

Insights to the Marketing Team in Food & Beverage Industry

Introduction

Demographic Insights

Consumer Preferences

Competition Analysis

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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 marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions.

Presented by : Vaibhav Sai Thirumalesh

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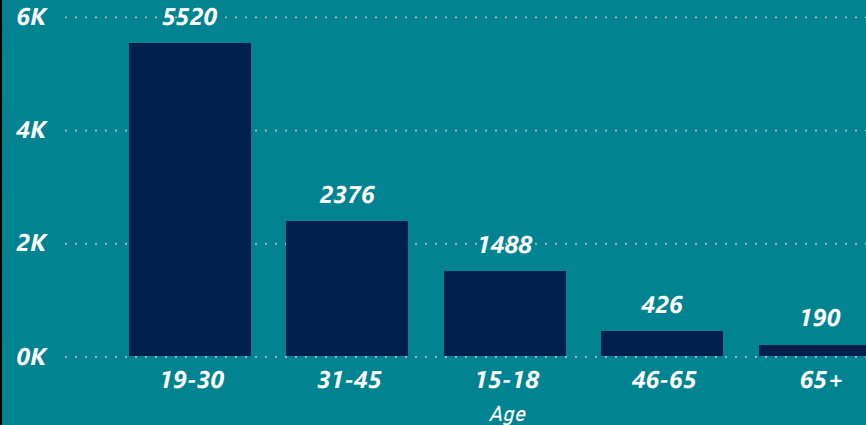
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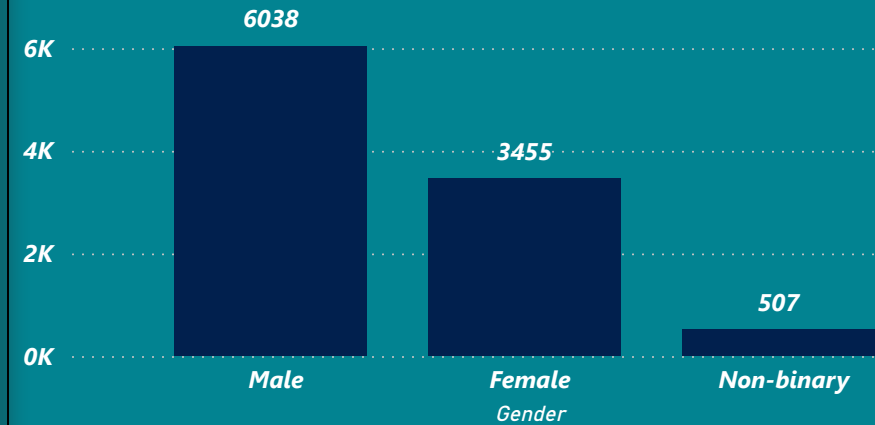
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Demographic Insights

