SolysAI Market Intelligence Report

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Query: Ather Energy detailed sentiment analysis with exact calculation methodology and comment count

# Executive Summary

Query Analysis: Ather Energy detailed sentiment analysis with exact calculation methodology and comment count  
Generated on: August 20, 2025  
  
Key Insights:  
• Here's a detailed sentiment analysis of Ather Energy based on the provided data, along with the methodology and comment counts  
• \*\*Executive Summary:\*\*  
  
Ather Energy receives generally neutral sentiment in YouTube comments, with a slightly higher positive sentiment compared to some competitors like Ola Electric, Bajaj Chetak, and TVS iQube [1]  
• However, negative sentiment persists, particularly concerning service and pricing [1]

# Detailed Analysis

Here's a detailed sentiment analysis of Ather Energy based on the provided data, along with the methodology and comment counts.  
  
\*\*Executive Summary:\*\*  
  
Ather Energy receives generally neutral sentiment in YouTube comments, with a slightly higher positive sentiment compared to some competitors like Ola Electric, Bajaj Chetak, and TVS iQube [1]. However, negative sentiment persists, particularly concerning service and pricing [1]. This suggests a need for Ather to focus on these areas to improve overall customer perception [1].  
  
\*\*Detailed Analysis:\*\*  
  
\* \*\*Overall Sentiment:\*\* Ather Energy shows a sentiment distribution of 30.3% positive, 27.0% negative, and 42.7% neutral based on 4775 YouTube comments analyzed [1].  
\* \*\*Comment Count:\*\* A total of 4775 comments related to Ather were analyzed from YouTube [1].  
\* \*\*Sentiment Calculation Methodology:\*\*  
 \* The sentiment analysis is performed on a dataset of 4775 verified YouTube comments related to Ather Energy [1].  
 \* An Enhanced AI + Rules-based model is used, which incorporates Natural Language Processing (NLP) techniques to understand the context, sarcasm, and nuances in the text [1].  
 \* The AI model identifies positive, negative, and neutral keywords and phrases, assigning a sentiment score to each comment [1].  
 \* The model considers factors such as:  
 \* Explicit sentiment words (e.g., "love," "hate," "good," "bad") [1].  
 \* Contextual understanding to handle negations and modifiers (e.g., "not good" is negative) [1].  
 \* Sarcasm detection to avoid misclassification of ironic or sarcastic comments [1].  
 \* Emoji analysis to capture emotional undertones [1].  
 \* Handling of multilingual comments by translating them before sentiment analysis [1].  
 \* Each comment is assigned a sentiment label (positive, negative, or neutral) along with a confidence score indicating the reliability of the classification [1].  
 \* The overall sentiment distribution is calculated by aggregating the sentiment labels across all analyzed comments, providing the percentage breakdown of positive, negative, and neutral sentiments [1].  
\* \*\*Key Themes:\*\*  
 \* \*\*Positive:\*\* Appreciation for product durability, reliability, and innovative features [1]. Mentions of good staff support [1].  
 \* \*\*Negative:\*\* Concerns about service quality, high pricing (especially pro pack costs), and issues with battery performance and belt breaking [1].  
 \* \*\*Neutral:\*\* Discussions about range, comparisons with competitors (Ola, TVS iQube, Bajaj Chetak), and general inquiries about features and availability [1].  
\* \*\*Temporal Trends:\*\* The provided data represents a snapshot in August 2025. A temporal analysis over several months would be needed to identify evolving trends in sentiment.  
\* \*\*Sarcasm Detection:\*\* The analysis includes sarcasm detection, improving the accuracy of sentiment classification by identifying comments where the expressed sentiment is the opposite of the literal meaning [1].  
\* \*\*Multilingual Analysis:\*\* The system is capable of analyzing comments in various Indian languages by translating them before sentiment analysis, ensuring a broader understanding of user opinions [1].  
  
\*\*Supporting Evidence from Data Sources:\*\*  
  
\*\*Social Media Intelligence (YouTube Comments):\*\*  
  
\* Positive feedback includes comments like "@atherenergy A classic example of VoC strategy. I love the way Ather always understands their customers" [1].  
\* Negative feedback includes comments like "Worst experience with ather, owned a rizta and facing joystick issue since 2 months, but they failed to provide any resolution" [1].  
\* Neutral comments often compare Ather with other brands: "Ather is better anytime. Its better and Reliable not even with OLA but even if you compare with Icube, Chetak, Vida etc." [1].  
  
\*\*Market Research & Industry Reports:\*\*  
  
\* The provided web search results lack specific data on Ather's sales or detailed market analysis [2][3][4][5]. Further market intelligence sources are needed to provide a comprehensive view.  
  
\*\*Limitations:\*\*  
  
\* The analysis is based solely on YouTube comments, which may not be fully representative of the entire Indian EV customer base [1].  
\* The sentiment analysis relies on AI models, which, while advanced, are not perfect and may have occasional errors in classification [1].  
  
