



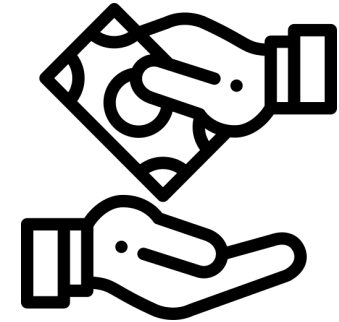
# Brands Penetration Analysis & Marketing Insights



**Demographics**



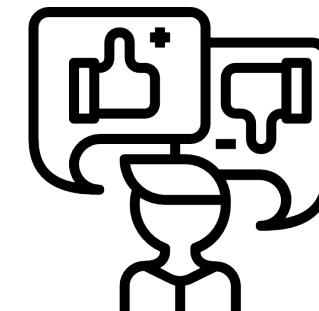
**Brand  
Penetration**



**Purchasing  
Behavior**




**Competition  
Analysis**




**Consumer  
Preferences**

Demographics Dashboard




Gender

All



City

All




Age

All



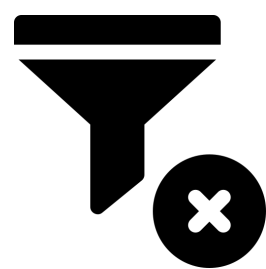
Tier

All



Brands

All



Demographics

Brand Penetration

Purchasing Behavior

Competition Analysis

Consumer Preferences

Marketing Channels by Age

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
TV commercials	495	1290	737	117	49	2688
Outdoor billboards	117	585	431	65	28	1226
Other	94	608	408	78	37	1225
Print media	75	371	310	57	28	841
Total	1488	5520	2376	426	190	10000

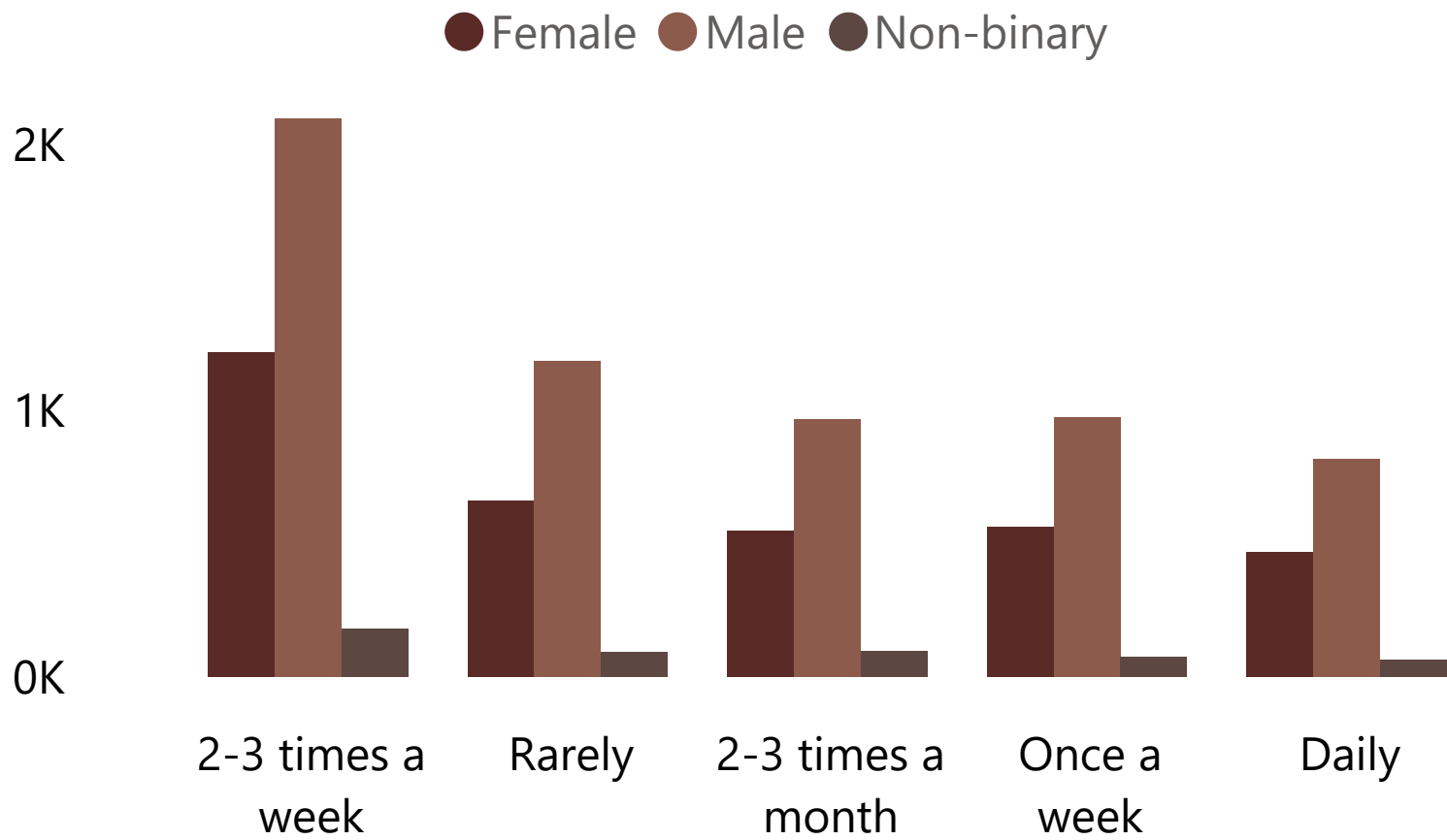
Respondents by Age and Gender

Age	Female	Male	Non-binary
19-30	1891	3337	292
31-45	834	1435	107
15-18	516	903	69
46-65	138	261	27
65+	76	102	12
Total	3455	6038	507

