

Problem Statement –

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. As a marketing data analyst, you are tasked to convert these survey results to meaningful insights which the team can use to drive actions.

DATA ANALYSIS

1. Demographic Insights: -

a. Who prefers energy drink more? (male/female/non-binary)

Ans –

```
select gender
, count(1) as gender_cnt
from respondents_data
group by gender
order by gender_cnt desc;
```

gender	gender_cnt
Male	6038
Female	3455
Non-binary	507

Analysis –

- Males prefer energy drink the most, followed by Females and then Non-binary.

b. Which age group prefers energy drink more?

Ans –

```
select age
, count(1) as consumed_cnt
from respondents_data
group by age
order by consumed_cnt desc;
```

age	consumed_cnt
19-30	5520
31-45	2376
15-18	1488
46-65	426
65+	190

Analysis –

- The 19 – 30 years age group consumes the most energy drink, followed by 31 – 45 and then 15 – 18.
- CODE X can target these consumers in these age groups by producing targeted ads.

c. Which type of marketing reaches the most youth (15 – 30)?

Ans –

```
select fc.marketing_channels,
count(1) as marketing_channel_cnt
from fact_survey_responses fc
inner join respondents_data rd
on fc.respondent_id=rd.respondent_id
where age >= '15' and age <='30'
group by marketing_channels
order by marketing_channel_cnt desc;
```

marketing_channels	marketing_channel_cnt
Online ads	3373
TV commercials	1785
Other	702
Outdoor billboards	702
Print media	446

Analysis –

- Online ads marketing type reaches the most youth, provide by TV-commercials and Other misc.
- CODE X can dedicate most of their marketing resources on online ads through which they can advertise their newly launched energy drink to a large consumer base.

2. Consumer Preference: -

a. What are the preferred ingredients of energy drinks among respondents?

Ans –

```
select ingredients_expected
,count(1) as preference_cnt
from fact_survey_responses
group by ingredients_expected
order by preference_cnt desc;
```

ingredients_expected	preference_cnt
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

Analysis –

- The most preferred ingredient among the respondents is caffeine, then vitamins, followed by sugar, and at last is guarana.
- CODE X can produce caffeinated energy drinks which is most preferred by the respondents, and thus boosting its popularity and sales.

b. What packaging preferences do respondents have for energy drinks?

3. Competition Analysis: -

a. Who are the current market leaders?

Ans –

```
select current_brands as current_market_leaders
,count(1) as preference_cnt
from fact_survey_responses
```

```
group by current_brands
order by preference_cnt desc;
```

current_market_leaders	preference_cnt
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

Analysis –

- Cola-Coka is the current market leader in the energy drink business in India, followed by Bepsi, and Gangster are top 3 market leaders in the energy drink beverage market in India.
- CODE X is at the fifth position in terms of market ranking, which is quite a good position for a newly launched beverage drink.

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

Ans –

```
select reasons_for_choosing_brands,
count(1) as reasons_for_choosing_brands_cnt
from fact_survey_responses
group by reasons_for_choosing_brands
order by reasons_for_choosing_brands_cnt desc;
```

reasons_for_choosing_brands	reasons_for_choosing_brands_cnt
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

Analysis – Some of the primary reasons consumers prefer those brands over ours are –

- Brand reputation – CODE X must need to establish a strong brand reputation among its dedicated customer base by providing excellent customer service, delivering high quality products and services, consistently engaging with customers by listening to their feedbacks.
- Taste/flavour preference – CODE X must produce energy drinks that not only provide the consumers a jolt of caffeine but also some thing exciting in terms of the flavour/taste of the energy drink itself and customers are always looking for something fresh. New flavours offer customers different choice to try something new and exciting and CODE X must tap into this crucial customer attracting point by developing various authentic flavours that make their energy drink stand out in the market.
- Availability – CODE X in order to become a successful energy drink brand in the FMCG sector, must provide availability to its consumer base. Product availability can make or break any product that has been newly launched. CODE X can focus on high product availability in crucial customer gathering places such as malls, restaurants, cafes, gyms.

- Effectiveness – Product effectiveness significantly impacts customer loyalty by directly influencing their satisfaction level; when a product consistently delivers on its promises and performs well, customers are more likely to trust the brand, continue purchasing from them, and become loyal advocates for the brand. Thus, CODE X must provide better effective energy drink in order to become a successful energy drink beverage.
- Other miscellaneous product attributes such as packaging, brand ambassadors can also directly influence a products acceptance by customers. CODE X can leverage customer acceptance by collaborating with fitness influencers and other mass brand ambassadors such as athletes.

4. **Marketing Channels and Brand Awareness –**

- Which marketing channels can be used to reach more customers?**
- How effective are different marketing strategies and channels in reaching our customers?**

Ans –

a)

```
select marketing_channels,
count(1) as preference_cnt
from fact_survey_responses
group by marketing_channels
order by preference_cnt desc;
```

marketing_channels	preference_cnt
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

Analysis – The most preferred marketing channels are as follows –

- Online ads
- TV commercials
- Outdoor billboards
- Other misc.
- Print media.

Customers have voted online ads as the most effective marketing channel followed by TV commercials and Outdoor billboards. As today more and more people are consuming ads through online media it has become one of the crucial marketing channels for new product launch such as CODE X energy drink.

b)

```
select limited_edition_packaging,
count(1) as limited_edition_packaging_cnt
from fact_survey_responses
group by limited_edition_packaging
order by limited_edition_packaging_cnt desc;
```

limited_edition_packaging	limited_edition_packaging_cnt
No	4023
Yes	3946
Not Sure	2031

Analysis –

- Another marketing strategy can be launching a new product as a limited editing packaging which can ignite a sense of something fresh and new in the minds of the consumers.
- As we can see from the above table, most of the consumers have voted not for limited edition packaging which means customers have accepted the energy drink positively.

