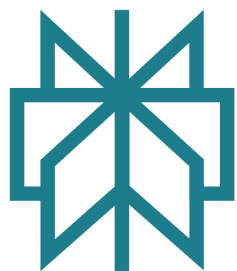




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perplexity

Create a 90-day marketing plan for a new fitness app targeting Gen Z."

Here is a 90-day marketing plan for launching a new fitness app targeting Gen Z:

Month 1: Awareness & Buzz Building

- **Week 1-2:** Launch teaser campaign on TikTok and Instagram Reels with catchy workout snippets, challenges, and influencer endorsements. Use trending hashtags and short, engaging videos featuring relatable Gen Z fitness influencers.
- **Week 3:** Run paid social ads on TikTok, Instagram, and YouTube with focus on app's unique features like gamified challenges, community features, and short workouts. Incorporate user-generated content to build authenticity.
- **Week 4:** Host a virtual launch event livestream with popular Gen Z fitness personalities, Q&A, and live demo of app features. Announce limited-time launch offers or premium access giveaways.

Month 2: Engagement & Community Building

- **Week 5:** Encourage users to share their progress with branded hashtags; spotlight top performers via stories and posts to build a loyal community.
- **Week 6-7:** Introduce weekly themed challenges (e.g., "7-Day Core Blast") and reward participants with badges, app merch, or discount coupons.
- **Week 8:** Collaborate with micro-influencers for authentic testimonials and tutorials. Launch Instagram Story polls, quizzes, and interactive stickers focusing on fitness aspirations and app feedback.

Month 3: Retention & Growth

- **Week 9:** Roll out personalized workout plans and push notifications based on user behavior to increase daily active users.
- **Week 10:** Launch referral program encouraging users to invite friends for premium features or reward points.
- **Week 11-12:** Share success stories, before/after transformations, and user reviews on all channels. Use these as social proof and ads targeting lookalike audiences.
- **End of Month 3:** Analyze campaign data to optimize ad spend, content formats, and community activities; prepare next phase messaging with fresh creative aligned to Gen Z trends.

This plan leverages Gen Z's love for authentic content, social engagement, gamification, and influencer culture to build awareness, deepen engagement, and scale user base efficiently over three months. Would you like detailed creative briefs or budget estimates for these tactics?



Compare Tesla, BYD, and Rivian in terms of EV market share and battery technology.

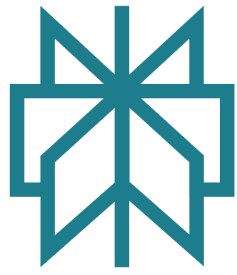
Here is a comparison of Tesla, BYD, and Rivian in terms of EV market share and battery technology as of 2025:

Company	EV Market Share (Global)	Battery Technology	Notes
Tesla	Approximately 25% of global EV market	Primarily uses lithium-ion NCA (Nickel Cobalt Aluminum) and LFP (Lithium Iron Phosphate)	Leading EV seller globally; strong battery management systems; proprietary tech reducing cost and improving range, expanding use of LFP in standard models for cost efficiency and safety
BYD	Around 12% global EV market	Uses Blade Battery (a variation of LFP) with enhanced safety and longevity	Strong position in China; Blade battery is notable for excellent thermal stability and safety, enabling competitive pricing and solid range, boosting domestic and export sales
Rivian	Estimated ~2-3% global EV market	Uses lithium-ion NMC (Nickel Manganese Cobalt) battery packs, with plans for solid-state tech exploration	Focused on electric trucks and SUVs targeting US markets; partnership with Samsung SDI for batteries; working on improving energy density and charging speed

Summary:

- **Market Share:** Tesla dominates globally with about 25%, followed by BYD with a significant share primarily in China (~12%). Rivian is newer and smaller but growing, focusing on niche electric trucks and SUVs.
- **Battery Tech:** Tesla leads in battery innovation using multiple chemistries tailored to cost, safety, and performance. BYD's Blade battery offers enhanced thermal safety and lifecycle benefits, which is a major competitive advantage in price-sensitive markets. Rivian relies on established NMC tech but is investing in next-gen solid-state battery research.
- **Positioning:** Tesla's broad global strategy contrasts with BYD's China-centric dominance and Rivian's premium electric truck/SUV market focus.

