Food & Beverage Presentation

Created by
Vandana Satwani

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This is the material point that will be delivered in the presentation.

About Us

CodeX, a German energy drink brand, recently launched in 10 major Indian cities. To understand consumer behavior and market potential, the company conducted a large-scale survey with over 10,000 respondents.

This project involved analyzing the survey data to extract actionable insights across areas such as brand awareness, product perception, consumption behavior, pricing sensitivity, and marketing effectiveness. The goal was to support the Marketing Team in making data-informed decisions to improve brand positioning, product development, and customer engagement in the Indian market.

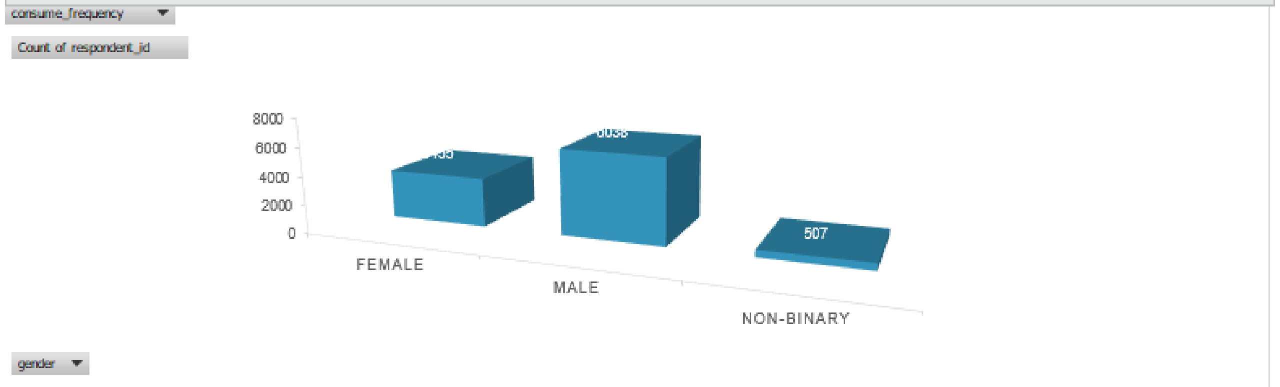
Demographics Insight

1. Demographic Insights (examples)
a. Who prefers energy drink more? (male/female/non-binary?)
b. Which age group prefers energy drinks more?

consume_fre All

Gender	Count of respondent_id
Female	3455
Male	6038
Non-binary	507
Grand Total	**10000**