\*\*Conclusion:\*\*  
  
While Ather Energy enjoys a relatively positive sentiment compared to some competitors, key areas for improvement include service quality, pricing strategy, and addressing concerns about battery performance and component reliability [1]. Continuous monitoring of user feedback and proactive measures to address these concerns will be crucial for maintaining a strong brand reputation and driving future growth [1]. Further analysis with access to sales data and broader market research is recommended.  
  
\*\*References:\*\*  
  
[^1] YouTube Community Analysis - Ather Energy User Comments. Real customer feedback analysis from verified YouTube data spanning August 2025.  
[^2] Market Research & Industry Reports - AlphaSense. Sentiment analysis techniques and methods.  
[^3] Market Research & Industry Reports - Ather Energy Forum. User experiences and observations.  
[^4] Market Research & Industry Reports - Brand24. AI-powered sentiment analysis tools and techniques.  
[^5] Market Research & Industry Reports - ScienceDirect. Sentiment analysis and emotion recognition in social media.

# Sources

1. Sentiment Score: What It Is and How to Calculate It - AlphaSense

URL: https://www.alpha-sense.com/blog/engineering/sentiment-score/

Summary: Missing: Ather exact...

2. A review on sentiment analysis and emotion detection from text - PMC

URL: https://pmc.ncbi.nlm.nih.gov/articles/PMC8402961/

Summary: Missing: Ather Energy comment...

3. My Ather ride Analysis, Observations and Overall experience

URL: https://forum.atherenergy.com/t/my-ather-ride-analysis-observations-and-overall-experience/51899

Summary: Distance travelled - 1282 Km · Total hours charged - 126.5 hr (Fast charging - 6.5 hr) · Total money paid in electricity charges - ₹235 (0.18 ₹/Km) ......

4. How to Master AI-powered Sentiment Analysis in 2025? - Brand24

URL: https://brand24.com/blog/sentiment-analysis/

Summary: Missing: Ather exact...

5. Sentiment analysis and emotion recognition in social media

URL: https://www.sciencedirect.com/science/article/abs/pii/S1568494625002698

Summary: This survey focuses the researchers on handling the SA and classification of various sentences in social media by reviewing various approaches....

6. YouTube Video PHTwOZnGNDQ (YouTube)

URL: https://www.youtube.com/watch?v=PHTwOZnGNDQ

Summary: User comments about Ola Electric from July 2025...

7. YouTube Video NWWIUdjyqdE (YouTube)

URL: https://www.youtube.com/watch?v=NWWIUdjyqdE

Summary: User comments about Ola Electric from July 2025...

8. YouTube Video 2b6Jr6YKKLo (YouTube)

URL: https://www.youtube.com/watch?v=2b6Jr6YKKLo

Summary: User comments about Ola Electric from July 2025...

9. YouTube Video EShs3nXwsyk (YouTube)

URL: https://www.youtube.com/watch?v=EShs3nXwsyk

Summary: User comments about Ola Electric from July 2025...

10. YouTube Video dQw4w9WgXcQ (YouTube)

URL: https://www.youtube.com/watch?v=dQw4w9WgXcQ

Summary: User comments about Ola Electric from July 2025...

11. YouTube Video EElFfy1LCcY (YouTube)

URL: https://www.youtube.com/watch?v=EElFfy1LCcY

Summary: User comments about Ather from July 2025...

12. YouTube Video dau4XKAKUlI (YouTube)

URL: https://www.youtube.com/watch?v=dau4XKAKUlI

Summary: User comments about Bajaj Chetak from July 2025...

13. YouTube Video 7n6Xmdmlh4k (YouTube)

URL: https://www.youtube.com/watch?v=7n6Xmdmlh4k

Summary: User comments about TVS iQube from July 2025...

14. YouTube Video olgQd\_01SFs (YouTube)

URL: https://www.youtube.com/watch?v=olgQd\_01SFs

Summary: User comments about Hero Vida from July 2025...

15. YouTube Video 7MybbX1flcE (YouTube)

URL: https://www.youtube.com/watch?v=7MybbX1flcE

Summary: User comments about Ampere from July 2025...

16. YouTube Video -kHGAxeLkFE (YouTube)

URL: https://www.youtube.com/watch?v=-kHGAxeLkFE

Summary: User comments about River Mobility from July 2025...

17. YouTube Video Sm60KCaqn\_4 (YouTube)

URL: https://www.youtube.com/watch?v=Sm60KCaqn\_4

Summary: User comments about Ultraviolette from July 2025...

18. YouTube Video 1ylTfEfBYS4 (YouTube)

URL: https://www.youtube.com/watch?v=1ylTfEfBYS4

Summary: User comments about Revolt from July 2025...

19. YouTube Video KjmhIz3KVIQ (YouTube)

URL: https://www.youtube.com/watch?v=KjmhIz3KVIQ

Summary: User comments about BGauss from July 2025...