

Recommendations For CodeX

1. What immediate improvements can we bring to the product?

As a data analyst, I suggest you reduce sugar content, use natural ingredients, and diversify product offerings. By lowering sugar levels, the company can appeal to health-conscious consumers. Incorporating natural ingredients will enhance product appeal and align with current market trends. Additionally, diversifying products will attract a broader customer base, catering to varying tastes and preferences, ultimately driving growth and customer satisfaction.

2. What should be the ideal price for our product?

Based on my market analysis, setting the product price between 50 and 99 rupees is ideal. This price range aligns with consumer purchasing power and competitive pricing, maximizing accessibility and profit margins. It appeals to a broad demographic, balancing affordability and perceived value. Implementing this strategy can enhance market penetration, boost sales volume, and establish a competitive edge in the energy drink sector.

3. What type of marketing campaigns can we run?

To boost your energy drink sales, I recommend leveraging targeted online ads focusing on fitness enthusiasts, gamers, and busy professionals.

4. Who can be a brand ambassador? Why?

As a data analyst, I recommend CodeX to hire a sportsperson as a brand ambassador. Data indicates that most of your consumers, 45% are sports enthusiasts. By aligning your brand with a popular athlete, you can strengthen your connection with your target audience, enhance brand loyalty, and boost sales. This strategic move can position CodeX as the go-to energy drink for active individuals.

5. Who should be our target audience? Why?

As a data analyst, I recommend that CodeX targets sports enthusiasts and students/busy individuals. These groups frequently seek energy boosts to enhance their performance and maintain focus. Tailoring marketing campaigns and product features to their needs, such as highlighting endurance benefits for athletes and cognitive support for students, will likely increase brand engagement and drive sales.