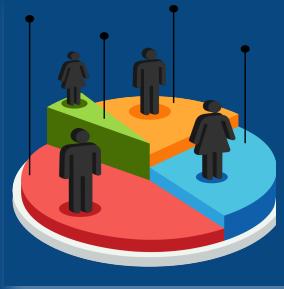


# Marketing Insights



Demographic



Purchasing Behavior



Marketing Analysis



Consumer Preference



Competition Analysis



Codex Performance

# Demographic

Gender

Age

Current\_brands



City

Bangalore

Chennai

Delhi

Hyderabad

Mumbai



Tier

Tier 1

Tier 2

3.27

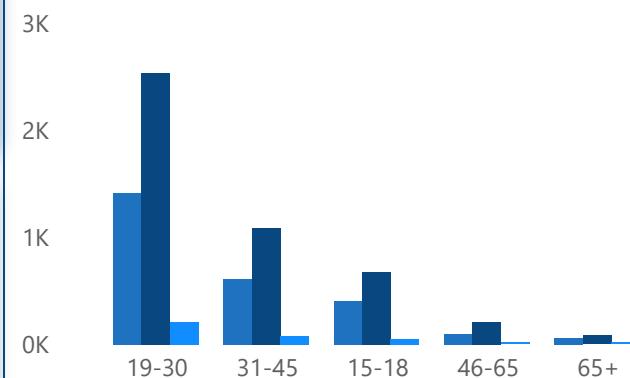
CodeX Avg Taste Exp

762

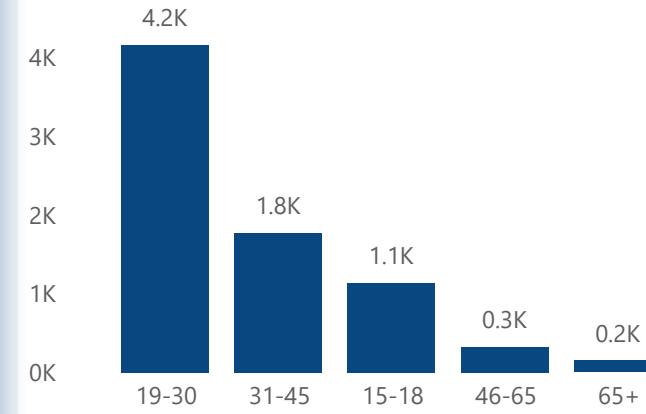
CodeX Respondents

Respondent by Age group and Gender

Gender ● Female ● Male ● Non-binary

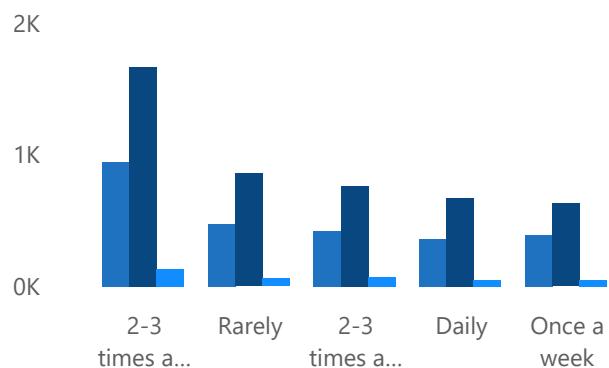


Respondents By Age



Consumption Frequency By Gender

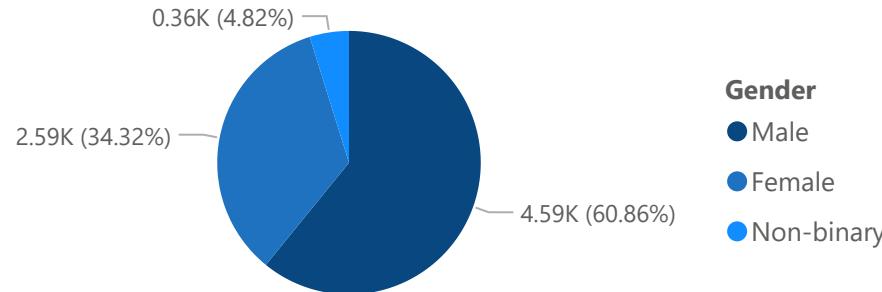
Gender ● Female ● Male ● Non-binary



Marketing Channels

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	579	2121	345	71	37	<b>3153</b>
Other	64	489	346	66	33	<b>998</b>
Outdoor billboards	85	443	343	53	25	<b>949</b>
Print media	52	296	254	50	21	<b>673</b>
TV commercials	355	811	483	79	36	<b>1764</b>
<b>Total</b>	<b>1135</b>	<b>4160</b>	<b>1771</b>	<b>319</b>	<b>152</b>	<b>7537</b>

