Food & Beverage Industry Dashboard (Overall View)

Filters

Gender
- ☐ Female
- ☐ Male
- ☐ Non-binary

Age
- ☐ 15-18
- ☐ 19-30
- ☐ 31-45
- ☐ 46-65
- ☐ 65+

City
- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi
- ☐ Hyderabad
- ☐ Jaipur
- ☐ Kolkata
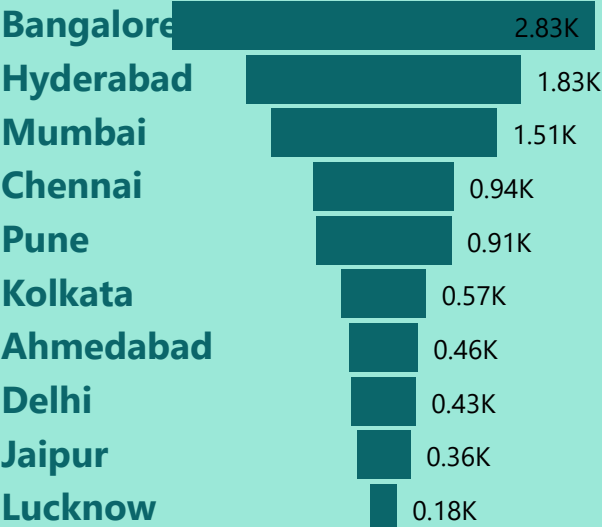- ☐ Lucknow
- ☐ Mumbai
- ☐ Pune

KPIs

Overall Rating	CSAT Score	NPS Score
3.28	44.65	-35

NPS Category

- Detractor
- Passive
- Promoter

(axis: 0K, 2K, 4K, 6K)

Ratings Count

- 5
- 4
- 3
- 2
- 1

(axis: 0K, 5K, 10K)

Respondents from different Cities

City	Value
Bangalore	2.83K
Hyderabad	1.83K
Mumbai	1.51K
Chennai	0.94K
Pune	0.91K
Kolkata	0.57K
Ahmedabad	0.46K
Delhi	0.43K
Jaipur	0.36K
Lucknow	0.18K

Current Brands

- 2.54K (25.38%)
- 2.11K (21.12%)
- 1.85K (18.54%)
- 1.06K (10.58%)
- 0.98K (9.8%)
- 0.98K (9.79%)

Brands
- ● Cola-Coka
- ● Bepsi
- ● Gangster
- ● Blue Bull
- ● CodeX
- ● Sky 9
- ● Others

NPS_Category
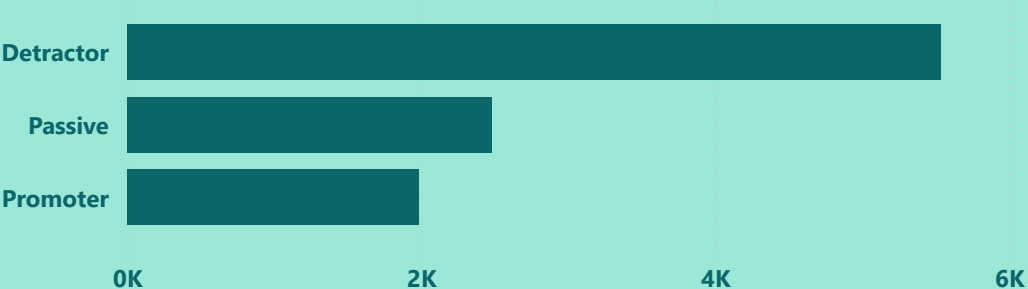- ☐ Detractor
- ☐ Passive
- ☐ Promoter

Marketing_channels
- ☐ Online ads
- ☐ Other
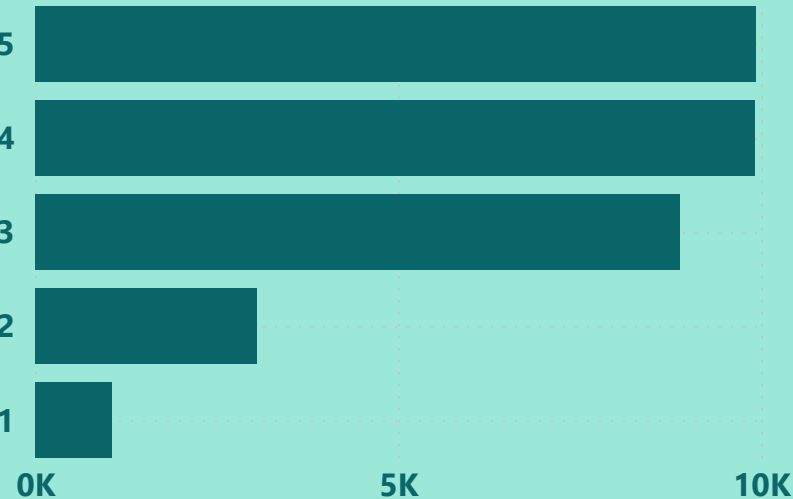- ☐ Outdoor billboards
- ☐ Print media
- ☐ TV commercials

