



# CODEX ENERGY DRINK

F&B Industry

PRESENTED BY SWARUP MORE



Resume Project  
Challenge

# AGENDA

- 1 Background
- 2 Getting familiar with the Indian Energy Drink market
- 3 Getting familiar with the input data
- 4 The Queried result along with visualizations and insights
- 5 Recommendation

# BACKGROUND



## Our Company

CodeX is a German beverage company that is aiming to make its mark in the Indian market.

## Background

A few months ago, they launched their energy drink in 10 cities in India.

With the launch of new energy drink, they conducted a survey in around 10 cities and received results from 10k respondents. The marketing team is now aiming at increasing brand awareness, market share and product development.

## Objective

Analyse the survey results and present insight to the marketing team of the company

## Approach

Run a SQL query to find the insights convert it into visualizations using Power BI

# The Future of the Indian Energy Drink Market

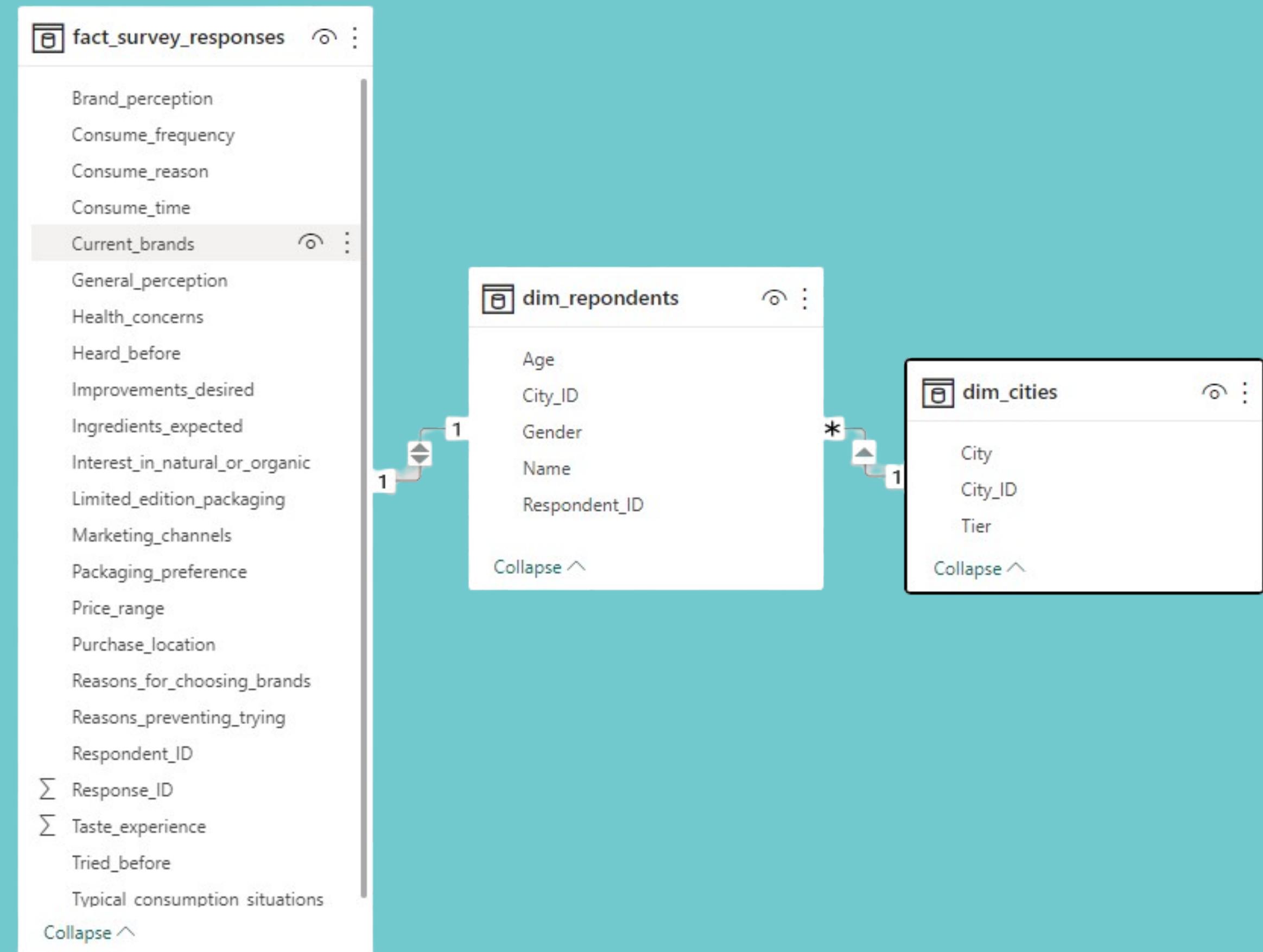
- 1 The Indian energy drink market is estimated to be worth ₹3,500 crore in 2023
- 2 Market size is expected to reach ₹5,280 crore by 2027
- 3 Expected to grow at a CAGR of 6.36% from 2023 to 2027
- 4 Key points regarding the market growth
  - Increasing Consumer Demand
  - Expanding Distribution Channels
  - Marketing and Branding Initiatives
  - Shift towards Healthier Options
  - Rising Disposable Income and Urbanization

# GETTING FAMILIAR WITH THE INPUT DATA

INPUT DATA CONSISTS OF SURVEY RESPONSES DATA , ALONG WITH TWO DIMENSION TABLES LIKE RESPONDENTS AND CITIES, ETC.

## DATA CLEANING

- 1.IF NOT TRIED, CANNOT RATE
- 2.IF NOT HEARD, CANNOT TRY IT
- 3.IF TRIED,CANNOT RESPOND TO REASON PREVENTING TRYING



## Operating Cities- CodeX

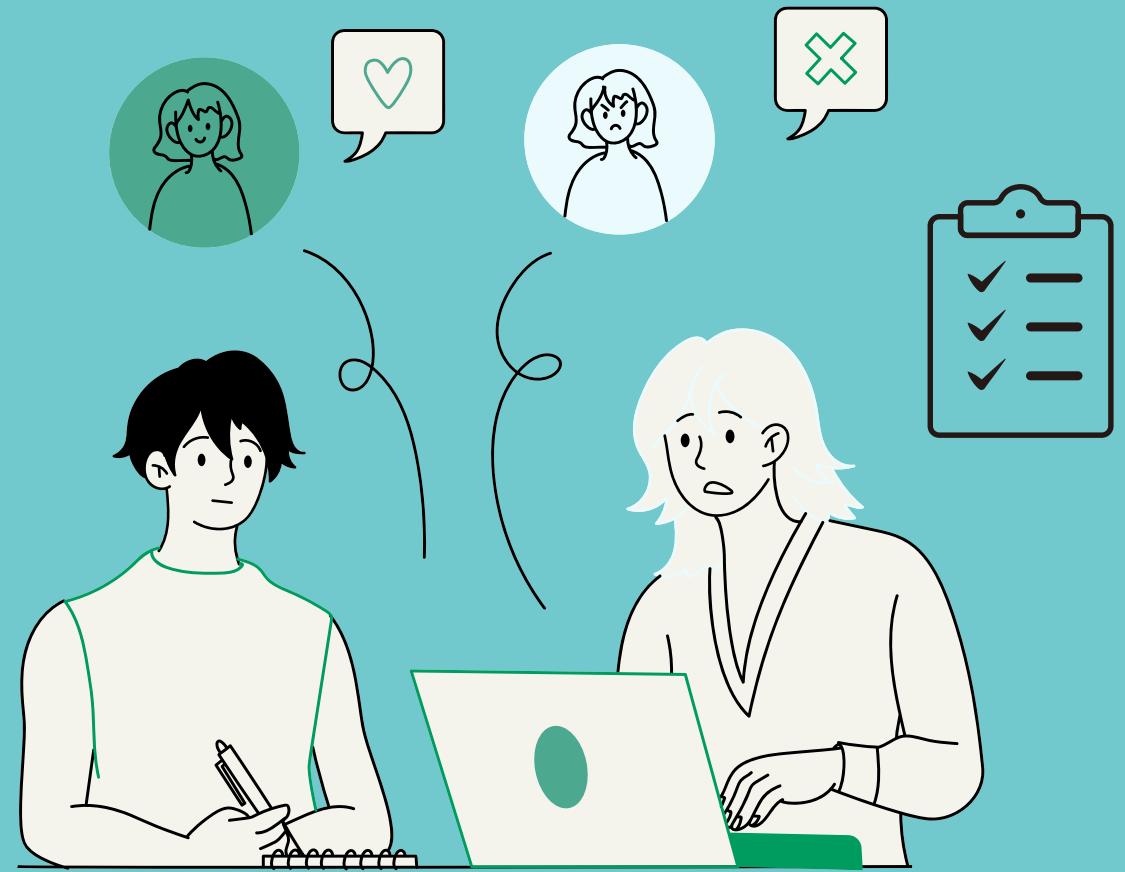


# About Survey

The survey was conducted across the 10 cities, recorded the response from 10k respondents.

Following are some of the survey questions which had to be answered from the options given for each of them.

- What is your age group?
- Which energy drink brands do you currently consume or prefer?
- Which city in India do you reside in?
- How often do you consume energy drinks?
- What ingredients do you expect in an energy drink?
- What are the main reasons for consuming energy drinks?
- Which marketing channels or platforms do you often come across energy drink advertisements?
- What type of packaging or bottle design would attract you to purchase an energy drink?
- What is your perception of energy drinks in general?
- .Have you heard of our energy drink before today?
- Which energy drink brands do you currently consume or prefer?
- What are the reasons for choosing those brands over others?
- What improvements would you like to see in energy drinks currently available in the market?
- Where do you typically purchase energy drinks?
- In which situations or activities do you typically consume energy drinks?



# Primary Insights

- Demographic Insights
- Consumer Preferences
- Competition Analysis
- Marketing Channels & Brand Awareness
- Brand Penetration
- Purchase Behaviour
- Product Development

