

Title:**Vodka Consumer Survey – Data Analysis Report****Prepared by: Zeeshan Khan****Introduction**

This report presents insights derived from a consumer survey conducted for a vodka brand, aiming to understand behavior, preferences, and perceptions among consumers. The dataset consists of responses from 100 individuals and covers multiple dimensions such as consumption patterns, brand awareness, packaging feedback, and competitive benchmarking.

The focus of this analysis is to evaluate market perception of Brand X — a relatively new entrant — and understand how it compares to established players like Absolut and Smirnoff, particularly from a packaging and branding standpoint.

Methodology

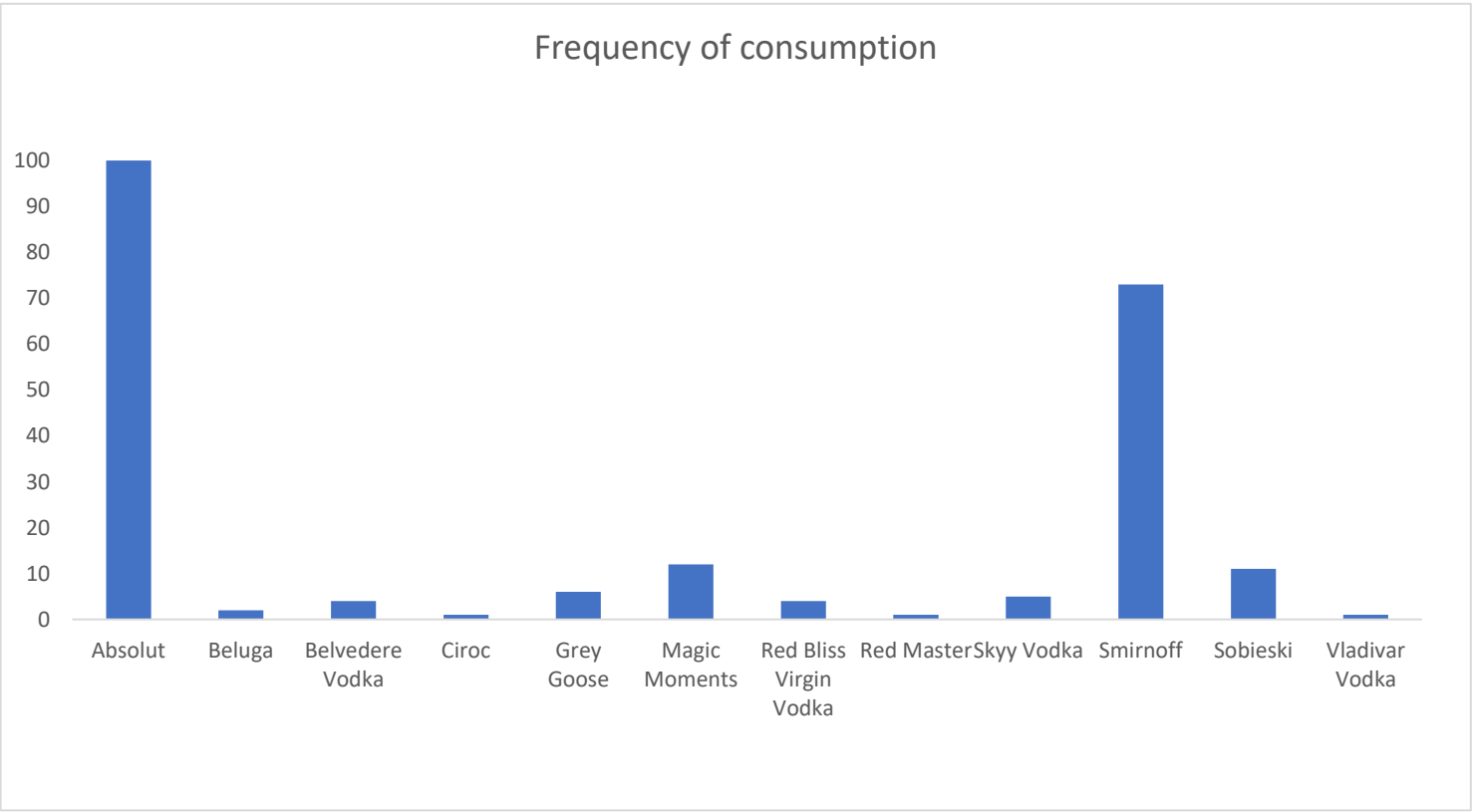
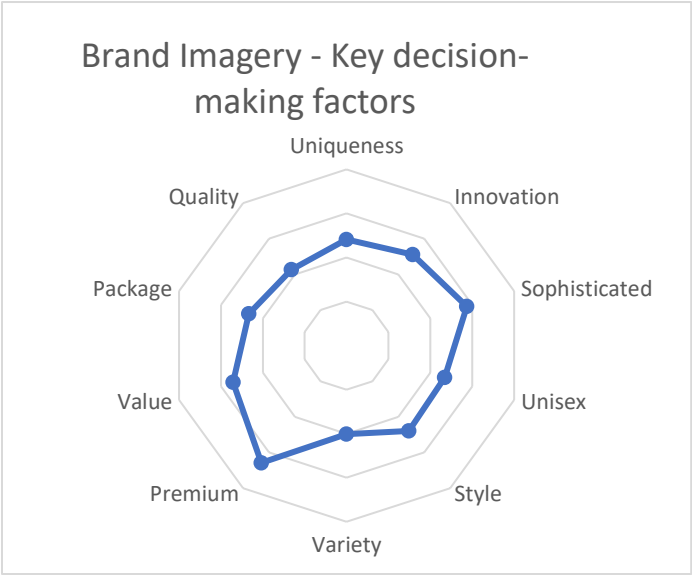
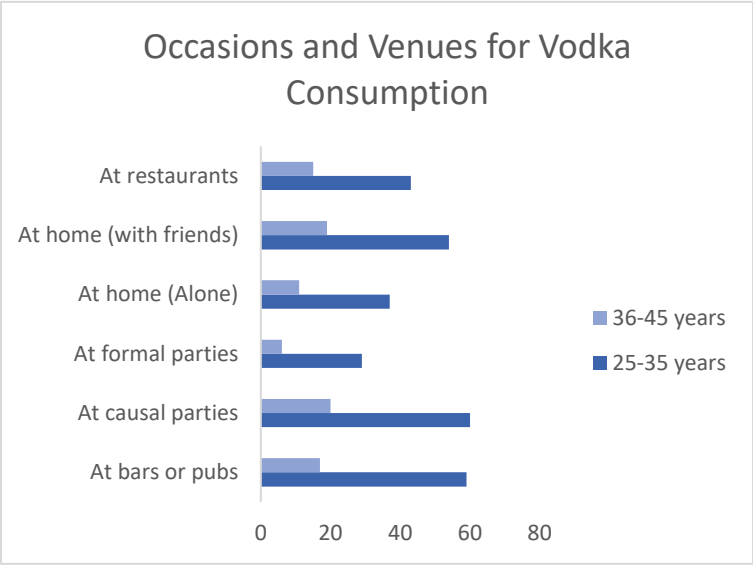
- Dataset: Survey responses from 100 participants
- Tool Used: Microsoft Excel
- Techniques Applied:
 - Data cleaning and unpivoting
 - VLOOKUP for mapping structured responses
 - Pivot tables for segmentation
 - Charting and visual summaries for insight presentation