Current_brands
- ☐ Bepsi
- ☐ Blue Bull
- ☐ CodeX
- ☐ Cola-Coka
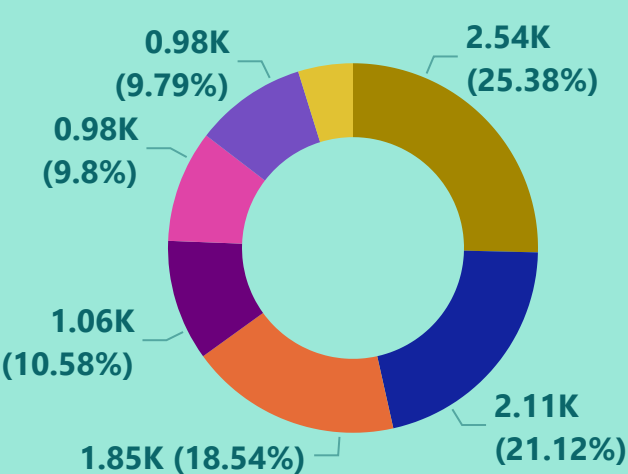- ☐ Gangster
- ☐ Others
- ☐ Sky 9

Food & Beverage Industry Dashboard (General)

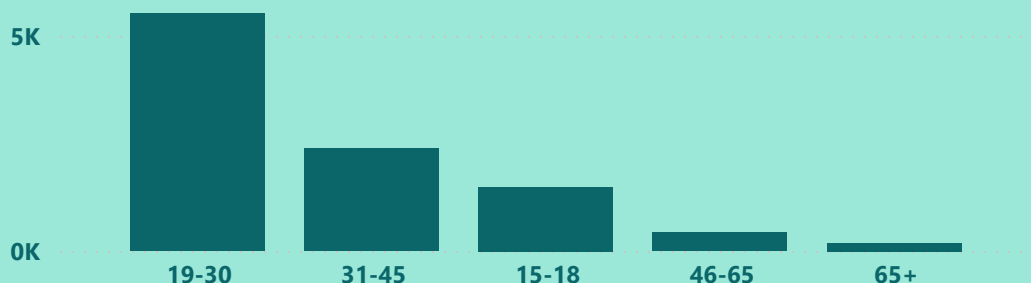## Gender
- ☐ Female
- ☐ Male
- ☐ Non-binary
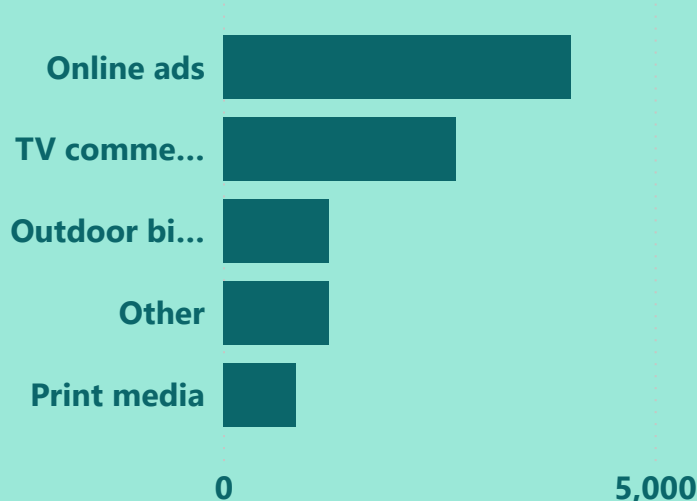
Age
- ☐ 15-18
- ☐ 19-30
- ☐ 31-45
- ☐ 46-65
- ☐ 65+

City
- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi
- ☐ Hyderabad
- ☐ Jaipur
- ☐ Kolkata
- ☐ Lucknow
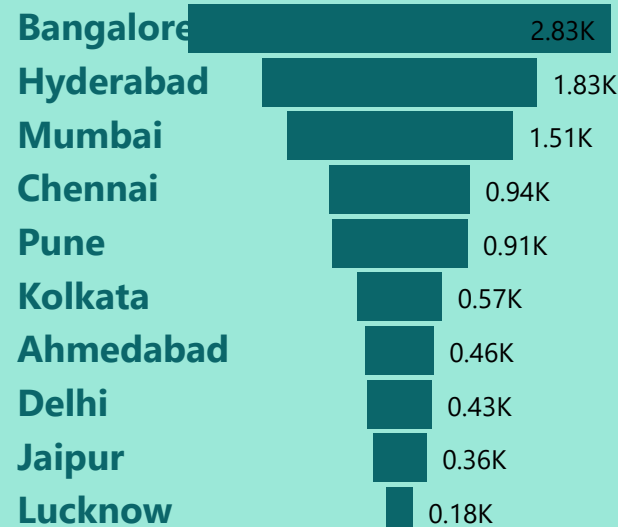- ☐ Mumbai
- ☐ Pune

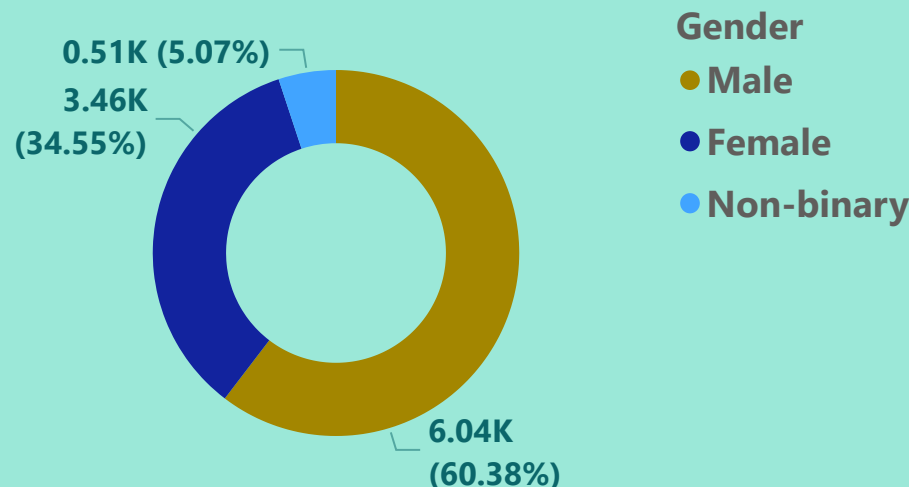| Respondents	CSAT Score	NPS Score
10.00K	44.65	-35

