



Resume Project Challenge

CHALLENGE : PROVIDE INSIGHTS TO THE MARKETING TEAM OF “CODEX” COMPANY

DOMAIN: FOOD & BEVERAGE INDUSTRY

FUNCTION : MARKETING

TOOL USED: POWER BI ,SQL, POWER POINT

PRESENTED BY : SUMIT SANYAS



About the “Codex” Company

- ▶ **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

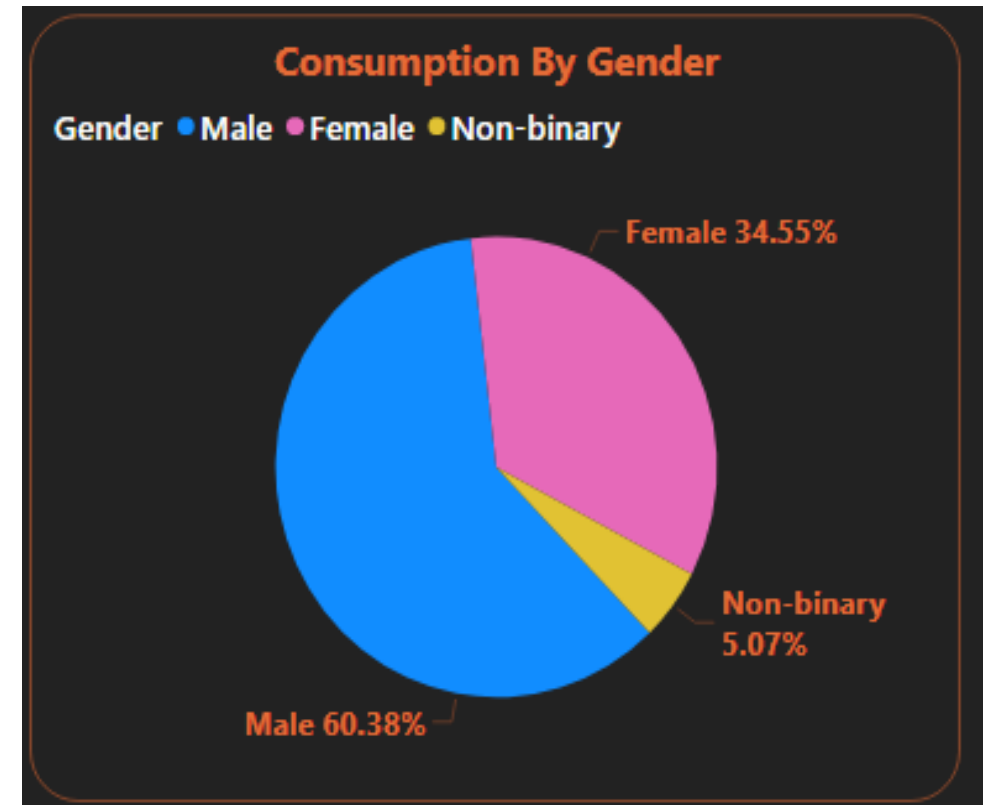


INSIGHTS



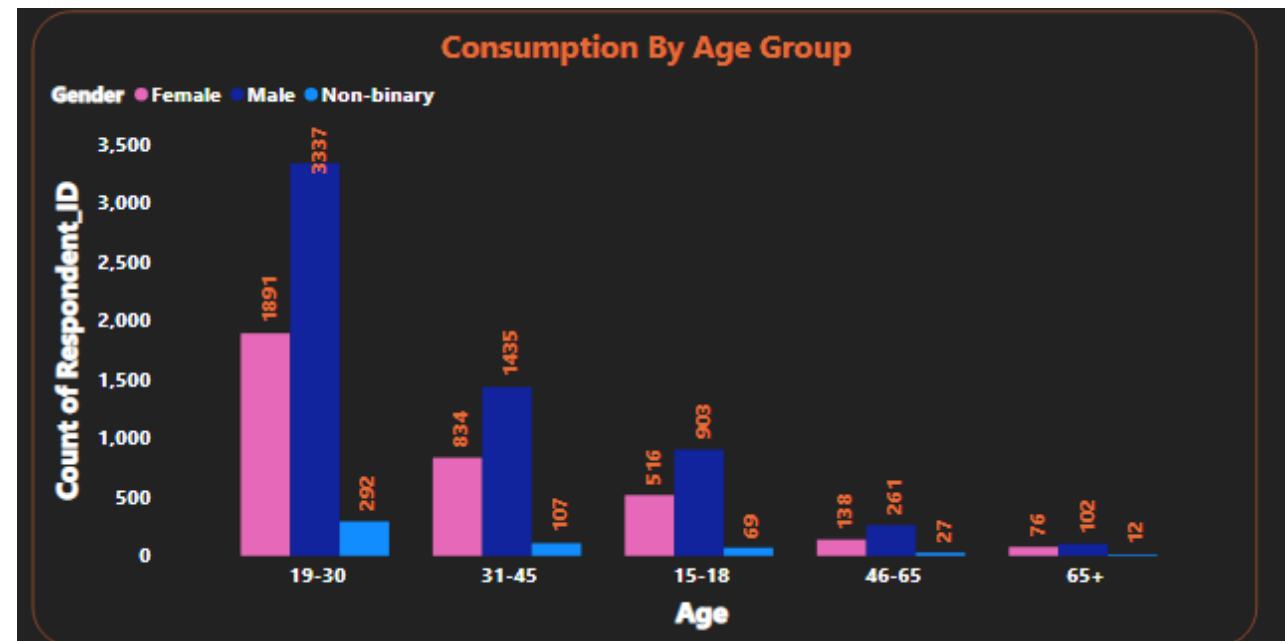
Demographic Insights

- ▶ **Q:Who prefers energy drink more?**
- ▶ Male had the highest Count of Consumption of 6,038, followed by Female at 3,455 and Non-binary at 507.
- ▶ 60.38% male consume energy drink.



