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1. Interpretation of 600e Potential Customers Topic Modelling Results

600e Customer Segment 1

Topic 1 Sentiment: 0.12 (Positive)

Key Words from Visualisations

- **good:** Positive sentiment and general satisfaction with the vehicle.
- **small:** References to the size of the vehicle, likely an attractive feature for urban driving where manoeuvrability and parking ease are important.
- **cost, price:** Suggests price sensitivity, with a focus on affordability and cost-related considerations. Customers are keen on the value they get for the price they pay.
- **driving:** Interest in the driving experience, highlighting how the car performs on the road. This includes aspects such as comfort, handling, and overall driving satisfaction.
- **make:** Refers to the make of the car, which could include brand perceptions and the reputation of Fiat. Customers may associate certain qualities or expectations with the Fiat brand.
- **mile, range:** Indicate concerns or interest in mileage or range, particularly important for electric vehicles. Customers are likely focused on how far the car can travel on a single charge.
- **year:** Could reference the model year or the expected lifespan of the car. This may be related to considerations of durability, technology updates, and value retention over time.
- **platform:** Refers to the car's technical foundation. The platform helps determine how the car drives, how safe it is, and how it can be designed.

Sentiment Analysis

- The overall sentiment for Topic 1 is positive, with a sentiment score of 0.115364. Although the sentiment has shown fluctuations over time, it has remained generally positive.
- However, there was a notable decline in sentiment around May 2024, indicating a period where customer perceptions were more negative. This fluctuation suggests that while customers are generally satisfied, there may be specific issues or concerns that need to be addressed to maintain positive perceptions.

600e Customer Segment 1 Description

The potential customers for the Fiat 600e represented by Topic 1 are primarily focused on the affordability and practical aspects of owning an electric vehicle. They place significant importance on the cost-effectiveness of the car, frequently referencing terms like "price," "cost," and "cheap." This segment is keenly aware of the value they

receive for the money they spend, making them highly price-sensitive and focused on finding an economical option for their daily commuting needs.

Customers in this segment appreciate the compact size of the 600e, as indicated by the term "small." This feature is particularly attractive for urban driving, where manoeuvrability and ease of parking are essential. They are also highly interested in the driving experience, with terms like "driving" and "pedal" highlighting their concerns about the car's performance on the road. These potential buyers seek a reliable and efficient driving experience, which includes comfort, handling, and overall driving satisfaction.

The term "make" suggests that the brand and reputation of Fiat play a role in their purchasing decision. Customers may associate certain qualities or expectations with the Fiat brand, influencing their perception of the 600e. Additionally, the terms "look" and "platform" indicate that aesthetics and the car's technical foundation are important to these buyers. They appreciate a vehicle that not only performs well but also looks good and is built on a solid, reliable platform.

Durability and technological advancements are also critical considerations for this segment. References to "year" suggest that these customers are concerned with the model year and expected lifespan of the car. They are likely considering factors such as durability, technology updates, and value retention over time when making their purchasing decisions.

600e Customer Segment 2

Topic 2 Sentiment: 0.11 (Positive)

Key Words from Visualisations

- **price:** A dominant term indicating that cost is a significant concern for customers in this segment. It highlights the focus on affordability and cost-related considerations.
- **expensive:** Emphasises perceptions about high costs, indicating that some customers find the car expensive and are concerned about the financial investment required.
- **range:** Reflects concerns about the driving range, which is crucial for electric vehicle customers who are mindful of how far they can travel before needing to recharge.
- **battery:** Focuses on battery life and technology, key considerations for EV customers who want to ensure reliability and efficiency in their vehicle's power source.
- **cheap:** Contrasts with "expensive," indicating a mix of perceptions about value or the make of the car. This could suggest a diverse customer base with varying views on what constitutes good value.

- **look:** Aesthetics and design considerations, indicating that customers are also concerned with the visual appeal and design features of the car.
- **make:** Similar to Topic 1, this refers to the make or brand of the car, including perceptions related to Fiat's reputation and brand qualities.
- **buy:** Directly relates to purchasing decisions, indicating customers' considerations and motivations when deciding whether to buy the vehicle.

Sentiment Analysis

The overall sentiment for Topic 2 is positive, with a sentiment score of 0.109283. While the sentiment has fluctuated over time, it has remained generally positive. There were significant positive sentiments in January 2024, contrasting with negative sentiments in December 2023 and May 2024, highlighting variability in customer perceptions.