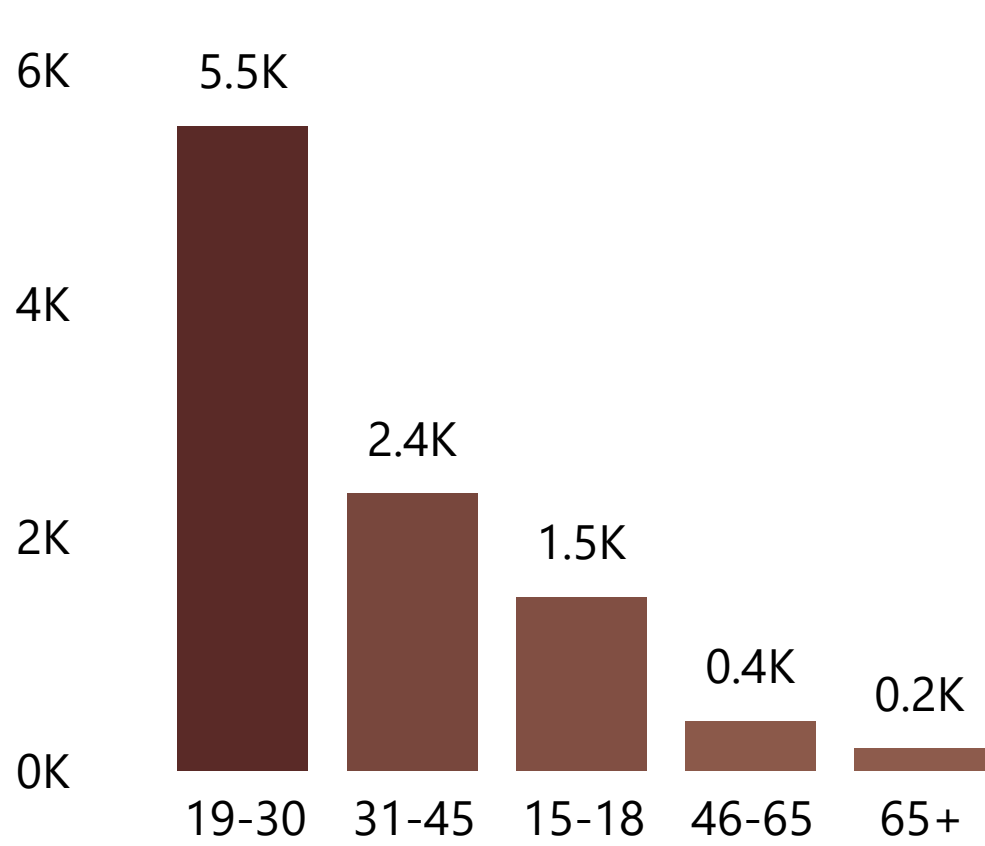
Varied Consumer Preferences

Brand reputation	Effectiveness
2.65K	
Taste/flavor preference	1.75K
	Other
2.01K	
Availability	
1.91K	1.68K

