PROVIDE INSIGHTS TO THE MARKETING TEAM IN FOOD & BEVERAGE INDUSTRY

Demographic Insights:

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

b. Which age group prefers energy drinks more?

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

Consumer Preferences:

d. What are the preferred ingredients of energy drinks among respondents?

e. What packaging preferences do respondents have for energy drinks?

Competition Analysis:

f. Who are the current market leaders?

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

Marketing Channels and Brand Awareness:

h. Which marketing channel can be used to reach more customers?

i. How effective are different marketing strategies and channels in reaching ourcustomers?

Brand Penetration:

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

k. Which cities do we need to focus more on?

Purchase Behavior:
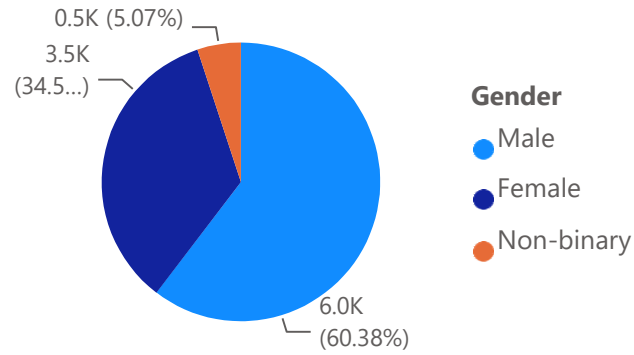
l. Where do respondents prefer to purchase energy drinks?

m. What are the typical consumption situations for energy drinks amongrespondents?

n. What factors influence respondents' purchase decisions, such as price range andlimited edition packaging?
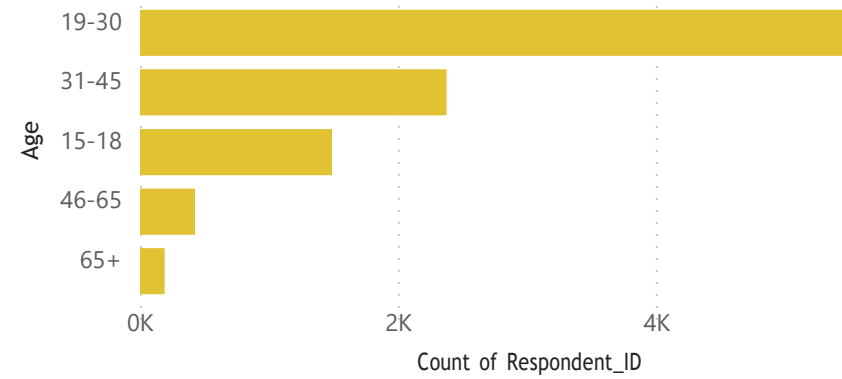
Product Development