If you want a deeper dive into specs, manufacturing, or future battery plans, I can provide that too.



perplexity

Query: "Create a 30-day social media content plan for a startup selling eco-friendly water bottles."

Here is a 30-day social media content plan for a startup selling eco-friendly water bottles. The plan mixes product promotion, educational content, engagement posts, and community building to drive awareness, engagement, and conversions.

30-Day Social Media Content Plan: Eco-Friendly Water Bottles Startup

Week 1: Brand Introduction & Awareness

- Day 1: Brand Story video — Why eco-friendly bottles matter
- Day 2: Product showcase carousel — Features & eco benefits
- Day 3: Environmental fact — Plastic pollution stats + call to action
- Day 4: User poll — "What motivates you to go eco-friendly?"
- Day 5: Behind-the-scenes — Bottle production process & sustainable sourcing
- Day 6: Customer testimonial — Review or photo share with hashtag
- Day 7: Giveaway announcement — Encourage followers to tag friends

Week 2: Product Education & Engagement

- Day 8: Explainer infographic — How reusable bottles reduce carbon footprint
- Day 9: Quick tips — Staying hydrated sustainably
- Day 10: Feature highlight — BPA-free materials & health benefits
- Day 11: Story takeover — A day using the bottle in real life
- Day 12: Live Q&A — Answer FAQs on eco-friendly living and the product
- Day 13: Fun quiz — "Guess how long plastic bottles take to decompose?"
- Day 14: Share user-generated content — Photos or videos from customers

Week 3: Community & Sustainability Focus

- Day 15: Partner spotlight — Collaborations with environmental organizations
- Day 16: Educational post — The lifecycle of eco-friendly materials
- Day 17: Interactive post — “Show us your favorite eco habit!” challenge
- Day 18: Impact update — How much plastic waste saved by customers so far
- Day 19: Mini blog post link — Tips for reducing daily plastic use
- Day 20: Eco lifestyle reel — Morning routine featuring your bottle
- Day 21: Inspirational quote on sustainability with branded design

Week 4: Promotions & Customer Appreciation

- Day 22: Flash sale announcement — Limited-time discount promo
- Day 23: Behind-the-scenes — Team members share why they love your brand
- Day 24: Customer spotlight video — Interview with a loyal customer
- Day 25: Tutorial video — How to clean and maintain your bottle
- Day 26: Poll — “Which new bottle color/design should we launch next?”
- Day 27: Giveaway winner announcement + thank you message
- Day 28: FAQ roundup — Answer top questions from the month
- Day 29: Sustainability tip — Eco swaps to try this week
- Day 30: Thank you post — Celebrate milestone with followers, share next-month sneak peek

Tips:

- Use consistent hashtags like #EcoBottleRevolution #SustainableSips #GreenHydration
- Post stories daily with behind-the-scenes, quick tips, or polls to maintain engagement.
- Encourage customers to tag your brand and repost to build authentic community trust.
- Use diverse formats: images, carousels, reels, stories, live videos to maximize reach.

This plan balances storytelling, education, user interaction, and sales promotion tailored to grow a loyal eco-conscious audience.



