Marketing Insights For a Beverage Brand.

Project Overview
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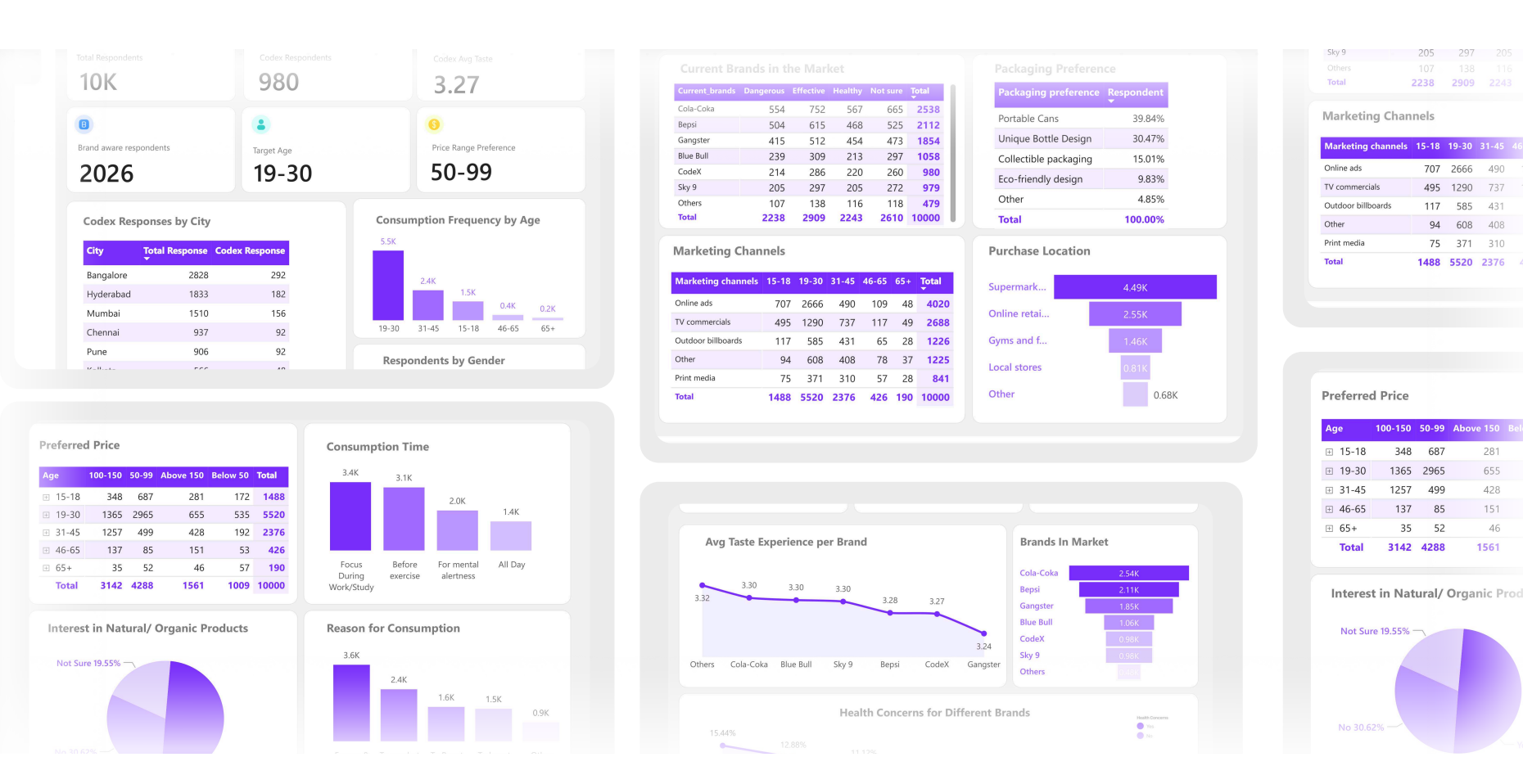
The Project is about an Imaginary Beverage Company called CodeX.

, a German beverage brand, recently entered the Indian market with the launch of its across 10 cities. To understand consumer behavior, CodeX conducted a survey with respondents from these cities. The survey focused on purchasing habits, feedback on existing energy drinks, and preferences around pricing, packaging, and overall experience.



Business Problem
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CodeX, a German beverage brand, recently launched its **energy drink** in 10 Indian cities. To ensure a successful **market entry,** the company needed to understand

Identifying Ideal Customers

Needed to pinpoint the most engaged customer segments by age, gender, and lifestyle to tailor its branding and communication.

Understanding Purchase Influencers

There was limited clarity on what drives purchase taste, ingredients, packaging, health perception, or availability hindering product development and positioning.

Marketing & Positioning Strategy

Without insight into which marketing channels resonate best (especially with youth), campaigns risked inefficiency and poor engagement.

Targeting High-Potential Markets

With varied city-level responses, CodeX needed to identify underpenetrated cities and growth-ready regions to focus expansion efforts strategically.

Objective
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Analyze **survey data** from 10,000 respondents to uncover actionable insights on

Consumer demographics & preferences

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Buying behavior and brand perception

To uncover key drivers of purchase decisions and public sentiment toward CodeX.

Effectiveness of various marketing channels

Optimize advertising spend and reach high-potential segments efficiently.

Identify product development opportunities

Based on consumer feedback, ingredient preferences, and unmet needs in the energy drink market.

Approach
4

Data Collection

Survey conducted across 10 Indian cities with 10,000 participants.