Age Count

Bars: 19-30, 31-45, 15-18, 46-65, 65+ (scale 0K to 5K)

Respondents from different Cities

City	Value
Bangalore	2.83K
Hyderabad	1.83K
Mumbai	1.51K
Chennai	0.94K
Pune	0.91K
Kolkata	0.57K
Ahmedabad	0.46K
Delhi	0.43K
Jaipur	0.36K
Lucknow	0.18K

NPS_Category
- ☐ Detractor
- ☐ Passive
- ☐ Promoter

Marketing_channels
- ☐ Online ads
- ☐ Other
- ☐ Outdoor billboards
- ☐ Print media
- ☐ TV commercials

Marketing Channel Count

- Online ads
- TV comme...
- Outdoor bi...
- Other
- Print media

(scale 0 to 5,000)

Gender Count

- 0.51K (5.07%)
- 3.46K (34.55%)
- 6.04K (60.38%)

Gender
- ● Male
- ● Female
- ● Non-binary

Current_brands
- ☐ Bepsi
- ☐ Blue Bull
- ☐ CodeX
- ☐ Cola-Coka
- ☐ Gangster
- ☐ Others
- ☐ Sky 9

Food & Beverage Industry Dashboard (Consumption)

Gender
- [ ] Female
- [ ] Male
- [ ] Non-binary

Age
- [ ] 15-18
- [ ] 19-30
- [ ] 31-45
- [ ] 46-65
- [ ] 65+

City
- [ ] Ahmedabad
- [ ] Bangalore
- [ ] Chennai
- [ ] Delhi
- [ ] Hyderabad
- [ ] Jaipur
- [ ] Kolkata
- [ ] Lucknow
- [ ] Mumbai
- [ ] Pune

Respondents	CSAT Score	NPS Score
10.00K	44.65	-35

Rating

0.00 3.28 6.56

Consumption Time

Consume_time ● To stay awake d... ● Before exercise ● For mental ... ● Through...

- 1.45K (14.48%)
- 2K (19.95%)
- 3.15K (31.48%)
- 3.41K (34.09%)

Consumption Reason

Consume_reason ● Increased e... ● To comb... ● To enha... ● To boost ... ● Other

- 1.51K (15.14%)
- 1.6K (16.04%)
- 2.43K (24.28%)
- 3.57K (35.74%)

Frequency of Consumption

Consume_frequency ● 2-3 times a ... ● Rarely ● 2-3 times ... ● Once a ... ● Daily

- 1.35K (13.46%)
- 1.61K (16.09%)
- 1.61K (16.13%)
- 1.94K (19.41%)
- 3.49K (34.91%)

Respondents from different Cities

Sports/exe	4.49K
Studying/work	3.23K
Social outings/p...	1.49K
Other	0.49K
Driving/commut...	0.30K
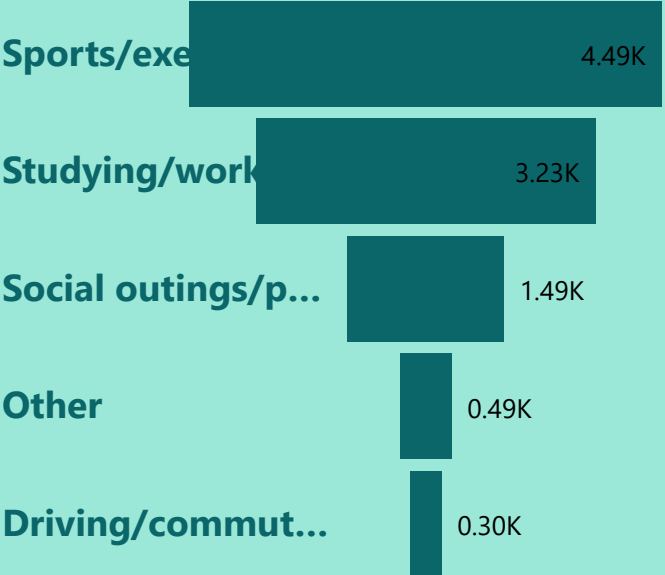
Food & Beverage Industry Dashboard (Popularity)