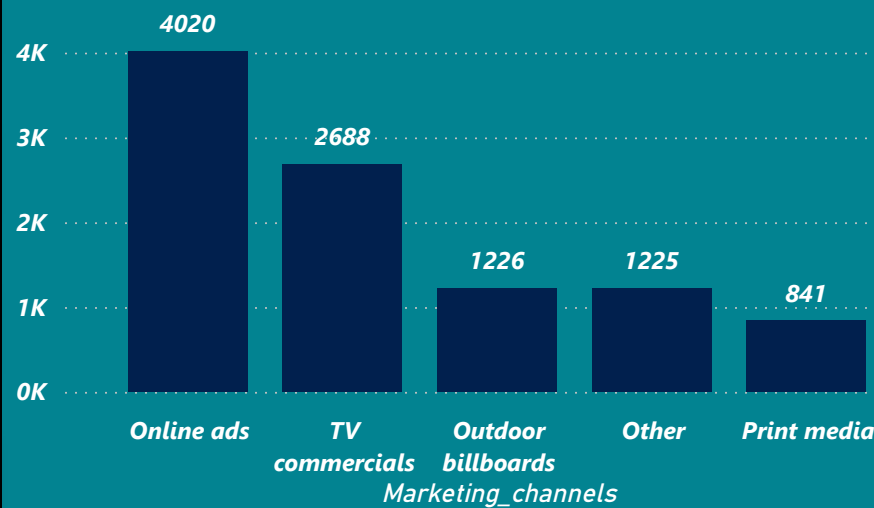
Customers By Age Group



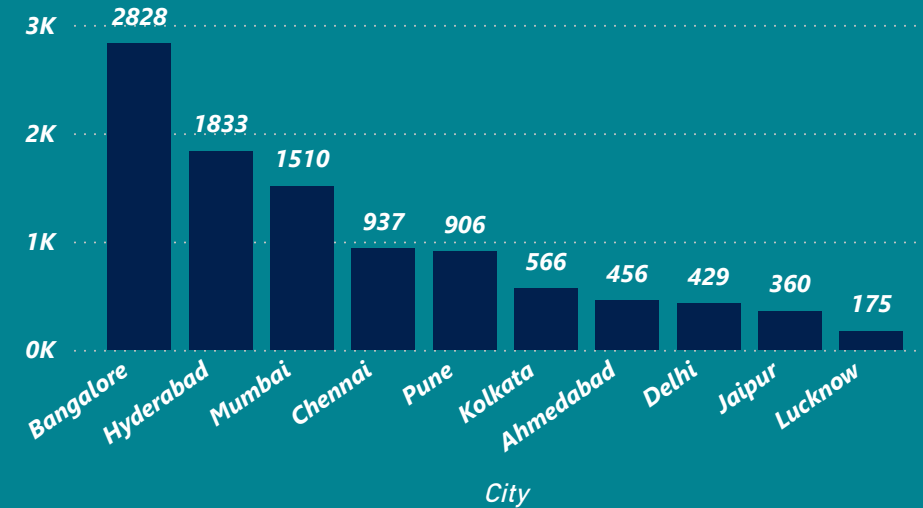
Customers By Gender



Customers By Marketing Channels



Customers By City



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