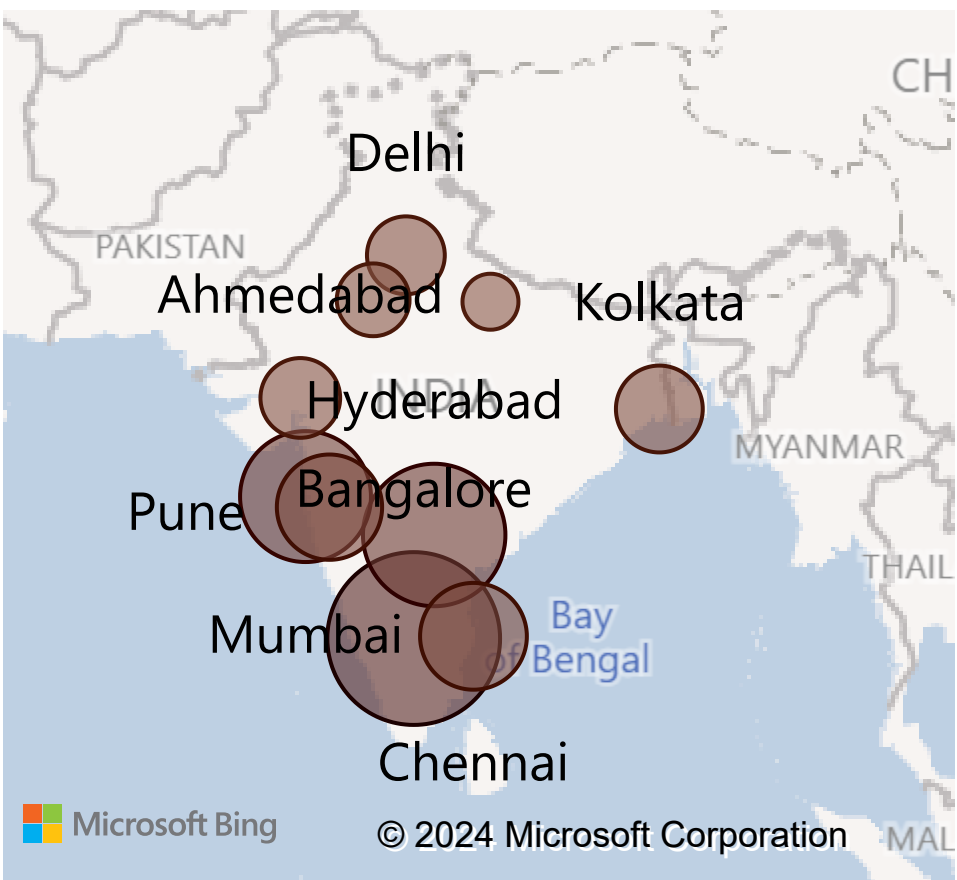
Consumption Frequency by Gender



Respondents Division by Age Group



City wise Population of Respondents



Brand Penetration

Gender

All

City

All

Age

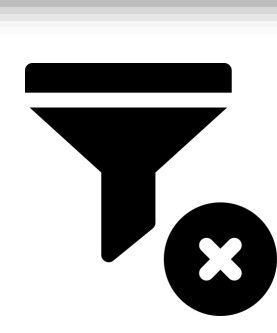
All

Tier

All

Brands

All



Demographics

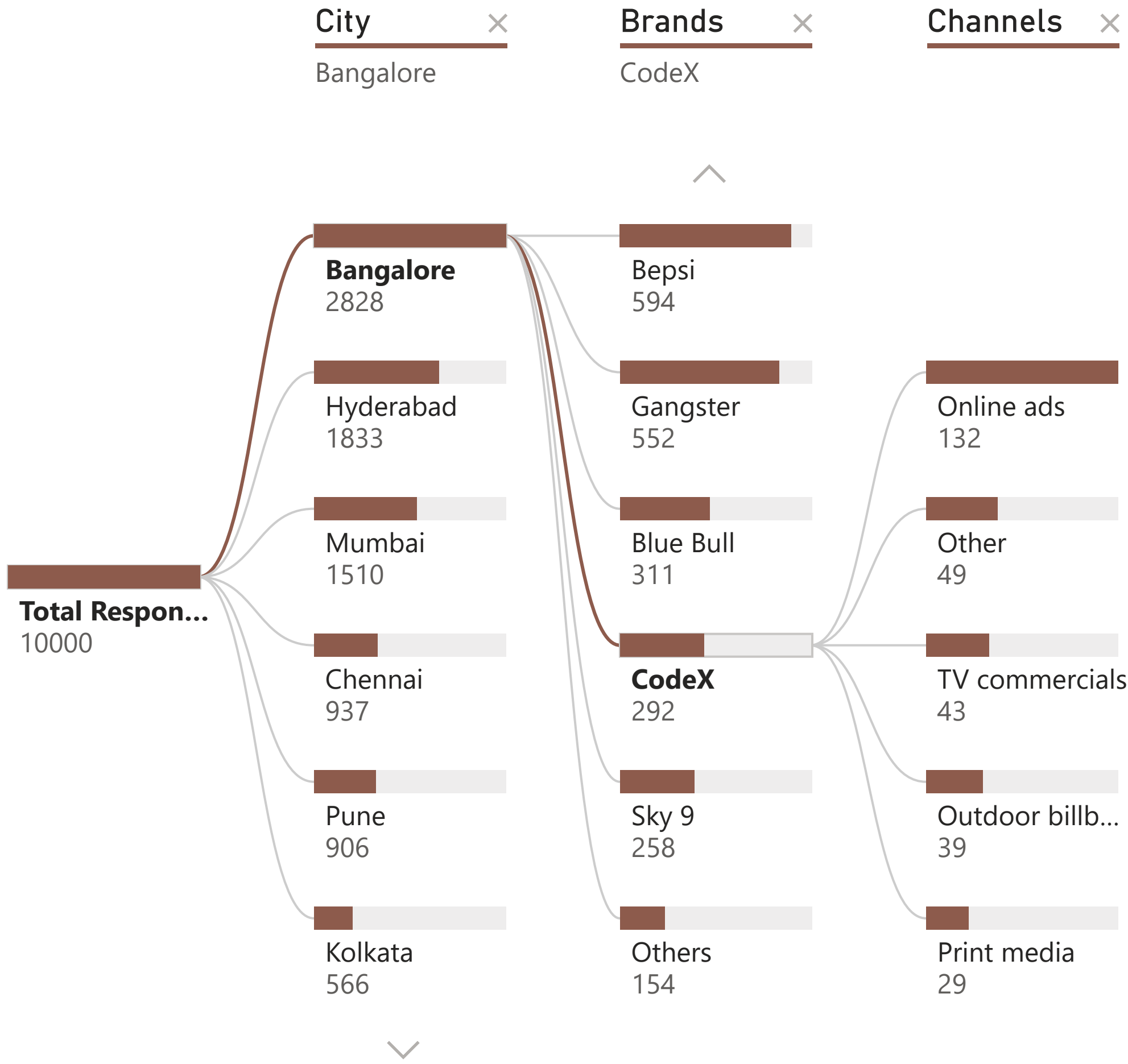
Brand Penetration

Purchasing Behavior

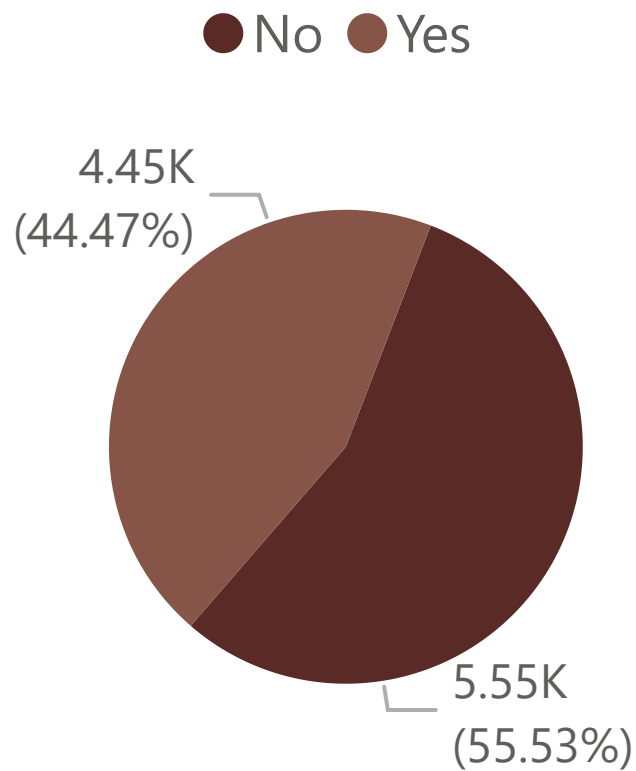
Competition Analysis

Consumer Preferences

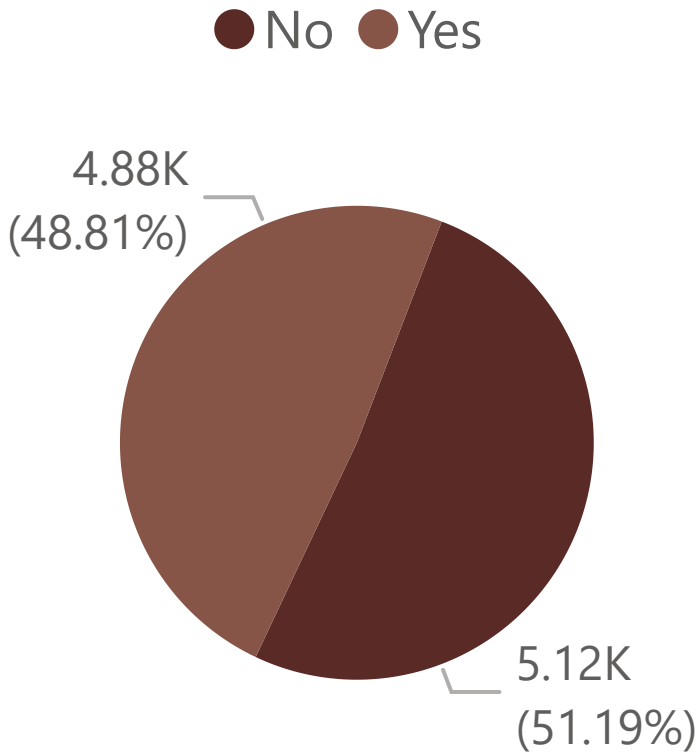
Respondents Division by Different Categories



