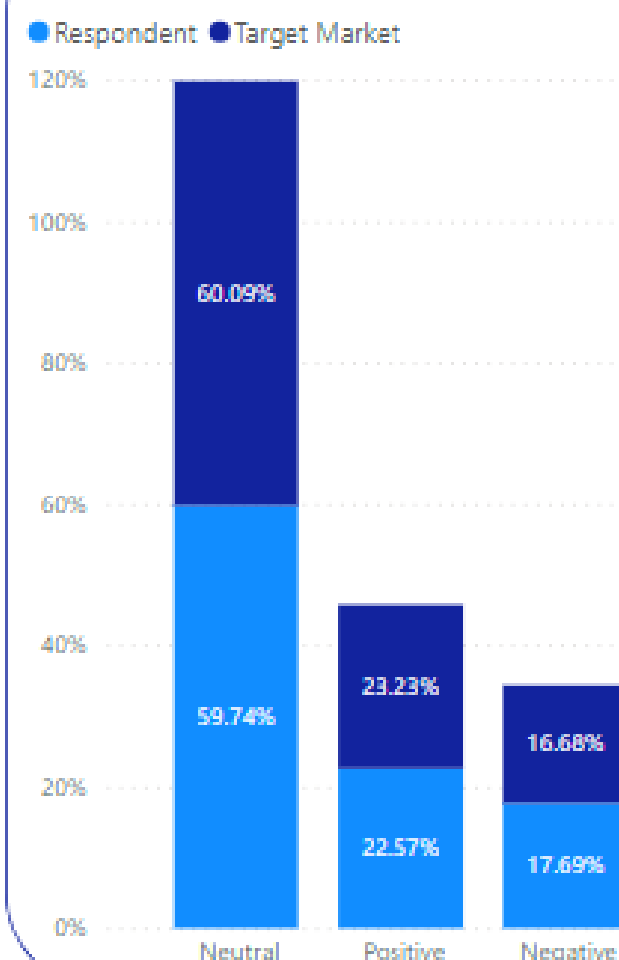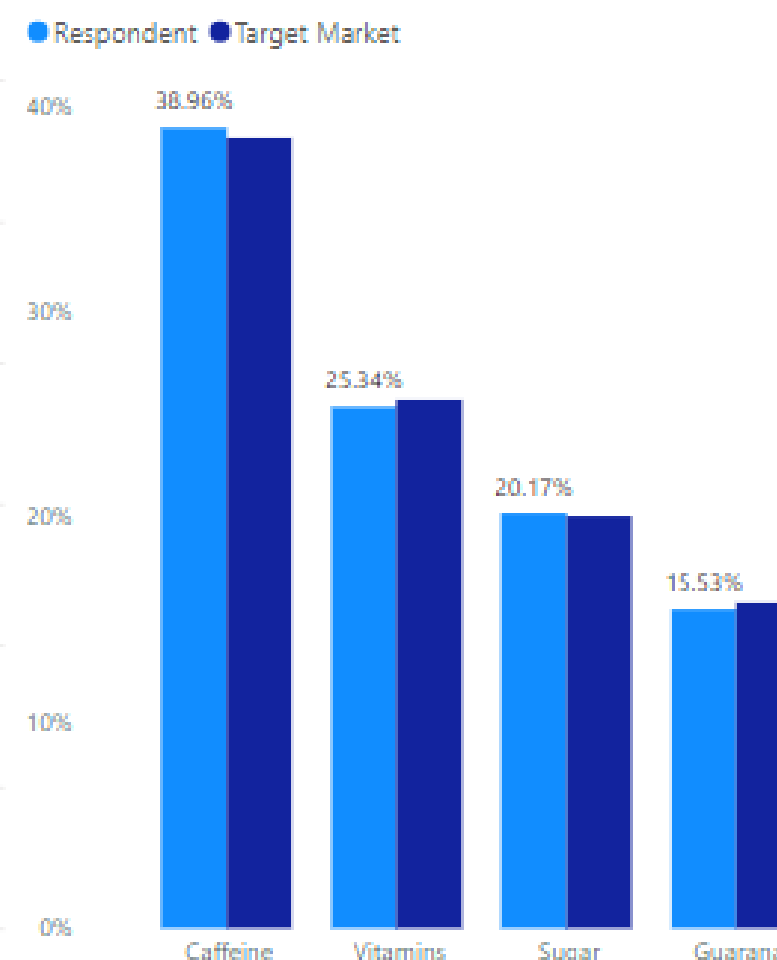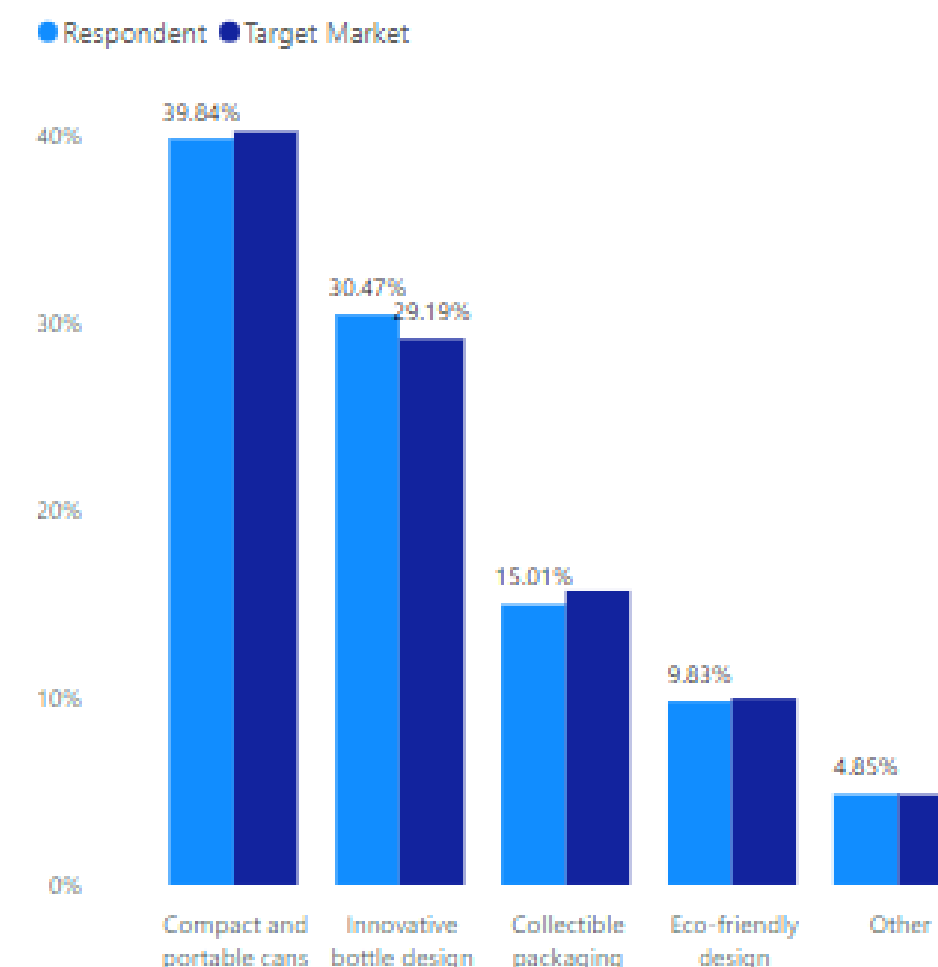
Competition Analysis

10.00K Total Respondent

980 CodeX Respondent

3.27 CodeX Taste Rating

Age
All

City
All

City Category
Tier 1 | Tier 2

Average Taste_experience by Brands

Others	Cola-Coka	Blue Bull	Sky 9	Bepsi	CodeX	Gangster
3.32	3.30	3.30	3.30	3.28	3.27	3.24
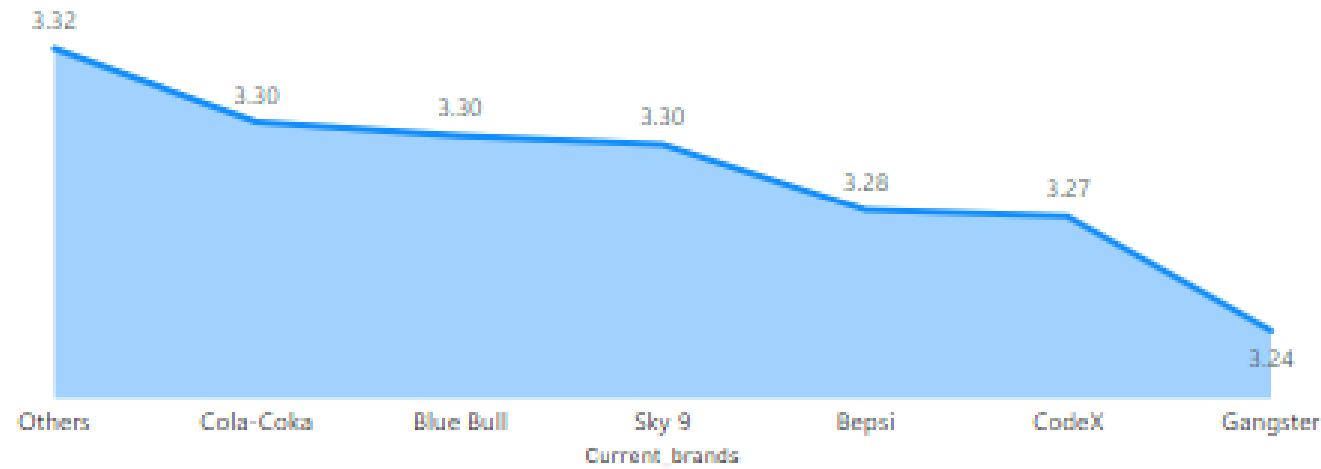
Current_brands

Consumption Frequency by Brand

Current_brands	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
Bepsi	15.44%	35.23%	12.88%	16.95%	19.51%
Blue Bull	16.92%	35.44%	13.89%	15.60%	18.15%
CodeX	15.00%	36.84%	12.55%	14.80%	20.82%
Cola-Coka	17.14%	33.81%	12.73%	16.67%	19.66%
Gangster	16.56%	34.84%	14.62%	15.70%	18.28%
Others	13.15%	36.33%	15.24%	15.03%	20.25%
Sky 9	15.93%	34.01%	13.99%	15.83%	20.22%

Reason for Choosing Brands

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.79%	27.32%	16.05%	16.81%	20.03%
Blue Bull	17.01%	27.32%	17.67%	15.60%	22.40%
CodeX	19.90%	26.43%	17.96%	17.14%	18.57%
Cola-Coka	20.09%	24.27%	17.06%	17.65%	20.92%
Gangster	18.28%	27.56%	18.23%	16.67%	19.26%
Others	17.95%	29.23%	18.16%	16.49%	18.16%
Sky 9	18.59%	26.56%	19.20%	15.83%	19.82%

Brand in Market

Cola-Coka	Bepsi	Gangster	Blue Bull	CodeX	Sky 9	Others
2.5K	2.1K	1.9K	1.1K	1.0K	1.0K	0.5K
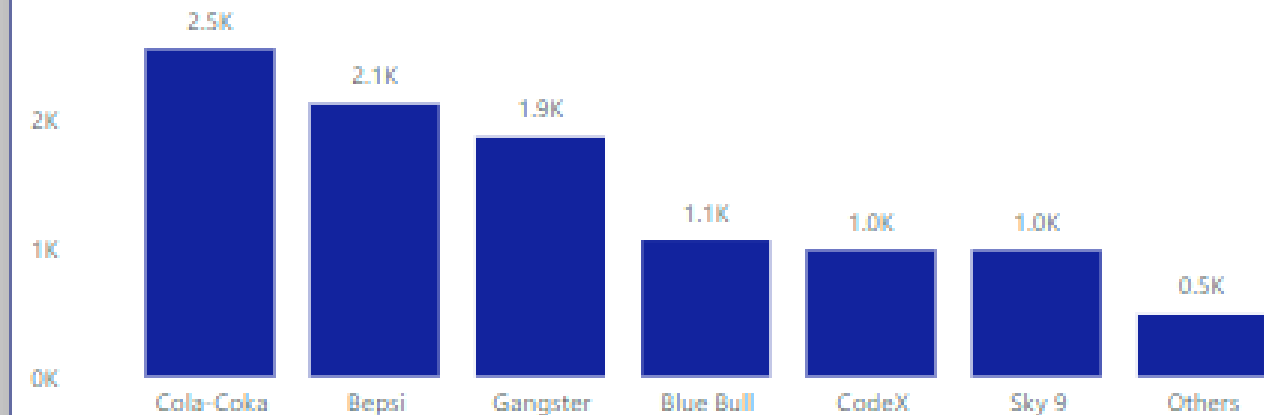
Reason for Choosing Other Brands