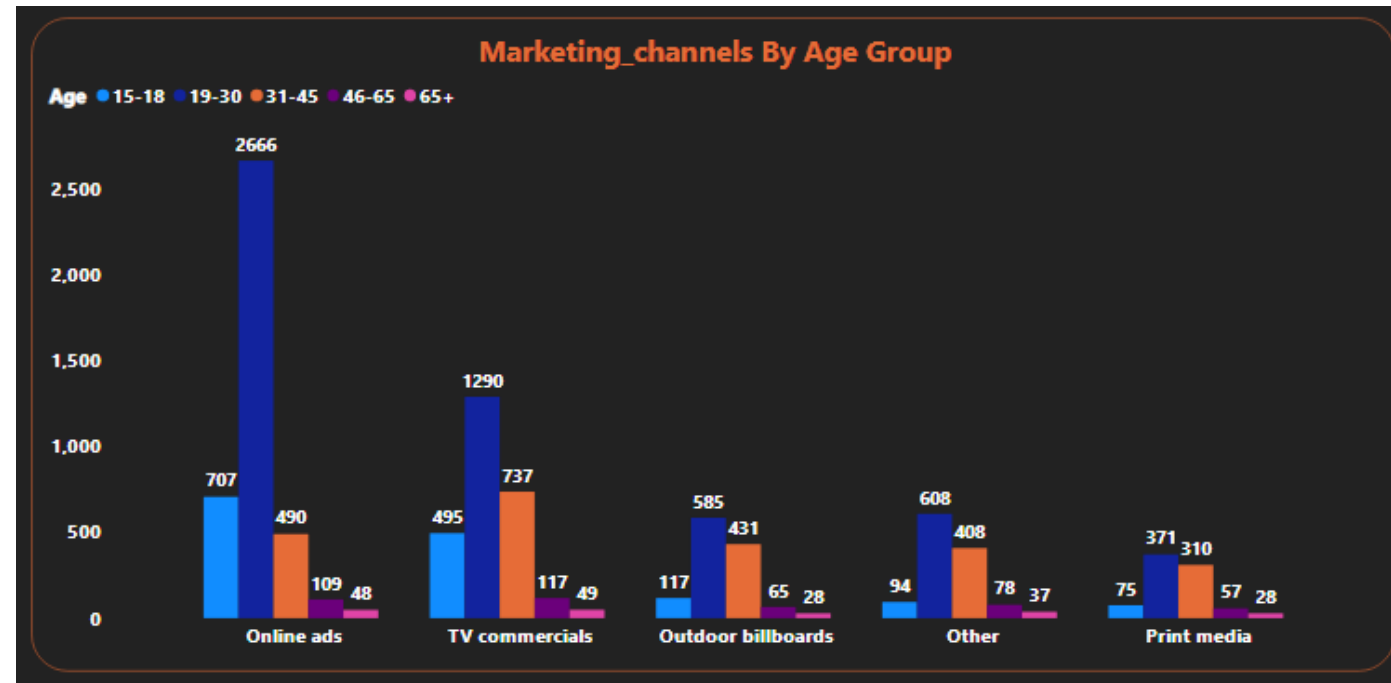
Demographic Insights

- ▶ Which age group prefers energy drinks more?
- ▶ The age group 19-30 has highest rate of consume energy drink I which most of them are male and followed by female



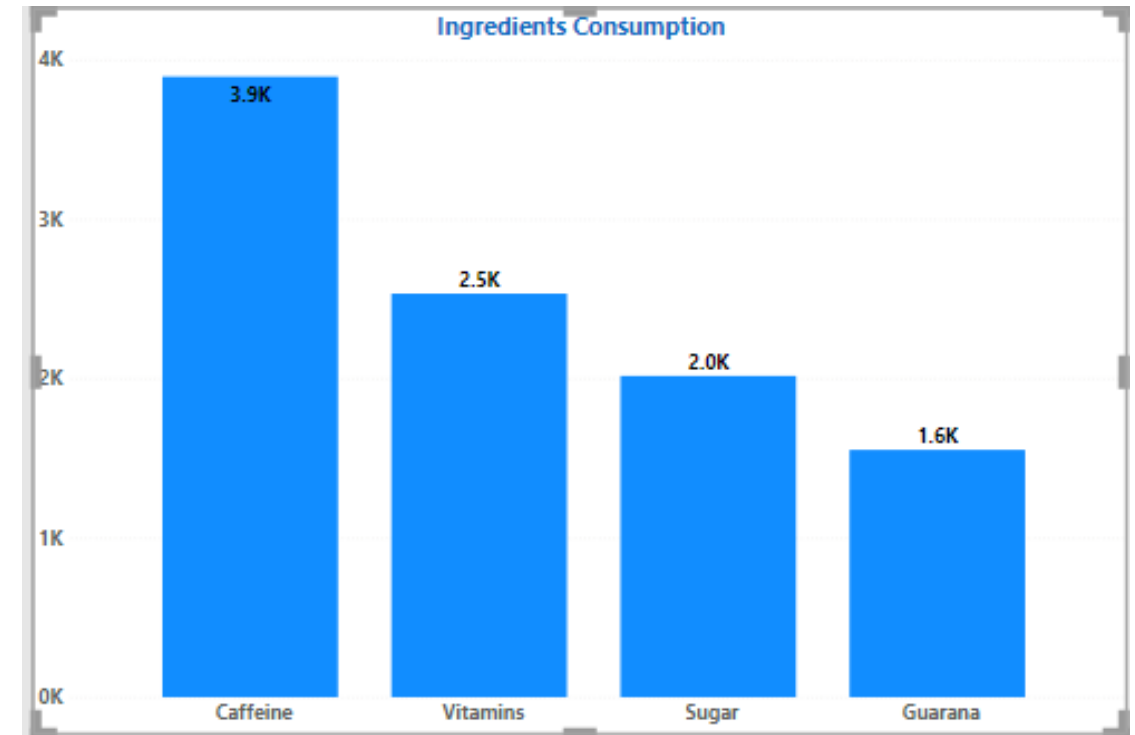
Demographic Insights

- ▶ Which type of marketing reaches the most Youth ?
- ▶ Online ads has highest rate which reaches to youth
- ▶ Age group of 19-30 are mostly spend their time on social media like Instagram and facebook.