o. Which area of business should we focus more on our product development?(Branding/taste/availability)
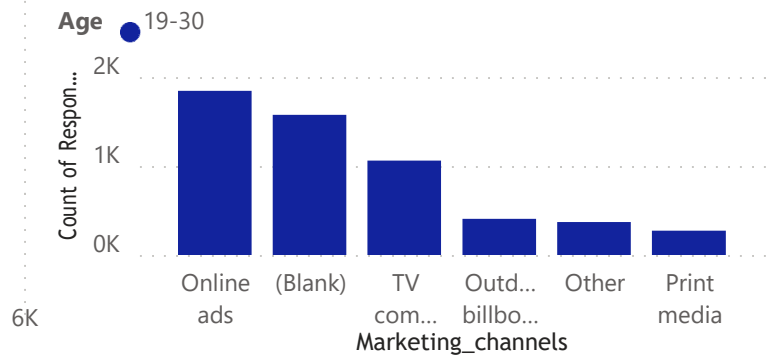
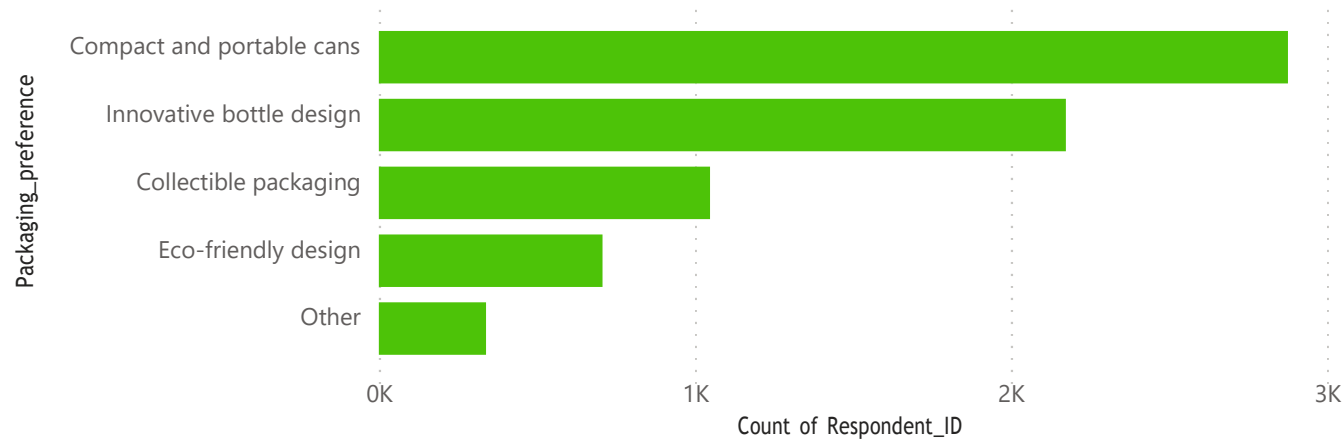# DEMOGRAPHICS INSIGHTS

Count of Respondent_ID by Gender

0.5K (5.07%)
3.5K (34.5...)
6.0K (60.38%)

Gender
- Male
- Female
- Non-binary

Count of Respondent_ID by Age

Age
- 19-30
- 31-45
- 15-18
- 46-65
- 65+

Count of Respondent_ID (0K, 2K, 4K, 6K)

Count of Respondent_ID by Marketing_channels and Age

Age ● 19-30

Count of Respon... (0K, 1K, 2K)

Marketing_channels: Online ads, (Blank), TV com..., Outd... billbo..., Other, Print media

CONSUMER PREFERENCES

Count of Respondent_ID by Packaging_preference

Packaging_preference
- Compact and portable cans
- Innovative bottle design
- Collectible packaging
- Eco-friendly design
- Other

Count of Respondent_ID (0K, 1K, 2K, 3K)

Count of Respondent_ID by Ingredients_expected

1.1K (15.42%)
2.79K (39.01%)
1.43K (20....)
1.82K (25.5%)