Consumption Behavior

This section presents usage patterns, consumption occasions, and key decision-making factors.

Key Observations:

- Most common occasions: casual parties, home with friends, restaurants
- Frequent consumers: males aged 25–35
- Serving size preferences vary by gender/age group

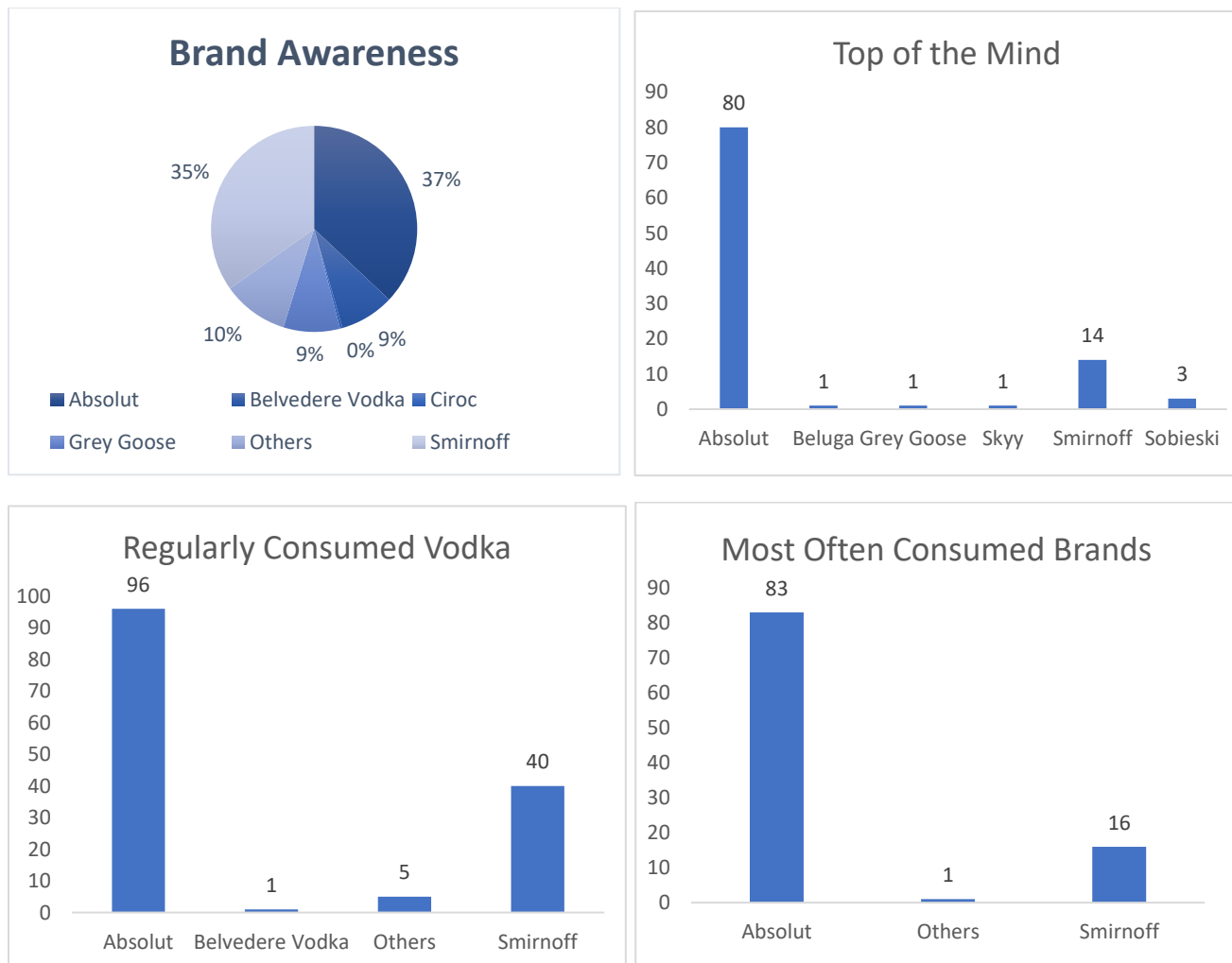


Brand Experience and Preference

These charts illustrate the brand funnel progression based on survey responses.