Respondents by Gender



City Wise Responses

City	Count of Response_ID
Mumbai	1510
Hyderabad	1833
Delhi	429
Chennai	937
Bangalore	2828
<b>Total</b>	<b>7537</b>

# Consumer Preferences



City

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur



Tier

Tier 1

Tier 2

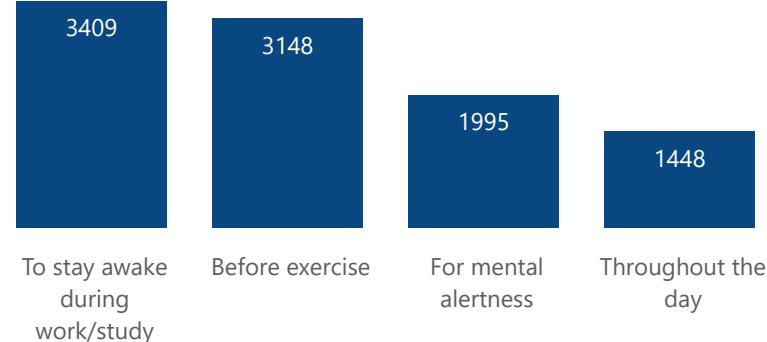
**3.27**

CodeX Avg Taste Exp

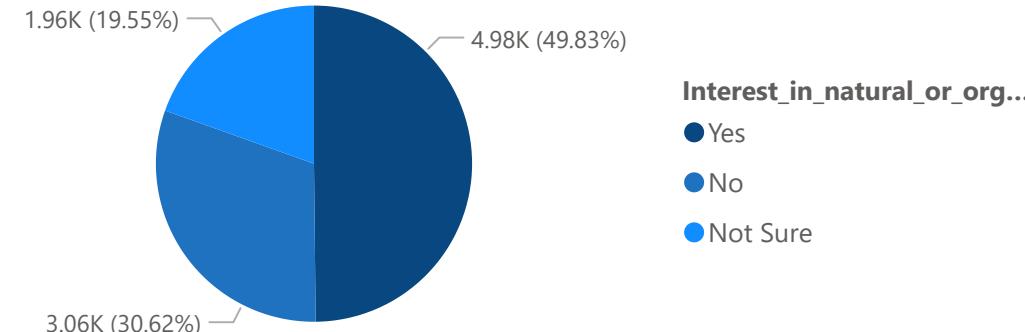
**980**

CodeX Respondents

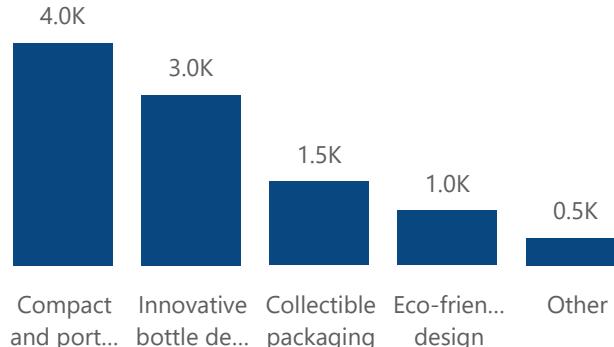
## Consumption Time



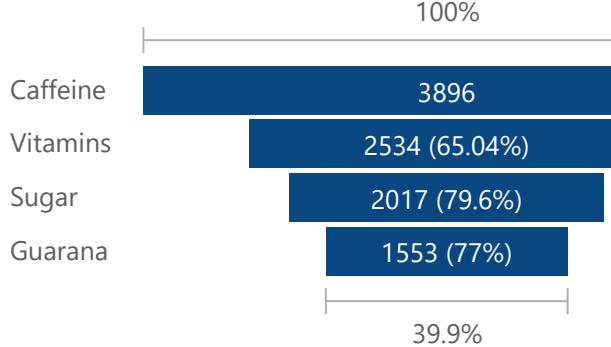
## Interest In Natural Or Organic Product



