Codebasics Resume Challenge 6

CODEX

SURVEY ANALYSIS

Presenter

Souvik Sasmal
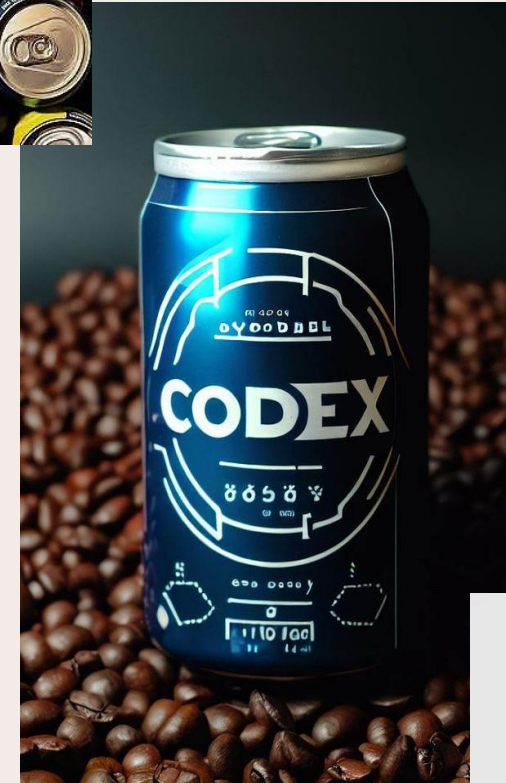
Agenda

1 Company Overview

2 Objectives

**3** Primary Insights

4 Secondary Insights

5 Suggestion and Closing

COMPANY OVERVIEW

CodeX, a *German beverage company*, has recently made its debut in the Indian market with the idea of launching an innovative energy drink.

To gain valuable insights into the preferences and attitudes of the Indian population, CodeX conducted an extensive survey across **10 major cities in India**, with an impressive response rate of **10,000 participants**.
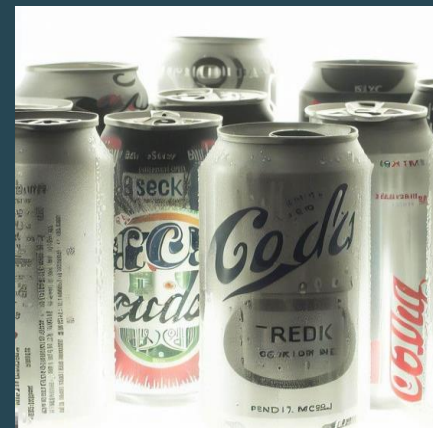
OBJECTIVES

- To clean the dataset and process the dataset for analysis.

- To extract valuable insights based on various categories for a comprehensive understanding of the market perception.

- To prepare concise and impactful visualizations highlighting the most significant insights for the understanding of the chief marketing officer.

- To contribute to the development of an effective growth strategy for the company by providing suggestions and recommendations.
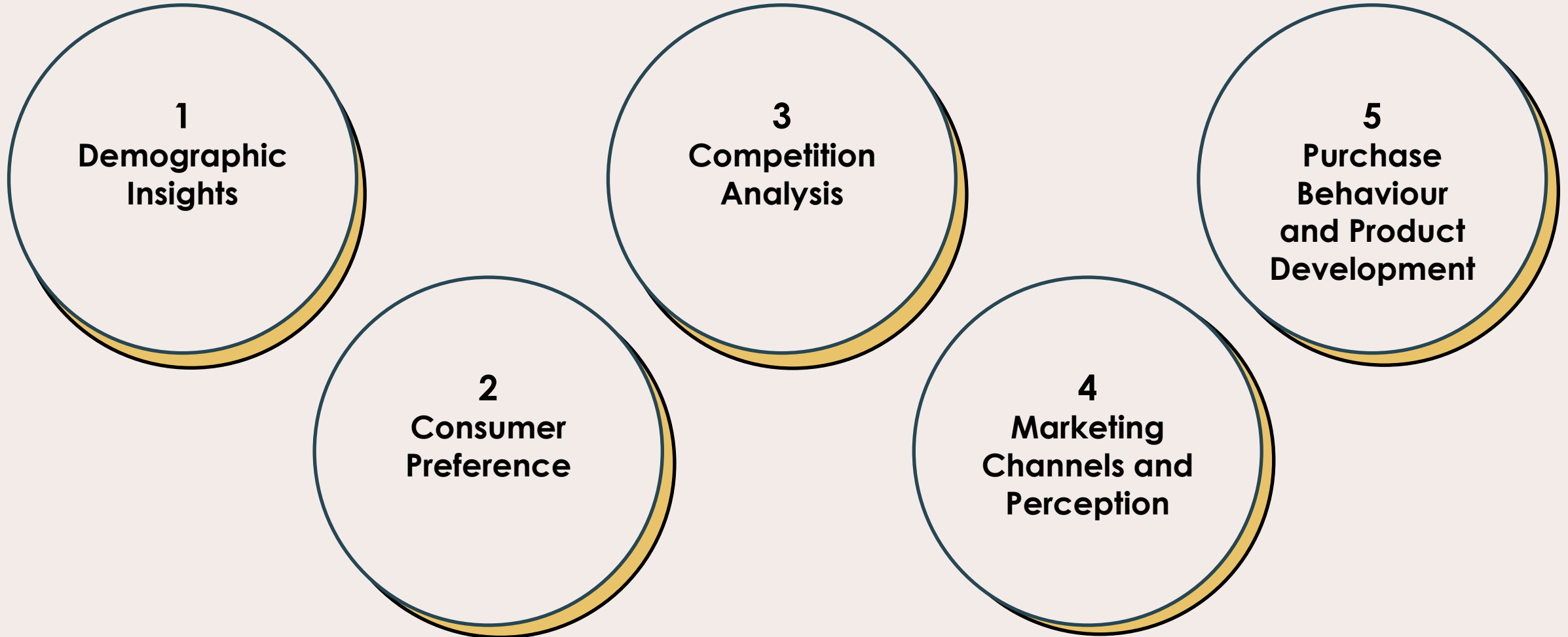
Tools:
Data cleaning & processing: Excel and Power Bi
Visualization: PowerBi Presentation:Powepoint
Data Vizualization : SQL