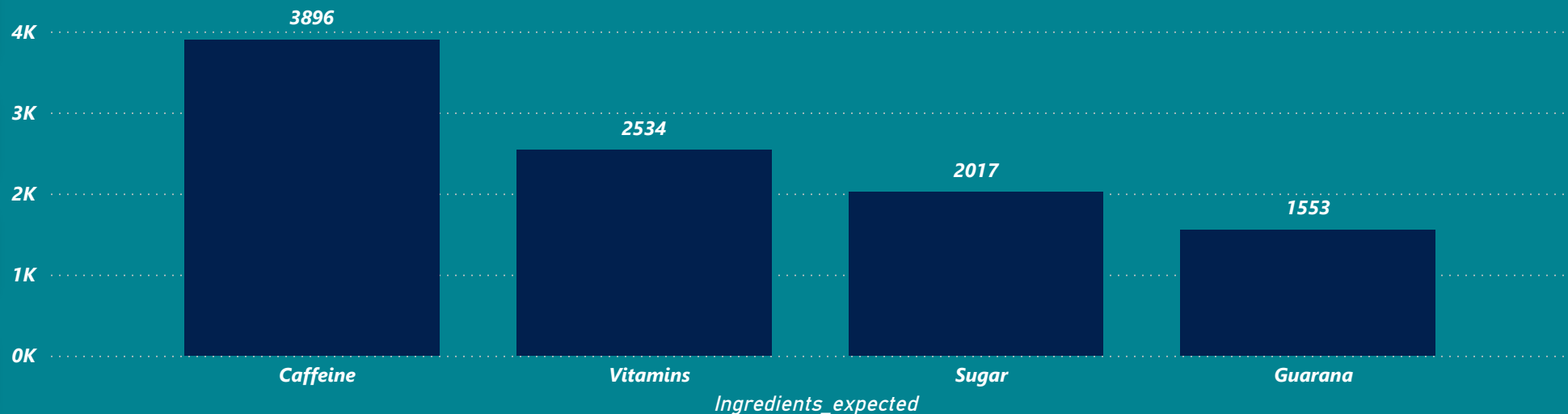
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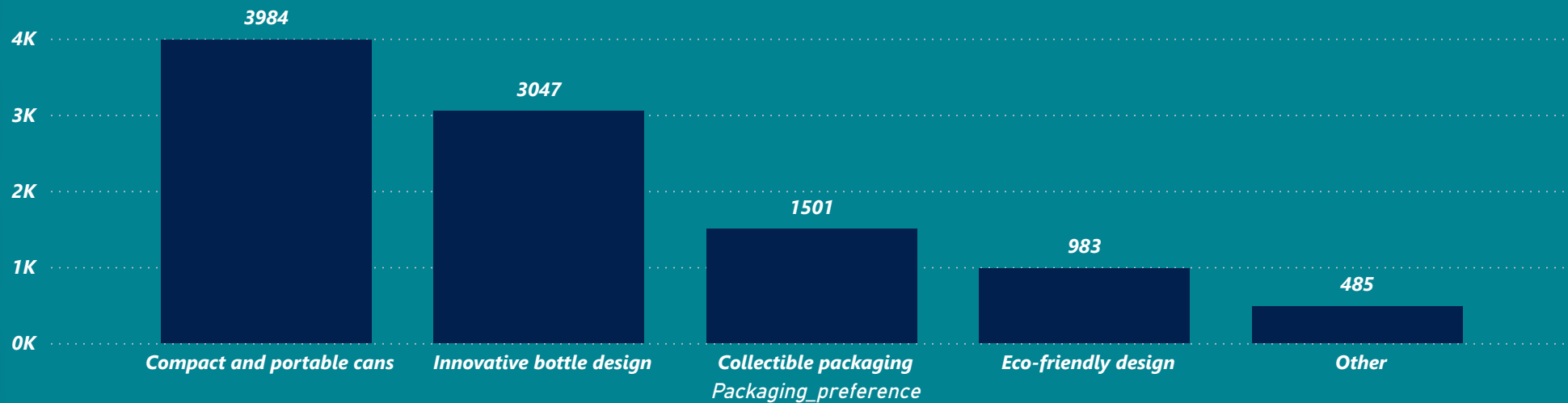
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Consumer Preferences