Analysis Framework

Demographic Analysis
Consumer Behavior & Preferences
Competitor Benchmarking
Marketing Channel Effectiveness
Product & Brand Perception
Purchase Behavior & Pricing Insights

Tools Used

MySQL: Data querying and segmentation
Power BI: Interactive dashboards for analysis
Figma & Adobe: Presentation & video summary for stakeholders

Problem Statement & Solution
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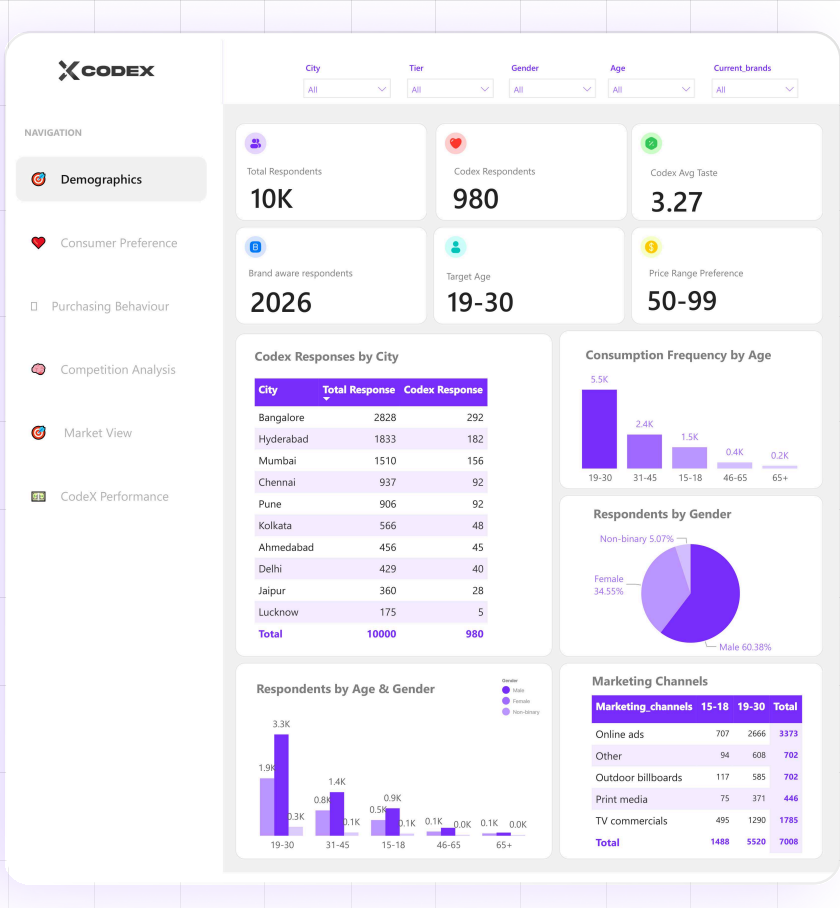
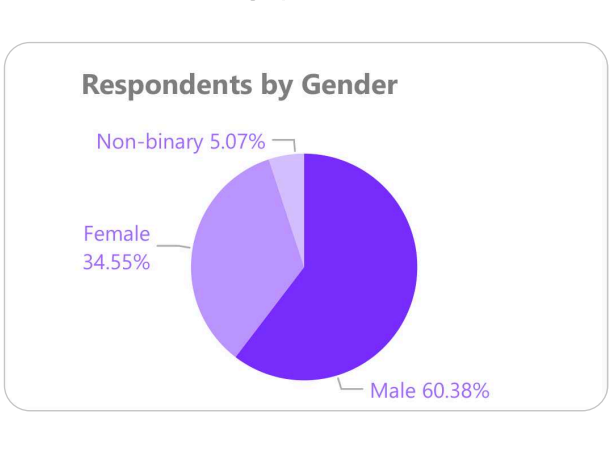
Insights



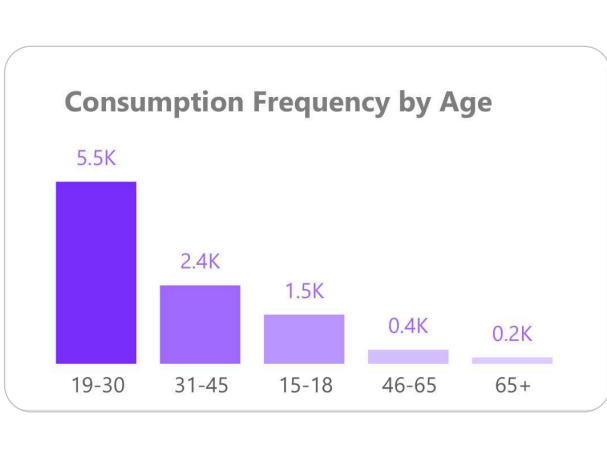
1. Who **prefers** energy drinks more? (male/female/non-binary?)



Out of 10 thousand respondents, the number of respondents is 6038.

This shows of the consumers are male who prefer energy drinks more.

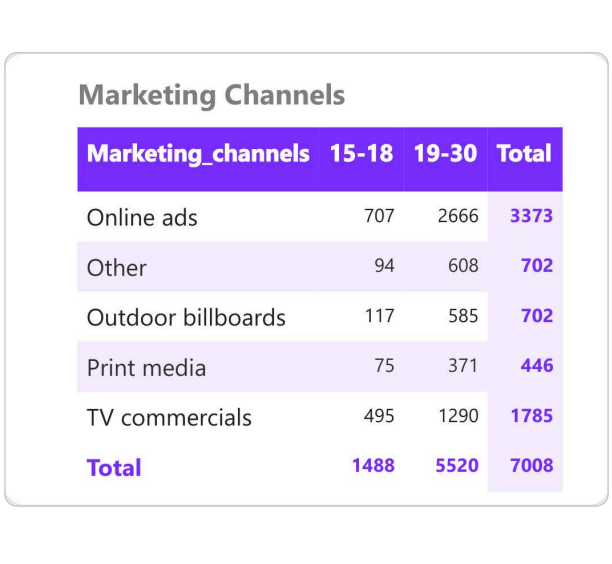
2. Which age group prefers energy drinks more?



From the result of this survey, we get to know that energy drinks are more popular among youngsters. More than of the respondents belong to the