Energy Drink Consumption by Gender

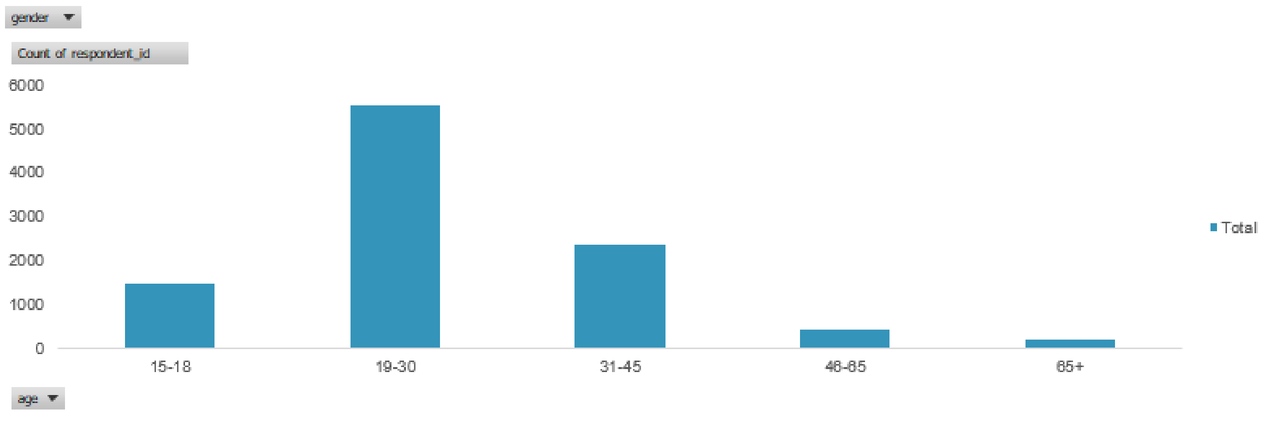


age
15-18
19-30
31-45
46-65
65+

gender All

Age	Count of respondent_id
15-18	1488
19-30	5520
31-45	2376
46-65	426
65+	190
Grand Total	**10000**

Energy Drink Comsumption by Age Group



gender
Female
Male
Non-binary

Marketing Channel Youth

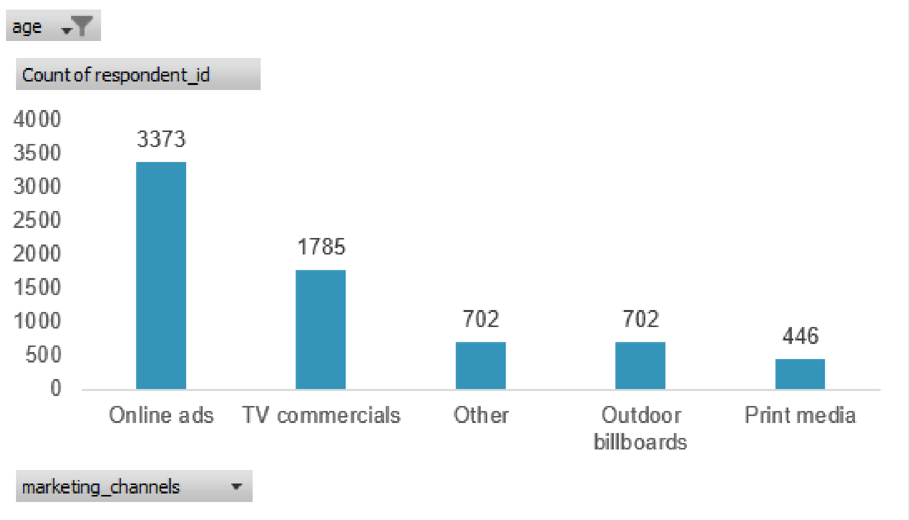
1.Demographic Insights

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

age	(Multiple Items)

Marketing channels	Count of respondent_id
Online ads	3373
TV commercials	1785
Other	702
Outdoor billboards	702
Print media	446
Grand Total	**7008**

Top Marketing Channels Among Youth (15–30)



age

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

Insight:
Online ads are the most effective way to reach youth (15–30), with **48% of respondents** in this age group engaging with them — nearly **twice as effective** as TV commercials and significantly ahead of print or billboard media.

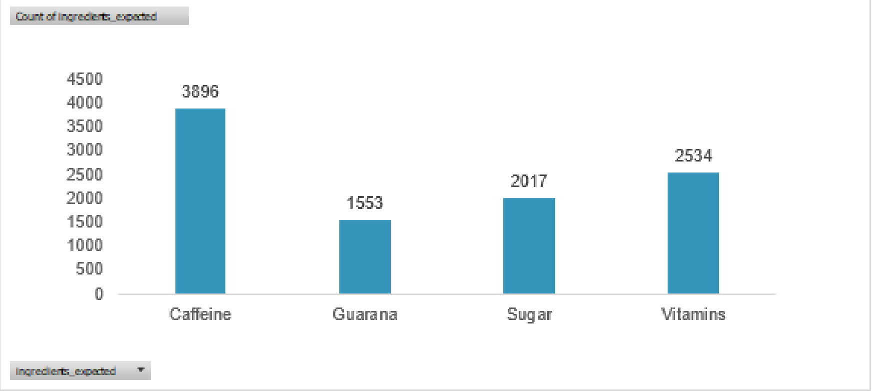
Recommendation:
Prioritize digital marketing campaigns targeting platforms like YouTube, Instagram, and OTT apps to increase brand awareness among Gen Z and Millennials.