Gender
- ☐ Female
- ☐ Male
- ☐ Non-binary

Age
- ☐ 15-18
- ☐ 19-30
- ☐ 31-45
- ☐ 46-65
- ☐ 65+

City
- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi
- ☐ Hyderabad
- ☐ Jaipur
- ☐ Kolkata
- ☐ Lucknow
- ☐ Mumbai
- ☐ Pune
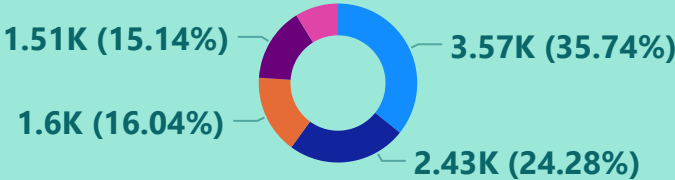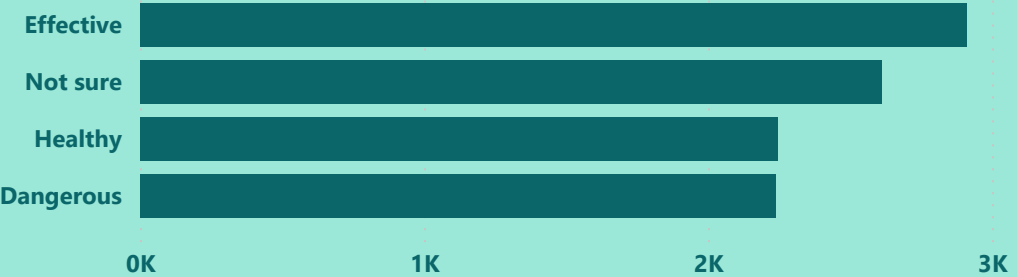
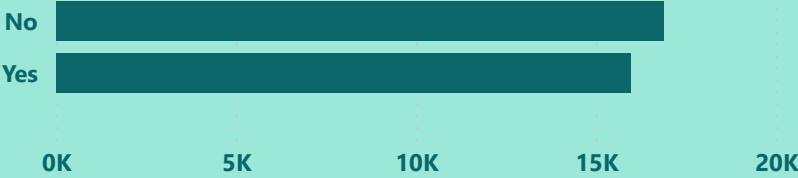**Respondents** 10.00K
CSAT Score 44.65
NPS Score -35

Rating
3.28
0.00 — 6.56

General Perception
- Effective
- Not sure
- Healthy
- Dangerous

0K 1K 2K 3K

Heard Before
- No
- Yes

0K 2K 4K 6K

Tried Before
- No
- Yes

0K 5K 10K 15K 20K

Purchase Location
- Supermarket — 4.49K
- Online retailers — 2.55K
- Gyms and fitness ... — 1.46K
- Local stores — 0.81K
- Other — 0.68K

General Perception
- Neutral
- Positive
- Negative

0K 2K 4K 6K
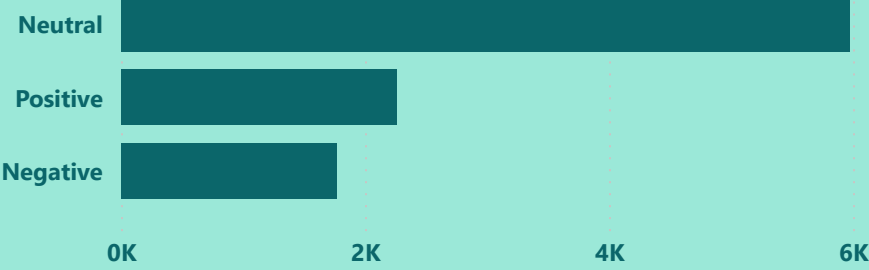
NPS_Category
- ☐ Detractor
- ☐ Passive
- ☐ Promoter

Marketing_channels
- ☐ Online ads
- ☐ Other
- ☐ Outdoor billboards
- ☐ Print media
- ☐ TV commercials

Current_brands
- ☐ Bepsi
- ☐ Blue Bull
- ☐ CodeX
- ☐ Cola-Coka
- ☐ Gangster
- ☐ Others
- ☐ Sky 9

Food & Beverage Industry Dashboard (Health Concerns)

Gender
- [ ] Female
- [ ] Male
- [ ] Non-binary

Age
- [ ] 15-18
- [ ] 19-30
- [ ] 31-45
- [ ] 46-65
- [ ] 65+

City
- [ ] Ahmedabad
- [ ] Bangalore
- [ ] Chennai
- [ ] Delhi
- [ ] Hyderabad
- [ ] Jaipur
- [ ] Kolkata
- [ ] Lucknow
- [ ] Mumbai
- [ ] Pune

Respondents
10.00K

CSAT Score
44.65

NPS Score
-35

Interest in Natural or Organic

Yes	
No	
Not Sure	

0K — 2K — 4K

Health Concerns

Yes	
No	

0K — 2K — 4K — 6K

Respondents from different Cities

- Bangalore — 2.83K
- Hyderabad — 1.83K
- Mumbai — 1.51K
- Chennai — 0.94K
- Pune — 0.91K
- Kolkata — 0.57K
- Ahmedabad — 0.46K
- Delhi — 0.43K
- Jaipur — 0.36K
- Lucknow — 0.18K

Ingredients Expected

- 1.55K (15.53%)
- 3.9K (38.96%)
- 2.02K (20....)
- 2.53K (25.34%)

Ingredients_e...
- ● Caffeine
- ● Vitamins
- ● Sugar
- ● Guarana

NPS_Category
- [ ] Detractor
- [ ] Passive
- [ ] Promoter

Marketing_channels
- [ ] Online ads
- [ ] Other
- [ ] Outdoor billboards
- [ ] Print media
- [ ] TV commercials

Current_brands
- [ ] Bepsi
- [ ] Blue Bull
- [ ] CodeX
- [ ] Cola-Coka
- [ ] Gangster
- [ ] Others
- [ ] Sky 9

Food & Beverage Industry Dashboard (Packaging)