PRIMARY INSIGHTS

1
Demographic Insights

2
Consumer Preference

3
Competition Analysis

4
Marketing Channels and Perception

5
Purchase Behaviour and Product Development

DEMOGRAPHIC INSIGHTS

1.1 Who prefers energy drink more (based on gender)

	Gender	Times_Preffered
▶	Male	4852
	Female	2793
	Non-binary	414

Gender Analysis by Consumption

- This Chart Depicts That The Survey Has Focused More On Males
- That means We Have More Male Customers Than Other Genders
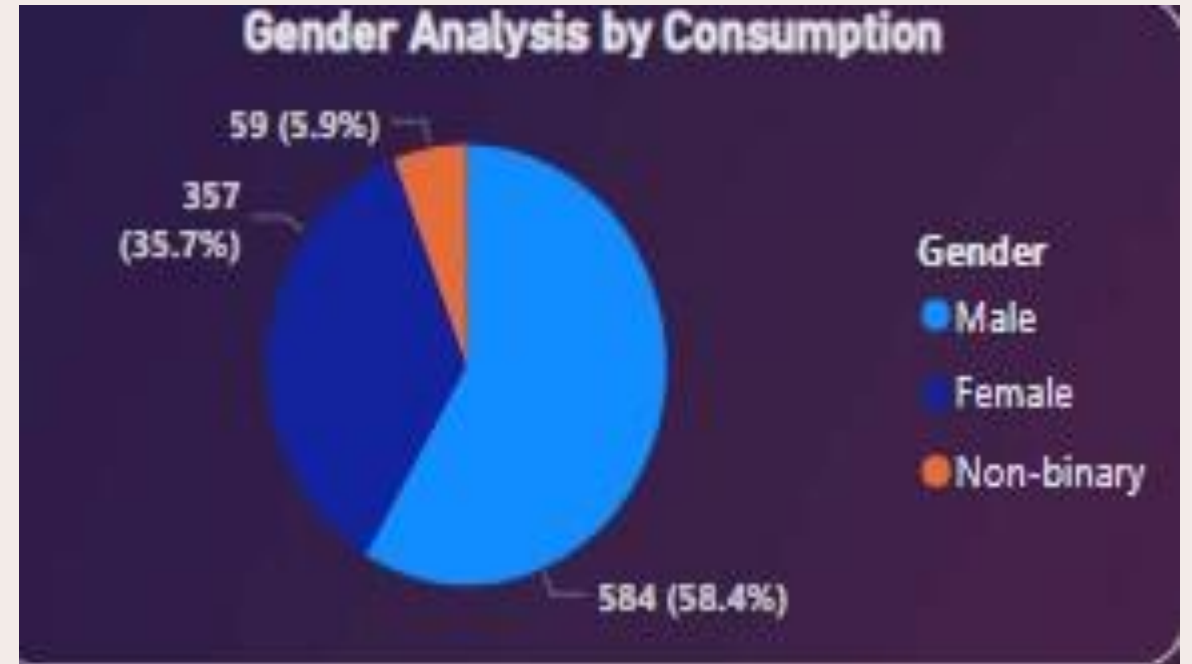
1.2 Which age group prefers energy drinks more?

❑ People between the age of **19-45** are consuming our product more and they are our primary customers.
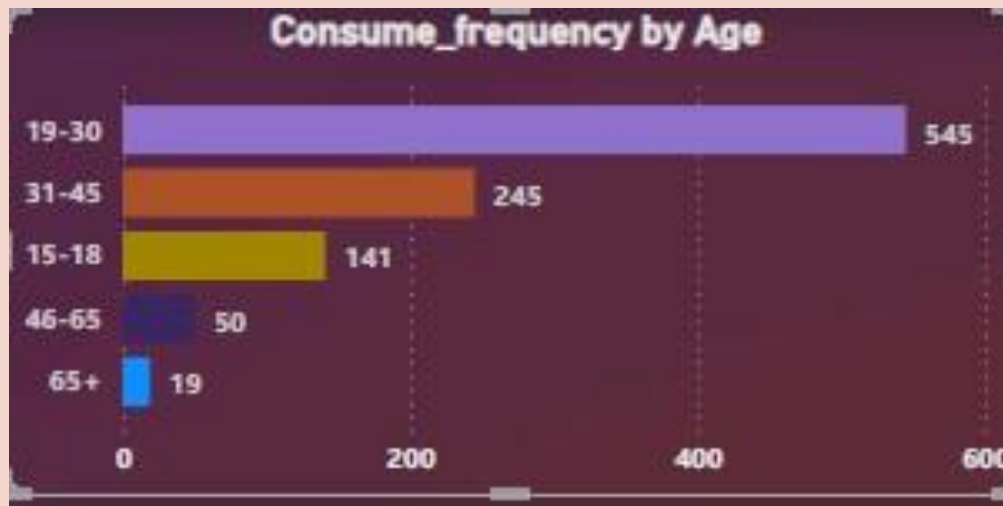
	Age	Count(Age)
▶	19-30	4432
	31-45	1916
	15-18	1211
	46-65	349
	65+	151

Consume_frequency by Age

Age	Value
19-30	545
31-45	245
15-18	141
46-65	50
65+	19

❑ Our secondary customers are **teenagers** with age between 15 and 18.

2. CONSUMER PREFERENCES

2.1 Preferred ingredients – energy drink

❑ Our Energy Drink Is preferred By Youth And Adults To Keep Them Active To Perform Their Activities
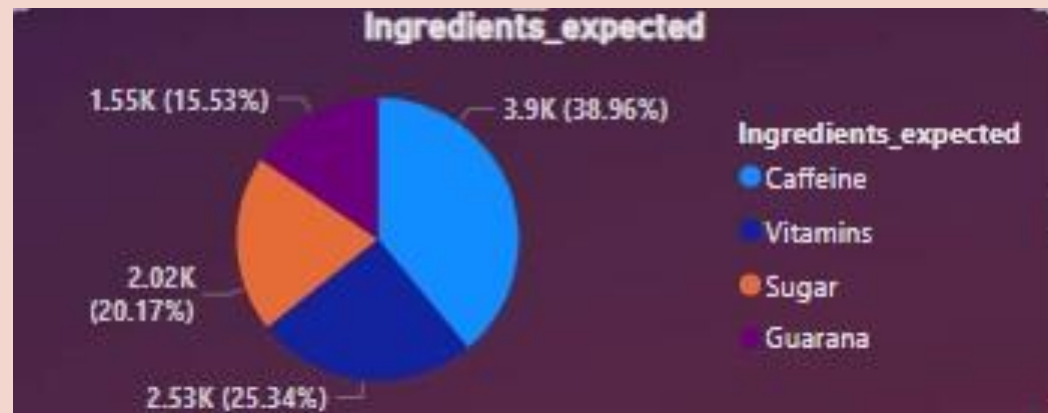
Ingredients_expected	count(Ingredients_expected)
▶ Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

Ingredients_expected

1.55K (15.53%)   3.9K (38.96%)

Ingredients_expected
● Caffeine
● Vitamins
● Sugar
● Guarana

2.02K (20.17%)

2.53K (25.34%)

❑ So Predominantly The Prefer Caffeine In Their Drink , But There is Not Much Difference Between Other Ingrediants.