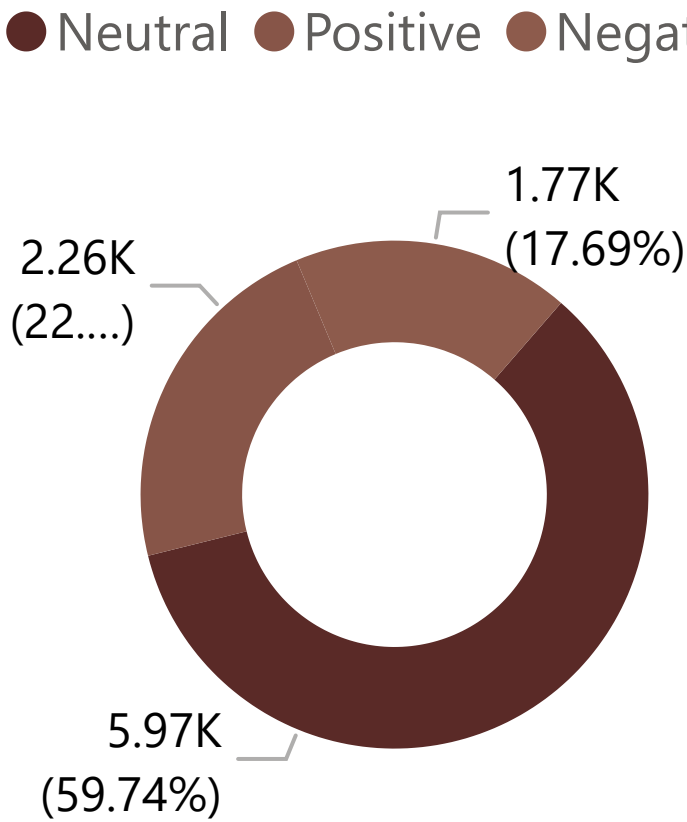
Heard Before



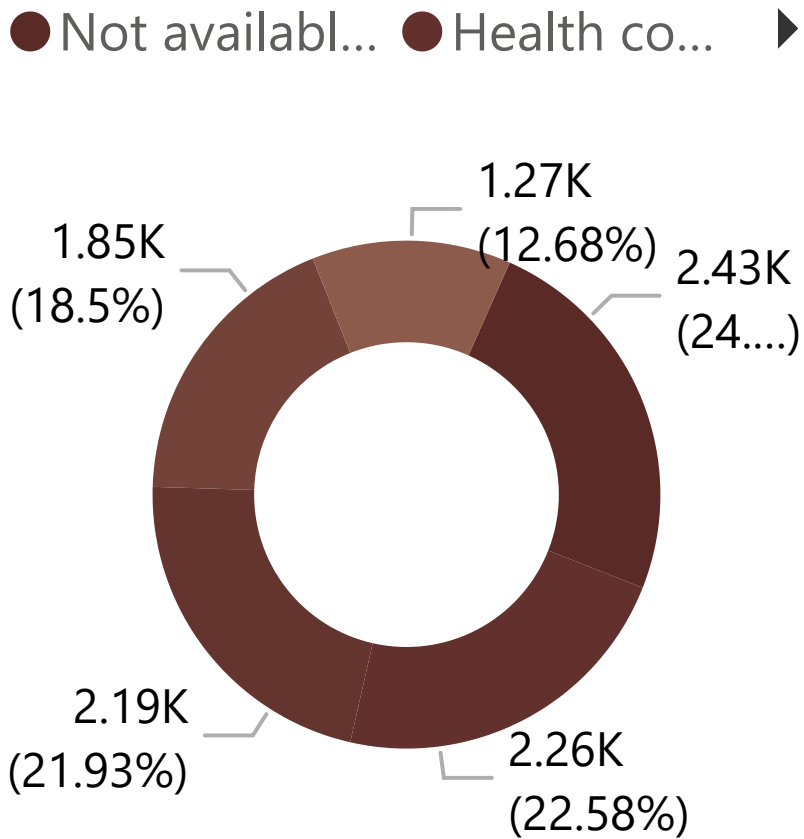
Tried Before




Brand Perception




Reasons Preventing Trying




# Purchasing Behaviour

Gender

All

City


All

Age

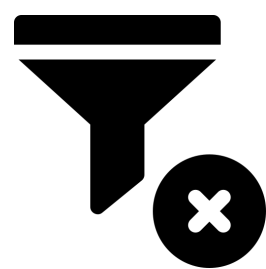
All

Tier

All

Brands

All



Demographics

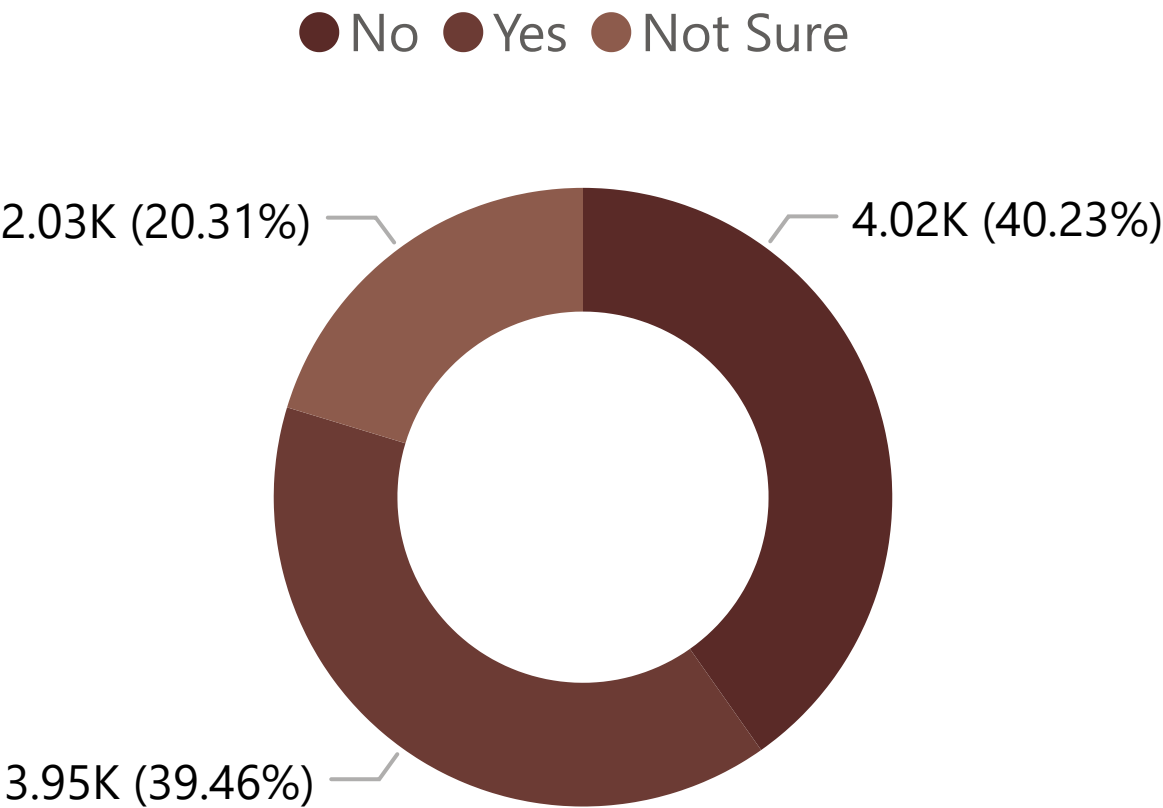
Brand Penetration

Purchasing Behavior

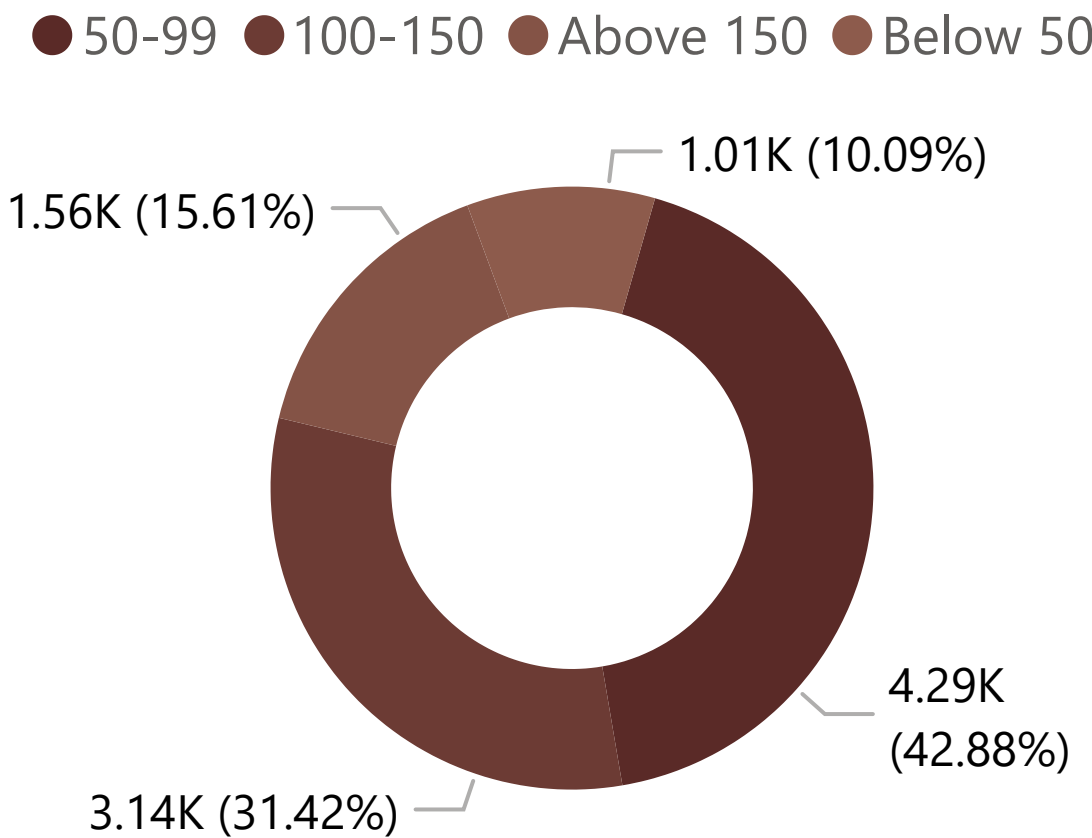