Gender
- ☐ Female
- ☐ Male
- ☐ Non-binary

Age
- ☐ 15-18
- ☐ 19-30
- ☐ 31-45
- ☐ 46-65
- ☐ 65+

City
- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi
- ☐ Hyderabad
- ☐ Jaipur
- ☐ Kolkata
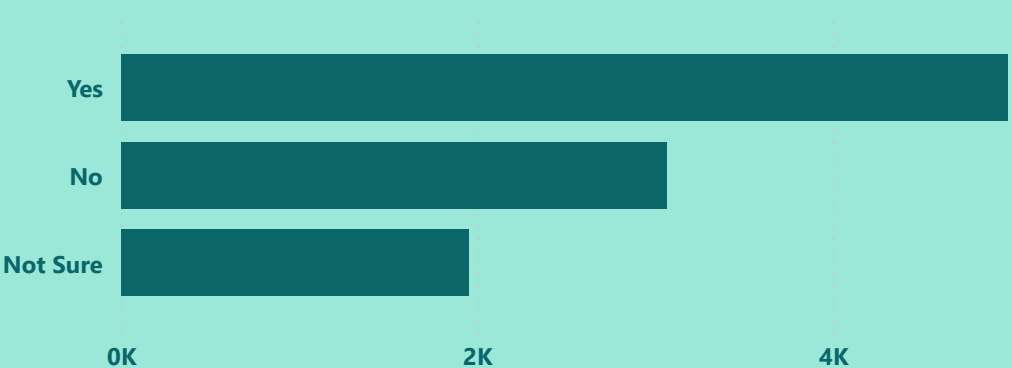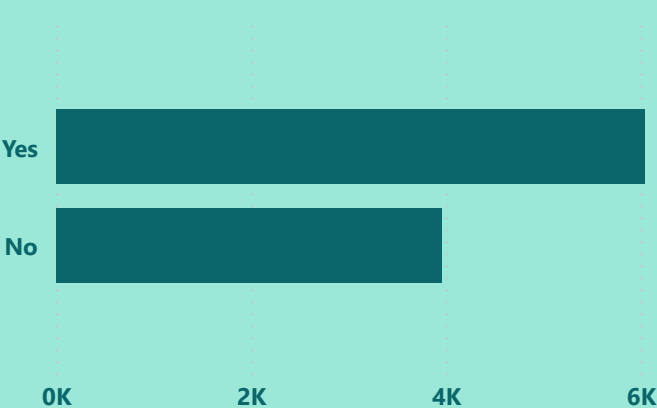- ☐ Lucknow
- ☐ Mumbai
- ☐ Pune

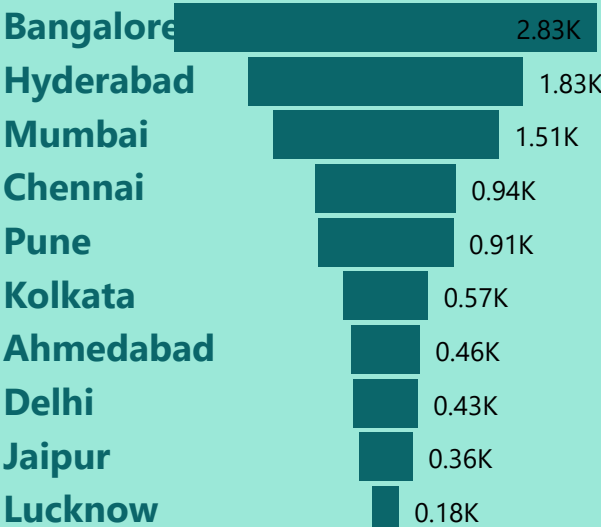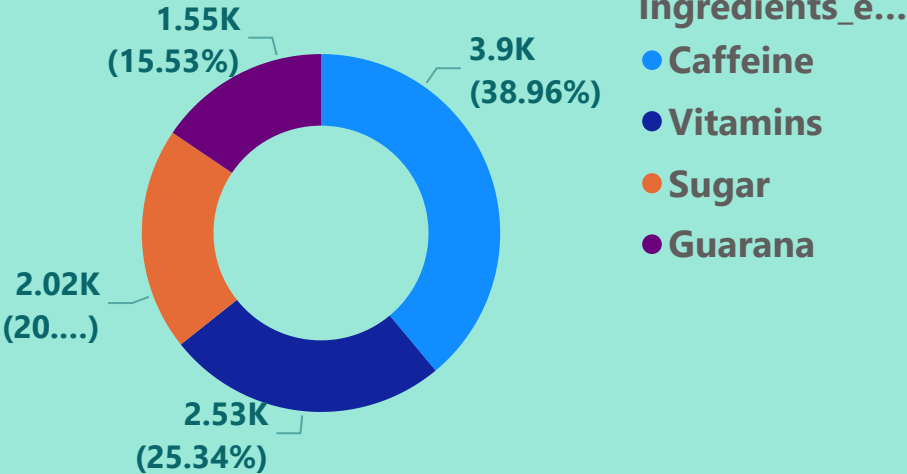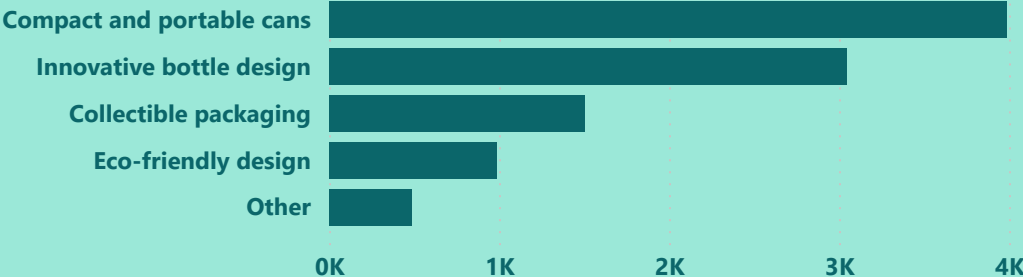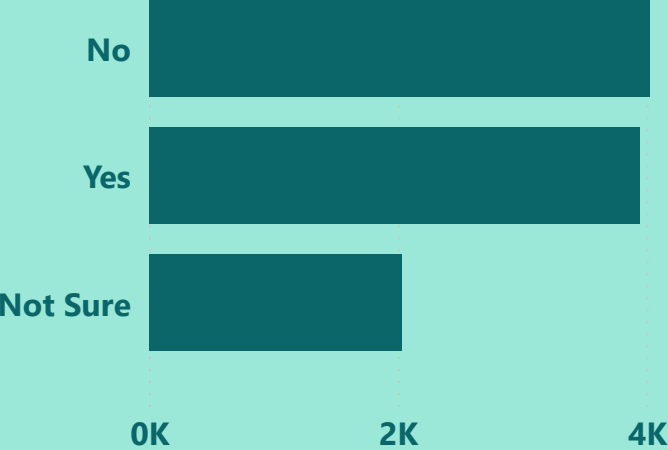| Respondents	CSAT Score	NPS Score
10.00K	44.65	-35