- Brand Awareness pie chart shows that Absolut (37%) and Smirnoff (35%) dominate overall awareness.
- Top-of-Mind recall is overwhelmingly led by Absolut, with minor mentions for others like Smirnoff and Grey Goose.
- When it comes to actual consumption, Absolut leads both regular usage (96%) and most often consumed (83%), indicating strong brand loyalty.
- Future brand consideration remains highest for Absolut (95%), followed by Smirnoff (67%).
- The “Tried and Consumed” bar chart reflects similar trends, reinforcing the deep market penetration of these two brands.

Note: Brand X was not captured in unaided responses and did not appear in consumption-related metrics.



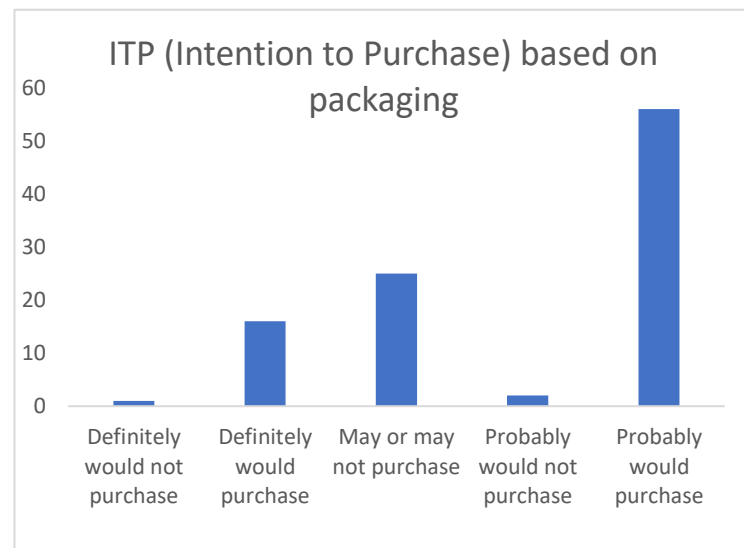
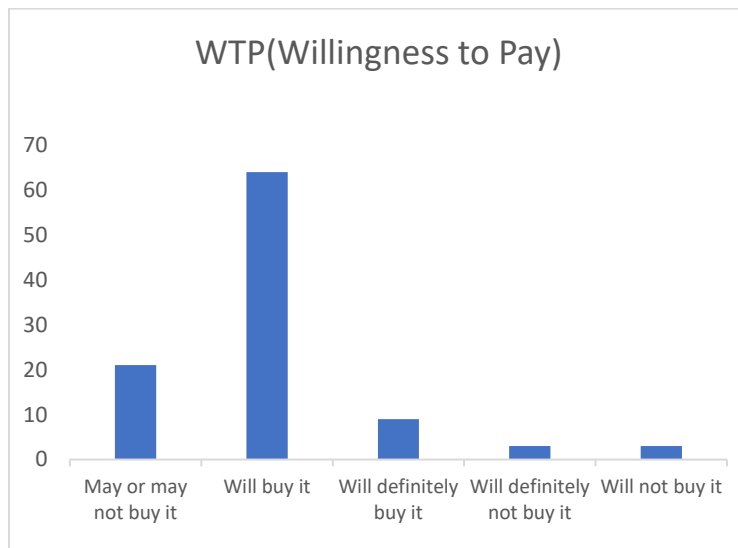
Brand X Identification & Purchase Intent

Brand X showed no unaided awareness among the 100 respondents, indicating a complete lack of spontaneous brand recognition in the vodka category. However, once participants were shown images of Brand X's packaging, their responses revealed moderate levels of interest and a willingness to try the product.

- Around 64% of respondents said they “will buy it”, despite having no prior awareness of the brand.
- Similarly, over 50% of respondents said they would “probably purchase” the product based on packaging alone.
- This reflects the potential power of packaging design as a trigger for trial — especially in a highly competitive market where shelf presence matters.

These findings suggest that while Brand X has zero organic visibility, it can still attract new consumers through visual impact and strong packaging cues. However, long-term success will depend on building awareness and reinforcing perceived quality.

Note: The data shows packaging design can break entry barriers, but not sustain long-term brand loyalty.



