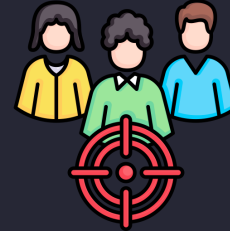


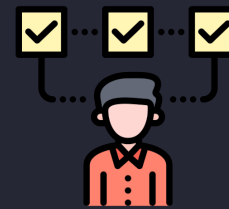


## Marketing Analytics: CodeX Energy Drink

Designed by Vishant Saini



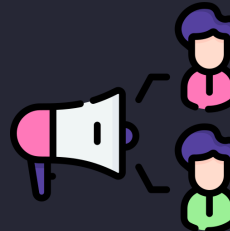
Demographic Analysis



Consumer Preferences



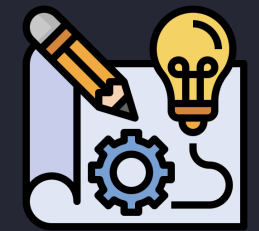
Competition Analysis



Brand Awareness



Purchase Behaviour

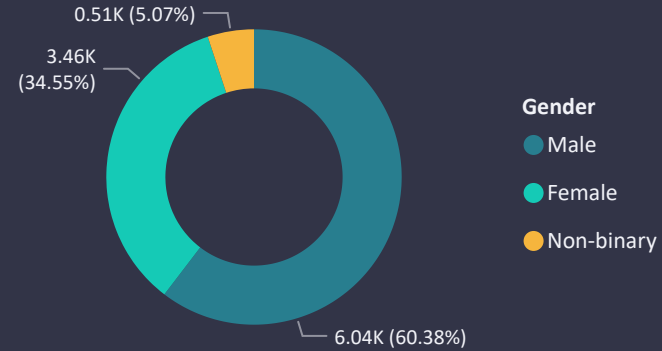


Product Development

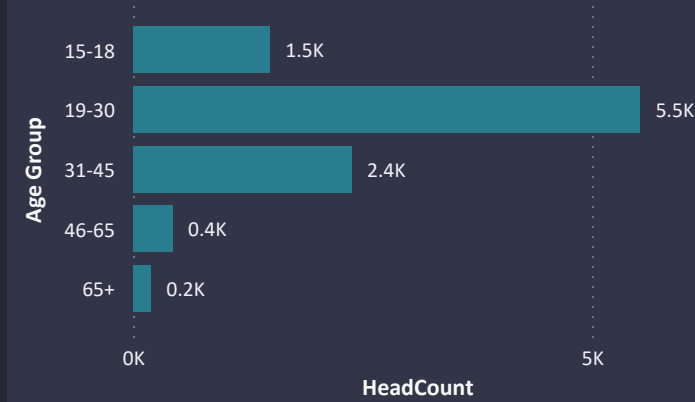


Support

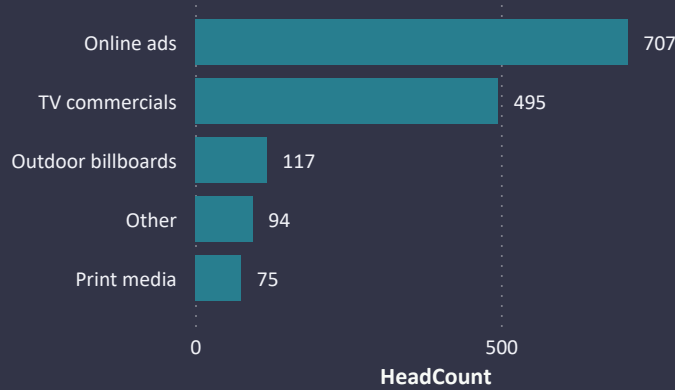