2.2 Packaging preference
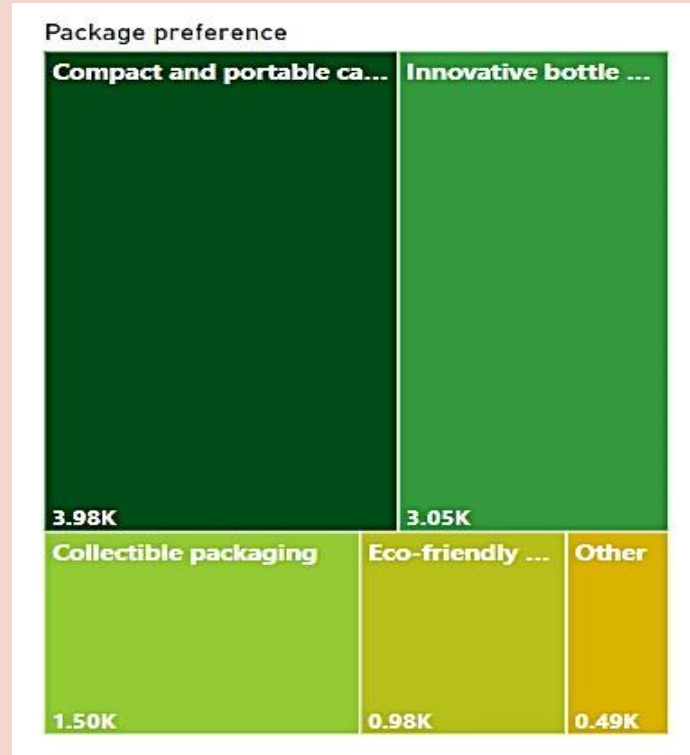
Packaging_preference	count(Packaging_preference)
▶ Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

Package preference

Compact and portable ca...	Innovative bottle ...
3.98K	3.05K

Collectible packaging	Eco-friendly ...	Other
1.50K	0.98K	0.49K

❑ The primary response from people has depicted "Compact and Portable cans". With very less difference people have suggested innovative bottles.

❑ So the brand should come up with an **innovative** bottle that is **compact** and portable to reach a wider range of consumers.

3. COMPETITION ANALYSIS

3.1 Current market leaders
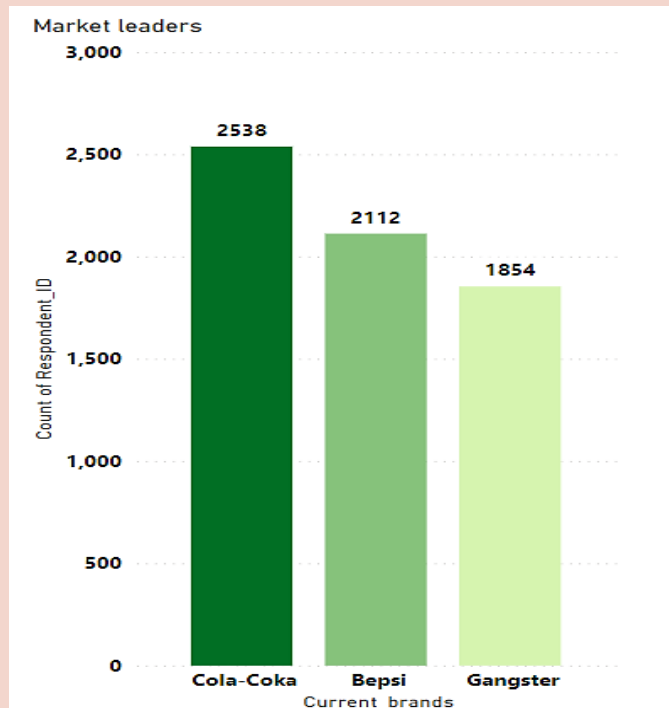
Current_brands	count(Current_brands)
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

❑ **Cola-Coka** tops the list with 2538 consumers followers by **Bepsi** and **Gangster.**

❑ Competitors other than these are more or less equal to our brand such as codeX With Sky9, Bluebull.
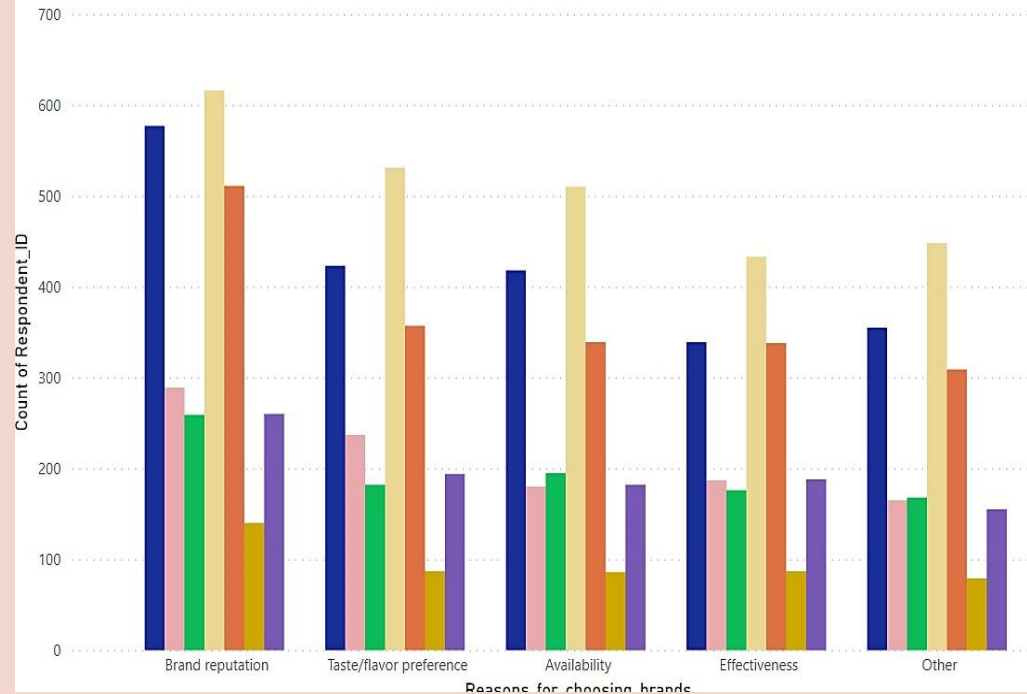
3.2 Reasons for choosing specific brand
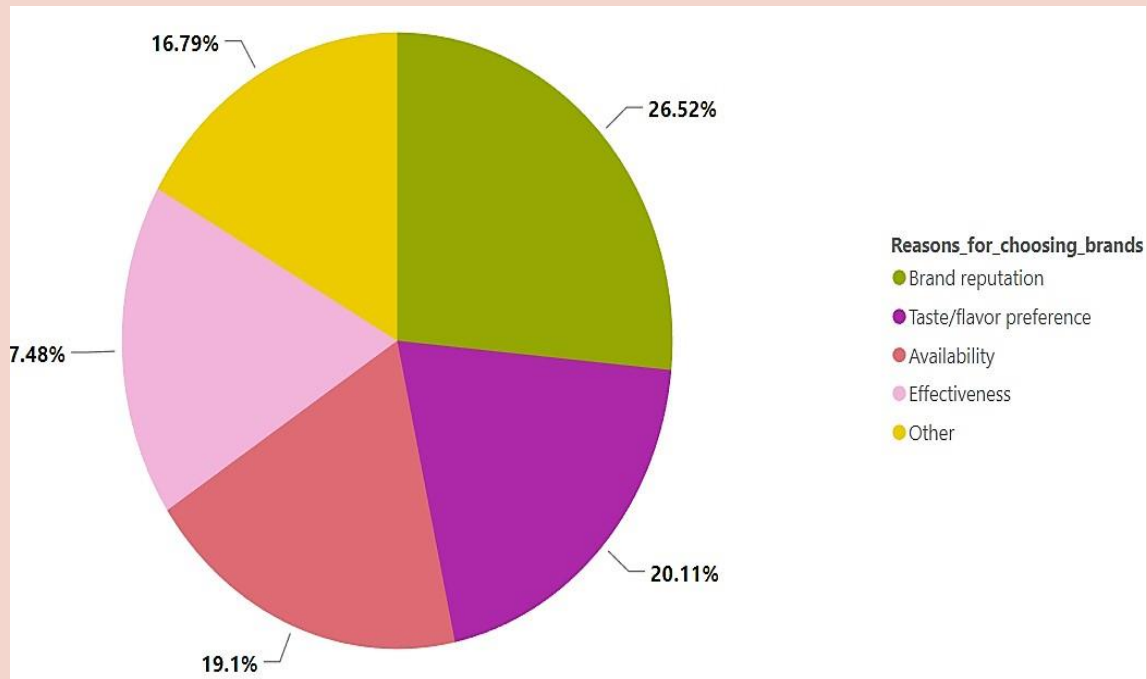
CodeX	count(Reasons_for_choosing_brands)
Brand reputation	259
Availability	195
Taste/flavor preference	182
Effectiveness	176
Other	168