If we look at overall young age groups from , then the % will rise to

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

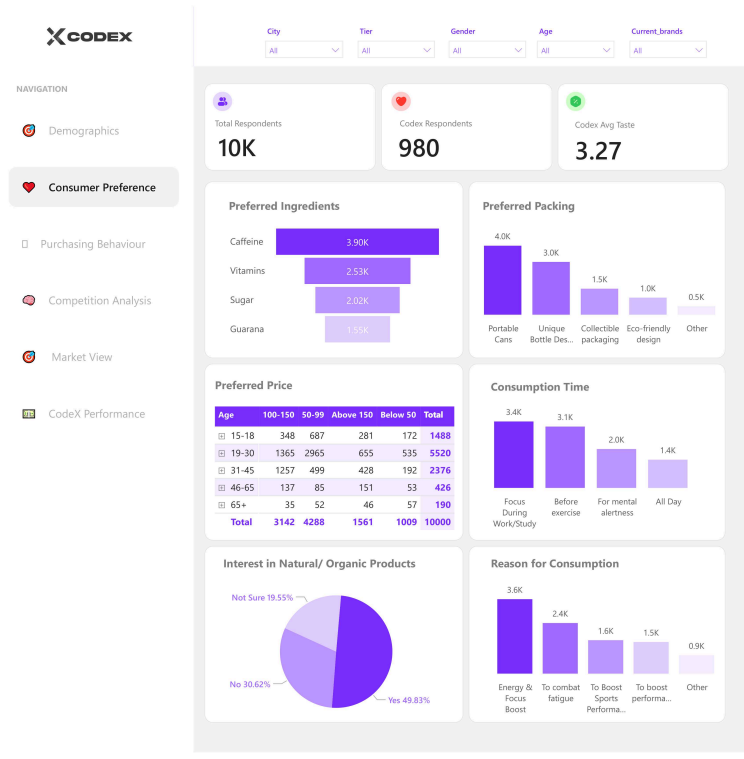


Marketing Channels

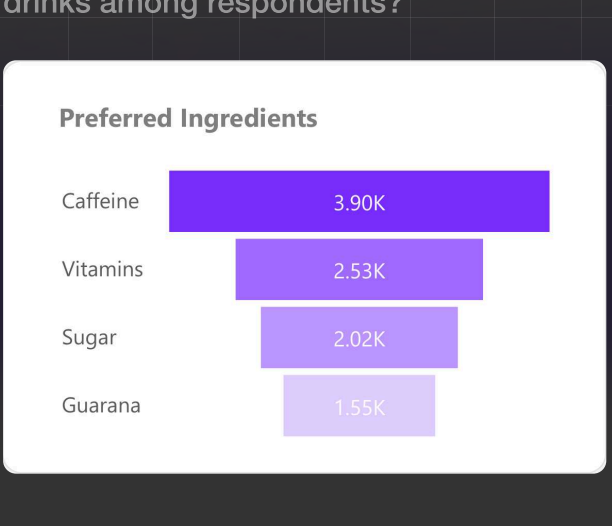
Marketing_channels	15-18	19-30	Total
Online ads	707	2666	3373
Other	94	608	702
Outdoor billboards	117	585	702
Print media	75	371	446
TV commercials	495	1290	1785
Total	1488	5520	7008

Online Ads are the most effective channel that reached respondents group

Consumer Preference

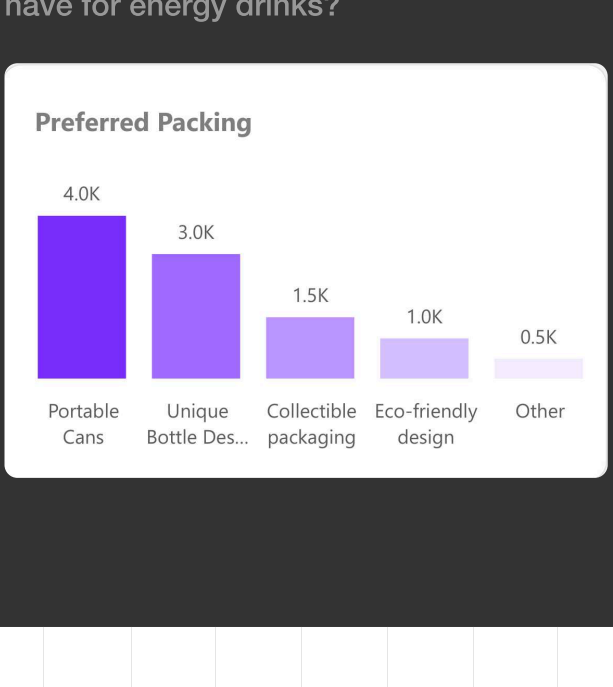


1.What are the preferred ingredients of energy drinks among respondents?



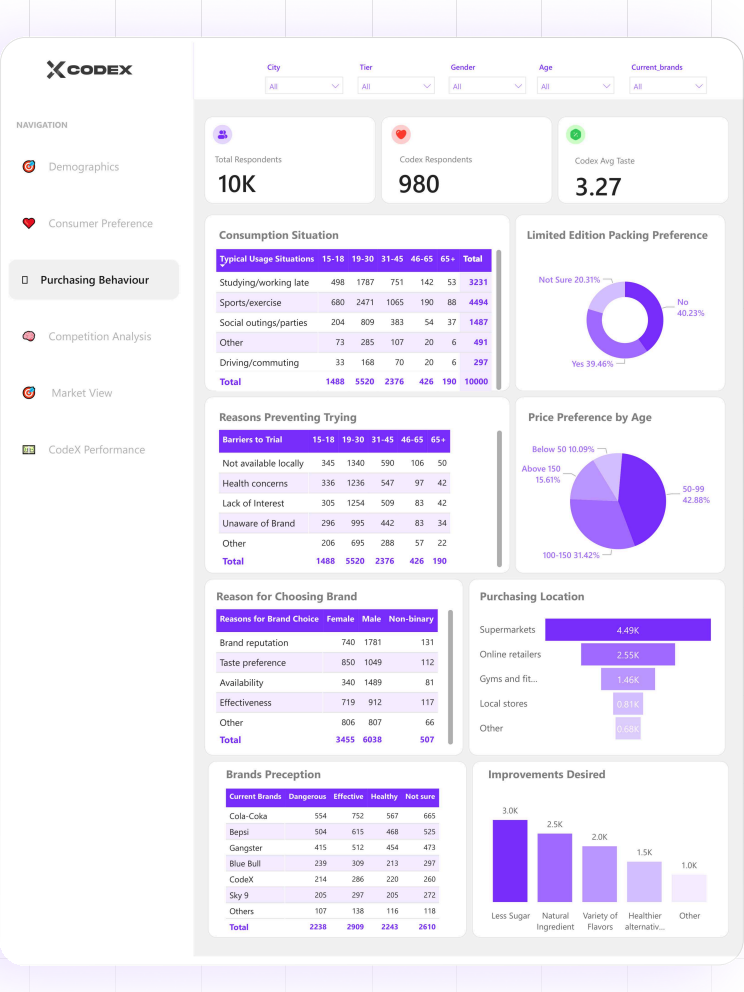
☐ As we know **caffeine** increases attention and alertness, and it is often used in energy drinks. Caffeine is the most expected ingredient followed by the Vitamins in energy drinks.