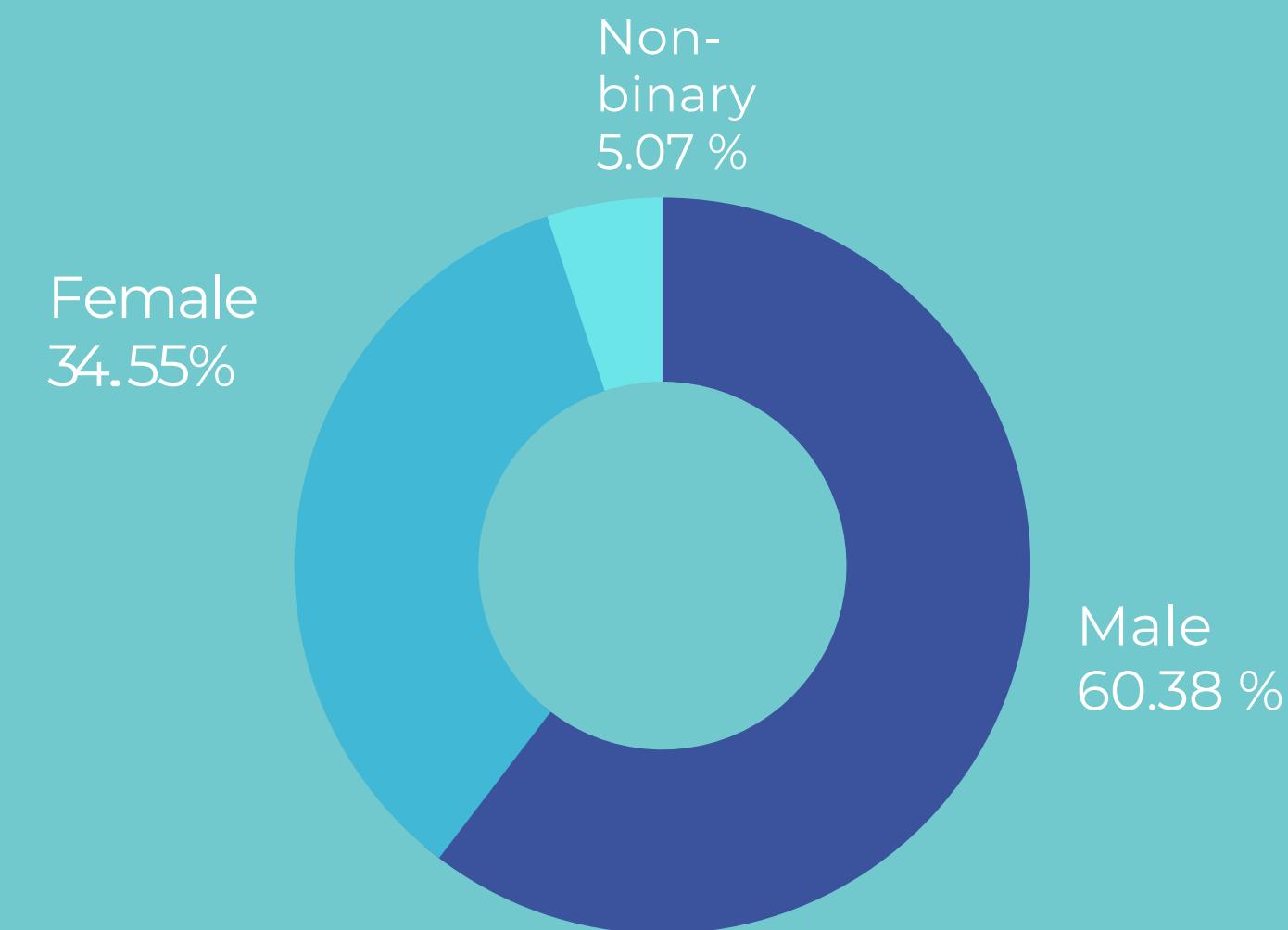
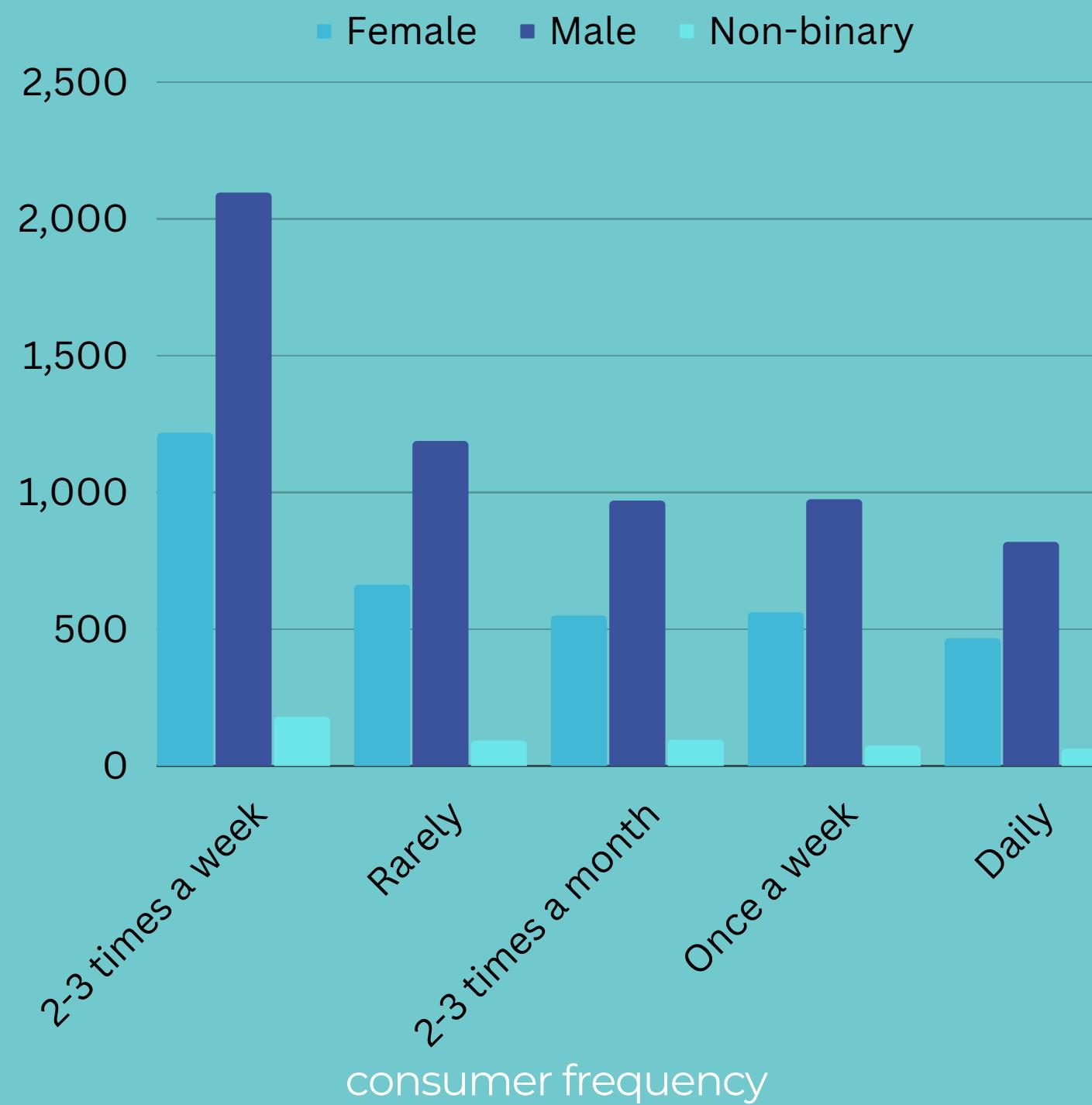




# Demographic Insights



# GENDER DISTRIBUTION OF RESPONDENTS



💡 Male category has been targeted consumer for Codex

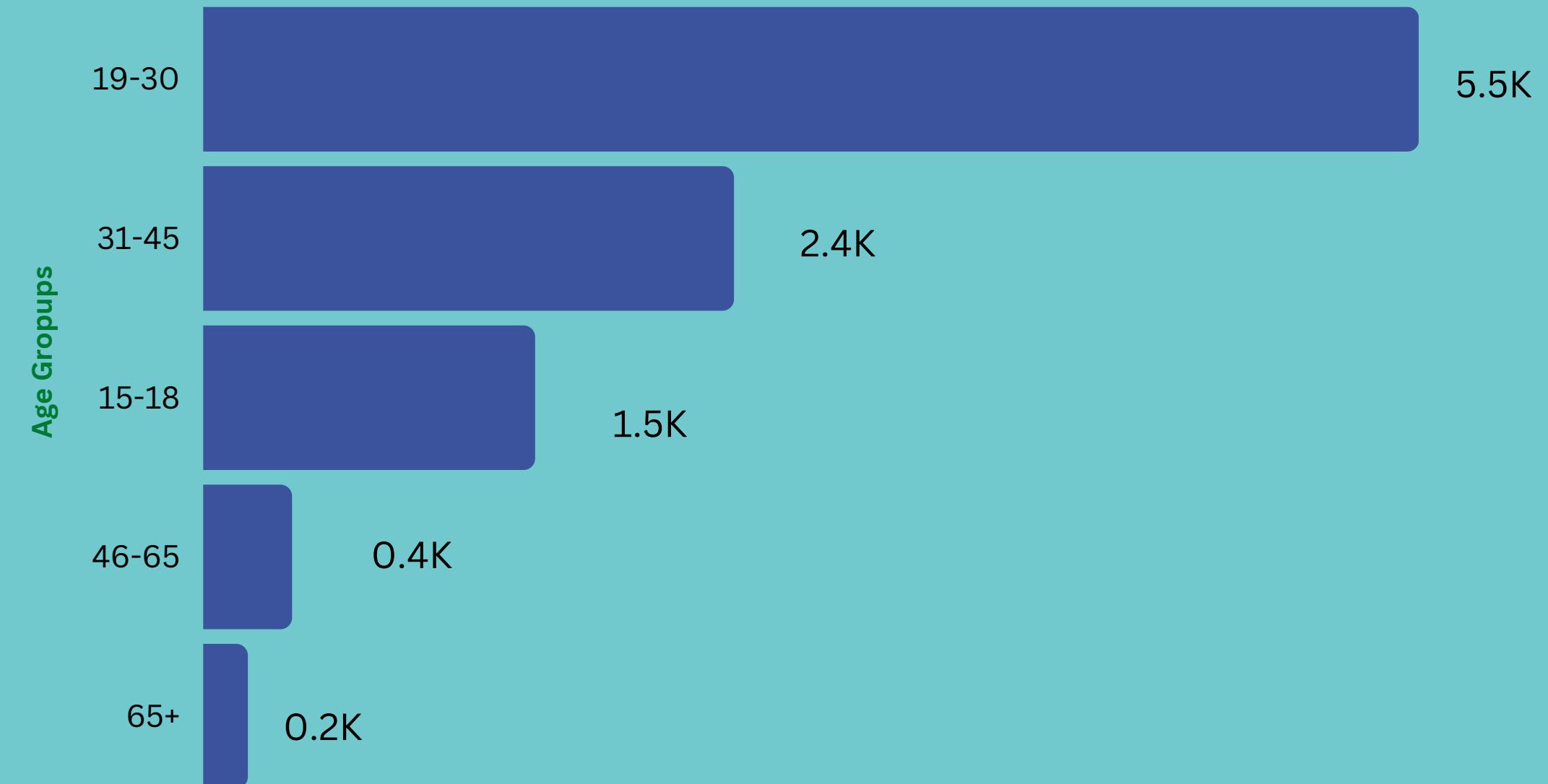
💡 Opportunity resides in female category

💡 Possible reasons : Gender stereotypes, Personal preferences

# ENERGY DRINK PREFERENCE

💡 19-30 age segment have strong market presence followed by 31 - 45 age group.

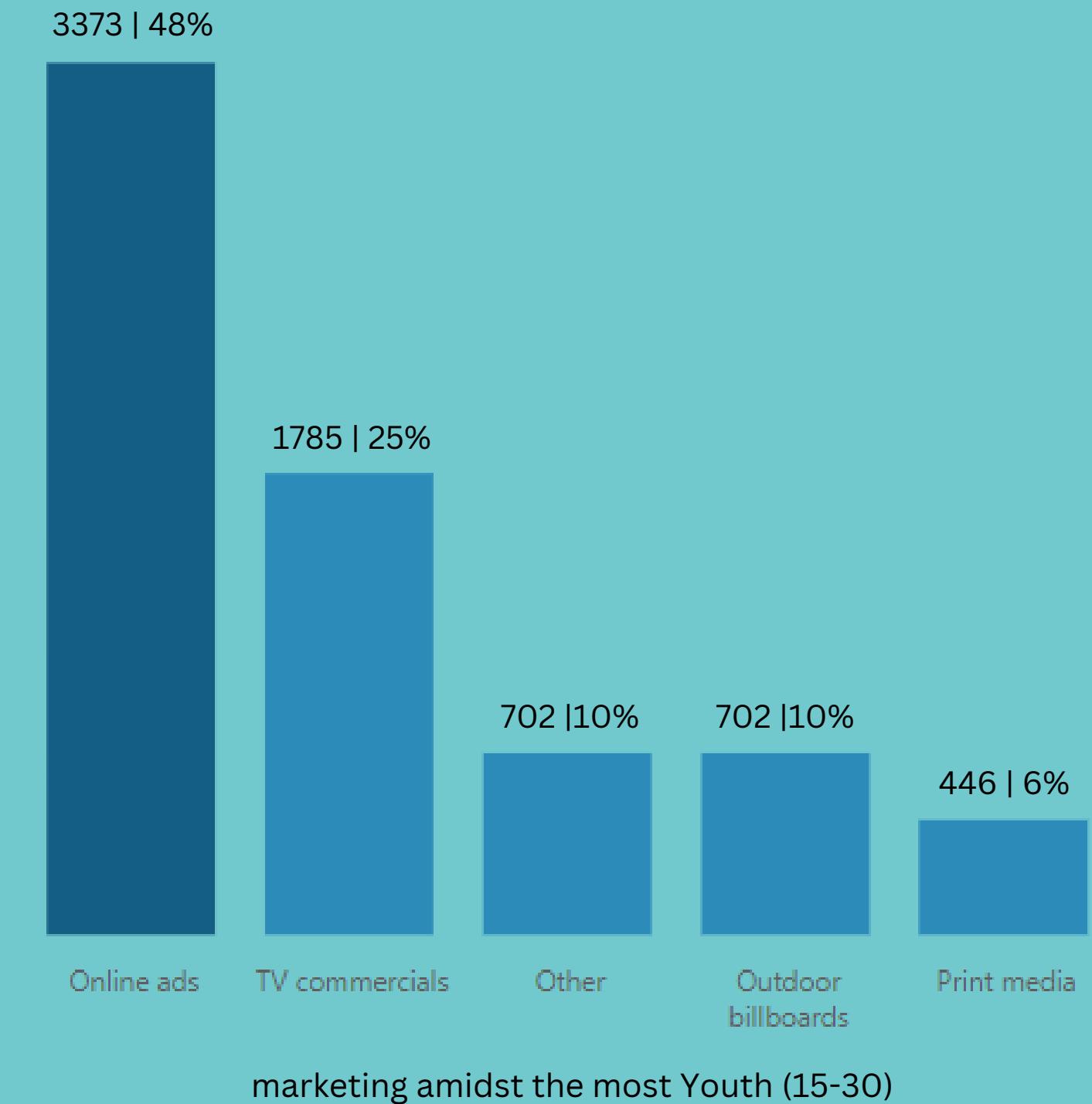
💡 Possible reasons:  
Sports and exercise  
work and school  
Nightlife



# MARKETING STRATEGIES TARGETING MOST YOUTH

💡: Online ads reaches the most to the age group 15-30 (Youth).