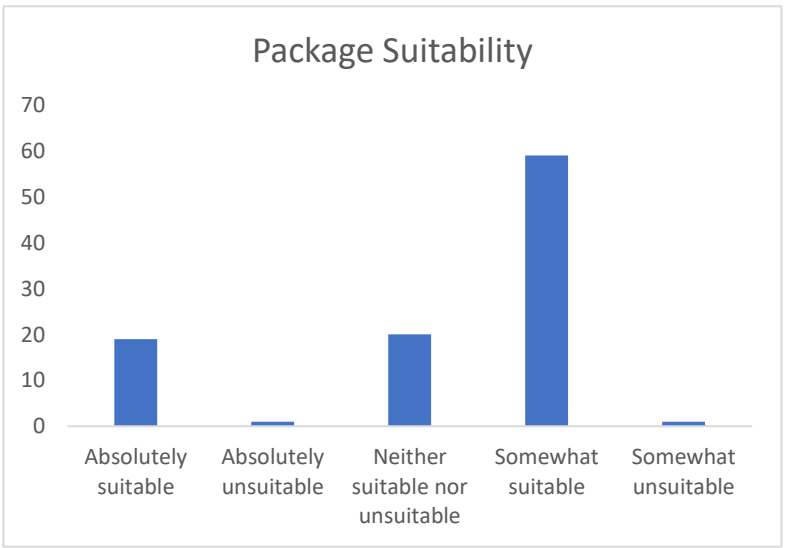
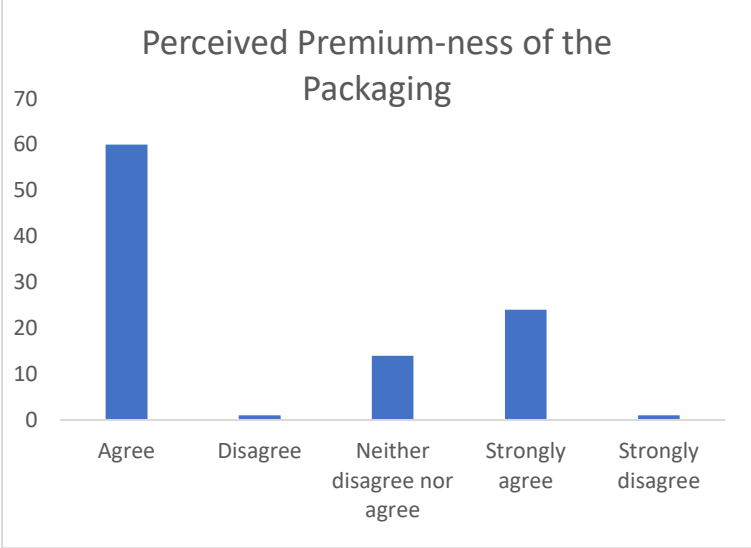
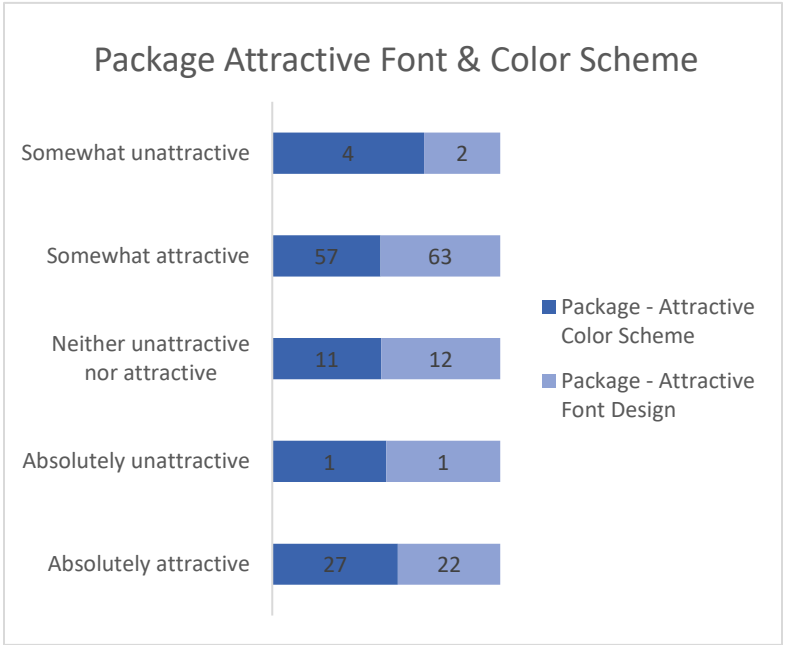
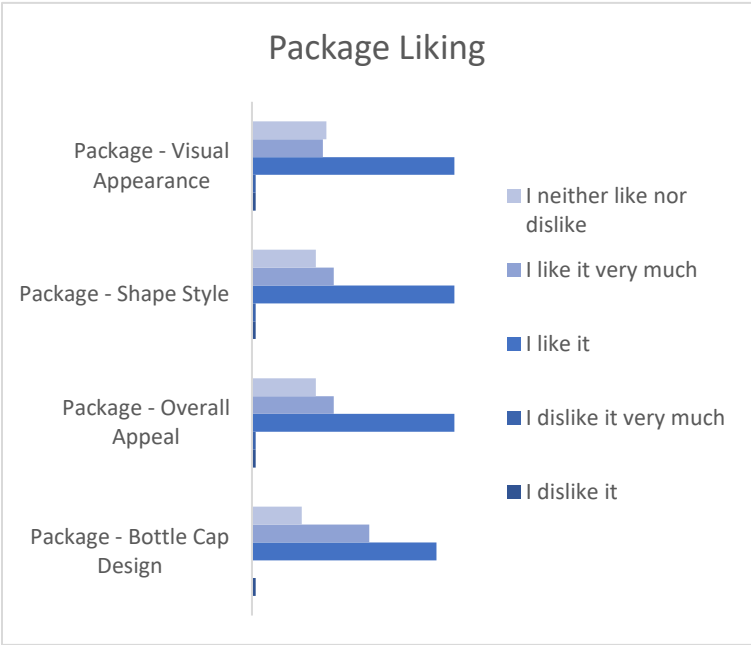
Packaging Feedback – Brand X

This section explores consumer sentiment toward key aesthetic elements of Brand X’s packaging, including shape, color, cap, and font.