❑ This visualization depicts various reasons for selecting a specific brand.

❑ People prefer **reputed brands primarily.**

❑ The secondary reasons are **taste and availability.**

3.3 Comparison with other brands

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

❑ The Above **visualization** Provides **benchmarking** with other brands to become market leaders our brand should ensure **availability, taste, and effectiveness.**

4. MARKETING PREFERENCES

4.1 Effectiveness of various marketing channels

effective marketing channel
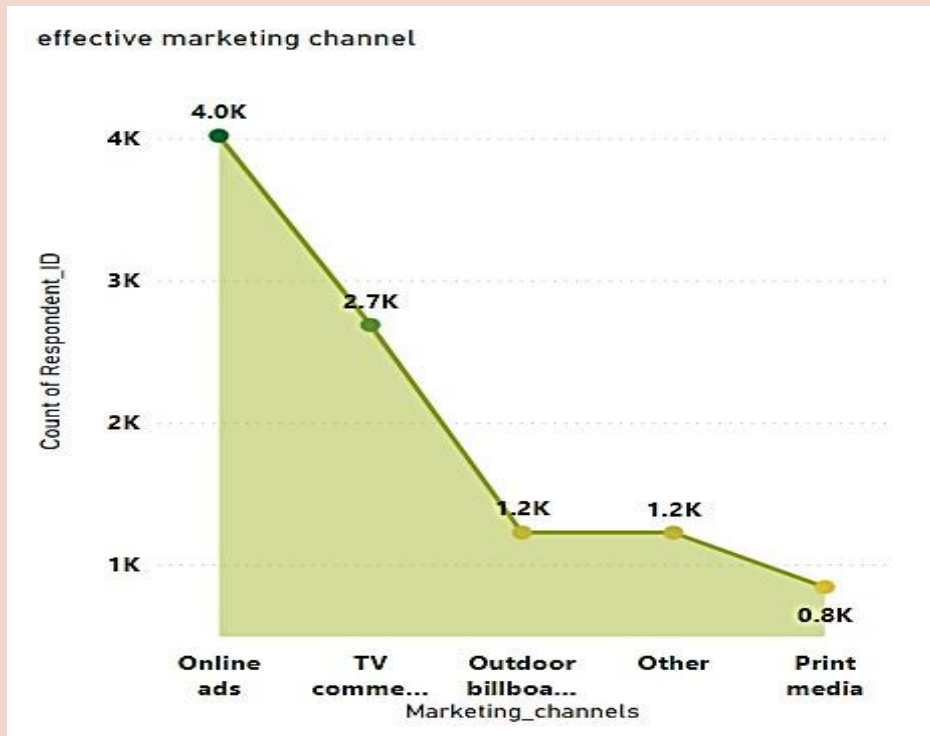
Marketing_channels	count(Marketing_channels)
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

❑ Since our major consumers are teenagers and adult **online medium** plays a vital role in marketing.

❑ Print medium seems to be very ineffective in terms of ROI.

4.2 Effective different marketing strategies and channels in reaching customers

Marketing_channels	count(Marketing_channels)
Online ads	411
TV commercials	261
Outdoor billboards	119
Other	116
Print media	73

Top Marketing_Channels By Age

Online ads	326
TV comme...	183
Other	71
Outdoor billboar...	65
Print media	41
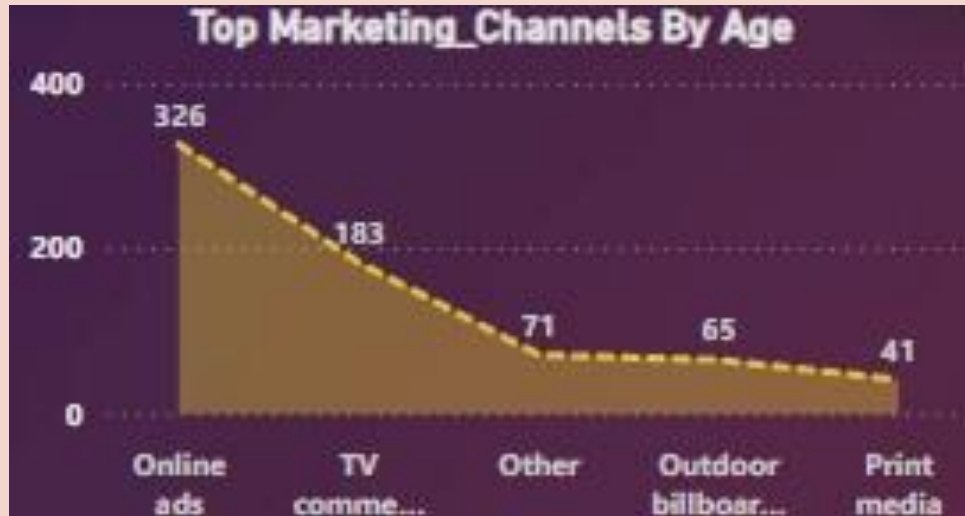
❑ Youth spend most of their time entertaining themselves so **online media and TV commercials** are the best way to reach them.

❑ For social media, we can use digital banners and social media influencers.