Competition Analysis

Consumer Preferences

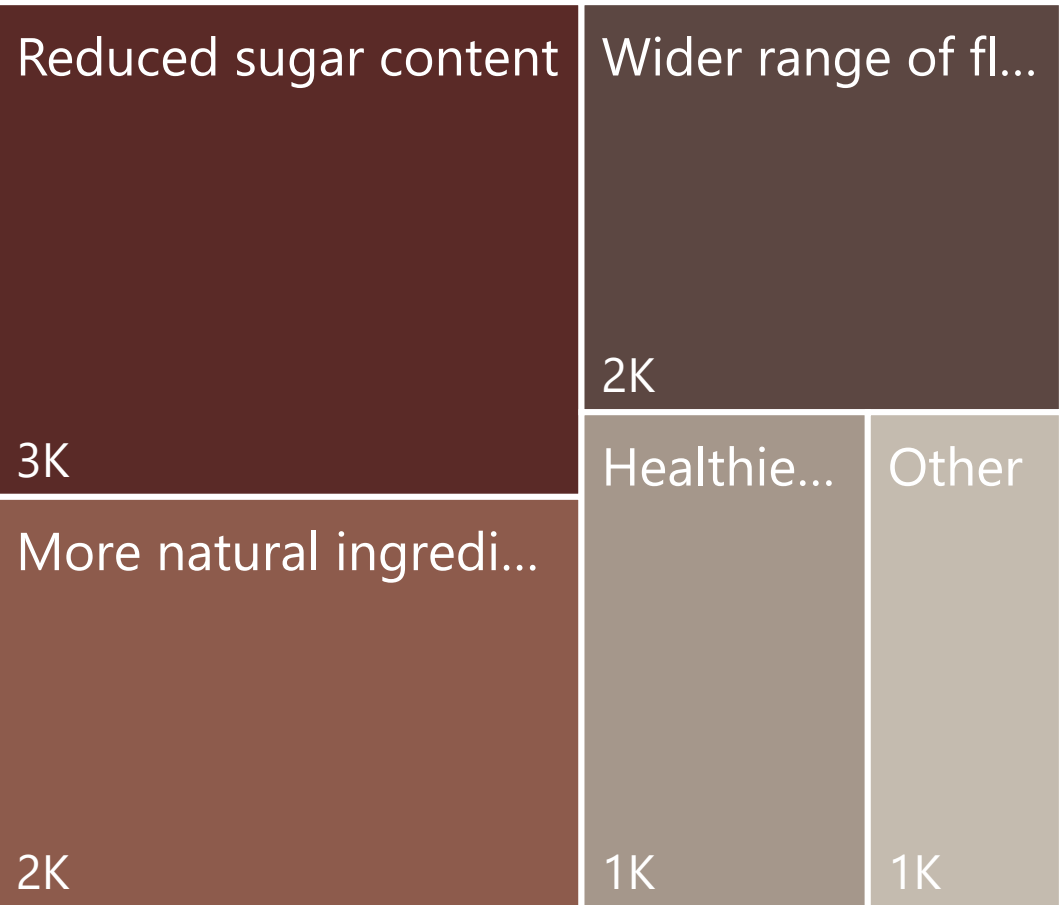
Limited Edition Packaging Preference



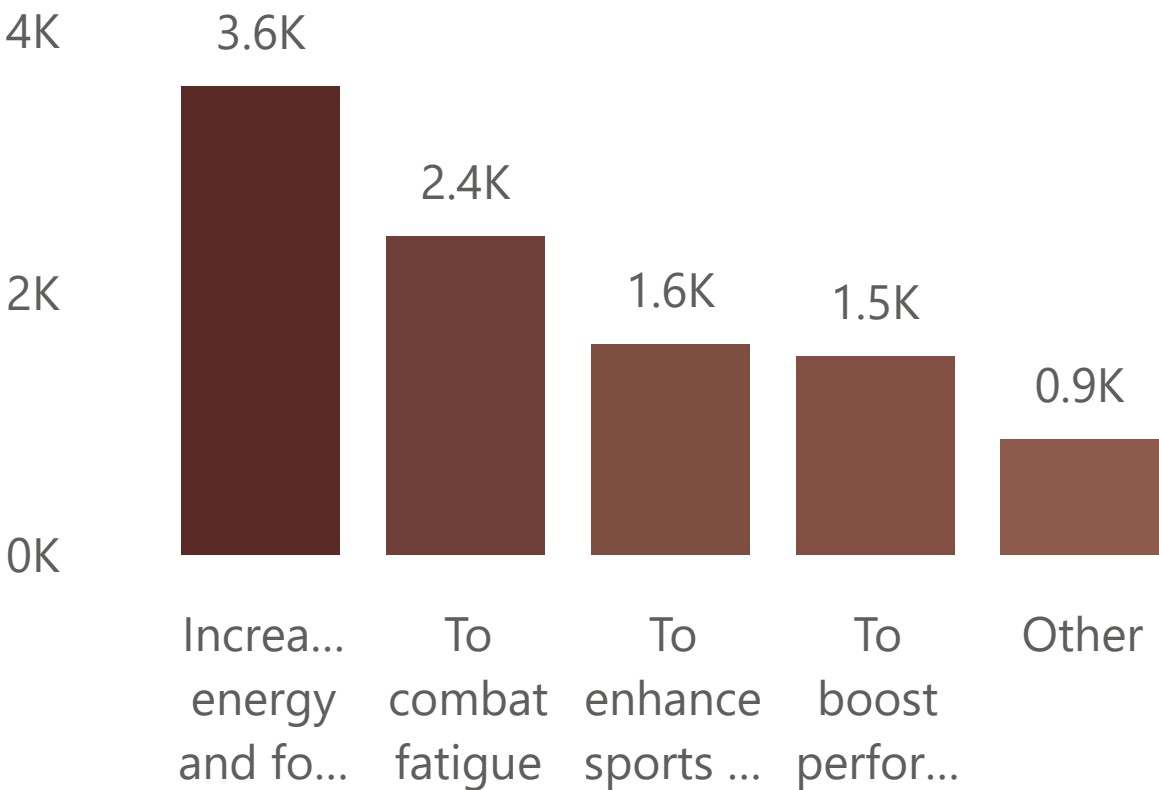
Price Preference



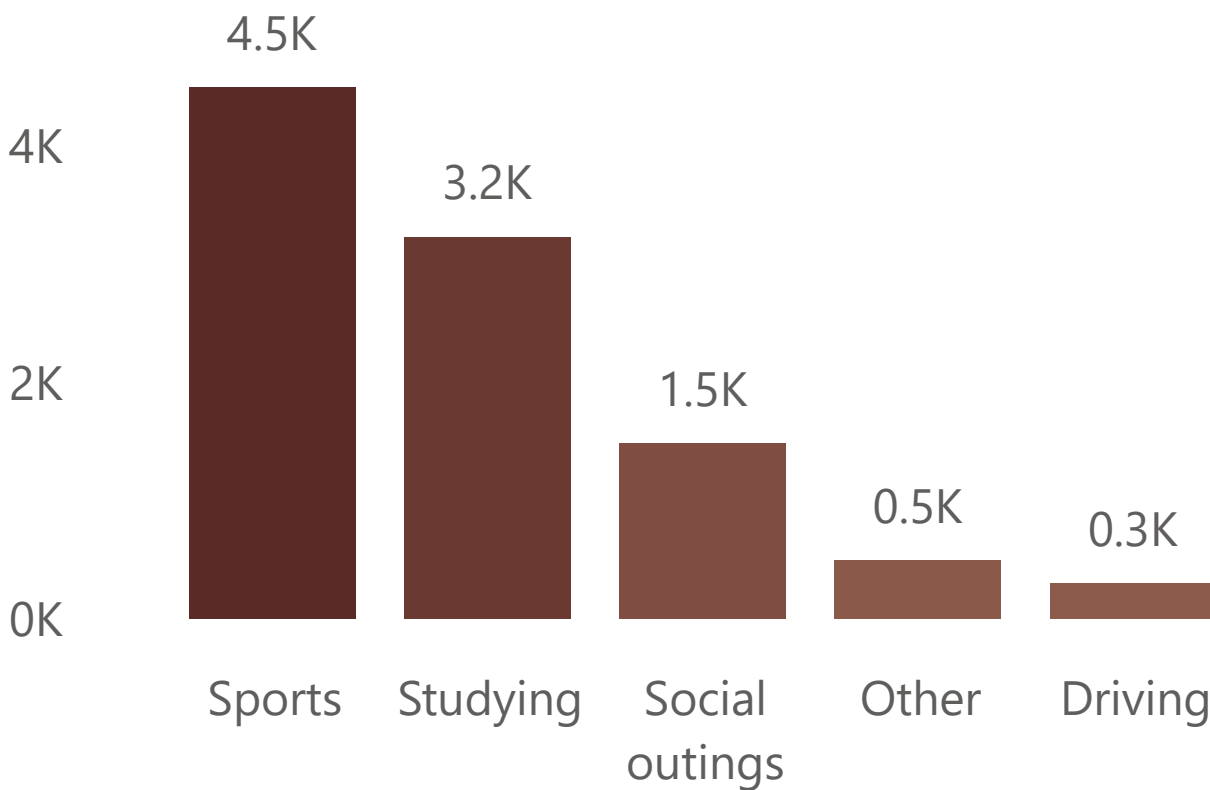
Desired Improvements



Reason of Consumption



Consumption Situations



Purchasing Locations

Purchase_location	Customers_Count
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679
Total	10000