600e Customer Segment 2 Description

The potential customers for the Fiat 600e represented by Topic 2 are highly focused on the financial and practical aspects of electric vehicle ownership. Cost is a significant concern for these customers, as highlighted by the prominent terms "price" and "expensive." This segment is particularly mindful of the initial financial investment required for purchasing the vehicle and its long-term value.

These customers place considerable importance on the car's range and battery life. The terms "range" and "battery" reflect their concerns about how far the car can travel on a single charge and the reliability and efficiency of its power source. Ensuring that the vehicle can meet their daily commuting needs without frequent recharging is crucial for this segment.

The term "cheap" contrasts with "expensive," indicating a mix of perceptions about the car's value. This suggests a diverse customer base with varying views on what constitutes good value. While some customers might be primarily concerned with affordability, others may be willing to invest more for better features and long-term benefits.

Aesthetics and design are also important considerations for these customers. The term "look" suggests that the visual appeal and design features of the car influence their purchasing decisions. They appreciate a vehicle that not only performs well but also looks attractive.

Like Topic 1, the term "make" refers to the brand of the car, which includes perceptions related to Fiat's reputation and brand qualities. Customers may associate certain expectations with the Fiat brand, influencing their decision to purchase the 600e.

The term "buy" directly relates to purchasing decisions, indicating that customers in this segment are actively considering and evaluating their options for purchasing the vehicle. This reflects a strong purchasing intent among these potential customers.

2. Interpretation of 500e Potential Customers Topic Modelling Results

500e Customer Segment 1

Topic 1 Sentiment: 0.18 (Positive)

Key Words from Visualisations

- **great, good, love:** Indicates positive sentiment and/or positive previous experience with the brand, indicating customer affection for the brand or vehicle.
- **look:** Suggests that aesthetics and design considerations are important.
- **range:** Reflects concerns or interest in the driving range.
- **battery:** Reflects significant concern or interest in the car's battery, including its capacity, reliability, and performance.
- **driving, drive:** Shows the importance of the driving experience and emphasis on the experience of using the car.
- **video:** Indicates customers are engaging with video content, likely reviews or advertisements.
- **city, nice, small:** Suggests the car is seen as best for urban environments, emphasizing benefits like ease of parking or manoeuvrability in traffic. The words 'nice' and 'small' imply the car's compact size is appreciated, likely for city driving or ease of parking.
- **better:** Comparison term indicating customers see improvements or prefer this model, likely referring to better range, enhanced features, or improved design.
- **make:** Refers to the brand or make of the car, indicating perceptions of brand value and reliability.
- **brake, back, pedal:** Reflects the importance of comfort, convenience, and safety features, showing that customers value a well-rounded driving experience with attention to effective braking, comfortable seating, and responsive pedals.
- **price:** Indicates sensitivity to price and the importance of affordability.
- **buy:** Directly related to purchasing decisions, suggesting the potential customer's consideration to buy the car.
- **year:** Indicates the importance of the model year or the lifespan of the car, relating to perceptions of its up-to-dateness or longevity.
- **charging, charge:** Emphasizes the importance of charging infrastructure, charging time, and ease of charging for potential customers.
- **used:** Indicates considerations about buying used versions of the car, reflecting on cost-effectiveness and availability.
- **quality:** Highlights the importance of perceived quality in purchasing decisions.

Sentiment Analysis

- The overall sentiment for Topic 1 is positive (0.176330), indicating a highly favourable view among potential customers.
- The monthly sentiment data shows variability, with positive sentiment generally prevailing. However, there are two notable drops to neutral sentiment around the

times of pre-launch 600e discussions, which may imply concerns or uncertainties about the 500e being overshadowed or impacted by the upcoming 600e model. These concerns were likely addressed through effective marketing efforts or positive developments related to the 500e, as the sentiment rose back up and remained positive thereafter.

500e Customer Segment 1 Description:

The potential customers for the Fiat 500e represented by Topic 1 are characterized by their positive sentiment and previous experience with the brand. They value the car's aesthetics, design, and overall driving experience, making these key considerations in their purchasing decisions. This segment shows a significant interest in the car's range and battery performance, reflecting practical concerns about the car's usability for their daily needs, and is highly engaged with video content such as reviews and advertisements.

Urban suitability is a key selling point for this segment, with terms like "city," "nice," and "small" emphasizing the car's compact size and ease of manoeuvrability in traffic and parking. Customers also appreciate improvements in the 500e model, as indicated by the term "better," which likely refers to enhancements in range, features, and design. Brand value and reliability are important, with "make" indicating their perception of the car's brand. Comfort, convenience, and safety features are also significant, as reflected by "brake," "back," and "pedal," showing that these customers value a well-rounded driving experience with attention to effective braking, comfortable seating, and responsive pedals.