● Target Market ● Respondent

	Brand reputation	Taste/flavor preference	Effectiveness	Availability	Other
Target Market	870	685	626	623	571
Respondent	2393	1829	1572	1715	1511
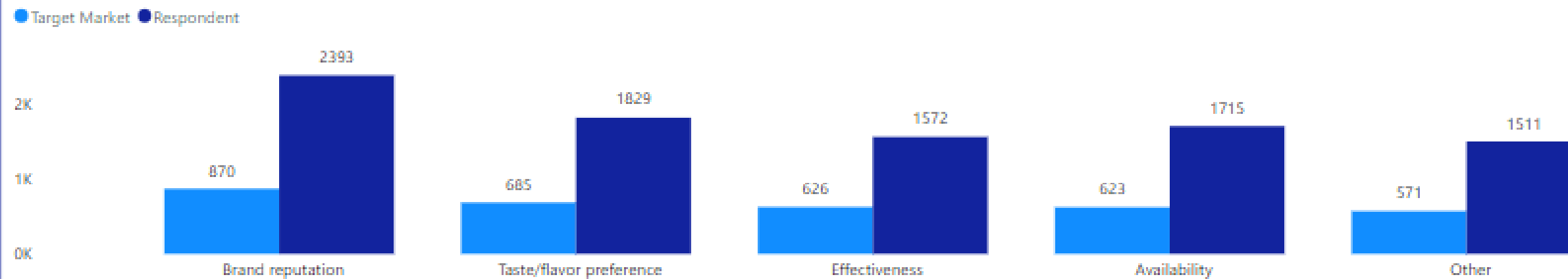
Purchase Behavior

10.00K
Total Respondent

3375
Total Target Market

Reason for Consume

● Respondent ● Target Market

- Increased energy and focus: 35.74% / 35.14%
- To combat fatigue: 24.28% / 24.92%
- To enhance sports performance: 16.04% / 15.11%
- To boost performance: 15.14% / 15.94%
- Other: 8.80% / 8.89%

Purchase Location

● Respondent ● Target Market

- Supermarkets: 44.94%
- Online retailers: 25.50%
- Gyms and fitness centers: 14.64%
- Local stores: 8.13%
- Other: 6.79%
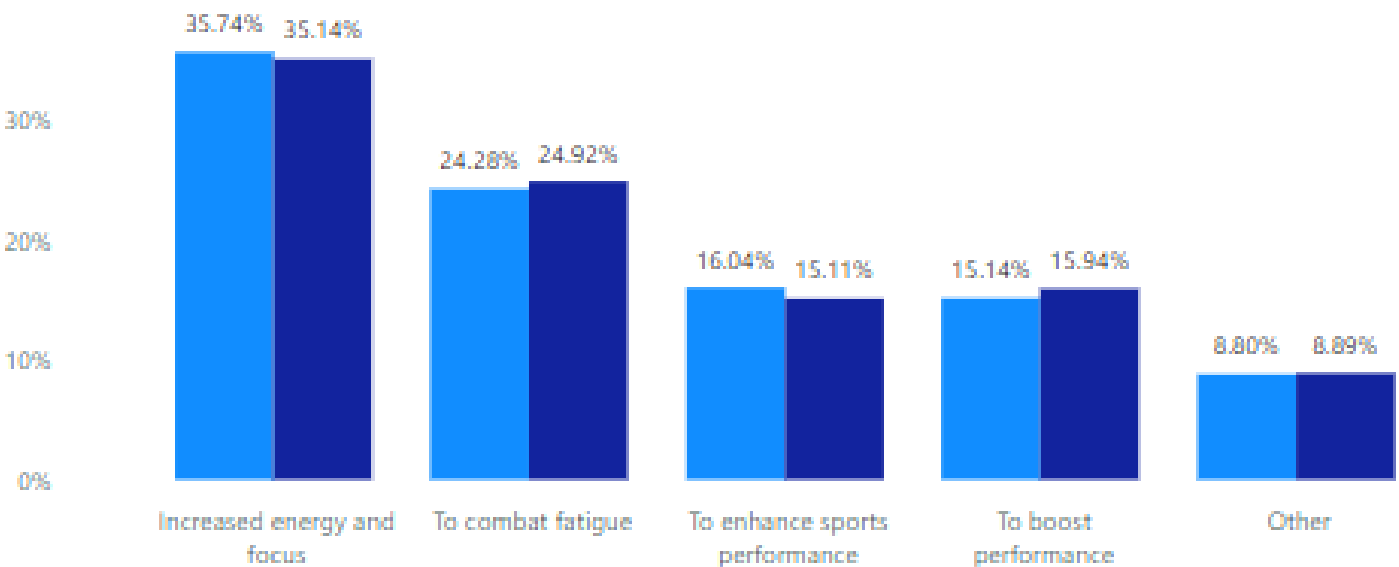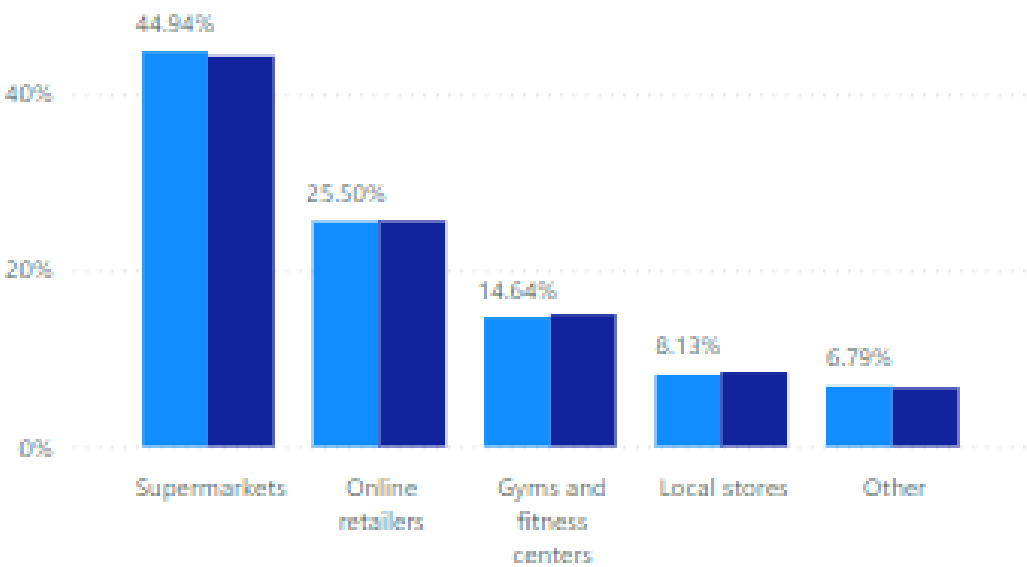
Consume time

● Respondent ● Target Market

- To stay awake during work/study: 34.09%
- Before exercise: 31.48%
- For mental alertness: 19.95%
- Throughout the day: 14.48%
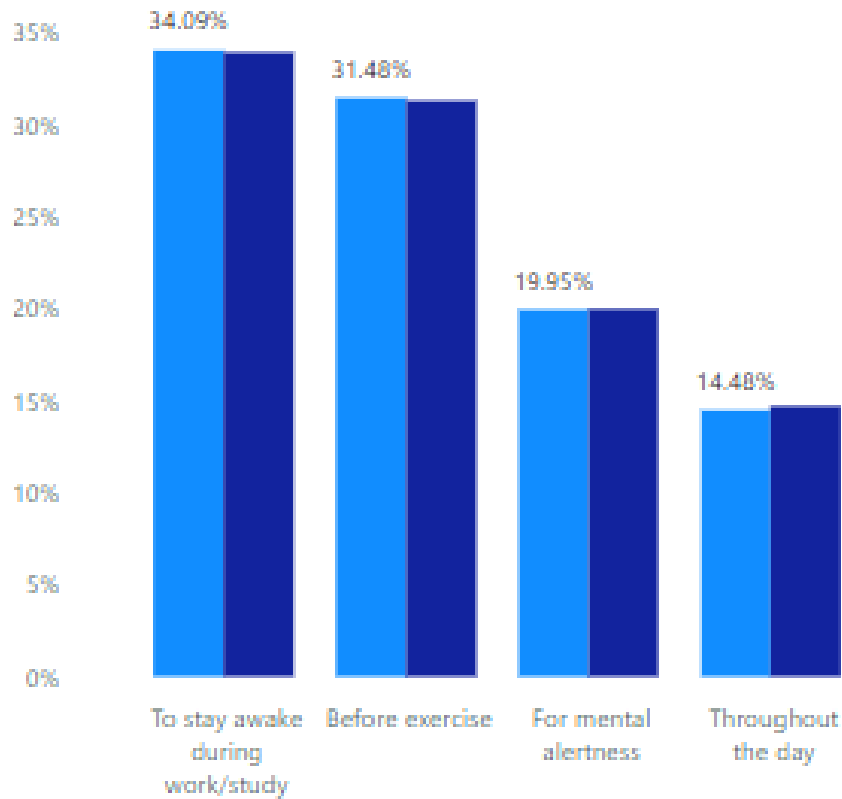
Consume Frequency by Price

Price Range ● 100-150 ● 50-99 ● Above 150 ● Below 50

	100-150	50-99	Above 150	Below 50
2-3 times a week	1087	1507	542	355
Rarely	592	819	323	207
2-3 times a month	524	702	226	161
Once a week	491	701	257	160
Daily	448	559	213	126
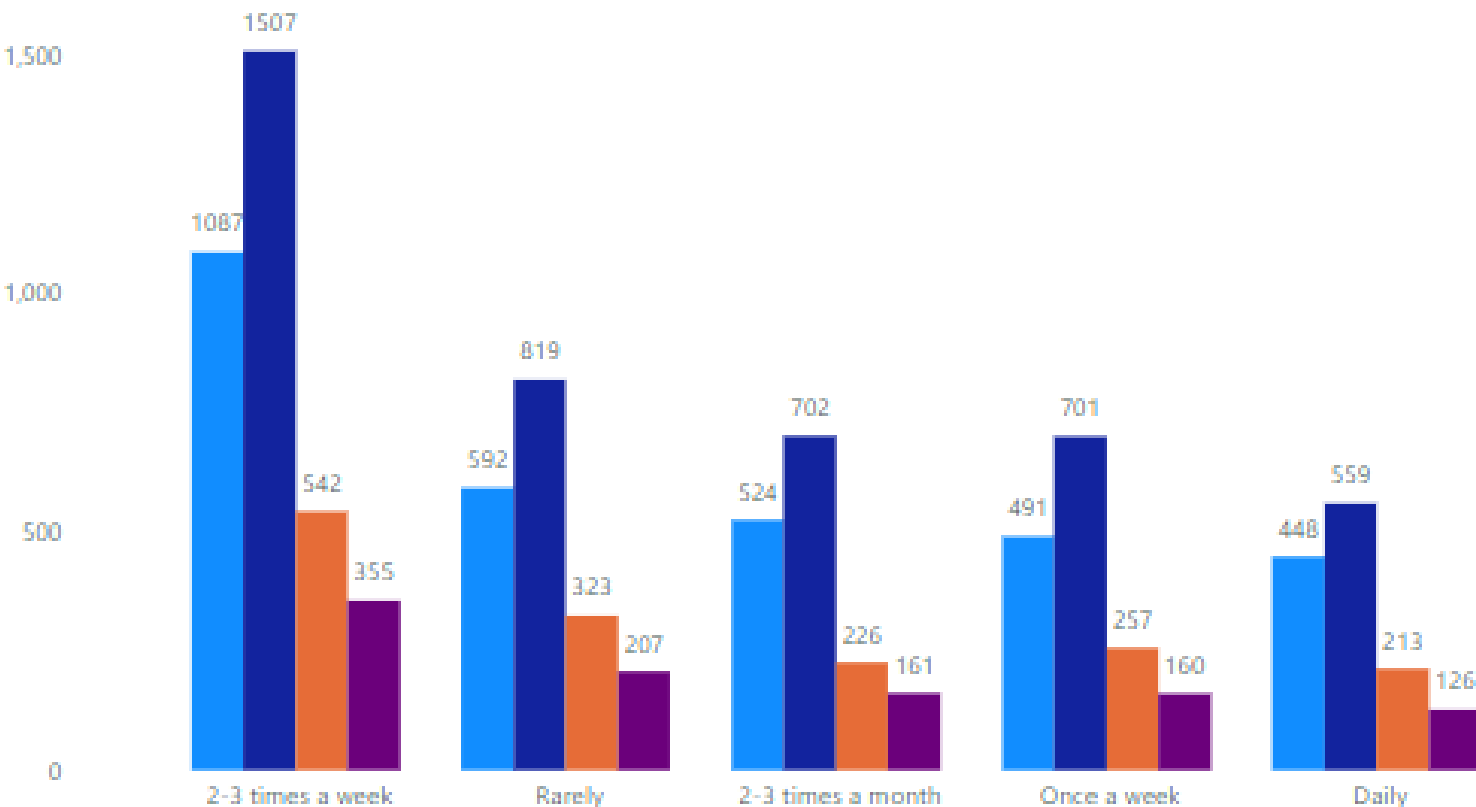
Demographic Insight

Who prefers energy drink more?