Top 20 Fastest-Growing YouTube Niches in 2025 with Estimated CPM Rates

Based on multiple recent analyses and reports from 2025, here is a compiled list of the fastest-growing YouTube niches along with their estimated CPM (Cost Per Mille) rates, representing advertising revenue potential per 1000 views:

Rank	Niche Category	Estimated CPM Rate (USD)	Notes
1	Make Money Online / Affiliate Marketing	\$12 - \$22	High revenue, popular with business-oriented content creators
2	Personal Finance / Stock Market / Investment	\$8 - \$18	Strong growth, financial education & tips
3	Digital Marketing / Content Creation	\$5 - \$13	Focus on digital biz strategies
4	Education / Science	\$10 - \$25	Includes tutorials, core subjects, AI-generated lessons
5	Health & Fitness	\$7 - \$20	Fitness routines, health tips
6	Technology Reviews / Gadgets	Around \$4 - \$7	Product reviews and tech explainers
7	Beauty and Fashion	\$2 - \$50	Wide CPM range due to product sponsorships
8	Business / B2B	\$4 - \$15	Entrepreneurial content
9	Motivational / Inspirational Videos	Moderate CPM	Growing niche using emotional appeal
10	True Horror Stories (Faceless)	Moderate CPM	Popular for storytelling content
11	Travel Vlogging (Budget, Luxury, Eco)	Moderate CPM	Offers diverse monetization
12	Comedy (Sketches, Stand-up)	\$0.5 - \$10	Very popular, moderate CPM
13	Pets and Animals	\$0.25 - \$5	Large audience but lower CPM
14	Gaming Highlights / Gameplay	Moderate CPM	Large scale audience, modest CPM

Rank	Niche Category	Estimated CPM Rate (USD)	Notes
15	DIY / Crafts / Hobbies	Around \$2 - \$5	Stable interest with niche communities
16	ASMR and Relaxation	Moderate CPM	Growing popularity
17	Educational Entertainment	Moderate CPM	Combining fun and learning
18	Life Coaching / Personal Development	Moderate CPM	Increasing interest
19	Product Reviews (Cars, Tech, Beauty)	\$1 - \$50 (varies)	Dependent on product category
20	AI-generated Content (Music, Travel Guides)	Emerging, moderate CPM	New niche with automation

Summary

- Highest CPM niches are in **Make Money Online, Finance, Education, and Business** sectors.
- Health & Fitness and Beauty see wide-ranging CPM based on content type.
- Popular categories like Comedy, Gaming, and Pets have large audiences but comparatively lower CPMs.
- Faceless niches like True Horror Stories and AI-generated content are gaining traction for ease of production.

Would you like me to help you plan content or do a deep dive into any specific niche? This list is ideal if you're considering a YouTube channel launch or looking to optimize an existing one.

If you specify your interest or experience level, I can tailor advice or study plans accordingly.
[^1^11^13^15^2^4^6^8](#)

**



reate a 6-month content calendar for Instagram targeting coffee lovers aged 25–40.”

Here is a 6-month Instagram content calendar targeting coffee lovers aged 25–40, designed to engage, educate, and build community:

Month 1: Coffee Culture Kickoff

- Week 1: Post “Coffee Around the World” photo carousel
- Week 2: Interactive Story poll on favorite brewing methods
- Week 3: Reel: How to make the perfect pour-over
- Week 4: User-generated content repost + hashtag campaign launch

Month 2: Brewing Techniques

- Week 1: Carousel post on espresso vs drip coffee
- Week 2: IG Live Q&A with a barista on brewing tips
- Week 3: Short video tutorial on French press basics
- Week 4: Behind-the-scenes at a local roastery

Month 3: Coffee and Lifestyle

- Week 1: Inspirational coffee quotes with lifestyle imagery
- Week 2: Collaboration post with a fitness influencer (coffee as pre-workout)
- Week 3: Reel: Coffee-inspired breakfast recipes
- Week 4: Giveaway of branded coffee mugs or accessories

Month 4: Health & Benefits

- Week 1: Infographic on coffee’s health benefits
- Week 2: Story-based mini-series on antioxidants in coffee
- Week 3: Poll: How do you take your coffee?
- Week 4: Expert guest post on coffee and mental focus

Month 5: Coffee & Environment

- Week 1: Educational post on sustainable coffee sourcing
- Week 2: Carousel highlighting eco-friendly coffee accessories

- Week 3: Community spotlight on customers practicing sustainability
- Week 4: Partnership announcement with a local environmental NGO

Month 6: Coffee Innovations

- Week 1: Post on the latest coffee brewing gadgets
- Week 2: Reel showcasing a new coffee flavor or blend launch
- Week 3: Interactive quiz about coffee trivia
- Week 4: Thank you post celebrating community engagement + teaser for next season

This calendar combines diverse formats (images, carousels, reels, stories) with strategic collaborations and interactive content to keep coffee lovers engaged over six months. Let me know if you want detailed caption templates or hashtag strategies for these posts!