## Gender Ratio



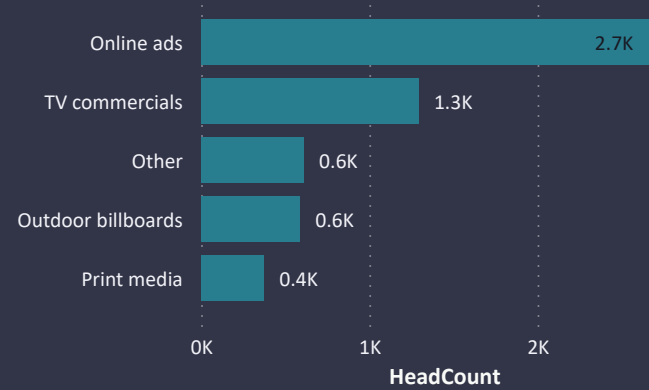
## Age Group Distribution



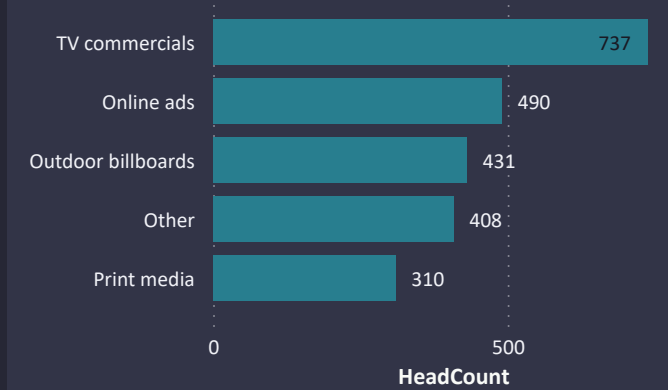
## Marketing channel for Age group(15-18)



## Marketing channel for Age group(19-30)



## Marketing channel for Age group(31-45)



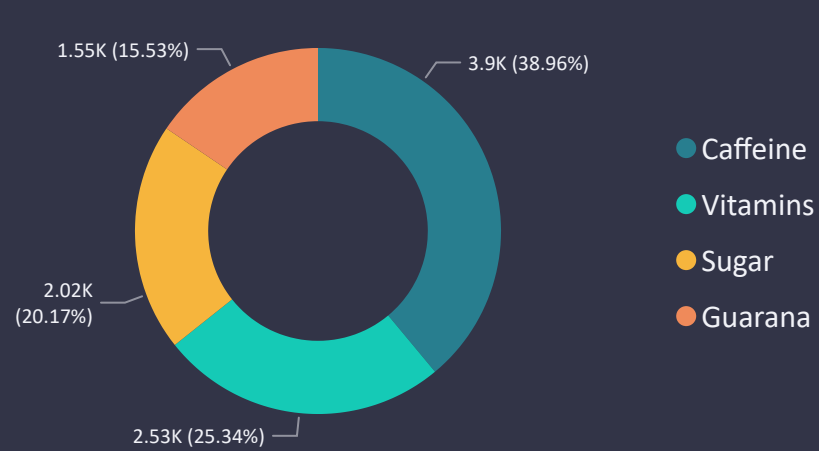
## INSIGHTS: 💡

1. Male consumers account for more than half of the total drink consumption.

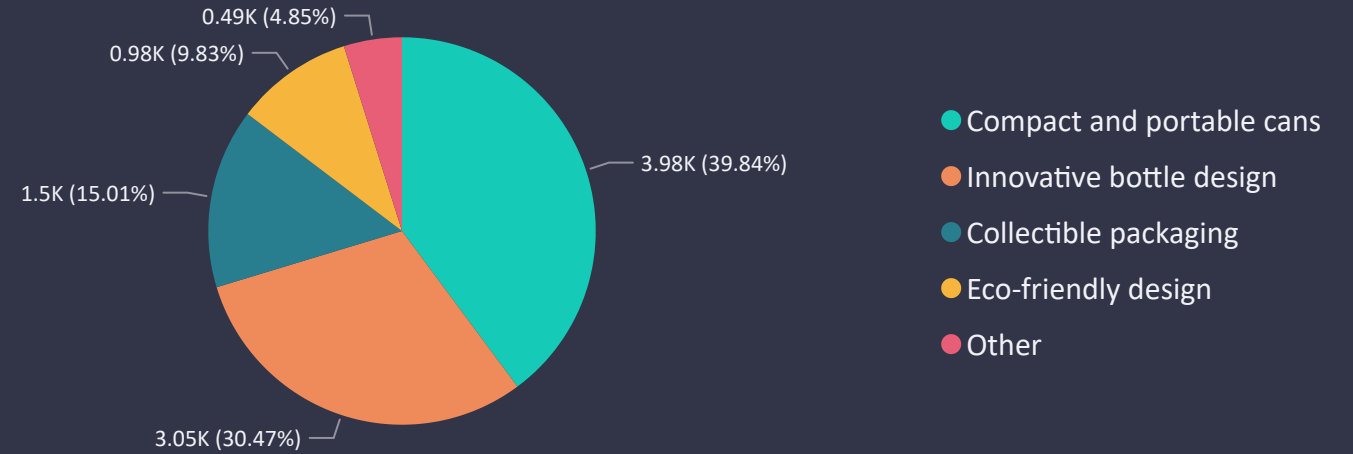
2. The drink is more popular among youth compared to senior citizens.