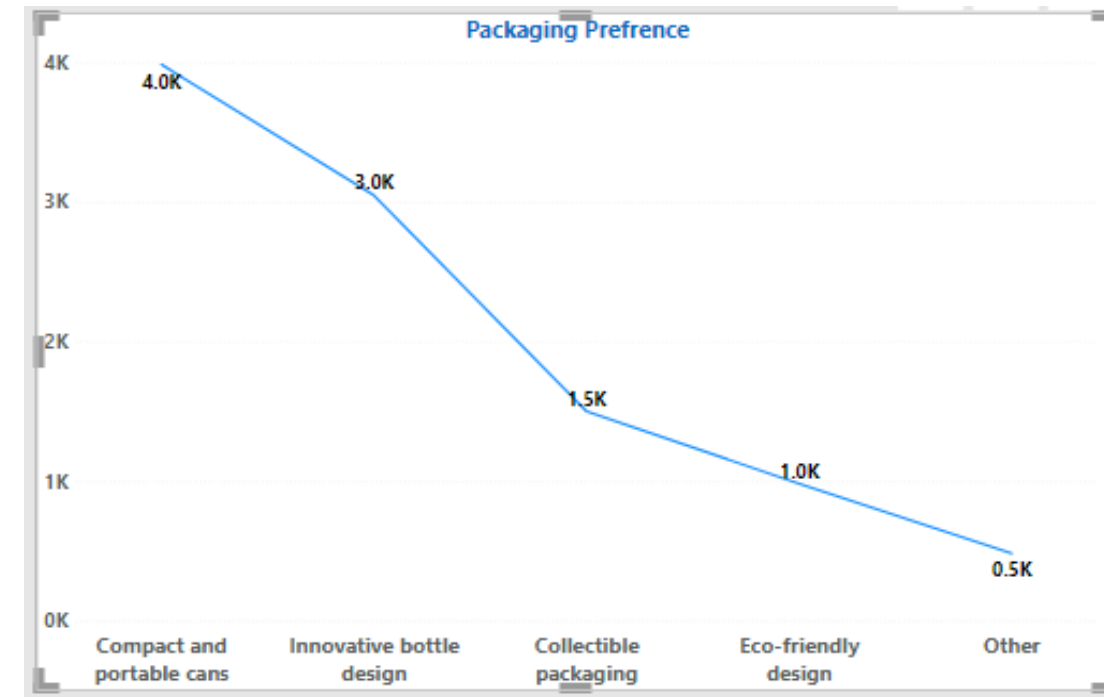
Consumer Preferences

- ▶ What are the preferred ingredients of energy drinks among respondents?
- ▶ **Caffeine** is the top of the list which is most preferred ingredients by the respondents **Because It can make people feel more alert and energetic, and has similar effects in kids and adults**
- ▶ Vitamins is second most preferred ingredients by the respondents



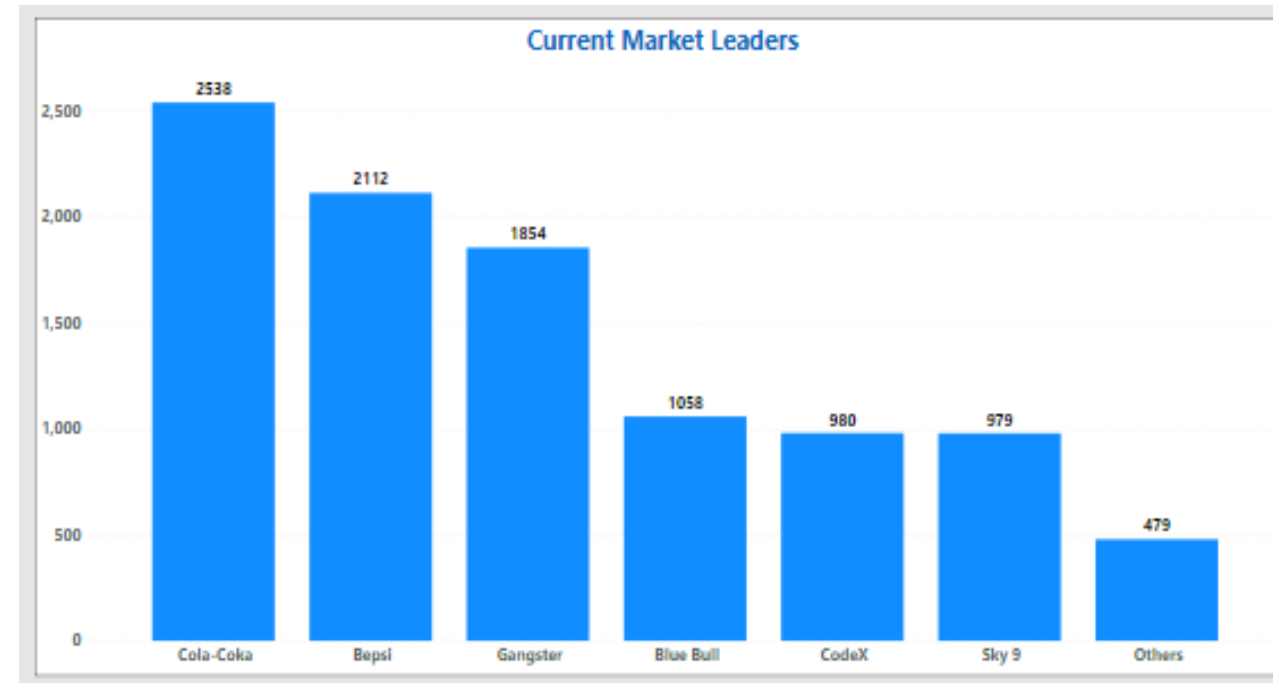
Consumer Preferences

- ▶ What packaging preferences do respondents have for energy drinks?
- ▶ Compact and portable cans are best packaging among the respondent . Out of 10k respondent 4k respondent like **Compact and portable cans**