💡: Possible reasons:  
More measurable  
Young adults are more likely to be online  
Heavy internet usage

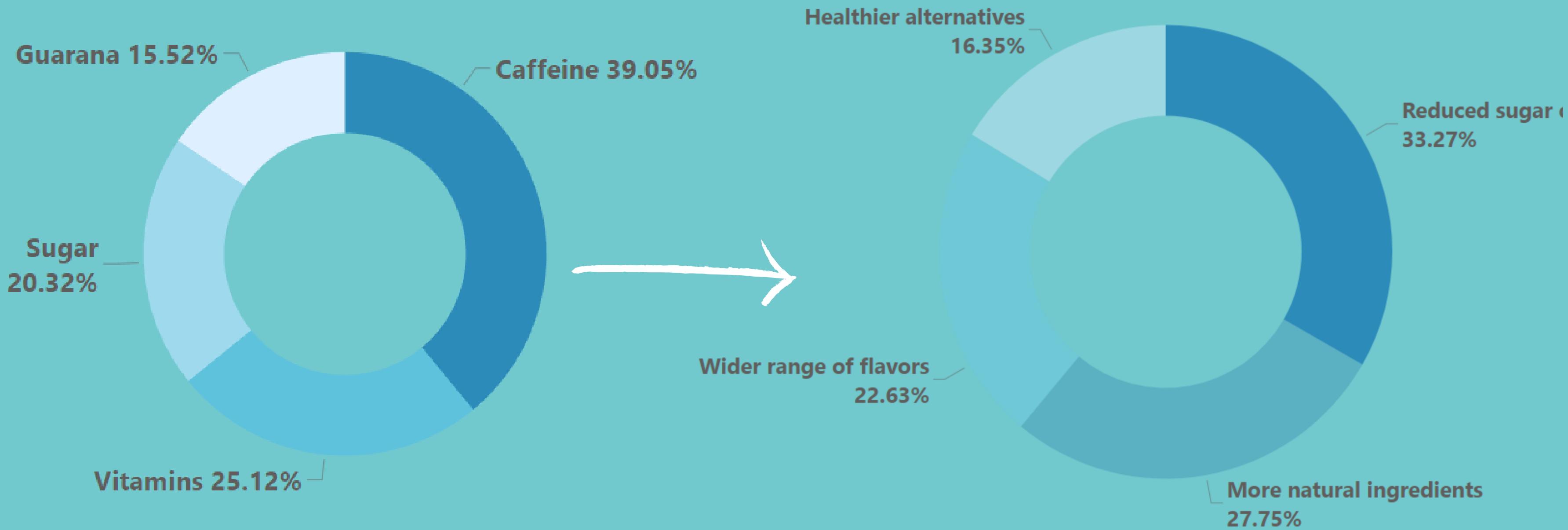




# Consumer Preferences



# PREFERRED INGREDIENTS



Most preferred ingredient-Caffeine(39.05%)



Consumer also tend to prefer drink with reduced sugar and more natural ingredients

Possible reasons:

Caffeine is a stimulant, relatively safe

Health concern

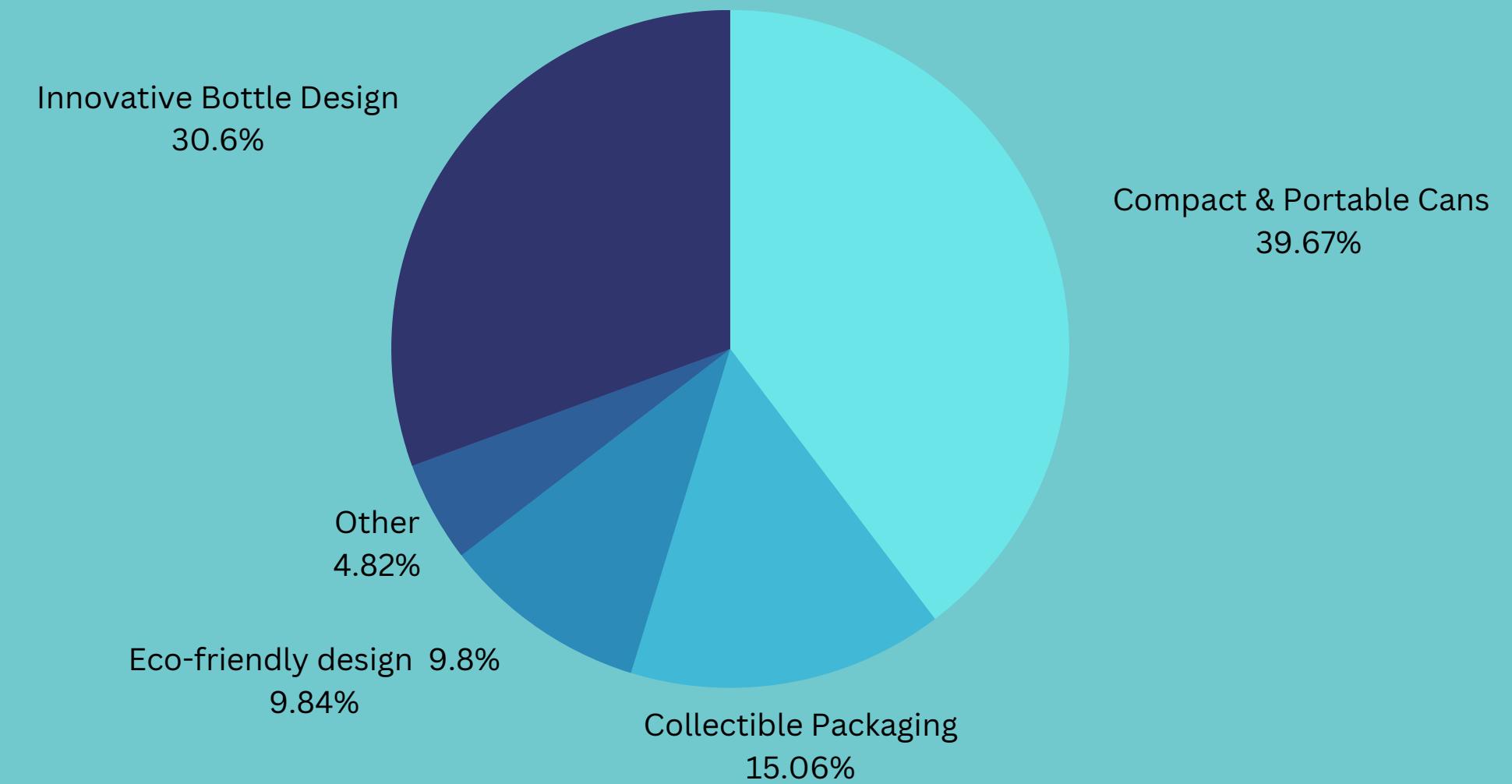
# PAKAGING PREFERENCES



Around 40% of the consumers prefer Compact and portable cans whereas a huge majority (30%) of the consumers like Innovative bottle designs.



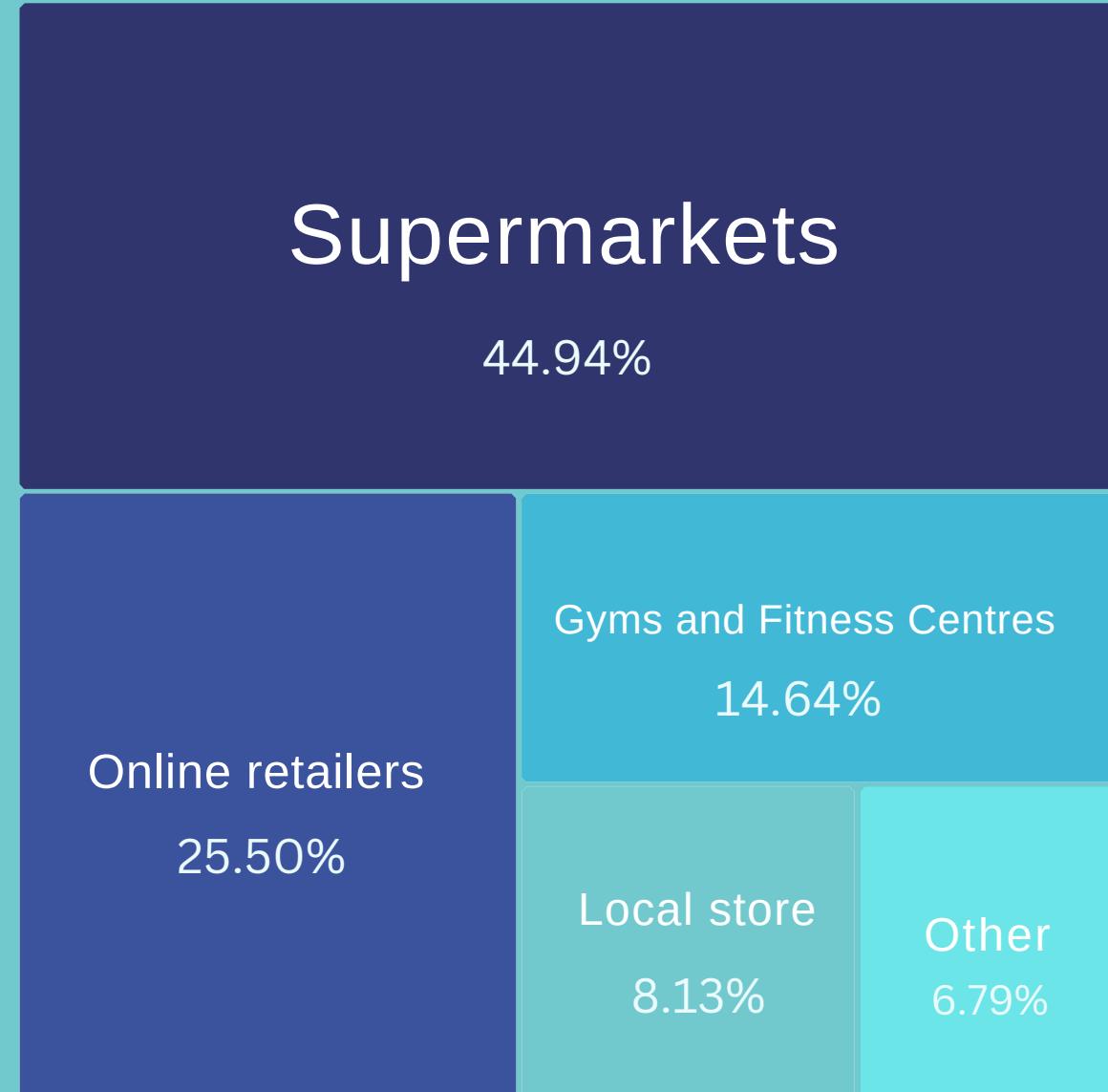
Reason:  
convenience  
on-the-go consumption  
Appeal to the senses  
Brand recognition



# PREFERRED LOCATIONS

 Supermarkets are more preferred locations(45%) followed by online retailers(25.5%).