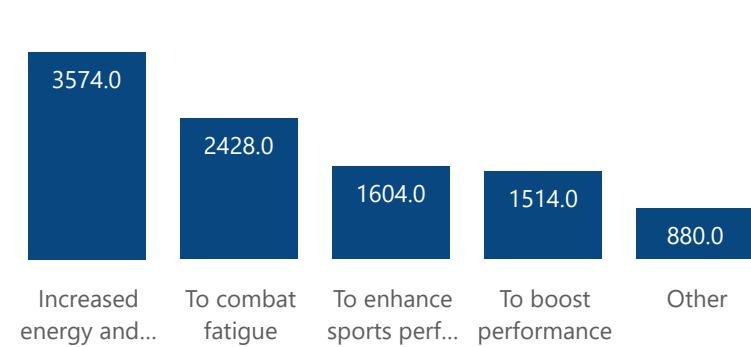
## Packaging Preferences



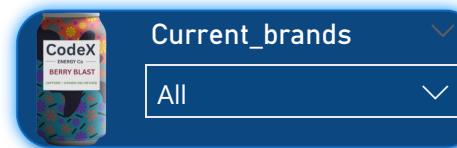
## Ingredients Expected



## Reasons For Consumption



# Purchasing Behaviour

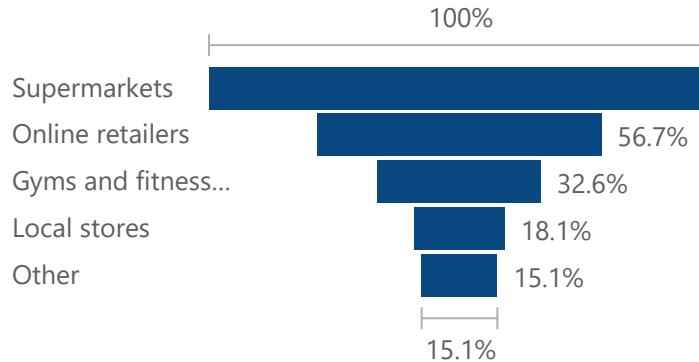


City  
Ahmedabad Bangalore Chennai Delhi Hyderabad Jaipur

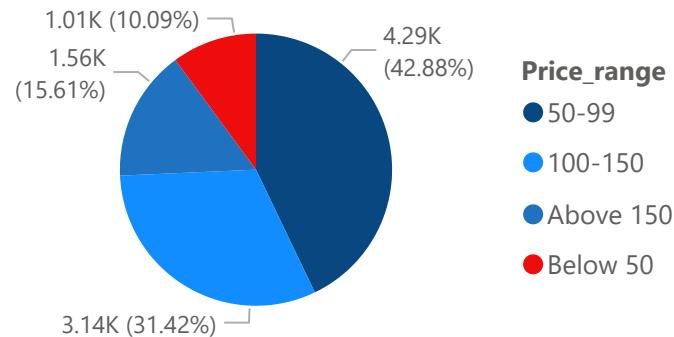


Tier  
Tier 1 Tier 2

## Purchase location



## Price Preference



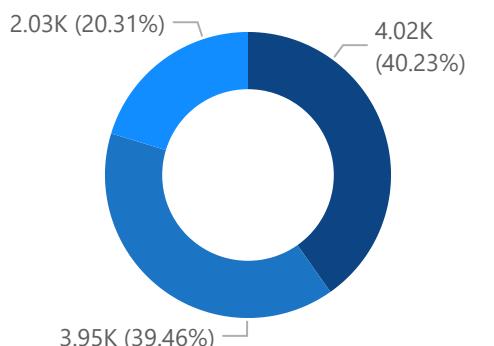
## Reason For Choosing Brands

Reasons_for_choosing_brands	Female	Male	Non-binary	Total
Availability	340	1489	81	1910
Brand reputation	740	1781	131	2652
Effectiveness	719	912	117	1748
Other	806	807	66	1679
Taste/flavor preference	850	1049	112	2011
<b>Total</b>	<b>3455</b>	<b>6038</b>	<b>507</b>	<b>10000</b>