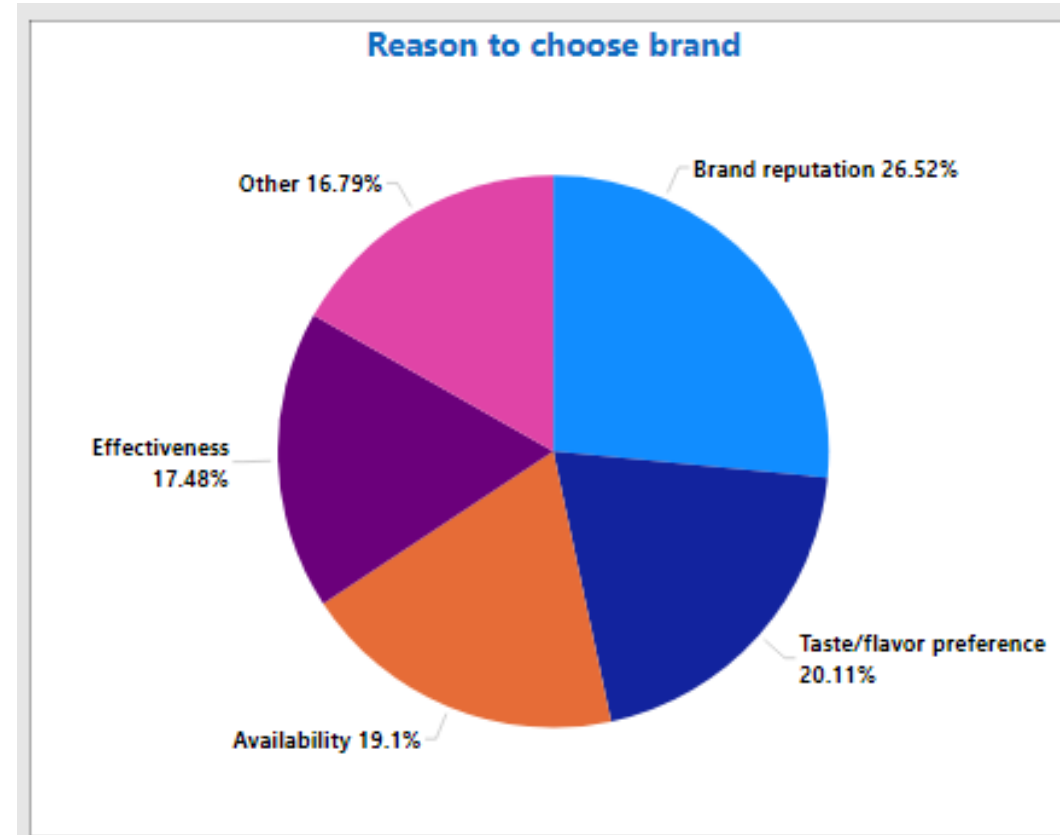
Competition Analysis

- ▶ **a. Who are the current market leaders?**
- ▶ Cola – coka , bepsi, gangster are the top 3 market leader of energy drink .
- ▶ As you see in graph the current competition of codex company is sky9
- ▶ Both the company equally voted by respondent



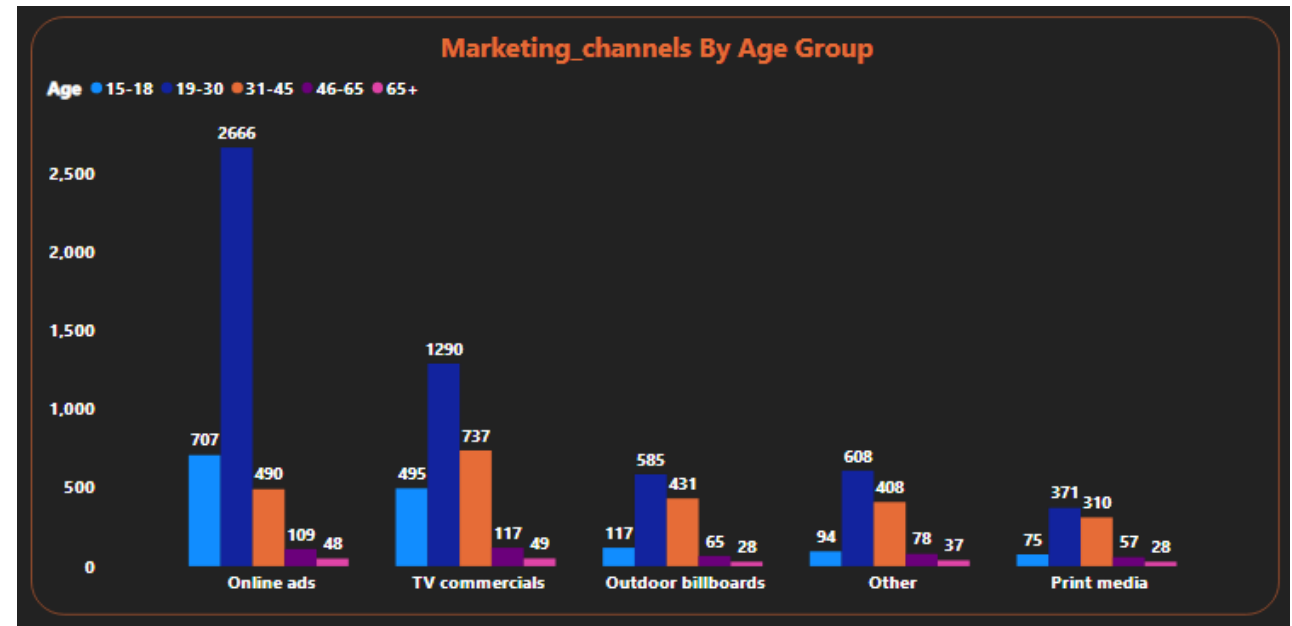
Competition Analysis

- ▶ **What are the primary reasons consumers prefer those brands over ours?**
- ▶ 26.52% of people choose energy drink over brand reputation
- ▶ 20.11% choose your taste /flavor preferences



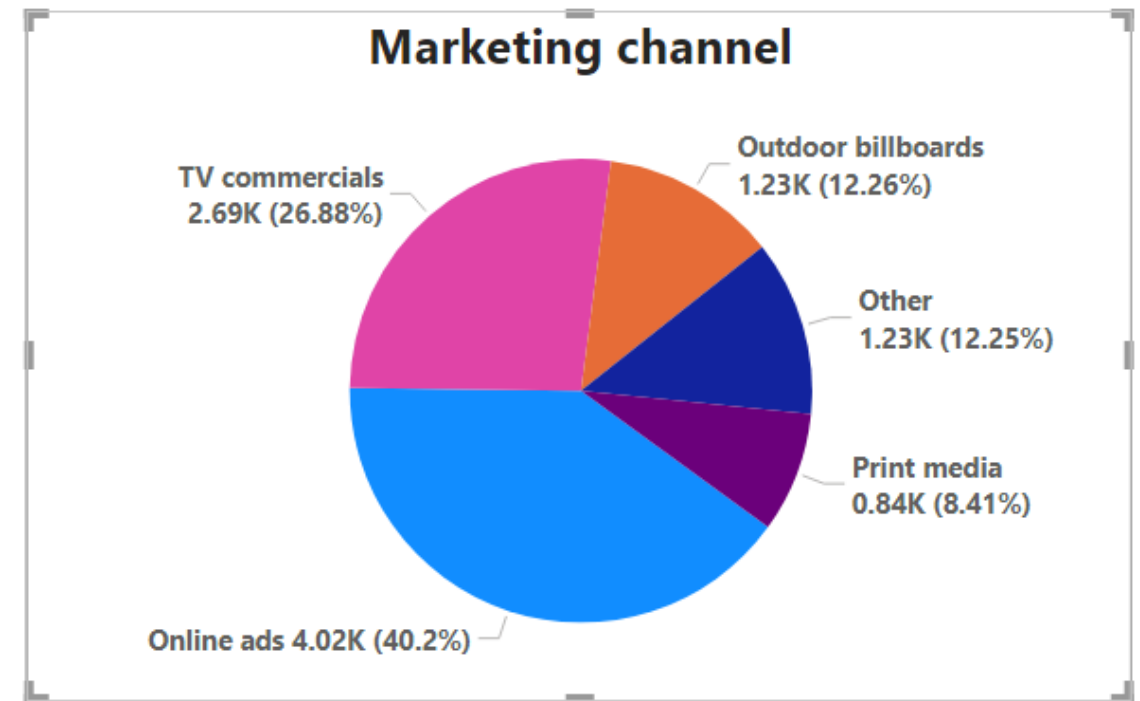
Marketing Channels and Brand Awareness:

- ▶ Which marketing channel can be used to reach more customers?
- ▶ Online ads and tv commercials has highest rate which reaches to youth between 19-30
- ▶ People spend more time online for work, entertainment, or socializing, allowing advertisers to reach them through digital channels



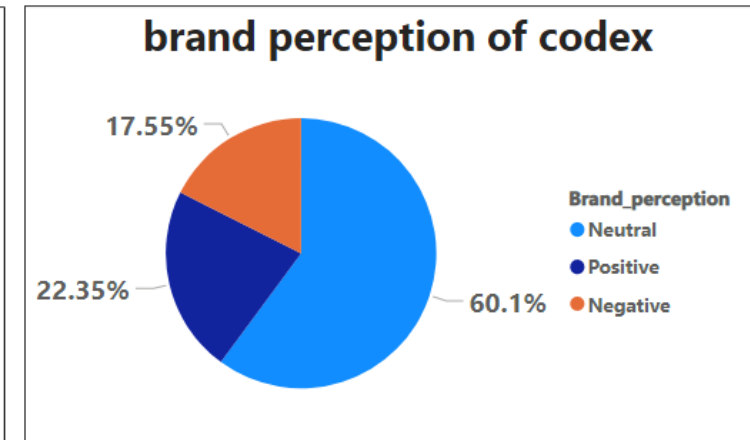
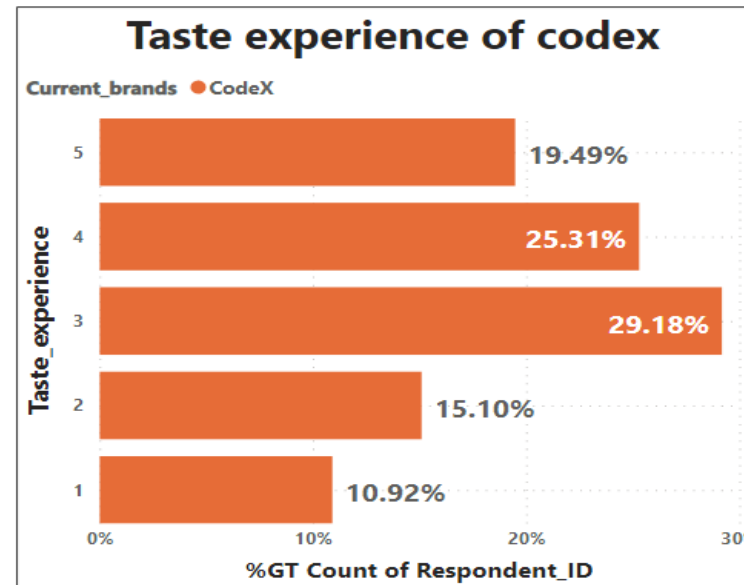
Marketing Channels and Brand Awareness:

- ▶ How effective are different marketing strategies and channels in reaching our customers?
- ▶ Online ads 40 % and tv commercials 26% are the top most marketing strategies we should focus on
- ▶ Respondent of age group between 19-30 are spend more time online for work, entertainment, or socializing, allowing advertisers to reach them through digital channels



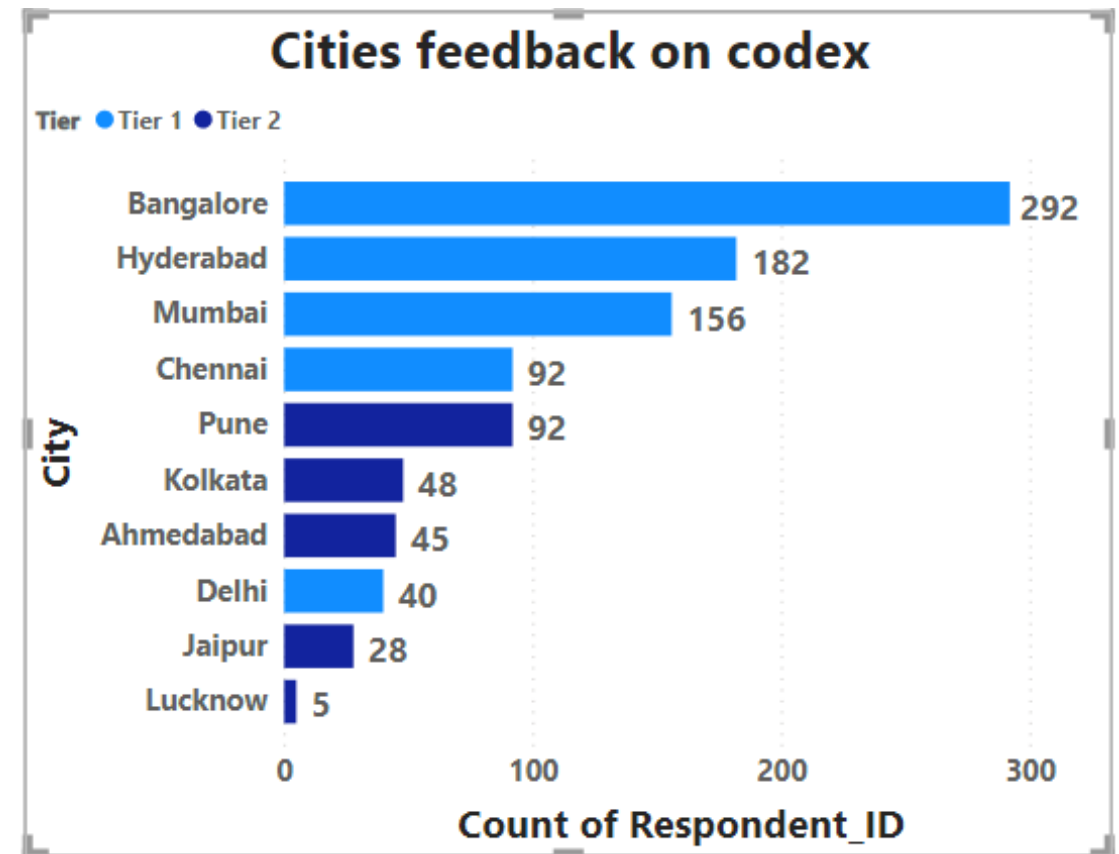
Brand Penetration

- ▶ **What do people think about our brand?**
- ▶ we found that our brand rating mainly depends upon the brand perception and taste.
- ▶ So, our brand perception of codex is neutral with 60.1% and has a positive rating with 22.35%
- ▶ And taste experience of codex is 3 which is neutral, so we got a neutral review about our brand



