



PROJECT : PROVIDE INSIGHTS TO THE MARKETING TEAM IN FOOD AND BEVERAGE INDUSTRY



ENERGY DRINK

```
1  -- Who prefers energy drink more? (male/female/non-binary?)
2  ● SELECT
3      gender, COUNT(consume_frequency) AS count_of_cunsumption
4  FROM
5      dim_repondents dr
6      JOIN
7      fact_survey_responses fs ON dr.Respondent_ID = fs.Respondent_ID
8  WHERE
9      Consume_frequency IN ('2-3 times a week' , 'Daily')
10 GROUP BY gender
11 ORDER BY count_of_cunsumption DESC
```

Result Grid |   Filter Rows: | Export:  | Wrap Cell Content: 

	gender	count_of_cunsumption
▶	Male	2911
	Female	1683
	Non-binary	243

```
1  -- Which age group prefers energy drinks more?
2  •  SELECT
3      age, COUNT(consume_frequency) AS count_of_cunsumption
4  FROM
5      dim_repondents dr
6      JOIN
7      fact_survey_responses fs ON dr.Respondent_ID = fs.Respondent_ID
8  WHERE
9      Consume_frequency IN ('2-3 times a week' , 'Daily')
10 GROUP BY age
11 ORDER BY count_of_cunsumption DESC
```

Result Grid



Filter Rows:

Export:



Wrap Cell Content:




	age	count_of_cunsumption
▶	19-30	2653
	31-45	1157
	15-18	735
	46-65	197
	65+	95

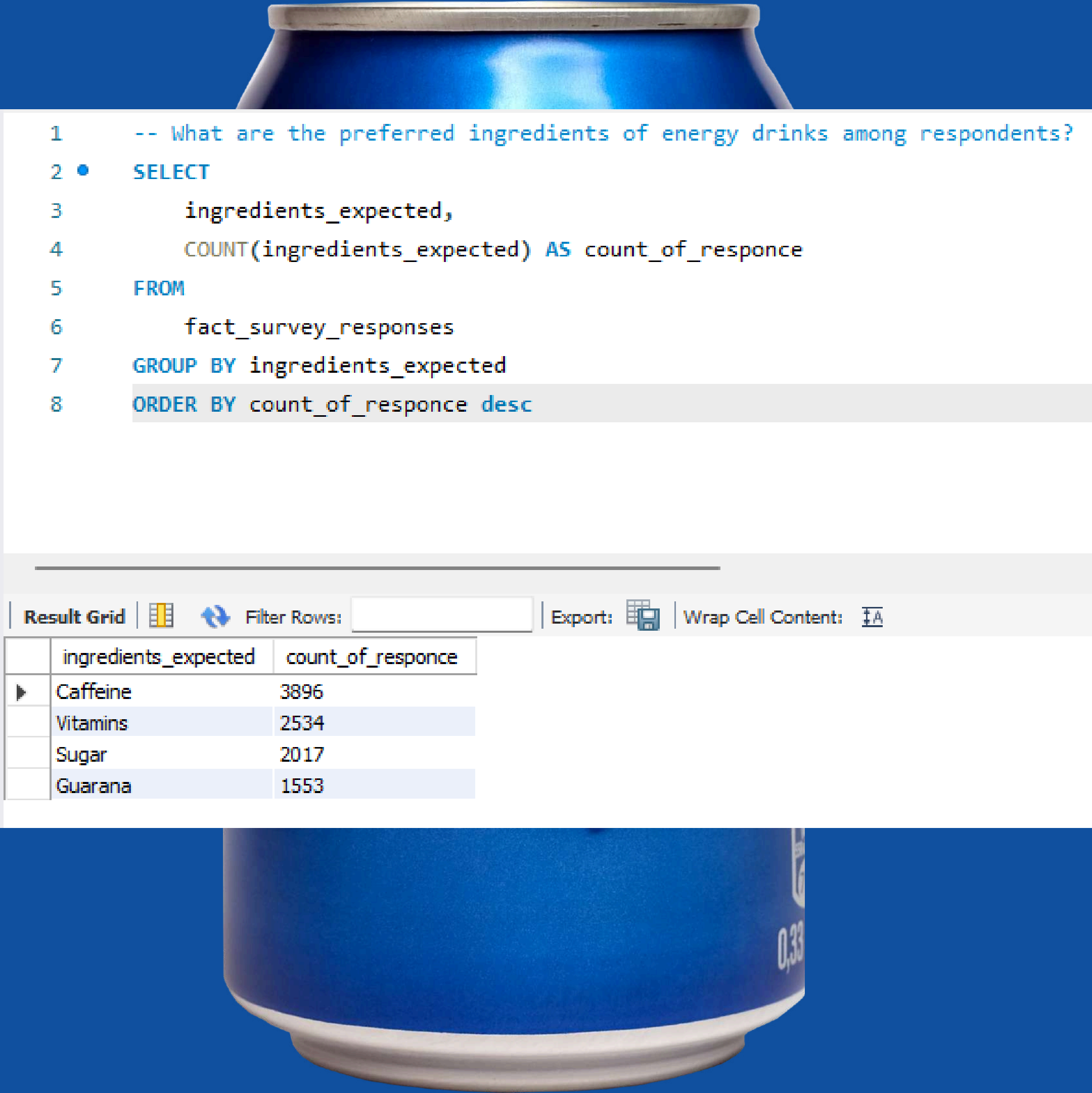
```

1      -- Which type of marketing reaches the most Youth (15-30)?
2      SELECT
3          marketing_channels,
4          COUNT(marketing_channels) AS reachness_by_no
5      FROM
6          fact_survey_responses fs
7          JOIN
8          dim_repondents dr ON fs.Respondent_ID = dr.Respondent_ID
9      WHERE
10         age IN ('15-18' , '19-30')
11     GROUP BY Marketing_channels