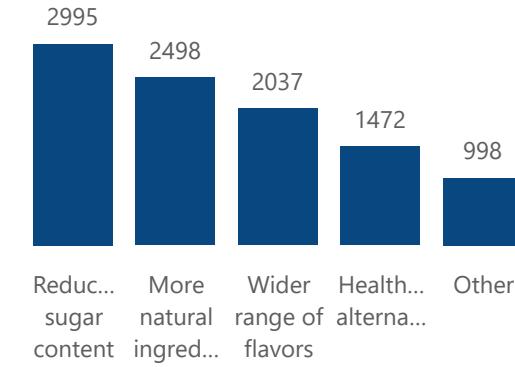
## Consumption Situation

Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
<b>Total</b>	<b>1488</b>	<b>5520</b>	<b>2376</b>	<b>426</b>	<b>190</b>	<b>10000</b>

## Limited Edition Pack Preference



## Improvements Desired



# Competition Analysis



City

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur



Tier

Tier 1

Tier 2

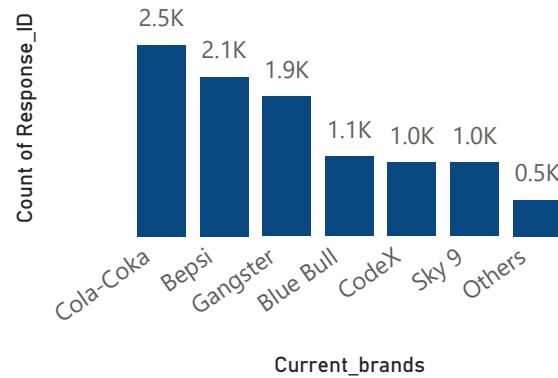
## Reason For Choosing The Brands

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference	Total
Bepsi	418	577	339	355	423	<b>2112</b>
Blue Bull	180	289	187	165	237	<b>1058</b>
CodeX	195	259	176	168	182	<b>980</b>
Cola-Coka	510	616	433	448	531	<b>2538</b>
Gangster	339	511	338	309	357	<b>1854</b>
Others	86	140	87	79	87	<b>479</b>
Sky 9	182	260	188	155	194	<b>979</b>
<b>Total</b>	<b>1910</b>	<b>2652</b>	<b>1748</b>	<b>1679</b>	<b>2011</b>	<b>10000</b>

## Consumption Frequency Per Brand

Current_brands	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely	Total
Bepsi	326	744	272	358	412	<b>2112</b>
Blue Bull	179	375	147	165	192	<b>1058</b>
CodeX	147	361	123	145	204	<b>980</b>
Cola-Coka	435	858	323	423	499	<b>2538</b>
Gangster	307	646	271	291	339	<b>1854</b>
Others	63	174	73	72	97	<b>479</b>
Sky 9	156	333	137	155	198	<b>979</b>
<b>Total</b>	<b>1613</b>	<b>3491</b>	<b>1346</b>	<b>1609</b>	<b>1941</b>	<b>10000</b>

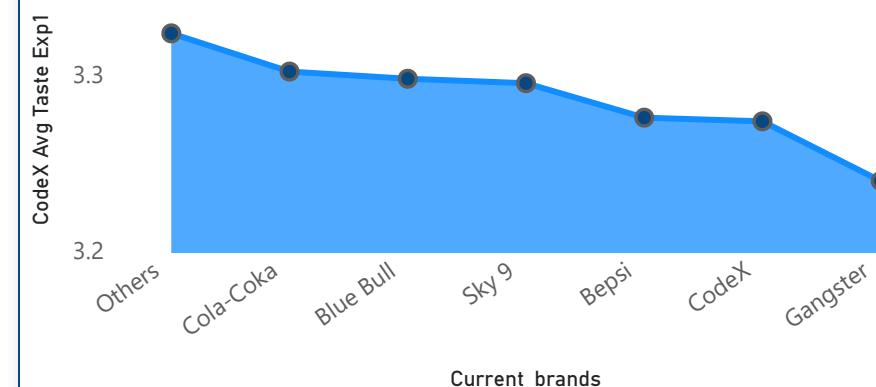
## Brands In Market



## Brand Perception

Current_brands	Dangerous	Effective	Healthy	Not sure	Total
Bepsi	504	615	468	525	<b>211</b>
Blue Bull	239	309	213	297	<b>105</b>
CodeX	214	286	220	260	<b>98</b>
Cola-Coka	554	752	567	665	<b>253</b>
Gangster	415	512	454	473	<b>185</b>
Others	107	138	116	118	<b>47</b>
Sky 9	205	297	205	272	<b>97</b>
<b>Total</b>	<b>2238</b>	<b>2909</b>	<b>2243</b>	<b>2610</b>	<b>1000</b>