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

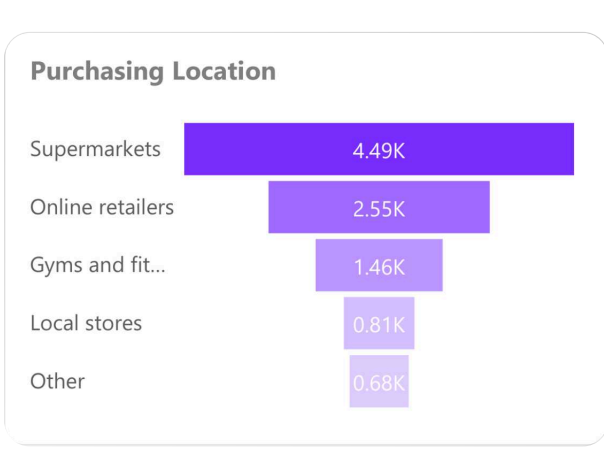


☐ **Compact & Portable Cans** are high in demand followed by Innovative Bottle Designs.

Behaviour

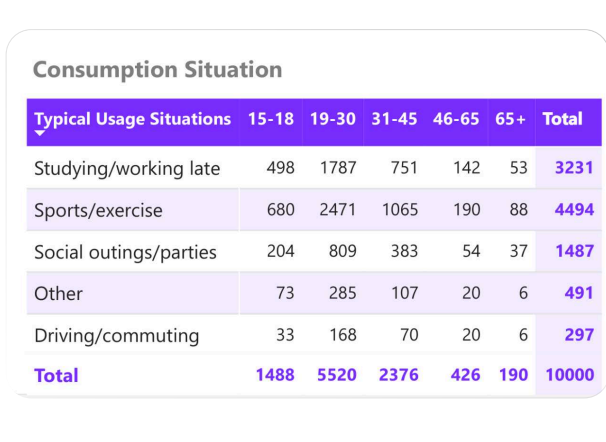


1. Where do respondents prefer to purchase energy drinks?



are the most common choice among consumers to buy energy drinks.

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

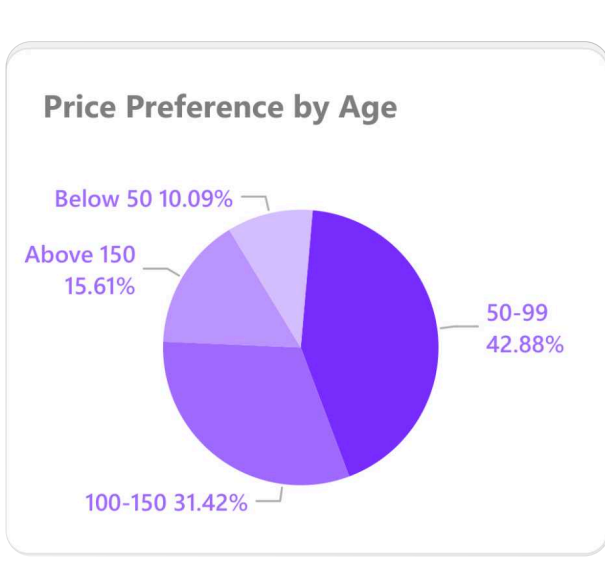


Consumption Situation

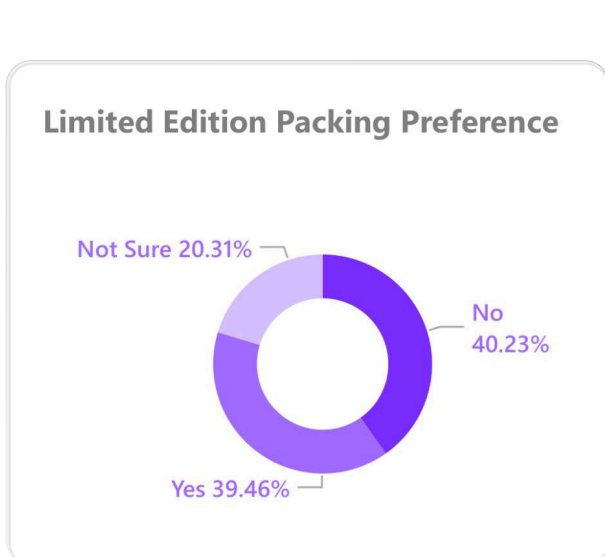
Typical Usage Situations	15-18	19-30	31-45	46-65	65+	Total
Studying/working late	498	1787	751	142	53	3231
Sports/exercise	680	2471	1065	190	88	4494
Social outings/parties	204	809	383	54	37	1487
Other	73	285	107	20	6	491
Driving/commuting	33	168	70	20	6	297
Total	1488	5520	2376	426	190	10000

Also, this data shows youth is consuming these drinks more.

3. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

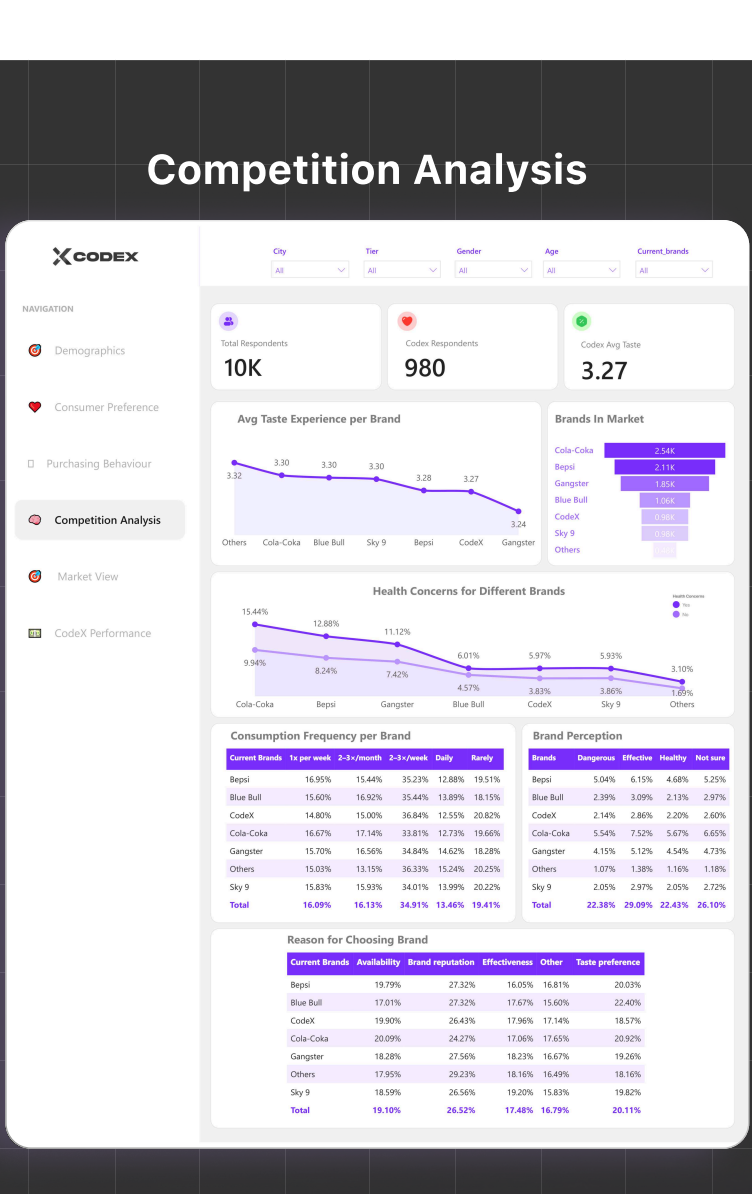


of the consumers buy a product if the price is between

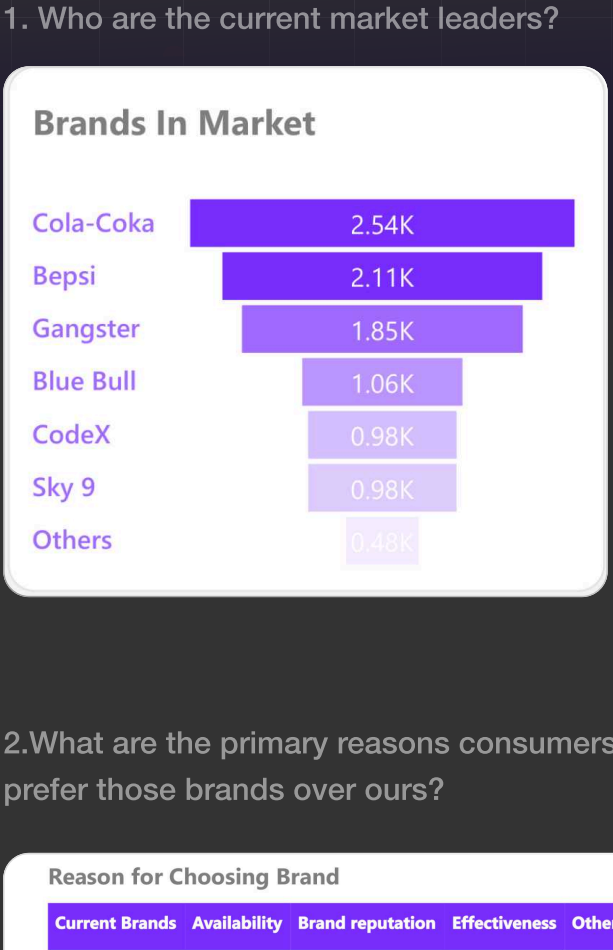


of the consumers do not expect a change in the packaging while of consumers are open to trying the Limited Edition Packaging.

Competition Analysis

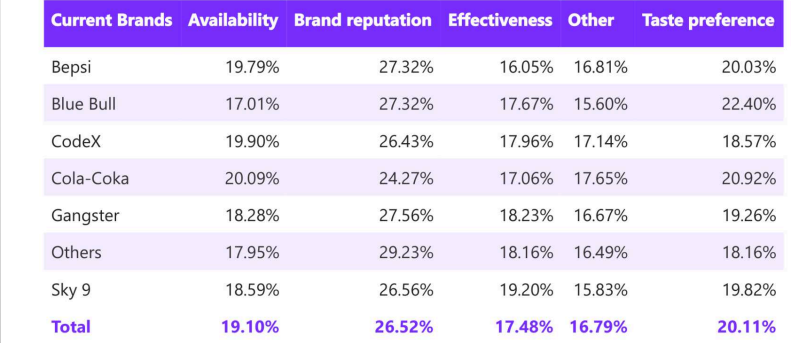


1. Who are the current market leaders?



☐ **Cola Coka** is leading the market followed by **Bepsi**. The data shows there more respondents for **Cola Coka** than the other brands.