# Competition Analysis



Gender

All



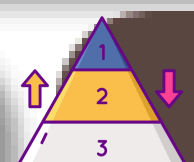
City

All



Age

All



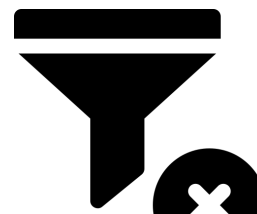
Tier

All



Brands

All



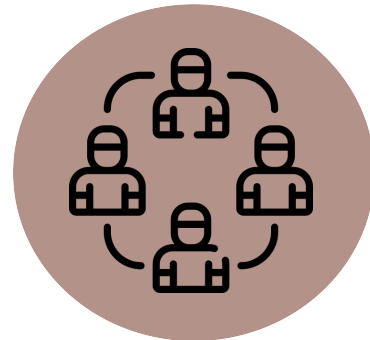
Demographics

Brand Penetration

Purchasing Behavior

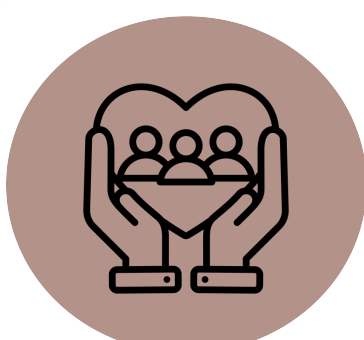
Competition Analysis

Consumer Preferences



10000

Total Respondents



980

Codex Respondents



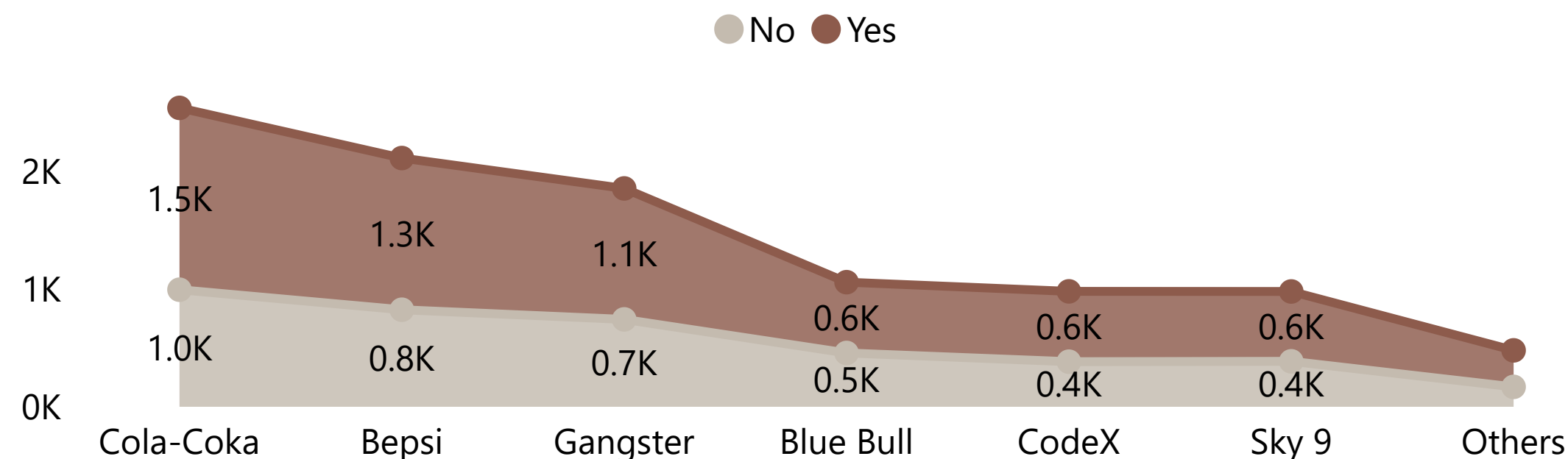
3.28

Avg. Taste Experience

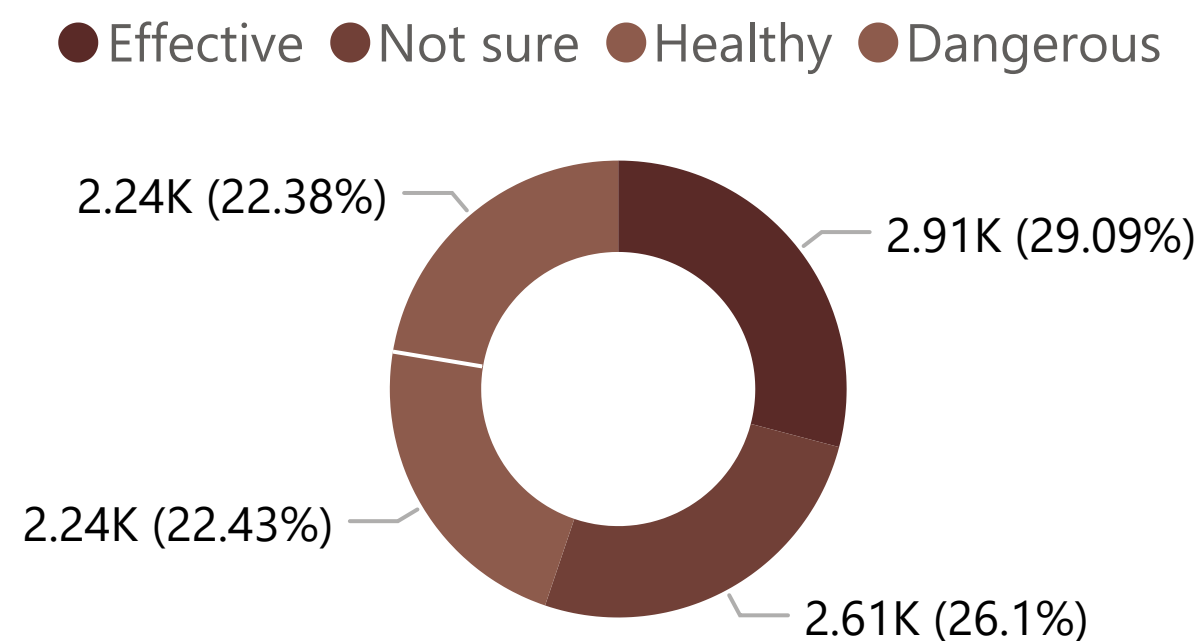
## Brands Penetration

Current_brands	Total Respondents	Taste Experience(Avg.)
Cola-Coka	2538	3.30
Bepsi	2112	3.28
Gangster	1854	3.24
Blue Bull	1058	3.30
CodeX	980	3.27
Sky 9	979	3.30

## Health Concerns of Different Brands



## General Perception Regarding Energy Drinks




## Reasons for Choosing Different Brands

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference	Total
