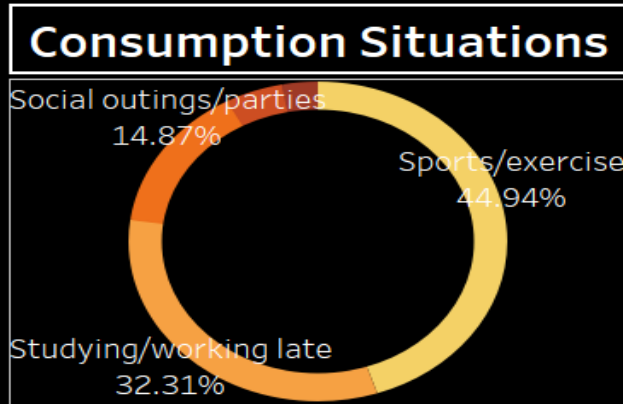
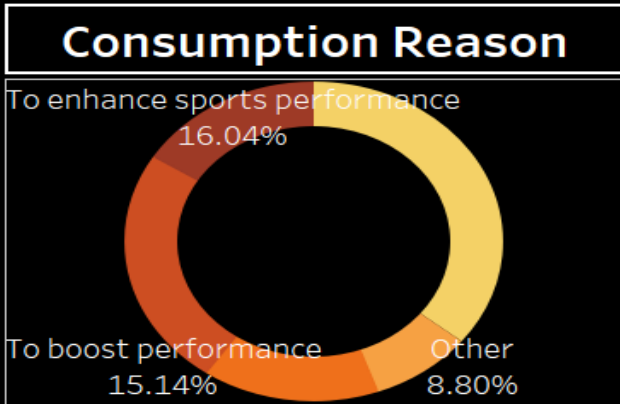
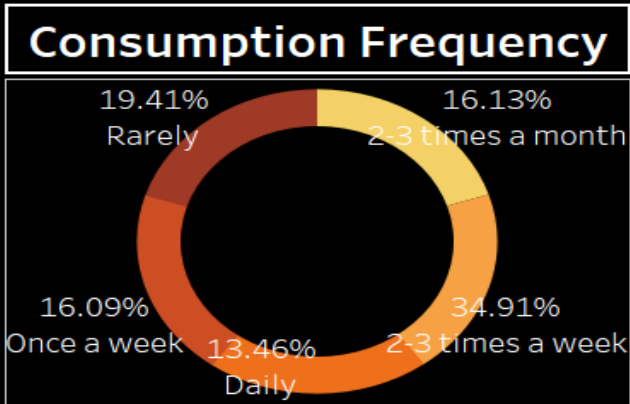