Affordability is another critical factor, with sensitivity to price and the importance of getting good value for money. This is further emphasized by the interest in purchasing used versions of the car, indicating cost-consciousness.

The importance of the model year or lifespan of the car is also highlighted, suggesting that customers are keen on up-to-date models with modern features. The ability to charge the car conveniently is another significant concern, as indicated by terms like "charging" and "charge."

This segment is actively searching and evaluating their options, as indicated by "looking," and has a strong purchasing intent, reflected by "buy." Engagement with video content, such as reviews and advertisements, is another key trait, showing their reliance on multimedia for making informed decisions.

Overall, this customer segment values a combination of positive brand experience, aesthetic appeal, practical performance, comfort, and affordability in their vehicle choice. They seek a car that not only looks good and drives well but also offers excellent value for money and fits seamlessly into their urban lifestyle.

500e Customer Segment 2

Topic 2 Sentiment: 0.11 (Positive)

Key Words from Visualisations

- **year:** Indicates the importance of the model year or the lifespan of the car, which can relate to perceptions of its up-to-dateness or longevity.
- **battery:** Reflects significant concern or interest in the car's battery, including its capacity, reliability, and performance.
- **mile, range:** Highlights the focus on mileage, likely referring to the distance the car can travel on a single charge.
- **engine:** Suggests an interest in the car's engine performance and reliability.
- **charge, charging, charger:** Emphasizes the importance of charging infrastructure, charging time, and ease of charging for potential customers.
- **old:** Could indicate comparisons with older models or concerns about the car's longevity and technology.
- **make:** Refers to the brand or make of the car, indicating perceptions of brand value and reliability.
- **good, great, love:** General positive feedback about the car.
- **look:** Suggests that aesthetics and design considerations are important.
- **seat:** Highlights the importance of seating comfort.
- **petrol, fuel:** Highlights comparisons with petrol vehicles, possibly indicating considerations for switching from petrol to electric.
- **better:** Indicates that customers see improvements or prefer this model, likely referring to better range, enhanced features, or improved design.
- **small:** Suggests the car's compact size is appreciated, particularly for urban driving and ease of parking.
- **drive:** Emphasizes the driving experience, an important factor for potential customers.
- **buy:** Directly related to purchasing decisions, suggesting the potential customer's consideration to buy the car.
- **looking:** Reflects the search and evaluation process potential customers are undergoing.
- **price, cost, expensive:** Suggests sensitivity to price and maintenance costs and the importance of affordability in purchasing decisions.

Sentiment Analysis

- The overall sentiment for Topic 2 is also positive (0.107272), indicating a generally favourable view among potential customers, meaning people see good value for the money and feel positive about the car, addressing their concerns effectively.
- The monthly sentiment data shows variability, with positive sentiment generally prevailing. However, there are two notable drops to neutral sentiment around the times of pre-launch 600e discussions, which may imply concerns or uncertainties about the 500e being overshadowed or impacted by the upcoming

600e model. These concerns were likely addressed through effective marketing efforts or positive developments related to the 500e, as the sentiment rose back up and remained positive thereafter.

500e Customer Segment 2 Description

The potential customers for the Fiat 500e represented by Topic 2 are highly focused on the practical and economic aspects of electric vehicle ownership. They place significant importance on the car's technical specifications, including its model year, battery performance, mileage range, and engine reliability. This segment is particularly concerned with how far the car can travel on a single charge and the convenience of charging infrastructure, including home charging capabilities. Comparisons with older models and petrol vehicles are common, reflecting considerations for upgrading to newer technology and switching from petrol to electric.

Affordability is a key consideration for this segment, with sensitivity to price, maintenance costs, and the availability of used models being critical factors. The emphasis on getting good value for money underscores their cost-benefit considerations. Customers in this segment appreciate the compact size of the 500e, making it ideal for urban driving and ease of parking. They also value the driving experience and are influenced by the car's aesthetics and design.

Positive feedback about the car, as indicated by terms like "good" and "better," highlights their satisfaction with improvements in the 500e model. The term "buy" reflects strong purchasing intent, while "looking" suggests that these customers are actively searching and evaluating their options, including comparisons with other electric vehicles.