❑ For Tv commercials, we should make create advertisements and should also find an actor and an sportsperson with good face value and Recognization.
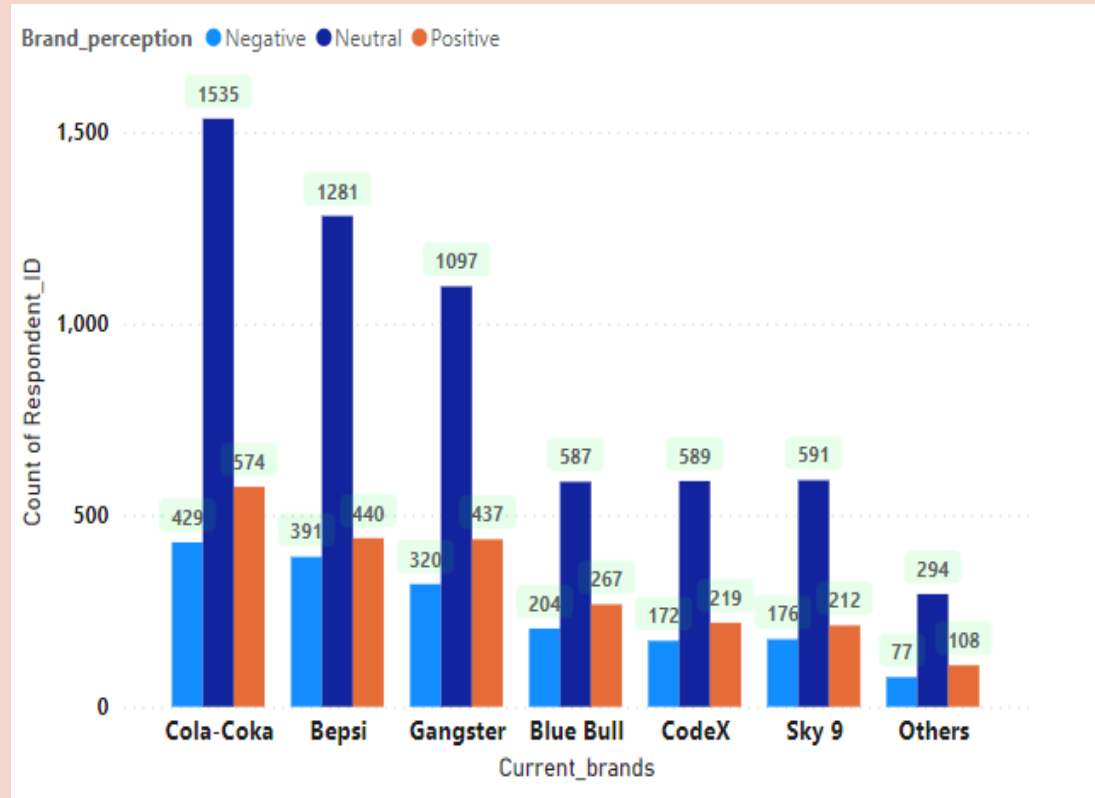
5. BRAND PERCEPTION

5.1 Rating of codex based on the responses

Brand_perception	count(Brand_perception)
Neutral	589
Positive	219
Negative	172

❑ Our positive rating is not that good.

❑ Positively the **neutral count** is higher we should work on improving our perception on the product by people

5.2 Perception with other brands

Current_brands	negative_count	neutral_count	positive_count
Cola-Coka	429	1535	574
Bepsi	391	1281	440
Gangster	320	1097	437
Blue Bull	204	587	267
Sky 9	176	591	212
CodeX	172	589	219
Others	77	294	108

❑ It is clearly seen that no energy drink brand has established a **positive** reputation.

❑ The Prompting Of our brand as a **Health Drink** Will provide great impact on Sales.

5.3 city to focus
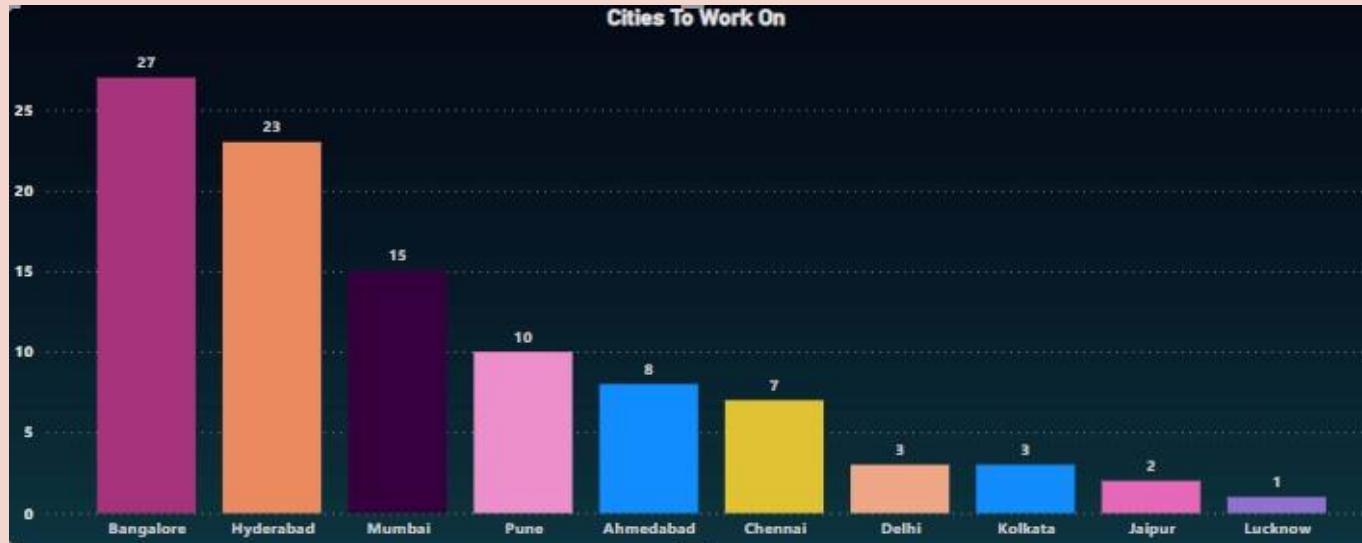
City	count(City)	Current_brands
Lucknow	5	CodeX
Jaipur	28	CodeX
Delhi	40	CodeX
Ahmedabad	45	CodeX
Kolkata	48	CodeX
Chennai	92	CodeX
Pune	92	CodeX
Mumbai	156	CodeX
Hyderabad	182	CodeX
Bangalore	292	CodeX

❑ CodeX has less than 10 consumers from **Ahmedabad, Delhi, Jaipur, and Lucknow For**

  Top 1000 Rows . So we need more focus there.

❑ Even in other cities, we don't have very good numbers marketing needs improvement.

