

CodeX

Marketing Analysis

Domain: F&B Function: Marketing

Codebasics Resume Project Challenge - 06

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Company Overview

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.



Marketing Team

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.

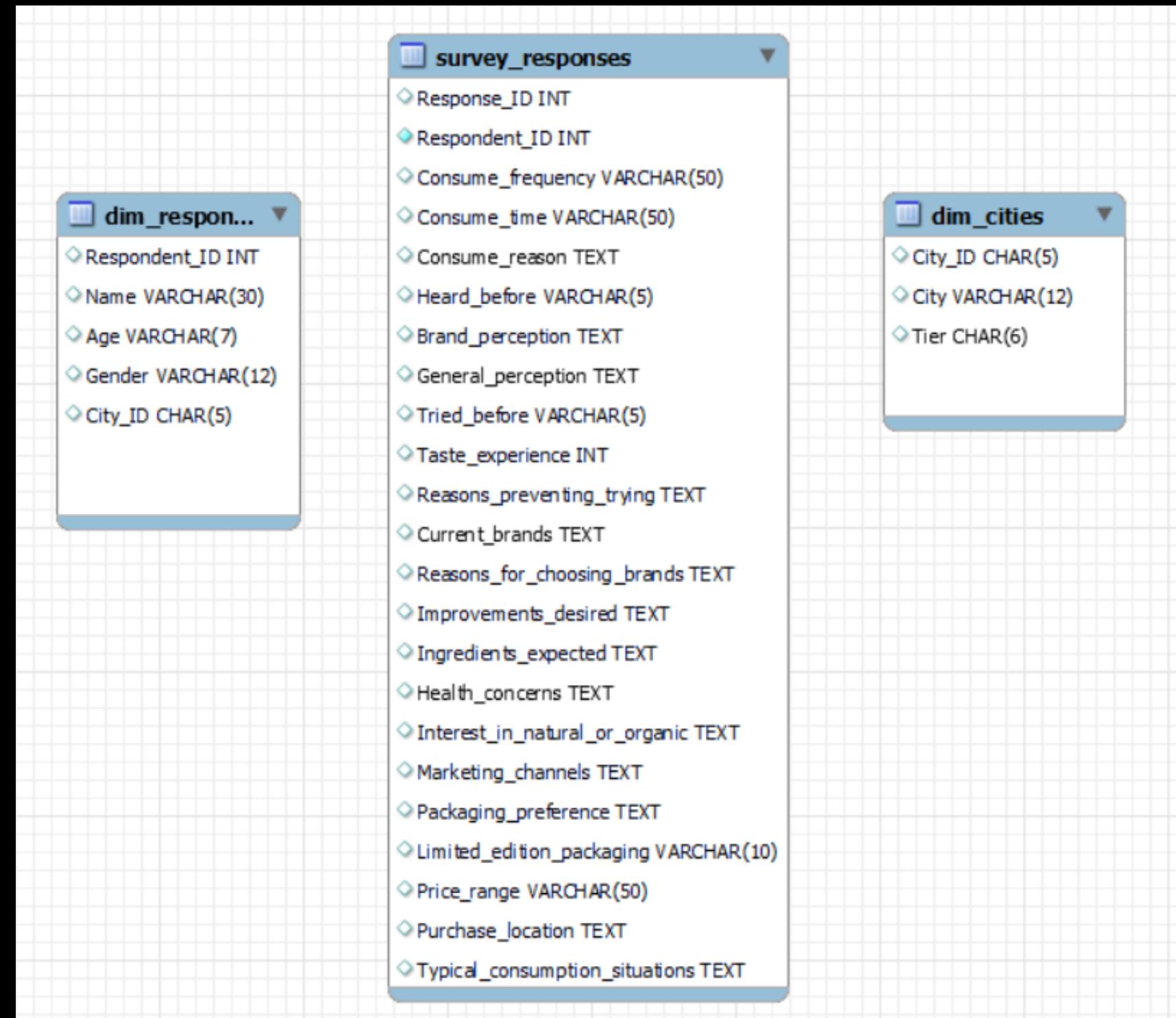


Problem Statement

- The Marketing Team wants insights to understand consumer preferences and buying behavior.
- They also need data-driven recommendations to improve marketing and product strategies.



DataSet



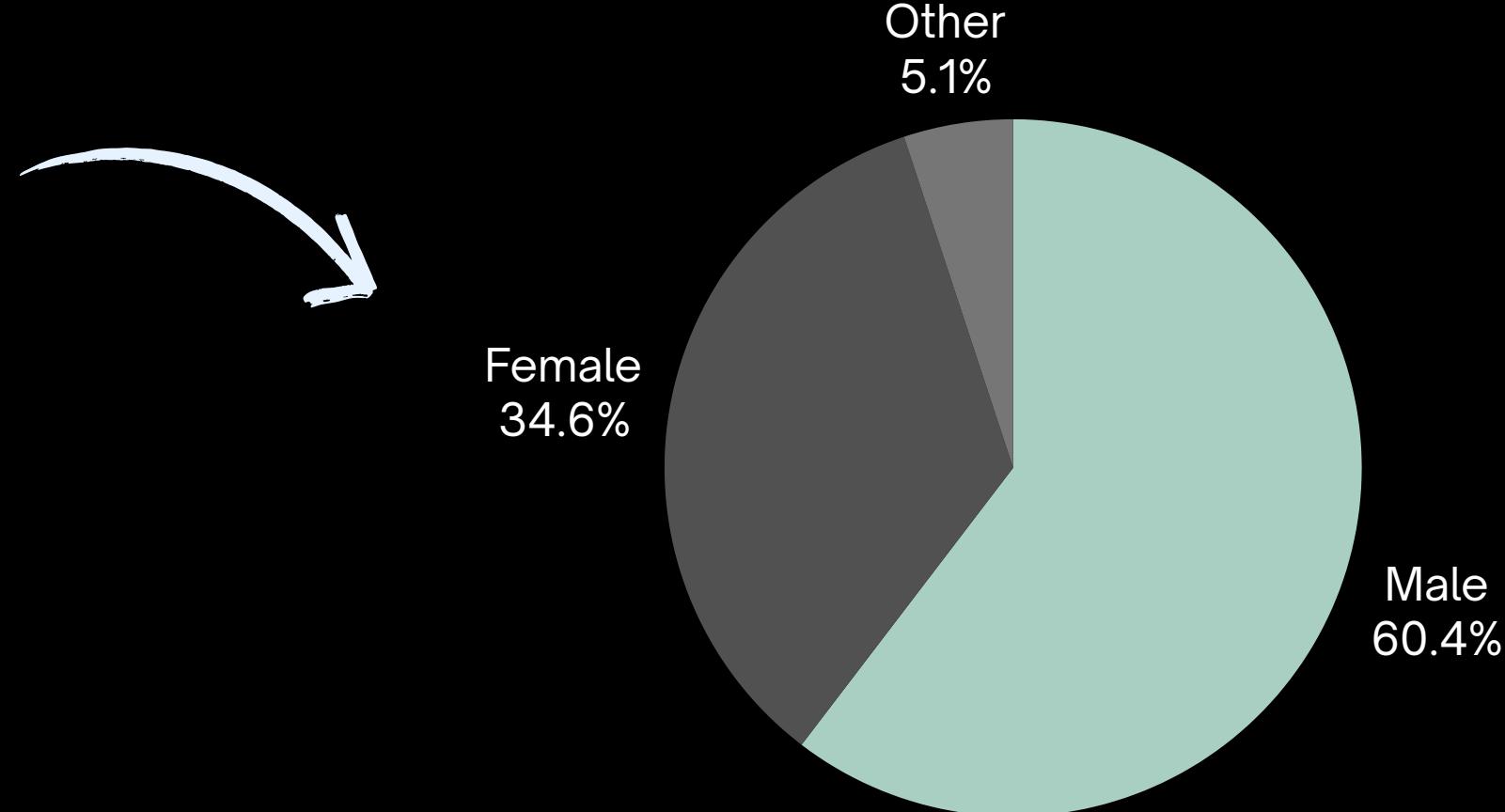


Demographic Insights

Who prefers energy drink more?

```
...  
SELECT gender,COUNT(*) AS total, RANK() OVER (ORDER BY COUNT(*) DESC) AS ranking  
FROM dim_respondents  
GROUP BY gender;
```