Ingredients_expe...
- Caffeine
- Vitamins
- Sugar
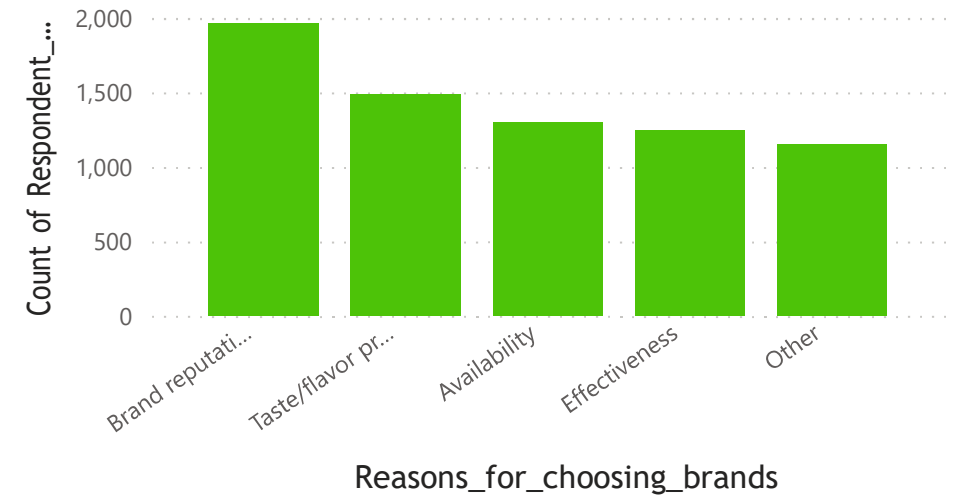- Guarana
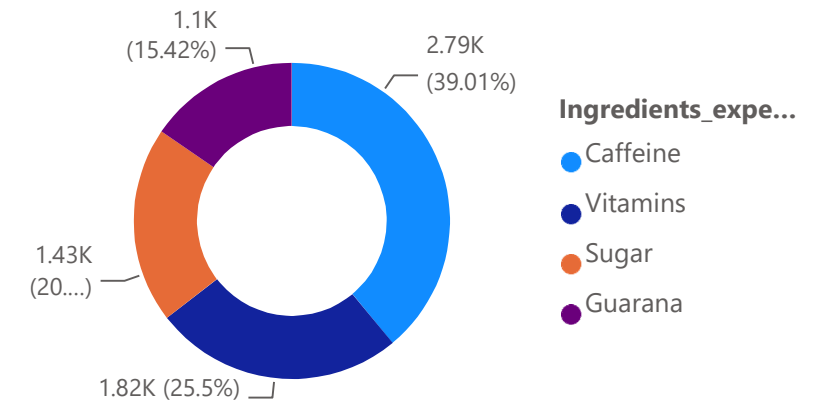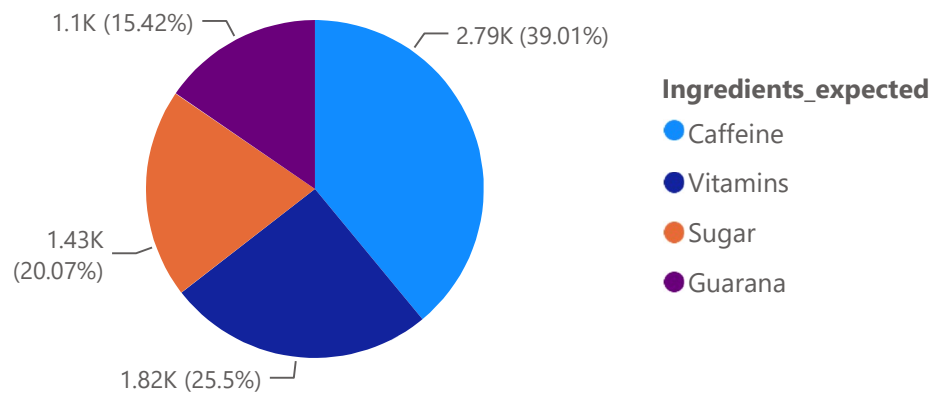
COMPETITION ANALYSIS

Count of Respondent_ID by Current_brands
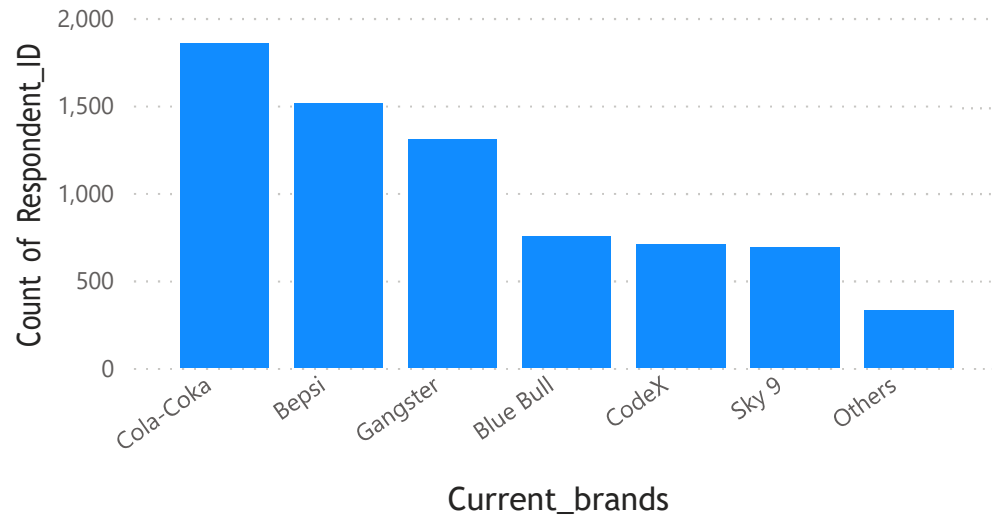
Count of Respondent_ID by Reasons_for_choosing_brands