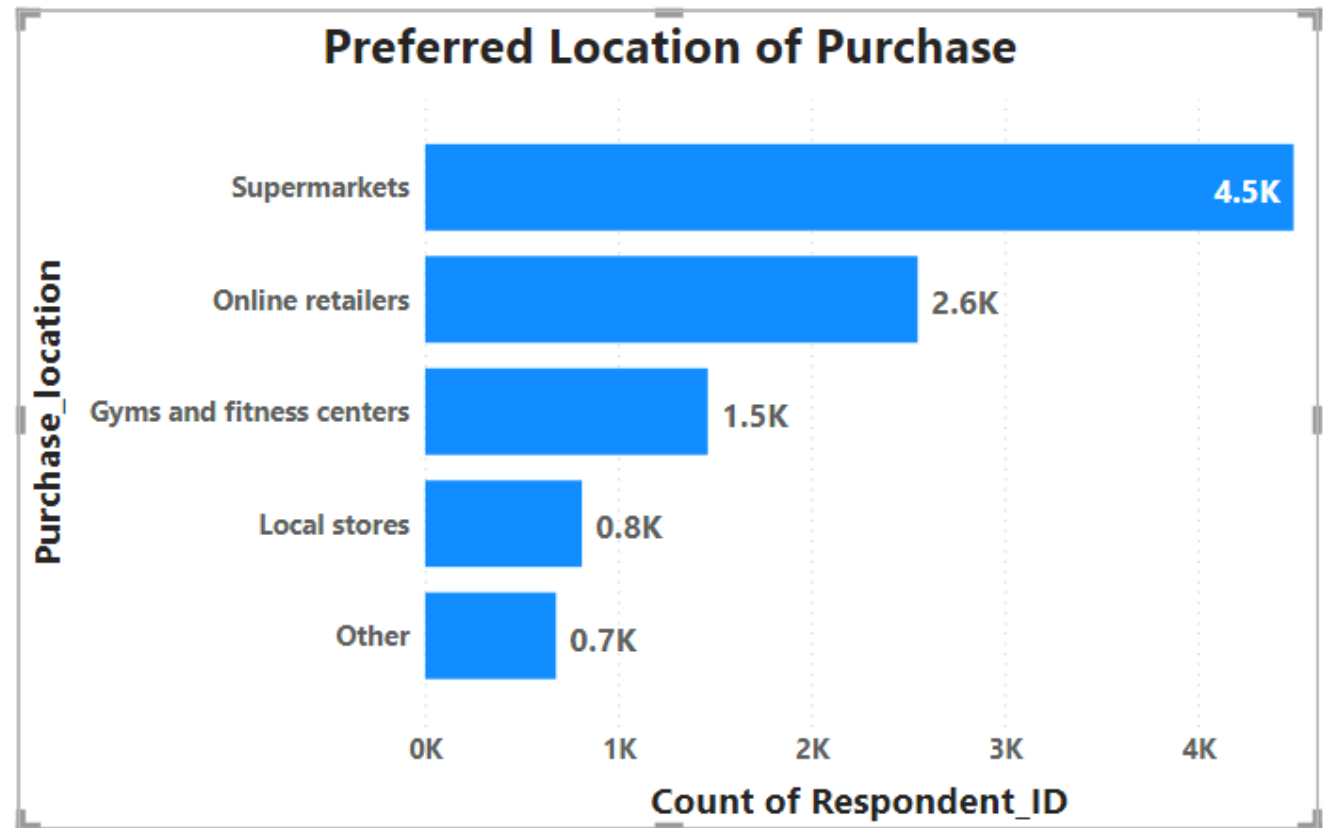
Brand Penetration:

- ▶ Which cities do we need to focus more on?
- ▶ As we see in this graph the Bangalore and Hyderabad are the tier 1 cities where our brand got most response
- ▶ So we need to focus on Tier 2 cities Pune and Kolkata where our brand got less response and tier 1 cities like Chennai and Delhi