gender	total	ranking
Male	6038	1
Female	3455	2
Non-binary	507	3

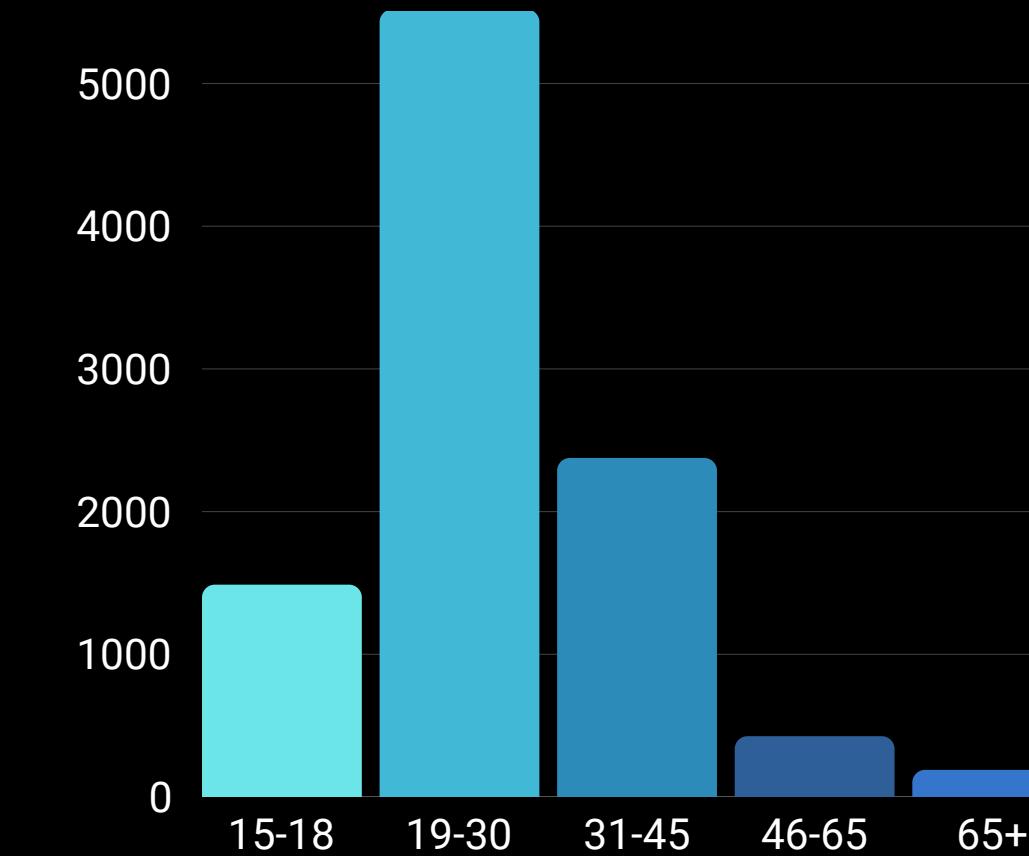
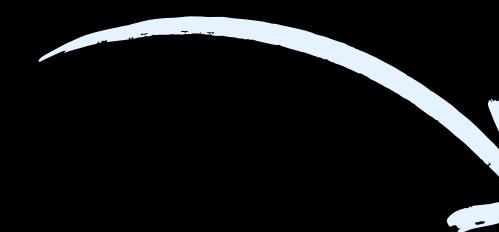


Which age group prefers energy drinks more?

...

```
SELECT age, COUNT(*) AS total, RANK() OVER (ORDER BY COUNT(*) DESC) AS ranking  
FROM dim_respondents  
GROUP BY age ;
```

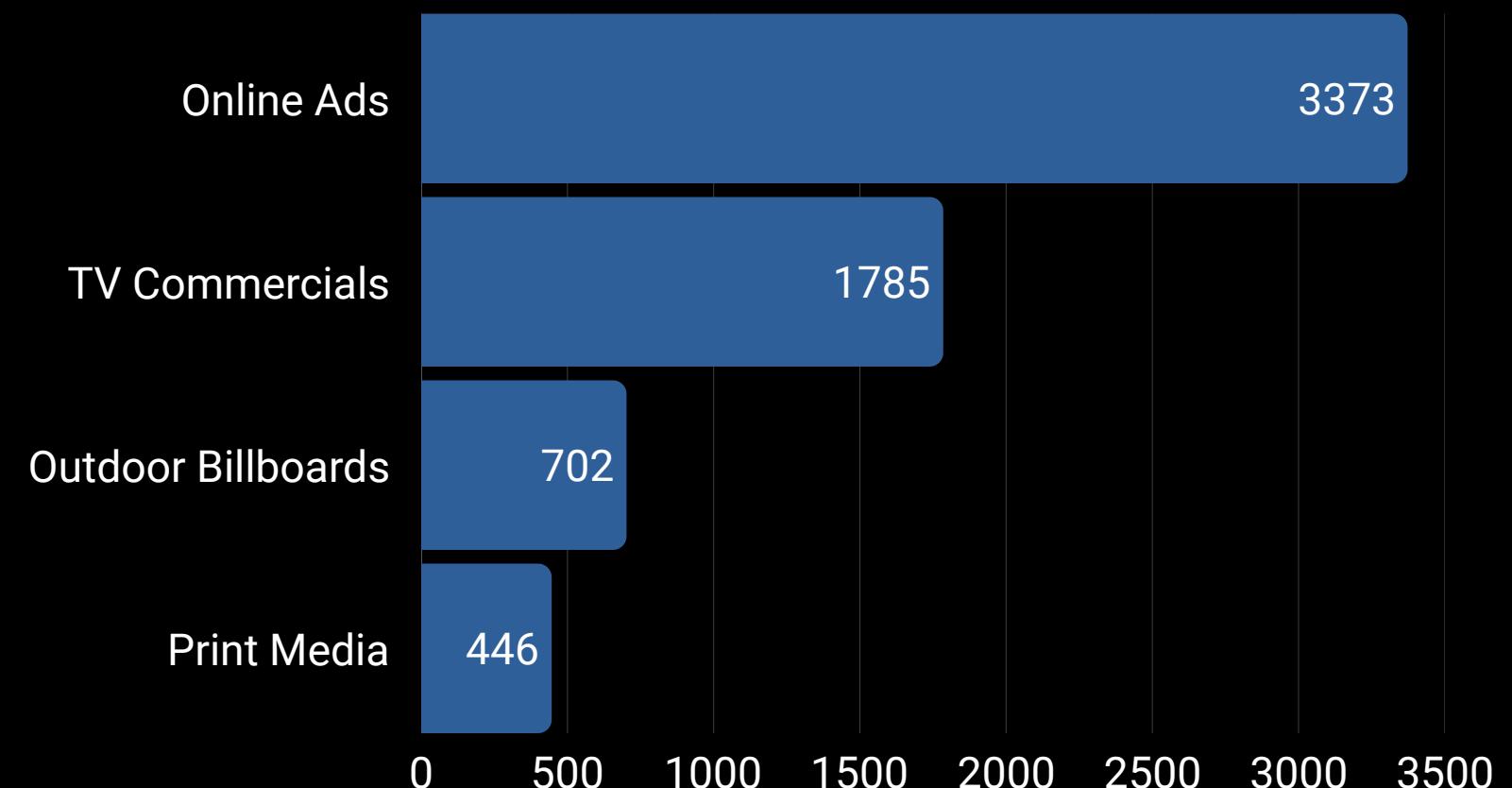
age	total	ranking
19-30	5520	1
31-45	2376	2
15-18	1488	3
46-65	426	4
65+	190	5



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

• • •

```
SELECT s.marketing_channels,  
COUNT(*) AS combined_total,  
RANK() OVER(ORDER BY count(*) DESC) AS ranking  
FROM survey_responses s  
JOIN dim_respondents r  
ON s.Respondent_ID = r.Respondent_ID  
WHERE r.age IN( "15-18" , "19-30")  
GROUP BY s.Marketing_channels;
```



marketing_channels	combined_total	ranking
Online ads	3373	1
TV commercials	1785	2
Other	702	3
Outdoor billboards	702	3
Print media	446	5