```

Result Grid |   Filter Rows: | Export:  | Wrap Cell Content: 

	marketing_channels	reachness_by_no
►	Online ads	3373
	TV commercials	1785
	Other	702
	Outdoor billboards	702
	Print media	446



```
1  -- What are the preferred ingredients of energy drinks among respondents?
2  •  SELECT
3      ingredients_expected,
4      COUNT(ingredients_expected) AS count_of_responce
5  FROM
6      fact_survey_responses
7  GROUP BY ingredients_expected
8  ORDER BY count_of_responce desc
```

Result Grid



Filter Rows:

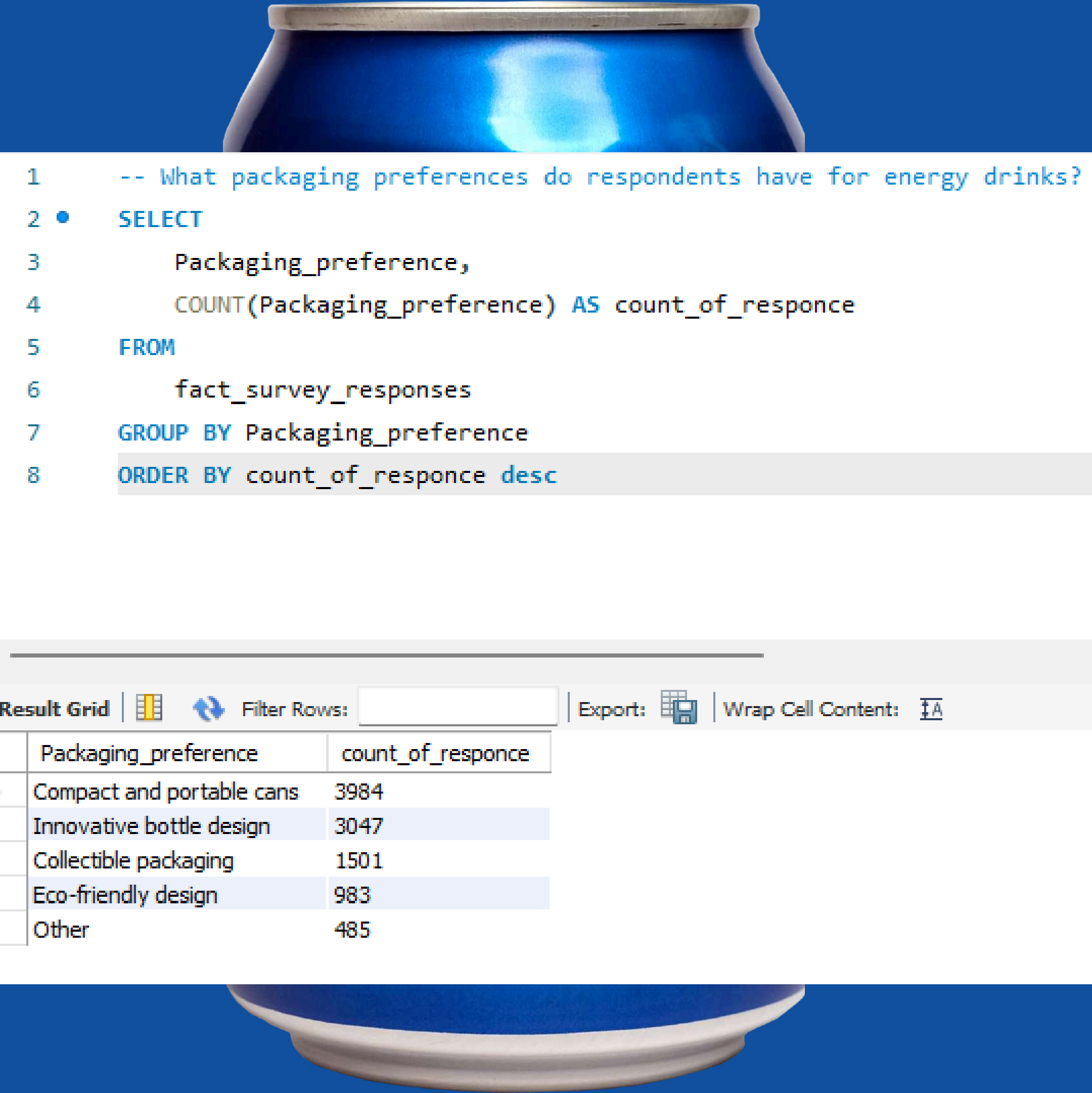
Export:



Wrap Cell Content:



	ingredients_expected	count_of_responce
►	Caffeine	3896
	Vitamins	2534
	Sugar	2017
	Guarana	1553



```