 Reason:  
Convenience  
Variety  
Affordability

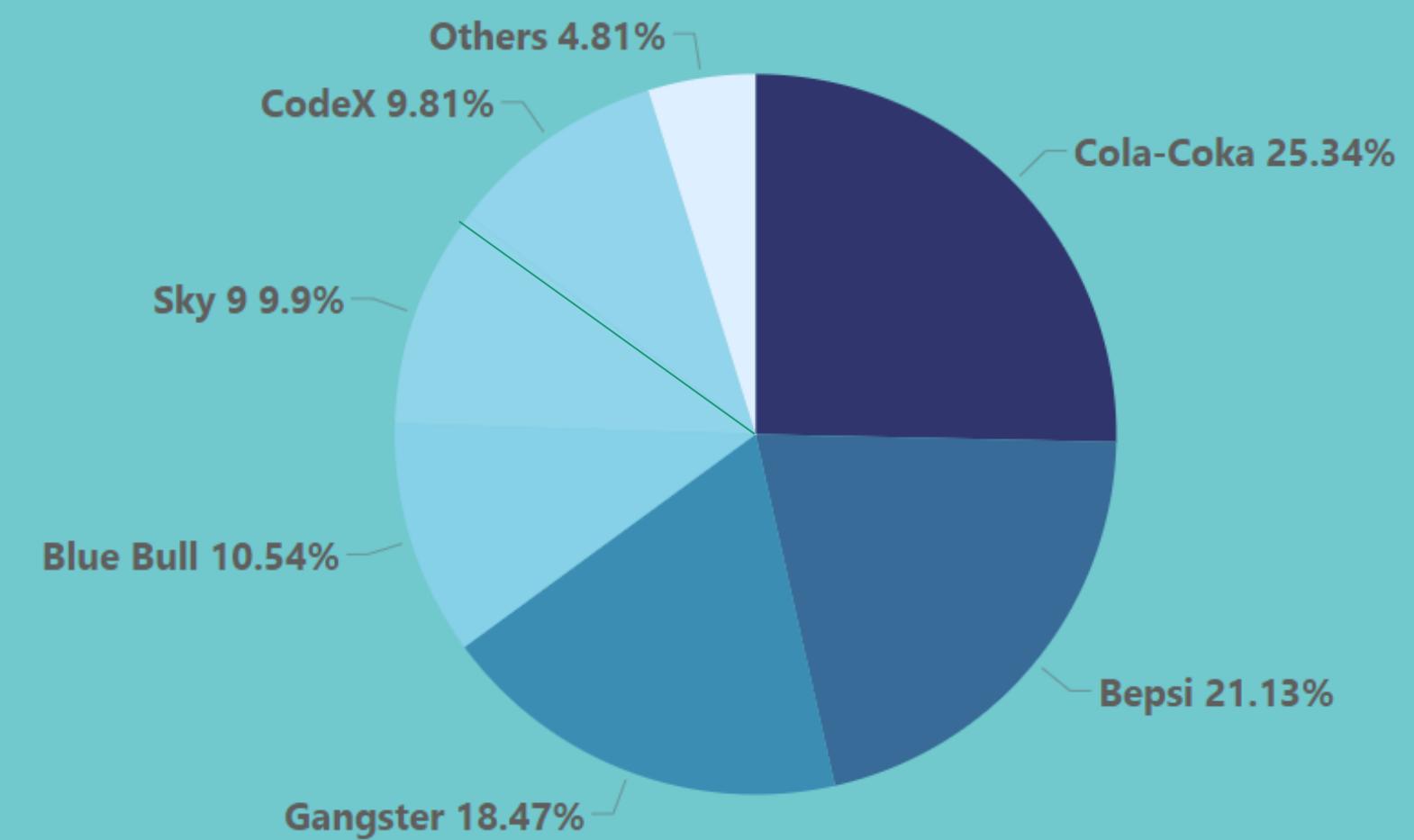


# Competition Analysis



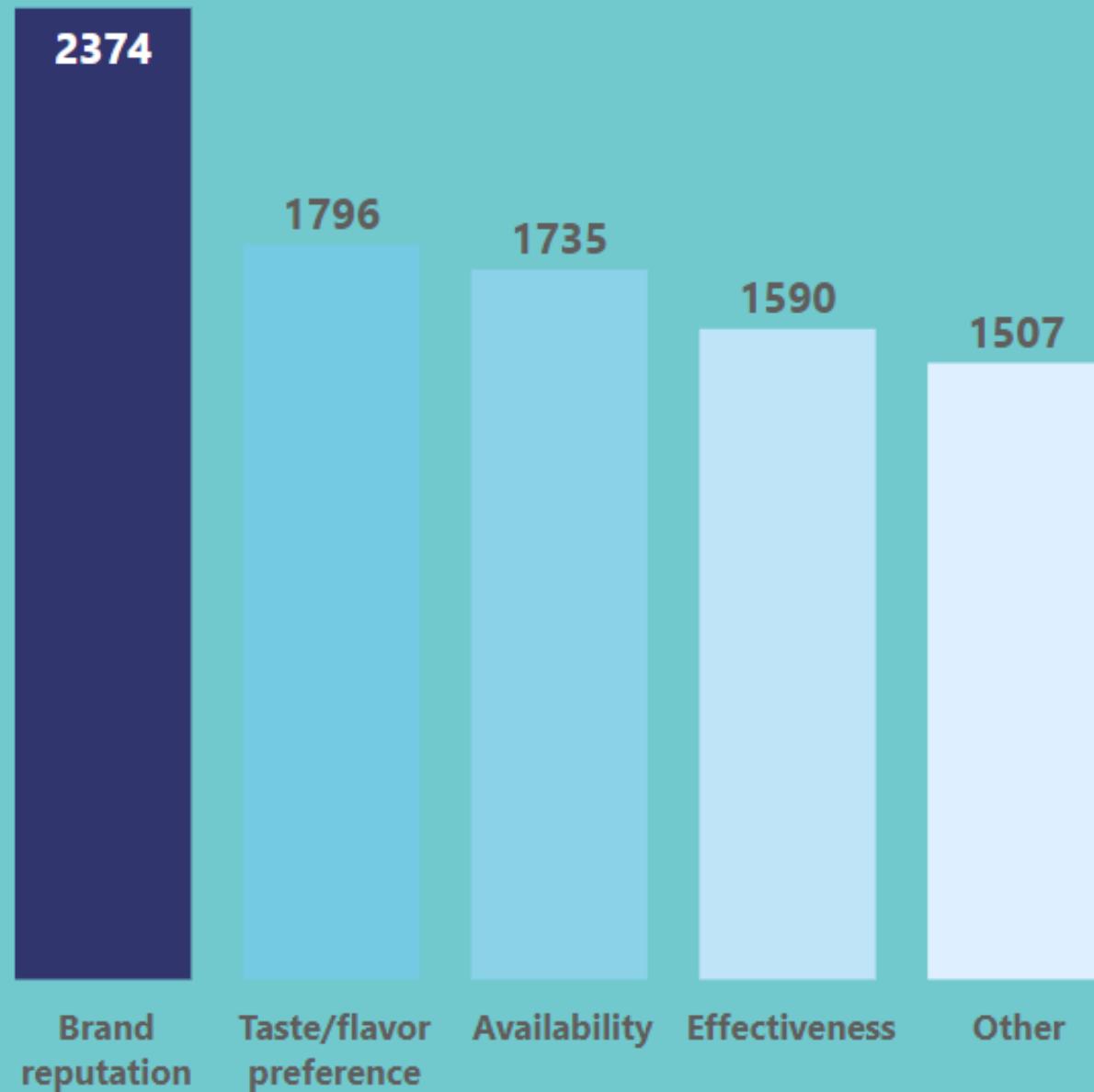
# CURRENT MARKET LEADERS

- Cola-Coka acquires 1/4th (25.38%) of the energy drinks market in India, followed by Bepsi which has more than 20% of the market share.
- CodeX stands at 5th position in the market which is a positive sign for the emerging brand in Indian Energy drinks market.
- CodeX can mimic the marketing strategies of the leading brands.



# REASON FOR CHOOSING OTHER BRANDS OVER CODEX

- 💡 Brand reputation is the primary reason for customers to choose a brand as 2374 of the customers rely on brand reputation for choosing a particular brand
- 💡 Taste/flavor preference and Availability are also major factors





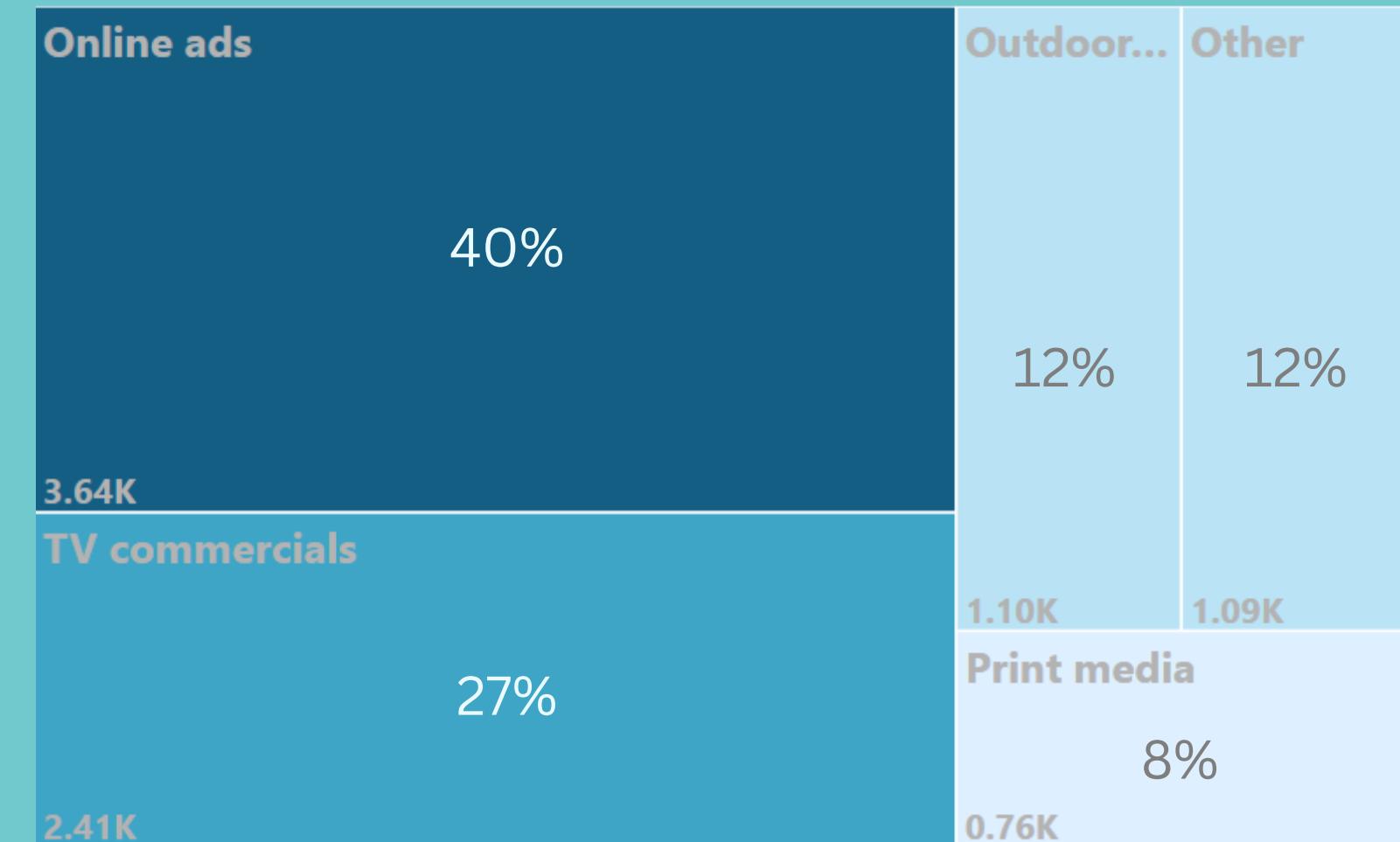
# Marketing Channels & Brand Awareness



# MARKETING CHANNELS TO REACH MORE CUSTOMERS

40% of the consumers get to know about energy drinks through Online ads, followed by TV commercials (26.8%).