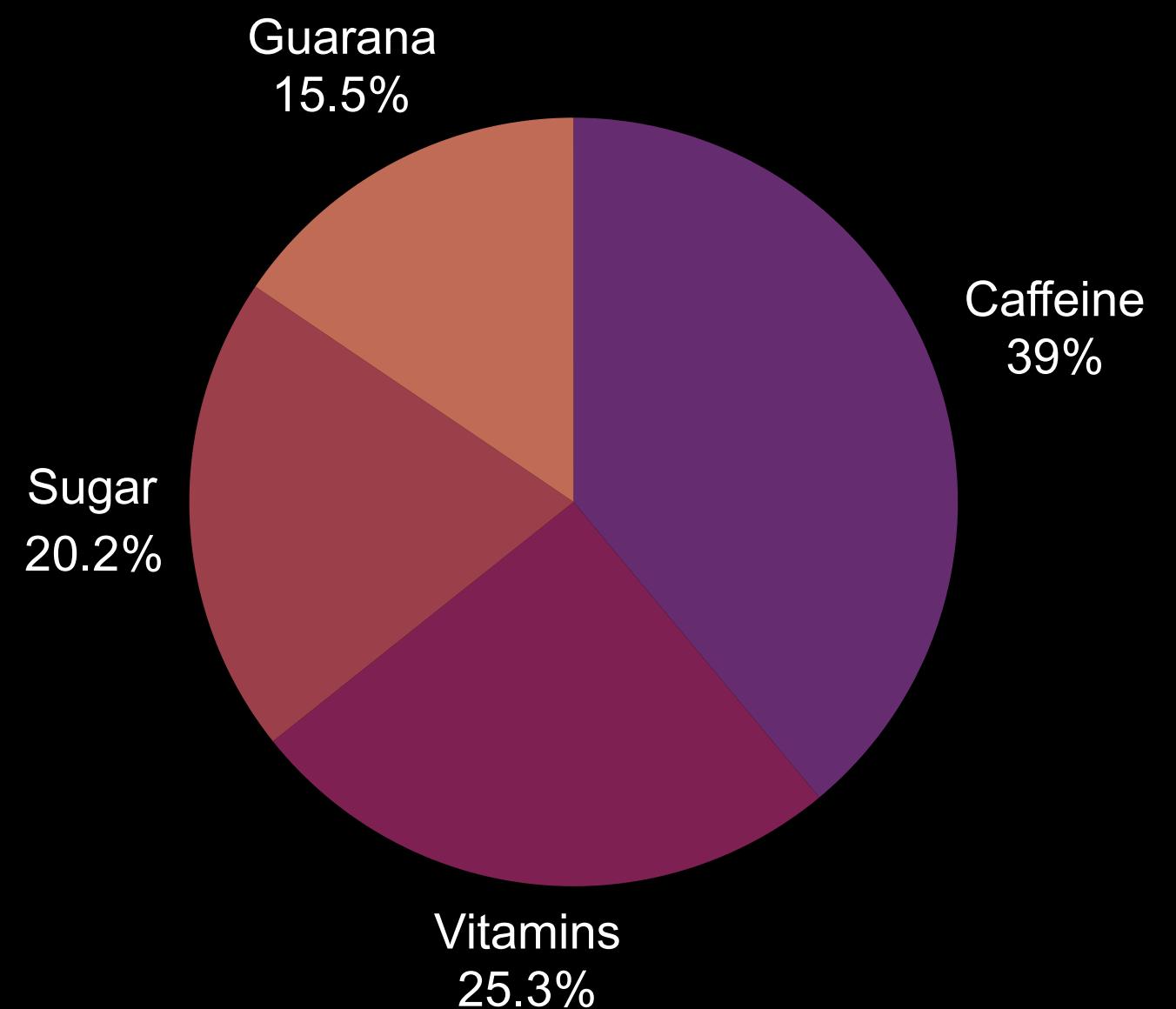
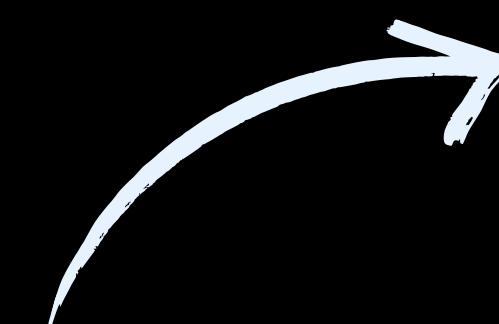
Consumer Preference

What are the preferred ingredients of energy drinks among respondents?



```
SELECT Ingredients_expected ,COUNT(*) AS total  
FROM survey_responses  
GROUP BY Ingredients_expected;
```

Ingredients_expected	total
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

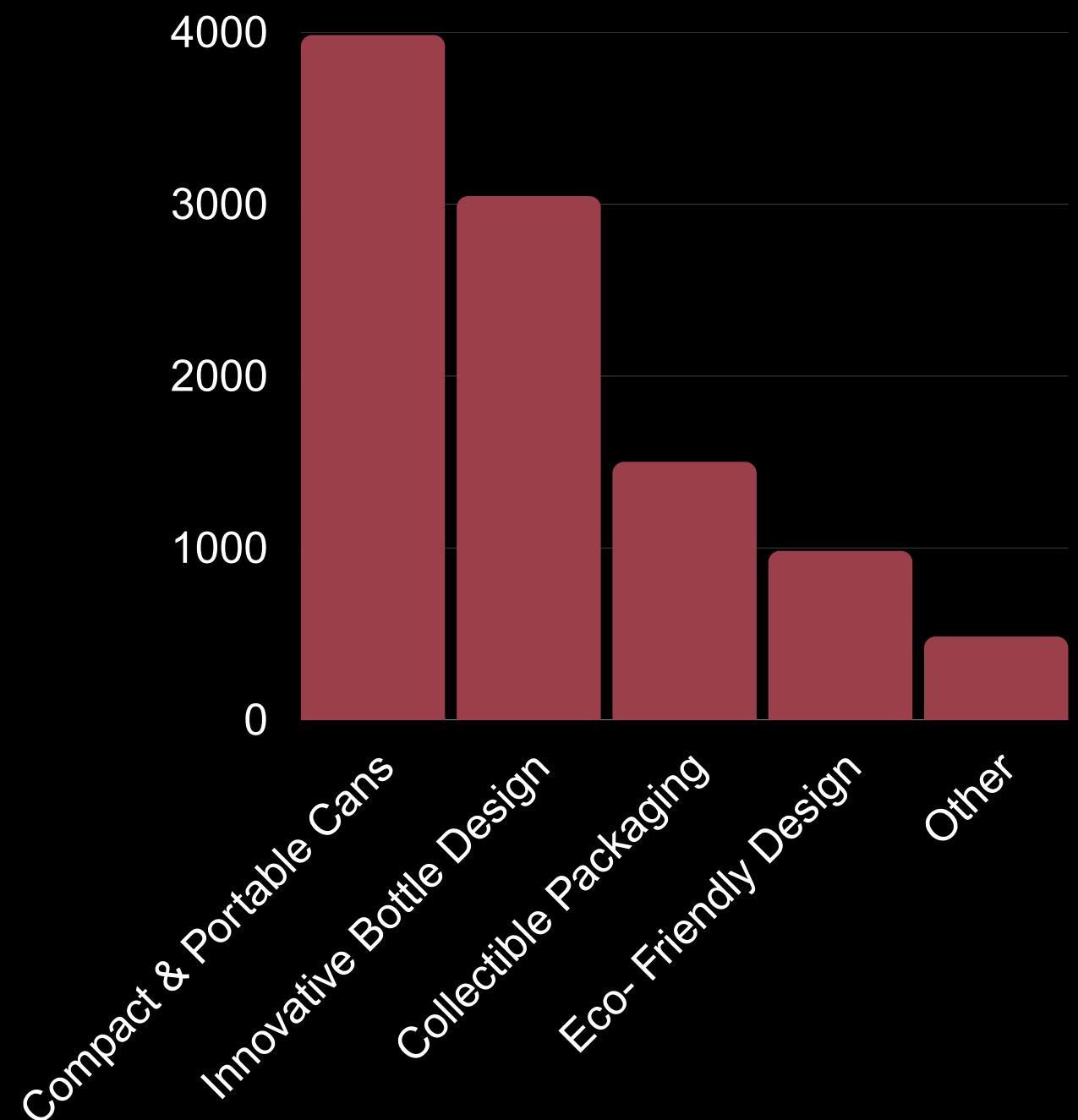
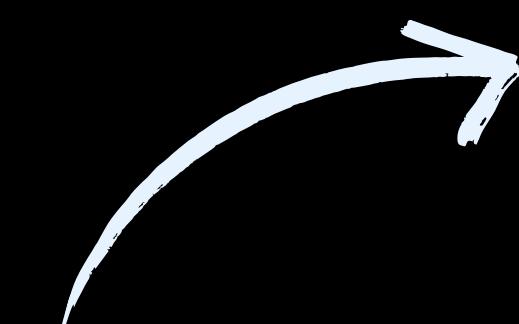


What packaging preferences do respondents have for energy drinks?



```
SELECT Packaging_preference ,COUNT(*) AS total,  
RANK() OVER (ORDER BY COUNT(*) DESC) AS ranking  
FROM survey_responses  
GROUP BY Packaging_preference;
```

Packaging_preference	total	ranking
Compact and portable cans	3984	1
Innovative bottle design	3047	2
Collectible packaging	1501	3
Eco-friendly design	983	4
Other	485	5