Respondent by Gender

0.51K (5.07%)

3.46K (34.55%)

Gender
- Male
- Female
- Non-binary

6.04K (60.38%)

Percentage of Each Gender who Drink 2-3 times a week/daily

40

20

0
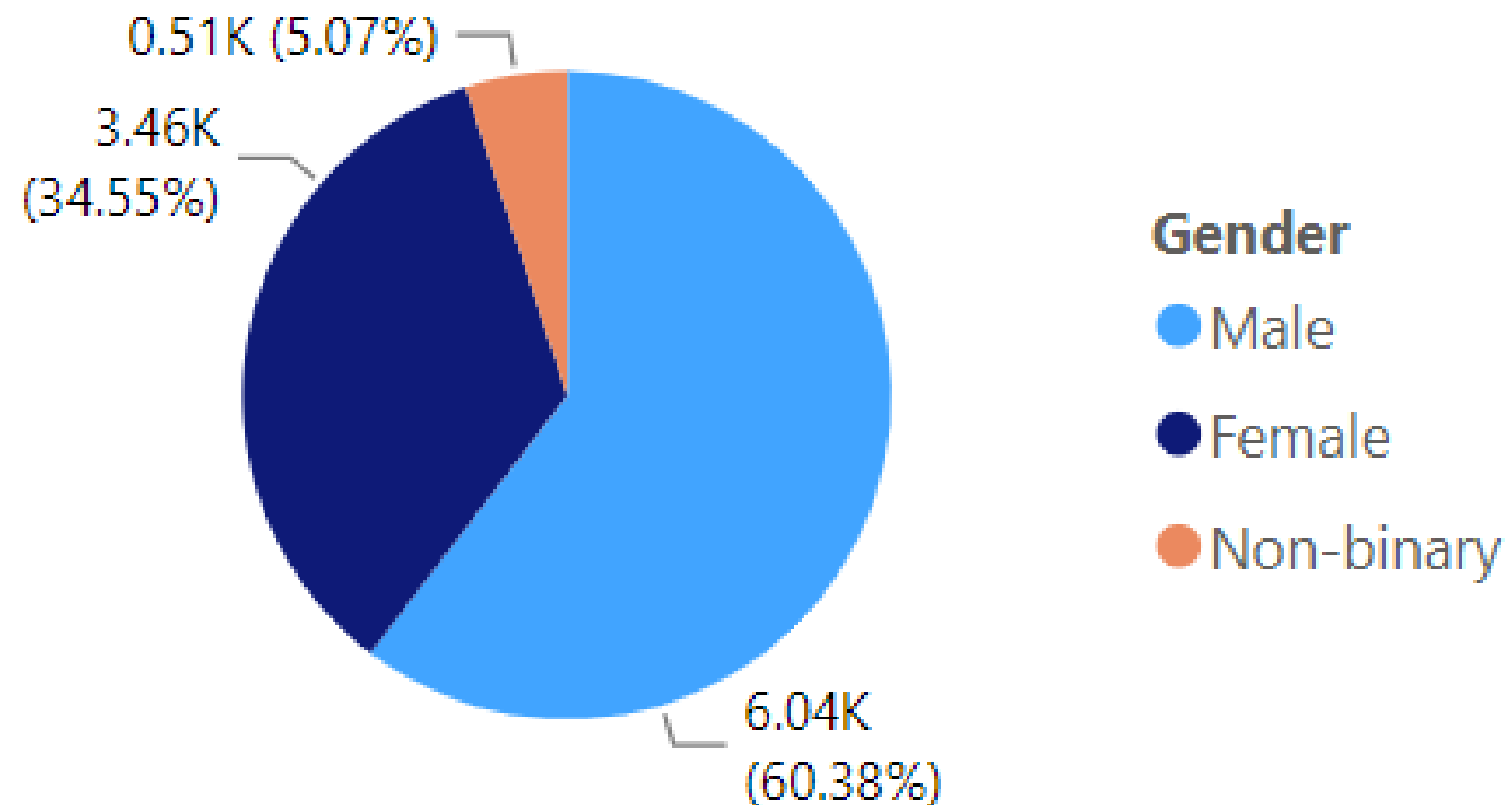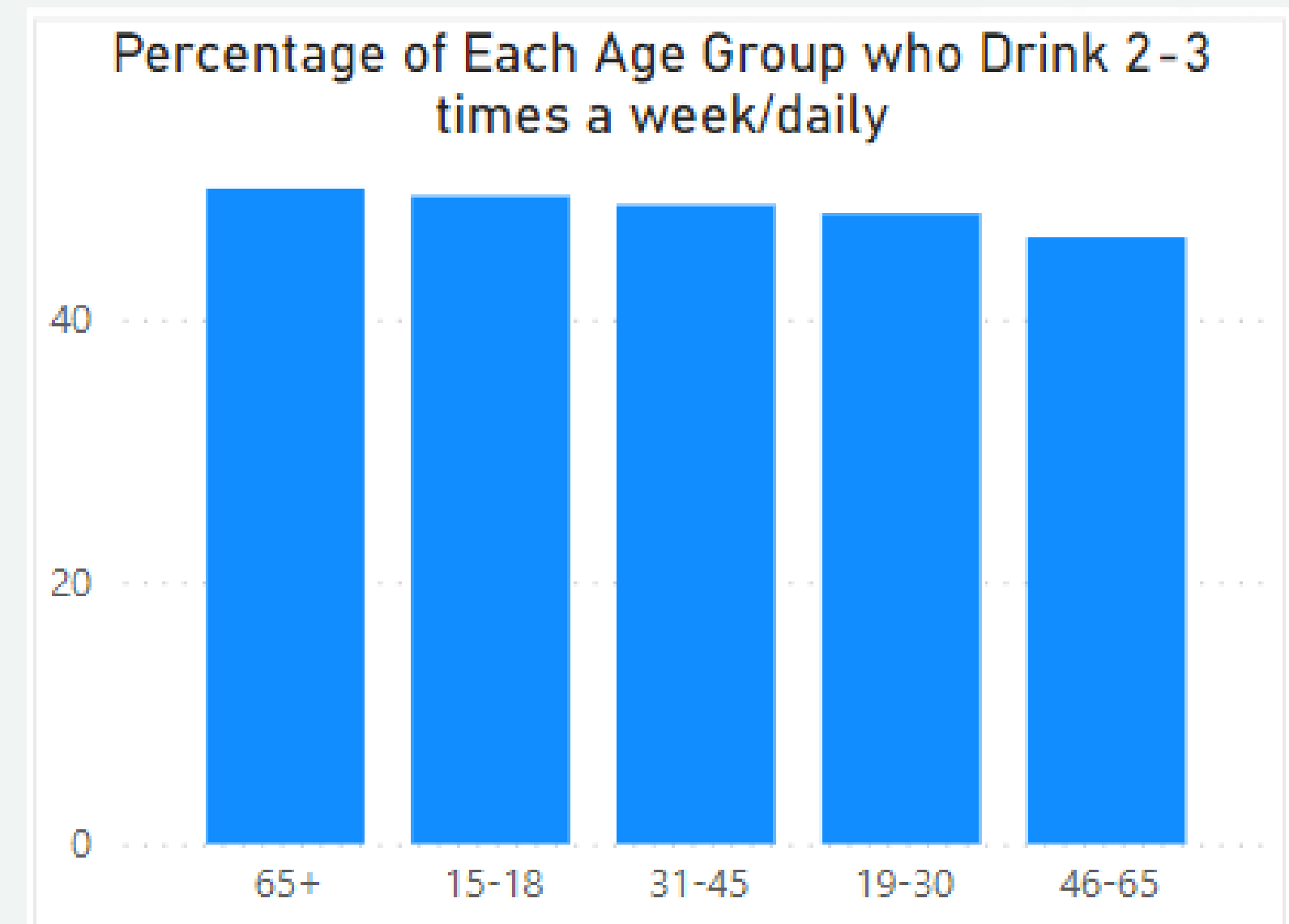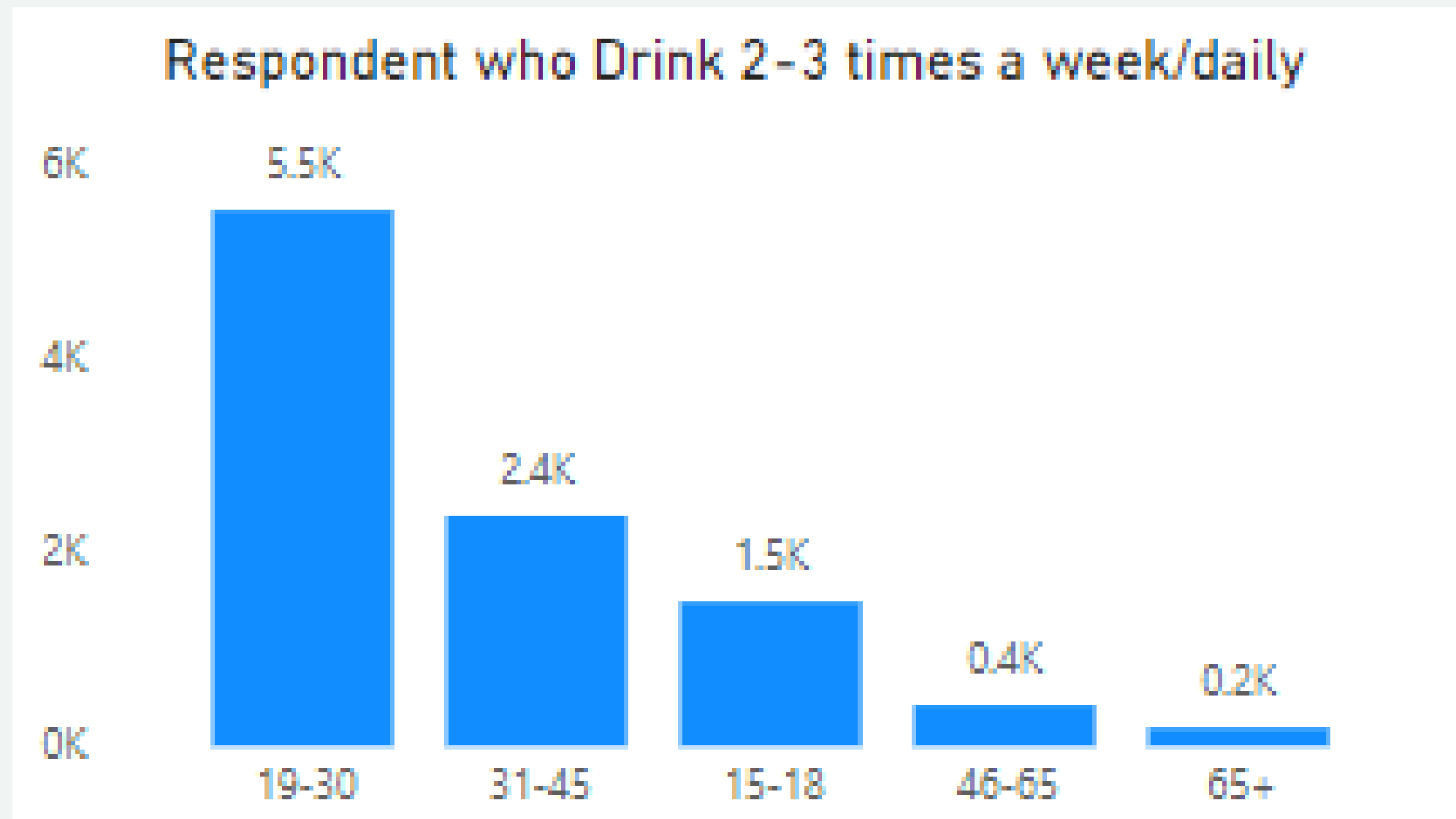
Female   Male   Non-binary
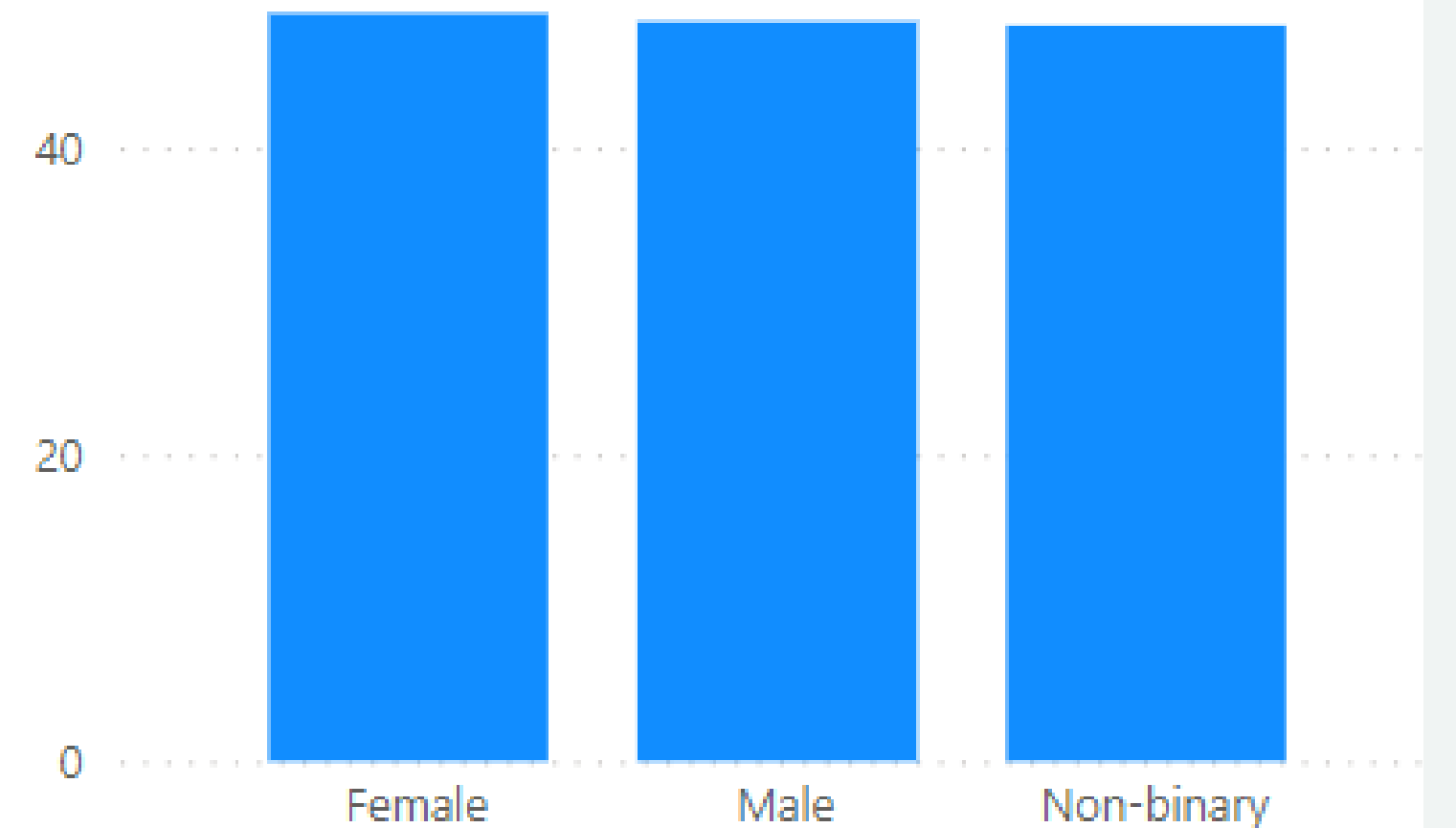
Half of our respondents across genders consume energy drinks. This trend emphasizes the habitual nature of energy drink consumption among our customers.