 CodeX should focus on increasing their online visibility for rapid expansion.



# BRAND AWARENESS

## NEVER HEARD %

City	Tier	Never Heard (Codex)
Bangalore	Tier 1	30.05%
Hyderabad	Tier 1	19.79%
Mumbai	Tier 1	11.26%
Chennai	Tier 1	10.04%
Pune	Tier 2	9.37%
Kolkata	Tier 2	6.52%
Ahmedabad	Tier 2	4.66%
Jaipur	Tier 2	3.77%
Delhi	Tier 1	2.85%
Lucknow	Tier 2	1.69%

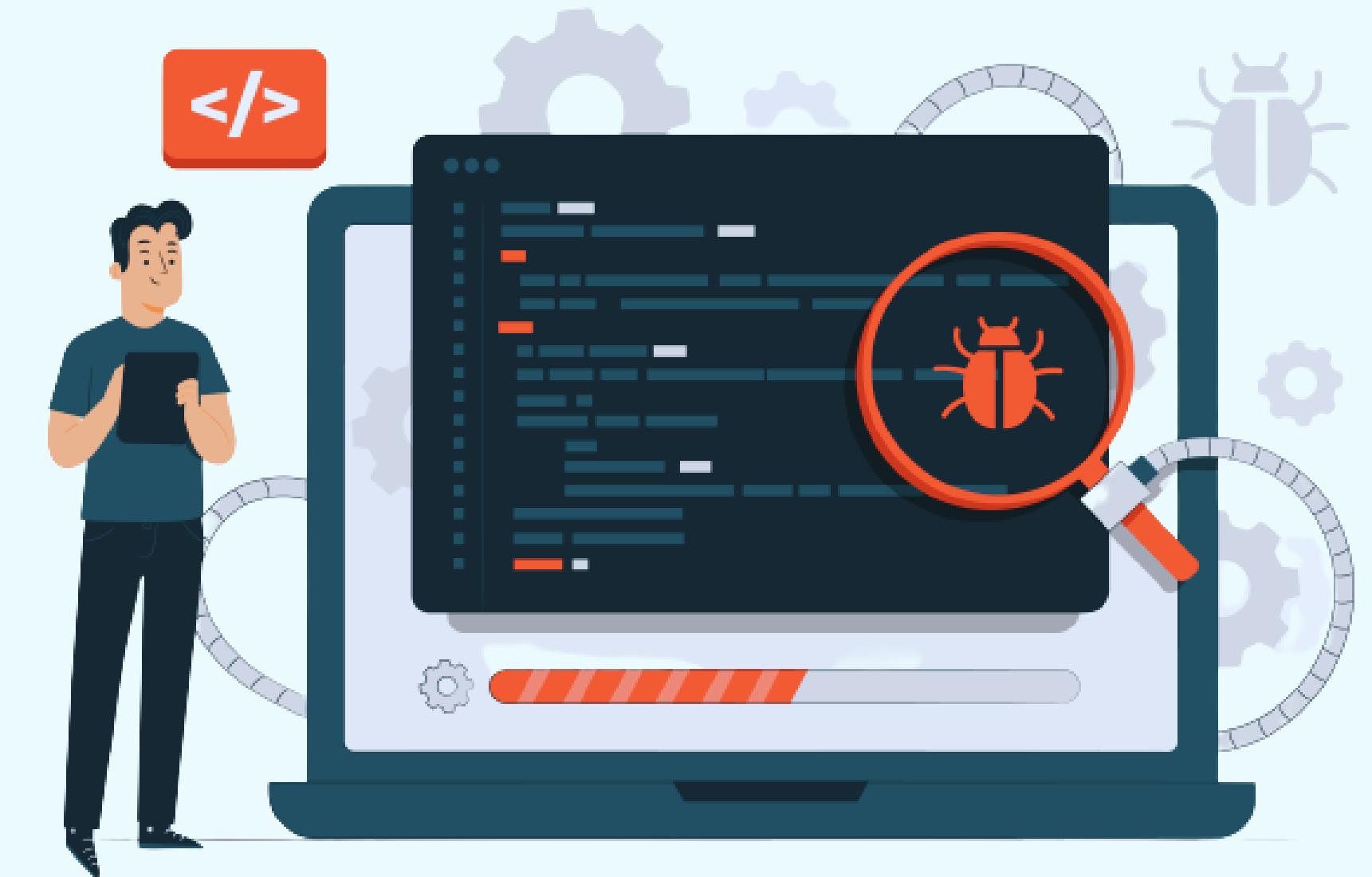
## NOT AVAILABLE %

city	LEAST AVAILABILITY
Bangalore	34.06%
Hyderabad	20.52%
Pune	11.35%
Chennai	8.73%
Kolkata	7.86%
Mumbai	6.99%
Jaipur	3.93%
Delhi	3.06%
Ahmedabad	2.62%
Lucknow	0.87%

- 🚫 30% of the survey members from Bangalore not even heard of Codex where as 34.06% could not find our brand due to lack of availability
- 💡 CodEx should start focusing more on Bangalore, Hyderabad, Chennai and Mumbai cities