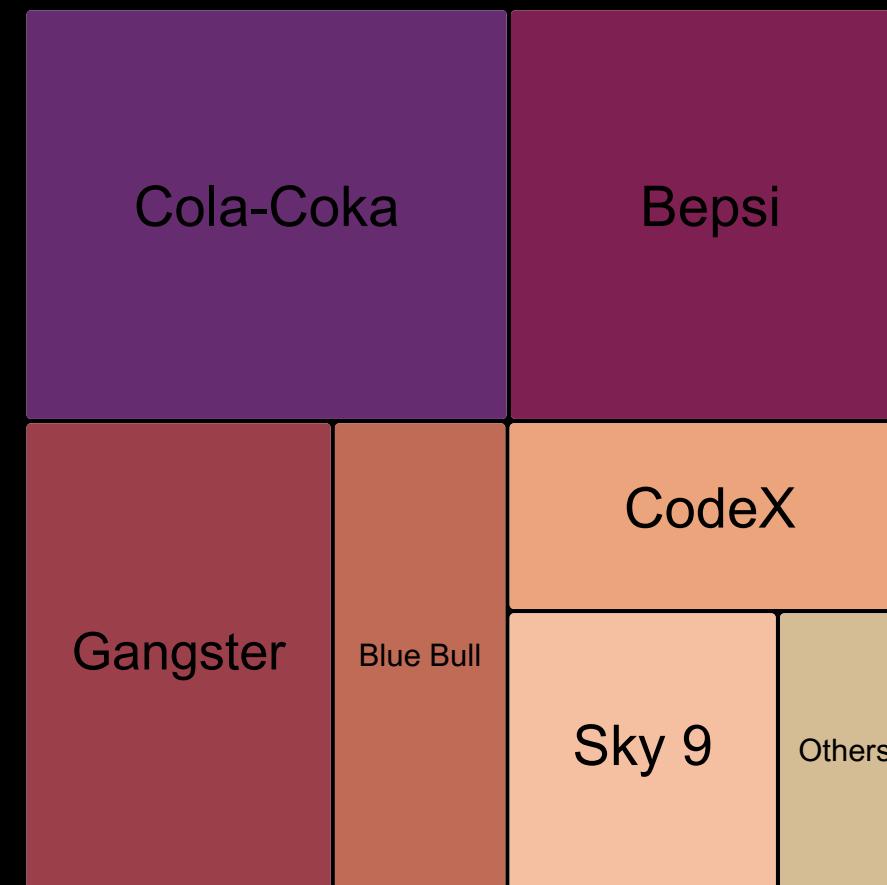
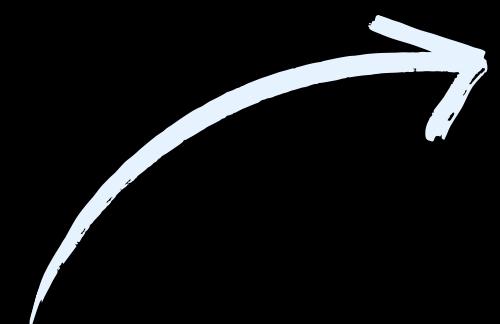
Competition Analysis

Who are the current market leaders?



```
SELECT Current_brands ,COUNT(*) AS total,  
RANK() OVER (ORDER BY COUNT(*) DESC) AS ranking  
FROM survey_responses  
GROUP BY Current_brands;
```

Current_brands	total	ranking
Cola-Coka	2538	1
Bepsi	2112	2
Gangster	1854	3
Blue Bull	1058	4
CodeX	980	5
Sky 9	979	6
Others	479	7

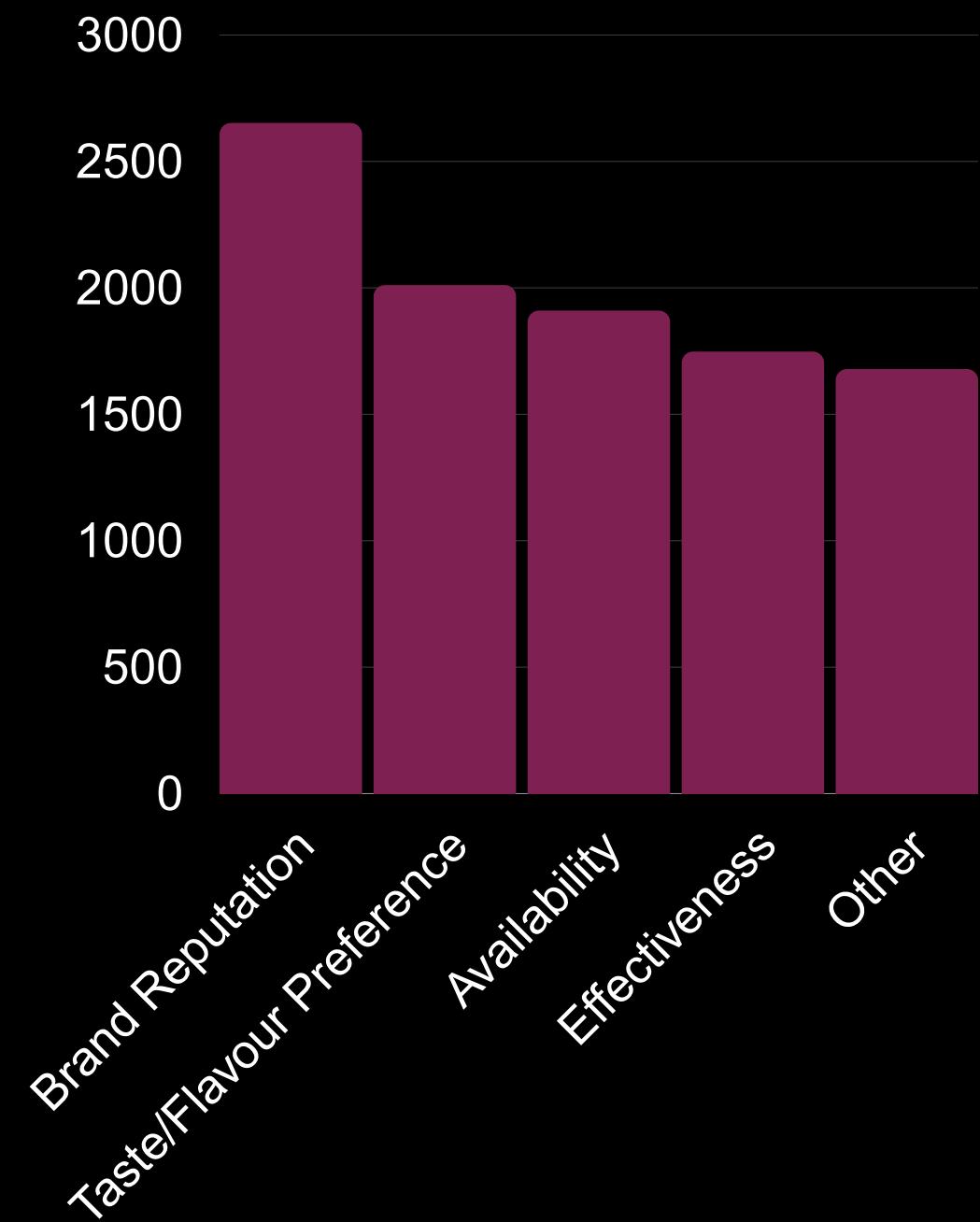
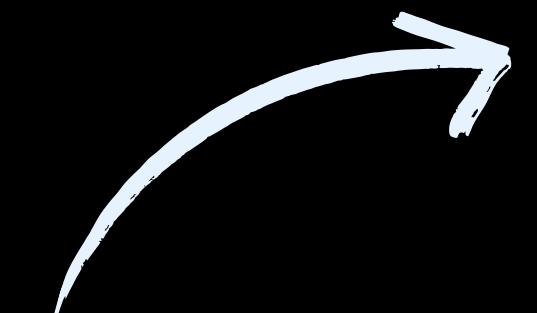


What are the primary reasons consumers prefer those brands over ours?



```
SELECT Reasons_for_choosing_brands,  
COUNT(*) AS total,  
RANK() OVER (ORDER BY COUNT(*) DESC) AS ranking  
FROM survey_responses  
GROUP BY Reasons_for_choosing_brands;
```

Reasons_for_choosing_brands	total	ranking
Brand reputation	2652	1
Taste/flavor preference	2011	2
Availability	1910	3
Effectiveness	1748	4
Other	1679	5