## Avg. Taste Experience Per Brand



# Marketing View

Gender

Age

Current\_brands



City

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

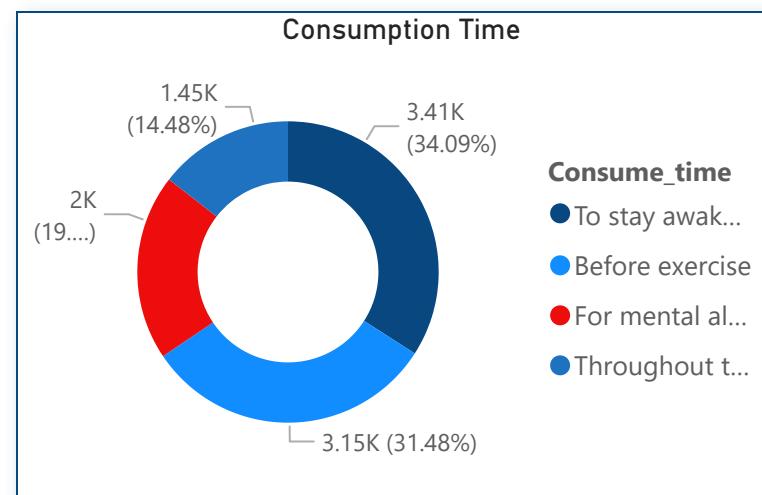