Key Findings:

- Most respondents either liked or strongly liked the bottle’s overall look, shape, and cap design.
- 63% found the font and color scheme attractive, with very few rating it as unattractive.
- Around 60% agreed that the packaging appeared premium, though only a small group found it “absolutely premium.”
- Feedback was largely visual-based — design elements worked well, but emotional connection or uniqueness was limited.

These insights highlight that Brand X’s design appeals visually, but may need stronger differentiation and innovation to stand out on crowded shelves.

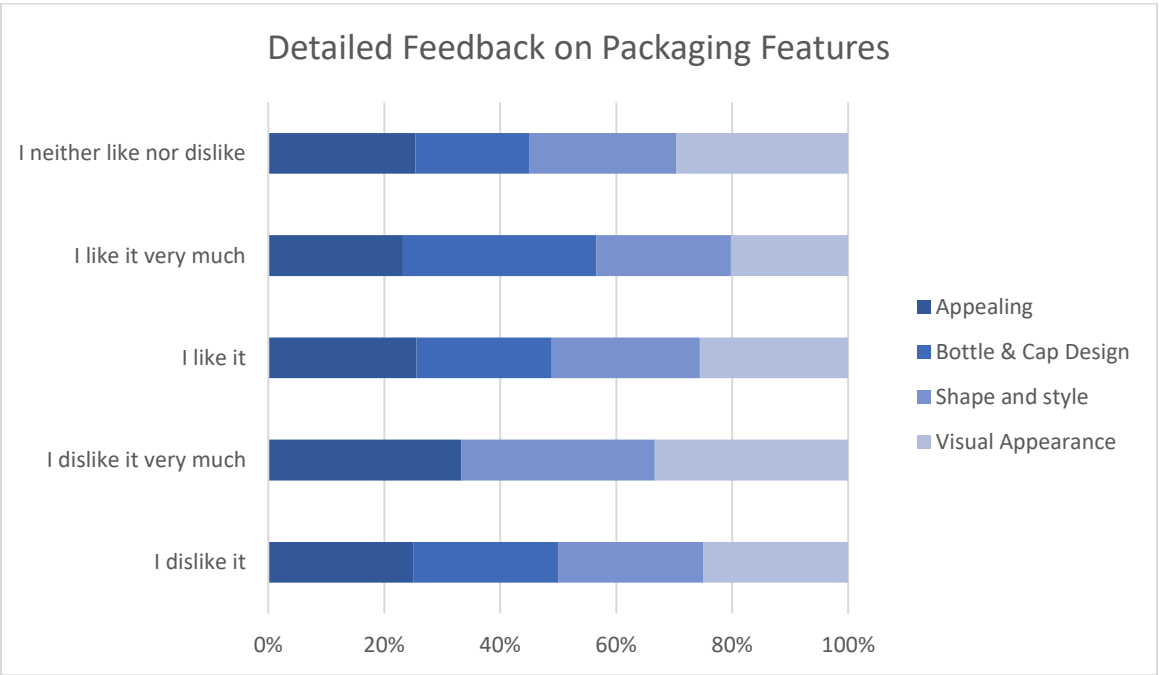
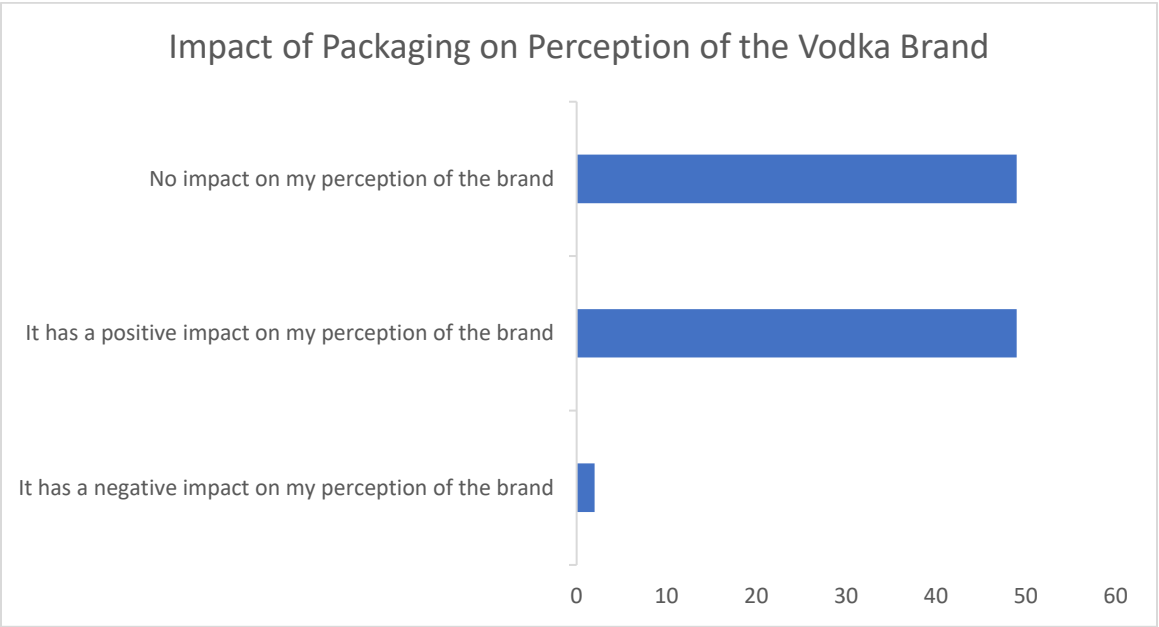


Packaging Impact on Brand Perception

This section evaluates how Brand X's packaging affects overall consumer perception of the brand, and dives into which design features influenced that perception most.