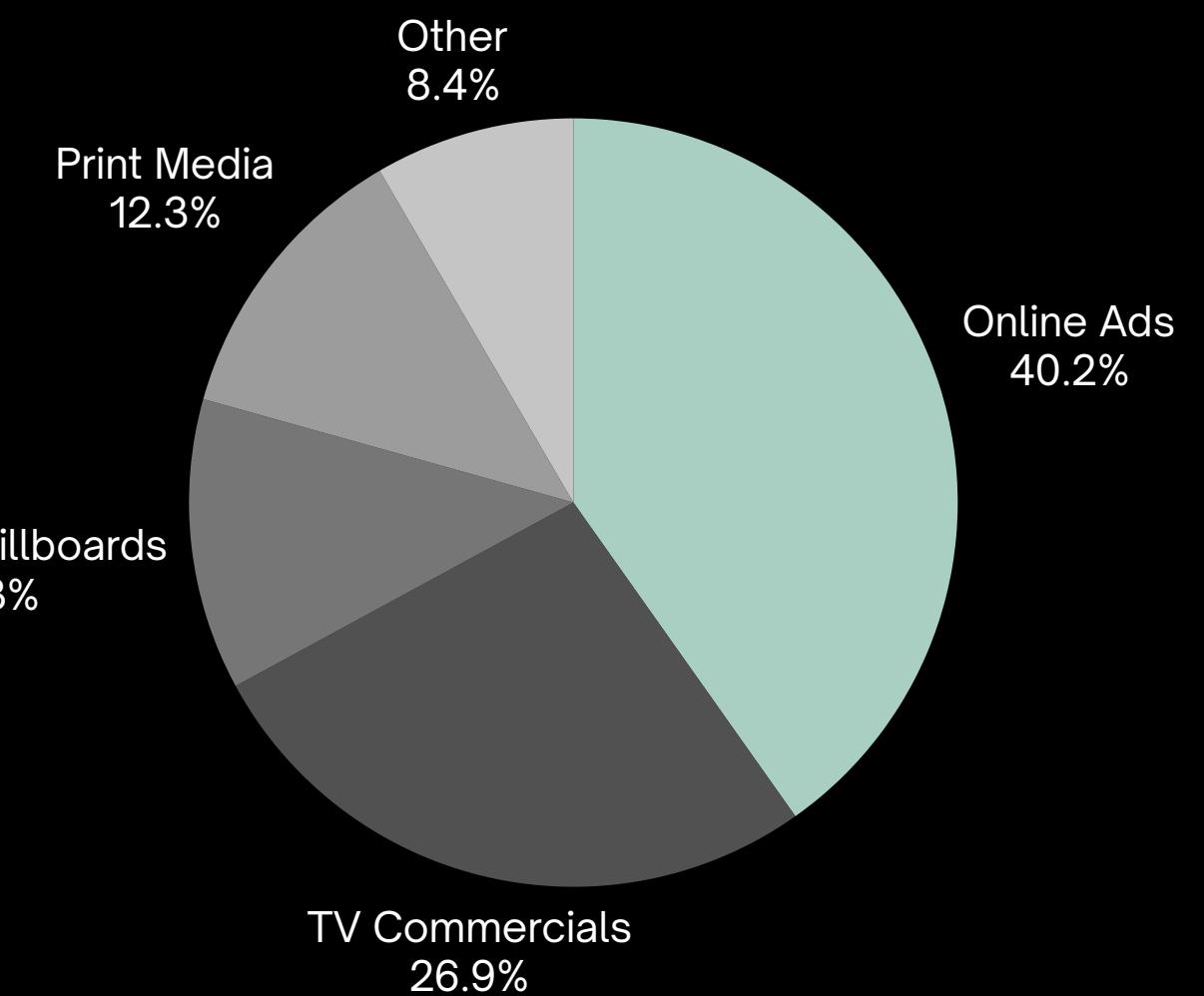
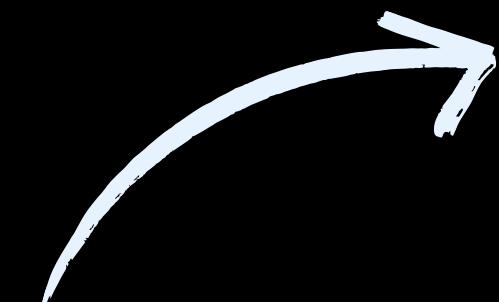
Marketing Channels & Brand Awareness

Which marketing channel can be used to reach more customers?



```
SELECT Marketing_channels ,COUNT(*) AS total,  
       RANK() OVER (ORDER BY COUNT(*) DESC) AS ranking  
FROM survey_responses  
GROUP BY Marketing_channels;
```

Marketing_channels	total	ranking
Online ads	4020	1
TV commercials	2688	2
Outdoor billboards	1226	3
Other	1225	4
Print media	841	5

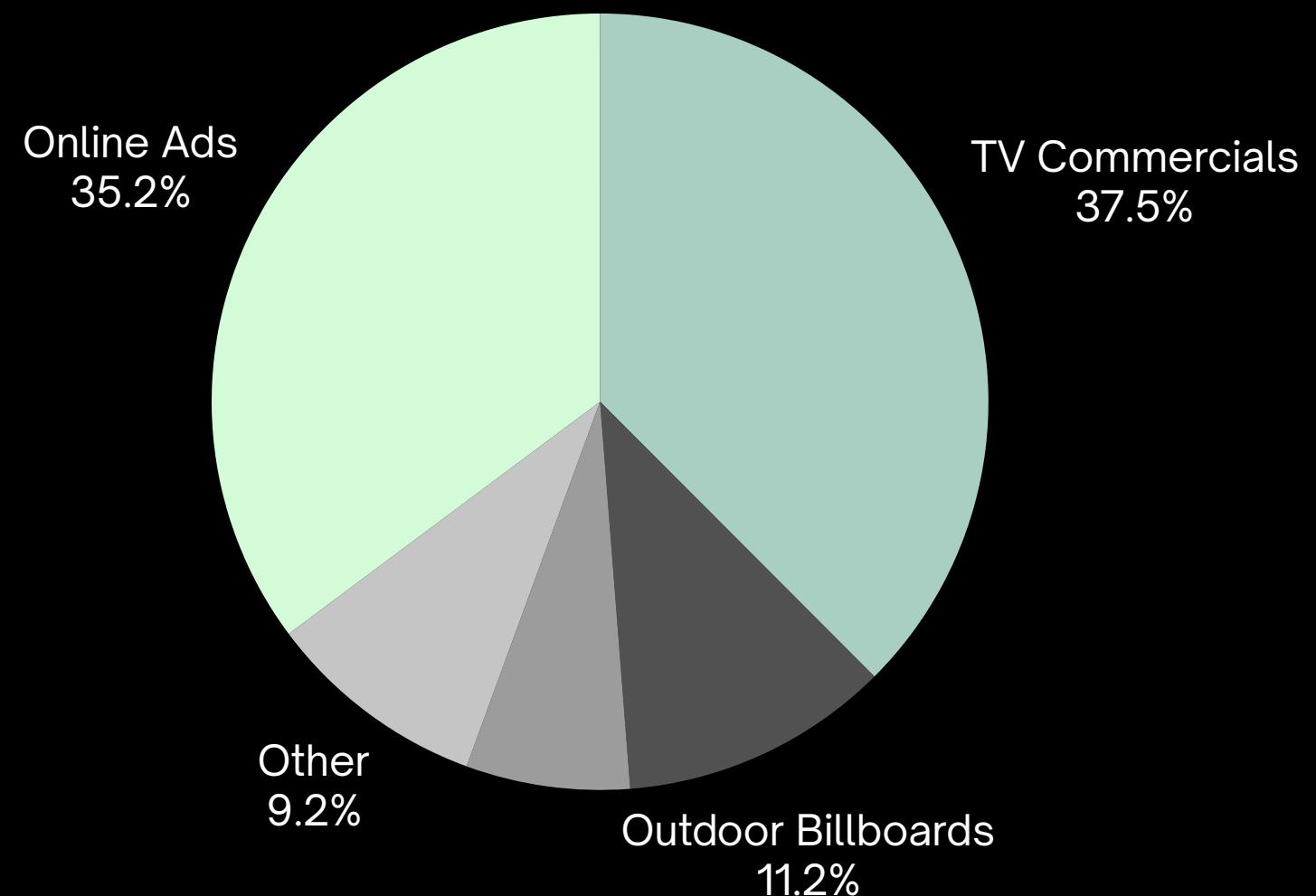
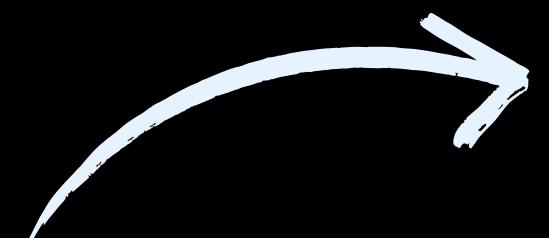


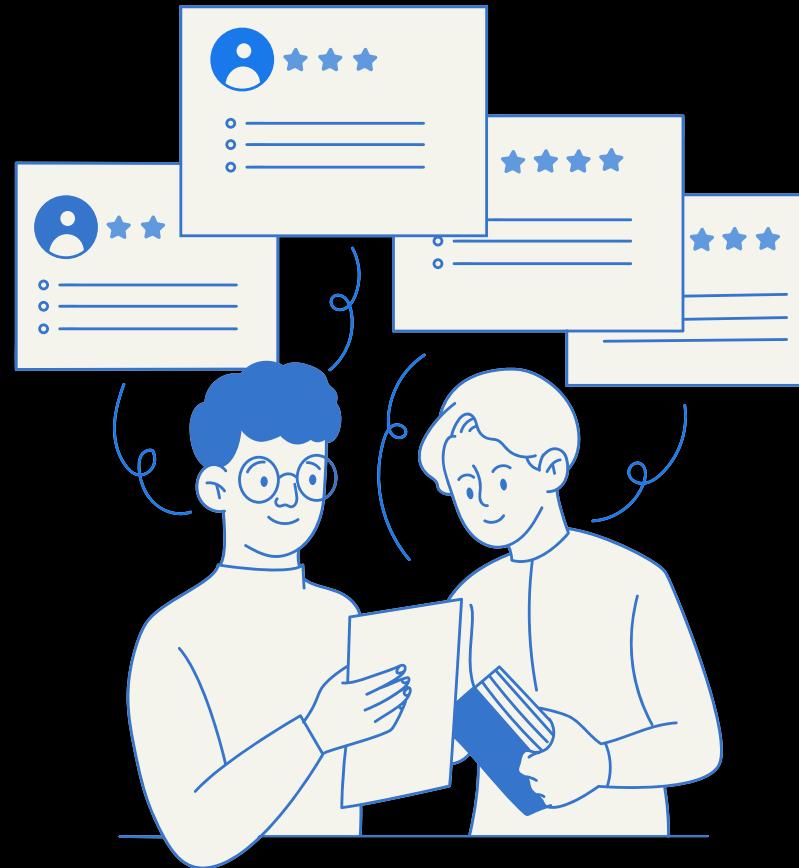
Which marketing channel is most preferred by respondents in Tier 2 cities?