Count of Respondent_ID by Ingredients_expected
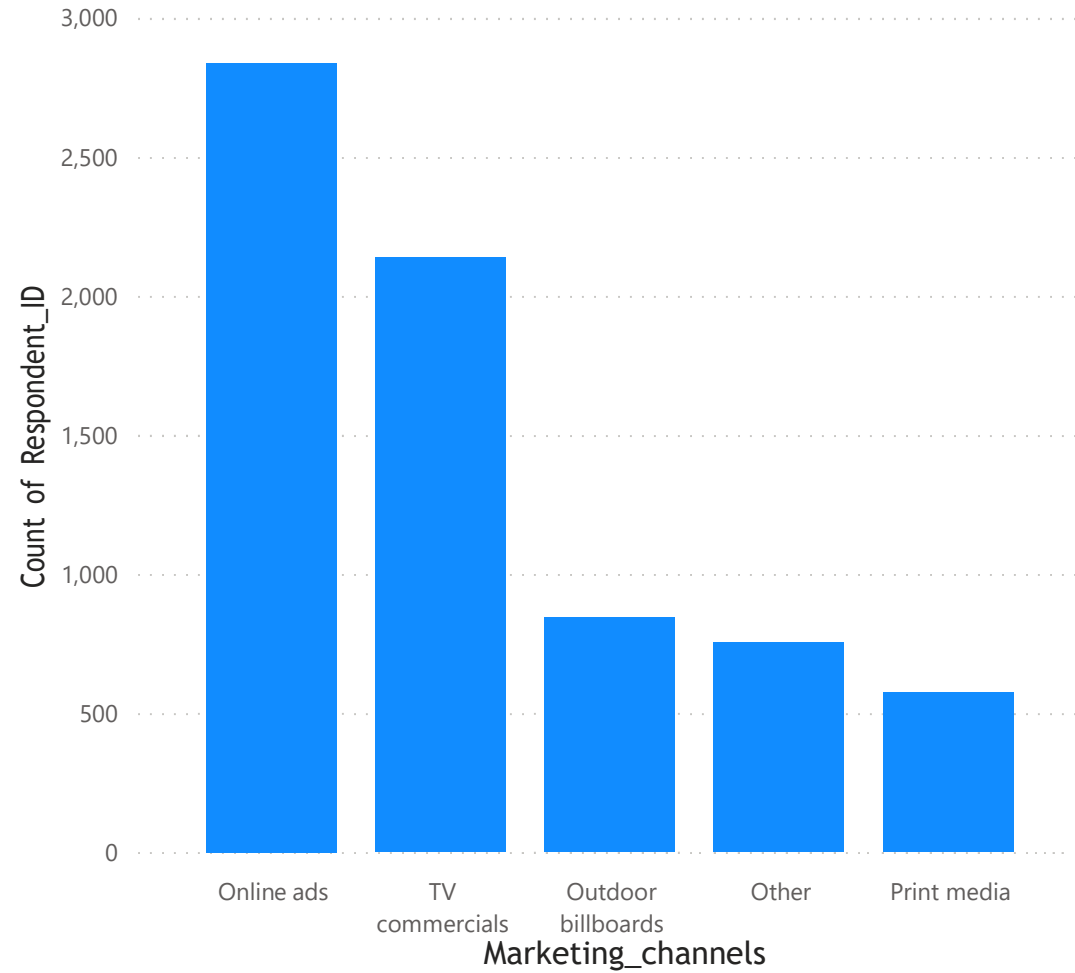