Key Takeaways:

- A significant number of respondents felt that the packaging elevated their perception of the vodka brand.
- Key design drivers included the bottle shape, cap style, and color palette.
- However, the impact wasn't strong enough to push the brand into a premium mental space for most consumers, suggesting design tweaks may be needed.

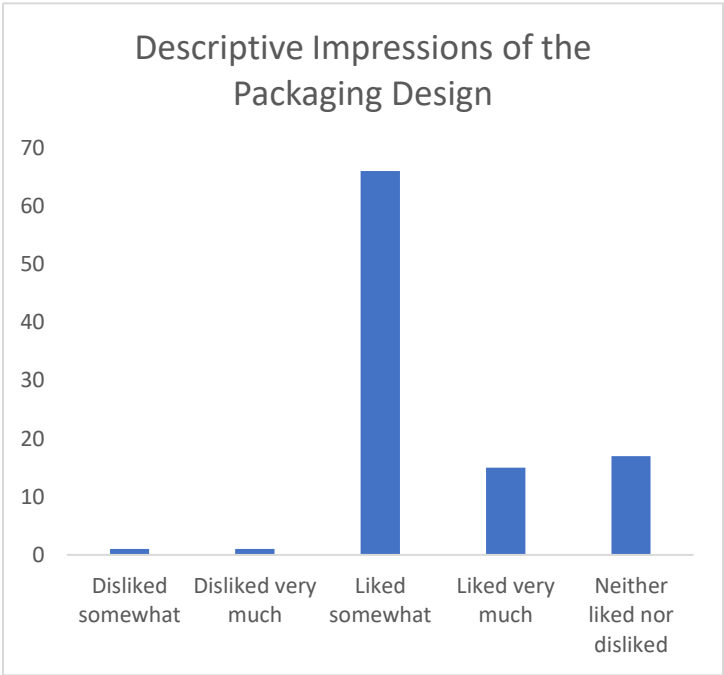
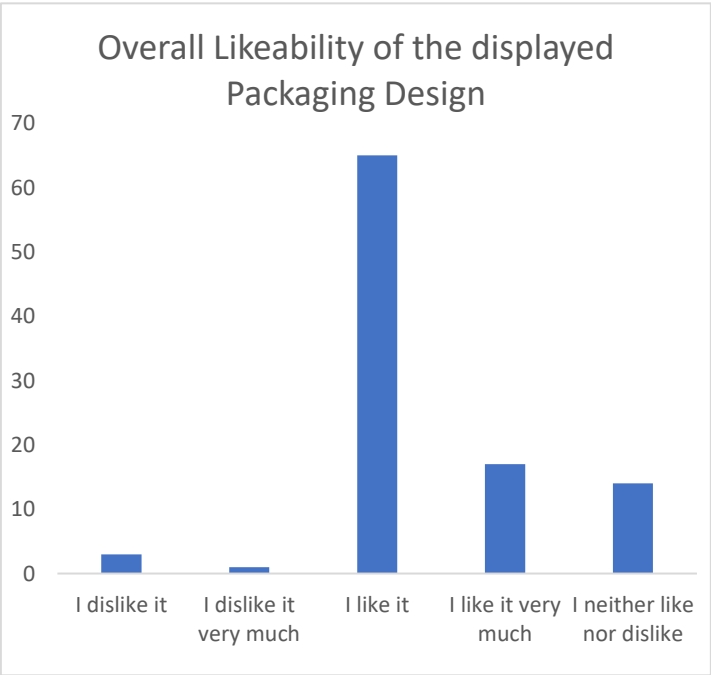
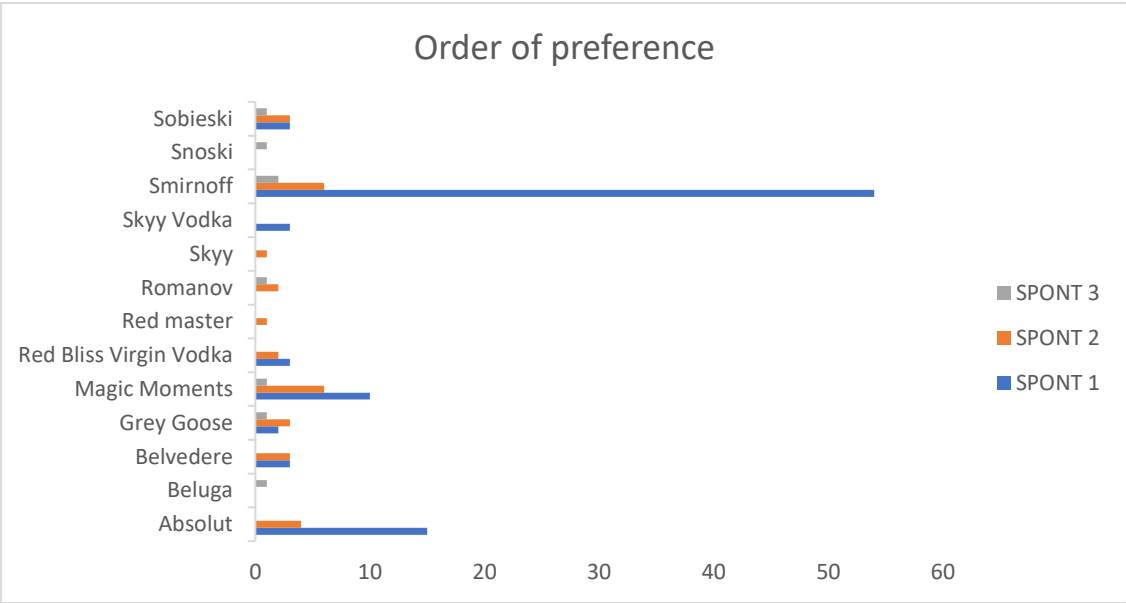