Demographic Insight

Which age group prefers energy drinks more?

Respondent who Drink 2-3 times a week/daily

- 19-30: 5.5K
- 31-45: 2.4K
- 15-18: 1.5K
- 46-65: 0.4K
- 65+: 0.2K

Percentage of Each Age Group who Drink 2-3 times a week/daily

Half of the respondents across various age groups regularly consume energy drinks, reflecting a common habit within our customer.
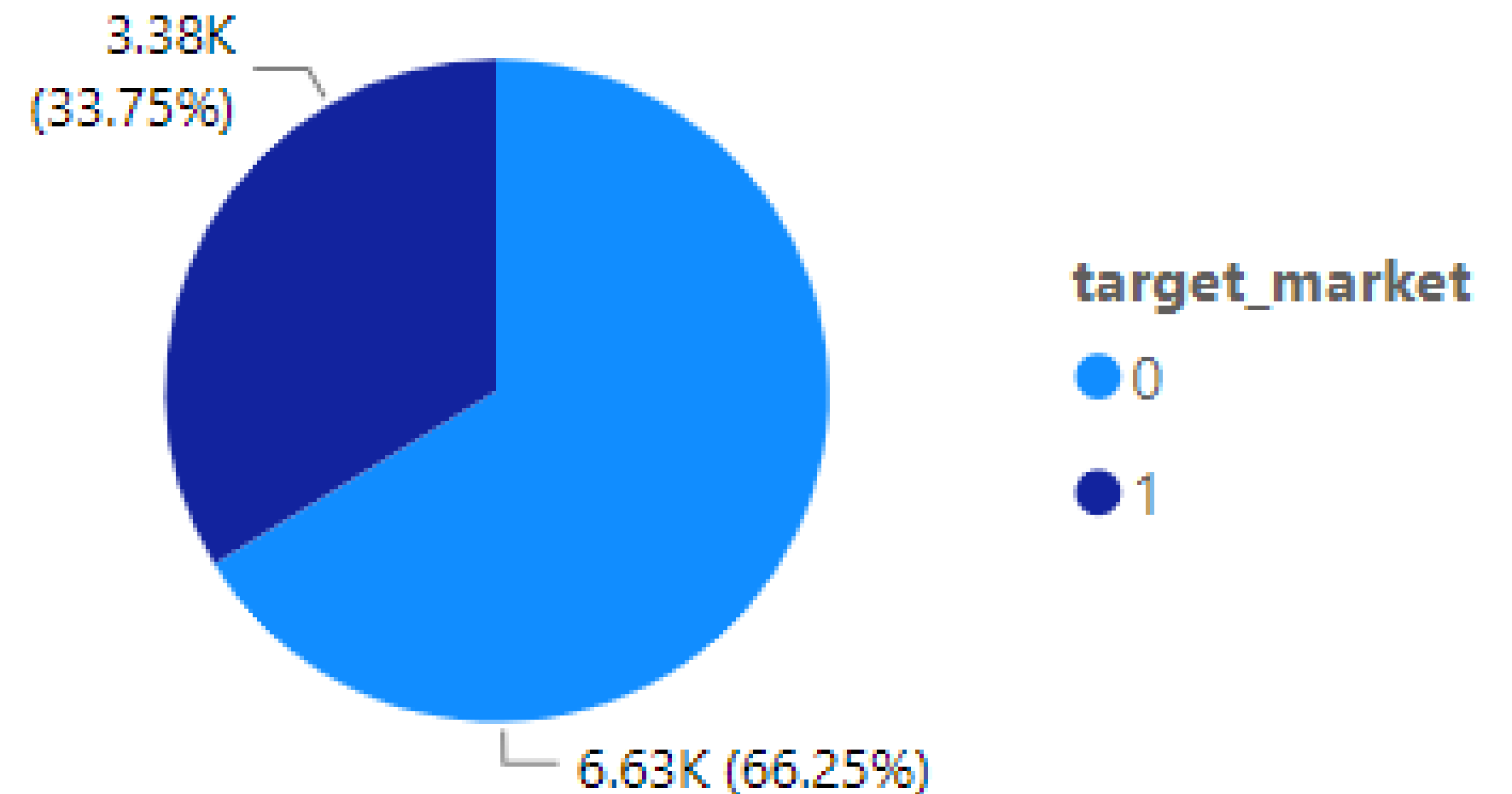
Demographic Insight

Who should be our Target Market?

- Drink Habitually (2-3 times a week/daily)
  - General Preception: Not sure, Dangerous
  - Improvement Desire: Healthier alternatives, More natural ingredients

3375
Total Target Market

Target Market Respondent

3.38K (33.75%)

6.63K (66.25%)

target_market
- 0
- 1

Demographic Insight

Who should be our Target Market

- Asumptions
  - CodeX has ability to produce a product that is heathier and more natural
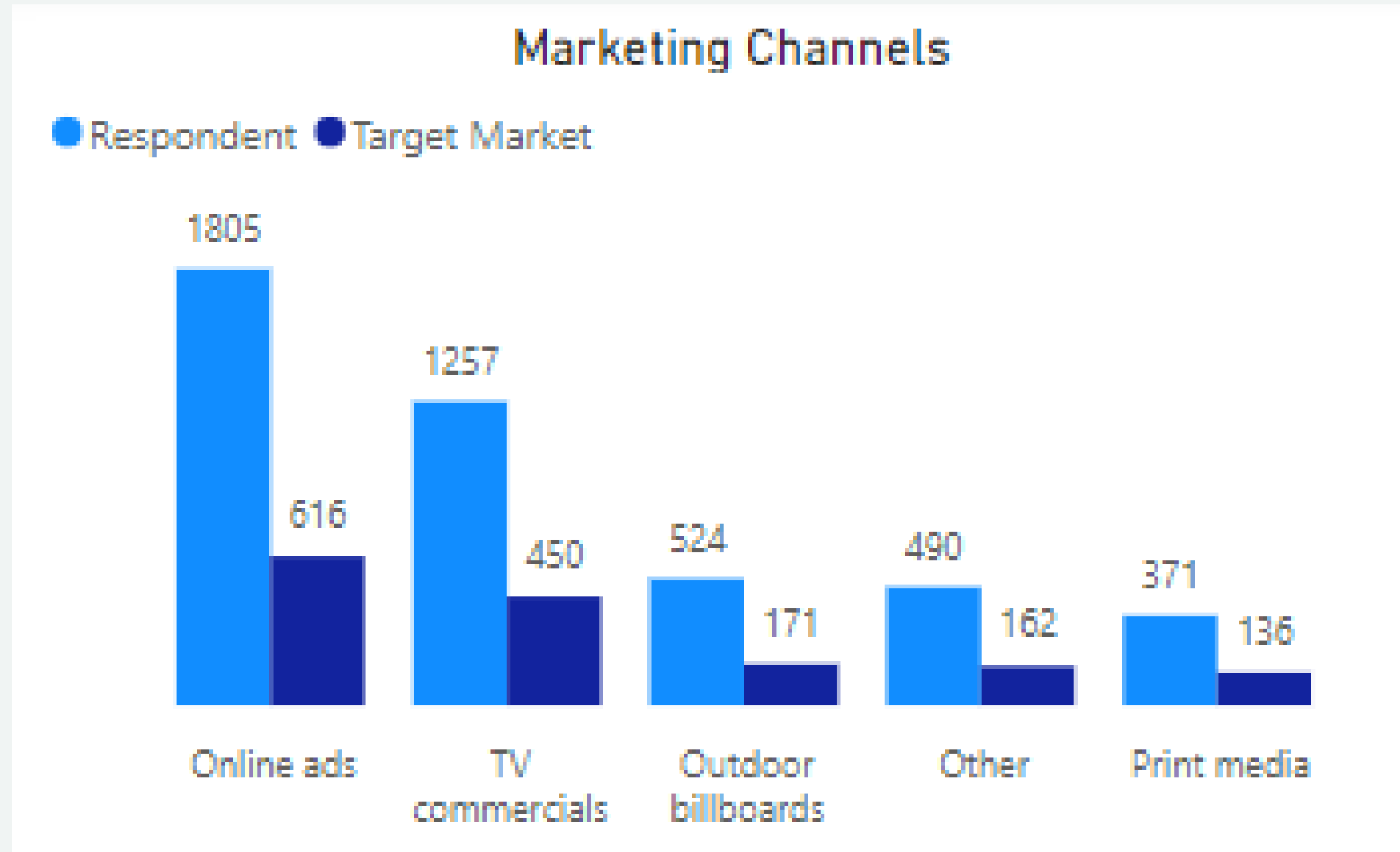 - CodeX would prefer to focus on this target market

3375
Total Target Market

Target Market Respondent

3.38K (33.75%)

6.63K (66.25%)

target_market
- 0
- 1
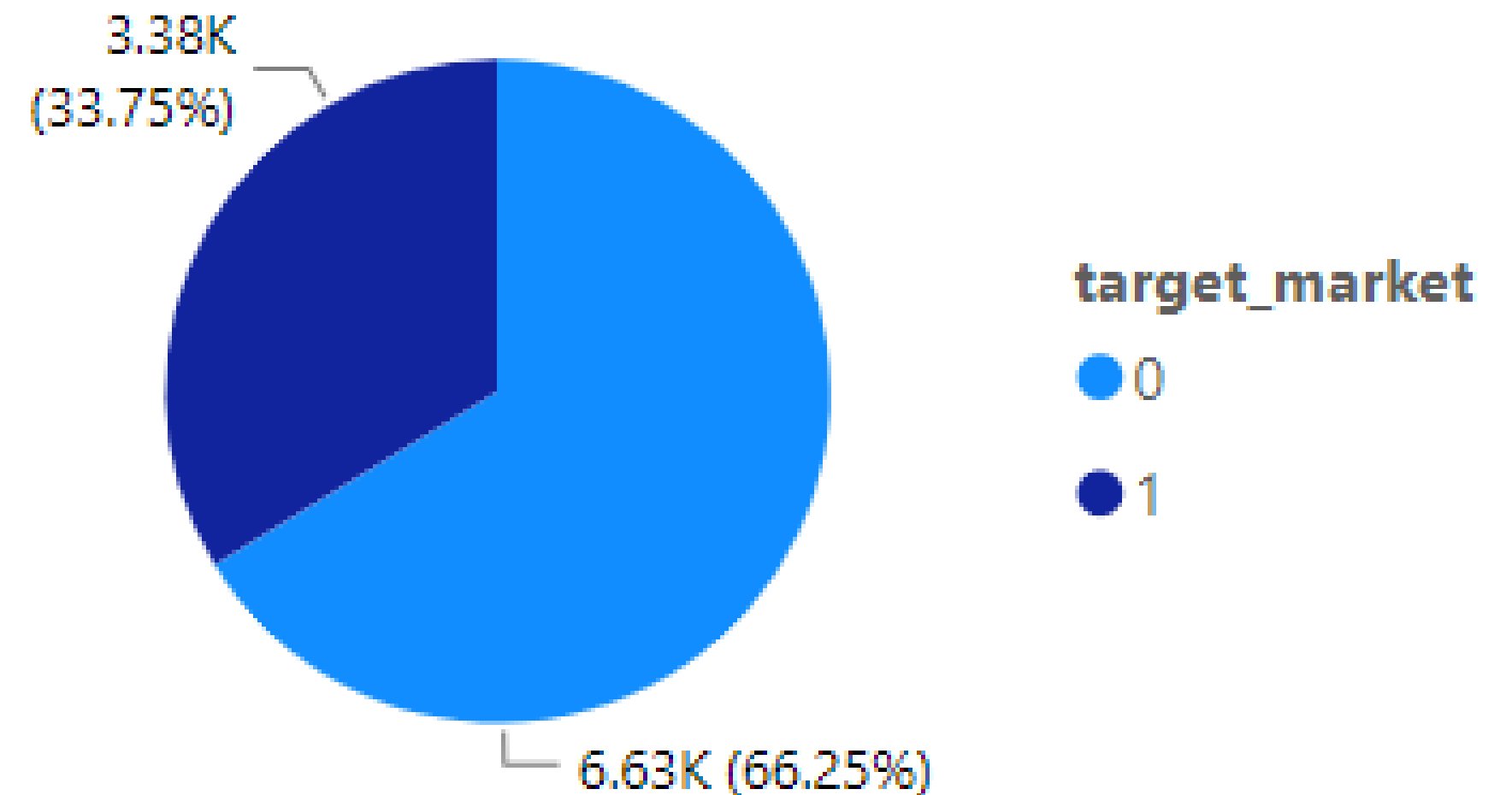
Demographic Insight

Which marketing channel can be used to reach more customers?