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

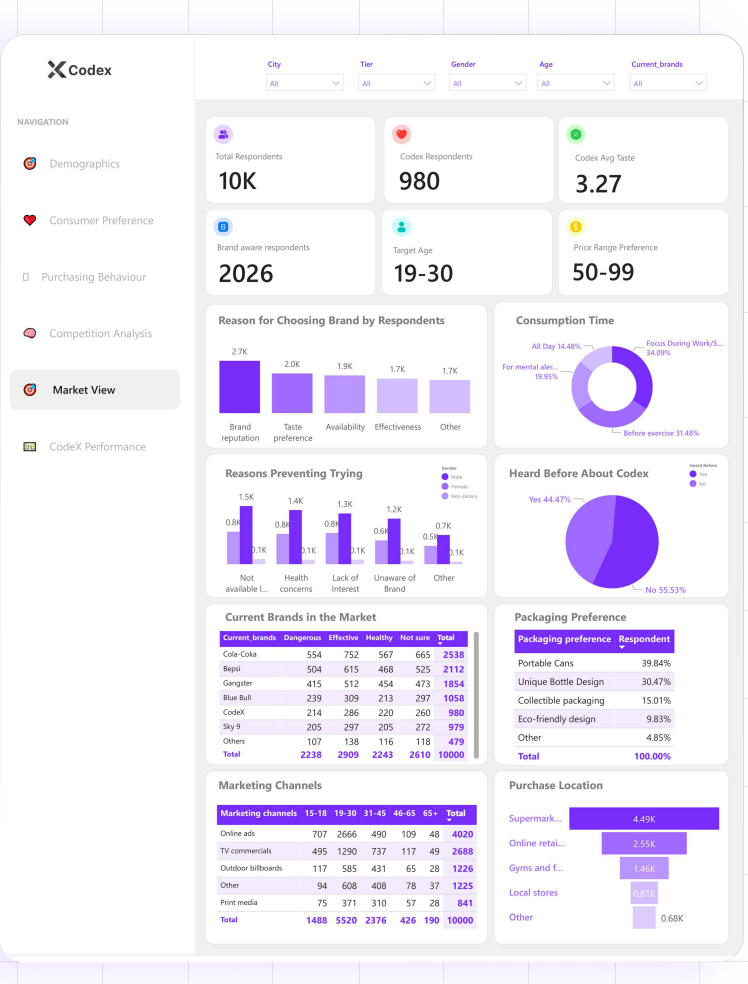


Reason for Choosing Brand

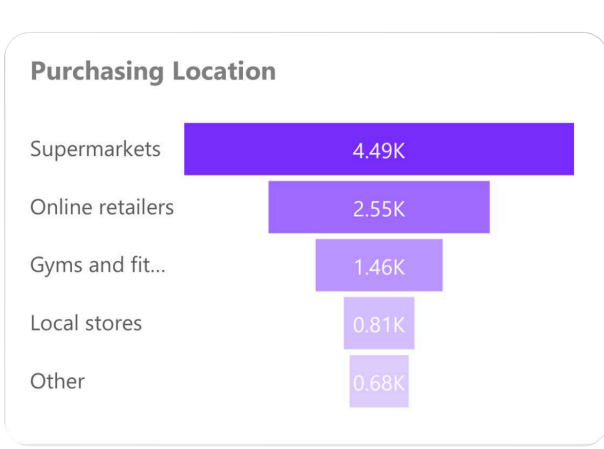
Current Brands	Availability	Brand reputation	Effectiveness	Other	Taste preference
Bepsi	19.79%	27.32%	16.05%	16.81%	20.03%
Blue Bull	17.01%	27.32%	17.67%	15.60%	22.40%
CodeX	19.90%	26.43%	17.96%	17.14%	18.57%
Cola-Coka	20.09%	24.27%	17.06%	17.65%	20.92%
Gangster	18.28%	27.56%	18.23%	16.67%	19.26%
Others	17.95%	29.23%	18.16%	16.49%	18.16%
Sky 9	18.59%	26.56%	19.20%	15.83%	19.82%
Total	19.10%	26.52%	17.48%	16.79%	20.11%

☐ The top reason for choosing the brands by consumers is **brand reputation.**

View

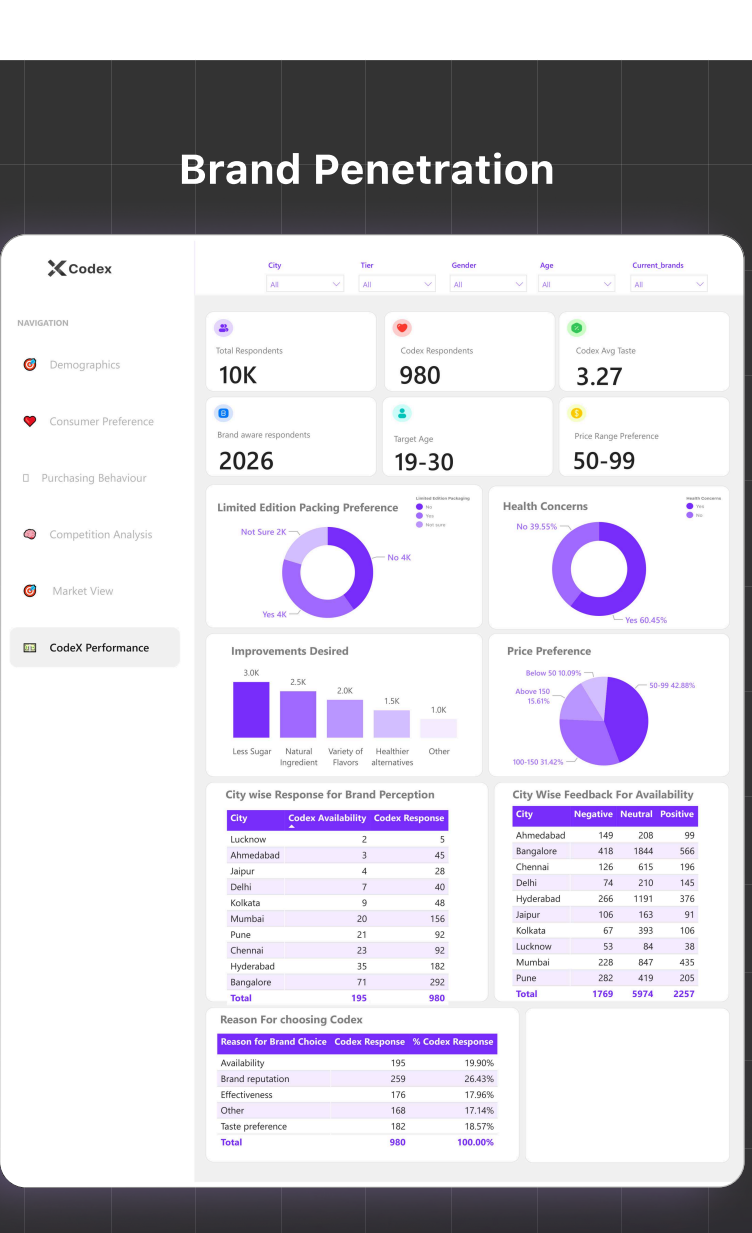


1. Which marketing channel can be used to reach more customers?
2. How effective are different marketing strategies and channels in reaching our customers?

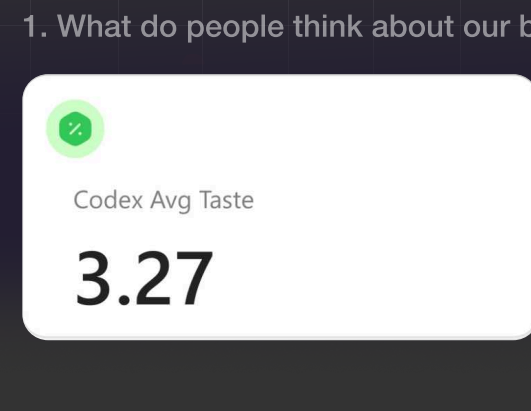


As we have seen previously are the most effective way to reach maximum audiences in a & it is as well.