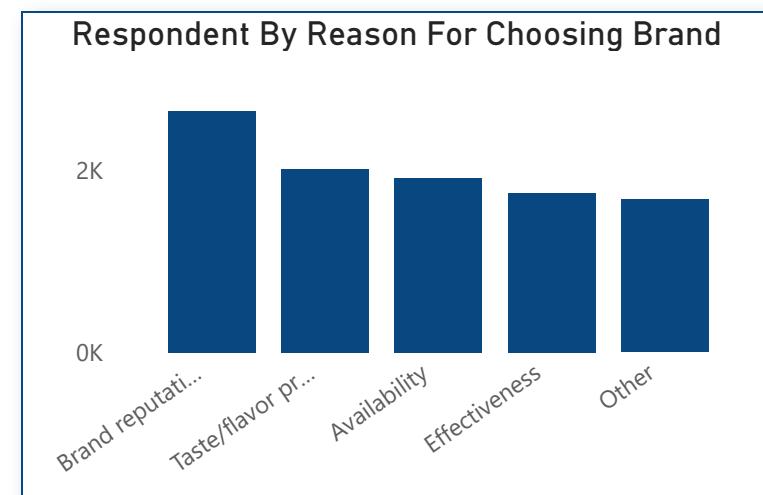
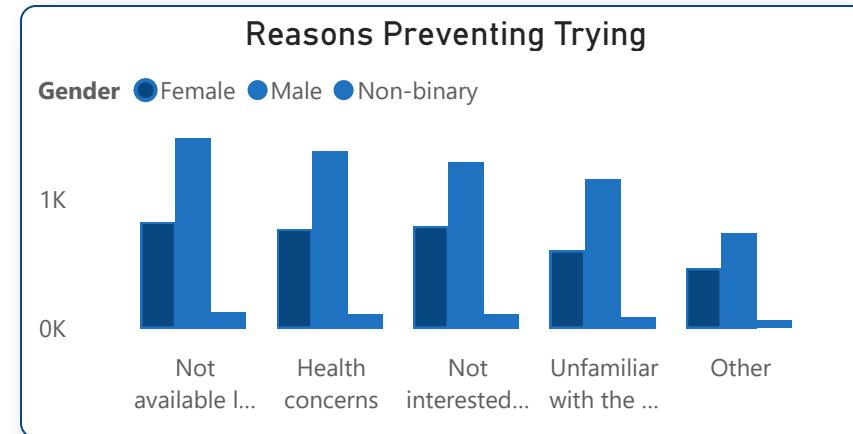
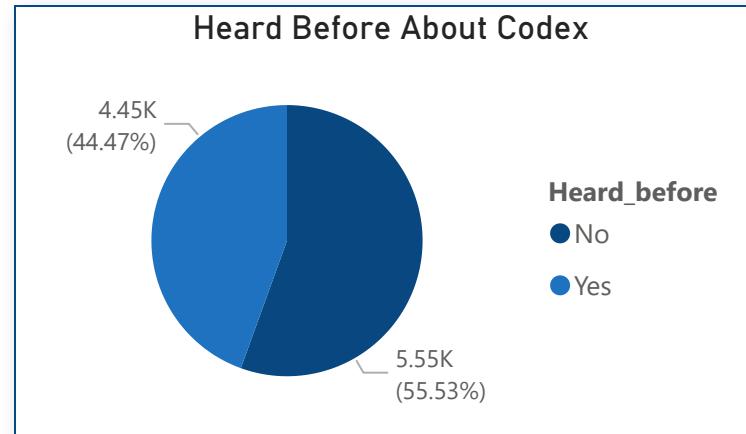
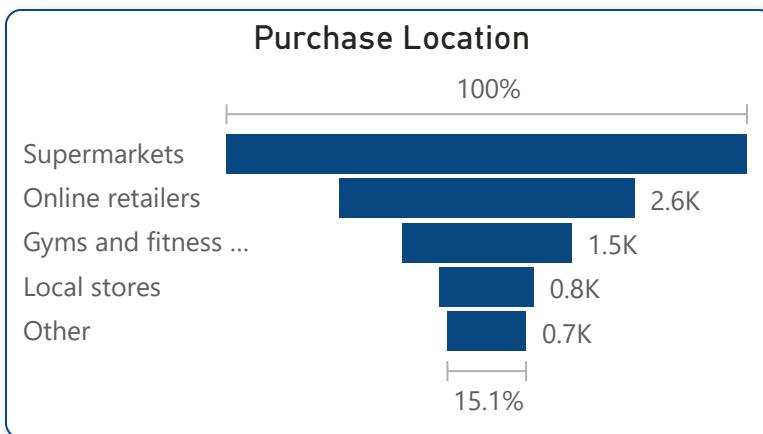
Jaipur