...

```
SELECT
    s.Marketing_channels,
    COUNT(*) AS total
FROM dim_respondents r
JOIN survey_responses s ON s.Respondent_ID = r.Respondent_ID
LEFT JOIN dim_cities c ON r.City_ID = c.City_ID
WHERE c.Tier = 'Tier 2'
GROUP BY s.Marketing_channels
ORDER BY total DESC;
```

Marketing_channels	total
TV commercials	924
Online ads	867
Outdoor billboards	277
Other	227
Print media	168





Brand Penetration

What do people think about our brand? (overall rating)

...

```
SELECT ROUND(AVG(Taste_experience),1) AS average_rating  
FROM survey_responses  
WHERE Heard_before = 'Yes';
```

average_rating
3.3



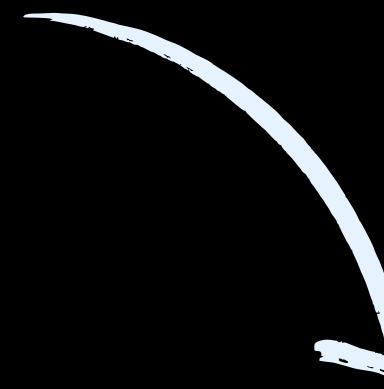
Which cities do we need to focus more on?

```
with pos as (
SELECT c.City, COUNT(*) AS positive_count
FROM dim_respondents r
JOIN survey_responses s ON s.Respondent_ID = r.Respondent_ID
LEFT JOIN dim_cities c ON r.City_ID = c.City_ID
WHERE s.Brand_perception = 'positive'
GROUP BY c.City),

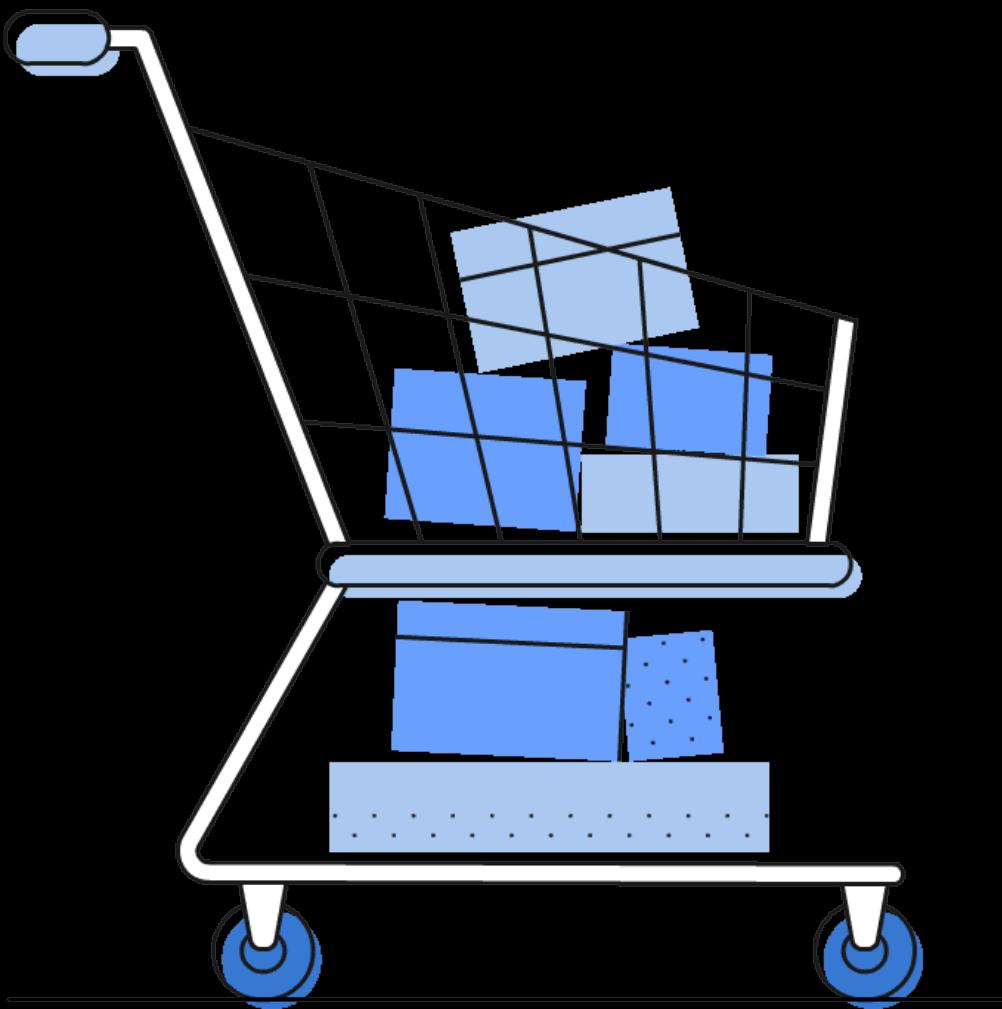
neg as (
SELECT c.City, count(*) as negative_count
FROM dim_respondents r
JOIN survey_responses s ON s.Respondent_ID = r.Respondent_ID
LEFT JOIN dim_cities c ON r.City_ID = c.City_ID
WHERE s.Brand_perception = 'negative'
GROUP BY c.City),

neu as (SELECT c.city, count(*) as neutral_count
FROM dim_respondents r
JOIN survey_responses s ON s.Respondent_ID = r.Respondent_ID
LEFT JOIN dim_cities c ON r.City_ID = c.City_ID
WHERE s.Brand_perception = 'neutral'
GROUP BY c.City)

SELECT pos.city, pos.positive_count , neg.negative_count, neu.neutral_count
FROM pos
JOIN neg ON pos.city = neg.city
JOIN neu ON pos.city = neu.city;
```



city	positive_count	negative_count	neutral_count
Bangalore	566	418	1844
Mumbai	435	228	847
Hyderabad	376	266	1191
Pune	205	282	419
Chennai	196	126	615
Delhi	145	74	210
Kolkata	106	67	393
Ahmedabad	99	149	208
Jaipur	91	106	163
Lucknow	38	53	84