Bepsi	21.88%	21.76%	19.39%	21.14%	21.03%	21.12%
Blue Bull	9.42%	10.90%	10.70%	9.83%	11.79%	10.58%
CodeX	10.21%	9.77%	10.07%	10.01%	9.05%	9.80%
Cola-Coka	26.70%	23.23%	24.77%	26.68%	26.40%	25.38%
Gangster	17.75%	19.27%	19.34%	18.40%	17.75%	18.54%
Others	4.50%	5.28%	4.98%	4.71%	4.33%	4.79%
Sky 9	9.53%	9.80%	10.76%	9.23%	9.65%	9.79%




# Consumer Preferences




Gender

All



City

All




Age

All



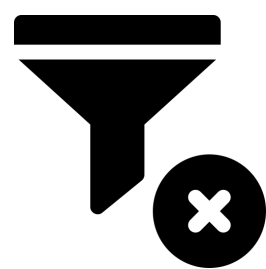
Tier

All



Brands

All



Demographics

Brand Penetration

Purchasing Behavior

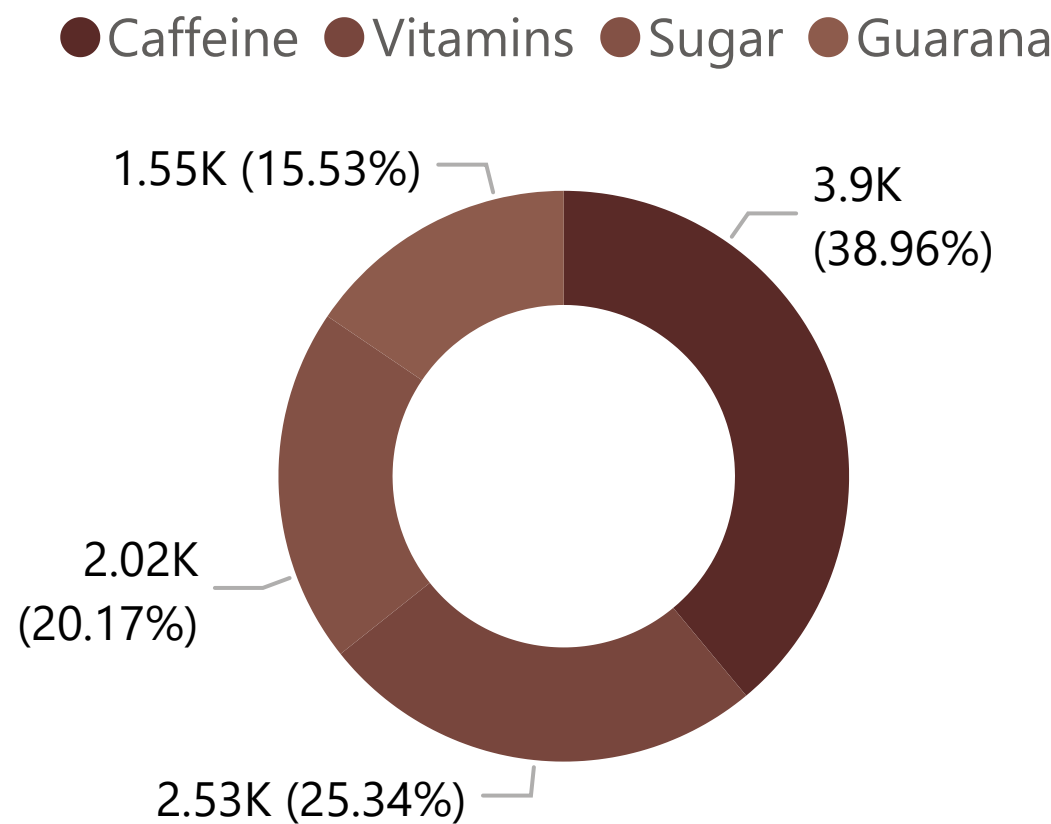
Competition Analysis

Consumer Preferences

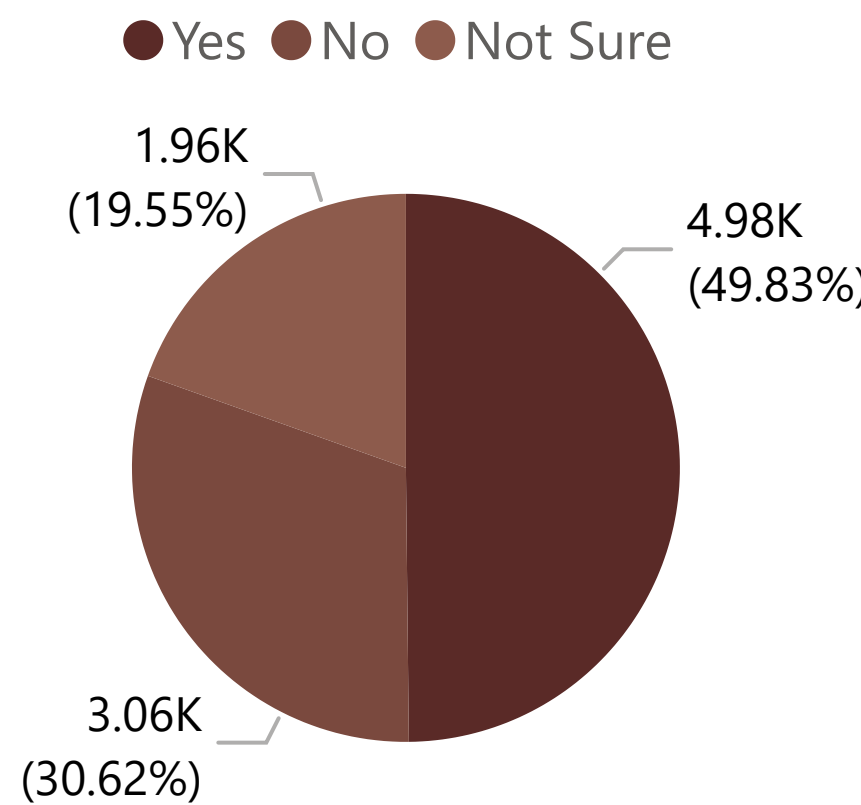
Age Wise Price Preference

Age	100-150	50-99	Above 150	Below 50	Total
19-30	1365	2965	655	535	5520
31-45	1257	499	428	192	2376
15-18	348	687	281	172	1488
46-65	137	85	151	53	426
65+	35	52	46	57	190
Total	3142	4288	1561	1009	10000