Customers By Ingredients Expected



Customers By Packaging Preference



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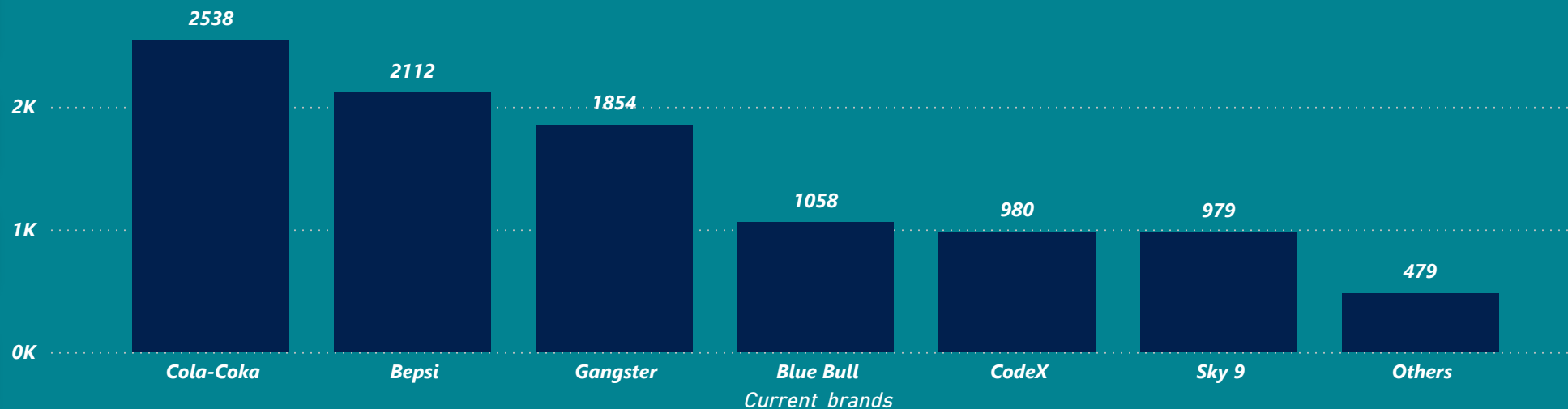
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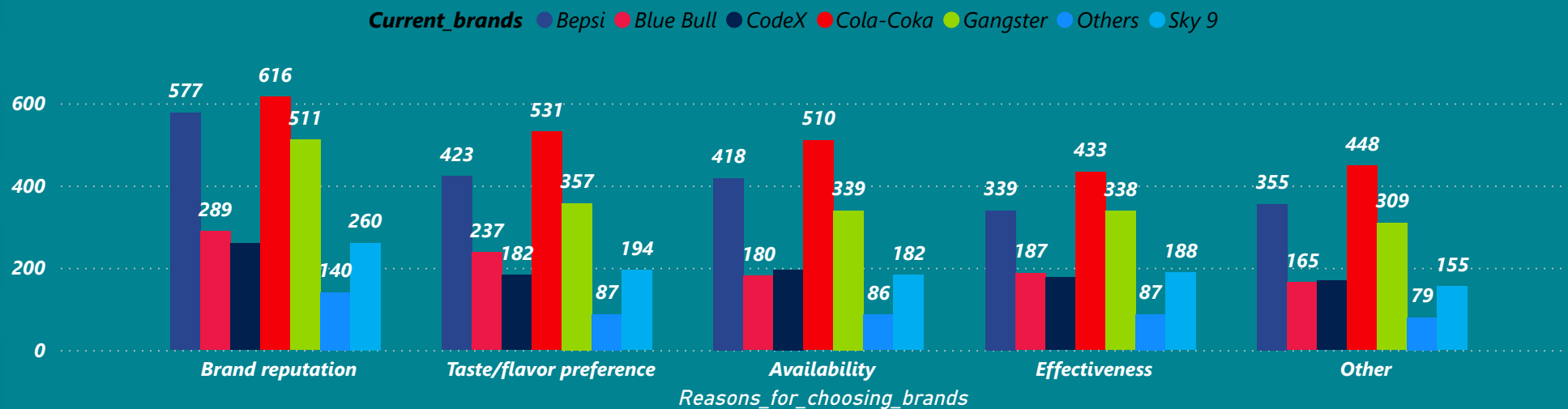
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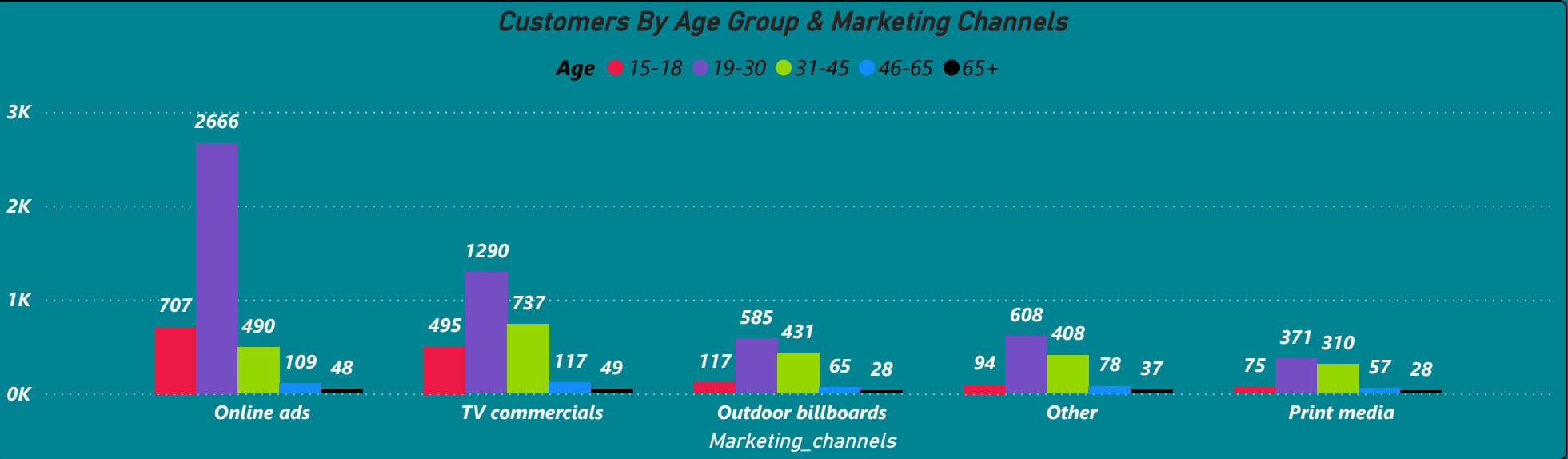
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Marketing Channel Analysis