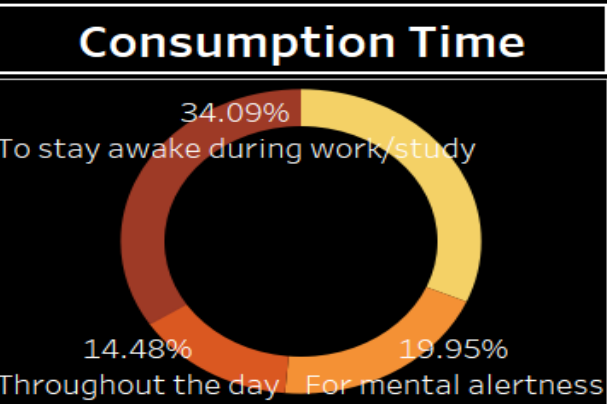
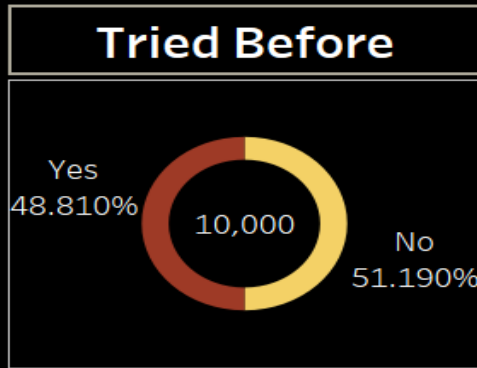
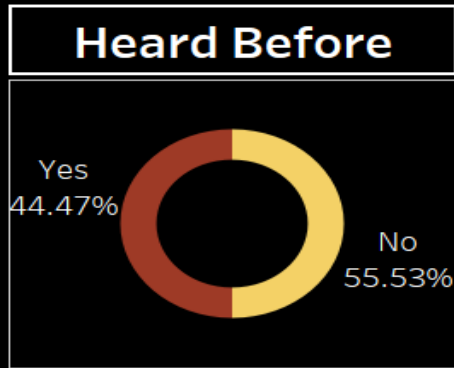
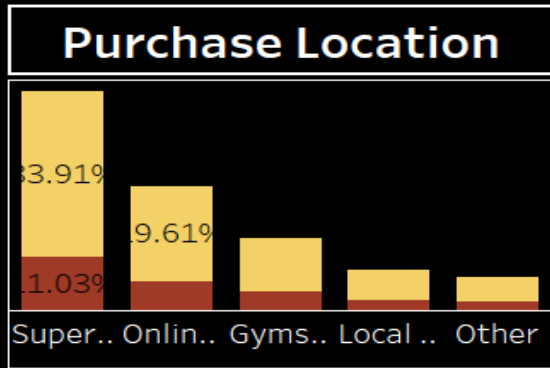