Consumer Preferences

2. Consumer Preferences:
a. What are the preferred ingredients of energy drinks among respondents?
b. What packaging preferences do respondents have for energy drinks?

Ingredient	Count of ingredients_expected
Caffeine	3896
Guarana	1553
Sugar	2017
Vitamins	2534
Grand Total	**10000**

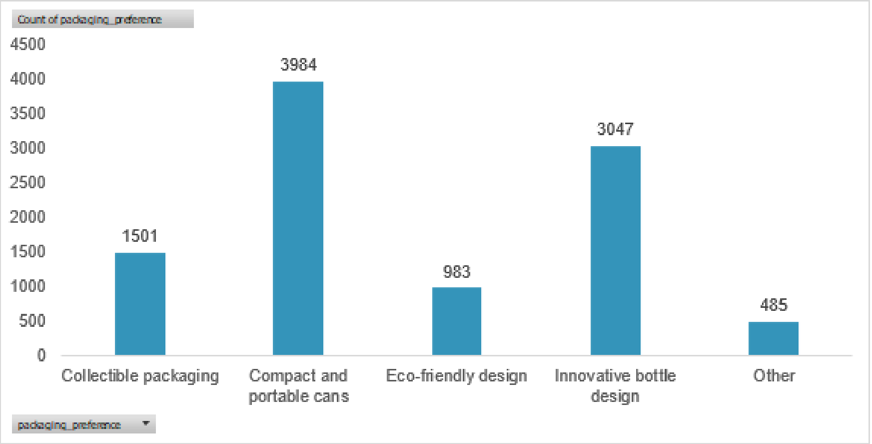
Most Preferred Ingredients in Energy Drinks



Insight:
Most respondents prefer **Caffeine** and **Vitamins** in their energy drinks, indicating a demand for functional benefits like energy and wellness. Ingredients like **Guarana** and **Sugar** were less preferred, highlighting rising health consciousness.

Ingredient	Count of packaging_preference
Collectible pac	1501
Compact and	3984
Eco-friendly d	983
Innovative bott	3047
Other	485
Grand Total	**10000**

Preferred Packaging Types for Energy Drinks



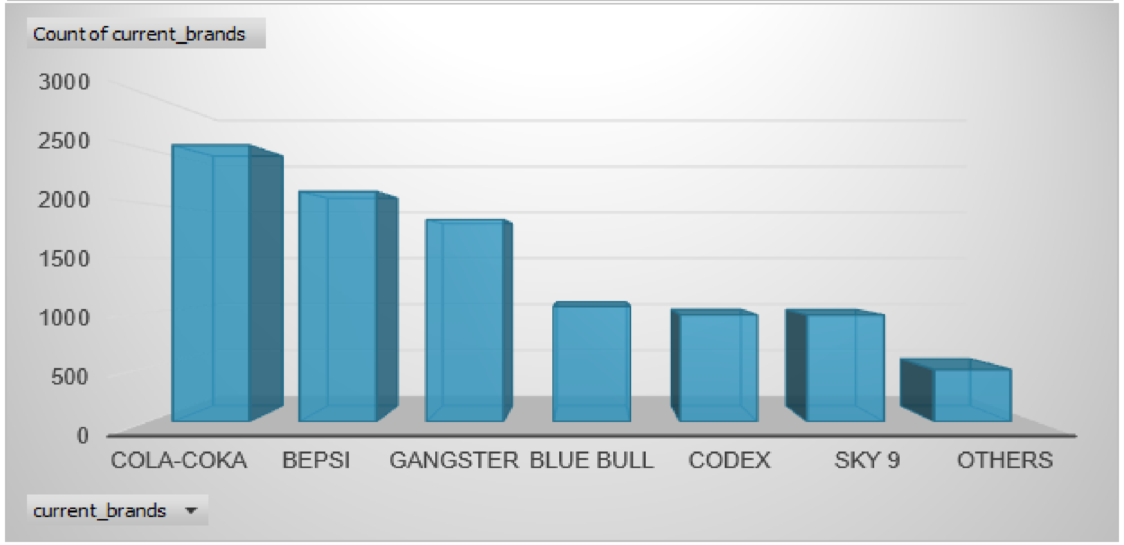
Insight:
Consumers favor **compact and portable cans**, followed by **eco-friendly** and **innovative packaging designs**. Aesthetic and sustainability both play a key role in influencing purchase decisions.