3. Online advertisements are the most effective marketing channel for both teenagers and youth whereas for Adults, TV commercials is most effective marketing channel.

## Preferred Ingredients



## Packaging preferences

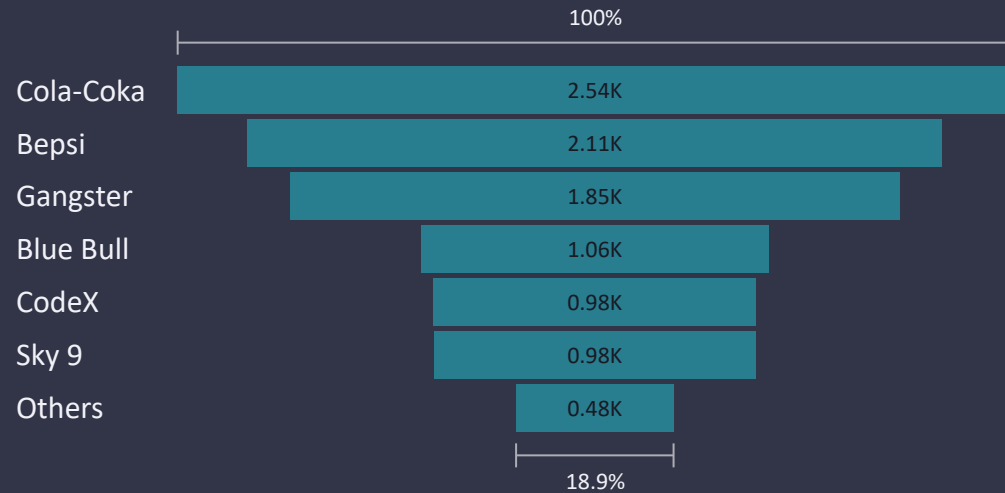


## INSIGHTS:

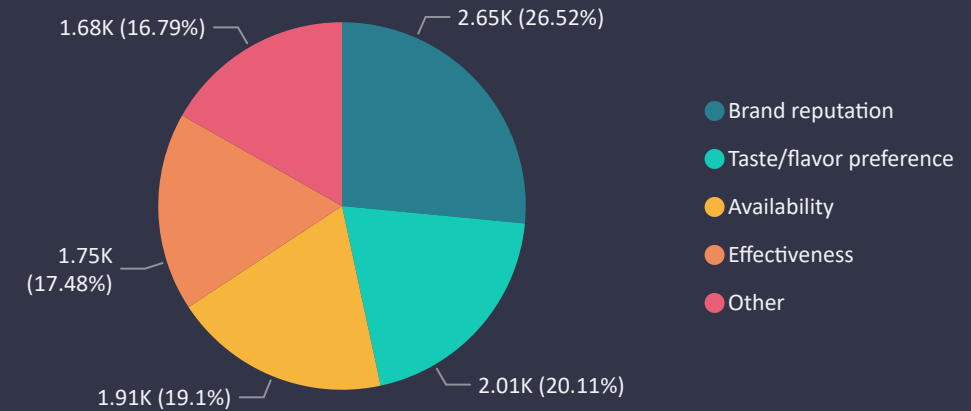


1. Caffeine and vitamins are the most sought-after ingredients.
2. Compact, portable can packaging is the top choice among consumers, with one-third also favoring innovative bottle designs.