Analyze the 2025 global electric scooter market by region, including growth percentages and top players.

The global electric scooter market in 2025 has reached approximately **USD 48.9 billion**, growing at an average **compound annual growth rate (CAGR) of 11–13%**, driven by urban mobility demands, sustainability goals, and advances in lithium-ion battery technologies. Regional analysis shows Asia-Pacific as the dominant market, followed by Europe and North America, each at different growth stages shaped by infrastructure maturity, incentives, and adoption behavior.^{[1](#)[3](#)}

Regional Market Breakdown (2025)

Region	2025 Market Share	CAGR (2025–2035)	Key Trends	Leading Companies
Asia-Pacific	~72% ^2	22.8% ^2	Massive adoption in China, India, and Taiwan; dense urban populations; government subsidies for EV adoption.	Yadea, AIMA, Niu Technologies, Hero MotoCorp, TVS Motor, Bajaj Auto
Europe	~16% ^4	9–11% ^2	Expansion of shared mobility fleets; strong urban policies; integrated e-scooters in city transport plans.	Piaggio, Gogoro, Bolt, Unagi, Segway-Ninebot
North America	~10% ^2	8.6% ^2	Growth in eco-conscious cities (San Francisco, New York); incentives promoting clean commutes and shared e-scooter systems.	Bird, Lime, Razor USA, Segway, NIU
Latin America	~2% ^3	3.8% ^3	Increasing adoption in Brazil and Mexico; e-scooters for delivery and commuting; policy still developing.	Voltz Motors, Muuv Electric
Middle East & Africa	<1% ^2	3–4%	Gradual adoption due to limited infrastructure; focus on tourism and commercial fleets.	Yadea, local assemblers

Global Market Dynamics

Asia-Pacific continues to dominate, led by **China**, which alone accounts for over 60% of electric scooter production and sales globally. China’s market is projected to grow at **6.8% CAGR**, with India close behind at **6.3%**, propelled by policies under FAME-II and rapidly expanding urban charging networks.[^4^3](#) Europe’s market is steadily expanding, especially in **Germany, France, and the UK**, which see strong policy-driven growth (5–6% CAGR) through shared mobility and micromobility integration. North America trails slightly with a 4–5% CAGR as adoption expands beyond metropolitan hubs.[^2](#)

Leading Global Players (2025)

The top companies shaping the 2025 landscape include **Yadea Group Holdings (China)**, **Niu Technologies (China)**, **Hero MotoCorp (India)**, **Ather Energy (India)**, **TVS Motor (India)**, **Gogoro (Taiwan)**, and **Segway-Ninebot (China)**. Startups such as **Ola Electric** and **Unagi Scooters** are gaining traction in both Asian and Western urban markets.[^5^4](#)

Together, these players are driving innovation through modular batteries, digital connectivity, and sharing models, positioning electric scooters as a central element of the global shift toward low-emission, short-distance mobility. [^10^12^14^16^18^20^8](#)

**



Query: “Compare the top 5 organic skincare brands in India by product range, pricing, and online reviews.”