Competitor Analysis

3. Competition Analysis:
a. Who are the current market leaders?
b. What are the primary reasons consumers prefer those brands over ours?

Current Brands	Count of current_brands	Brand %
Cola-Coka	2538	25.4%
Bepsi	2112	21.1%
Gangster	1854	18.5%
Blue Bull	1058	10.6%
CodeX	980	9.8%
Sky 9	979	9.8%
Others	479	4.8%
Grand Total	**10000**	100.0%

Current Brand Usage Among Consumers



Current Market Leaders:
Cola-Coka (25.4%) and **Bepsi (21.1%)** are the leading energy drink brands, together capturing nearly **47%** of current consumption among respondents.
CodeX holds only **9.8%**, indicating it is still an emerging player in a highly competitive space.

Reasons for Preference
Consumers primarily choose established brands like Cola-Coka and Bepsi due to **taste/flavor preferences** and **brand reputation**. CodeX needs to focus on **enhancing product taste** and **building stronger brand recall** to compete effectively in the market.

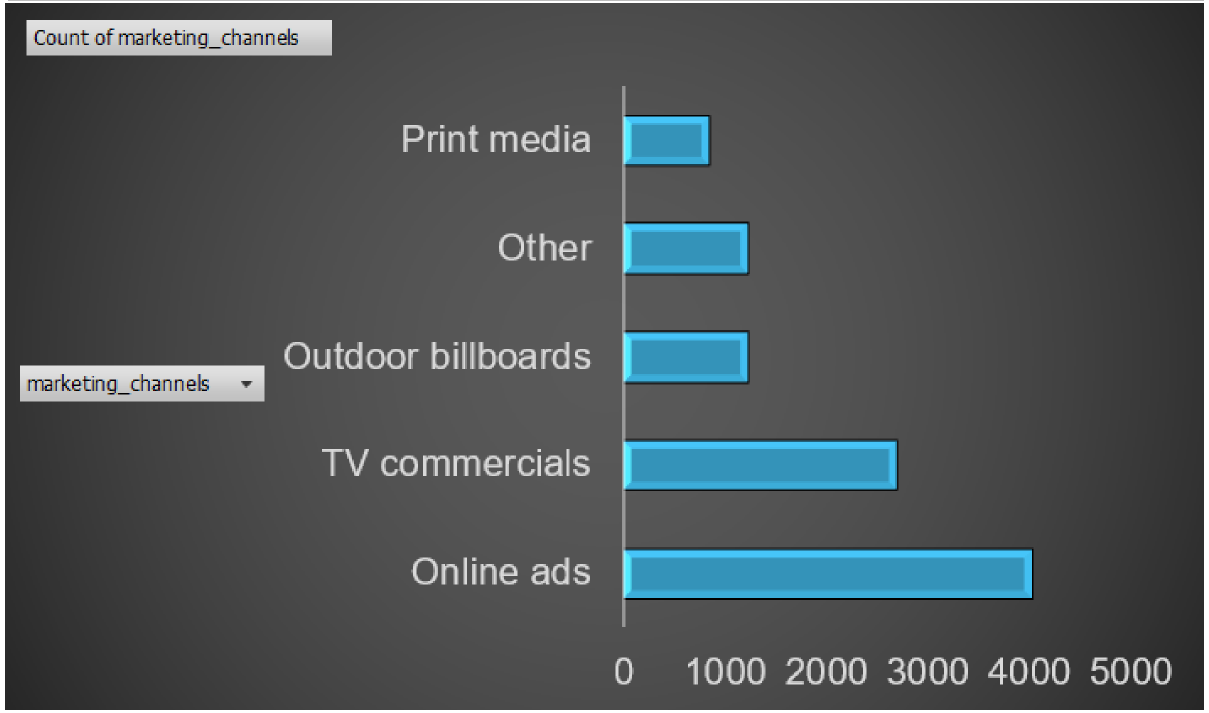
Marketing Channel Reach

4. Marketing Channels and Brand Awareness:
a. Which marketing channel can be used to reach more customers?

Marketing channels	Count of marketing_channels
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841
Grand Total	**10000**

Insight:
Online ads are the most effective marketing channel, significantly outperforming **TV commercials** and **outdoor billboards.** This highlights a clear consumer shift toward digital platforms.

Marketing channel reaches more customers

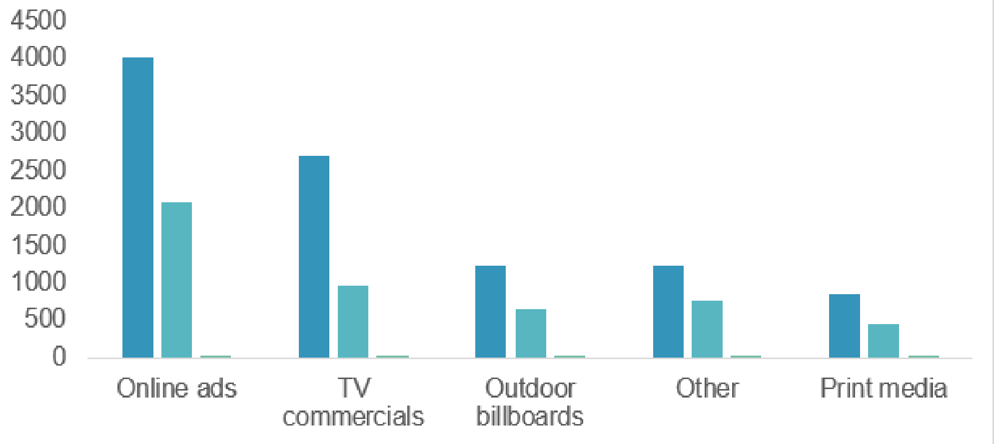


Market Channel Effectiveness

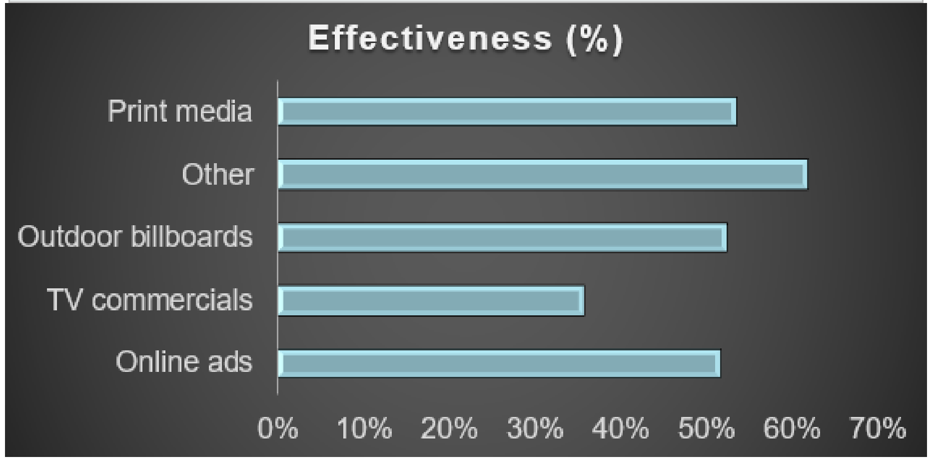
4. Marketing Channels and Brand Awareness:
b. How effective are different marketing strategies and channels in reaching our customers?