Packaging Preference –

```
select packaging_preference,
count(1) as preference_cnt
from fact_survey_responses
group by packaging_preference
order by preference_cnt desc;
```

packaging_preference	preference_cnt
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

Analysis –

- Product packaging provides a crucial marketing strategy for attracting new customers when a new product is launched.
- CODE X customers have preferred most their energy drink to be compact and portable cans which they can carry to any place but also provide a sturdy appearance to the drink.

5. Brand Penetration –

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

Ans –

```
select brand_perception,
count(1) as brand_perception_cnt
from fact_survey_responses
group by brand_perception
order by brand_perception_cnt desc;
```

brand_perception	brand_perception_cnt
Neutral	5974
Positive	2257
Negative	1769

Analysis –

- Most of the customers have highest neutral brand perception for the CODE X energy drink which is newly launched in the market, followed by Positive brand perception for the energy drink.
 - This means that around 82.31% customers have provided a positive brand perception for the CODE X energy drink, which shows that the CODE X energy drink has been most widely accepted by the Indian consumers. This is a huge success for any newly launched product to be accepted by a majority of the consumer base.
- b. **Which cities do we need to focus more on?**

Ans –

```
select city_name,  
count(1) as response_cnt  
from respondents_data rd  
inner join cities c on rd.city_id=c.city_id  
group by city_name  
order by response_cnt desc;
```

city_name	response_cnt
Bangalore	2828
Hyderabad	1833
Mumbai	1510
Chennai	937
Pune	906
Kolkata	566
Ahmedabad	456
Delhi	429
Jaipur	360
Lucknow	175

Analysis –

- The top 3 cities which have the highest number of response counts are – Bangalore, Hyderabad, and Mumbai.
- CODE X can focus more on these top 3 cities as in those cities customers have shown the most interest in the energy drink and by leveraging the customer base in these top 3 cities, CODE X can strongly position itself as a newly launched energy drink beverage in market.

6. Purchase Behaviour –

- a. **Where do respondents prefer to purchase energy drinks?**

Ans –

```
select purchase_location,  
count(1) as purchase_location_cnt  
from fact_survey_responses  
group by purchase_location  
order by purchase_location_cnt desc;
```

purchase_location	purchase_location_cnt
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

Analysis –

- The top 3 most preferred purchase location for CODE X energy drink is Supermarkets, Online retailers, and Gyms and fitness centers.
 - CODE X can focus on high availability of their energy drink on these locations which can positively impact its sales and bottom line.
- b. **What are the typical consumption situations for energy drinks among respondents?**

Ans –

```
select typical_consumption_situations
, count(1) as cnt
from fact_survey_responses
group by typical_consumption_situations
order by cnt desc;
```

typical_consumption_situations	cnt
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297

Analysis – The typical consumption situations for energy drinks among respondents are -

- Sports/exercise activity has the highest CODE X energy drink consumption count, followed by Studying/working late, and then Social outings/parties.
 - These shows that CODE X can leverage these top-rated consumption situations by producing targeted ads that manipulate these situations.
- c. **What factors influence respondents' purchase decisions, such as price range and limited-edition packaging?**

Ans –

```
select price_range
, count(1) as price_range_cnt
from fact_survey_responses
group by price_range
order by price_range_cnt desc;
```

price_range	price_range_cnt
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009

Analysis –

- The price range greatly influence the respondents purchase decision for purchasing the CODE X energy drink. Most of the respondents have votes the price range to be between Rs 50 – 99 and then between Rs 100 – 150.

- These shows that customers view CODE X energy drink as both a premium energy drink and also consumer product. These shows CODE X has a wide market range. This can greatly influence its market share and sales growth.

7. **Product Development** –

- a. **Which area of business should we focus more on our product development? (Branding/ Taste/ Availability)**

Ans –

- All the three product development criteria are very important while launching any new product in the market.
- Branding of the product is very essential as it generates a trust in the product, provides a visibility to the product, where as product taste/flavour is essential for developing faithful customers as well as attracting new customers.
- Product availability at customer gathering places are a must for any new product launch as higher product availability shows that the product has greater market share and is also the most preferred by the customers.

Recommendations –

- CODE X has huge potential to become a successful energy drink beverage in the Indian energy drink market. As the Indian energy drink market is male dominated, CODE X can target the male gender by producing ads that attract the attentions of the males.
- CODE X can target both the youths in the age group of 19 – 30 and adults in the age group between 31 – 45 as customers in both these age groups are more attracted to the energy drink.
- Online ads have shown the highest preference for marketing channel mode. CODE X can leverage the online ads platform to advertise their new energy drink product to a vast customer base and also dedicate huge marketing resource for this mode of marketing.
- Most of the CODE X customers have shown interest in the caffeine ingredient-based energy drink. CODE X can thus mass product this flavoured energy drink the most, followed by vitamin ingredient-based energy drink.
- Initially CODE X can launch their energy drink product in compact and portable cans, which have higher customer preference and can thus positively impact its sales.
- CODE X must have higher product availability in superstores, online retailers and gyms as these locations have been the highest purchase locations. Efficient product availability of CODE X in these locations can boost customer trust and product sales.
- The ideal and most preferred price range for CODE X energy drink to be launched is between Rs. 50 – 99 and between Rs. 100 – 150. CODE X can launch two different weight variant energy drink product in these price range as these price ranges are the most preferred by the respondents.