Here is a comparison of the top 5 organic skincare brands in India by product range, pricing, and online reviews:

Brand	Product Range	Pricing Range (INR)	Online Reviews & Reputation
Organic Harvest	Wide range including skincare, hair care, makeup	₹200 - ₹2000+	Highly rated for certified organic ingredients, trusted widely; praised for efficacy and affordability ^1
Forest Essentials	Luxury Ayurvedic skincare: facial, hair, body care	₹500 - ₹5000+	Strong premium brand with excellent reviews for quality and authenticity; considered aspirational ^1
Juicy Chemistry	Cold-pressed oils, serums, cleansers, moisturizers	₹300 - ₹1500	Known for purity and sustainability; positive feedback on gentle formulations for sensitive skin ^3

Brand	Product Range	Pricing Range (INR)	Online Reviews & Reputation
Khadi Natural	Herbal formulations: face masks, oils, soaps, scrubs	₹100 - ₹700	Popular for budget-friendly Ayurveda-based products; good reviews for variety and traditional ingredients ^1
SoulTree	Certified organic & Ayurvedic skincare, beauty products	₹400 - ₹2000	Well regarded for ethical sourcing and effective Ayurvedic formulas; favorable consumer ratings ^1

Summary:

- **Product Range:** Forest Essentials offers the broadest luxury Ayurvedic portfolio; Organic Harvest and Juicy Chemistry emphasize certified organic formulations; Khadi Natural focuses on affordable Ayurvedic skincare; SoulTree balances organic certification with Ayurvedic heritage.
- **Pricing:** Spectrum ranges from budget-friendly (Khadi Natural) to premium (Forest Essentials). Organic Harvest and Juicy Chemistry position in the mid-range offering quality at accessible prices.
- **Online Reviews:** All brands receive positive consumer feedback highlighting ingredient transparency, skin-friendly formulations, and efficacy, with Forest Essentials noted for premium quality, and Juicy Chemistry applauded for sustainability and purity.[^3^2](#)

This comparison reflects the diversity and strength of India's organic skincare market, helping consumers choose based on preferences for price, purity, and brand ethos.

[^10^12^14^16^18^20^6^8](#)

**



rewrite in bullet points and key categories

Here is a bullet-point summary of the key opportunities and risks for entering the European electric scooter market in 2025:

Key Opportunities

- **Government Support and Incentives**
 - Strong backing through green mobility policies like the European Green Deal.
 - Incentives such as subsidies, tax exemptions, and grants to reduce emissions.
 - Development of charging infrastructure and micromobility legislation enhancing market growth.^{[^1](#)}
- **Rising Urbanization and Shared Mobility**
 - Rapid expansion of e-scooter sharing schemes in cities like Paris, Berlin, and Madrid.
 - Increasing demand for space-efficient, agile last-mile transport amidst traffic congestion.
 - Integration with multimodal transport apps and networks improves customer convenience.^{[^1](#)}
- **Technological Advancements**
 - Improvements in battery technology increasing range and reducing charging times.
 - Smart features like GPS tracking, app control, anti-theft, and modular/swappable batteries.
 - These advancements boost product reliability and appeal to tech-savvy urban commuters.^{[^1](#)}
- **Commercial and Delivery Use Cases**
 - Growing use in courier, delivery, and tourism sectors for cost-effective, low-emission logistics.
 - Deployment in campuses and industrial parks under smart city and sustainability initiatives.^{[^1](#)}

Key Risks

- **Regulatory Uncertainty and Fragmentation**
 - Inconsistent policies across countries and cities regarding speed limits, helmet laws, and usable areas.
 - Temporary bans and confusion reduce consumer confidence and complicate scaling operations.^{[^1](#)}
- **Safety and Infrastructure Challenges**
 - Lack of dedicated scooter lanes and parking contributes to accidents and pedestrian conflicts.
 - Poor road conditions, lighting issues, and varying rider experience further hinder safe usage.