## Consumer Preferences For Other Brands



## Reason for choosing other brands

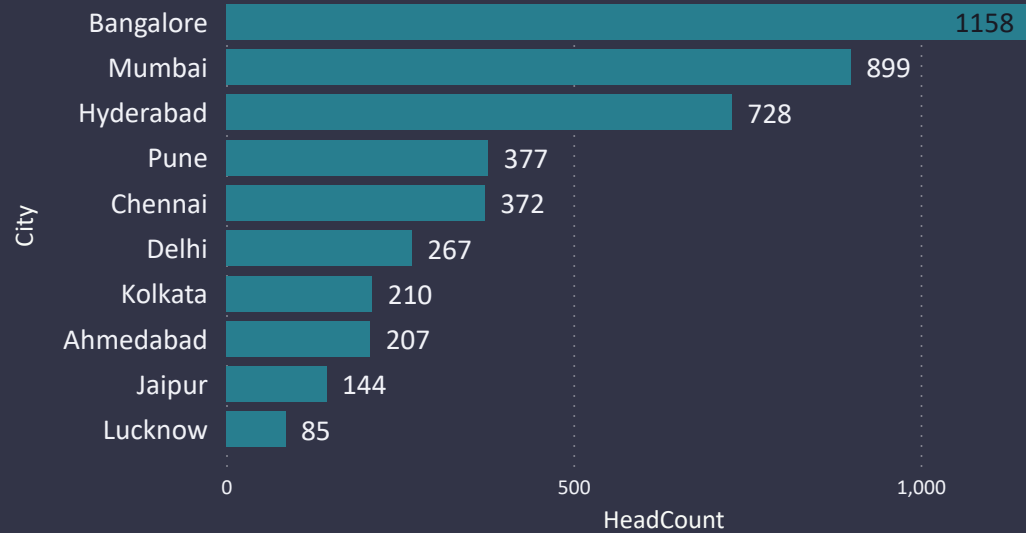


## INSIGHTS:

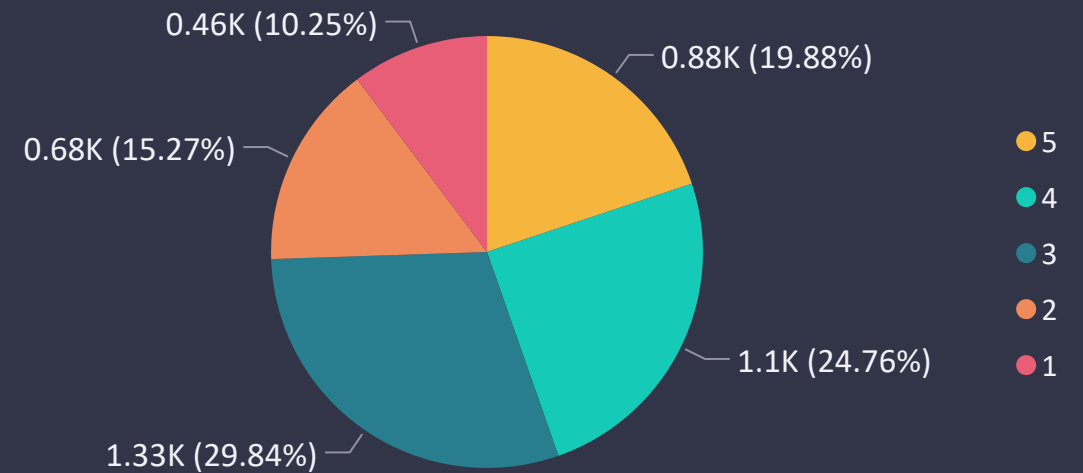


- 1.Coca-Cola is the most preferred brand, followed by Bepsi, Gangster, and Blue Bull, all of which are strong competitors to CodeX.
2. The primary reasons consumers choose other brands over CodeX include their strong reputation, preferred taste, and wider market availability.

## Participation From Each City



## Overall Rating



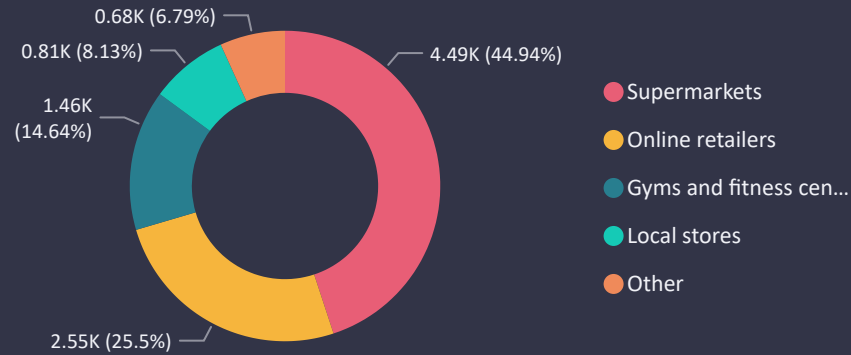
## INSIGHTS:



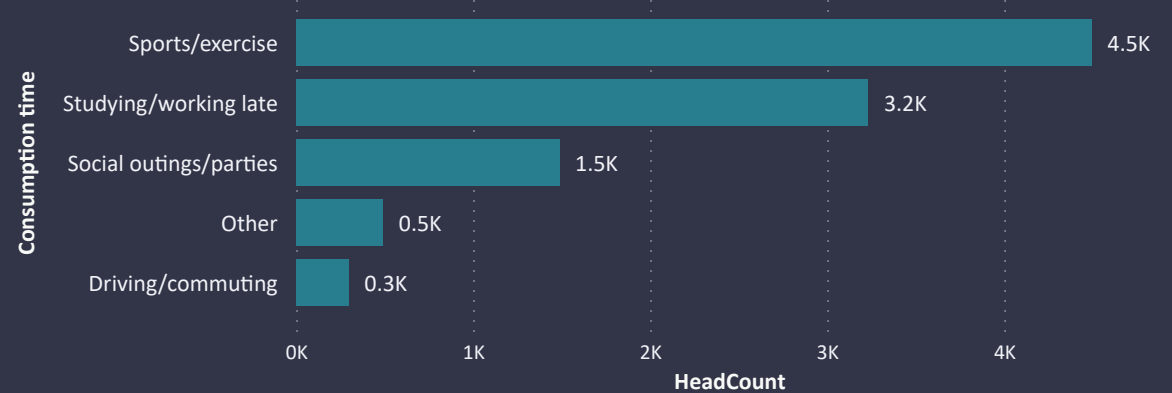
1. Participation was highest from Tier-1 cities such as Bangalore, Hyderabad, and Mumbai. However, other Tier-1 cities like Delhi, Pune, and Chennai need greater focus, as significant potential remains untapped in these markets.