Marketing Channel	People Reached	People Who Tried	Effectiveness (%)
Online ads	4020	2074	52%
TV commercials	2688	961	36%
Outdoor billboards	1226	640	52%
Other	1225	756	62%
Print media	841	450	54%

Market Channel Reached our Customer



Market Channel Effectiveness %



Online ads – they reached **4,020** people, the highest among all channels.

"Other" channels are the most effective with **62%** of people trying the product after being reached.

Brand Penetration

5. Brand Penetration:

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

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

=AVERAGE(survey_for_formulas[taste_experience])

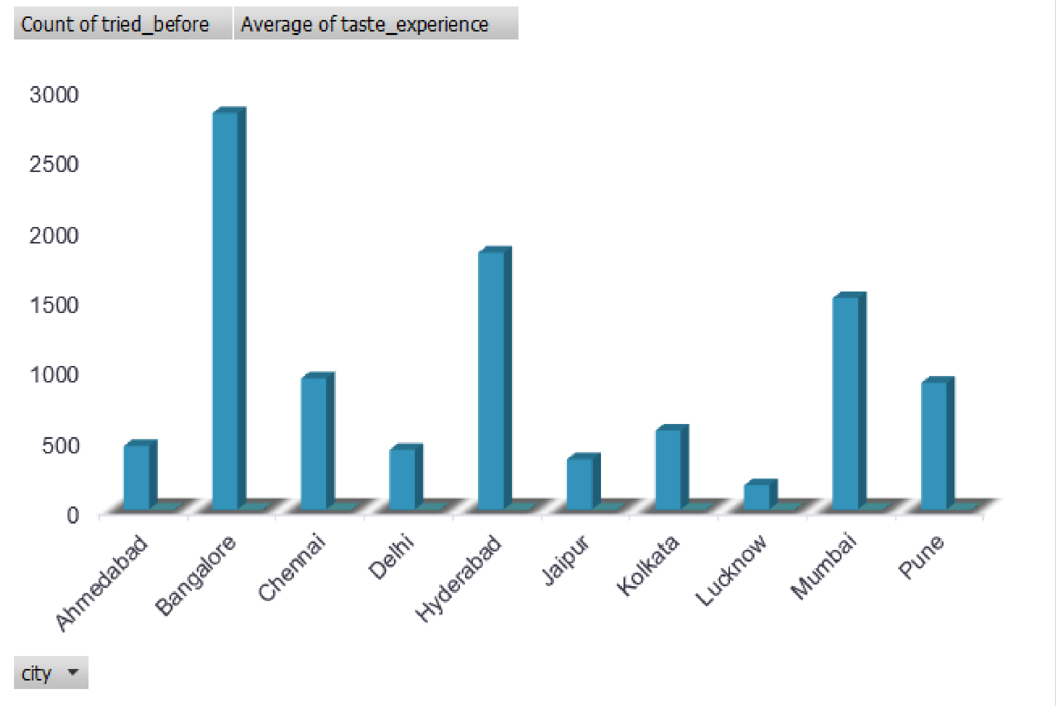
3.2819

City	Count of tried_befo	Average of taste_experien	avg_line
Ahmedabad	456	3.30	3.2819
Bangalore	2828	3.29	3.2819
Chennai	937	3.23	3.2819
Delhi	429	3.25	3.2819
Hyderabad	1833	3.29	3.2819
Jaipur	360	3.26	3.2819
Kolkata	566	3.29	3.2819
Lucknow	175	3.36	3.2819
Mumbai	1510	3.27	3.2819
Pune	906	3.31	3.2819
Grand Total	**10000**	**3.28**	3.2819

Insight:

We should focus more on **Delhi, Chennai,Mumbai and Jaipur**, as they have **below-average taste experience ratings** (all **< 3.28**). Improving our presence or product experience in these cities could enhance overall brand

Average of taste experience by tried before



Purchase_Behavior

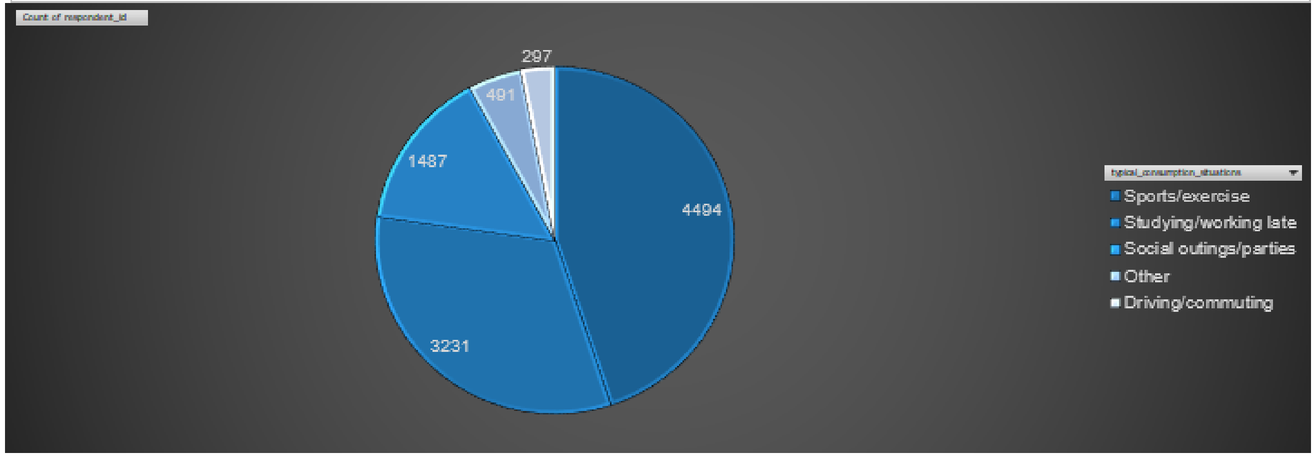
6. Purchase Behavior:
a. Where do respondents prefer to purchase energy drinks?
b. What are the typical consumption situations for energy drinks among respondents?
c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

Puchase locatio	Count of respondent_id
Other	679
Local stores	813
Gyms and fitness cei	1464
Online retailers	2550
Supermarkets	4494
Grand Total	**10000**

Majority of purchases are made from [Top location]

Most consumption happens during [Sports/exercise], suggesting high energy needs in that context

consumption	Count of respondent_id
Sports/exercise	4494
Studying/working late	3231
Social outings/partie:	1487
Other	491
Driving/commuting	297
Grand Total	**10000**



Price Range	Count of price_range
100-150	3142
50-99	4288
Above 150	1561
Below 50	1009
Grand Total	**10000**

Insight:
Most respondents prefer price range 50-99, which should guide pricing strategy.

Limited additio	Count of respondent_i	% Interested
No	4023	40.23
Not Sure	2031	20.31
Yes	3946	39.46
Grand Total	**10000**	100.00

Insight:
*About **39.46%** of respondents are influenced by limited edition packaging, suggesting strong marketing potential.*

*Meanwhile, **40.23%** are not, and **20.31%** remain unsure — indicating an opportunity to raise awareness and better communicate value through exclusive packaging.*

Final Insight :

🛒 **Most purchases** happen at **supermarkets**.

⚡ **Top consumption** context is **sports/exercise**.

💸 Preferred **price range** is **₹50–99**.

🎁 **39%** are influenced by **limited edition packaging**; **20% unsure** — a **marketing opportunity**.