Marketing Channels

- Respondent
- Target Market

Channel	Respondent	Target Market
Online ads	1805	616
TV commercials	1257	450
Outdoor billboards	524	171
Other	490	162
Print media	371	136

Online ads and TV commercials stood out prominently

Demographic Insight
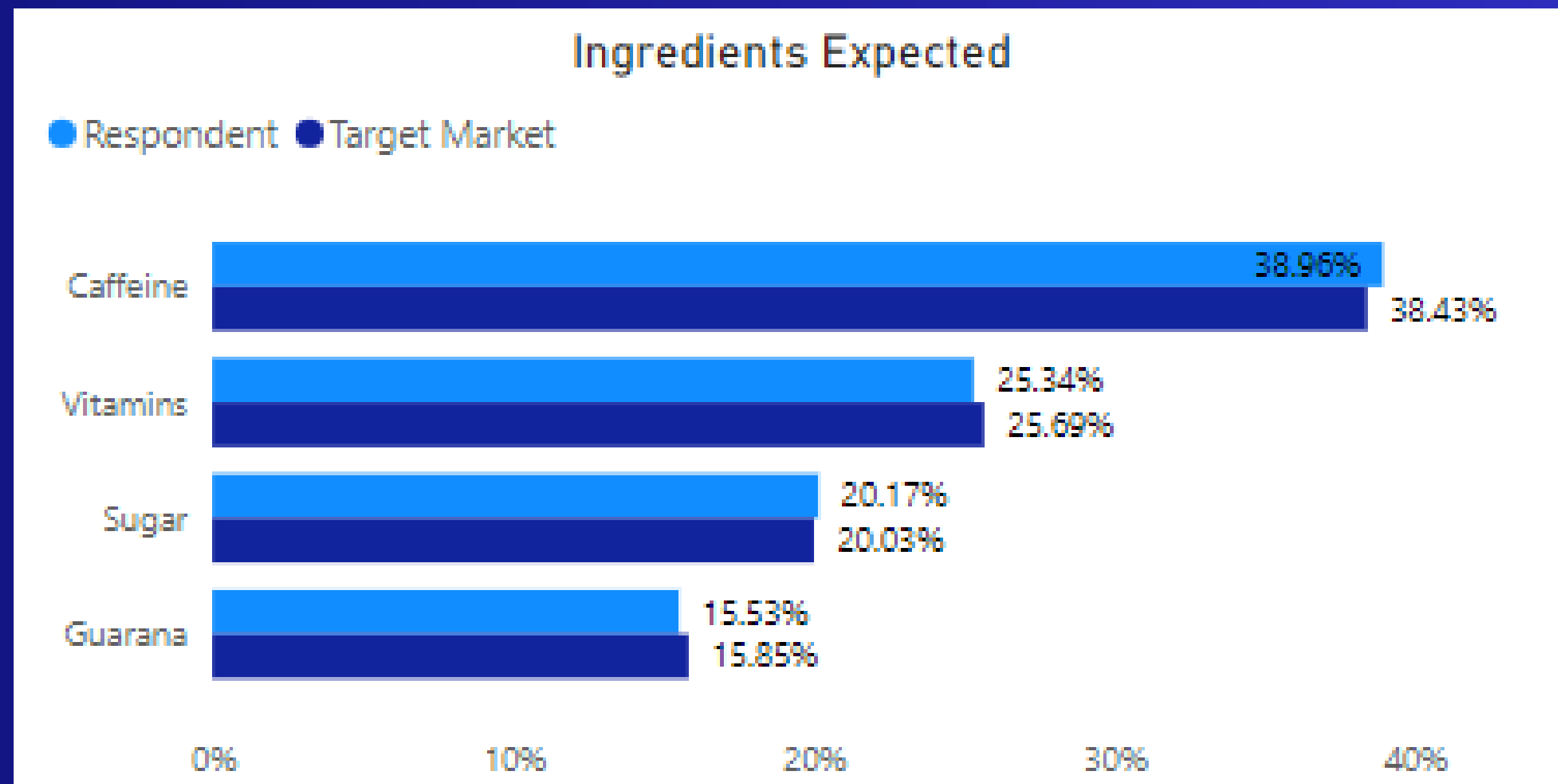
Which type of marketing reaches the most Youth (15-30)?

Marketing Channels by Age

Age	15-18		19-30		31-45		46-65		65+	
Marketing Channels	All Respondent	Target Market	All Respondent	Target Market	All Respondent	Target Market	All Respondent	Target Market	All Respondent	Target Market
Online ads	49.24%	47.83%	48.13%	47.61%	21.64%	24.32%	24.42%	23.21%	23.60%	20.00%
Other	5.29%	6.09%	9.94%	9.06%	15.88%	15.23%	16.28%	16.07%	15.73%	12.00%
Outdoor billboards	8.16%	7.39%	10.30%	9.67%	16.54%	14.25%	15.70%	21.43%	15.73%	20.00%
Print media	4.68%	5.65%	6.69%	7.34%	12.48%	12.04%	15.12%	17.86%	19.10%	16.00%
TV commercials	32.63%	33.04%	24.94%	26.32%	33.46%	34.15%	28.49%	21.43%	25.84%	32.00%

Based on the information provided, online advertisements and TV commercials are effective in attracting many young people, especially those aged 15 to 30 years. For those 30 years and over they tend to focus on TV advertisements

Consumer Preferences

What are the preferred ingredients of energy drinks among respondents?
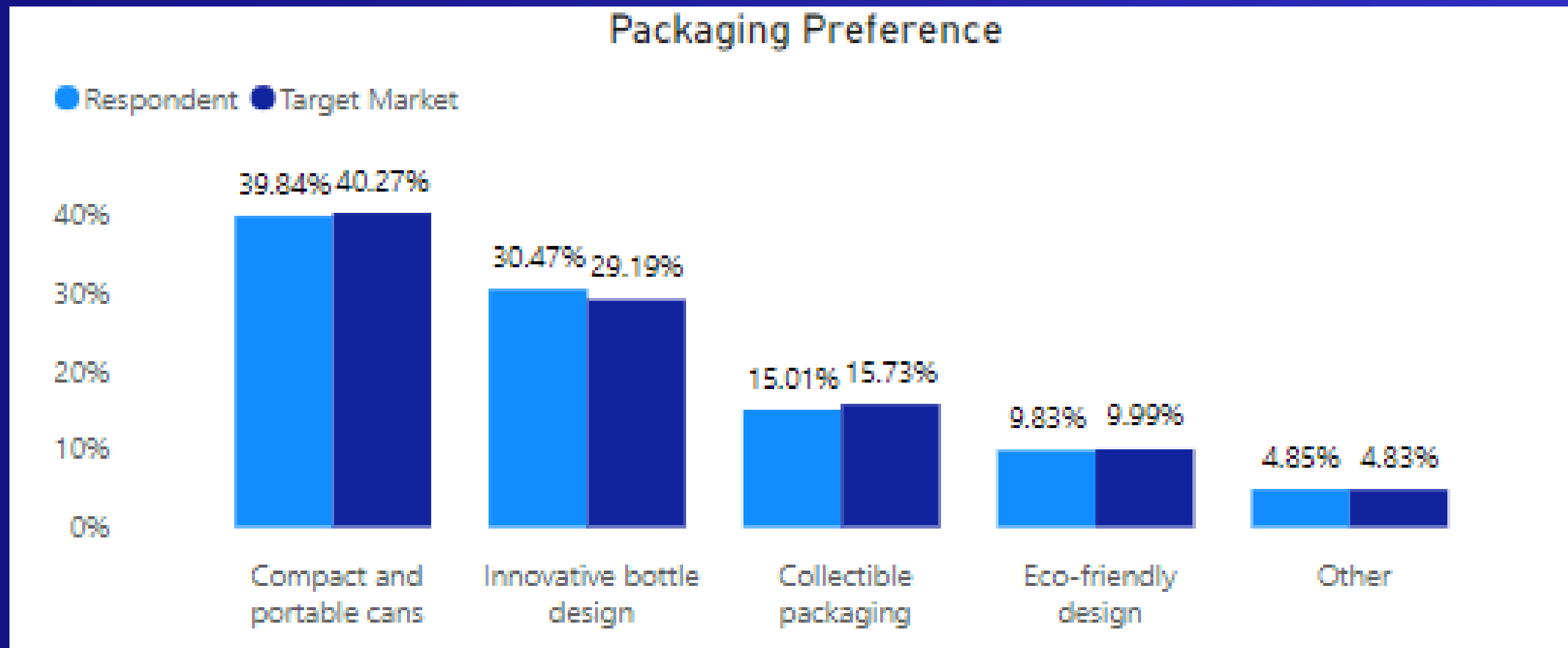

Ingredients Expected

● Respondent ● Target Market

Ingredient	Respondent	Target Market
Caffeine	38.96%	38.43%
Vitamins	25.34%	25.69%
Sugar	20.17%	20.03%
Guarana	15.53%	15.85%

Customers like energy drinks that contain caffeine or vitamins

Consumer Preferences

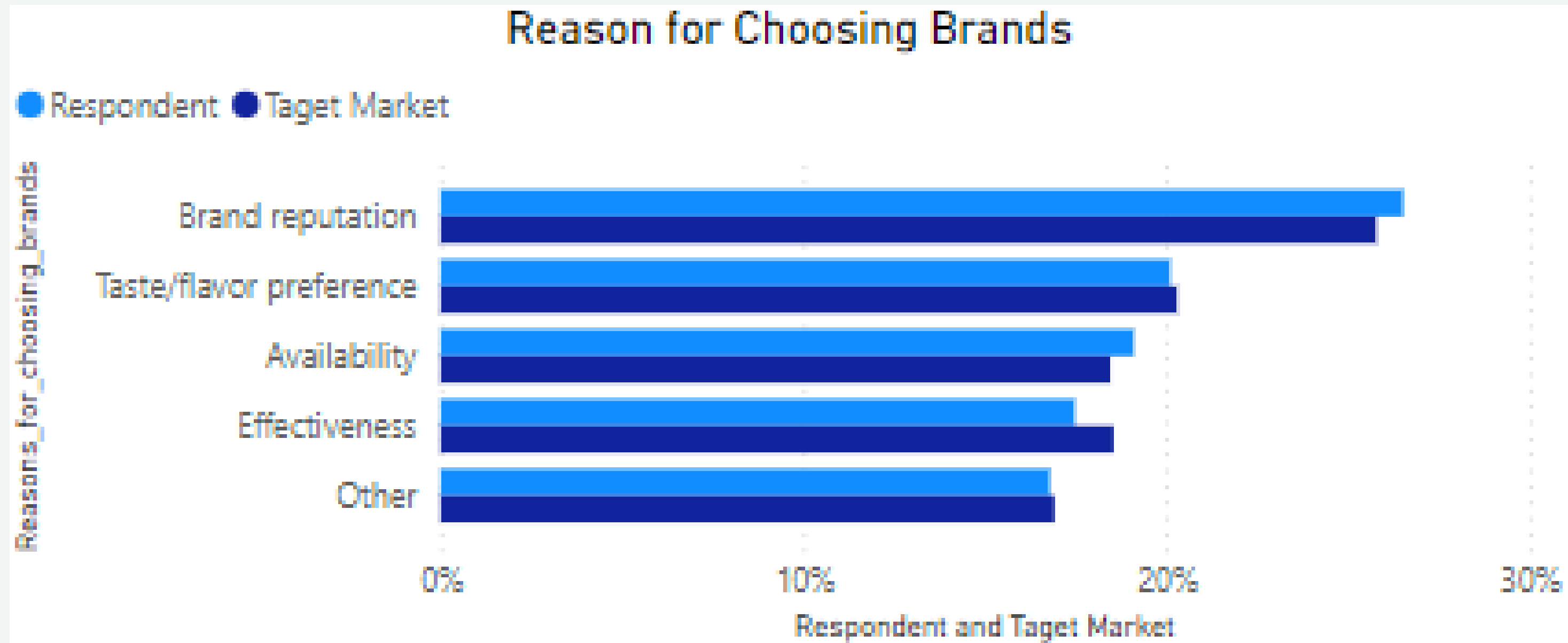## What packaging preferences do respondents have for energy drinks?

Our respondents dan target market prefer compact and portable packaging, such as cans. Subsequently, innovative bottle designs also garnered positive attention.

Competition Analysis

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

Our target market prioritizes the effectiveness of the energy drink over its availability, in contrast to the total respondents who exhibit a slight preference for availability over effectiveness.

# Competition Analysis

Who are the current market leaders?