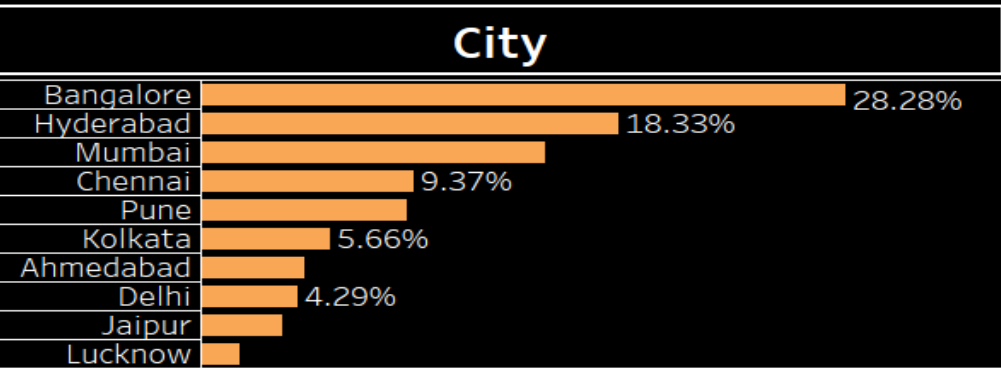
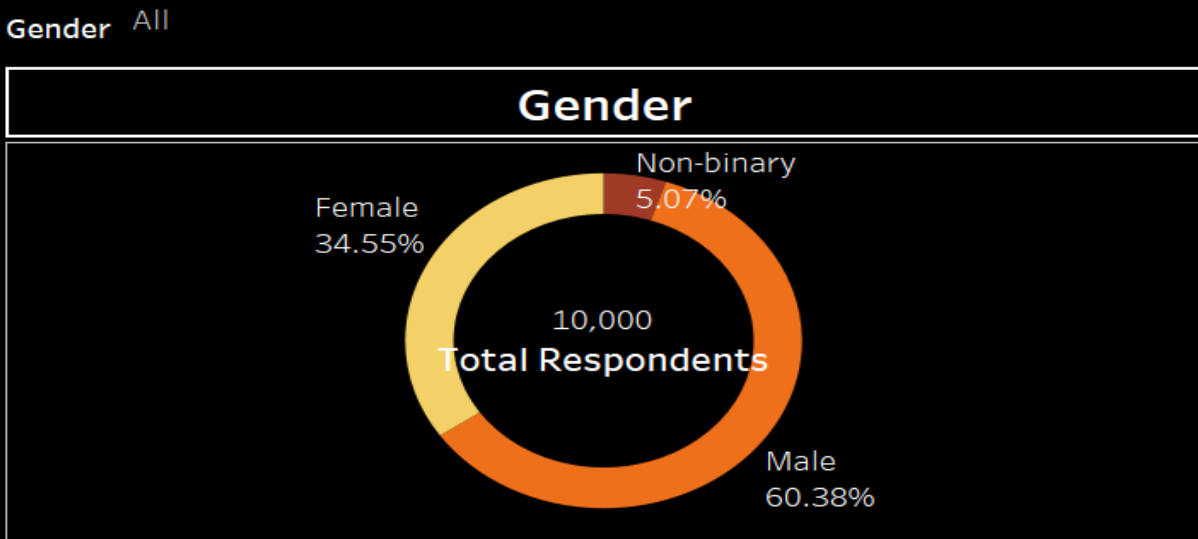
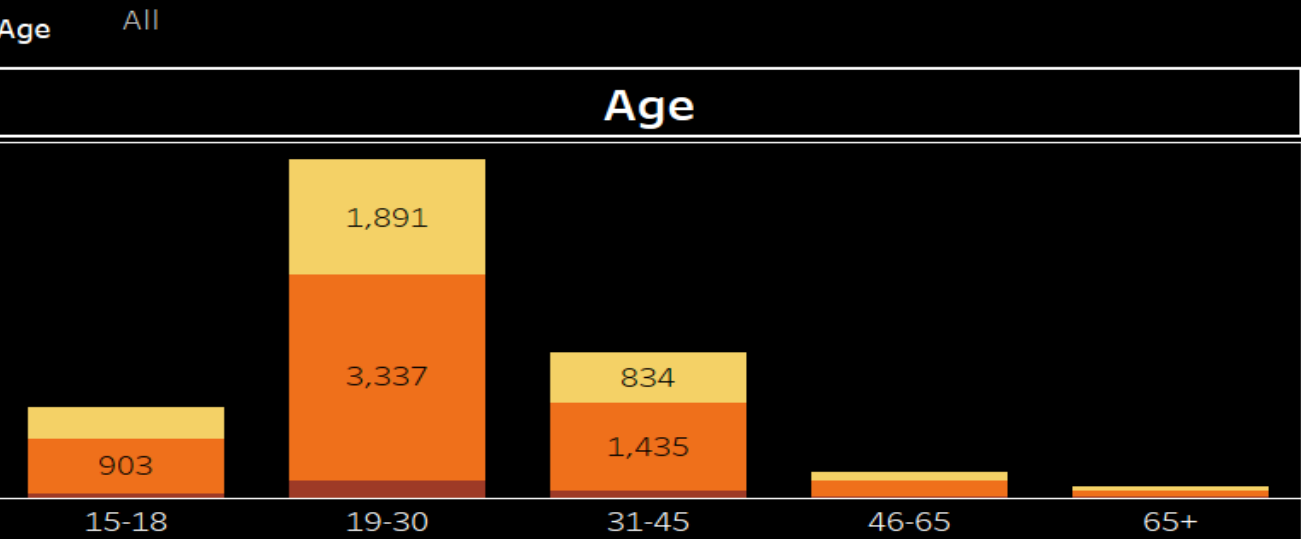