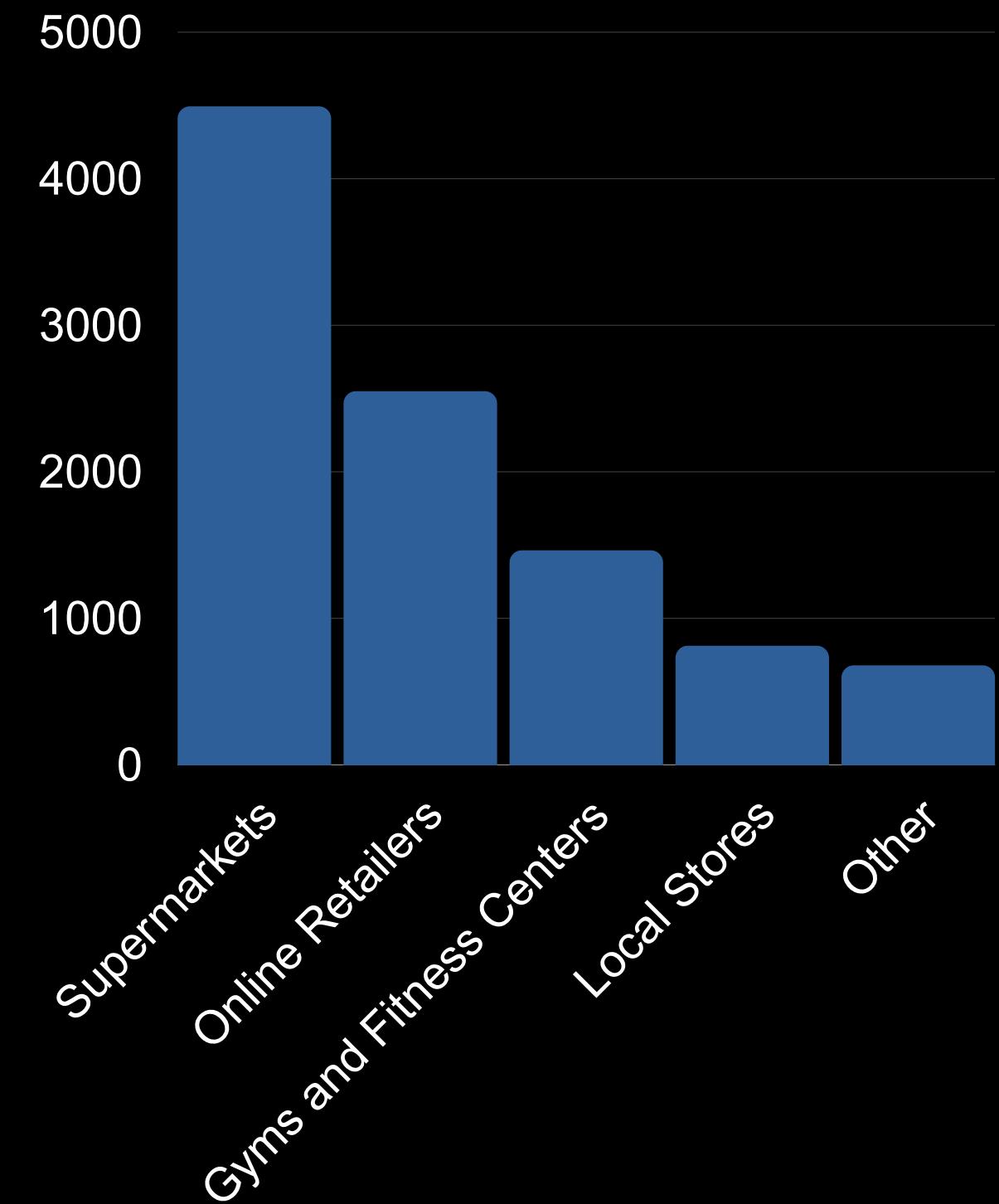
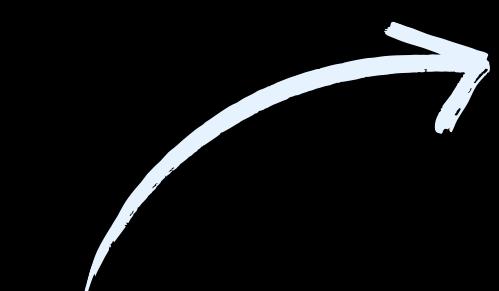
Purchase Behaviour

Where do respondents prefer to purchase energy drinks?

...

```
SELECT Purchase_location ,COUNT(*) AS total,  
       RANK() OVER (ORDER BY COUNT(*) DESC) AS ranking  
FROM survey_responses  
GROUP BY Purchase_location;
```

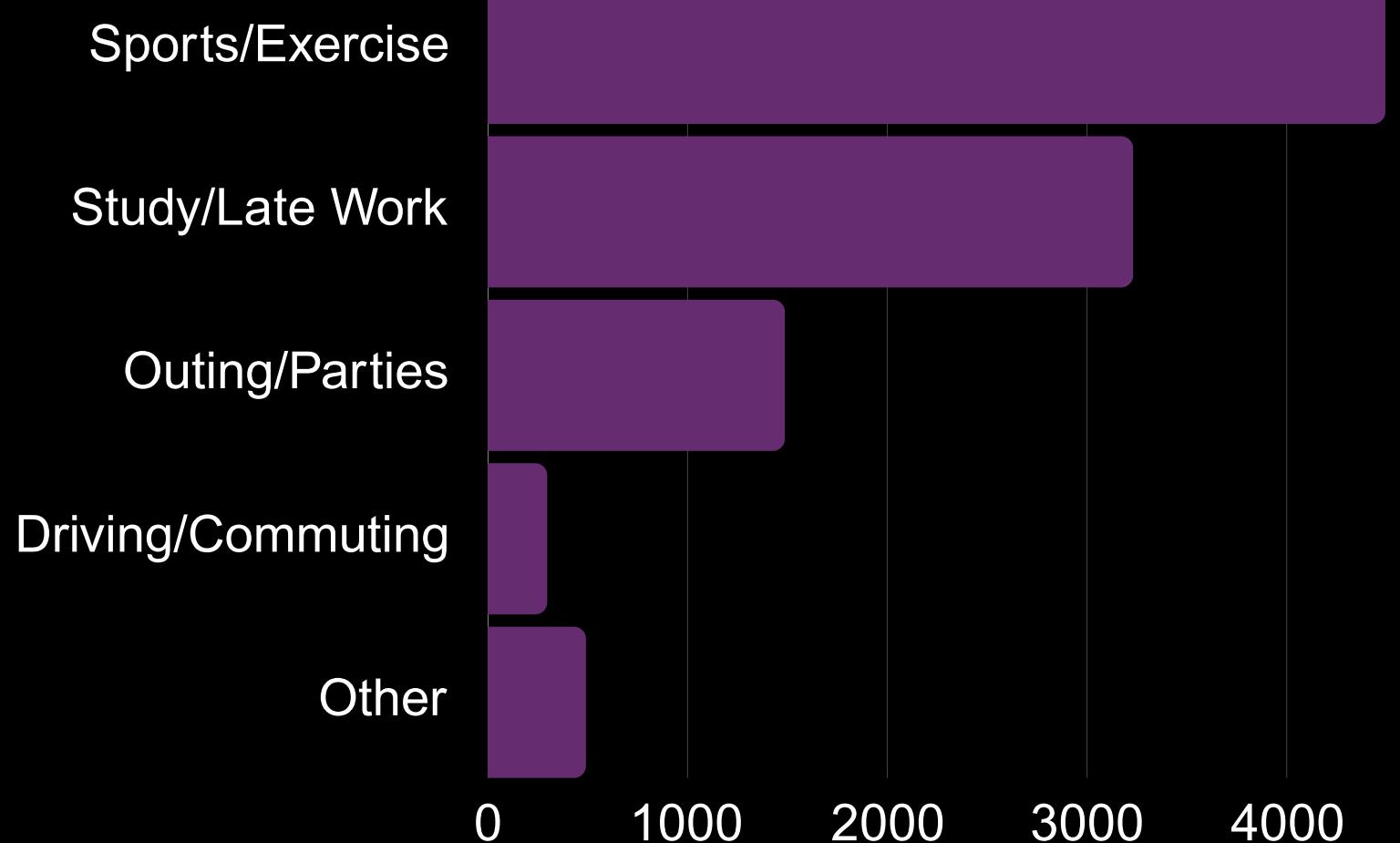
Purchase_location	total	ranking
Supermarkets	4494	1
Online retailers	2550	2
Gyms and fitness centers	1464	3
Local stores	813	4
Other	679	5



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

```
...  
SELECT Typical_consumption_situations ,COUNT(*) AS total,  
       RANK() OVER (ORDER BY COUNT(*) DESC) AS ranking  
FROM survey_responses  
GROUP BY Typical_consumption_situations;
```