Brand Penetration

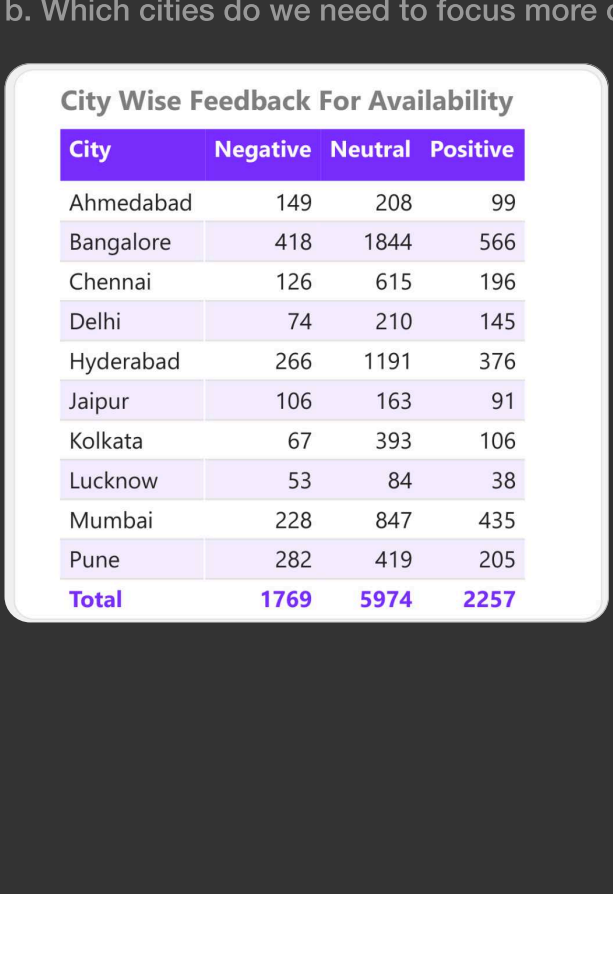


1. What do people think about our brand? (overall rating)



☐ Out of 980, 455 people have heard about our brand and hence we consider their ratings for the CodeX product's taste.
This rating of **3.3** is the industry avg rating as well.

b. Which cities do we need to focus more on?



City Wise Feedback For Availability

City	Negative	Neutral	Positive
Ahmedabad	149	208	99
Bangalore	418	1844	566
Chennai	126	615	196
Delhi	74	210	145
Hyderabad	266	1191	376
Jaipur	106	163	91
Kolkata	67	393	106
Lucknow	53	84	38
Mumbai	228	847	435
Pune	282	419	205
Total	1769	5974	2257

☐ This Data shows **people's perception** of CodeX as a brand in different cities.
The **neutral and negative** both are great in numbers than the positive responses. Hence improving the **Positive response** is one area where the marketing should focus on.

For Codex

What immediate improvements can we bring to the product?

What should be the ideal price of our product?

What kind of marketing campaigns, offers, and discounts we can run?

Who can be a brand ambassador, and why?

Who should be our target audience, and why?

Recommendations
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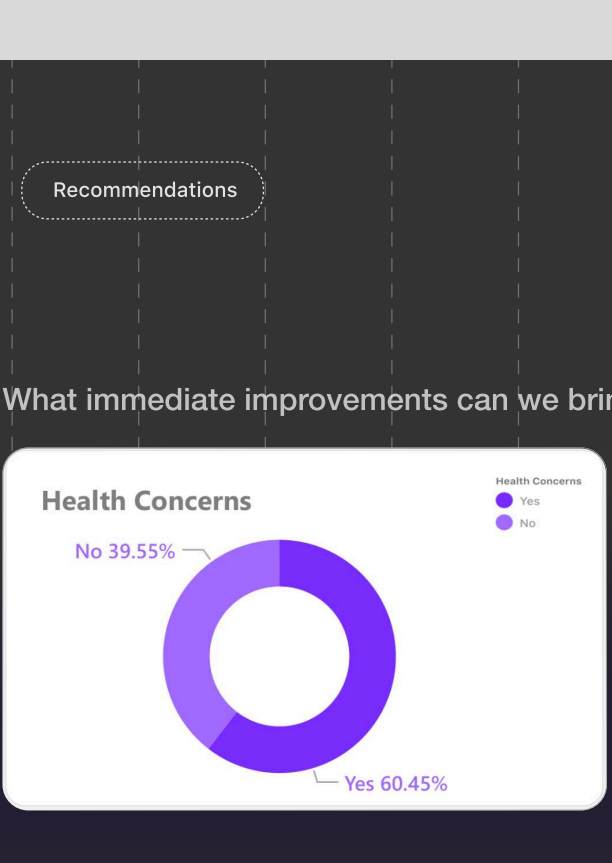
What immediate improvements can we bring to the product?



☐ Availability

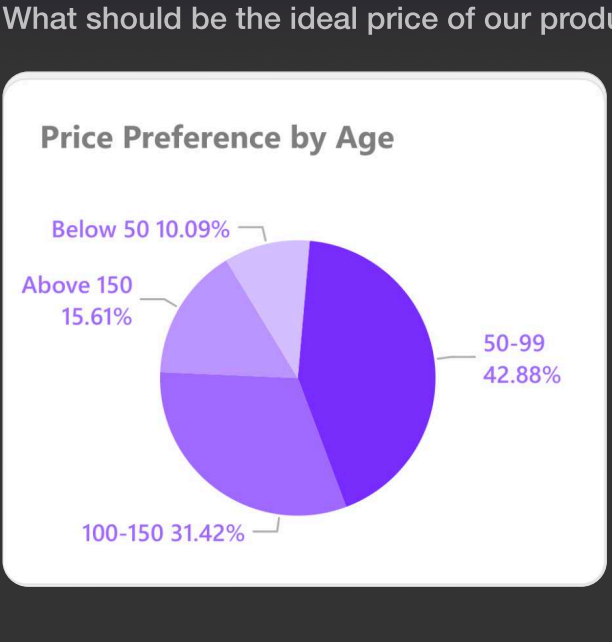
☐ Health Concern – If possible another survey related to health concern questions. (455 Respondents who have heard about us)

☐ Limited Edition Packaging

☐ Add more natural ingredients, reduce sugar content and add more flavours.

☐ Improve positive response rate.

What should be the ideal price of our product?



☐ The price range expected by consumers lies between 50 to 150.

☐ In cities like Ahmedabad, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai, and Pune consumers expect the price range to be between 50 to 99.

☐ While in the rest of the cities, people are willing to pay up to 150.