6. PURCHASE BEHAVIOR

6.1 Purchase location preference

Purchase_location	count(Purchase_location)
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

Top Purchase Location
Supermarkets 4.49K | Online retailers 2.55K | Local sto... 0.81K | Other 0.68K

❑ Most people prefer buying energy drinks in **supermarkets** so obtaining proper positioning is important.

❑ Providing better **offers** for bulk orders via online will tend people to prefer online we can reduce middlemen.

6.2 Various consuming situations
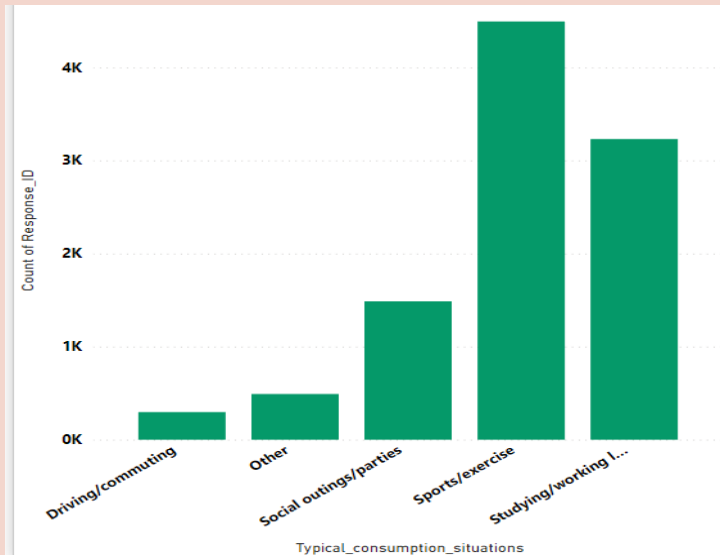
Typical_consumption_situations	count(Typical_consumption_situations)
▶ Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297
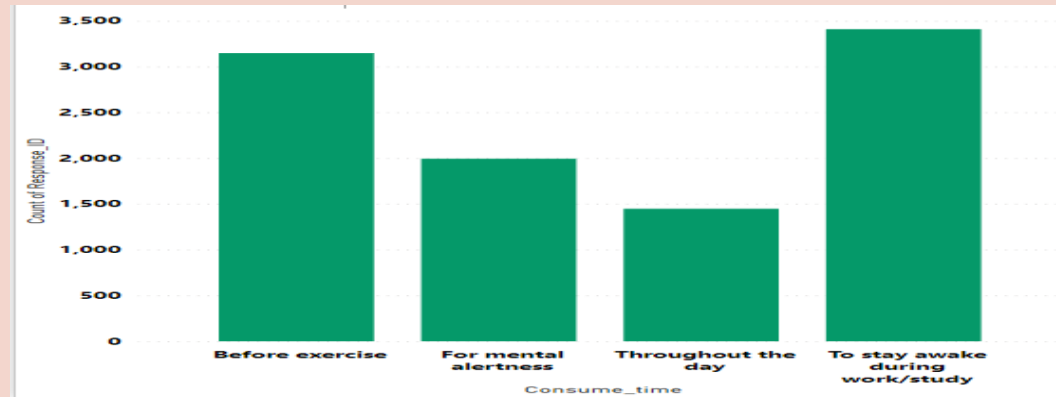
❑ Energy drinks are primarily preferred for keeping our brain and body active.

❑ Most people prefer energy drinks before doing **exercise** and before **sports activities.**

❑ It is also preferred while studying to stay awake.

6.3 Price range and limited edition report
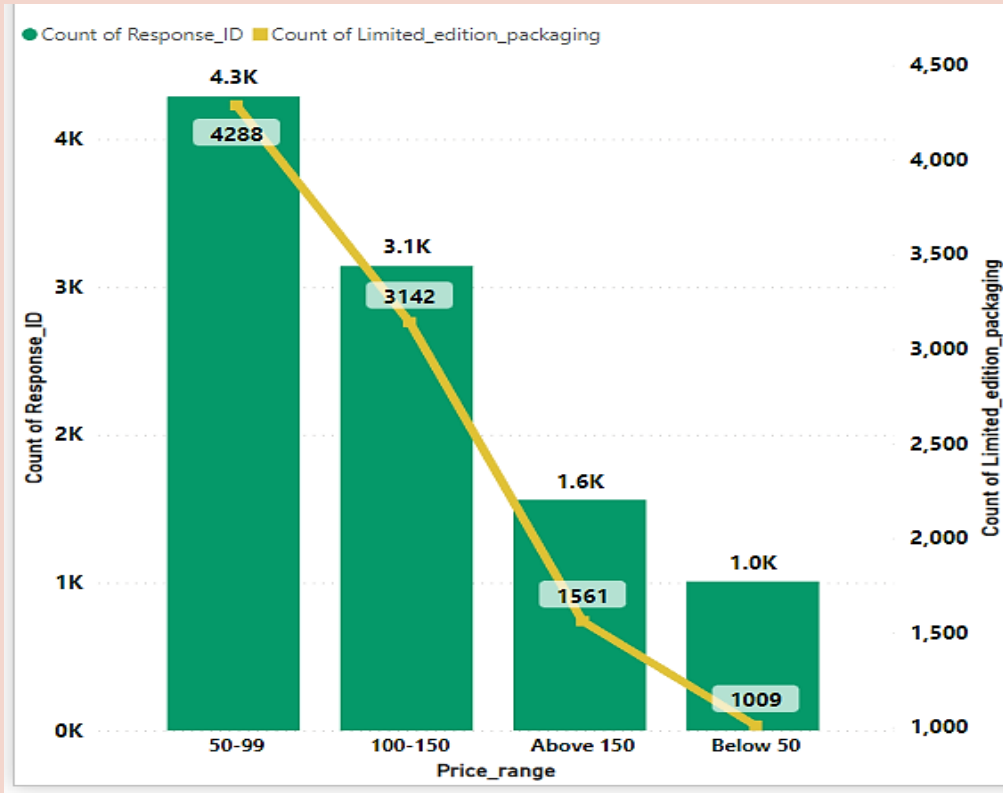
	Price_range	count(Price_range)	Packaging_preference
▶	50-99	4288	Compact and portable cans
	100-150	3142	Innovative bottle design
	Above 150	1561	Compact and portable cans
	Below 50	1009	Compact and portable cans

❑ It is clear that if the Price is less than Rs.150 people **prefer limited edition packaging which is Compact and Potable Cans**.

❑ Limited edition packages should be Collectible and should be based on current trends.