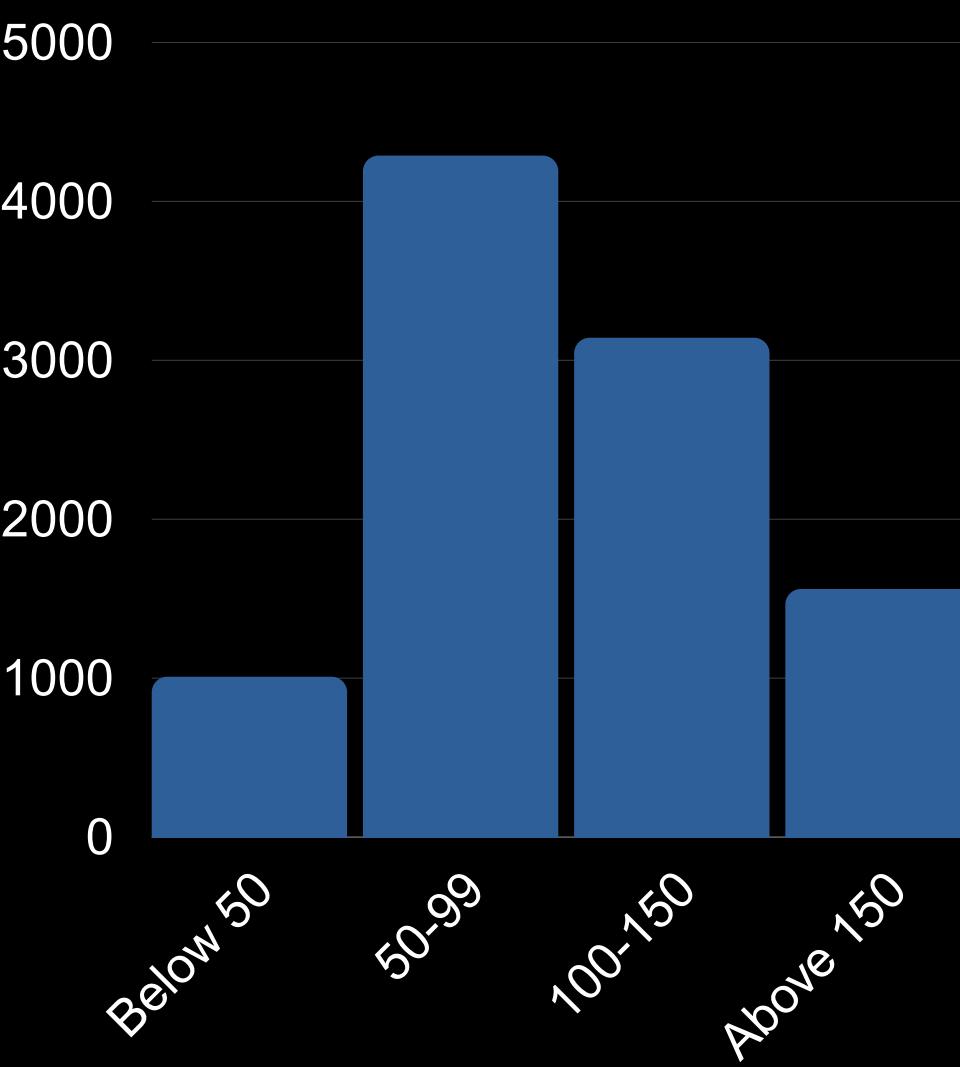
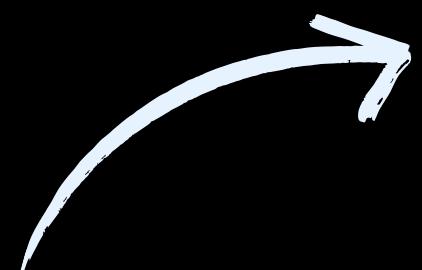
Typical_consumption_situations	total	ranking
Sports/exercise	4494	1
Studying/working late	3231	2
Social outings/parties	1487	3
Other	491	4
Driving/commuting	297	5



What factors influence respondents' purchase decisions, such as price range ?

```
...  
SELECT Price_range, COUNT(*) AS total,  
       RANK() OVER (ORDER BY COUNT(*) DESC) AS ranking  
FROM survey_responses  
GROUP BY Price_range;
```

Price_range	total	ranking
50-99	4288	1
100-150	3142	2
Above 150	1561	3
Below 50	1009	4





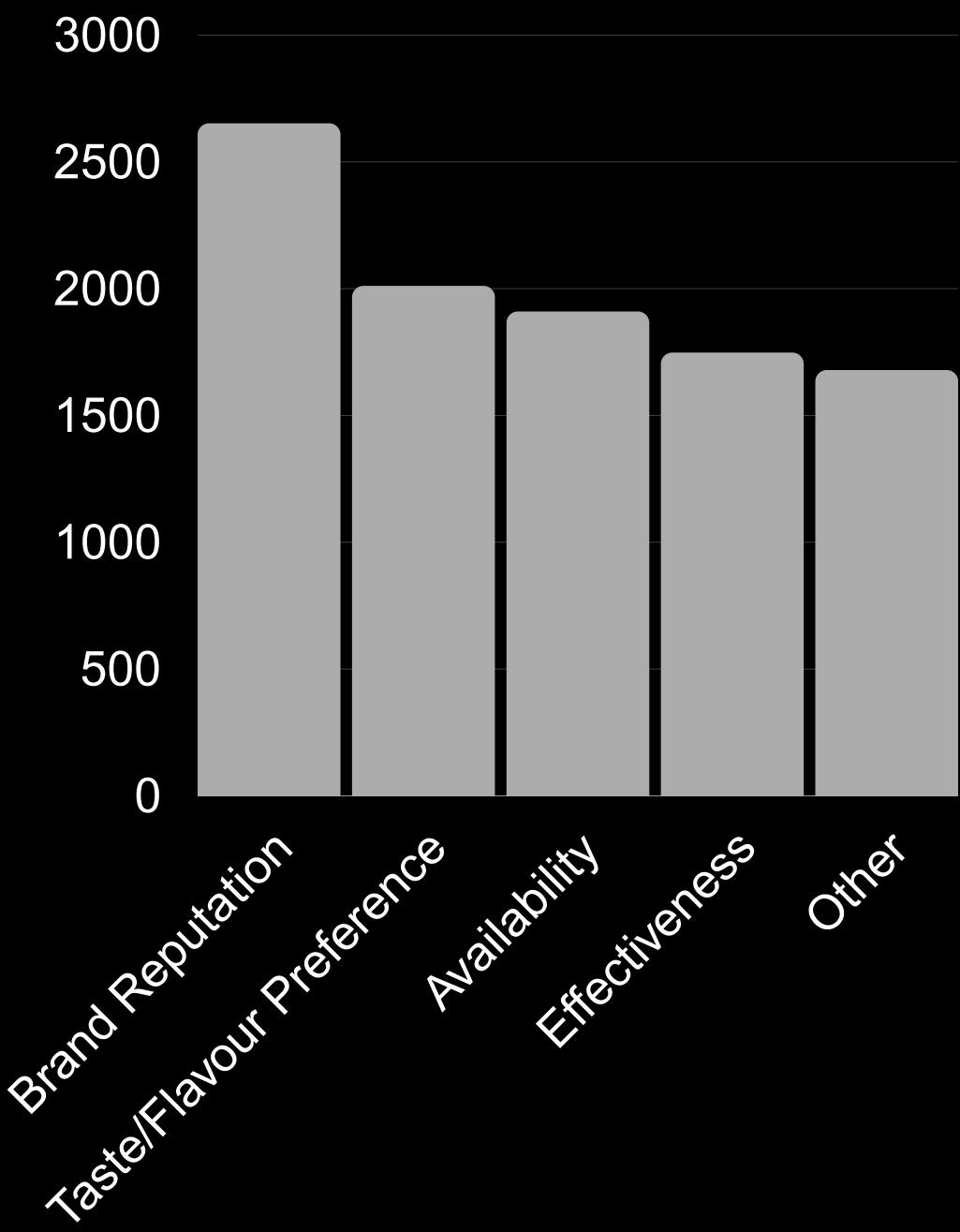
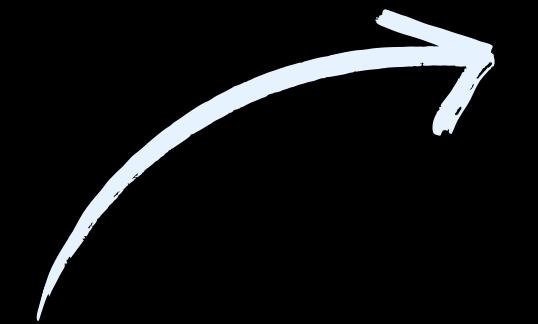
Product Development

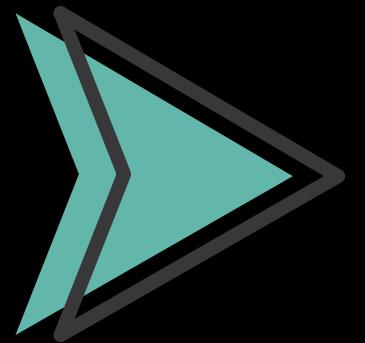
Which area of business should we focus more on our product development?



```
SELECT Reasons_for_choosing_brands ,COUNT(*) AS total,  
      RANK() OVER (ORDER BY COUNT(*) DESC) AS ranking  
FROM survey_responses  
GROUP BY Reasons_for_choosing_brands;
```

Reasons_for_choosing_brands	total	ranking
Brand reputation	2652	1
Taste/flavor preference	2011	2
Availability	1910	3
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Recommendations



Immediate Improvements Required

Insight	Action
<p>1,389 respondents chose other brands due to poor availability.</p>	<p>Strengthen distribution in high-demand areas — Bangalore and Mumbai.</p>
<p>Demand for healthier ingredients like vitamins, guarana, and low sugar.</p>	<p>Introduce health-based variants & Add more natural flavours.</p>
<p>2,563 respondents chose other brands for better brand reputation.</p>	<p>Run awareness campaigns focused on trust & credibility.</p>

Marketing Campaigns and Offers

Student Offers : Study packs, late-night deals, exam-time combos

Smart Deals : Buy 2 Get 1, Refer & Earn, Bulk discounts

No Junk, Just Juice : Low sugar, clean ingredients, energy with care

Who can be a brand ambassador, and why?



Smriti Mandhana

- Leading female cricketer, relatable to young India
- Represents energy, consistency & modern fitness
- Connects well with both urban & semi-urban youth



● LIKE & SHARE