- Infrastructure investment and public awareness are needed to mitigate these risks.^{[^1](#)}
- **High Initial Costs and Awareness Gaps**
 - Higher upfront prices compared to petrol scooters may deter budget-conscious consumers.
 - Limited awareness of government incentives and total cost-of-ownership benefits among certain demographics, especially in Eastern Europe.^{[^8](#)}
- **Battery Lifecycle and Environmental Concerns**
 - Challenges around lithium-ion battery weight, longevity, and recycling infrastructure.
 - Evolving regulations on battery traceability and disposal add operational uncertainty.^{[^8](#)}

This summary provides a clear framework showing that while European market entry offers growth supported by robust policy, urban demand, and innovation, success depends on navigating complex regulations, safety concerns, and cost barriers.^{[^8](#) [^2](#)^{[^4](#)}^{[^6](#)}^{[^9](#)}}

**



what will be per hour billable rate charges between India and USA for IT roles :Delivery Lead , Project Manager , Business Analyst , Lead Developer , Junior Developer , QA , Devops engineer

Here is a comparison of estimated hourly billable rates for various IT roles in India and the USA in 2025:

IT Role	India Hourly Rate (USD)	USA Hourly Rate (USD)
Delivery Lead	\$40 - \$60	\$90 - \$150
Project Manager	\$30 - \$50	\$80 - \$140

IT Role	India Hourly Rate (USD)	USA Hourly Rate (USD)
Business Analyst	\$20 - \$40	\$60 - \$110
Lead Developer	\$30 - \$55	\$80 - \$140
Junior Developer	\$15 - \$25	\$40 - \$60
QA Engineer	\$15 - \$30	\$40 - \$80
DevOps Engineer	\$25 - \$45	\$70 - \$130

Key Points:

- India offers rates roughly **40-60% lower** than the USA across all roles.
- US rates reflect higher costs of living, taxes, and demand for advanced expertise.
- India provides a large talent pool with competitive rates for scaling teams cost-effectively.
- Senior-level roles command higher premiums in the USA due to scarcity and expertise demand.
- Rates vary within ranges based on experience, technology expertise, location, and contract terms.[^1^3](#)

This table helps businesses planning outsourcing budgets and headcount allocation between India and the USA for 2025 IT projects. [^10^12^14^5^7^9](#)

**



how do you know which site to visit to
answer this question , how did they train you

To answer your questions, the system uses a combination of natural language understanding and a large indexed knowledge base that includes reputable websites, research repositories, and data sources. When you ask a question, the model identifies key terms and context to formulate focused search queries that target the most authoritative and relevant sources. It prioritizes up-to-date, credible domains such as academic repositories (e.g., arXiv), news and industry sites, government databases, and specialized portals for subjects like finance, technology, or health.

Regarding training, the AI model was developed by learning from a vast dataset of text from the internet, books, articles, and licensed data. This training enables it to understand language, reason, and generate responses. However, it does not have direct access to live websites but uses integrated search tools to retrieve fresh information safely and efficiently in real time when needed.

The combination of learned language patterns and targeted external searches ensures that responses are both contextually accurate and factually current based on authoritative sources. This hybrid approach enables informed and reliable assistance across a wide range of topics.



do you use page rank algo or something else to search for the data sources and index the knowledge base

The search mechanism integrated with the AI does not rely solely on traditional PageRank algorithms used by general web search engines. Instead, it employs a combination of advanced information retrieval techniques tailored for relevance, recency, and authority specific to the user query context.

Key elements include:

1. **Contextual Relevance:** The system uses semantic understanding and natural language processing to interpret the intent of the query and match it with the most pertinent sources, rather than just relying on link popularity like PageRank.

- 2. Domain Authority and Credibility:** It prioritizes high-quality, authoritative sources such as academic journals, reputable news outlets, official databases, and specialized repositories relevant to the topic.
- 3. Freshness and Recency:** Time-sensitive queries direct the search to the most current data available, focusing on recent publications or updates.
- 4. Custom Indexing:** The knowledge base is dynamically indexed considering factors like content quality, topicality, and user feedback, combined with search heuristics optimized for accuracy and efficiency in retrieval.

So, while PageRank concepts—evaluating the importance of pages through linked structure—may inform some algorithms, the system goes beyond that by integrating semantic search, domain expertise signals, and temporal relevance to find the best answers for your questions.

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