Ingredients_expected
- Caffeine
- Vitamins
- Sugar
- Guarana

2.79K (39.01%)
1.1K (15.42%)
1.43K (20.07%)
1.82K (25.5%)

Count of Respondent_ID by Consume_reason
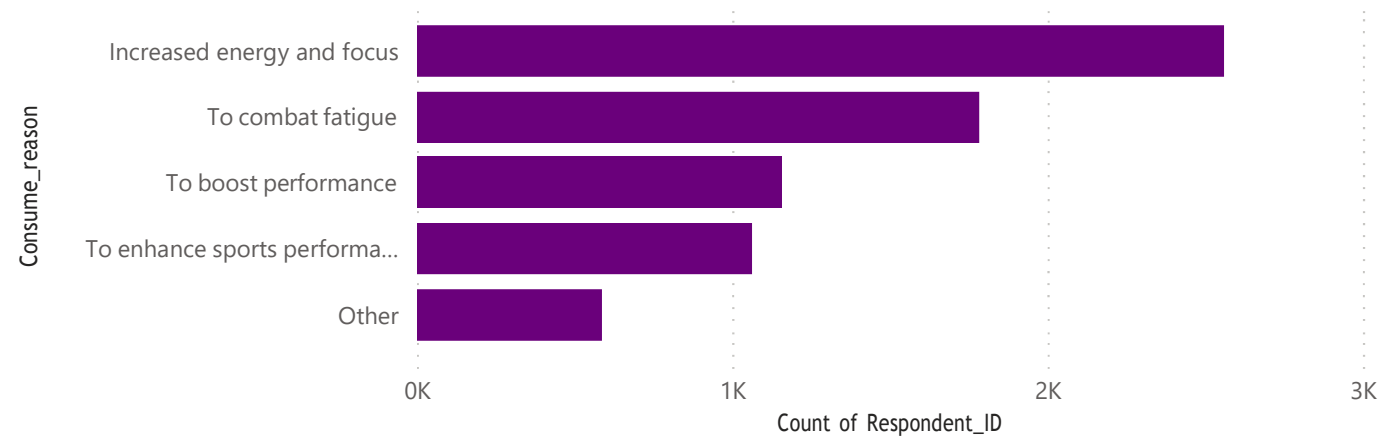