What kind of offers and discounts we can run?

☐ While **experimenting** with city-specific pricing is one option, an alternative approach aligned with **brand consistency** could be offering **bundled deals**, such as a discounted price for a pack of six cans. This strategy maintains **perceived value** while encouraging higher purchase volume.

☐ Also, each of these cities celebrates **multiple festivals** throughout the year.
We can come up with the **gift set packs**.

What kind of marketing campaigns we can run?

Social Media

☐ A majority of our consumers fall within the 15–30 age group.

☐ This demographic is highly active on social media platforms.

☐ Online and social media ads are effective channels to engage and convert this audience.

Guerilla Marketing

☐ Set up branded counters or rent exclusive display space to increase shelf impact.

☐ Participate in events like The Grub Fest or Horn OK Please to engage directly with target consumers.

☐ Offer free testers at events to gather real-time feedback and drive product trials.

Influencer Marketing

☐ Target micro and macro influencers (10K–500K+ followers) through paid or barter collaborations to boost brand visibility and sales affordably.

☐ Distribute products via influencer giveaways to build trust, increase trial, and shift brand perception positively.

☐ Use personalized discounts and exclusive deals to retain customers and support cost-effective remarketing without repeated ad spend.

Online Retailers/E-commerce

☐ Leverage PPC platforms on e-commerce and online grocery sites to target high-intent shoppers directly at the point of purchase.

☐ Run paid ad campaigns to boost product visibility and drive traffic to CodeX listings on these platforms.

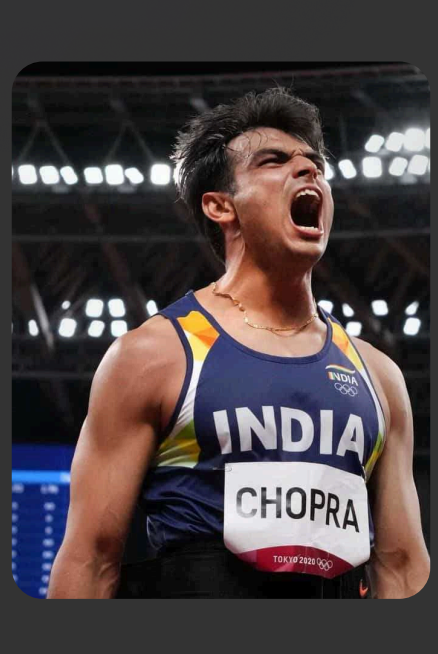
☐ Increase brand awareness and sales by positioning CodeX alongside more established competitors in the digital retail space.

Who can be a brand ambassador, and why?

☐ **Budget** – Choose influencers whose rates align with our budget and deliver measurable ROI based on their reach and engagement.

☐ **Relevance** – Prioritize individuals from fitness, sports, or active lifestyle spaces to align with energy drink consumption behavior.

☐ **Influence** – Select influencers who genuinely impact their followers' purchasing decisions, not just those with large followings.



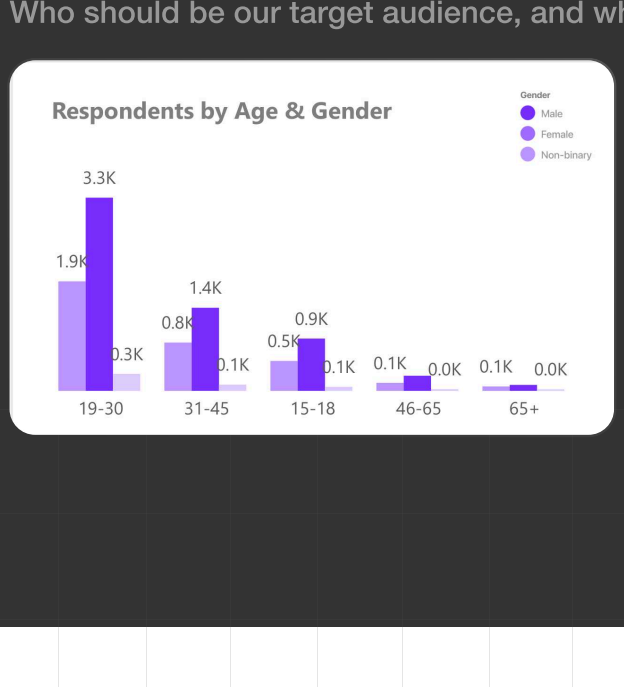
Neeraj Chopra – Sports

✓ For The Past 2 Years, He Has Been In The News And Gained Popularity In Social Media After Winning The Gold Medal For India.

✓ We Can Capitalize On The Free PR That He Is Getting From The Media.

✓ He Is At His Career Peak And Winning Tournaments Throughout The World.

Who should be our target audience, and why?

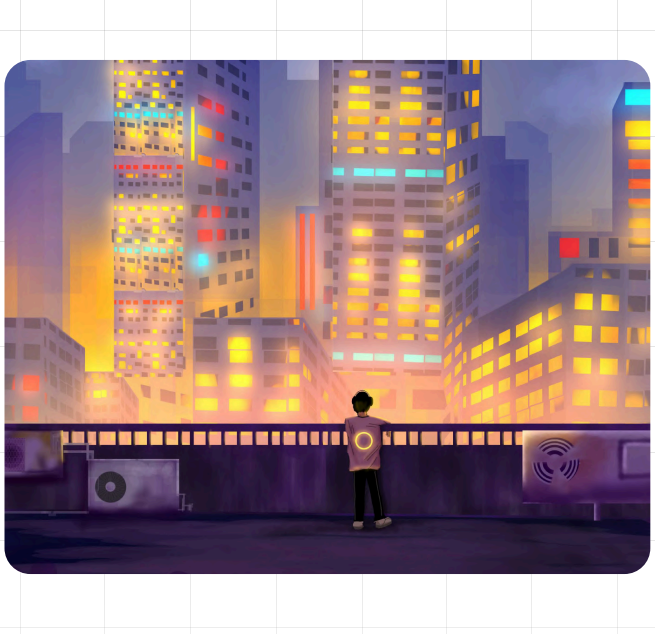


☐ It is evident from the statistics that our consumers are mostly between the ages of 15 to 30.

☐ From this survey, the count shows that 70% of consumers are youth.

Apply real-world data analysis techniques

Deliver insights to shape CodeX's go-to-market strategy

Build a strong portfolio piece showcasing data-to-decision-making