Packaging Preference & Appeal

This section explores how respondents perceived Brand X’s packaging in terms of emotional appeal and brand preference.

- The majority of respondents reported “liking somewhat” or “liking very much” the design. Dislike was minimal.
- In spontaneous brand preference (SPONT ranking), Smirnoff, Absolut, and Magic Moments dominated the top spots.
- The overall likeability scores for Brand X’s packaging were in line with these impressions, suggesting moderate to strong visual acceptance, but not leadership.

These results indicate that while Brand X packaging appeals to consumers, it doesn’t yet displace more established emotional preferences.

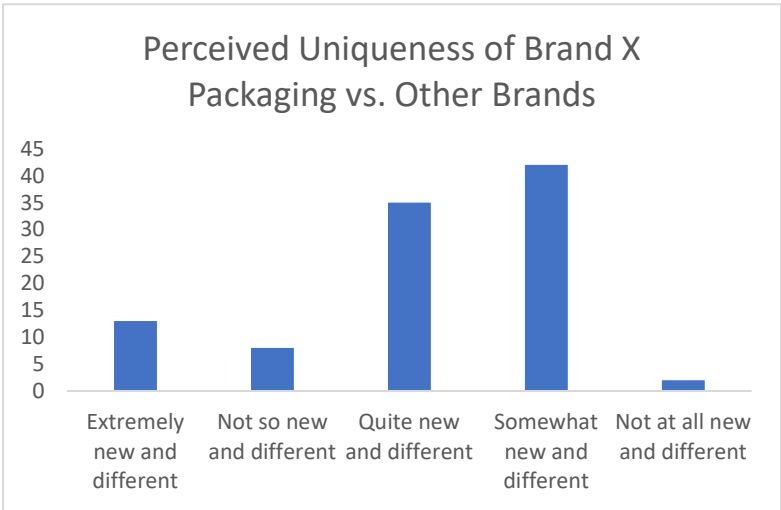
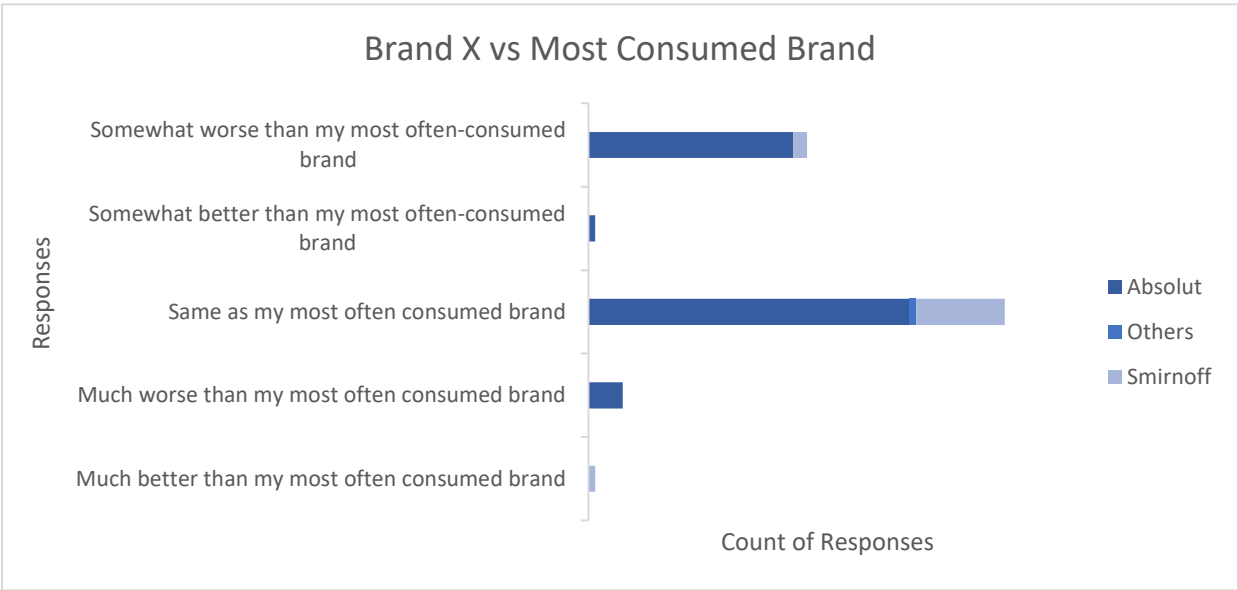


Innovation & Brand Comparison (vs Absolut)

This section evaluates how Brand X’s packaging is perceived in terms of innovation and how it compares to established competitors — with a particular focus on Absolut, the category leader.