7.1 product development – focus areas:
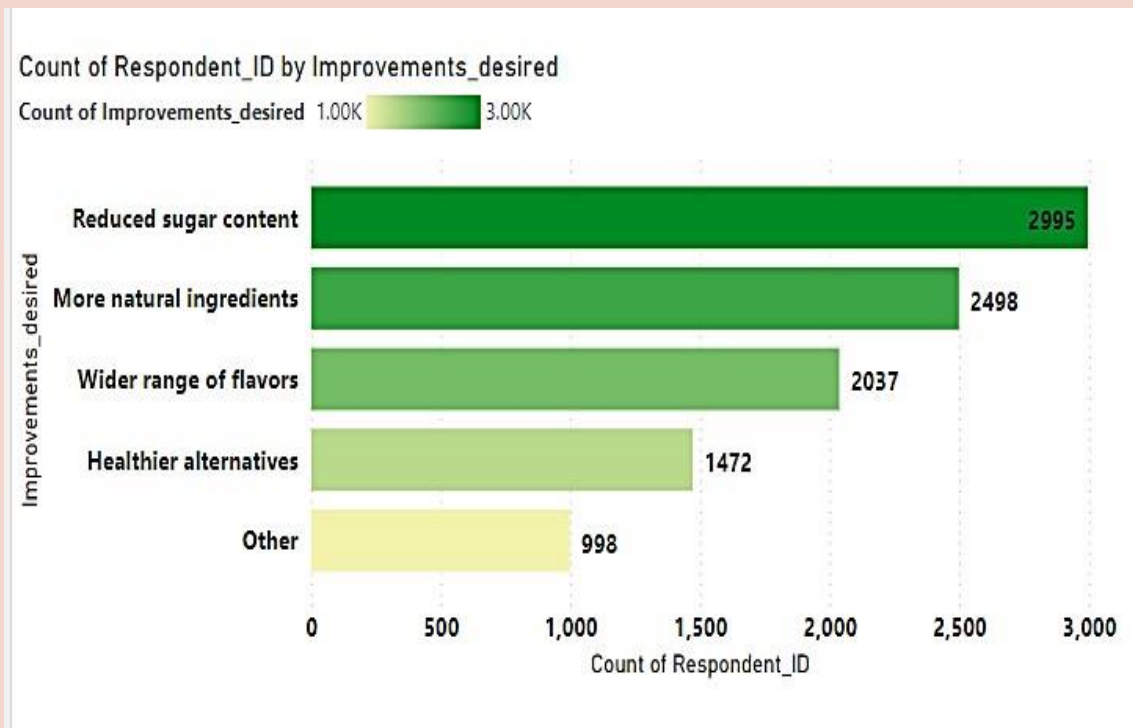
Improvements_desired	count(Respondent_ID)
▶ Reduced sugar content	298
More natural ingredients	234
Wider range of flavors	208
Healthier alternatives	143
Other	97

Count of Respondent_ID by Improvements_desired

Count of Improvements_desired 1.00K ▢ 3.00K

Improvements_desired	Count of Respondent_ID
Reduced sugar content	2995
More natural ingredients	2498
Wider range of flavors	2037
Healthier alternatives	1472
Other	998

❑ Based on various insights derived from the data it is identified that people prefer healthy, natural, and tasty drinks to stay active.

❑ Since it is used by sports persons the drink should have **less sugar content and more caffeine**.

# DASHBOARD FOR DEMOGRAPHIC INSIGHTS
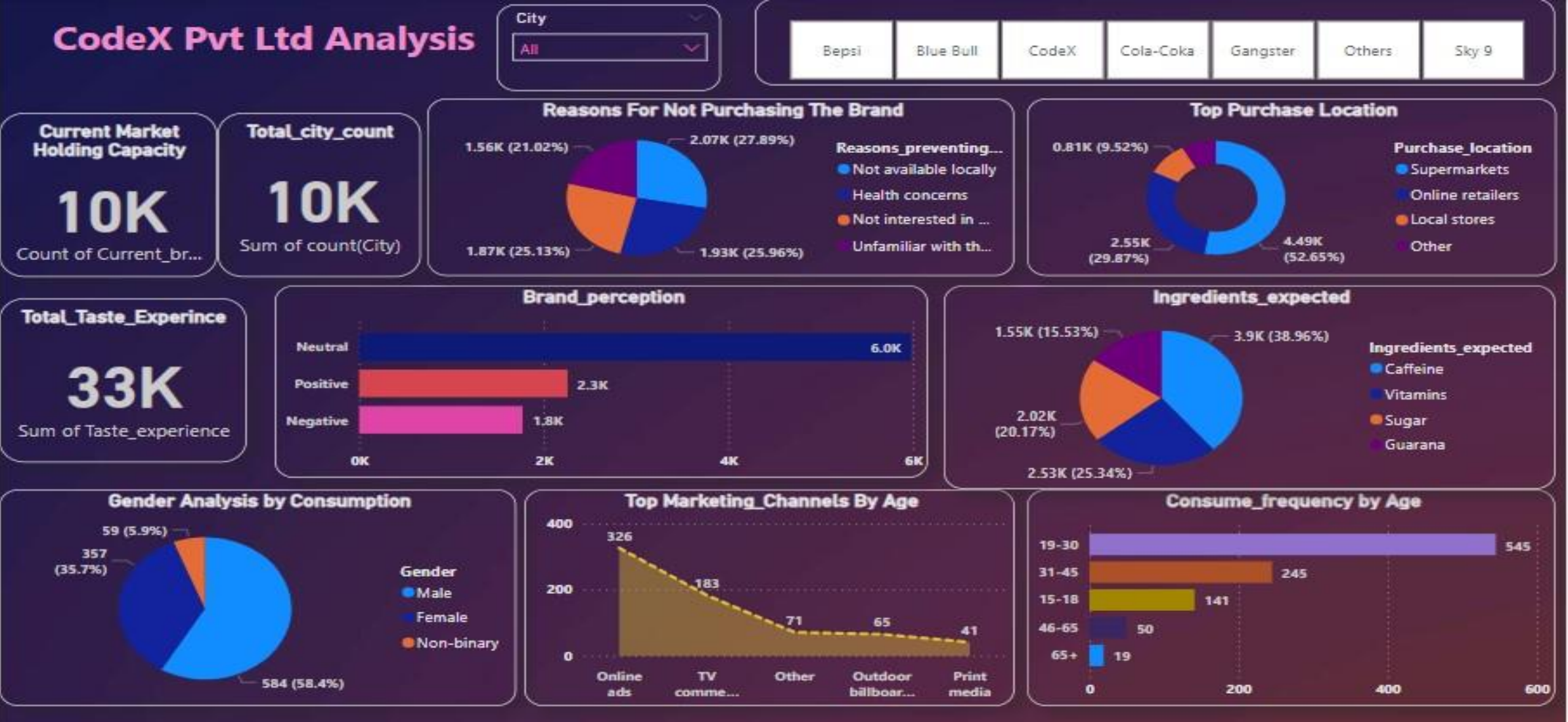
Link of Dashboard : "C:\Users\User\Desktop\Code_x Data Analysis\Primary_insights_poweBI_Dashboard.pbix"

SECONDARY INSIGHTS

1. Immediate changes on the product:

❑ Our drink is preferred by people to stay active and healthy, so we should do r&d to improve the quantity of caffeine and vitamins.