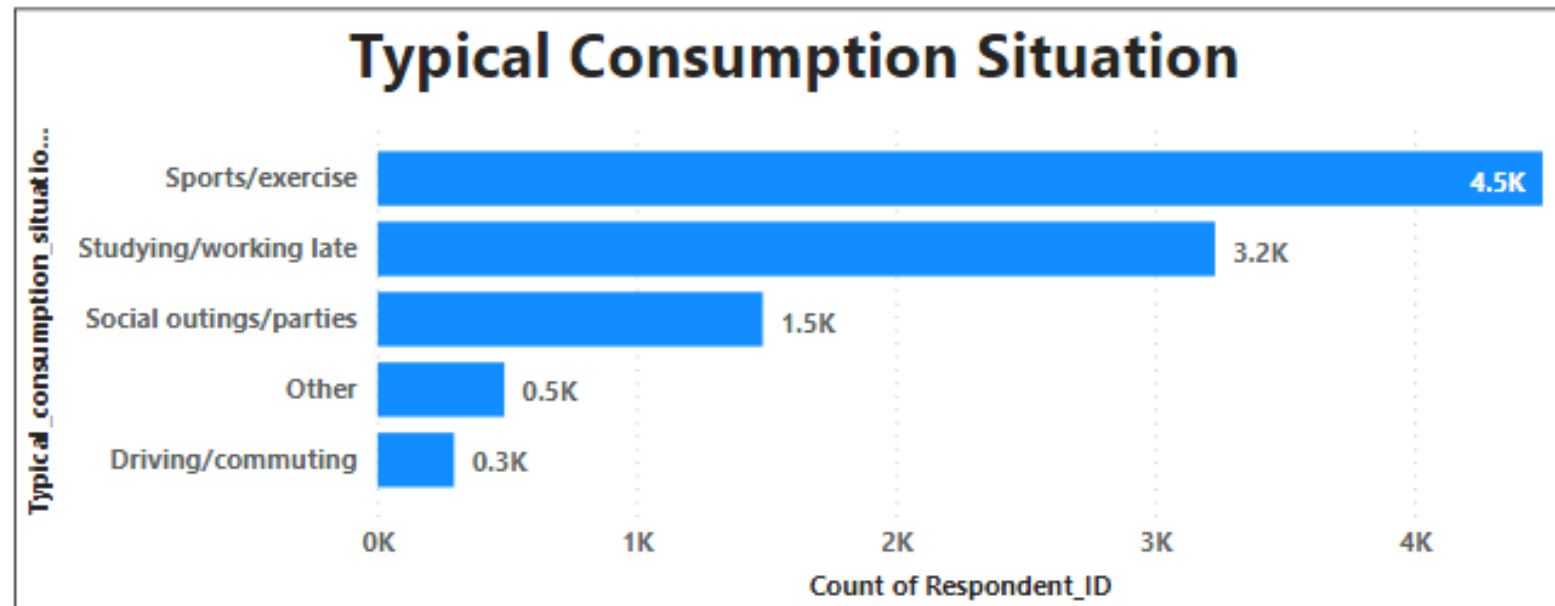
Purchase Behaviour

- ▶ Where do respondents prefer to purchase energy drinks ?
- ▶ Supermarkets and online retailers are the two preferred location where youngsters can purchase energy drinks



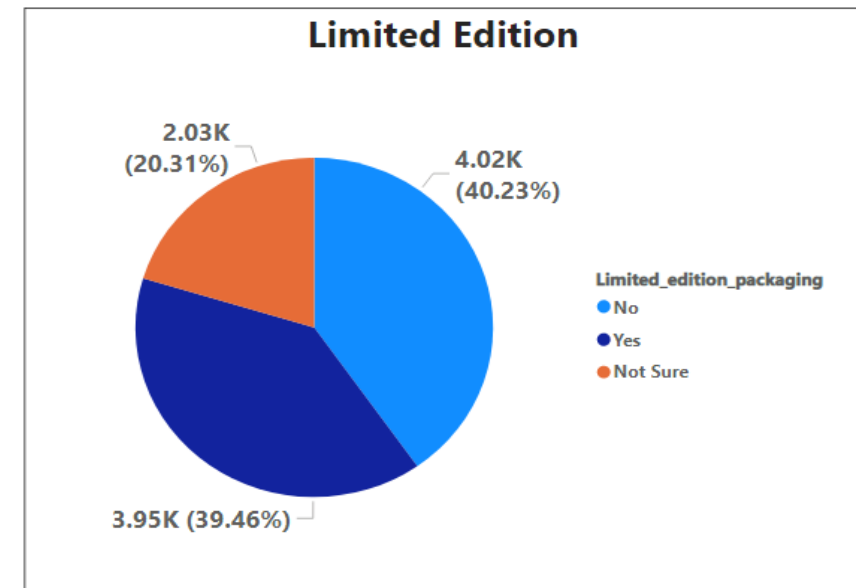
Purchase Behaviour

- ▶ What are the typical consumption situations for energy drinks among respondents?
- ▶ Most of the respondent prefer energy drink between sports/exercise for instant energy and studying /working late which give freshness



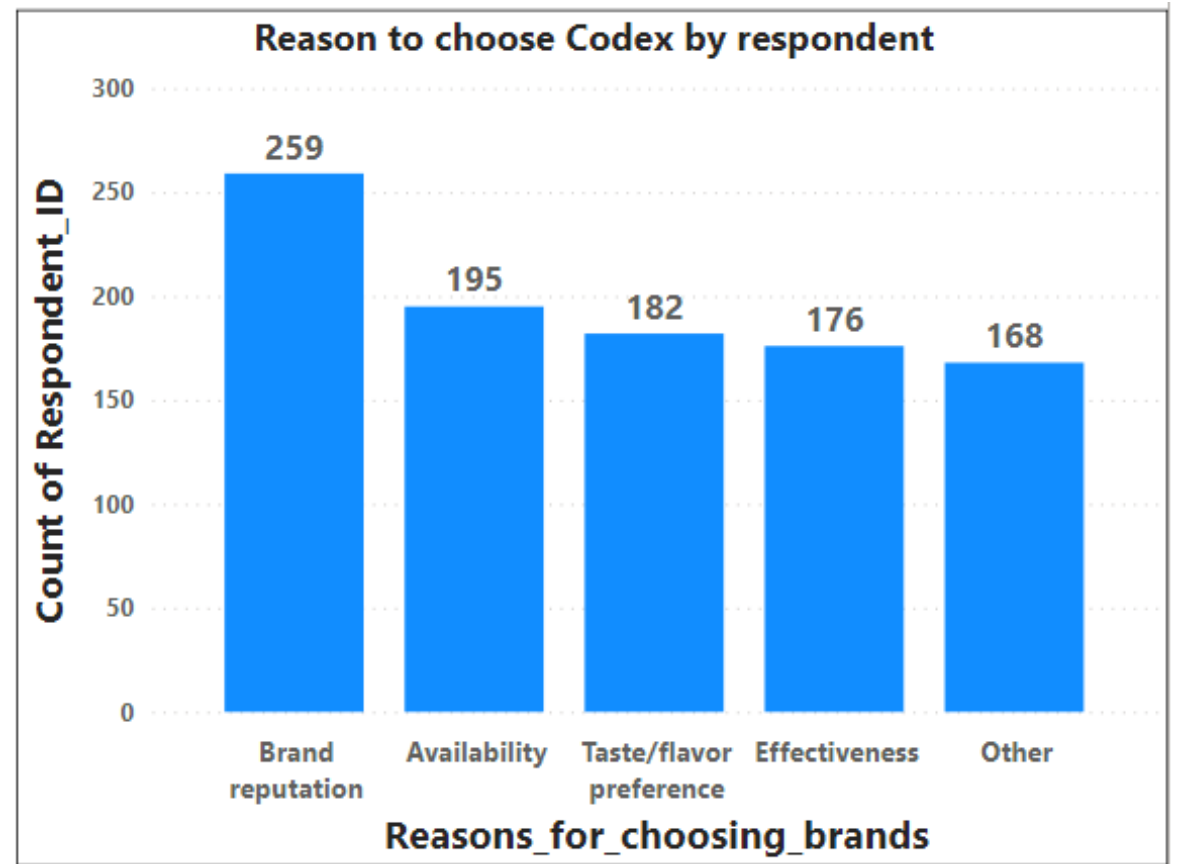
Purchase Behaviour

- ▶ What factors influence respondents' purchase decisions, such as price range and limited edition packaging?
- ▶ Most of the respondent prefer to purchase a drink of price range between 50-99.
- ▶ 40% of people doesn't care about limited edition packaging