MARKETING CHANNELS AND BRAND AWARENESS
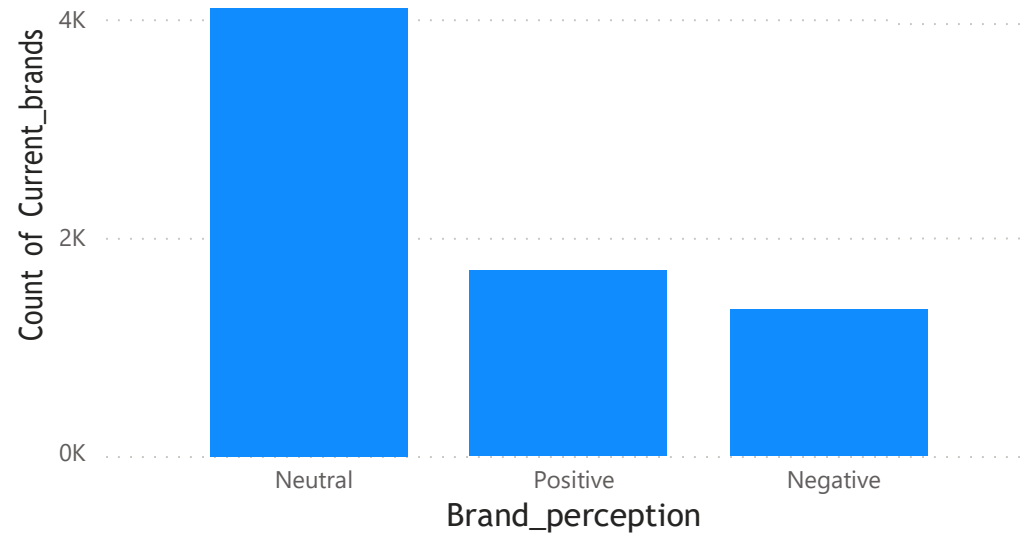
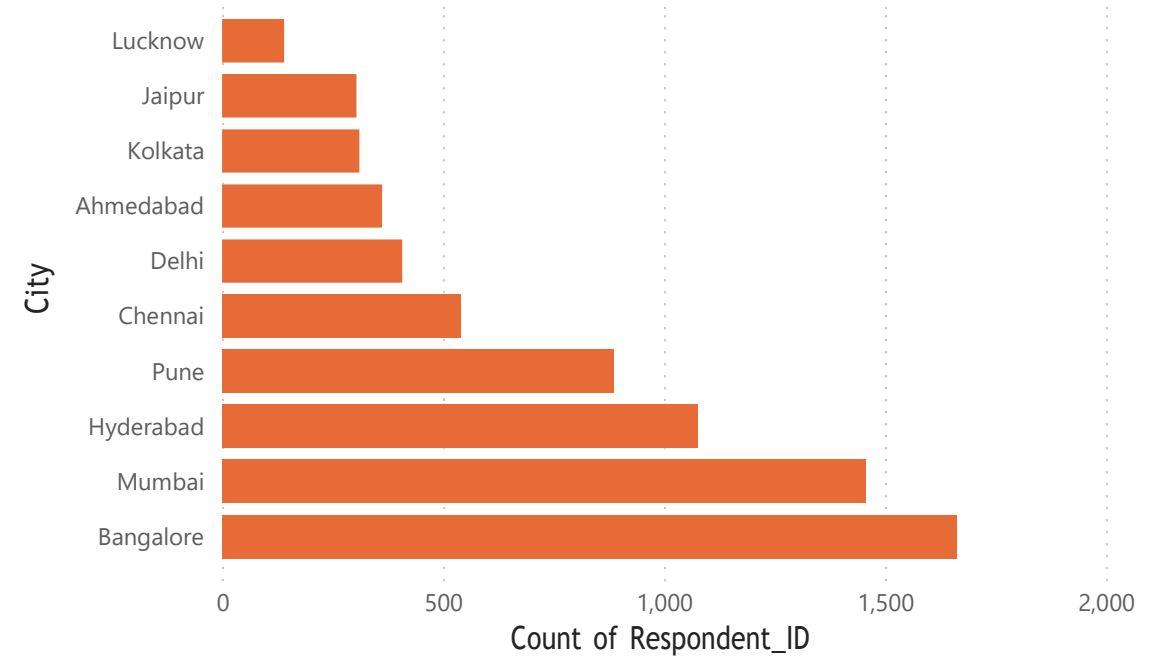## Count of Respondent_ID by Marketing_channels