Brand in Market

● Respondent ● Target Market
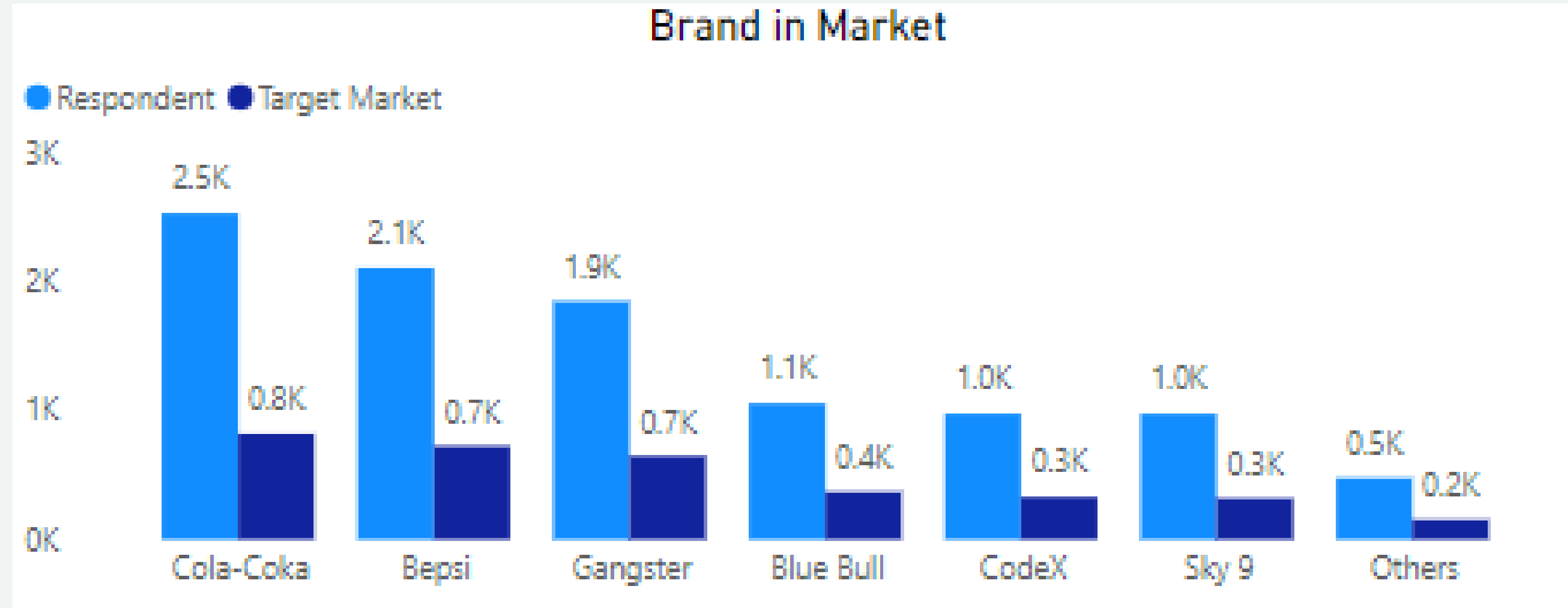
In the current energy drink market, Kula Cola and Bepsi are dominant, but CodeX is making strides, currently holding the fifth position with approximately 10 percent preference among surveyed respondents.

Competition Analysis

How much rating of each brand?

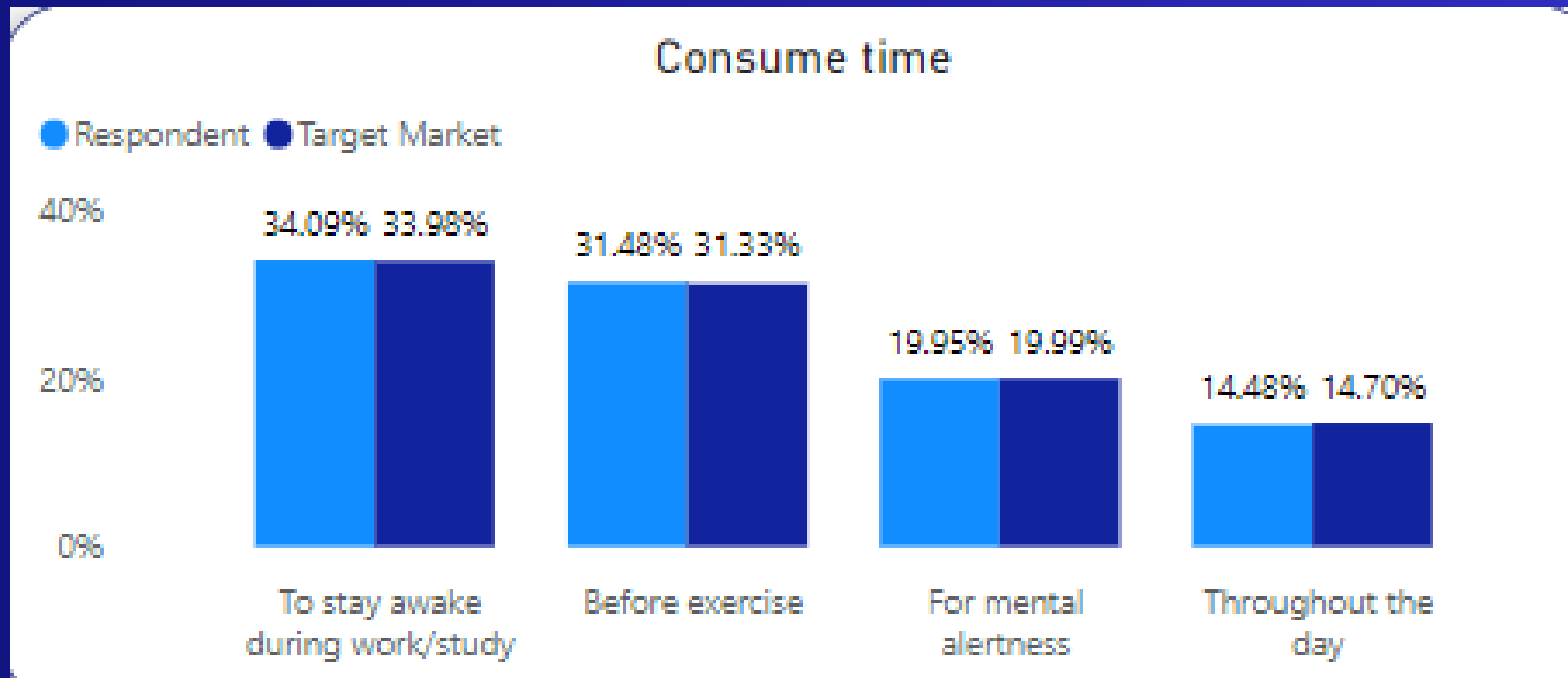### Average Taste_experience by Brands
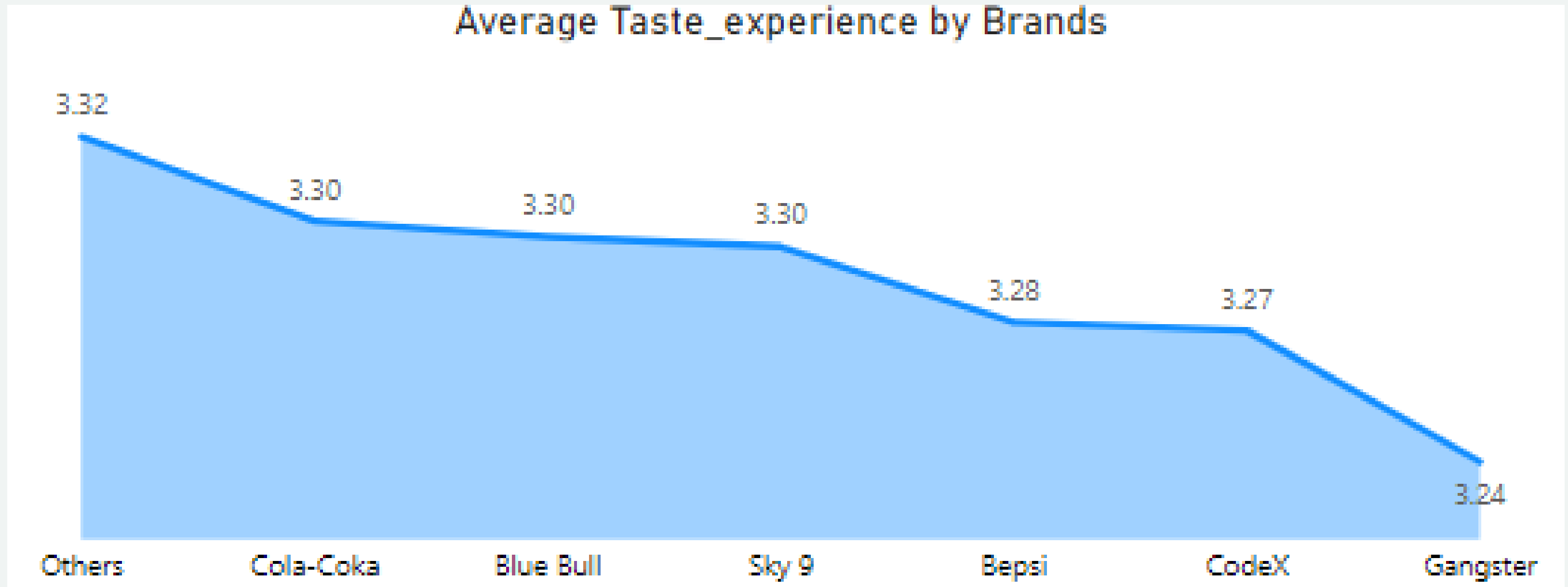
CodeX currently ranks 6th with an average rating below the overall average. This serves as an area for improvement moving forward.

Purchase Behavior

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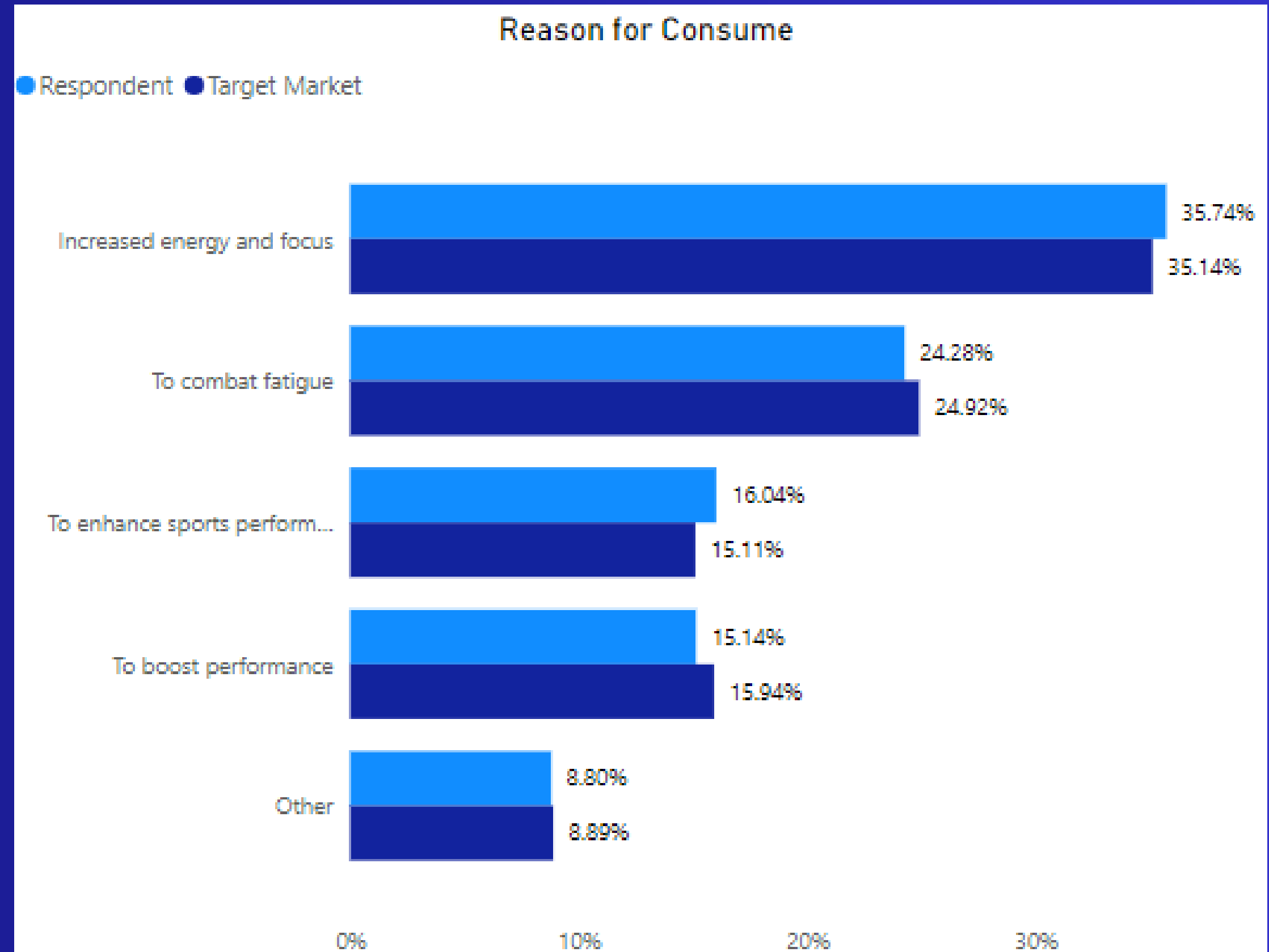

