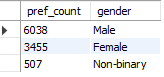
**ANALYSIS USING MySQL**

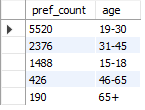
**Who prefers energy drink more? (male/female/non-binary?)**

SELECT COUNT (respondent\_id) as pref\_count, gender

from dim\_repondents

group by 2

order by 1 desc;

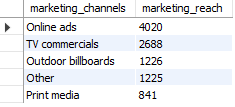
**Which age group prefers energy drinks more?**

SELECT COUNT (respondent\_id) as pref\_count, age

from dim\_repondents

group by 2

order by 1 desc;

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

SELECT f.marketing\_channels,

count(age) as marketing\_reach

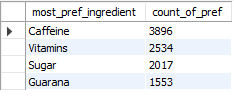
from dim\_repondents r

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;

**What are the preferred ingredients of energy drinks among respondents?**

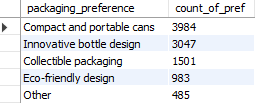
SELECT Ingredients\_expected as most\_pref\_ingredient,

count(respondent\_id) as count\_of\_pref

from fact\_survey\_responses

group by 1

order by 2 desc;

**What packaging preferences do respondents have for energy drinks?**

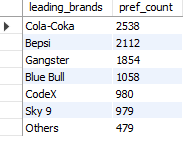
select packaging\_preference,

count(respondent\_id) as count\_of\_pref

from fact\_survey\_responses

group by 1

order by 2 desc;

**Who are the current market leaders?**

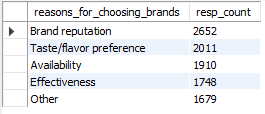
SELECT current\_brands as leading\_brands,

count(respondent\_id) as pref\_count

from fact\_survey\_responses

group by 1

order by 2 desc;

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

SELECT (reasons\_for\_choosing\_brands),

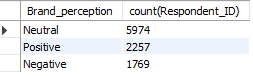
count(respondent\_id) as resp\_count

from fact\_survey\_responses

group by 1

order by 2 desc;

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

1. **Brand perception**

SELECT Brand\_perception, count (Respondent\_ID)

FROM fact\_survey\_responses

group by 1;

1. **Heard before**

SELECT Heard\_before, count(Respondent\_ID)

FROM fact\_survey\_responses

group by 1;

1. **Tried before**

SELECT Tried\_before, count(Respondent\_ID)

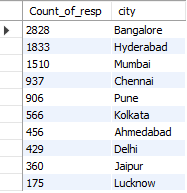
FROM fact\_survey\_responses

group by 1;

1. **Average rating**

SELECT avg(Taste\_experience)

FROM fact\_survey\_responses

**Which cities do we need to focus more on?**

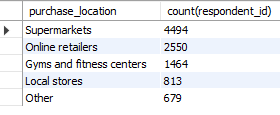
select count(respondent\_ID) as Count\_of\_resp, c.city

from dim\_repondents r

join dim\_cities c on r.City\_ID=c.City\_ID

group by c.City

order by 1 desc;

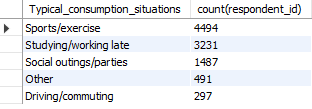
**Where do respondents prefer to purchase energy drinks?**

select purchase\_location, count(respondent\_id)

from fact\_survey\_responses

group by 1

order by 2 desc;

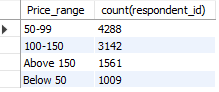
**What are the typical consumption situations for energy drinks among respondents?**

select Typical\_consumption\_situation, count(respondent\_id)

from fact\_survey\_responses

group by 1

order by 2 desc;

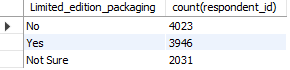
**What factors influence respondents' purchase decisions, such as price range and limited-edition packaging?**

select Price\_range, count(respondent\_id)

from fact\_survey\_responses

group by 1

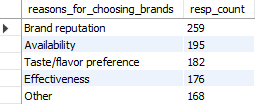
order by 2 desc;

select Limited\_edition\_packaging, count(respondent\_id)

from fact\_survey\_responses

group by 1

order by 2 desc;

**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;