Current_brands

(Blank)	CodeX	Others
Bepsi	Cola-Coka	Sky 9
Blue Bull	Gangster	

BRAND PENETRATION

Count of Current_brands by Brand_perception

Count of Respondent_ID by City
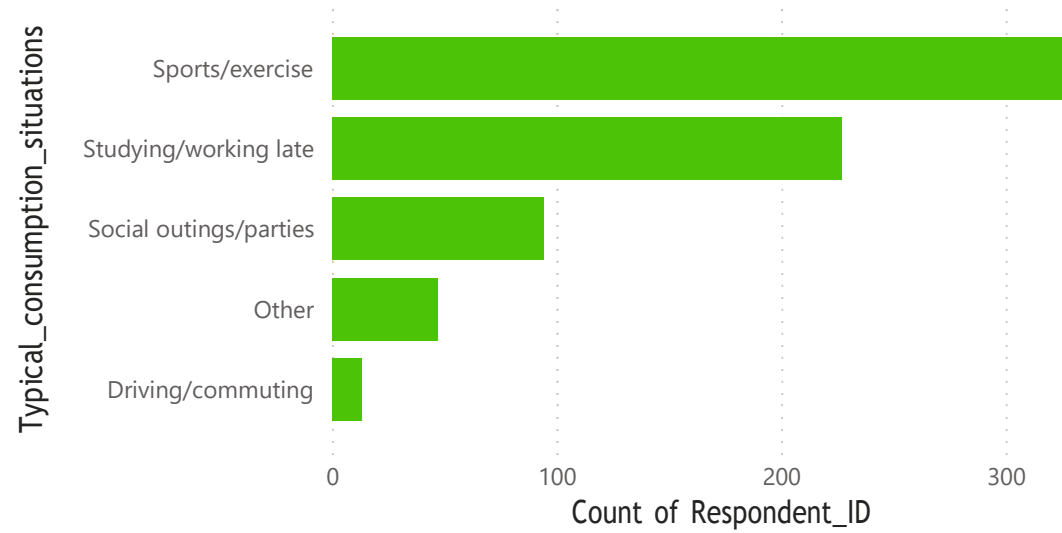

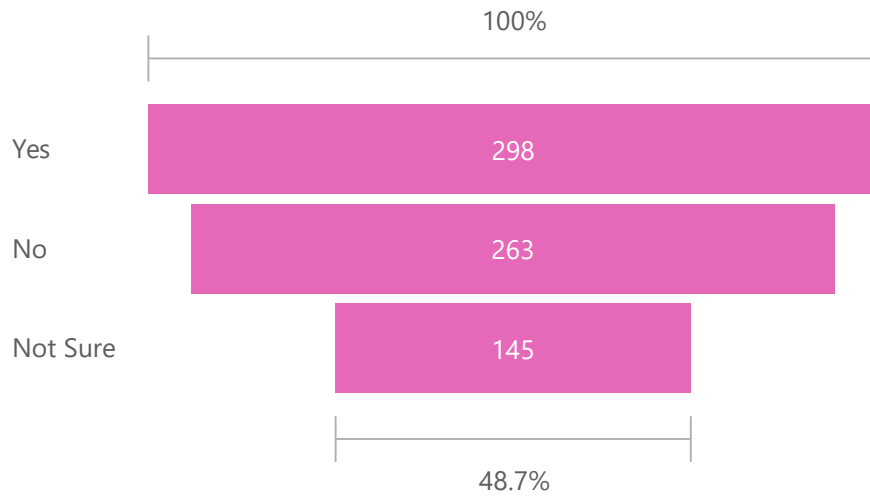| Bepsi	Cola-Coka	Sky 9
Blue Bull	Gangster	
CodeX	Others	

PURCHASER BEHAVIOUR

Count of Respondent_ID by Purchase_location
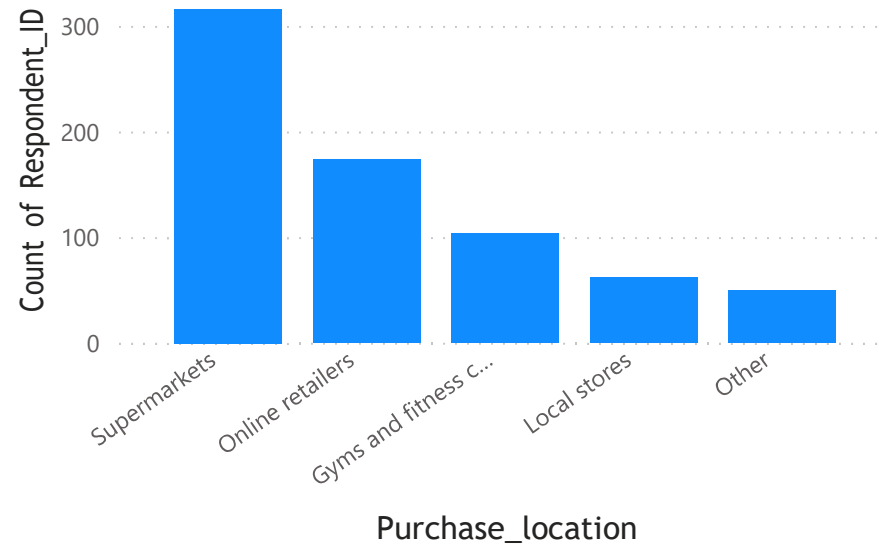
Count of Respondent_ID by Typical_consumption_situations

