

ReduStress



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Link to the dashboard : https://lookerstudio.google.com/reporting/4d9fb468-0089-427d-b0df-2c721f2cceb1/page/p_j9rfft3bcd



Stress Level

Stress Level (0-8)

5.39

Number of people

374

age



Occupation

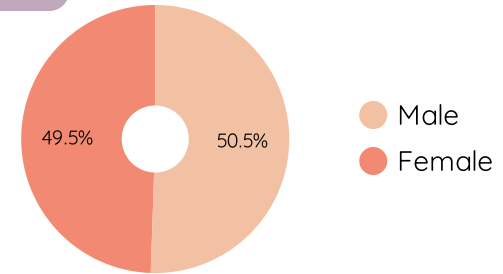
gender

🔍 Type to search

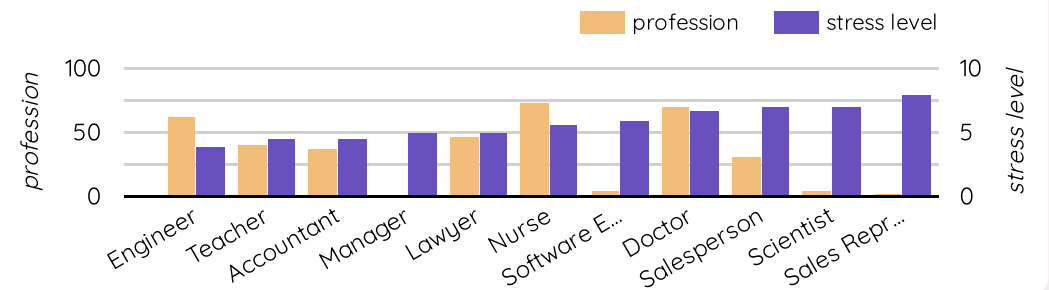
Male

Female

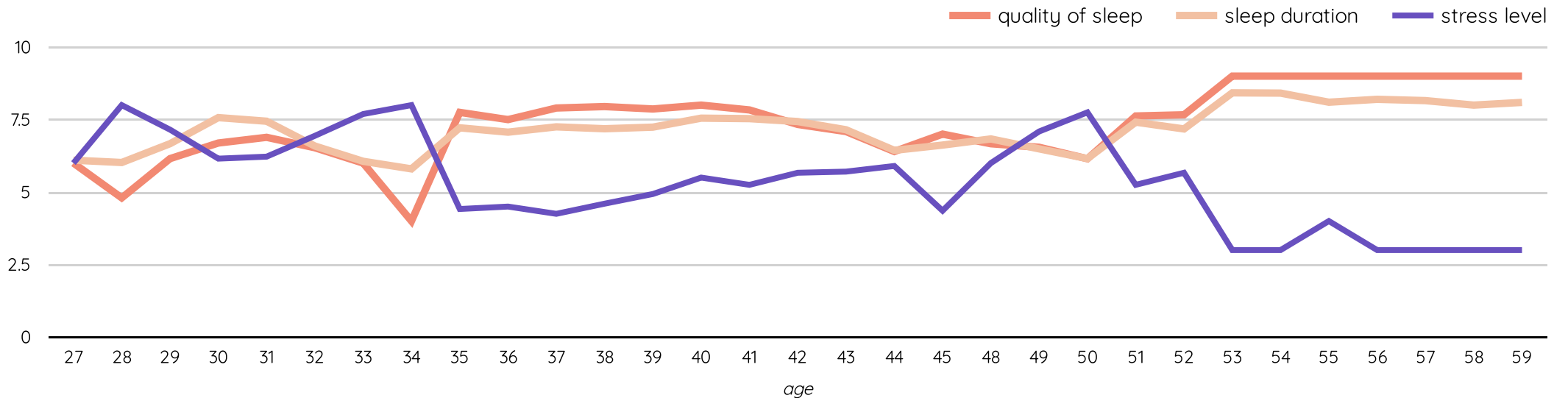
Gender distribution



Distribution of stress level by profession



Evolution of stress level, quality and sleep duration from 27 to 59 years old





Stress Level