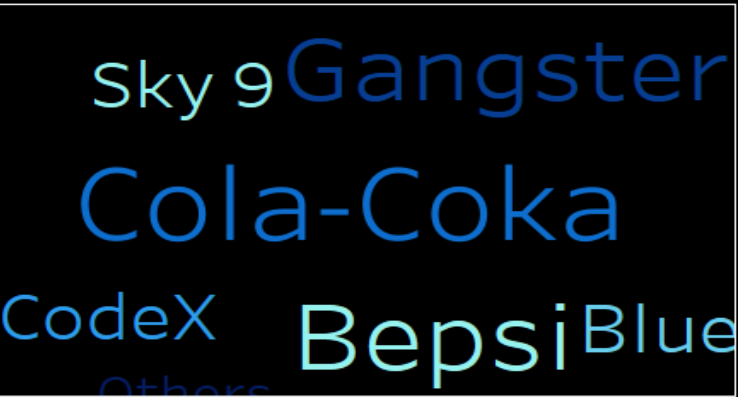
Consumer Analysis Dashboard



Product Analysis Dashboard

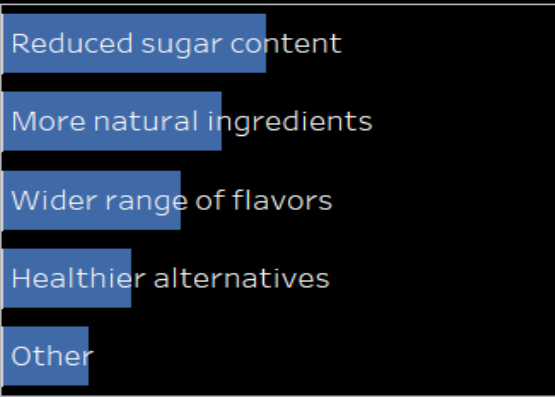
Age: All City: All Gender: All

Current Top Brands



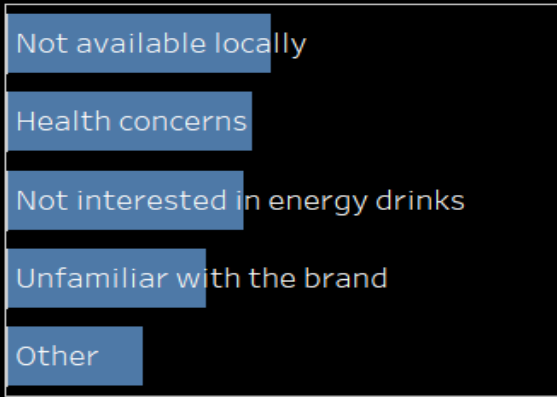
sky 9Gangster
Cola-Coka
CodeX
BepsiBlue
Others

Improvements Desired



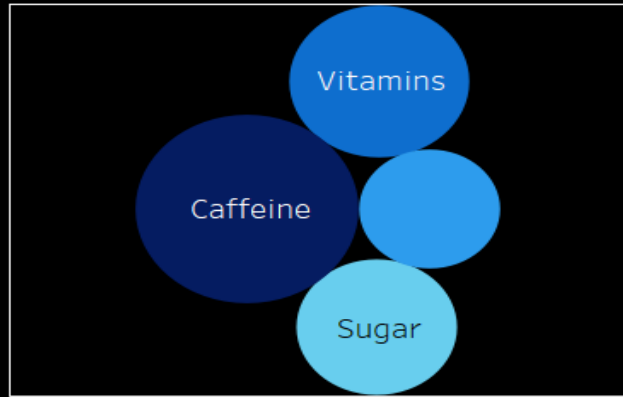
Improvement	Percentage
Reduced sugar content	15.61%
More natural ingredients	12.26%
Wider range of flavors	12.26%
Healthier alternatives	4.85%
Other	4.85%

Reasons for not Trying



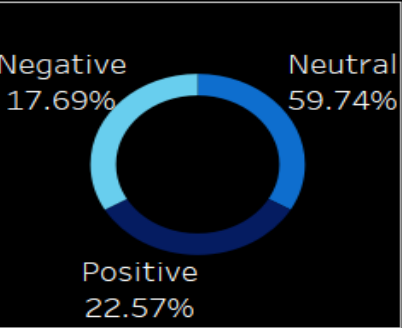
Reason	Percentage
Not available locally	16.79%
Health concerns	16.79%
Not interested in energy drinks	26.52%
Unfamiliar with the brand	26.52%
Other	19.55%

Ingredients Desired



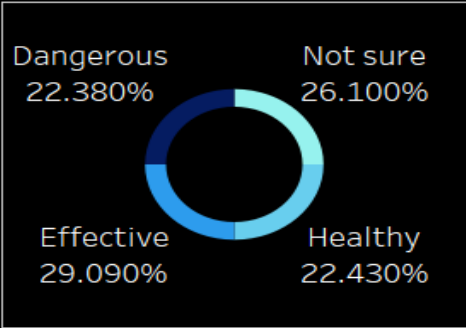
Ingredient	Percentage
Caffeine	49.83%
Sugar	30.62%
Vitamins	19.55%

Brand Perception



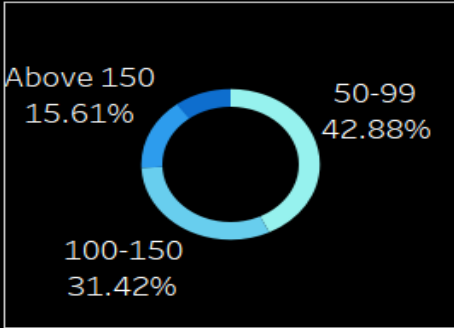
Perception	Percentage
Positive	22.57%
Neutral	59.74%
Negative	17.69%