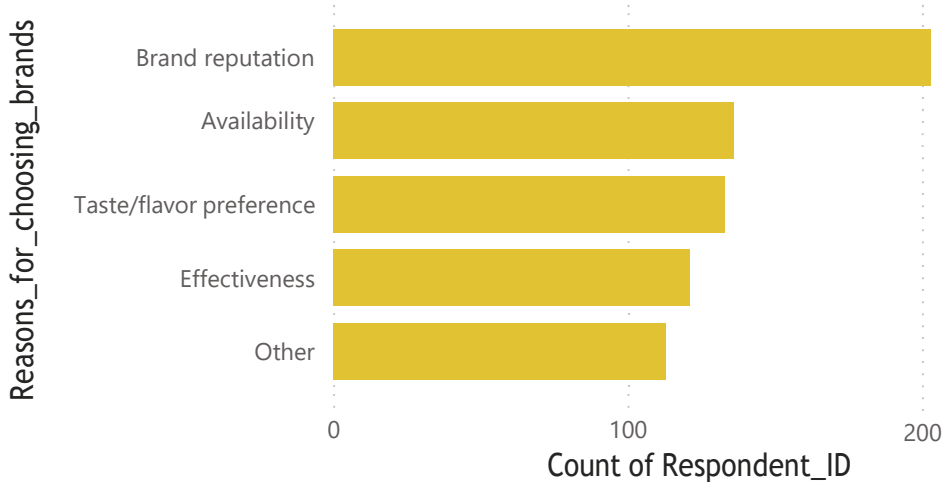## Count of Respondent_ID by Limited_edition_packaging

100%

Yes	298
No	263
Not Sure	145

48.7%

Count of Respondent_ID by Price_range

64 (9.07%)
118 (16.71%)
288 (40.79%)
236 (33.43%)

Price_range
- 50-99
- 100-150
- Above 150
- Below 50
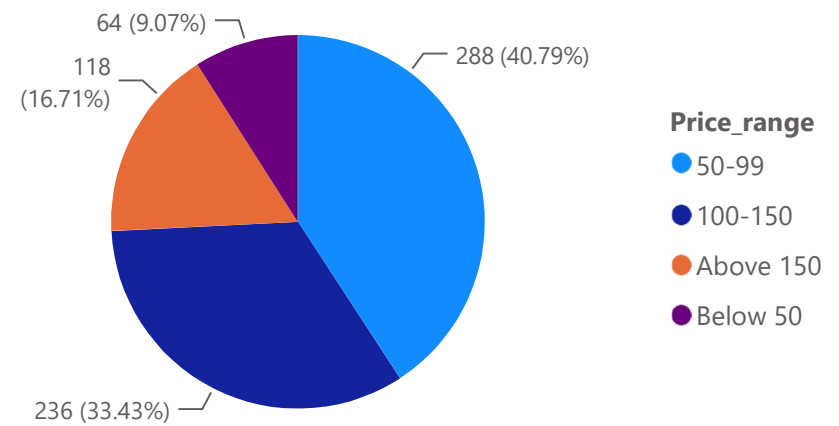
PRODUCT DEVELOPMENT

Count of Respondent_ID by Reasons_for_choosing_brands

Count of Respondent_ID by Taste_experience