The inclusion of terms like "seat" highlights the importance of seating comfort and design, which are critical factors for many potential buyers. The term "make" indicates the importance of brand perception and reliability, while "engine" emphasizes the need for strong and reliable performance.

Overall, this customer segment values a combination of technical performance, cost-effectiveness, and convenience in their vehicle choice. They are keenly aware of the practical benefits of electric vehicles and are looking for a car that meets their economic and functional needs while providing a positive driving experience.

3. Interpretation of 600e Competitors Topic Modelling Results

600e Competitors Customer Segment 1

Topic 1 Sentiment

Key Words from Visualisations

- **look**: Indicates a focus on aesthetics and design appeal.
- **design**: Highlights the importance of design features.
- **interior**: Refers to the interior aspects of the car, such as layout and comfort.
- **good**: General positive sentiment towards various aspects of the vehicle.
- **rear**: Specific mention of the rear part of the car, possibly design or functionality.
- **love**: Strong positive sentiment, indicating high satisfaction.
- **back**: Could refer to the back seats or rear design.
- **screen**: Likely refers to the in-car screen or infotainment system.
- **front**: Specific mention of the front part of the car, possibly design or
- functionality.
- **great**: General positive sentiment indicating high approval.

Sentiment Analysis

- The overall sentiment for Topic 1 is positive, indicating that users are generally satisfied with the design and aesthetic aspects of the car.
- Monthly sentiment data shows consistent positivity, with spikes in sentiment possibly correlating with marketing events or new releases.

Insights

- Design and Aesthetics: The prominence of terms like "look," "design," "interior," and "front" indicates that design features are highly valued by customers.
- Positive Sentiment: The frequent mention of positive terms like "good," "love," and "great" suggests high satisfaction with the vehicle's design and aesthetics.
- Screen and Infotainment: The mention of "screen" suggests that the in-car infotainment system is a significant aspect for customers.

600e Customer Segment 1 Description

Topic 1 predominantly revolves around the aesthetic and design aspects of the vehicles, as evidenced by keywords such as "look," "design," "interior," "rear," "screen," "front," and "back." The frequent occurrence of terms like "good," "great," and "love" reflects a generally positive sentiment towards these design features. This suggests that customers highly value the visual appeal and interior layout of the vehicles, which could significantly influence their purchasing decisions. The emphasis on "screen" highlights the importance of the infotainment system, which is a critical component for modern car buyers. Overall, the sentiment analysis indicates a strong satisfaction with the design elements, which are pivotal in attracting design-focused enthusiasts who prioritize aesthetics and the overall look of the vehicle.

600e Competitors Customer Segment 2

Key Words from Visualisations

- range: Reflects concerns or interests regarding the driving range of the vehicle.
- mile: Indicates focus on mileage or distance capabilities.
- battery: Focuses on battery life and technology, crucial for EV customers.
- year: Could reference the model year or lifespan of the car.
- price: Indicates sensitivity to the cost of the vehicle.
- drive: General interest in the driving experience.
- time: Could refer to charging time or time-related aspects of driving.
- charge: Highlights concerns about charging capabilities and infrastructure.
- great: General positive sentiment indicating approval.
- better: Suggests a comparison with other models or expectations for improvement.

Sentiment Analysis

- The overall sentiment for Topic 1 is positive, indicating that despite concerns about range and price, customers generally have a favourable view of the vehicle.
- Monthly sentiment data shows variability, with positive sentiment peaks likely correlating with product updates or improvements.

Insights

- Range and Battery: The prominence of terms like "range," "mile," and "battery" indicates that these are critical areas of interest for customers.
- Price Sensitivity: The frequent mention of "price" suggests ongoing concerns about affordability.
- Positive Driving Experience: The terms "drive," "great," and "better" indicate that customers appreciate the driving experience and see room for improvement.

600e Customer Segment 2 Description

Topic 2 focuses on practical considerations related to the performance and cost-effectiveness of the vehicles, with prominent keywords including "range," "mile," "battery," "year," "price," "drive," "time," "charge," and "better." The discussions around "range" and "mile" underscore the importance of driving distance and battery life, critical factors for potential EV buyers concerned about range anxiety. The term "price" signifies the sensitivity to cost, suggesting that affordability remains a significant consideration. Despite these concerns, the presence of positive terms like "great" and "better" indicates a favorable overall sentiment towards the vehicle's performance and value proposition. This topic highlights the priorities of range and price-conscious drivers who seek a balance between cost and efficient performance, emphasizing the need for marketing strategies that showcase the long driving range, efficient battery technology, and competitive pricing to attract this segment.