SolysAI Market Intelligence Report

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Query: Ather Energy sentiment analysis - show exact percentages and calculation method

# Executive Summary

Query Analysis: Ather Energy sentiment analysis - show exact percentages and calculation method  
Generated on: August 20, 2025  
  
Key Insights:  
• Here's a sentiment analysis of Ather Energy based on the provided data, with detailed calculations and source attribution:  
  
\*\*Executive Summary:\*\*  
  
Ather Energy's sentiment score from recent YouTube user feedback is moderately positive, with 30

# Detailed Analysis

Here's a sentiment analysis of Ather Energy based on the provided data, with detailed calculations and source attribution:  
  
\*\*Executive Summary:\*\*  
  
Ather Energy's sentiment score from recent YouTube user feedback is moderately positive, with 30.3% positive, 27.0% negative, and 42.7% neutral sentiment [1]. However, a significant portion of comments are neutral, indicating potential areas for improvement in brand engagement and customer experience [1].  
  
\*\*Detailed Analysis:\*\*  
  
\* \*\*Sentiment Distribution:\*\* Out of 4775 analyzed YouTube comments related to Ather Energy, 1447 were positive, 1290 were negative, and 2038 were neutral [1].  
\* \*\*Calculation Method:\*\*  
 \* Positive Sentiment Percentage: (Number of Positive Comments / Total Number of Comments) \* 100 = (1447 / 4775) \* 100 = 30.3%  
 \* Negative Sentiment Percentage: (Number of Negative Comments / Total Number of Comments) \* 100 = (1290 / 4775) \* 100 = 27.0%  
 \* Neutral Sentiment Percentage: (Number of Neutral Comments / Total Number of Comments) \* 100 = (2038 / 4775) \* 100 = 42.7%  
\* \*\*Key Sentiment Drivers:\*\*  
 \* \*Positive:\* Some users express satisfaction with Ather's durability, reliability, build quality, and features [1].  
 \* \*Negative:\* Concerns are raised regarding service quality, charger issues, battery performance, and the cost of the Pro Pack [1].  
 \* \*Neutral:\* Many comments consist of questions about features, comparisons with other brands, and general inquiries [1].  
\* \*\*Sarcasm Detection:\*\* 6 comments were identified as sarcastic, which can skew sentiment if not properly accounted for [1].  
\* \*\*Multilingual Comments:\*\* 4 comments were in languages other than English, requiring careful translation and sentiment analysis [1].  
\* \*\*Themes:\*\* Common themes include comparisons with Ola Electric, discussions about range and battery performance, and concerns about service costs [1].  
\* \*\*Web Search Insights:\*\* While web search results don't provide exact sentiment percentages for Ather Energy, they offer context on sentiment analysis methodologies used by firms like AlphaSense and Thematic [2][3][4][5]. These methodologies often involve calculating a normalized sentiment score based on positive and negative mentions within a document [2].  
  
\*\*Statistical Significance:\*\*  
  
\* The analysis is based on a large sample of 4775 comments, increasing the reliability of the sentiment percentages. However, these comments are from YouTube users only and may not be fully representative of the entire Indian EV customer base.  
  
\*\*Actionable Insights:\*\*  
  
1. Ather Energy should focus on improving customer service and addressing concerns about battery performance to reduce negative sentiment [1].  
2. Transparent pricing and clearer communication regarding the Pro Pack features and costs are needed to improve customer perception [1].  
3. Monitor social media and address negative feedback promptly to prevent further erosion of brand sentiment [1].  
  
\*\*References:\*\*  
  
[^1] YouTube Community Analysis - Ather Energy User Comments. Real customer feedback analysis from verified YouTube data.  
[^2] Sentiment Score: What It Is and How to Calculate It - AlphaSense. Methodology for calculating sentiment scores.  
[^3] Sentiment Score: How to Calculate, Benchmark & Use It - Thematic. Insights on sentiment scoring and benchmarking.  
[^4] A complete guide to Sentiment Analysis approaches with AI - Thematic. Sentiment Analysis approaches.  
[^5] More than a Feeling: Accuracy and Application of Sentiment Analysis - ScienceDirect. Pre-trained sentiment analysis model.  
[^6] Advanced Sentiment Analysis Techniques for Accuracy - MoldStud. Advanced Sentiment Analysis Techniques.

# Sources

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

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

Summary: Raw sentiment is the percent of the document that is positive minus the percent that is negative. From there, the model calculates a normalized sentiment score ......

2. Sentiment Score: How to Calculate, Benchmark & Use It - Thematic

URL: https://getthematic.com/insights/what-is-a-sentiment-score/

Summary: Missing: Ather Energy exact...

3. A complete guide to Sentiment Analysis approaches with AI - Thematic

URL: https://getthematic.com/sentiment-analysis

Summary: A score of 0 would indicate neutral sentiment. The score can also be expressed as a percentage, ranging from 0% as negative and 100% as positive. Disadvantages ......

4. More than a Feeling: Accuracy and Application of Sentiment Analysis

URL: https://www.sciencedirect.com/science/article/pii/S0167811622000477

Summary: We provide a pre-trained sentiment analysis model (called SiEBERT) with open-source scripts that can be applied as easily as an off-the-shelf lexicon....

5. Advanced Sentiment Analysis Techniques for Accuracy | MoldStud

URL: https://moldstud.com/articles/p-advanced-techniques-in-sentiment-analysis-for-achieving-accurate-results

Summary: Missing: Ather Energy exact percentages calculation...

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...