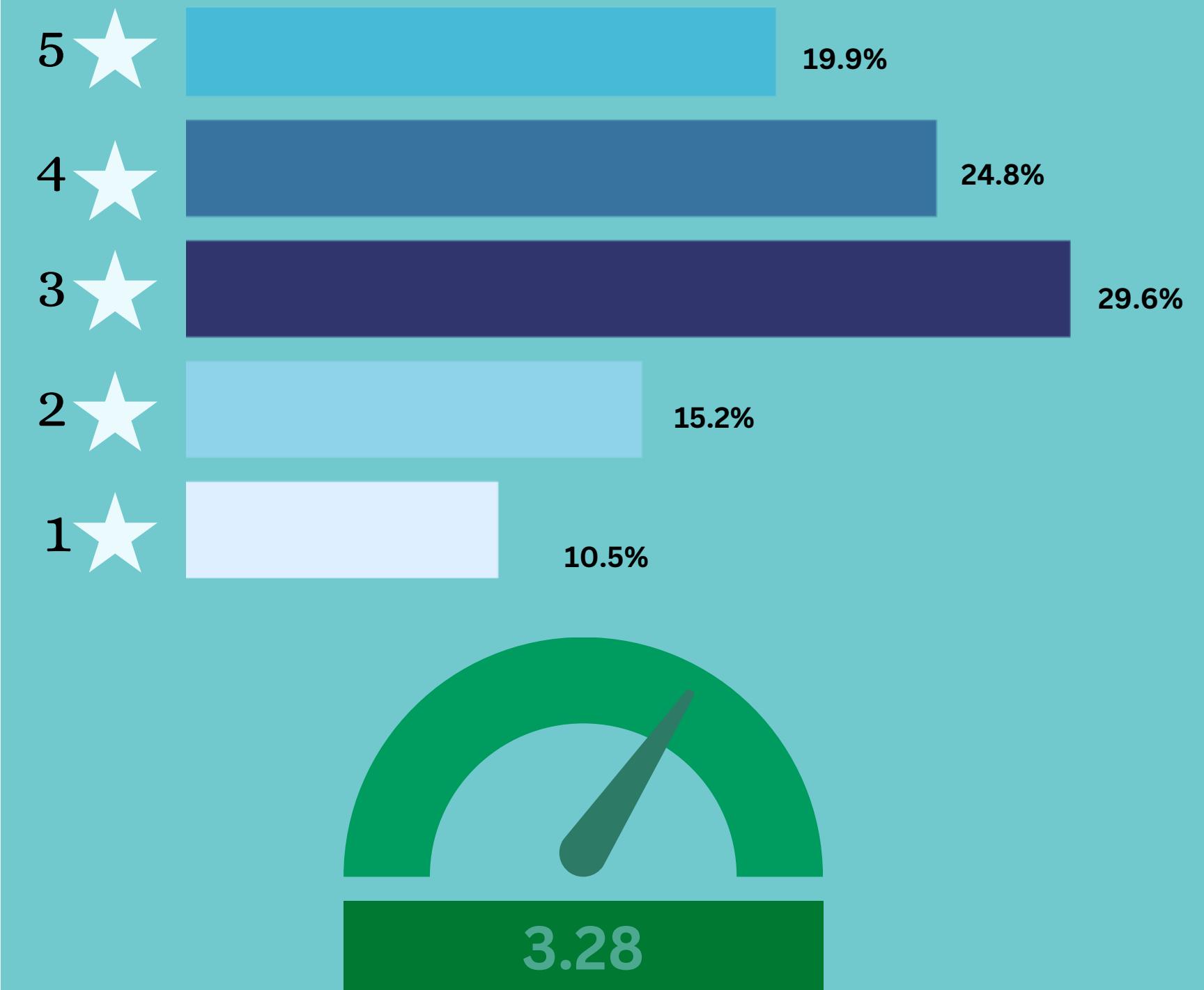
# Brand Penetration



## CUSTOMER RATINGS

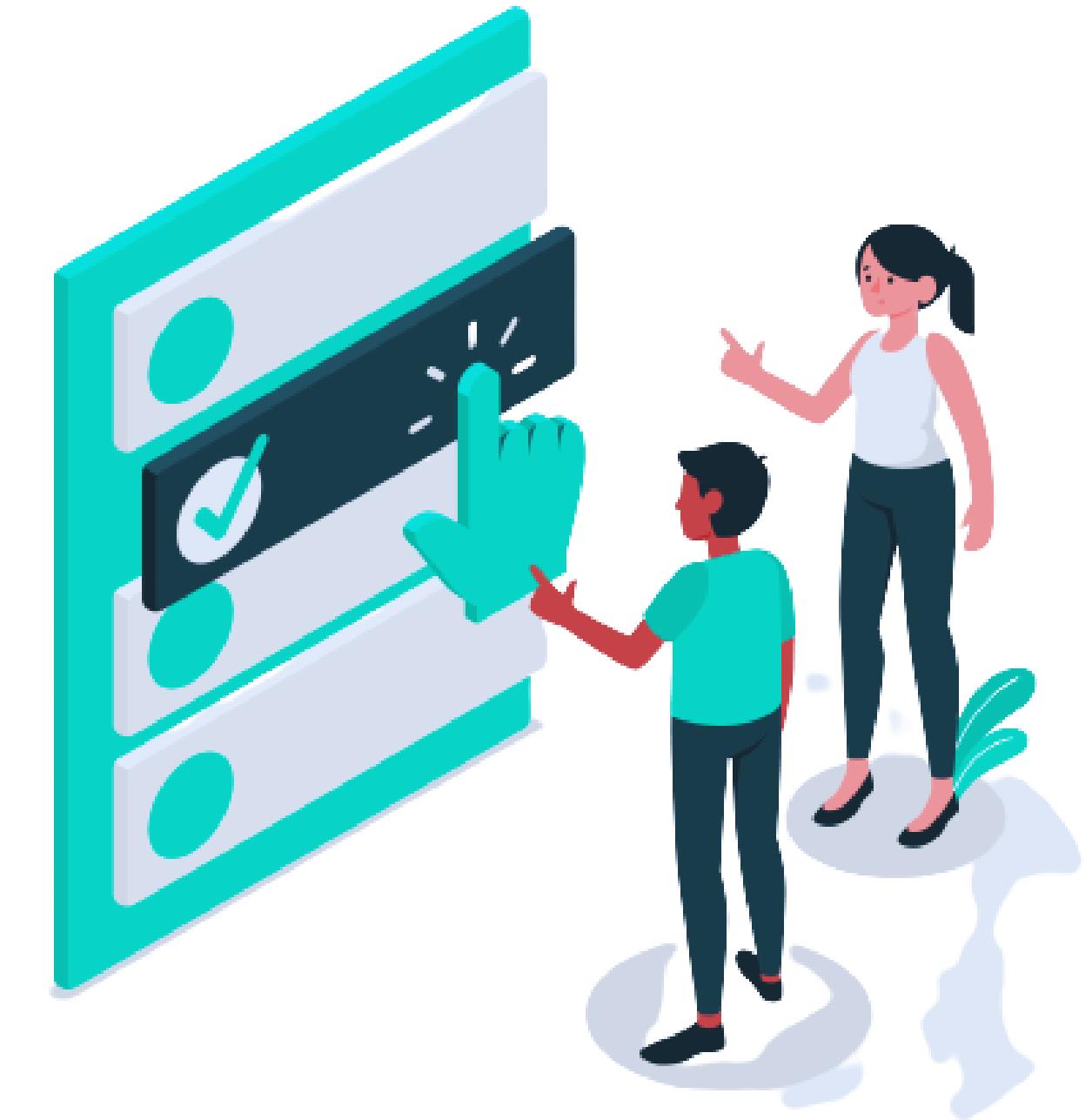
 4881 consumer tried Codex before

 Average overall rating of Codex brand is 3.28 which is above average





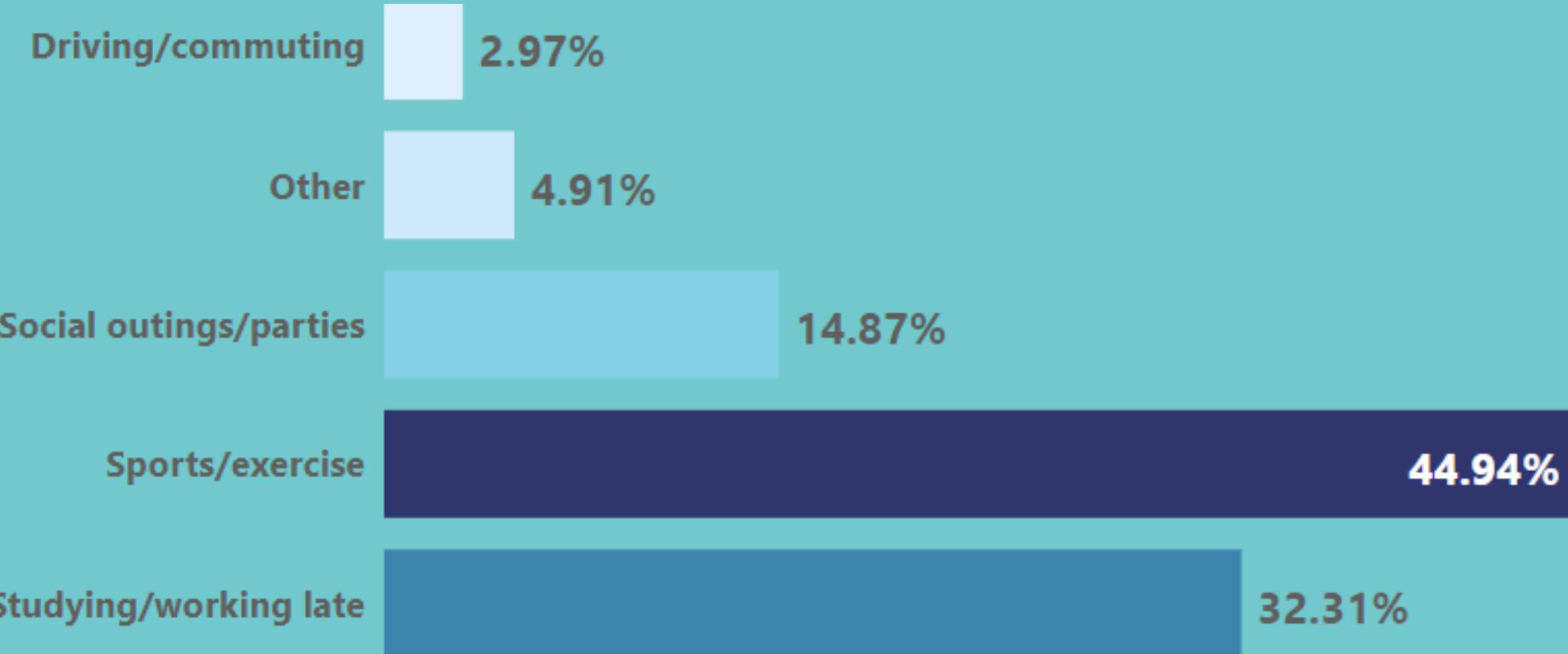
# Purchase Behaviour



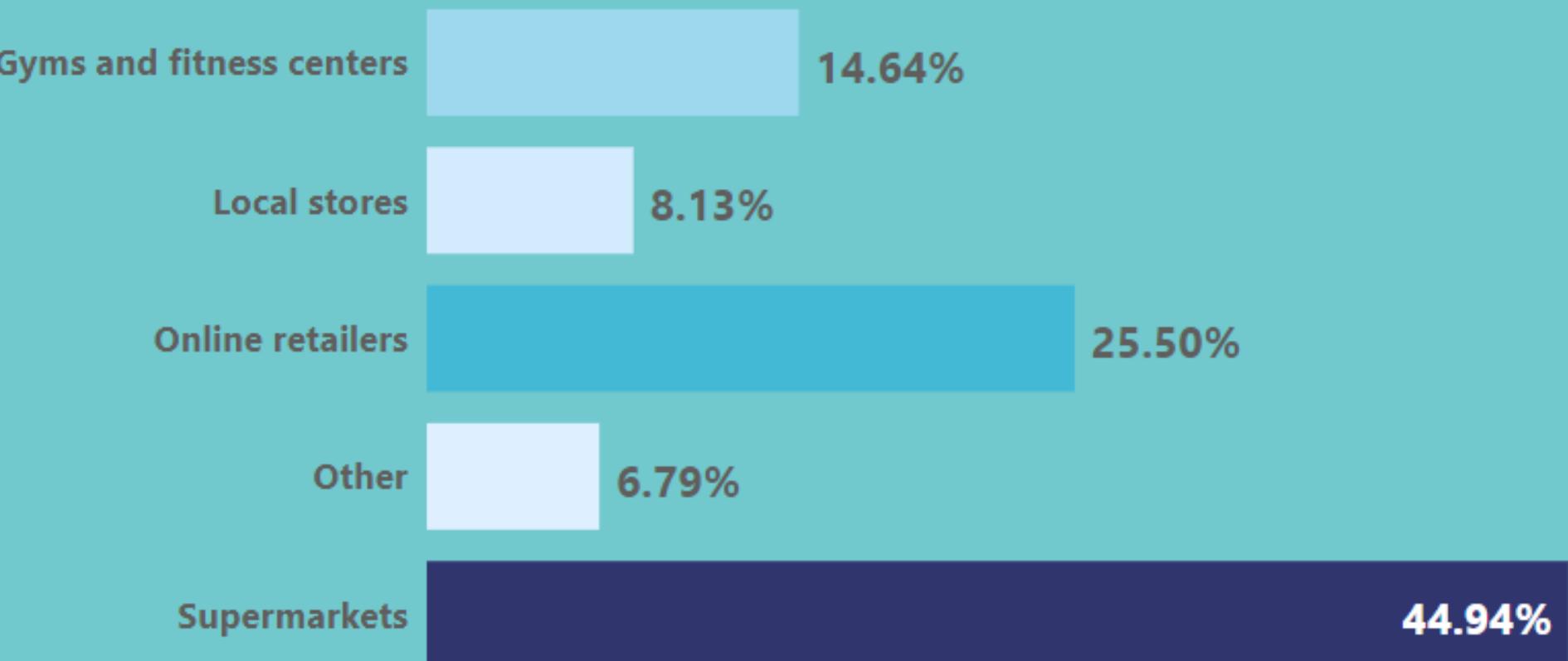
# PURCHASE BEHAVIOUR

- 🏃 45% of the consumer prefer our drink while playing or exercising
- 📚 32% drinking while studying or working late
- 💡 45% of the total consumer are purchasing drink from supermarket

