



MARKETING ANALYTICS

-Prahalad Gaddam

Objective

The objective of this analysis is to leverage social listening tools to gain insights into the digital chatter surrounding the brand RAPTEE, its competitors, and the broader electric motorcycle industry.

Specifically, the analysis aims to:

- Sentiment Analysis
- Reasons for Sentiments

By achieving these objectives, the analysis will provide actionable insights that can help in strategic decision-making, marketing, and brand management for Raptee.

Note:

There are limited brief insights generated using free social media management tools, you can acknowledge potential limitations of lacking real data/inaccurate results.

I've also drawn insights from hypothetical scenarios of enough sample data where you might find more accurate or real user engagement and created a sentiment analysis report using **Data Scraping & AI**.

(e.g., **articles, press releases, customer reviews, forums like reddit, Youtube Comments**, etc).

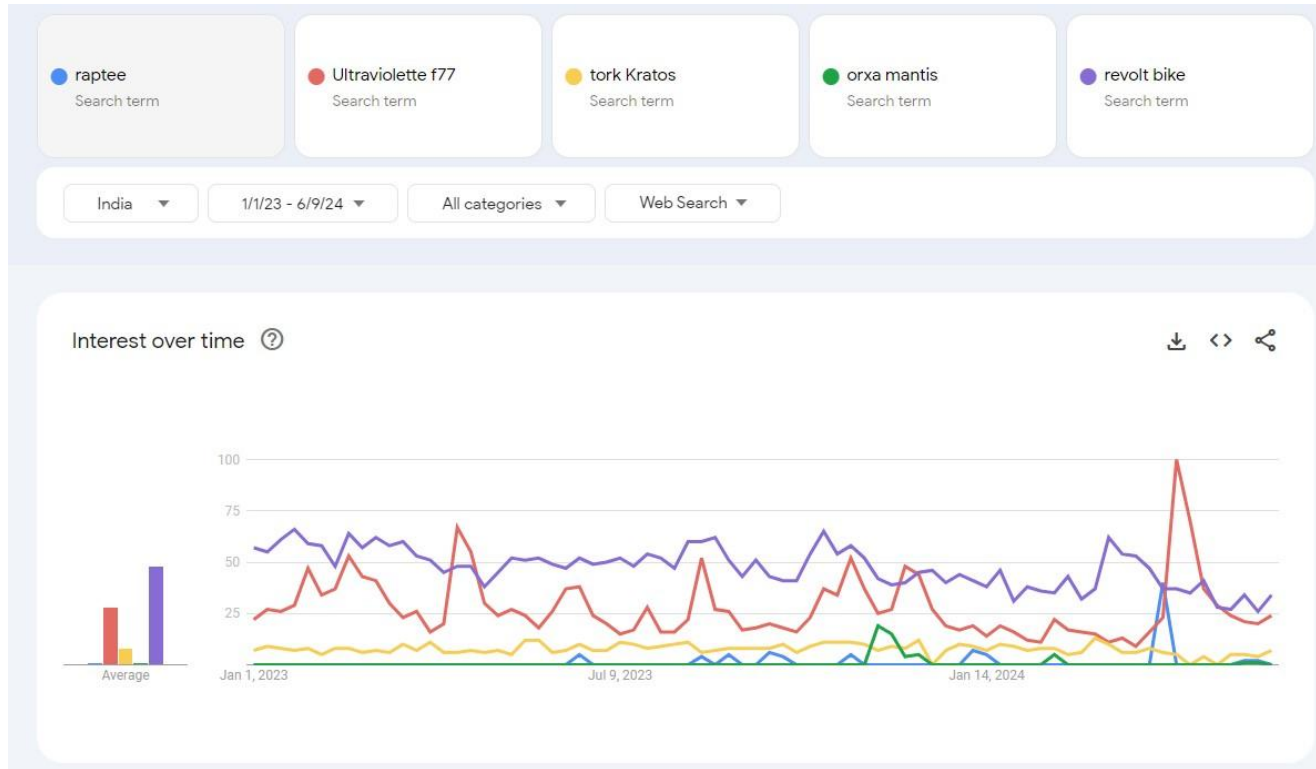
Sentiment Analysis

On the Brand - **RAPTEE**, RAPTEE.HV

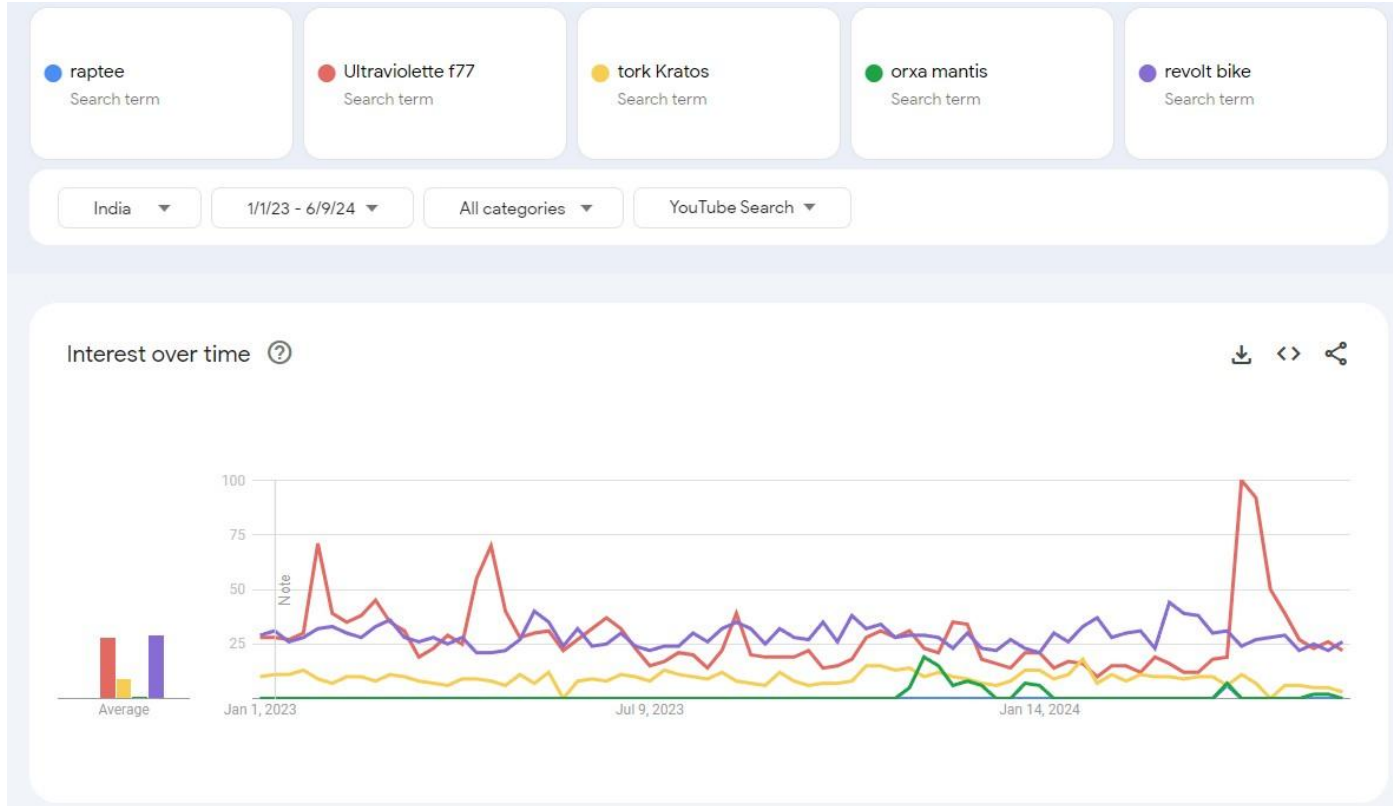
On Competition - **Ultraviolette f77**, tork Kratos, **revolt**, orxa mantis.