2. Approximately 45% of people found the taste appealing, while the majority still did not favor it as much.

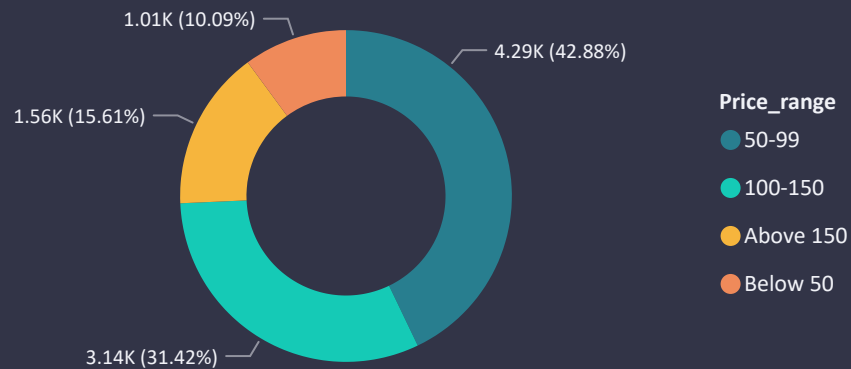
## Purchase Location



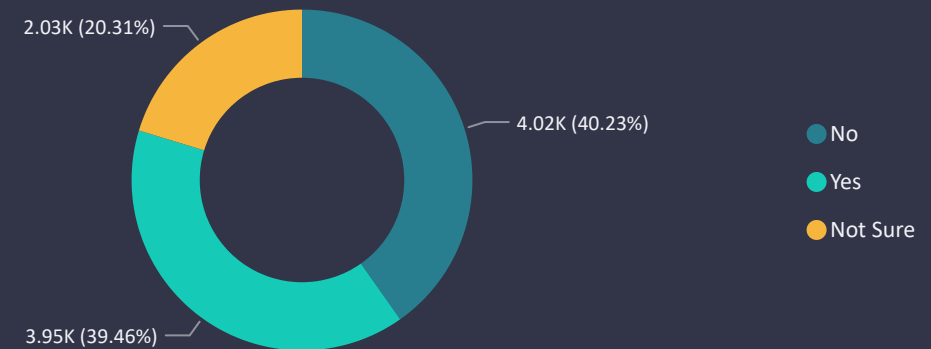
## Consumption Time



## Price Range Preference



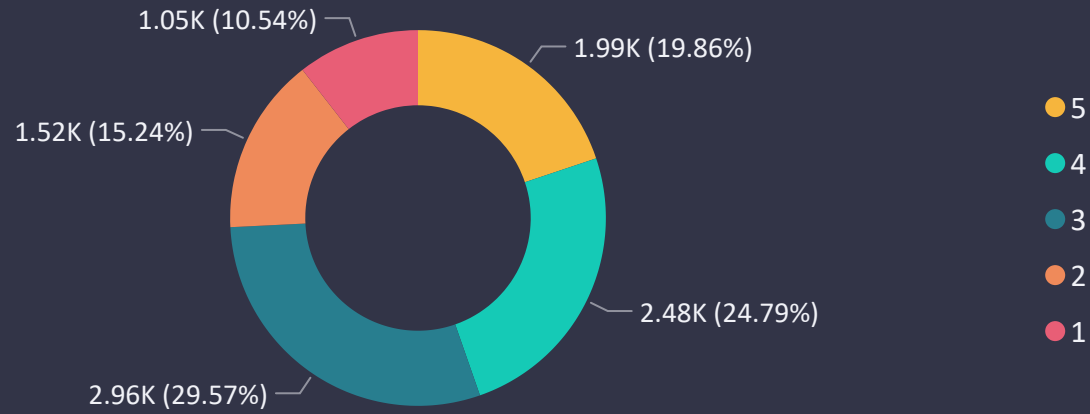
## Limited Edition Packaging Preference



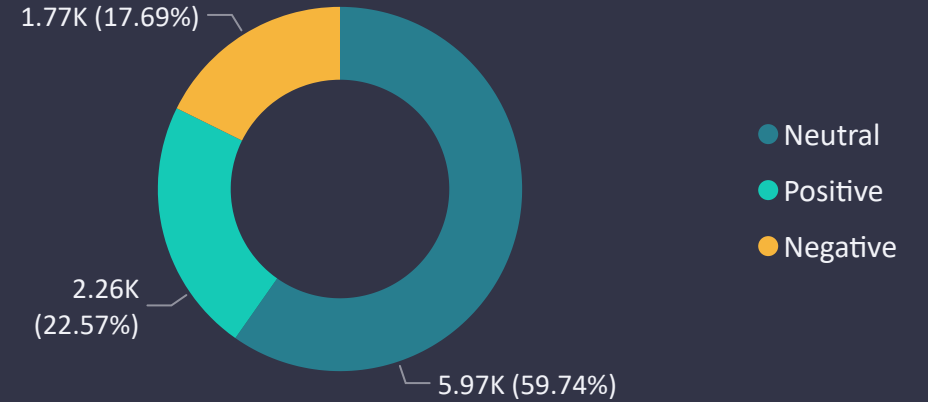
## INSIGHTS: 💡

1. Approximately 75% of drinks are purchased from supermarkets and online retailers.
2. Consumption is higher during sports, exercise, and late-night studying or working.
3. Around 70% of consumers prefer a price range below ₹150.
4. About 40% of consumers are attracted to limited edition packaging, while an equal proportion are not interested in it.

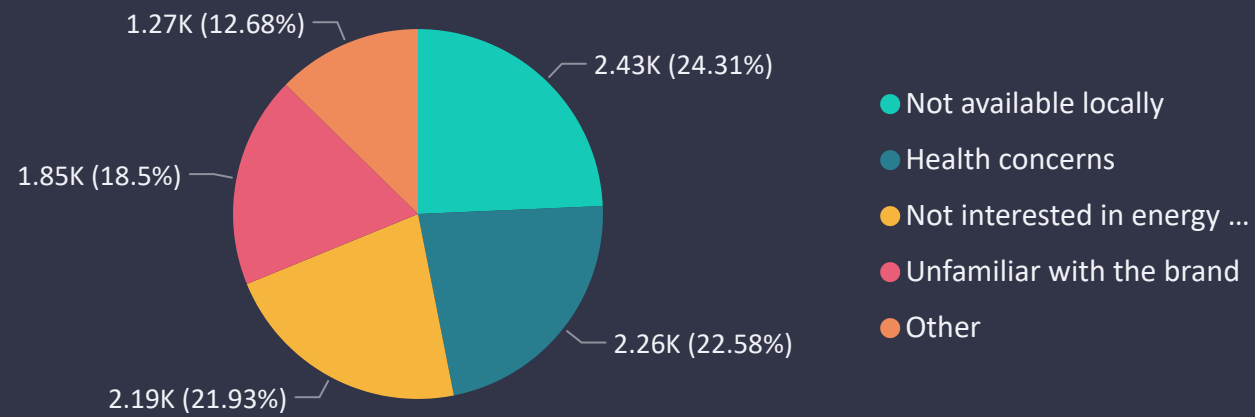
## Taste Experience



## Brand Perception



## Reason Preventing Trying



## INSIGHTS:



1. Although 45% of respondents reported a better taste experience, only 22.25% have a positive perception of the CodeX brand, which is a concerning indicator for the drink's sustainability in the market.

2. Approximately one-fourth of respondents avoid trying the drink due to its unavailability in local markets, while around 20% are concerned about health issues. An equal proportion are either unaware of the brand or generally uninterested in energy drinks.