The primary situations for customers to consume energy drinks are engaging in sports or exercise and studying or working late.
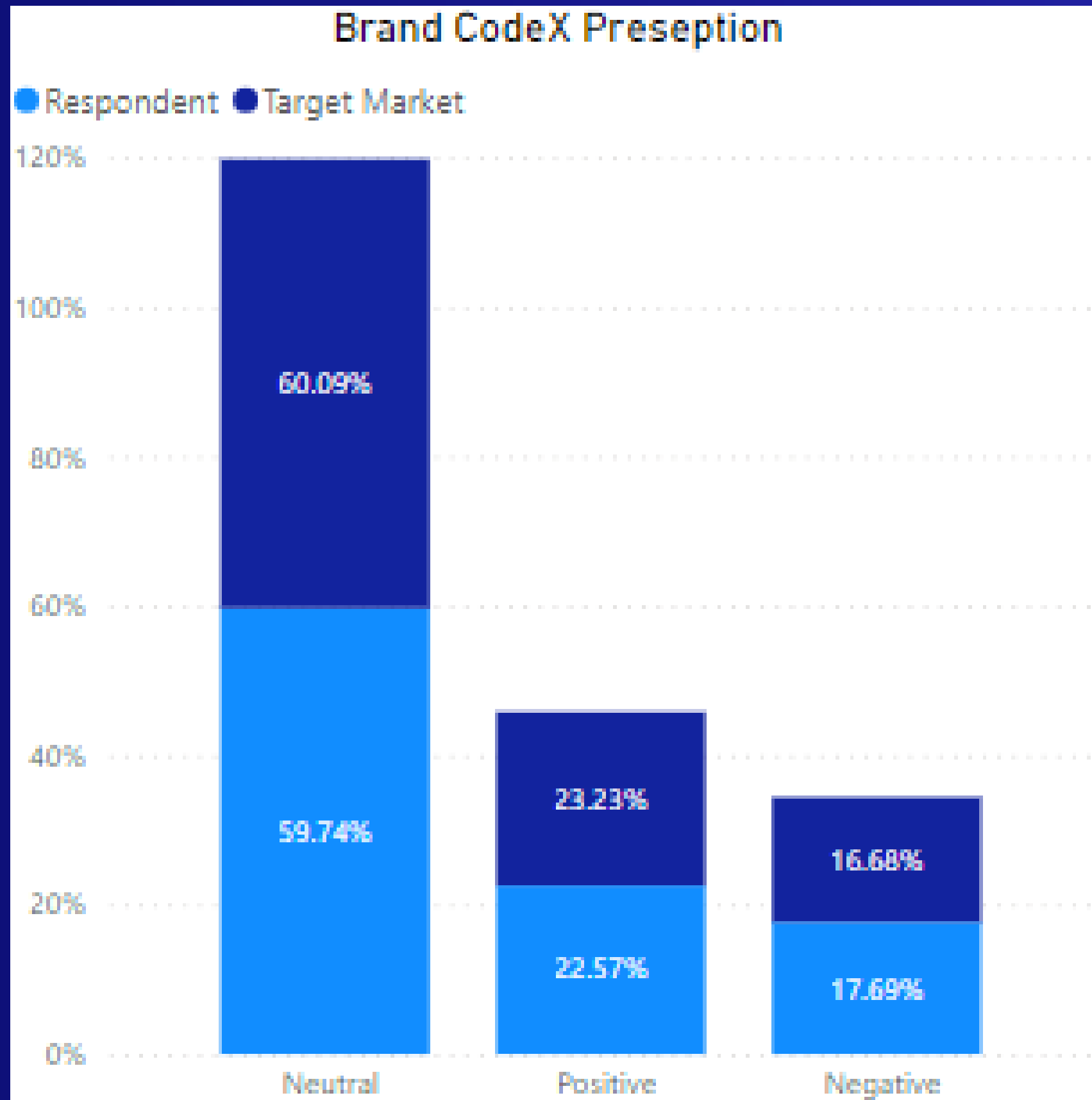
Purchase Behavior

Reason why the customer consume Energy Drinks?

The main reasons why they consume energy drinks related to the mentioned situations are to enhance energy and focus, as well as to combat fatigue.

Reason for Consume

● Respondent ● Target Market

Reason	Respondent	Target Market
Increased energy and focus	35.74%	35.14%
To combat fatigue	24.28%	24.92%
To enhance sports perform...	16.04%	15.11%
To boost performance	15.14%	15.94%
Other	8.80%	8.89%

Purchase Behavior

Brand CodeX Preseption

- ● Respondent ● Target Market

Chart: Brand CodeX Preseption
- Neutral: Target Market 60.09%, Respondent 59.74%
- Positive: Target Market 23.23%, Respondent 22.57%
- Negative: Target Market 16.68%, Respondent 17.69%

What is consumer perception of the Codex brand?

Public sentiment toward CodeX is predominantly neutral, with a marginal positive edge over negative. This presents both a challenge and an opportunity, emphasizing the need to actively build a positive brand image and capitalize on a sizable segment open to persuasion.

Purchase Behavior

Percentage City Distribution Based on Total Respondent

● Heard Before (No)   ● Heard Before (Yes)
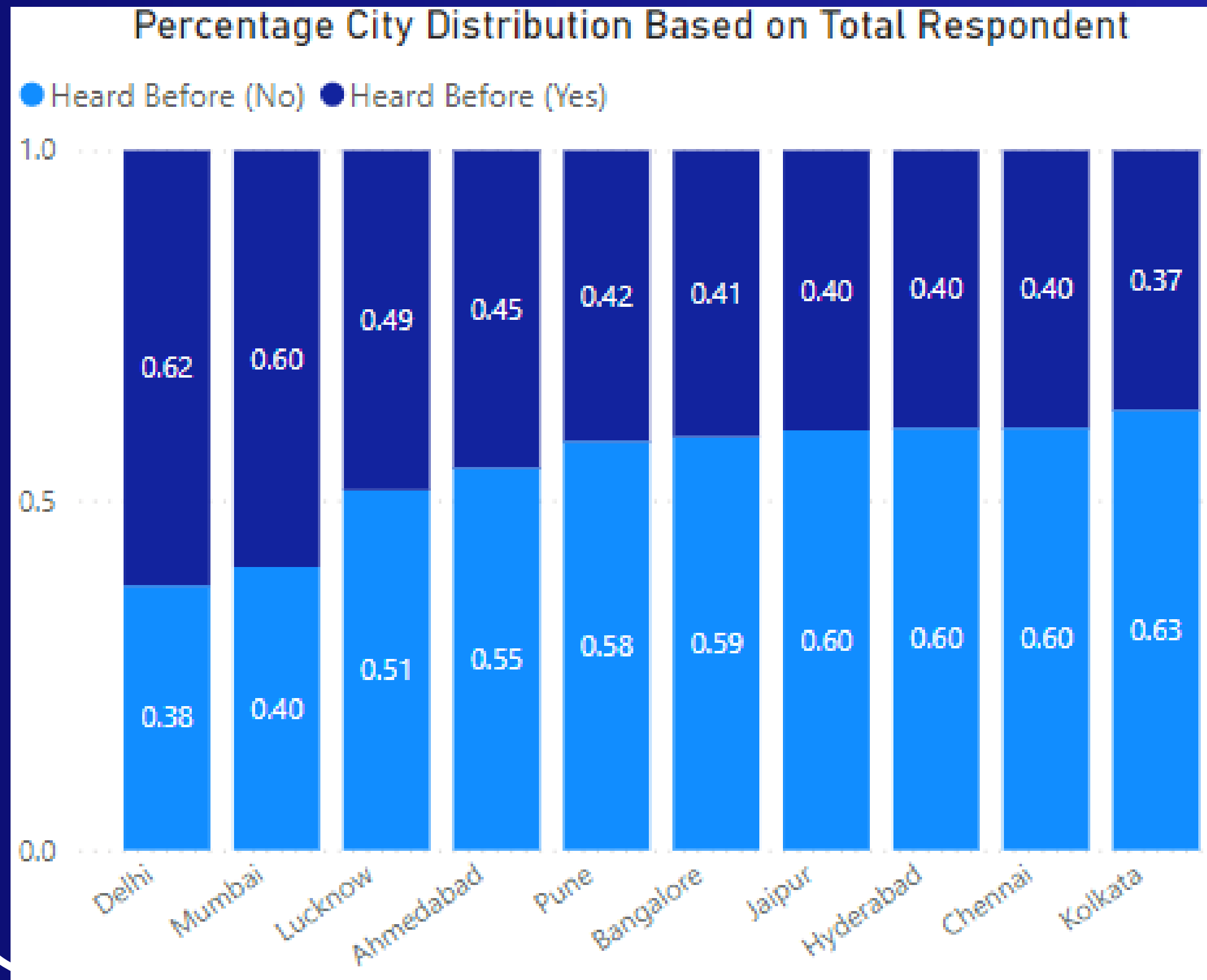
Which cities do we need to focus more on?

We analyze brand awareness across cities, identifying potential locations for targeted campaigns based on low awareness and insights for retargeting in cities with high awareness, as illustrated in the graph where Delhi leads in overall awareness
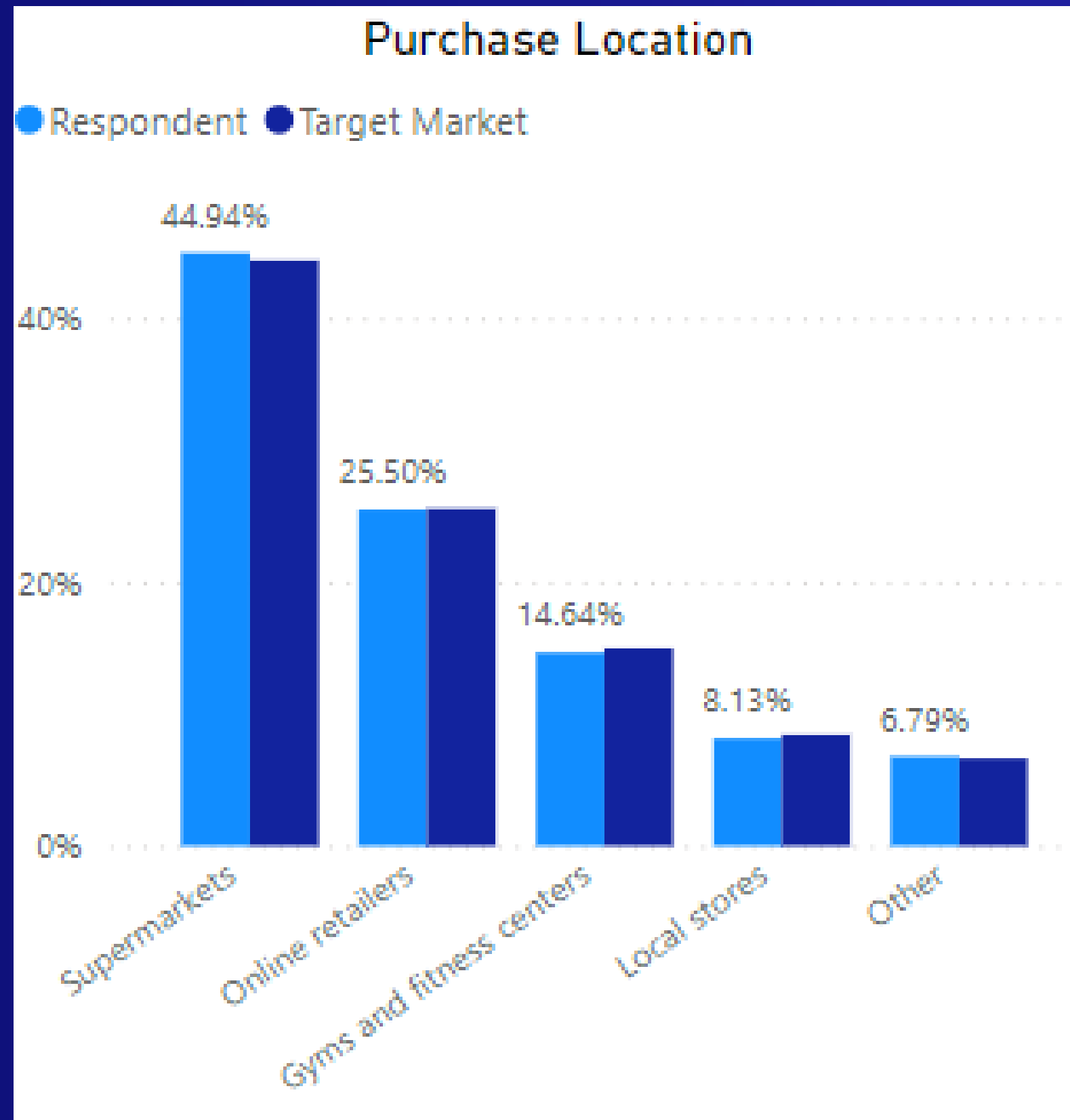
Purchase Behavior