Packaging Preference

- Compact and portable cans
- Innovative bottle design
- Collectible packaging
- Eco-friendly design
- Other

0K 1K 2K 3K 4K

Limited Edition Packaging

- No
- Yes
- Not Sure

0K 2K 4K

Respondents from different Cities

City	Value
Bangalore	2.83K
Hyderabad	1.83K
Mumbai	1.51K
Chennai	0.94K
Pune	0.91K
Kolkata	0.57K
Ahmedabad	0.46K
Delhi	0.43K
Jaipur	0.36K
Lucknow	0.18K

Price Range

- 50-99
- 100-150
- Above 150
- Below 50

0K 5K

NPS_Category
- ☐ Detractor
- ☐ Passive
- ☐ Promoter

Marketing_channels
- ☐ Online ads
- ☐ Other
- ☐ Outdoor billboards
- ☐ Print media
- ☐ TV commercials

Current_brands
- ☐ Bepsi
- ☐ Blue Bull
- ☐ CodeX
- ☐ Cola-Coka
- ☐ Gangster
- ☐ Others
- ☐ Sky 9

Food & Beverage Industry Dashboard (Brand)

Filters

Gender
- ☐ Female
- ☐ Male
- ☐ Non-binary

Age
- ☐ 15-18
- ☐ 19-30
- ☐ 31-45
- ☐ 46-65
- ☐ 65+

City
- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi
- ☐ Hyderabad
- ☐ Jaipur
- ☐ Kolkata
- ☐ Lucknow
- ☐ Mumbai
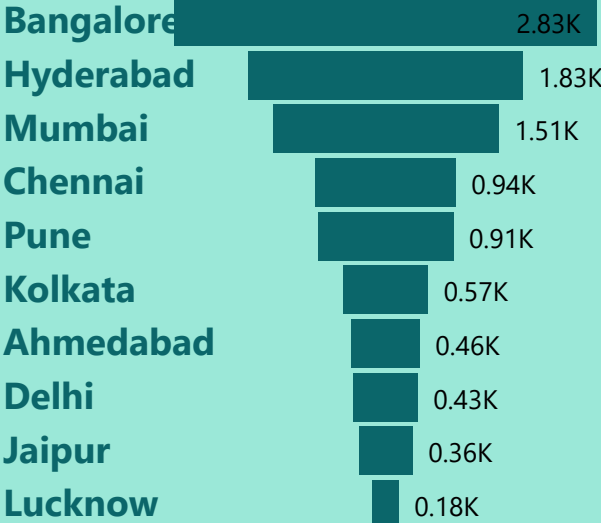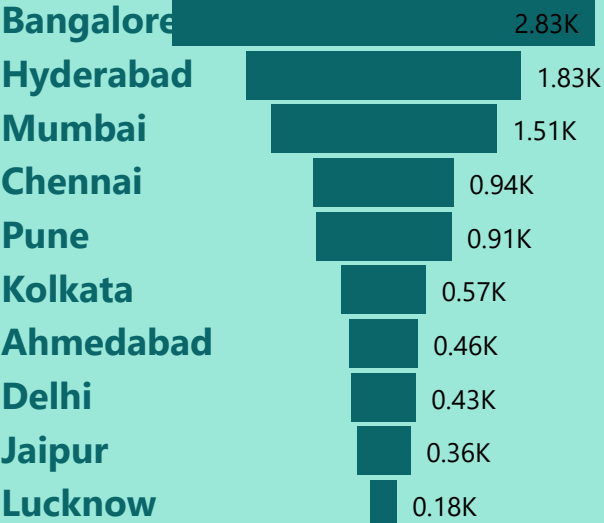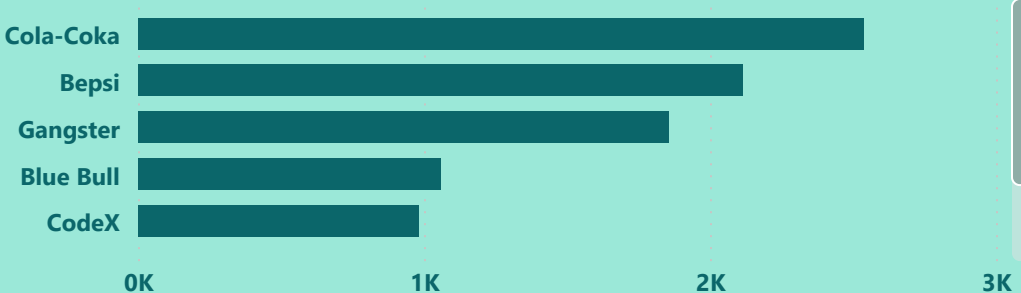- ☐ Pune