General Perception



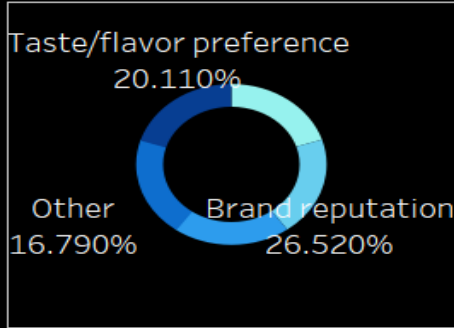
Perception	Percentage
Dangerous	22.38%
Not sure	26.10%
Effective	29.09%
Healthy	22.43%

Desired Price Range



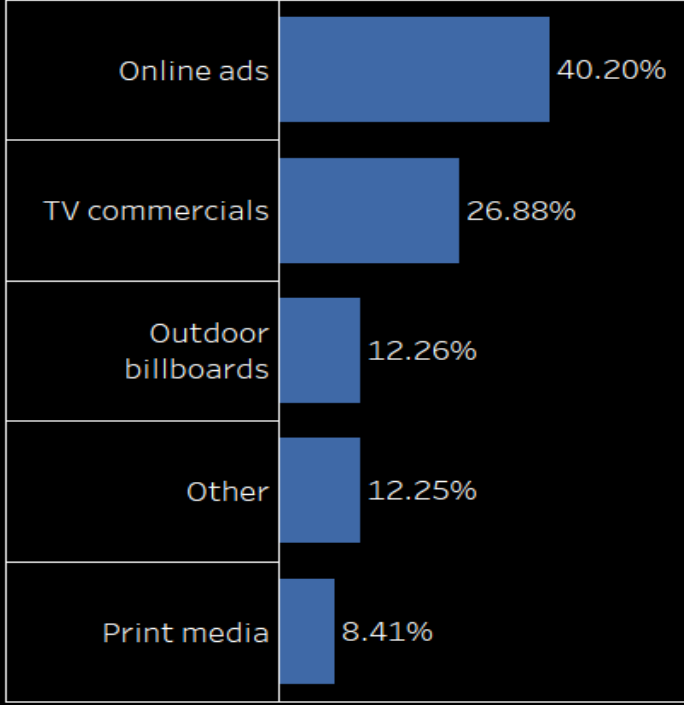
Price Range	Percentage
Above 150	15.61%
50-99	42.88%
100-150	31.42%

Motivations for trying a brand



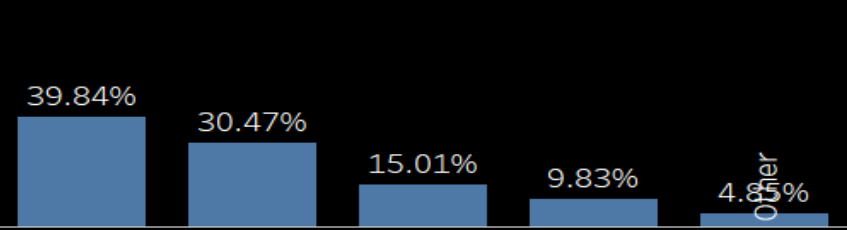
Motivation	Percentage
Taste/flavor preference	20.11%
Brand reputation	26.52%
Other	16.79%

Marketing Channels




Channel	Percentage
Online ads	40.20%
TV commercials	26.88%
Outdoor billboards	12.26%
Other	12.25%
Print media	8.41%

Packaging Preference



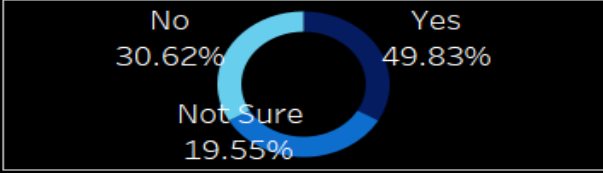
Preference	Percentage
Other	4.85%
9	9.83%
15	15.01%
30	30.47%
39	39.84%

Ratings



★
★
★
★
★

Interest in organic ingredients



Interest	Percentage
No	30.62%
Yes	49.83%
Not Sure	19.55%