Competitor Analysis

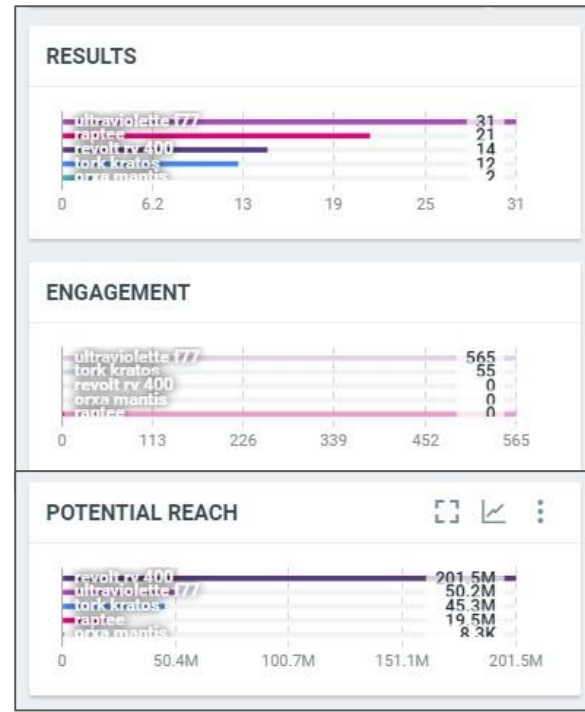
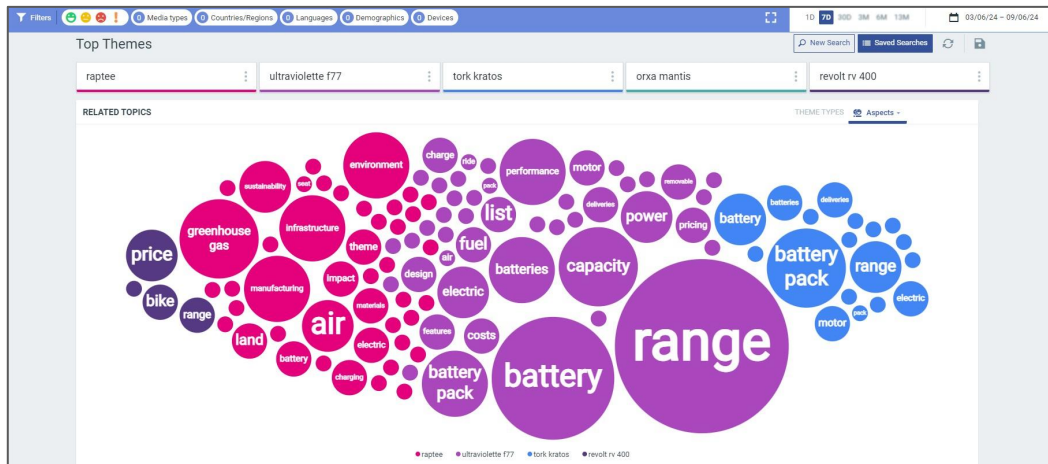
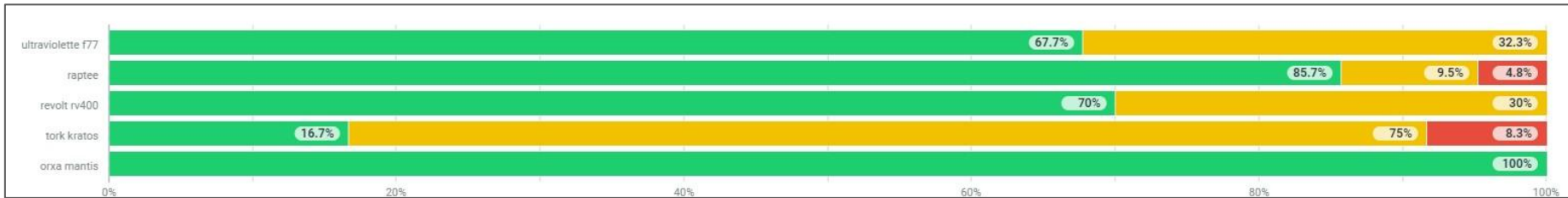
Trends: Web Search (Past 1 Year)



Trends: Youtube Search (Past 1 Year)



Competitor Analysis (Sentiment, Top Aspects, Key Metrics) Last 7 Days



Raptee

Sentiment Analysis

Sentiment Distribution:

- Positive: 21%
- Negative: 14%
- Neutral: 65%

Key Insights:

Positive:

- Promising Indian EV Startup
- Impressive specifications
- Appreciation for Design

Negative:

- Lack of affordability/value for money
- Real-world range/performance
- Design - low ground clearance

Neutral:

- Range/Charging Infrastructure
- Convenience of Charging

Recommendations: Leverage strengths and address customer concerns through key insights and increase overall online brand presence.

Source: [Bikedekho](#), [Reddit](#), [Youtube](#)

Ultraviolette f77

Sentiment Analysis

Sentiment Distribution:

- Positive: 76.5%
- Neutral: 14.5%
- Negative: 9%

Key Insights:

Positive:

- Performance
- Design and Aesthetics
- Value Proposition

Negative:

- Pricing Concerns
- Availability and Delays
- Practicality and Usability

Neutral:

- Mixed Performance Reviews

Recommendations: By addressing concerns about pricing, availability, and practicality, we can further enhance customer satisfaction and drive market success.

Revolt

Sentiment Analysis

Sentiment Distribution:

- Positive Reviews: 52%
- Neutral Reviews: 32%
- Negative Reviews: 16%

Key Insights:

Positive:

- Design and Appearance
- Performance and Power
- Comfort and Features

Negative:

- Service and Maintenance
- Battery and Charging
- Price

Neutral:

- Mixed Performance Reviews
- General Satisfaction

Recommendations: Addressing service availability and battery management will be crucial for improving customer satisfaction and reducing negative sentiments.

Summary

The sentiment analysis highlights a predominantly neutral stance from Reddit comments, indicating **practical concerns and observations**. However, YouTube comments reflect a mix of positive and negative sentiments, with users expressing optimism about Raptee Energy's potential while raising concerns about **affordability, performance, and design**.

To capitalize on positive sentiments and **address concerns effectively**, strategic actions such as highlighting value propositions, validating performance claims, addressing design criticisms, and improving price perception are recommended. By implementing these recommendations, Raptee Energy can enhance its competitiveness in the Indian EV market and foster greater customer satisfaction.

Additionally, increase overall online brand presence considering competitive analysis.