City	Online ads	Other	Outdoor billboards	Print media	TV commercials	Total
Bangalore	1242	445	389	269	483	2828
Hyderabad	818	312	246	188	269	1833
Mumbai	530	66	149	102	663	1510
Chennai	426	152	113	84	162	937
Pune	305	51	95	56	399	906
Kolkata	229	113	74	52	98	566
Ahmedabad	142	31	50	32	201	456
Delhi	137	23	52	30	187	429
Total	4020	1225	1226	841	2688	10000



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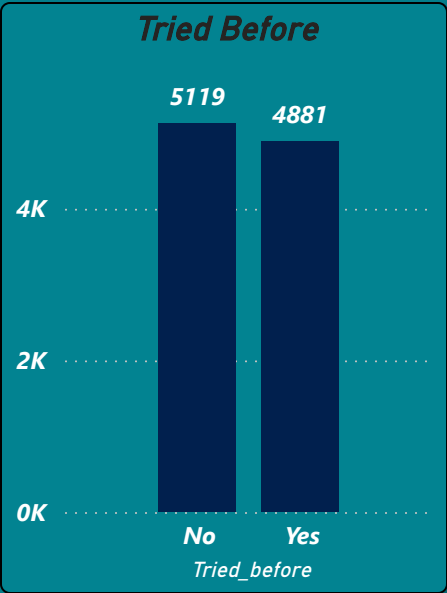
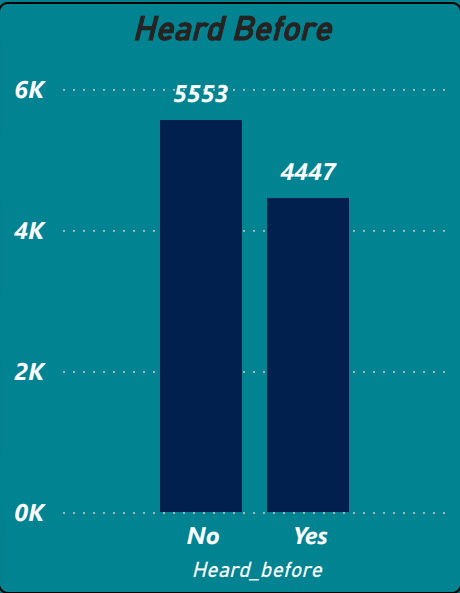
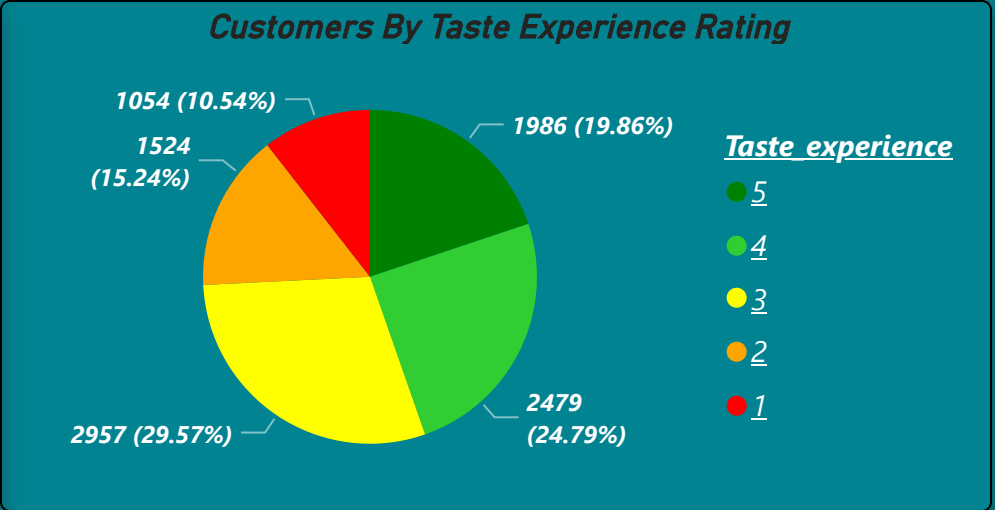
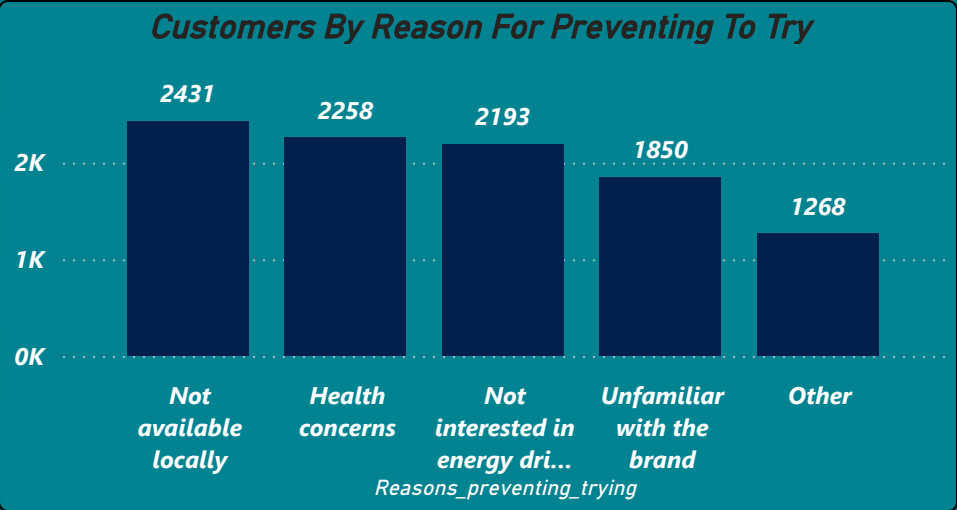
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Brand Penetration