Product_Development

7. Product Development
a. Which area of business should we focus more on our product development? (Branding/taste/availability)

Brand Perception	Count of respondent_id	Respondent %
Neutral	5974	59.74%
Positive	2257	22.57%
Negative	1769	17.69%
Grand Total	**10000**	100%

Insight:
A significant **59.74% of respondents feel neutral** about energy drink branding, while only **22.57% view it positively**. This suggests **branding lacks strong impact** and could be a key area for development to improve differentiation and emotional connection.

Taste Experience	Count of respondent_id	Respondent %
3	2957	29.57%
4	2479	24.79%
5	1986	19.86%
2	1524	15.24%
1	1054	10.54%
Grand Total	**10000**	100%

Insight:
While **nearly 50% of respondents rated taste 4 or 5**, the largest group (**29.57%**) gave it a **moderate score of 3**. This indicates that while taste is generally acceptable, there is **room for enhancement** to turn moderate satisfaction into strong preference.

Improvement desire	Count of respondent_id	Respondent %
Reduced sugar content	2995	29.95%
More natural ingredients	2498	24.98%
Wider range of flavors	2037	20.37%
Healthier alternatives	1472	14.72%
Other	998	9.98%
Grand Total	**10000**	100%

Insight:
The top improvement areas cited include **reduced sugar content (29.95%)**, **more natural ingredients (24.98%)**, and **a wider range of flavors (20.37%)**. This points toward a clear consumer demand for **healthier and more diverse product options**, guiding future product development priorities.

Survey-Based Marketing Insights

👤 Demographics

Majority of respondents are aged 19–30

Gender distribution skews slightly male-dominant

Highest respondent concentration from Delhi, Mumbai, and Bangalore

⚡ Consumption Habits

Most respondents consume energy drinks once a week or 2–3 times a week

Top consumption occasions:

- Before exercise
- During study/work
- For mental alertness

Primary reasons: Energy boost, fatigue reduction, performance enhancement

👁 Awareness & Perception

Around 60% have heard of the brand

Brand perception is mostly neutral, indicating room for positioning improvement

General perception of energy drinks: Effective but with some health concerns

⭐ Product Experience

Approximately 40% have tried the product

Taste ratings mostly fall between 2 to 4, showing opportunity for improvement

Key barriers to trial:

- Availability issues
- Low brand familiarity
- Health concerns

Strategic Marketing Implications

🎯 Targeting & Positioning

Focus targeting on urban youth (19–30) in Tier 1 cities

Reinforce brand visibility and trust to shift perception from neutral to positive

📦 Product Development & Packaging

Improve flavor profile and introduce natural ingredients to match preferences

Highlight eco-friendly or limited edition packaging in campaigns

💸 Pricing & Availability

Optimal pricing identified as ₴80–₴120

Ensure product availability in local stores, supermarkets, and online

📣 Marketing Strategy

Promote through online ads and social platforms (Instagram, YouTube)

Emphasize use cases like study/work energy, exercise performance

Consider student-centric promotions and referral incentives

Strategic Recommendations for CodeX

Improve Product Taste

Insight: 60% of users rated taste between 2–4.
Action: Revamp flavors using natural ingredients and run seasonal flavor trials.

Optimize Price Point

Insight: Most consumers preferred ₹80–₹120 price range.
Action: Launch core SKU at ₹99 and offer bundles at discounted rates.

Run Student-Centric Campaigns

Insight: Majority of consumers are students.
Action: Collaborate with colleges, sponsor events, and offer referral rewards.

Brand Ambassador:

Local Athletes Insight: Energy drinks are tied to performance and lifestyle.
Action: Partner with rising athletes or influencers in fitness/gaming.

Target Audience: Urban Youth

Insight: Cities with higher engagement are metro-based.
Action: Focus marketing on Tier 1 cities and social platforms like Instagram & YouTube.

Thank You

Thank you for reviewing this project on transforming consumer survey data into strategic marketing insights for CodeX.
This analysis reflects how data-driven decisions can shape product development, pricing, and branding in the competitive energy drink market.

"Turning data into action is where insight meets impact."