1  -- What packaging preferences do respondents have for energy drinks?
2  •  SELECT
3      Packaging_preference,
4      COUNT(Packaging_preference) AS count_of_responce
5  FROM
6      fact_survey_responses
7  GROUP BY Packaging_preference
8  ORDER BY count_of_responce desc
```

Result Grid |   Filter Rows: | Export:  | Wrap Cell Content: 

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


```

1      -- Who are the current market leaders
2  ●    SELECT
3          Current_brands,
4          COUNT(Current_brands) AS count_of_responce
5  FROM
6          fact_survey_responses
7  GROUP BY Current_brands
8  ORDER BY count_of_responce desc

```

Result Grid



Filter Rows:

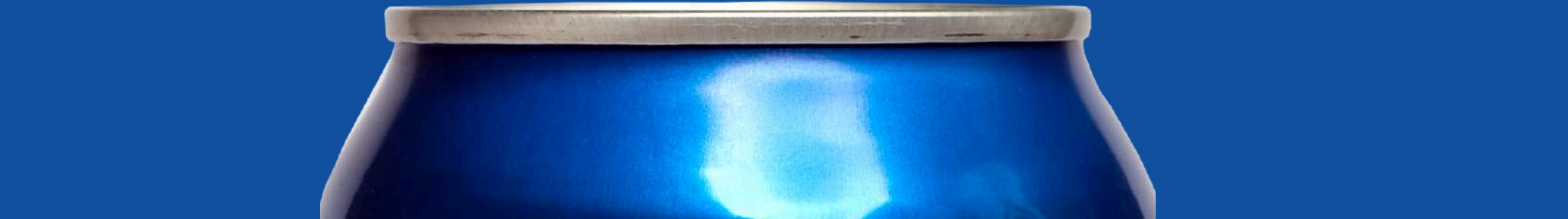
Export:



Wrap Cell Content:



	Current_brands	count_of_responce
▶	Cola-Coka	2538
	Bepsi	2112
	Gangster	1854
	Blue Bull	1058
	CodeX	980
	Sky 9	979
	Others	479



```
1  -- What are the primary reasons consumers prefer those brands over ours?
2  •  SELECT
3      Reasons_preventing_trying,
4      COUNT(Reasons_preventing_trying) AS count_of_responce
5  FROM
6      fact_survey_responses
7  GROUP BY Reasons_preventing_trying
8  ORDER BY count_of_responce desc
```

Result Grid



Filter Rows:

Export:



Wrap Cell Content:



	Reasons_preventing_trying	count_of_responce
▶	Not available locally	2431
	Health concerns	2258
	Not interested in energy drinks	2193
	Unfamiliar with the brand	1850
	Other	1268


```
1      -- Which marketing channel can be used to reach more customers?
2  •   SELECT
3      Marketing_channels,
4      COUNT(Marketing_channels) AS count_of_responce
5  FROM
6      fact_survey_responses
7  GROUP BY Marketing_channels
8  ORDER BY count_of_responce desc
```

Result Grid



Filter Rows:

Export:



Wrap Cell Content:



	Marketing_channels	count_of_responce
▶	Online ads	4020
	TV commercials	2688
	Outdoor billboards	1226
	Other	1225
	Print media	841

```
1      -- What do people think about our brand? (overall rating)
2  •   SELECT
3         General_perception,
4         COUNT(General_perception) AS count_of_responce
5     FROM
6         fact_survey_responses
7     GROUP BY General_perception
8     ORDER BY count_of_responce desc
```

Result Grid



Filter Rows:

Export:



Wrap Cell Content:



	General_perception	count_of_responce
►	Effective	2909
	Not sure	2610
	Healthy	2243
	Dangerous	2238





```

1      -- Which cities do we need to focus more on?
2  •   SELECT
3          dc.city, COUNT(dr.respondent_id) AS count_of_responce
4  FROM
5          dim_repondents dr
6          JOIN
7          dim_cities dc ON dr.City_ID = dc.City_ID
8  WHERE
9          dr.age IN ('19-30' , '31-45')
10         AND dr.Gender IN ('male')
11  GROUP BY dc.City
12  ORDER BY count_of_responce DESC

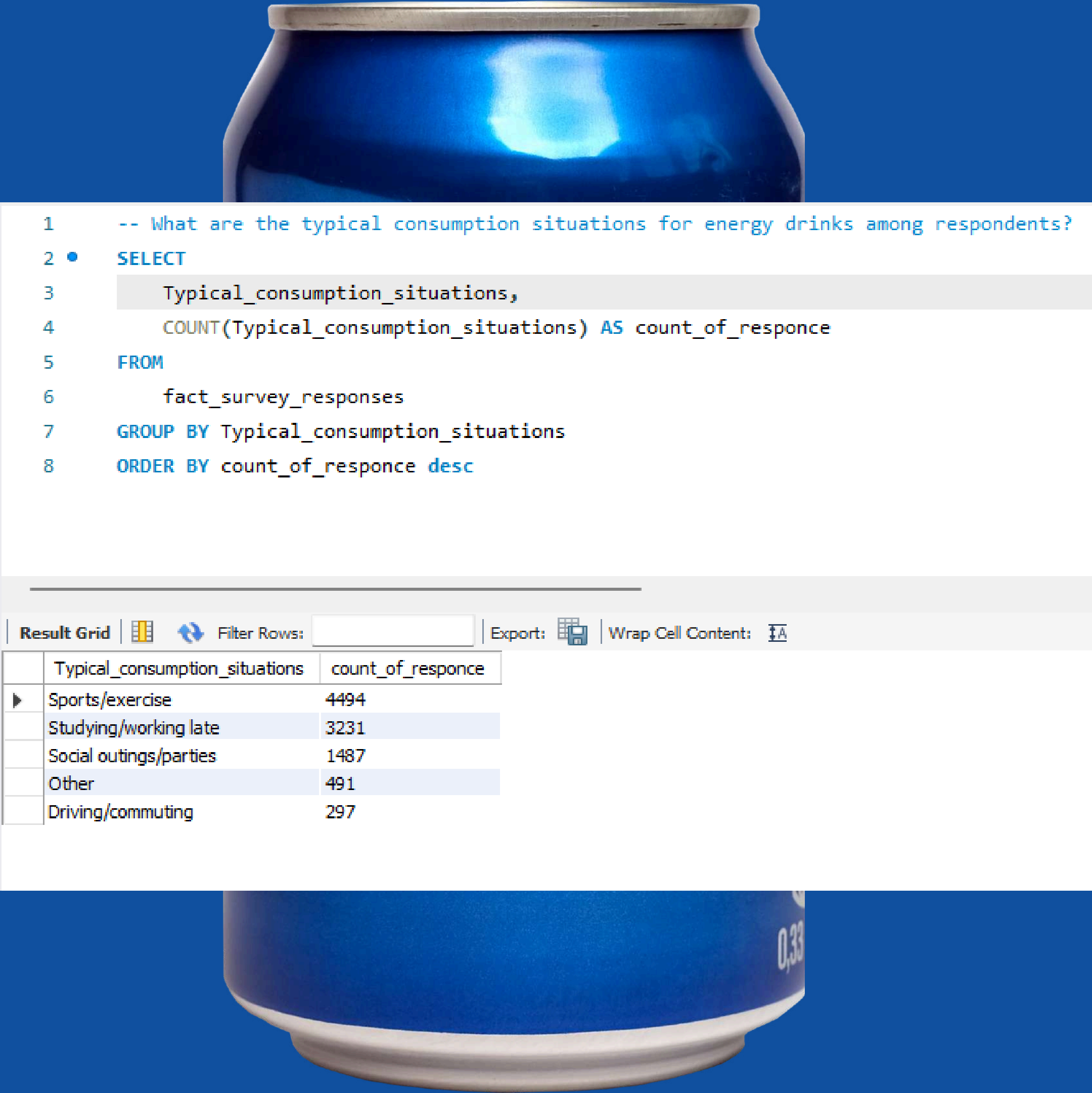
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Result Grid			Filter Rows:	Export:	Wrap Cell Content:
	city	count_of_responce			
▶	Bangalore	1410			
	Hyderabad	864			
	Mumbai	708			
	Chennai	440			
	Pune	415			
	Kolkata	277			
	Ahmedabad	211			
	Delhi	197			
	Jaipur	173			
	Lucknow	77			

```
1      -- Where do respondents prefer to purchase energy drinks?
2  •    SELECT
3          Purchase_location,
4          COUNT(Purchase_location) AS count_of_responce
5  FROM
6          fact_survey_responses
7  GROUP BY Purchase_location
8  ORDER BY count_of_responce desc
```

Result Grid |   Filter Rows: | Export:  | Wrap Cell Content: 

	Purchase_location	count_of_responce
▶	Supermarkets	4494
	Online retailers	2550
	Gyms and fitness centers	1464
	Local stores	813
	Other	679