Tier

Tier 1

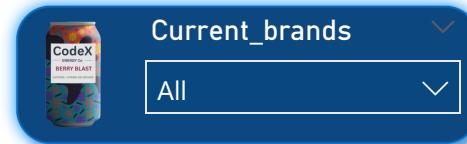
Tier 2



### Packaging Preference

Packaging_preference	Count of Respondent_ID
Collectible packaging	1501
Compact and portable cans	3984
Eco-friendly design	983
Innovative bottle design	3047
Other	485
<b>Total</b>	<b>10000</b>

# CodeX Performance



City

Ahmedabad Bangalore

Chennai

Delhi

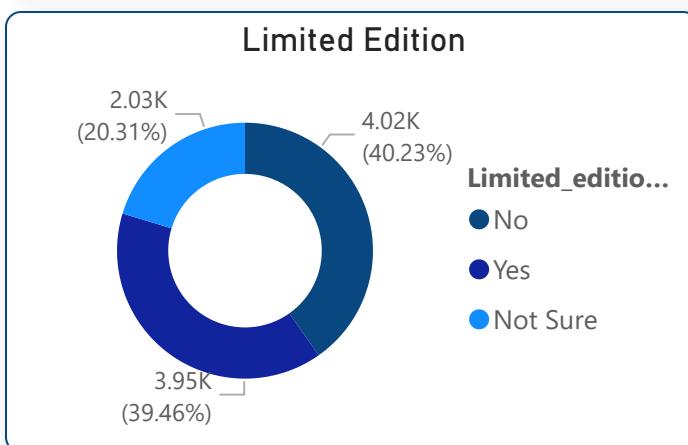
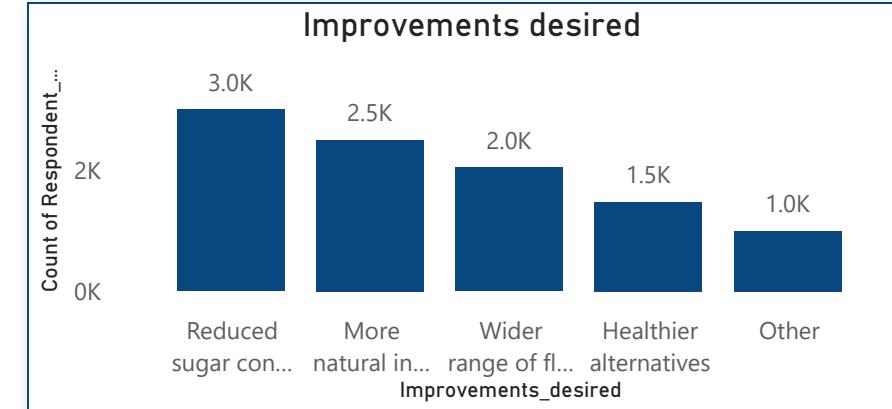
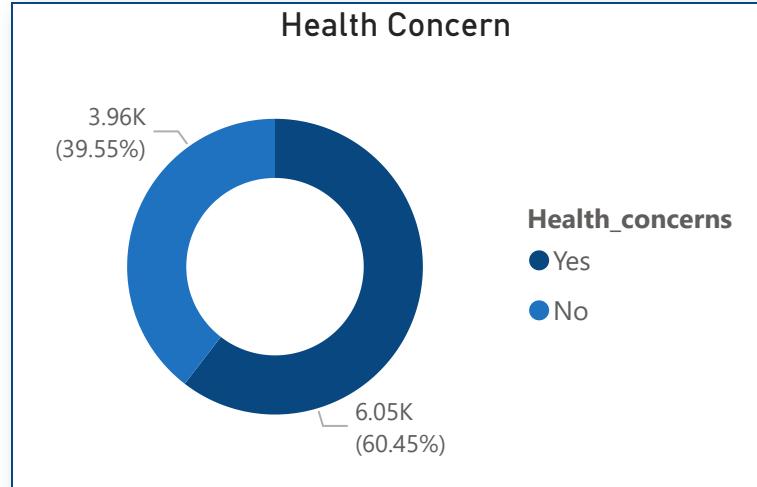
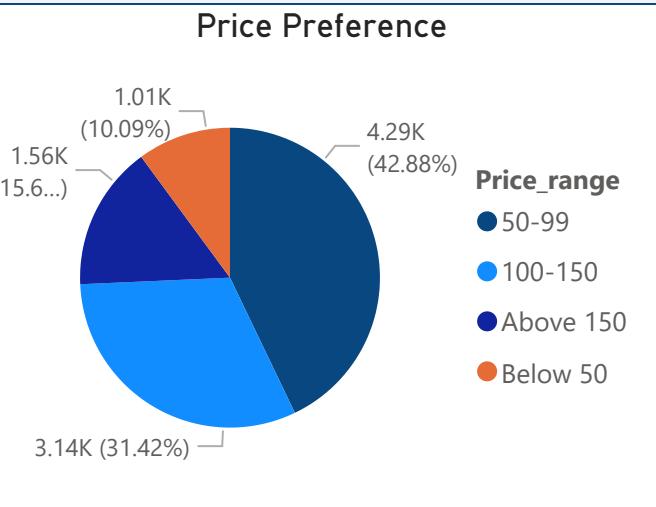
Hyderabad

Jaipur



Tier

Tier 1 Tier 2



Reasons_for_choosing_brands	Count of Respondent_ID
Availability	1910
Brand reputation	2652
Effectiveness	1748
Other	1679
Taste/flavor preference	2011
<b>Total</b>	<b>10000</b>

City	Negative	Neutral	Positive	Total
Ahmedabad	149	208	99	456
Bangalore	418	1844	566	2828
Chennai	126	615	196	937
Delhi	74	210	145	429
Hyderabad	266	1191	376	1833
Jaipur	106	163	91	360
Kolkata	67	393	106	566
Lucknow	53	84	38	175
Mumbai	228	847	435	1510
Pune	282	419	205	906
<b>Total</b>	<b>1769</b>	<b>5974</b>	<b>2257</b>	<b>10000</b>