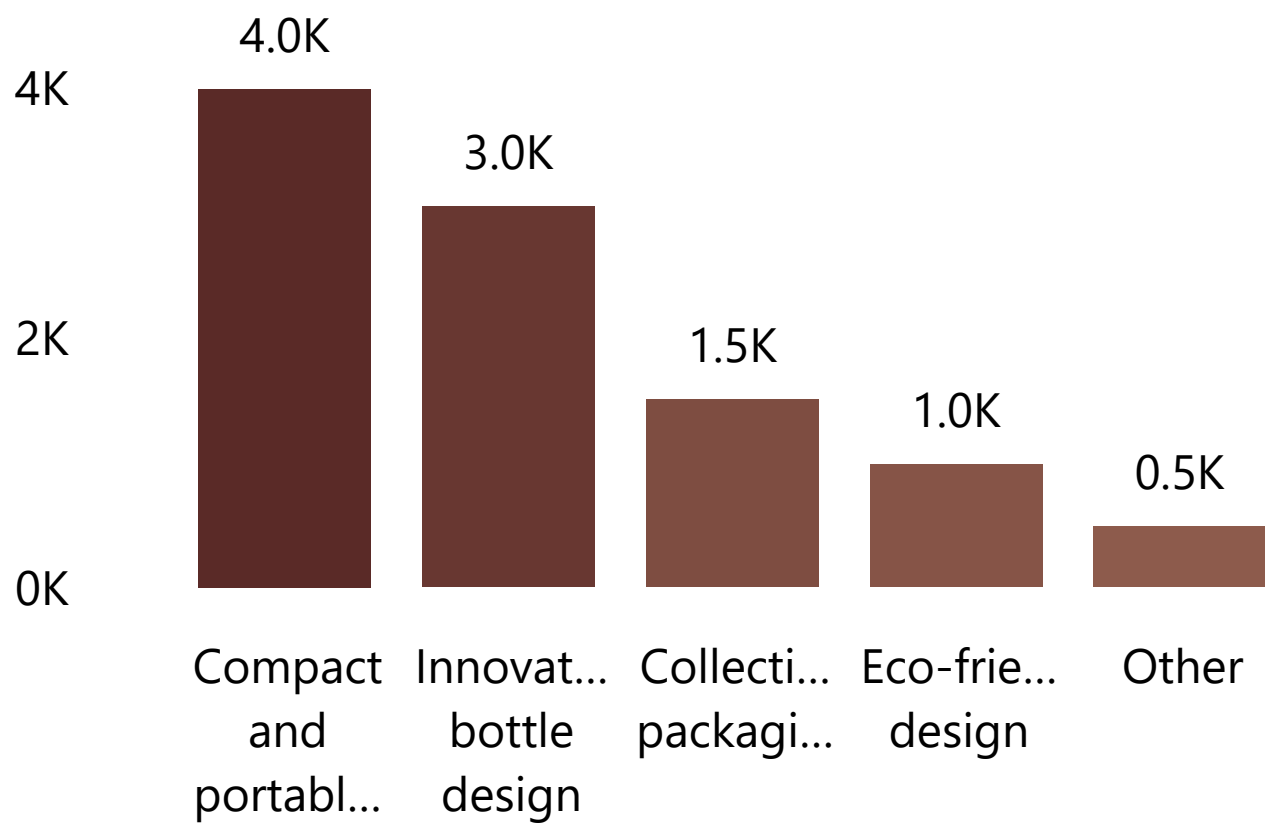
Preferred Ingredients



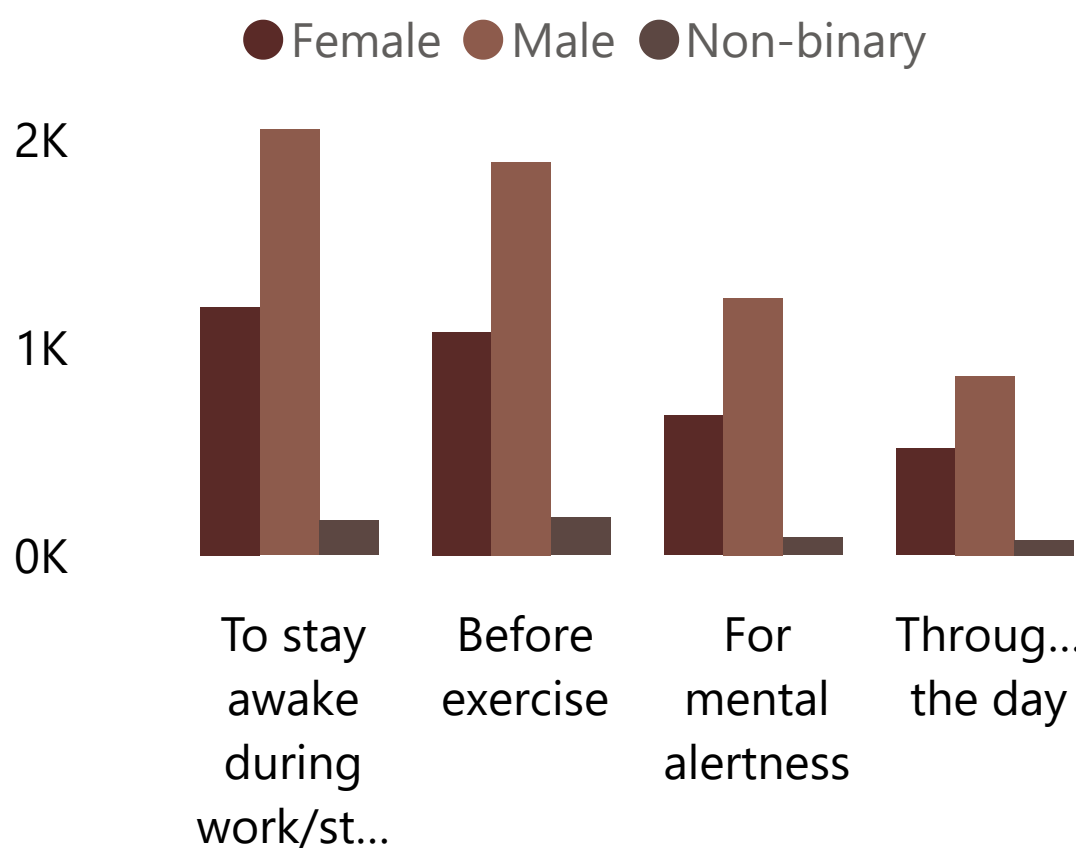
Prefer Natural or Organic Product



Packaging Preference



Consumption Time



Health Conscious