KPIs

Respondents	CSAT Score	NPS Score
10.00K	44.65	-35

Current Brands

- Cola-Coka
- Bepsi
- Gangster
- Blue Bull
- CodeX

(axis: 0K, 1K, 2K, 3K)

Respondents from different Cities

City	Value
Bangalore	2.83K
Hyderabad	1.83K
Mumbai	1.51K
Chennai	0.94K
Pune	0.91K
Kolkata	0.57K
Ahmedabad	0.46K
Delhi	0.43K
Jaipur	0.36K
Lucknow	0.18K

NPS_Category
- ☐ Detractor
- ☐ Passive
- ☐ Promoter

Marketing_channels
- ☐ Online ads
- ☐ Other
- ☐ Outdoor billboards
- ☐ Print media
- ☐ TV commercials

Reason For Choosing Brands

- Brand rep...
- Taste/flav...
- Availability
- Effectiven...
- Other

(axis: 0K, 2K)

Marketing Channels

- Online ads
- TV comme...
- Outdoor b...
- Other
- Print media

(axis: 0K, 5K)

Current_brands
- ☐ Bepsi
- ☐ Blue Bull
- ☐ CodeX
- ☐ Cola-Coka
- ☐ Gangster
- ☐ Others
- ☐ Sky 9
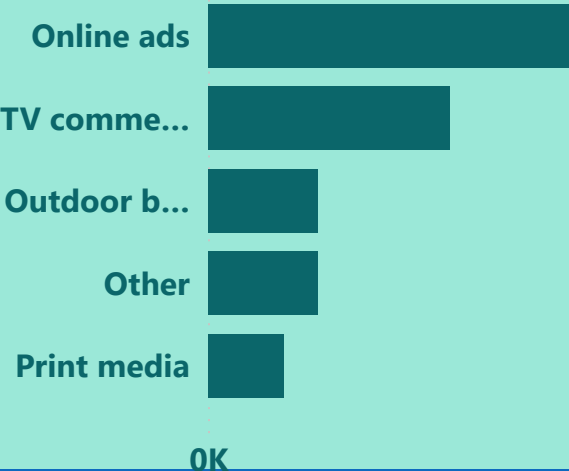
Food & Beverage Industry Dashboard (Recommendations)

Gender
- ☐ Female
- ☐ Male
- ☐ Non-binary

Age
- ☐ 15-18
- ☐ 19-30
- ☐ 31-45
- ☐ 46-65
- ☐ 65+

City
- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi
- ☐ Hyderabad
- ☐ Jaipur
- ☐ Kolkata
- ☐ Lucknow
- ☐ Mumbai
- ☐ Pune

Respondents
10.00K

Reasons Preventing Trying

- Not available locally
- Health concerns
- Not interested in energy drink
- Unfamiliar with the brand — 1.85K
- Other — 1.27K

Packaging Preference

- Compact and portable cans
- Innovative bottle design
- Collectible packaging
- Eco-friendly design
- Other

0K · 1K · 2K · 3K · 4K

Ingredients Expected

- Caffeine
- Vitamins
- Sugar
- Guarana

0K · 1K · 2K · 3K · 4K

Improvements

- Reduced sugar content
- More natural ingredients
- Wider range of flavors
- Healthier alternatives
- Other

