ANALYSIS USING MySQL

Who prefers energy drink more? (male/female/non-binary?)

SELECT COUNT (respondent_id) as pref_count, gender
from dim_repondents
group by 2
order by 1 desc;

pref_count	gender
6038	Male
3455	Female
507	Non-binary

Which age group prefers energy drinks more?

SELECT COUNT (respondent_id) as pref_count, age
from dim_repondents
group by 2
order by 1 desc;

pref_count	age
5520	19-30
2376	31-45
1488	15-18
426	46-65
190	65+

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

SELECT f.marketing_channels,
        count(age) as marketing_reach
from dim_repondents r
join fact_survey_responses f on r.Respondent_ID = f.Respondent_ID
where r.age = '15-18' or '19-30'
group by 1
order by 2 desc;

marketing_channels	marketing_reach
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

What are the preferred ingredients of energy drinks among respondents?

SELECT Ingredients_expected as most_pref_ingredient,
        count(respondent_id) as count_of_pref
from fact_survey_responses
group by 1
order by 2 desc;

most_pref_ingredient	count_of_pref
Caffeine	3896
Vitamins	2534
Sugar	2017
Guarana	1553

What packaging preferences do respondents have for energy drinks?

select packaging_preference,
        count(respondent_id) as count_of_pref
from fact_survey_responses
group by 1
order by 2 desc;

packaging_preference	count_of_pref
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

Who are the current market leaders?

```
SELECT current_brands as leading_brands,
        count(respondent_id) as pref_count
from fact_survey_responses
group by 1
order by 2 desc;
```

leading_brands	pref_count
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980
Sky 9	979
Others	479

What are the primary reasons consumers prefer those brands over ours?

```
SELECT (reasons_for_choosing_brands),
        count(respondent_id) as resp_count
from fact_survey_responses
group by 1
order by 2 desc;
```

reasons_for_choosing_brands	resp_count
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

What do people think about our brand? (overall rating)
(a) Brand perception
```
SELECT Brand_perception, count (Respondent_ID)
 FROM fact_survey_responses
 group by 1;
```

Brand_perception	count(Respondent_ID)
Neutral	5974
Positive	2257
Negative	1769

(b) Heard before
```
SELECT Heard_before, count(Respondent_ID)
 FROM fact_survey_responses
 group by 1;
```

Heard_before	count(Respondent_ID)
Yes	4447
No	5553

(c) Tried before
```
SELECT Tried_before, count(Respondent_ID)
 FROM fact_survey_responses
 group by 1;
```

Tried_before	count(Respondent_ID)
No	5119
Yes	4881

(d) Average rating
```
SELECT avg(Taste_experience)
 FROM fact_survey_responses
```

avg(Taste_experience)
3.2819

Which cities do we need to focus more on?

```
select count(respondent_ID) as Count_of_resp, c.city
from dim_repondents r
join dim_cities c on r.City_ID=c.City_ID
group by c.City
order by 1 desc;
```

Count_of_resp	city
2828	Bangalore
1833	Hyderabad
1510	Mumbai
937	Chennai
906	Pune
566	Kolkata
456	Ahmedabad
429	Delhi
360	Jaipur
175	Lucknow

Where do respondents prefer to purchase energy drinks?

select purchase_location, count(respondent_id)
from fact_survey_responses
group by 1
order by 2 desc;

purchase_location	count(respondent_id)
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

What are the typical consumption situations for energy drinks among respondents?

select Typical_consumption_situation, count(respondent_id)
from fact_survey_responses
group by 1
order by 2 desc;

Typical_consumption_situations	count(respondent_id)
Sports/exercise	4494
Studying/working late	3231
Social outings/parties	1487
Other	491
Driving/commuting	297

What factors influence respondents' purchase decisions, such as price range and limited-edition packaging?

select Price_range, count(respondent_id)
from fact_survey_responses
group by 1
order by 2 desc;

Price_range	count(respondent_id)
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009

select Limited_edition_packaging, count(respondent_id)
from fact_survey_responses
group by 1
order by 2 desc;

Limited_edition_packaging	count(respondent_id)
No	4023
Yes	3946
Not Sure	2031

Which area of business should we focus more on our product development? (Branding/taste/availability)

SELECT (reasons_for_choosing_brands),
        count(Response_ID) as resp_count
from fact_survey_responses
where Current_brands = 'CodeX'
group by 1
order by 2 desc;

reasons_for_choosing_brands	resp_count
Brand reputation	259
Availability	195
Taste/flavor preference	182
Effectiveness	176
Other	168