❑ The taste experience of our brand has an average of 3 so improving taste is important.

❑ Making Sure the availability of the product to the customers especially in supermarkets and online stores.

❑ Improving the positive perception of our brand among consumers.

2. Optimal price for the drink

Count of Respondent_ID by Price_range
Count of Improvements_desi... 1.01K ▭ 4.29K
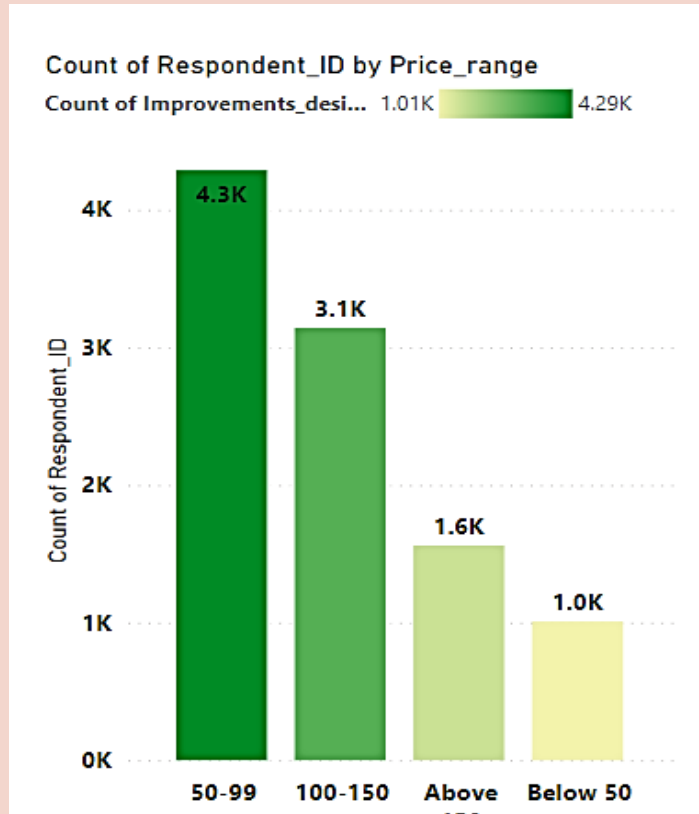
- ❑ Over **10,000 respondents 7400 respondents** prefer the price range of **50-99**
- ❑ So we can have various products under Rs.150 segregated based on the quantity.
- ❑ We can also provide various prices of various flavous based on the damand of the market

3. Marketing campaigns & offers

❑ The offers should be coated thus the maximum price not exceeding Rs.150.Limited edition packages should be marketed based on the trends. Adding certain **collectibles** might improve the purchasing frequency.

❑ Based on the data print media is not effective as others so the amount spent on that shall be redirected to rewards.

❑ We should provoke the consumers to showcase their collectibles on social media this will improve the brand's reputation as well as tend to improve the profit.

effective marketing channel

Top Marketing_Channels By Age
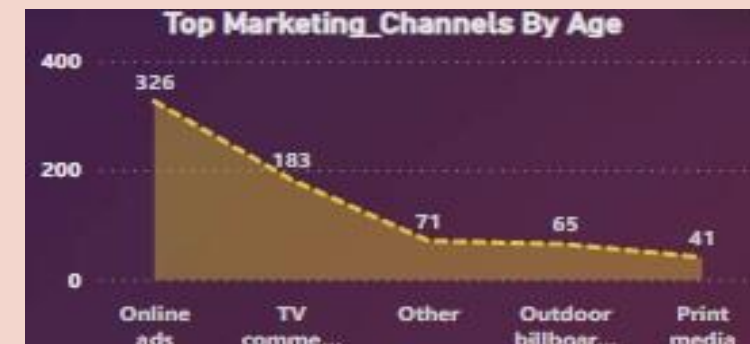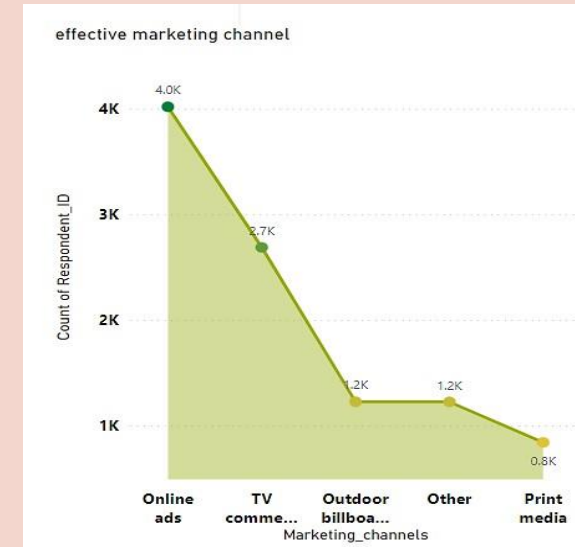
4. Brand ambassador

❑ Our target audiences are young sportspersons such as athletes, and cricketers with age between 15 and 30.

❑ So our brand ambassador should be an Enthusiastic sportsperson.

❑ In India, Cricket is one of the major sports that reach a huge audience so cricketers Should be taken into consideration.

❑ In India , Cricket is one of the major sports that reach a huge audience so cricketers Should be taken into consideration.

❑ For me It will be **Subhman Gill .**

5. Market enlargement:

❑ Our products have reached consumers of age 19-45 but we still **lag at reaching consumers under age 19 that is (15-19).**

❑ So our marketing strategy, product, and price should be in the way to reach this age group so the young youths can also reached our brand.

❑ This will help us in enlarging our market.

SUGGESTIONS

- ❏ Targeted Age Group : 15-45
- ❏ Major Consumers : Sports and Fitness Activist
- ❏ Preferred Ingredients : Caffeine
- ❏ Packaging : Compact and Innovative Cans
- ❏ Marketing Channels : Online Ads And Tv Commercials
- ❏ Brand ambassador : Subhman Gill (Indian Cricketer)
- ❏ Our Products Should Have More Flavours and Should have Healthy Ingredients
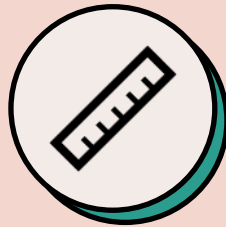
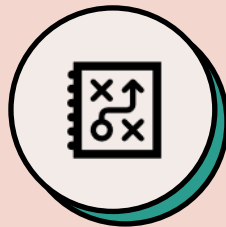# Plan for product launch

Planning
Synergize scalable e-commerce
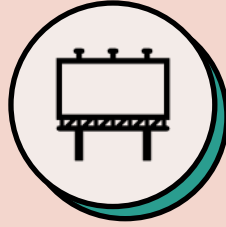
Marketing
Disseminate standardized metrics

Design
Coordinate e-business applications

Strategy
Foster holistically superior methodologies

Launch
Deploy strategic networks with compelling e-business needs

Thank you

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