## CONSUMPTION SITUATION

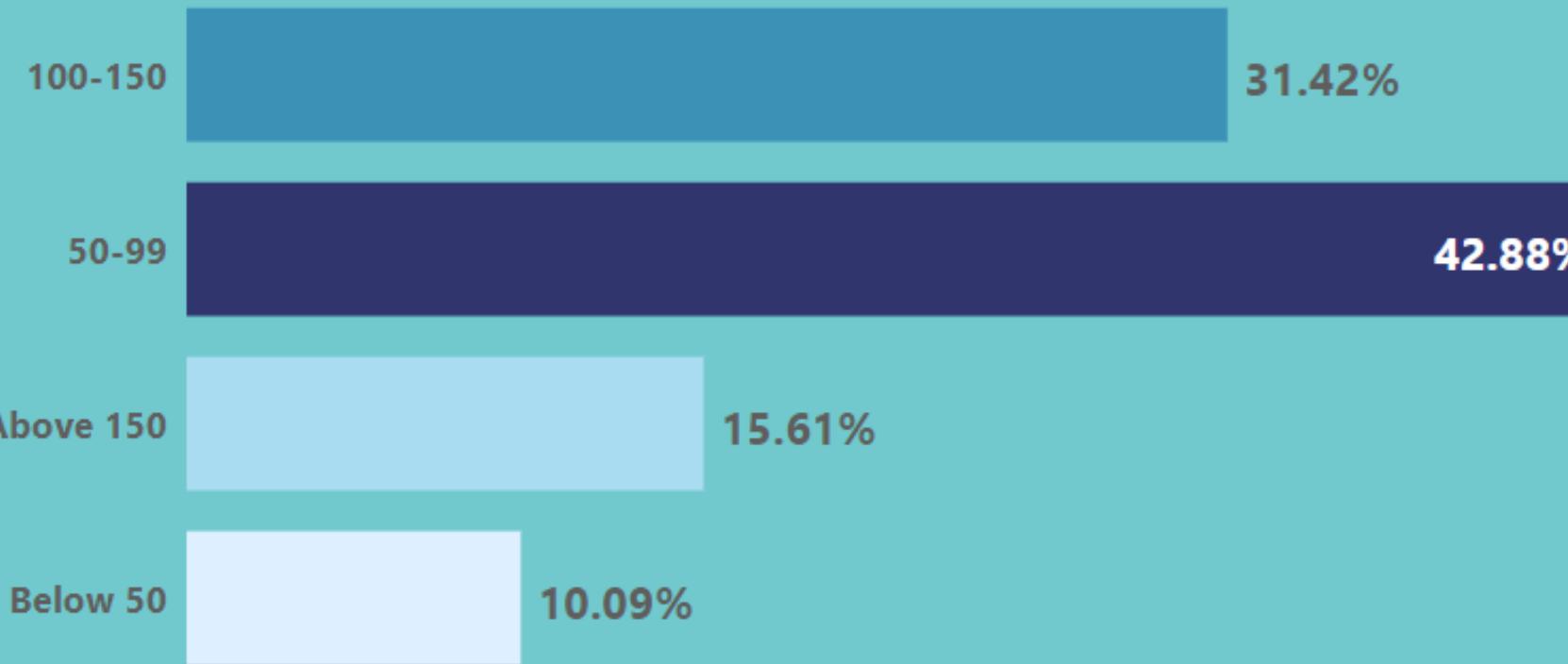


## PURCHASE LOCATION

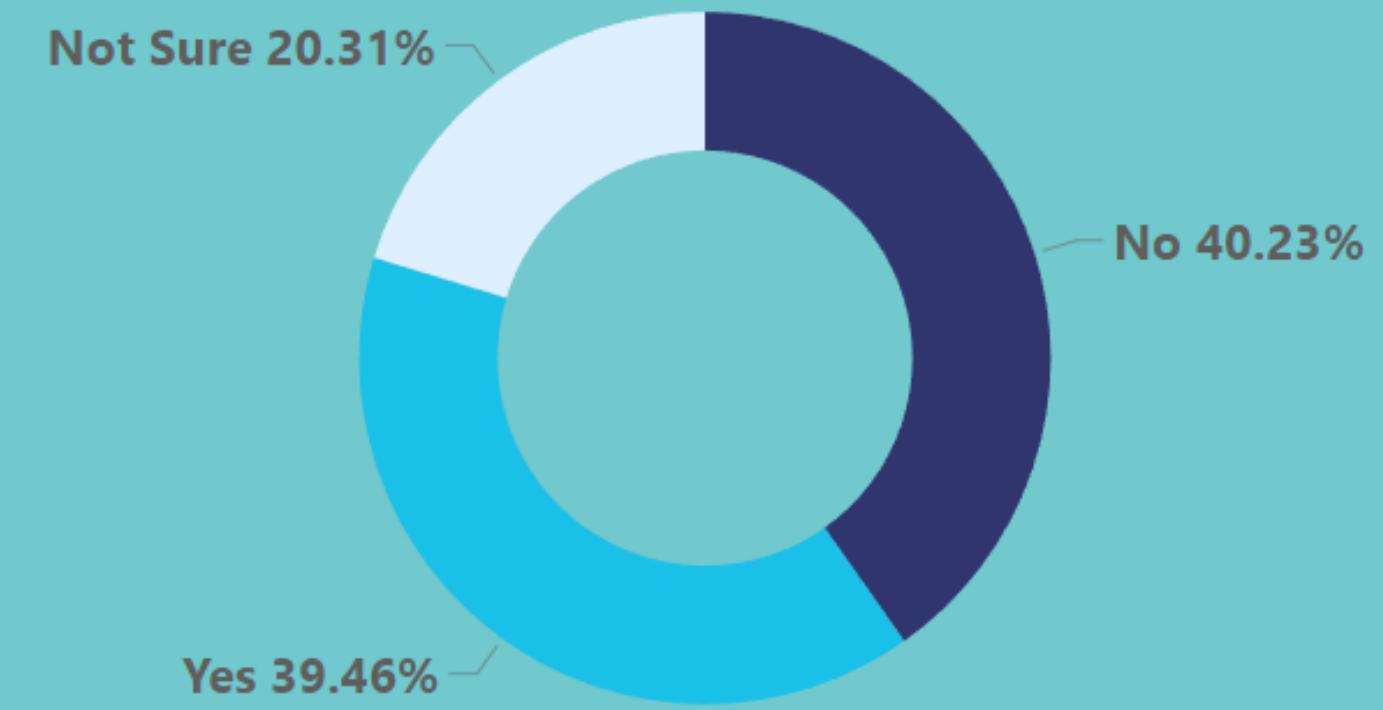


# FACTORS INFLUENCING RESPONDENTS' PURCHASE DECISION

## 1. PRICE



## 2. LIMITED EDITION PACKAGING



₹ Ideal price for our product should be between Rs.50 to Rs.99

🛍 40% of consumers says that limited edition packaging supports purchase decision

🛍 40% of consumer doesn't care about limited edition packaging

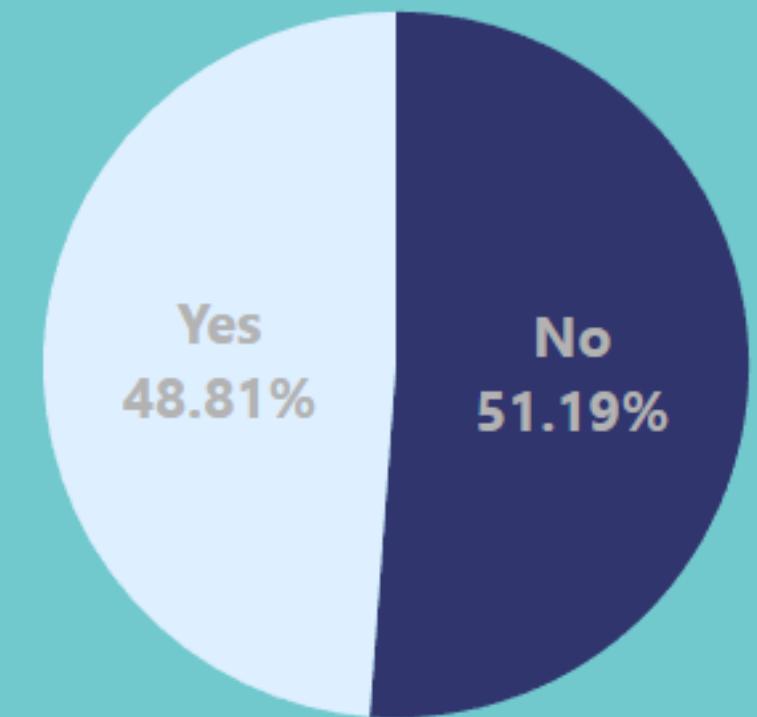
# Product Development



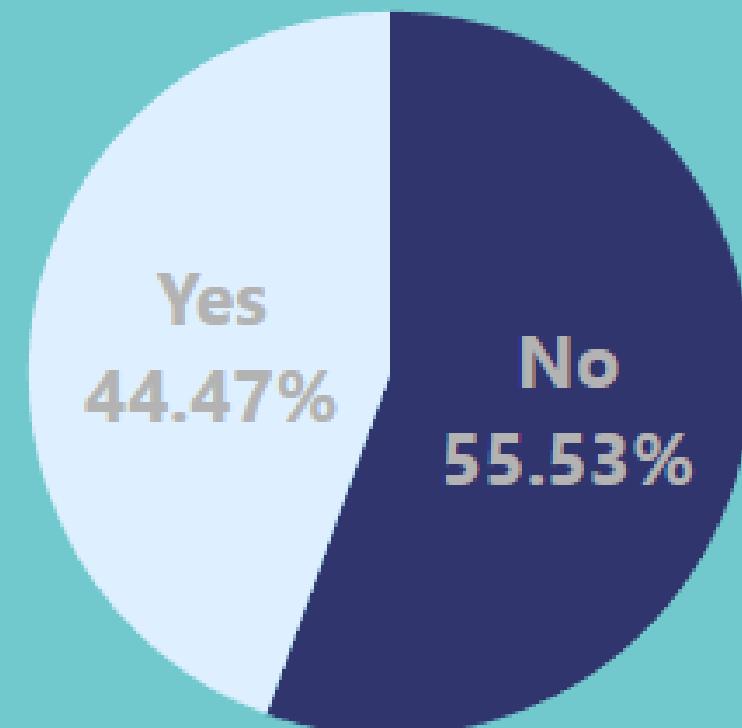
## BUSSINESS AREAS NEED TO FOCUS

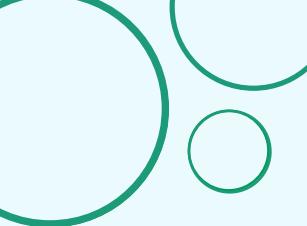
- :( 51.19% of the survey members said that CodeX brand is not available locally
- :( 55.5% of the survey members haven't even heard of CodeX brand

AVAILABILITY (TRIED BEFORE)



REPUTATION (HEARD BEFORE)





# BUSSINESS AREAS NEED TO FOCUS

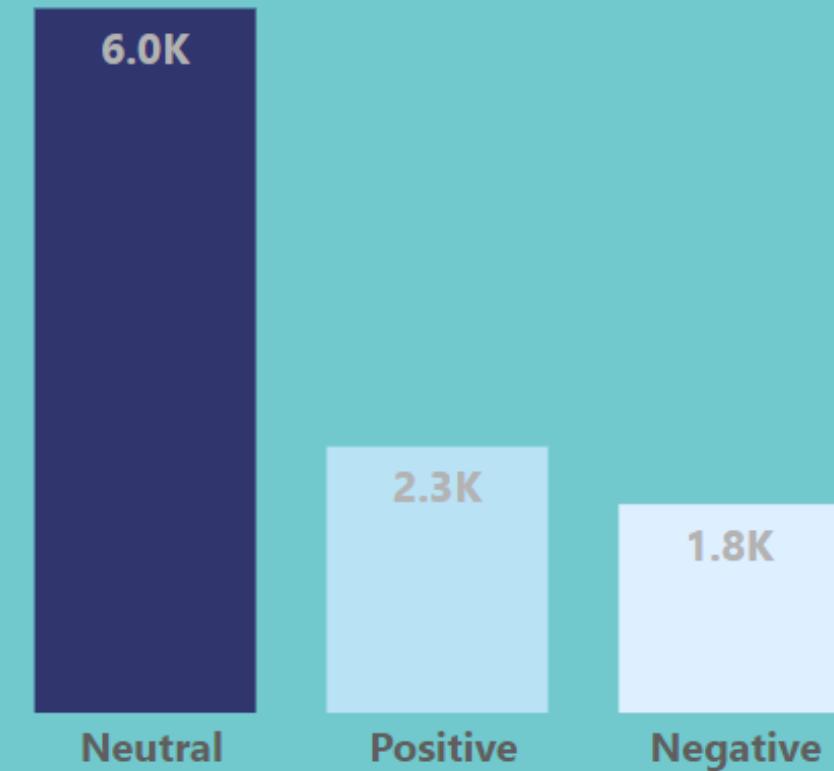


Brand image plays a very important role business growth

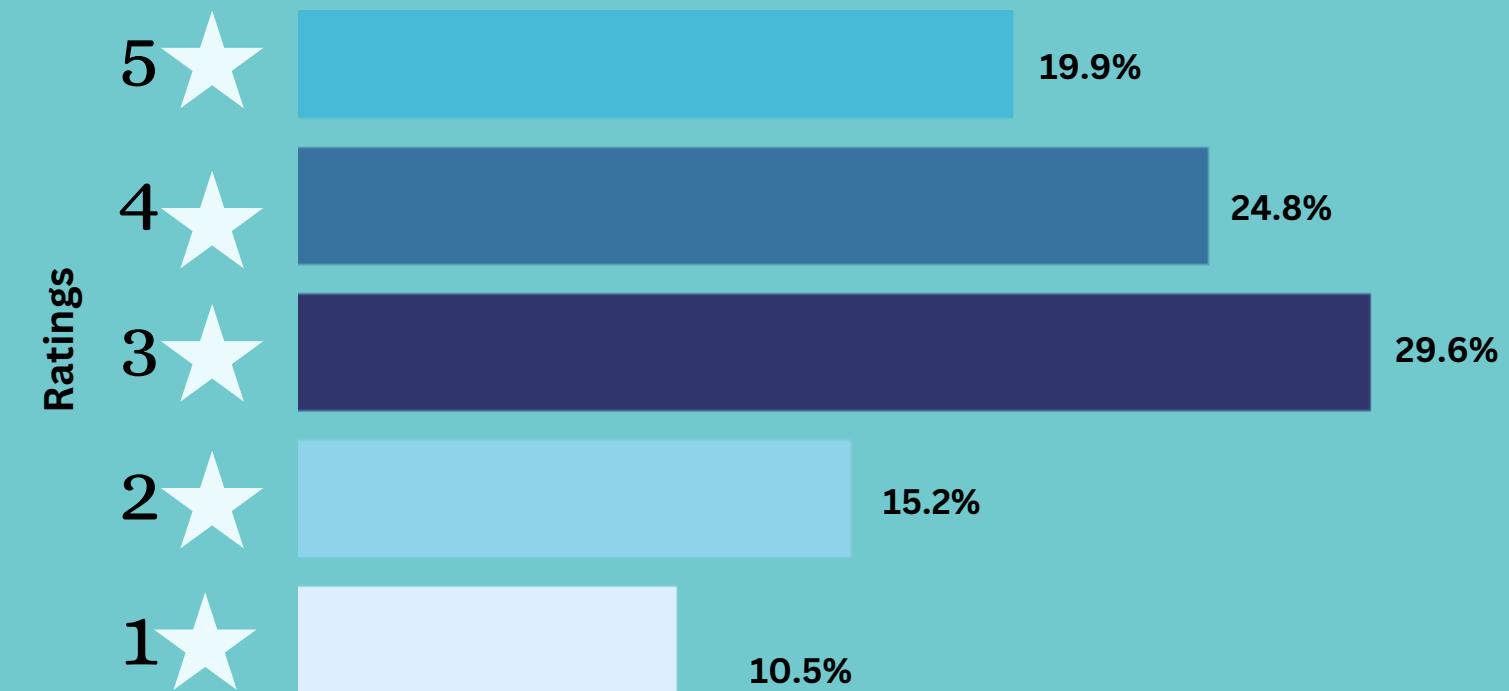
:( Only 23% of respondents have a positive image of our brand.