Percentage City Distribution Based on Target Market
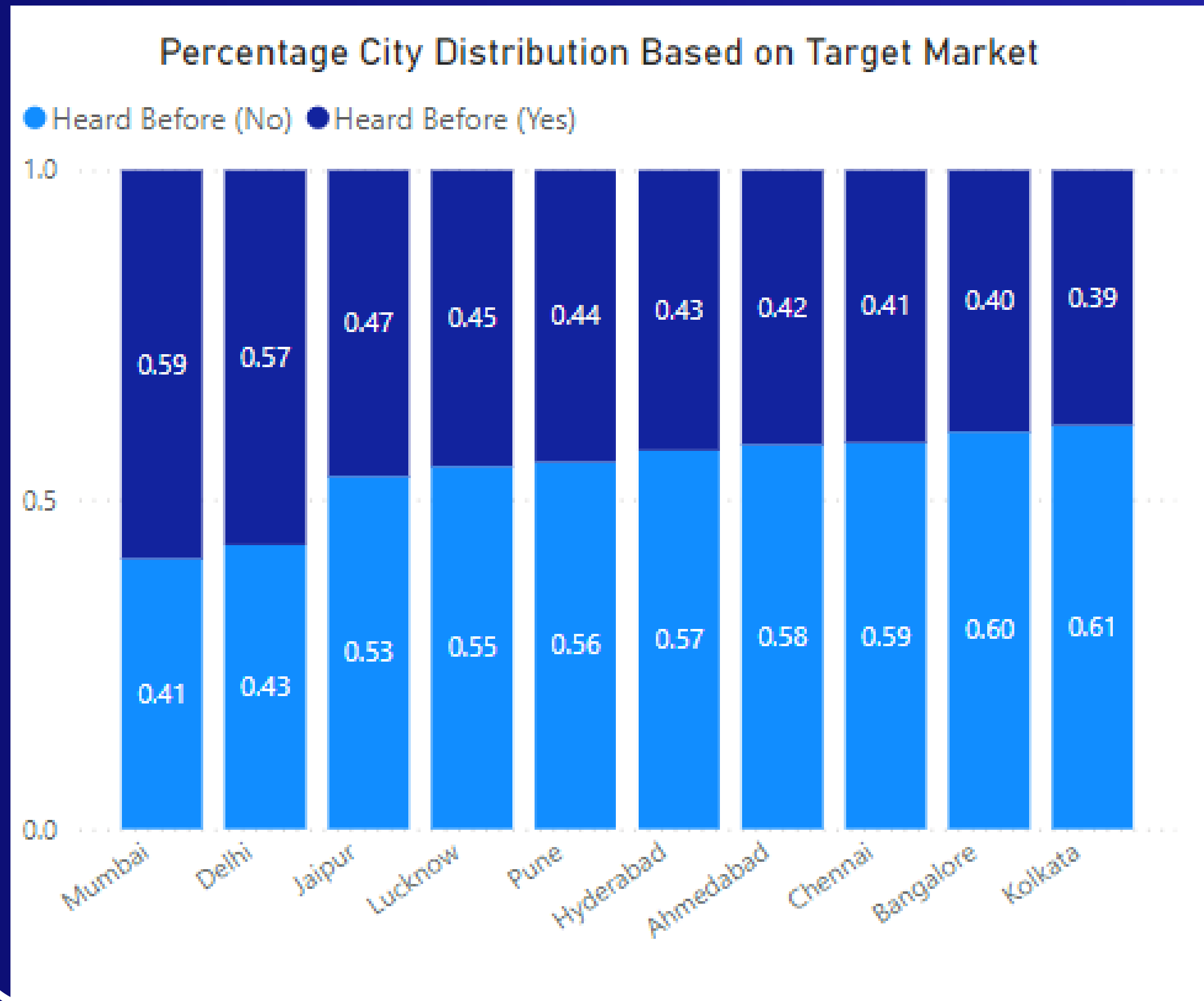
Which cities do we need to focus more on?

While Mumbai has the highest percentage among the target market.

Purchase Behavior

Purchase Location

● Respondent ● Target Market

44.94%
40%
25.50%
20%
14.64%
8.13%
6.79%
0%

Supermarkets   Online retailers   Gyms and fitness centers   Local stores   Other

Where do respondents prefer to purchase energy drinks?

These chosen locations provide convenience and accessibility to our target consumers. By strategically positioning our energy drinks in these outlets, we can ensure widespread availability, effectively meeting the preferences of our customers
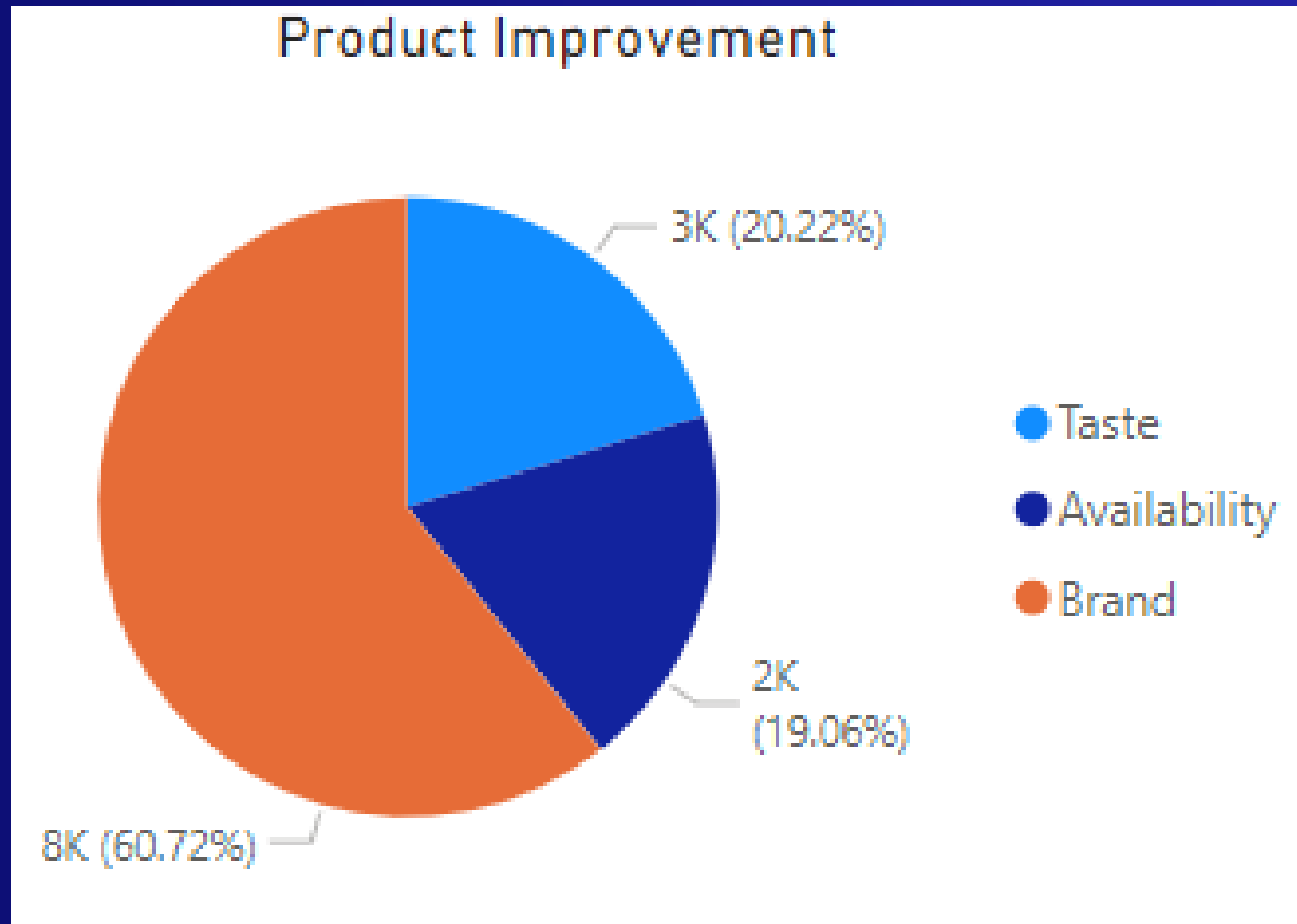
Purchase Behavior

Consume Frequency by Price

Product Improvement

Product Improvement

- 3K (20.22%)
- 2K (19.06%)
- 8K (60.72%)
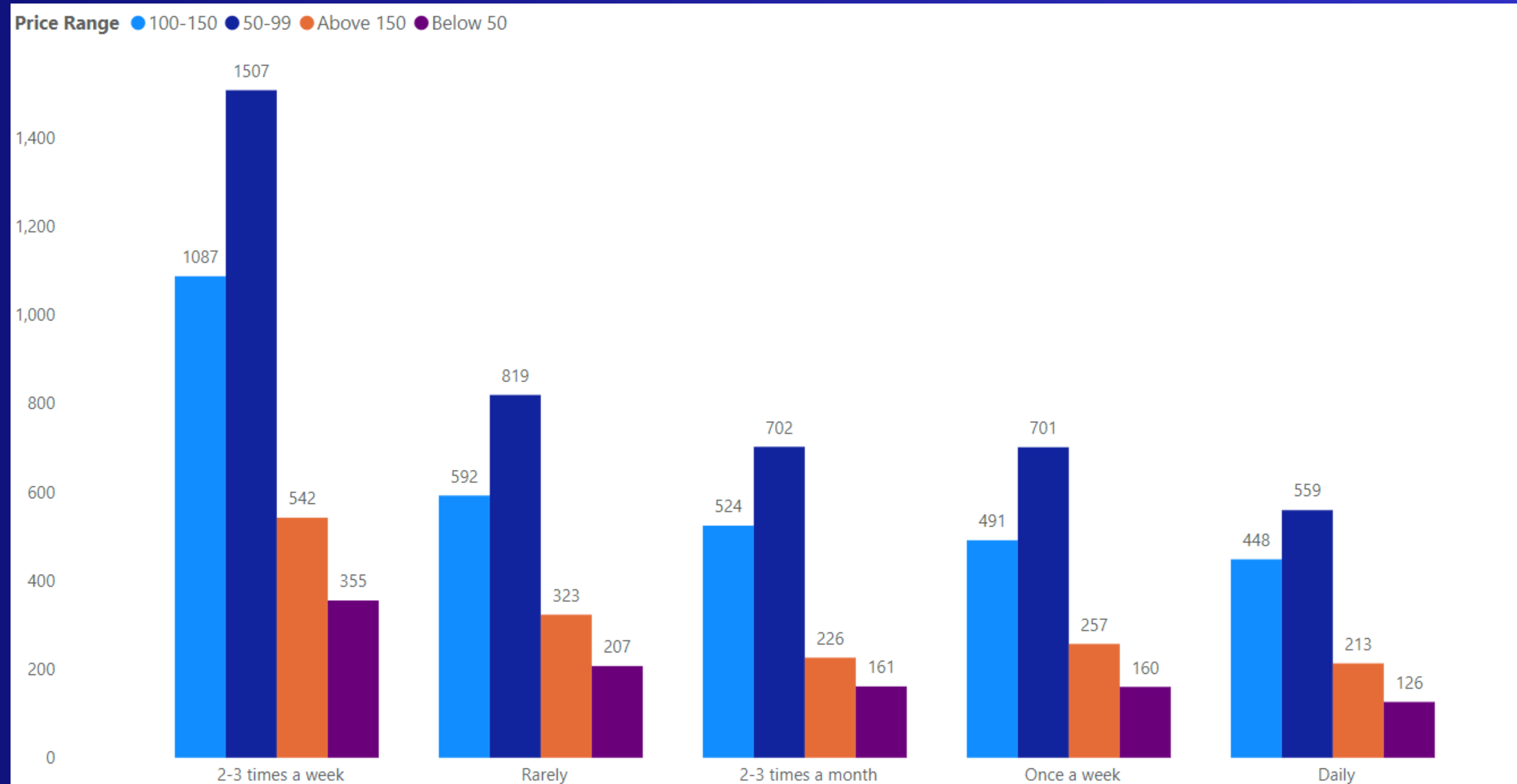
● Taste
● Availability
● Brand

For our product improvement, it is evident that we need to build a positive brand image, followed by enhancing the taste of our product and ensuring better availability.

Customer Profile

- **Consumption Frequency:**
  - Regularly consumes energy drinks, integrating them into weekly routines.
- **Usage Preferences:**
  - Prefers energy drinks during physical activities and late-night work or study sessions.
- **Awareness and Concerns:**
  - Acknowledges the benefits of energy drinks but expresses reservations about long-term health effects.
- **Ingredient Priorities:**
  - Values natural ingredients, particularly caffeine and vitamins, in energy drinks.
- **Balanced Lifestyle Goal:**
  - Aims for a harmonious blend of a healthy lifestyle while enjoying the benefits of energy drinks.
- **Motivation for Consumption:**
  - Motivated by a desire for wellness and naturalness, seeking increased energy, focus, and productivity.

Marketting
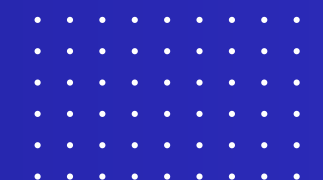
- **Health Campaigns:**
  - Emphasize CodeX's health benefits and natural ingredients.
  - Showcase its seamless integration into daily activities.
- **Brand Awareness:**
  - Conduct online and TV ads for widespread exposure.
  - Tailor campaigns for smaller cities where awareness is needed.
  - Utilize platforms for customer interaction and promotional campaigns.
- **Education on Ingredients:**
  - Share information on natural ingredients online and in-store.
- **Partnerships:**
  - Collaborate with health stores, fitness centers, and e-commerce platforms.
- **Innovative Packaging:**
  - Introduce eco-friendly, portable packaging aligning with on-the-go preferences

Marketting
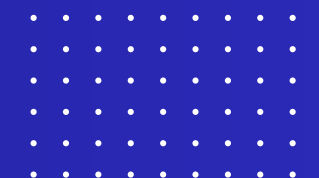
- **Loyalty Programs:**
  - Implement programs, especially in cities like Mumbai, for customer retention.
- **Distribution Expansion:**
  - Ensure CodeX is available at supermarkets, online stores, and fitness centers.
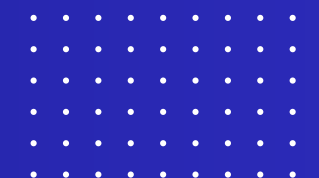
Brand Ambasador

Virat Kohli

Athletic Lifestyle Alignment: Virat Kohli's role as the Indian cricket team captain aligns perfectly with CodeX's emphasis on an active and healthy lifestyle.

Influential Credibility: Kohli's influential presence in the sports world enhances CodeX's credibility, making him an effective ambassador to broaden the brand's appeal.

Relatable Fitness Image: Kohli's fitness-focused lifestyle makes him relatable to CodeX's target audience, creating a strong connection with consumers seeking natural energy drinks.

Widespread Popularity: Leveraging Kohli's popularity ensures broad reach, supporting the brand's strategy of conducting online and TV ads for maximum exposure.

Thankyou