```
1  -- What are the typical consumption situations for energy drinks among respondents?
2  •  SELECT
3      Typical_consumption_situations,
4      COUNT(Typical_consumption_situations) AS count_of_responce
5  FROM
6      fact_survey_responses
7  GROUP BY Typical_consumption_situations
8  ORDER BY count_of_responce desc
```

Result Grid



Filter Rows:

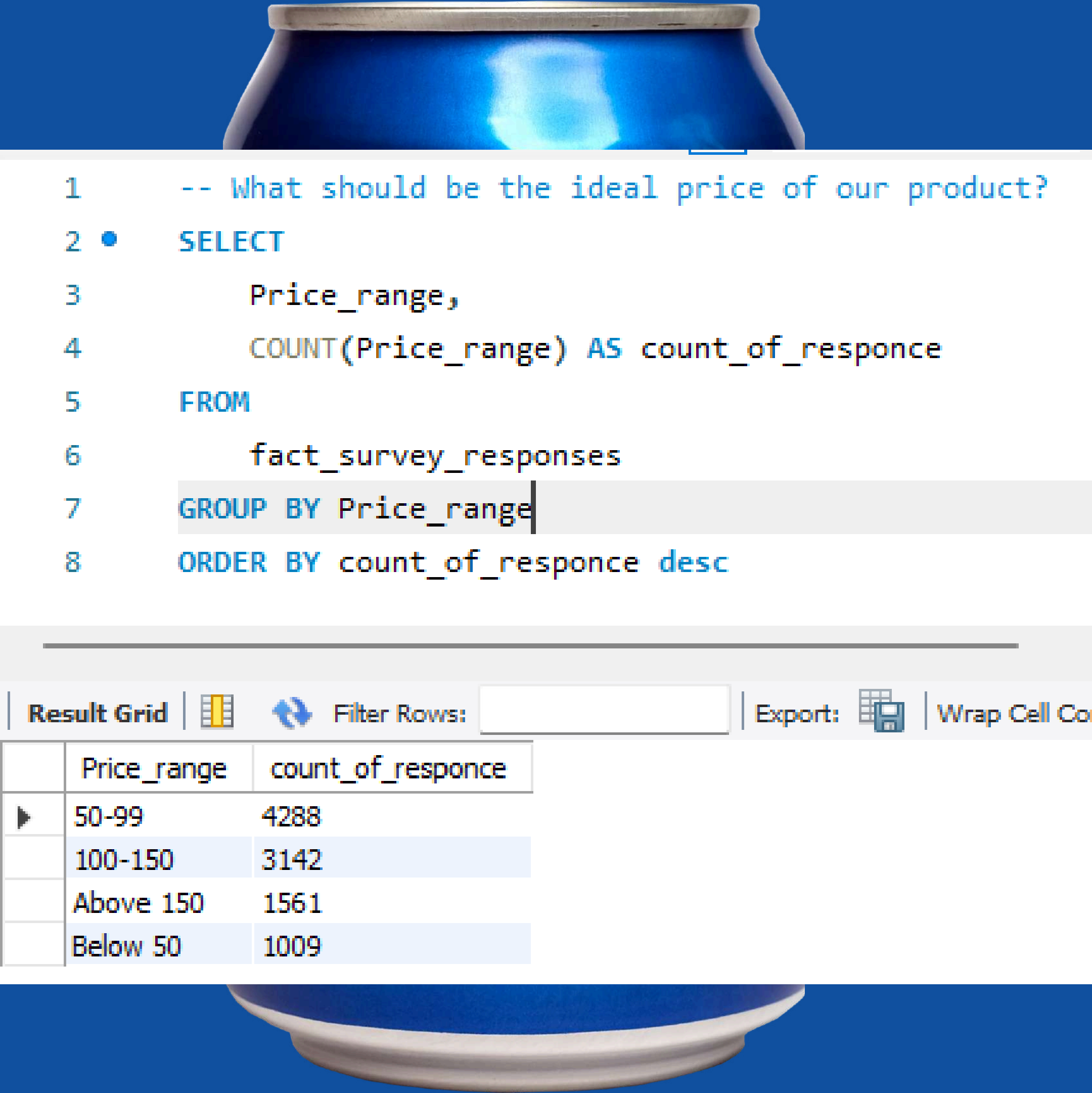
Export:



Wrap Cell Content:



	Typical_consumption_situations	count_of_responce
►	Sports/exercise	4494
	Studying/working late	3231
	Social outings/parties	1487
	Other	491
	Driving/commuting	297



```
1      -- What should be the ideal price of our product?
2  ●    SELECT
3          Price_range,
4          COUNT(Price_range) AS count_of_responce
5  FROM
6          fact_survey_responses
7  GROUP BY Price_range
8  ORDER BY count_of_responce desc
```

Result Grid



Filter Rows:

Export:



Wrap Cell Co

	Price_range	count_of_responce
▶	50-99	4288
	100-150	3142
	Above 150	1561
	Below 50	1009