City	Tier	Count Of Customers	Customers %
Bangalore	Tier 1	2828	28.28%
Hyderabad	Tier 1	1833	18.33%
Mumbai	Tier 1	1510	15.10%
Chennai	Tier 1	937	9.37%
Pune	Tier 2	906	9.06%
Kolkata	Tier 2	566	5.66%
Ahmedabad	Tier 2	456	4.56%
Delhi	Tier 1	429	4.29%
Jaipur	Tier 2	360	3.60%

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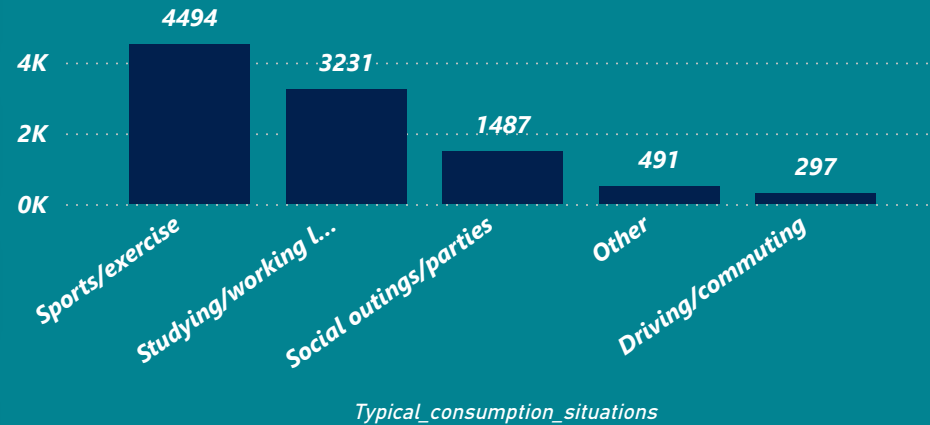
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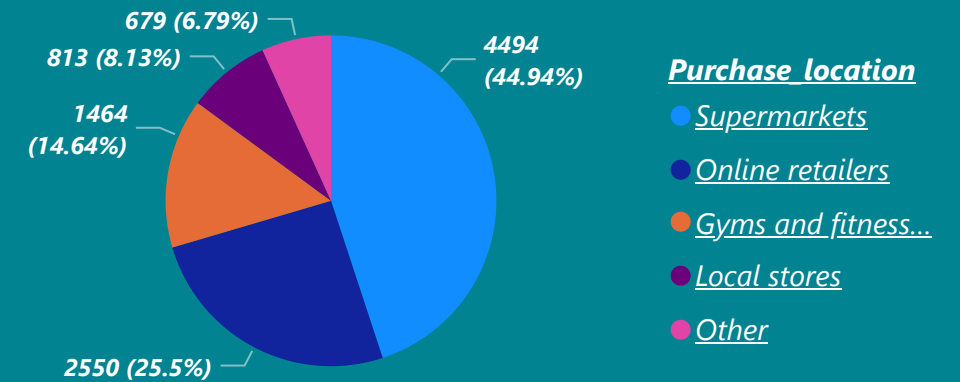
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Purchase Behaviour