:c Taste is another important factor in brand ratings where CodeX should focus on

## BRAND PERCEPTION



## TASTE





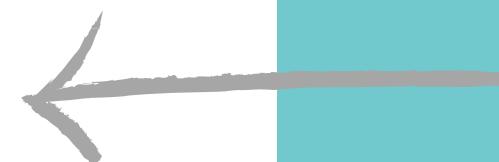
# SECONDARY ANALYSIS



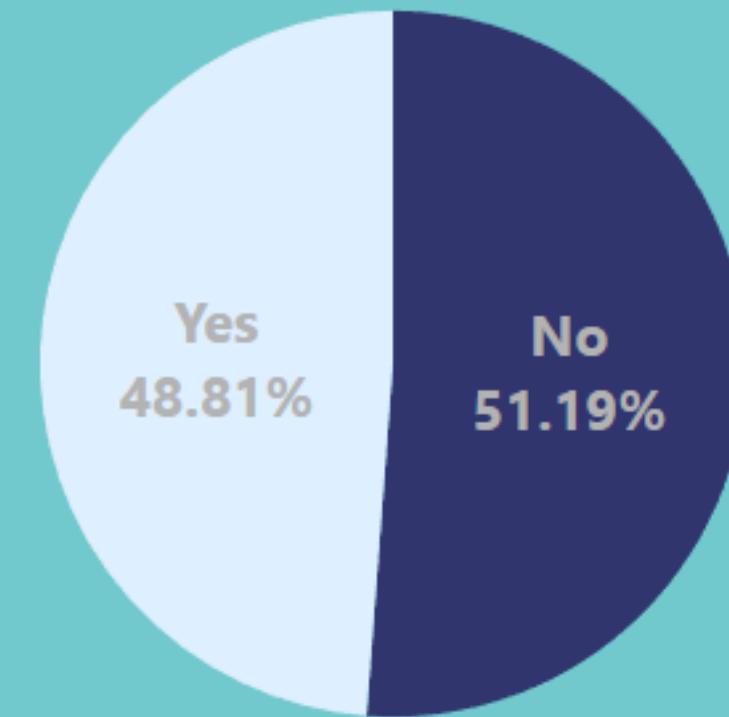
# IMMEDIATE IMPROVEMENTS

## 1. INCREASE AVAILABILITY

- Partner with Local Distributors
- Optimize Supply Chain
- Establish Strategic Partnerships
- Increase Production Capacity

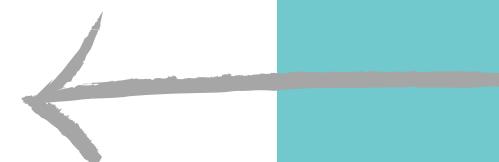


## AVAILABILITY (TRIED BEFORE)

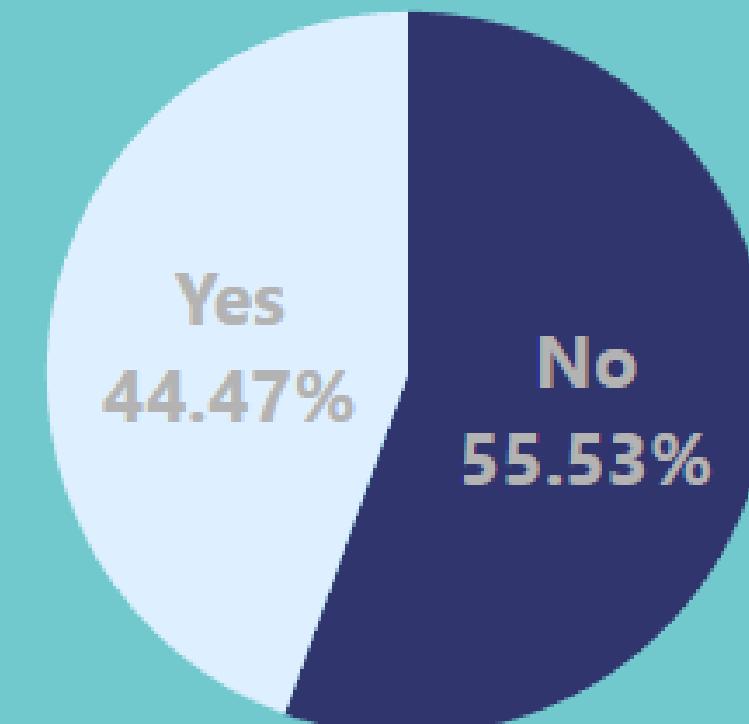


## 2. BUILD STRONG REPUTATION

- Customer Satisfaction
- Influencer Partnerships and Collaborations
- Online Presence and Digital Marketing



## REPUTATION (HEARD BEFORE)



# IMMEDIATE IMPROVEMENTS

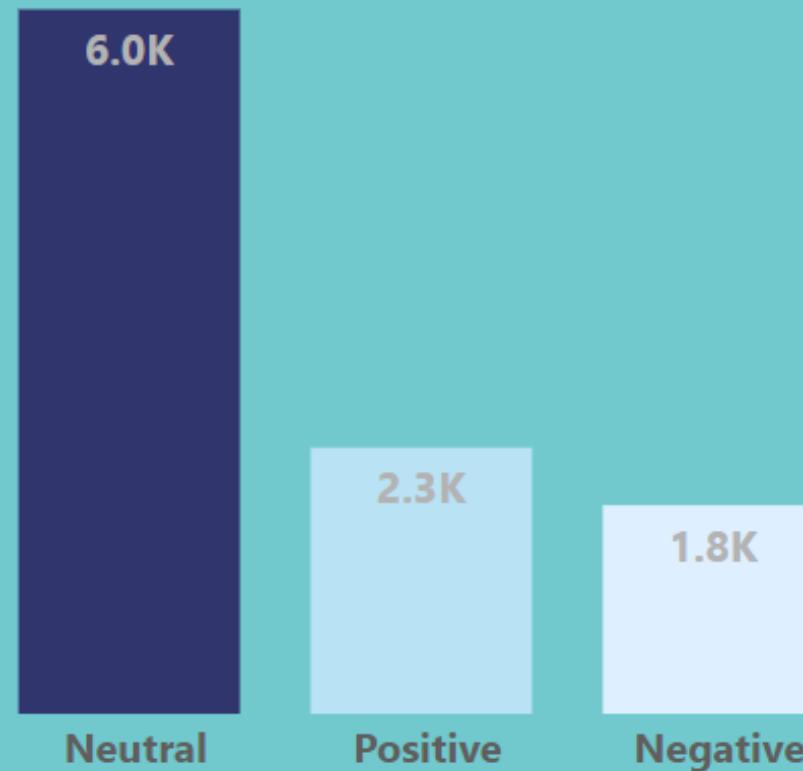
## 3. IMPROVISE BRAND PERCEPTION

- Unique Positioning
- Brand Storytelling
- Positive Customer Experiences

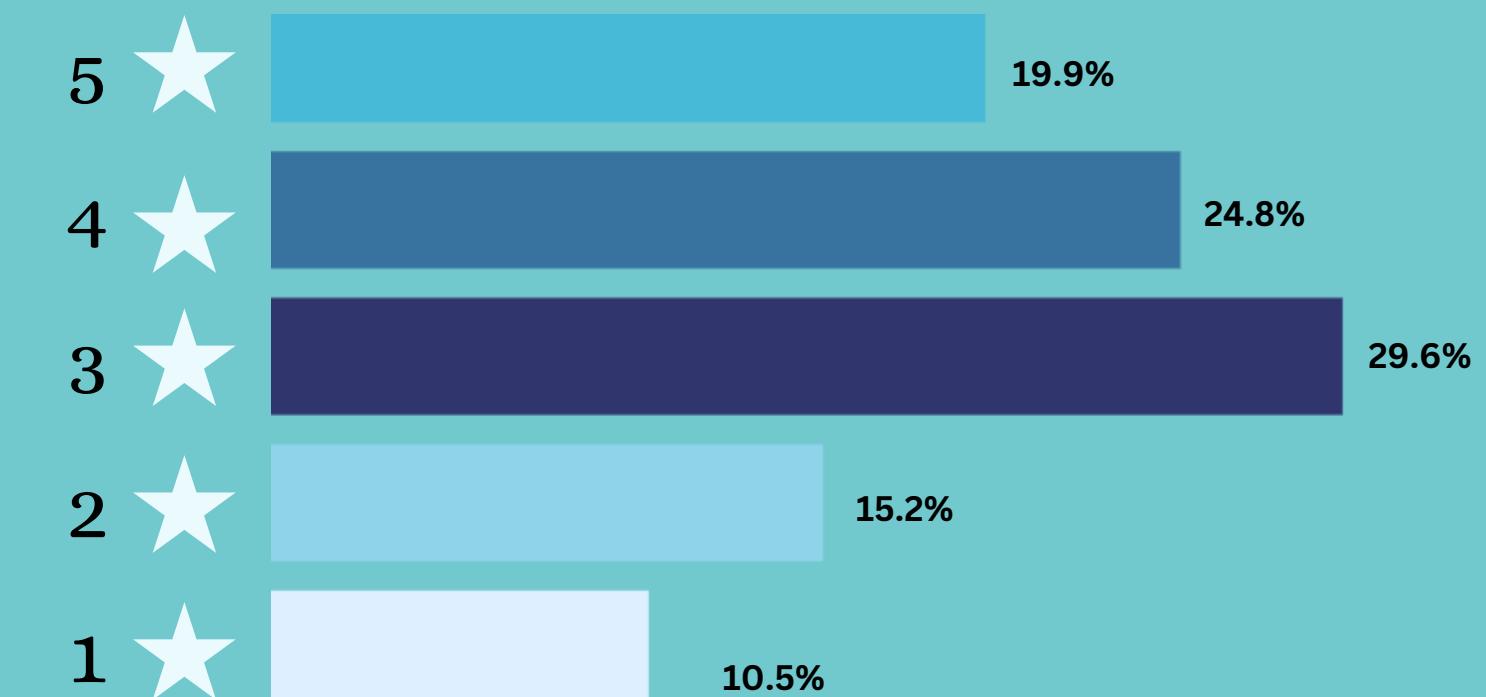
## 4. TASTE AND FLAVOUR

- Incorporate Indian flavours like Saffron, Amla, Spices, Mango
- Offer seasonal drinks like Tropical Punch (summer), Apple Cider (Autumn), Hot Spiced Cider (Winter), Strawberry Lemonade (Spring)

### BRAND PERCEPTION



### TASTE





# RECOMMENDATION





# MARKETING STRATEGIES

PRODUCT	PRICE	PLACE	PROMOTION
INVIGORATING TASTE	SHOULD SUIT INDIAN CONSUMERS MENTALITY	BRAND AWARENESS IN BANGALORE, HYDRABAAD AND CHENNAI	SPONSOR OR PARTICIPATE IN SPORT EVENTS
INNOVATIVE BOTTLE DESIGN	Rs 51 TO Rs 99 TO QUICKLY GAIN MARKET SHARE	IMPROVE SUPPLY CHAIN OPERATIONS	OFFER PRODUCT SAMPLE
PORTABLE CANS	FOCUS ON GROSS SALES RATHER THAN NET PROFIT	PARTNERSHIP WITH LOCAL AND NATIONAL RETAILERS	
NATURAL SWEETNERS		COLLABORATION WITH GYM , HEALTH CLUBS AND SPORTCENTERS	
WIDE RANGE OF FLAVOURS			



# RECOMMENDATION

## Perfect Brand Ambassador -Neeraj Chopra

The first Indian athlete to win a gold medal in athletics at the Olympics

An national hero, a fitness icon, a relatable figure, and a charismatic speaker

His association with energy drink brand can help us to promote the sport of athletics, raise awareness of the brand and sell more products





# THANK YOU!

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