Project Document: E-Propulsion Brand & User Feedback Analysis on Reddit

1. Project Vision & Executive Summary

This project aims to leverage Reddit, a platform for candid user conversations, to generate a comprehensive report on brand perception, product performance, and customer inquiries for E-Propulsion. By systematically collecting and analyzing user-generated content, we will distill actionable insights to inform marketing, product development, and customer support strategies. The final deliverable will be a report that summarizes key findings, identifies emerging trends, and highlights common customer questions and concerns.

2. Project Objectives

The primary objective is to understand what the Reddit community is saying about E-Propulsion products. The secondary objectives are:

- **Sentiment Analysis:** To gauge the overall sentiment (Positive, Negative, Neutral) towards the E-Propulsion brand and its specific product lines (e.g., Spirit, Navy, Pod Drive series).
- **Thematic Analysis:** To identify and categorize the key topics of discussion. This includes, but is not limited to:
  - **Product Performance:** Battery life, range, speed, thrust, reliability.
  - **User Experience:** Ease of use, installation, portability, noise levels.
  - **Customer Support:** Experiences with warranty, repairs, and company communication.
  - **Value & Pricing:** Discussions on cost, value for money, and total cost of ownership.
  - **Competitive Landscape:** Direct comparisons to competitors like Torqeedo, Mercury Avator, Newport Vessels, etc.
- **Strengths & Weaknesses Identification:** To pinpoint recurring praises (e.g., "quiet operation," "integrated battery") and common complaints (e.g., "error codes," "connector issues").
- **Question Collection:** To extract and categorize specific questions users are asking, providing a direct view into information gaps and customer needs.

3. Scope

- **Data Source:** Publicly available posts and comments on Reddit.
- **Relevant Subreddits:** Focus on communities such as r/sailing, r/boating, r/electricboats, and any others where discussions about electric outboards are prevalent.
- **Keywords:** Search terms will include "E-Propulsion", "ePropulsion", specific model names

("Spirit 1.0", "Navy 6.0"), and related terms ("electric outboard," "electric motor for boat").

- **Timeframe:** Analysis will focus on posts from the last 24-36 months to ensure data is relevant to the current product lineup and market.
- **Language:** English-language content only.

4. Project Phases & Methodology

The project will be executed in four distinct phases:

- **Phase 1: Discovery & Planning**
  - Finalize the list of relevant subreddits and search keywords.
  - Define the specific criteria for what constitutes a "relevant" post or comment.
  - Outline the structure for the final report.
- **Phase 2: Data Collection**
  - Systematically search Reddit based on the defined keywords and subreddits.
  - Fetch the raw data (in JSON format) for all relevant submissions and their associated comments.
  - Organize the collected data into a structured raw dataset.
- **Phase 3: Data Processing & Analysis**
  - **Cleaning:** Filter out irrelevant posts, spam, and bot comments from the raw dataset.
  - **Analysis:**
    - Apply sentiment analysis tools to score comments and posts.
    - Perform thematic analysis to tag discussions with predefined categories (e.g., "Battery," "Customer Service").
    - Isolate and extract all comments or posts that are phrased as questions.
    - Tag and analyze mentions of key competitors.
  - **Categorization:** Group the extracted questions into logical categories (e.g., Pre-Purchase, Technical Troubleshooting, Maintenance, Feature Requests).
- **Phase 4: Synthesis & Reporting**
  - Synthesize all analytical findings into a cohesive narrative.
  - Generate data visualizations (charts, graphs) to illustrate key trends, such as sentiment over time or the most discussed topics.
  - Draft the final report, including an executive summary, detailed findings, and actionable recommendations.
  - Compile a categorized appendix of all unique user questions collected.

5. Key Deliverables

1. **A Raw Data Archive:** An organized collection of all the JSON files fetched from Reddit.
2. **An Analyzed Dataset:** A structured file (e.g., spreadsheet or database) containing the cleaned data, enriched with sentiment scores, topic tags, and question flags.

3. **A Final Insights Report (PDF/PowerPoint):** A comprehensive report detailing the project's findings, structured as follows:
   - **Executive Summary:** High-level overview of key findings and recommendations.
   - **Overall Brand Health:** Sentiment scores and key drivers.
   - **Deep Dive on Key Themes:** A detailed look at the most discussed topics, complete with illustrative user quotes.
   - **Identified Product Strengths & Weaknesses:** A clear, evidence-based list of what customers love and dislike.
   - **Competitive Analysis:** How E-Propulsion is perceived relative to its main competitors.
   - **Customer Questions Catalog:** A categorized list of questions asked by potential and current customers.
   - **Strategic Recommendations:** Actionable suggestions for Marketing, Product, and Support teams based on the analysis.