0K · 1K · 2K · 3K
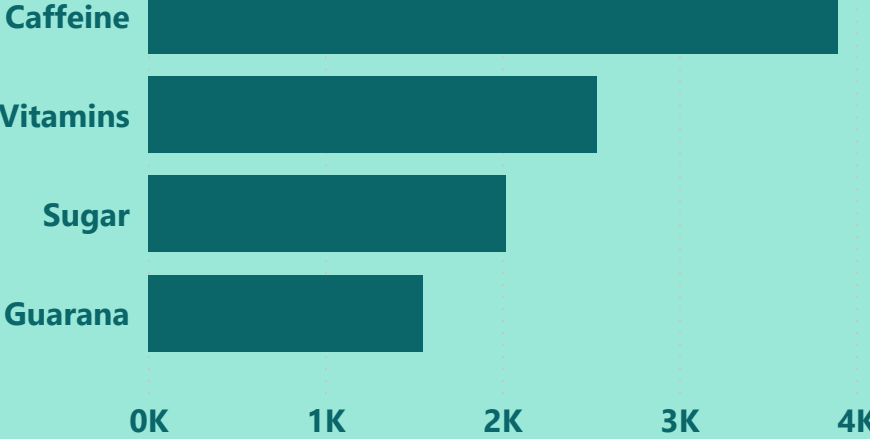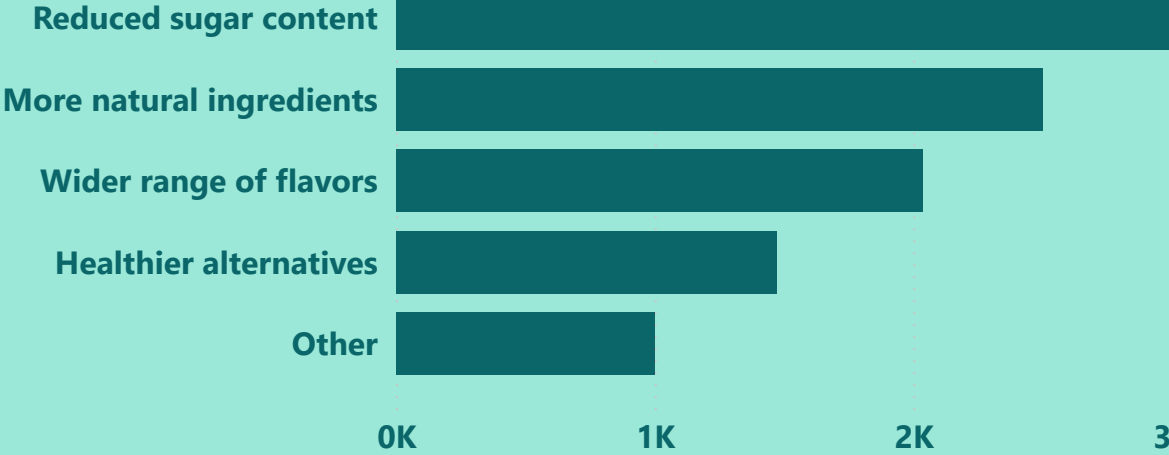
Food & Beverage Industry Dashboard (Insights)

Demographic Insights

From the visuals, it is found that male individuals prefer Energy Drinks more often when compared to females and non-binary. 19-30 age group prefer energy drinks more., followed by 31-46 and finally 65+.

It is found that most of the youth receive online adds marketing. Since everything as become digital, online marketing plays very important role. Younger and adult generations claim a larger share of purchasing power that can be valuable to businesses.

It is also believed that brands that built relationship with consumers when they are young will carry over and be maintained when they get older.

Consumer Preferences

The most prefered ingredient among the respondant is caffeine which is followed by Vitamin, Sugar and Guarana. Because it is found that, low to moderate doses of caffeine (50-300mg) may cause increased alertness, energy and ability to concentrate.

Nearly 40% of the respondants prefer compact and portable cans packaging when compared to other kinds of packaging. Because compact and portable cans be easily carried or moved and it is followed by innovative bottle design.

Food & Beverage Industry Dashboard (Insights)

Competition Analysis

The current market leader is Cola-Coka, because out of 10000 total respondants around 2.5 k respondants prefer Cola-Coka brand since it's a well established company.

Top 3 market leaders are Cola-Coka Bepsi and Gangster. The primary reason for choosing other brand over our brand is 'Brand reputation'.

Marketing Channels and Brand Awareness
.
Online adds can be used to reach more costumer which is followed by TV commercials.

Other remaining marketing channels adds up 60% of its share in researching the customers.

TV Commercials also place important role in reaching the customer which is followed by outdoor billboard, other strategies and print media

Food & Beverage Industry Dashboard (Insights)

Brand Penetration.

Overall, people are neutral about our product, since they have rated 3.28 by 5.00 .Few of them are concerned about their health, have general perception and also the price range. We need to focus more on Lucknow, Jaipur and Delhi., Because these are the least performing cities among other cities.

Product Development

Since only 44% of the people have heard about our brand and also around 60% of them are neutral about the brand, Definitely the branding needs to be improved. Since the respondents Have rated 3.28 stars out of 5, Definitely taste needs to be improved by substituting the expected ingredients. The availability can be improved at local stores and other areas.

Purchasing Behavior

Majority (45%) of the Respondents prefer to purchase Energy drinks at super markets. The Typical Consumption situation for energy drink is During sports or Exercise. The people prefer to purchase the Energy drink at around rupees 50 - 99 range. 40% of the people prefer limited edition packaging, where in other 40% of the people do not prefer limited edition packaging since it would cost high. And the other 20% of the people are not sure of it. Hence it is found that, most of the people are ready to purchase the Energy drink at the price range rupees 50 -99 without the limited Edition packaging

Food & Beverage Industry Dashboard (Additional Insights)

CSAT Score

The CSAT (Cuustomer Satisfaction) Score of our Product CodeX is found to be 44.65%, which needs to be increased.
Customer Satisfaction Score (CSAT) is a service metric that expresses a customers level of satisfaction with a brand, its product or service.
The purpose of CSAT Surveys is to measure Customer happiness after each meaningful touch point. CSAT is the number of satisfied customers
(Rating: 4 & 5) to the total number of survey responses. According to the industry standards, the CSAT % for Food & Beverage Industry should be 75% or above. Hence we should Definitely improve the Quality of our product.

NPS Score:-

The Net promoter Score for our product CodeX is -35. NPS is a customer Loyalty Score ranging from -100 to 100. As a Business Metric, NPS helps Companies of all sizes organise around a machine - critical goal - increase their score by earning more enthusiastic customers that can be easily tracked and quantified over time. The NPS Should always be above 0. The negative NPS value indicates more number of Detractors than Promoters. Hence NPS Score needs to be improved.

CodeX Drink Ingredient:-

A Healthy Substitute Can be introduced to the Drink, such that people will not be hesitant to try CodeX. Healthy Substitutes include B Vitamins, Caffeine, Anti - Oxidants, etc.