- A majority of respondents viewed Brand X’s packaging as “the same as” their most consumed brand, most commonly Absolut. Fewer saw it as either better or worse.
- On uniqueness, the design was rated as “somewhat new and different” by most, with a small segment finding it “extremely unique.”
- In contrast, Absolut consistently dominates on brand imagery, being strongly associated with premium cues like design, quality, style, and international appeal — all areas where Brand X trails significantly.

These results highlight that while Brand X is visually acceptable, it is not yet seen as distinctive or innovative. To compete meaningfully with category leaders, it must develop a stronger, more differentiated design language.



Conclusion

This analysis of consumer survey data reveals clear opportunities and challenges for Brand X in the vodka market.

- Consumption patterns show a strong preference for social settings, with young adults being the primary consumers.
- Absolut and Smirnoff dominate the category in awareness, trial, and loyalty — setting a high bar for new entrants.
- Brand X suffers from zero unaided awareness, but its packaging does spark interest when seen, especially among consumers with no prior brand bias.
- Visually, Brand X's packaging is well-liked and moderately appealing, but lacks the distinctiveness and premium cues that define top-tier brands.
- When benchmarked against leaders like Absolut, Brand X is seen as similar but not superior, and rarely as disruptive or innovative.

To gain ground, Brand X must go beyond just "nice-looking" packaging. It needs to establish a clear visual identity, increase brand visibility, and invest in emotional brand cues that connect with modern consumers.

Final Note

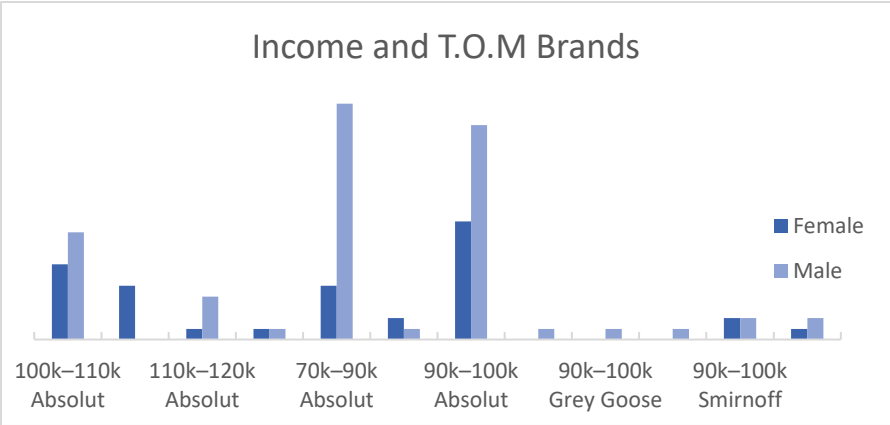
This report was prepared as part of a data analysis assessment and reflects hands-on skills in data cleaning, Excel-based analysis, insight generation, and storytelling. All insights are based solely on the provided dataset and visual survey responses.

Appendix - Supporting Charts & Insights

This appendix includes additional charts that provide further detail on brand recall, brand consideration, and brand usage segmented by income and gender.

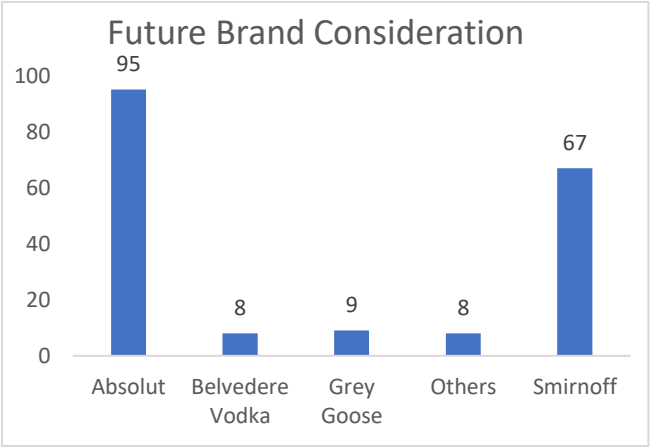
Income and T.O.M (Top-of-Mind) Brands by Gender

- Absolut has the highest top-of-mind recall across all income brackets, especially among males in the ₹70k–₹100k range.
- Smirnoff and Grey Goose follow, but with notably lower recall.
- Female respondents show significantly lower recall for Absolut, especially in the ₹70k–₹90k segment.

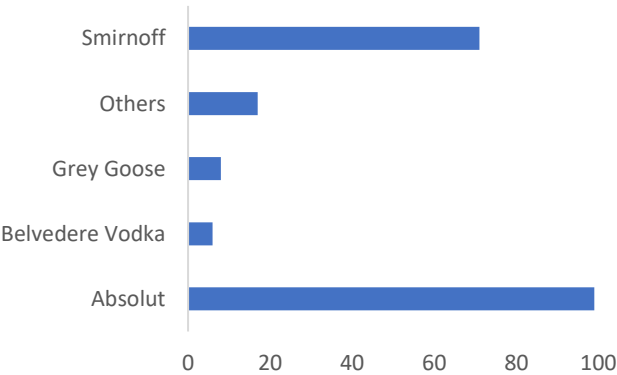


Future Brand Consideration

- Absolut (95 mentions) dominates future brand consideration.
- Smirnoff (67 mentions) also performs strongly.
- Other brands — including Belvedere and Grey Goose — show very low future purchase intent.



Tried and Consumed Brands



Tried & Consumed Brands

- Absolut and Smirnoff are the most tried and consumed brands by far.
- Grey Goose and Belvedere Vodka have limited reach, with very few respondents having tried or consumed them.