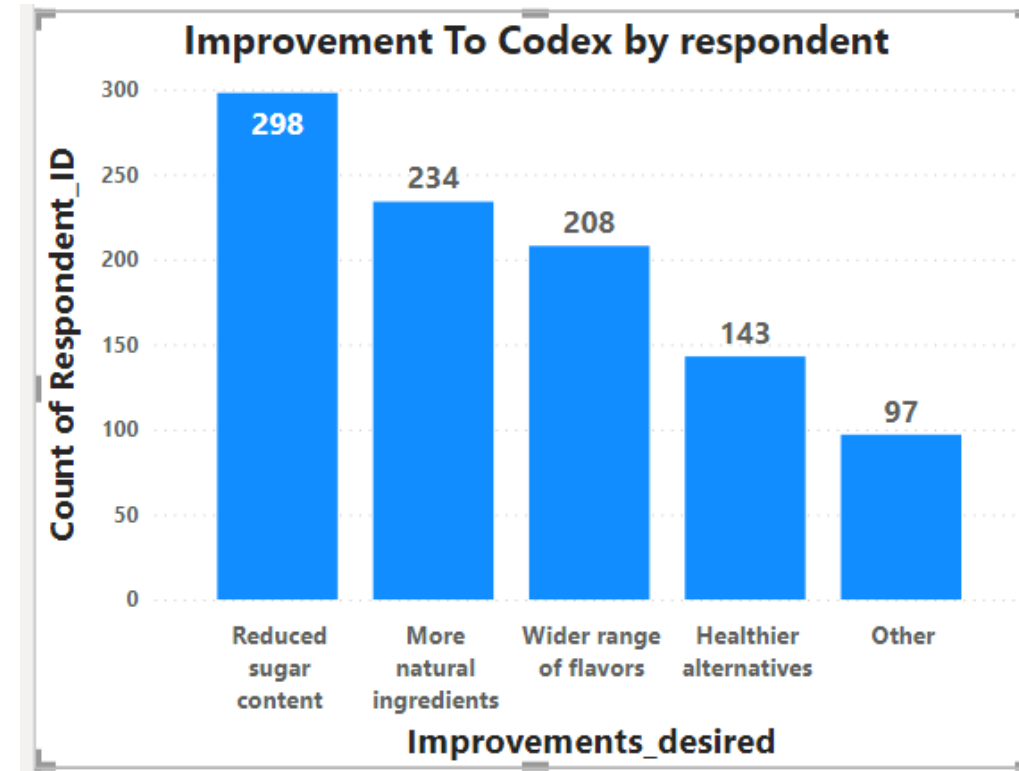
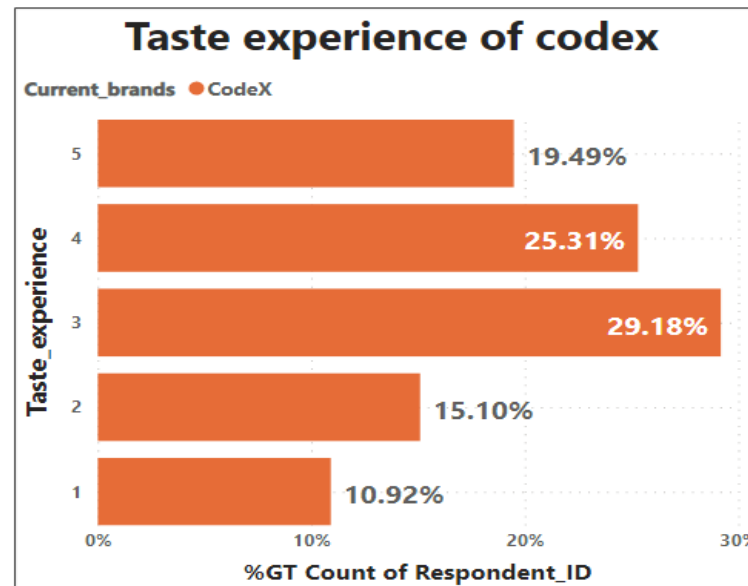
Product Development

- ▶ Which area of business should we focus more on our product development? (Branding/taste/availability)
- ▶ As we see in graph, the brand reputation and availability of codex is good ,so we need to **more focus on taste and effectiveness of energy drink**



Product Development

- **TASTE** : Respondent want to reduced sugar content in our drink and **want more natural ingredients and also want wider range of flavour** .
- and the over all taste of our **brand is neutral** so, we need to more focus on ingredients



Recommendations for CodeX

- ▶ The immediate improvement that we bring to the codex is that it will be available in all Tier 1 and Tier 2 cities.
- ▶ We need to make **our product look perfect** (eye-catching) and taste perfect by adding more natural ingredients like mint (for refreshment) and reducing sugar content.
- ▶ Provide a **wide variety of Flavors** like strawberry, berry Flavors, lemonade, blueberry, pomegranate, citrus, raspberry, lime, etc.
- ▶ **Target Audience**: The age group between 15 and 30 is Gen-Z; they are mostly on social media like Instagram, TikTok, and other streaming platforms.
- ▶ The **Ideal price** range should be between 50 and 99, with portable and compact cans that are easily carried.

recommendations for CodeX

► Marketing Campaigns :

1. **Contest marketing campaign** :tag three friends on social media accounts to participate in contest to promote a new product
2. **Email marketing campaign** :keep in contact with current customers and inform them of sales, coupons, discounts and new products or services.

► Offers and Discounts :

1. **BOGO** : "buy one, get one"
2. **Free samples/Flash sales** : Encourage customers to act quickly.
3. **Social media giveaways** :giveaway with one of your products as a prize

Brand Ambassador : Vidyut Jammwal

- ▶ **Vidyut Jammwal** is a young actor who is known for being a **fitness freak** and a **martial artist**. He holds a black belt in martial arts and is most famous for his action-packed films like Commando and more.
- ▶ He enjoys going to the **gym**, and young people between the ages of 15 and 30, who possess the energy, aspire to have a body similar to his.
- ▶ **Our product codex is highly consumed during exercise and sports**



THANK YOU
&
FEEDBACK PLEASE..