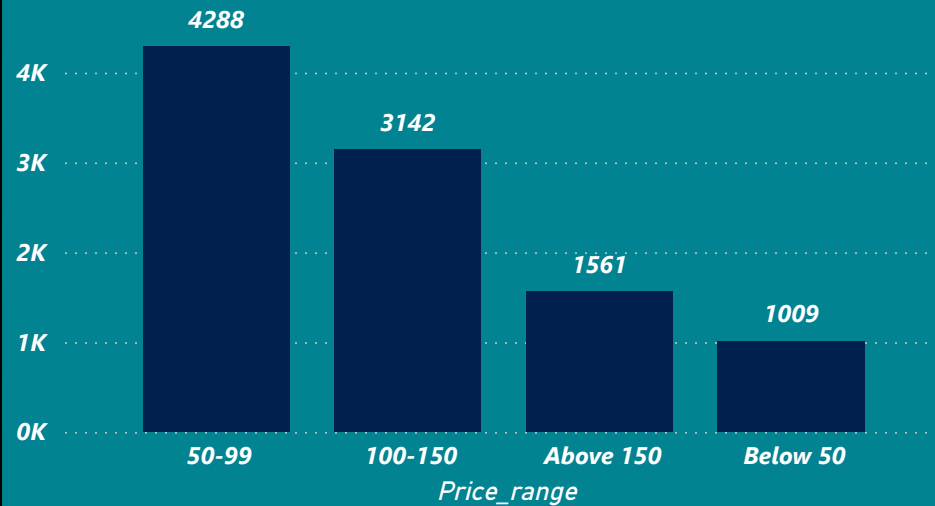
Customers By Typical Consumption



Customers By Purchase Location



Customers By Price Range



Price_range	No	Not Sure	Yes	Total
50-99	1741	868	1679	4288
100-150	1244	635	1263	3142
Above 150	639	322	600	1561
Below 50	399	206	404	1009
Total	4023	2031	3946	10000

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- . Nearly 75% customers gave 3 or more out of 5 rating .
- . Young customers also satisfied with CodeX energy drinks .
- . 20 % customers who do not buy CodeX are using other brands beacause of availability reason.
- . 43 % customers are drink energy drinks daily or more than 2-3 times per week mostly are from tier 1 cities and IT hubs . like bangalore ,pune , hyderabad, mumbai who do not buy CodeX brand.
- . Online ads and TV commercials covers 67 % of total customers .

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- . Male prefers energy drinks more than female.
- . 85 % customers are from age between 15 to 45 years .
- . From 19 to 30 years old age group prefers energy drinks because they are economically independent and they are more active .
- . Online ads and TV commercials covers 67 % of total customers .
- . Caffeine and vitamins are two most preferred ingredients of energy drinks among respondents.
- . 70 % of customers wants compact and portable cans , innovative design.
- . Cola-coka , bepsi , gangster makes 65 % share in market .
- . Brand reputation, flavor preference , availability are main reasons for customers to buy products .
- . Most customers prefers online retailers ,supermarket nearly 70%.
- . Young customers also prefers above options because of internet and big cities have infrastructure.
- . Studying , working late, sports ,parties are mostly situations for customers to drink energy drinks .
- . Nearly 70 % customers think that price range between 50 to 150 .
- . There is 50-50 opinion in limited edition packaging.