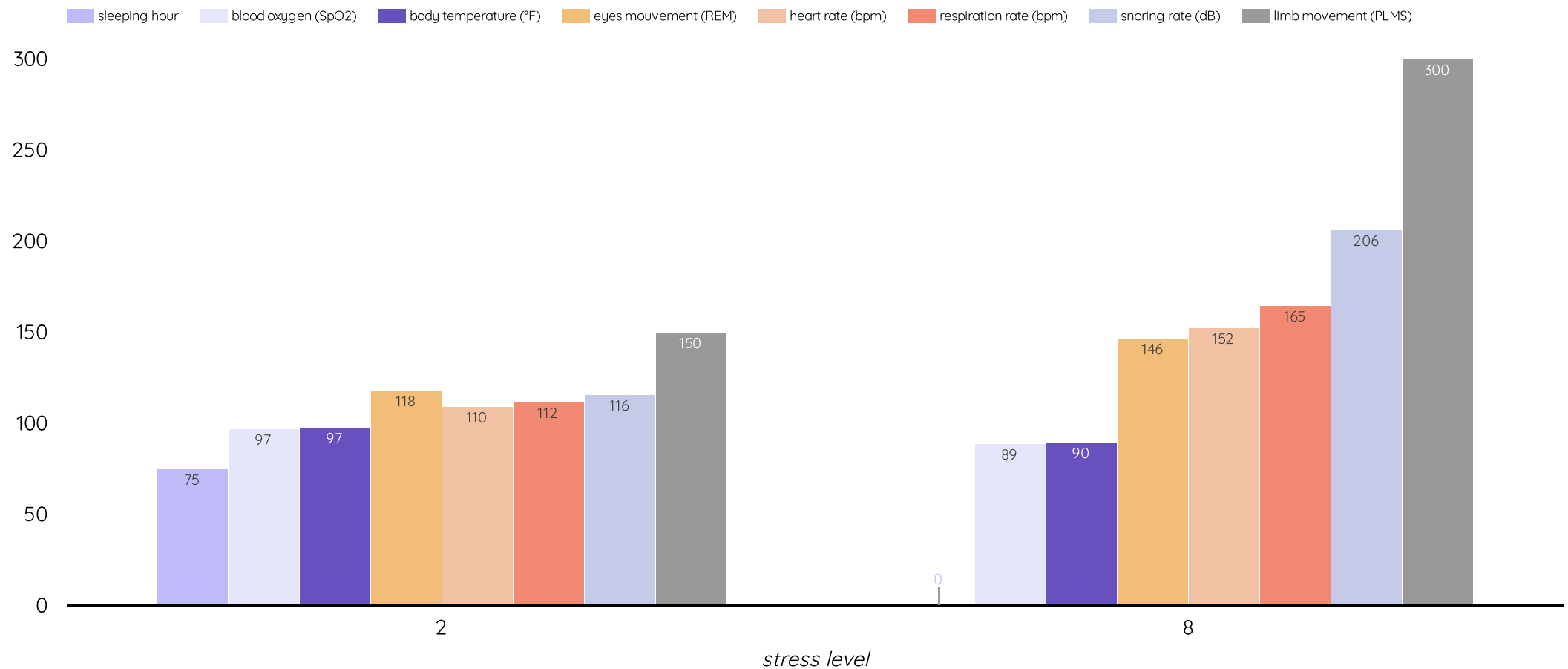
Correlation analysis

stress level



When all parameters are at 100 the stress level is at 0

Effects of sleep parameters on stress level





Mesure of stress

Parameters

snoring rate (DB) : 96
respiration rate (bpm) : 26
body temperature (°F) : 85
limb movement (PLMS) : 17
blood oxygen (SpO2) : 82
eyes mouvement (REM) : 100
sleeping hour : 5
heart rate (bpm) : 75



Hi ! My name is Tuka, I am 28 years old and I am a Data Analyst Teacher at Le Wagon !

Stress Level

4

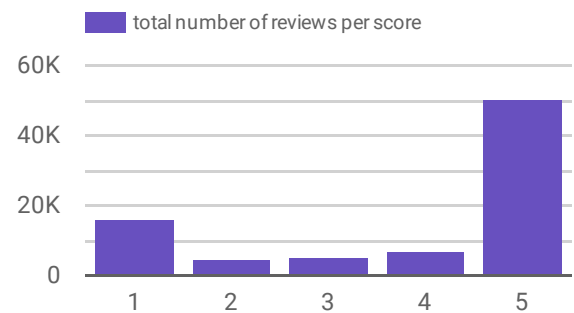


Business Plan Review Analysis

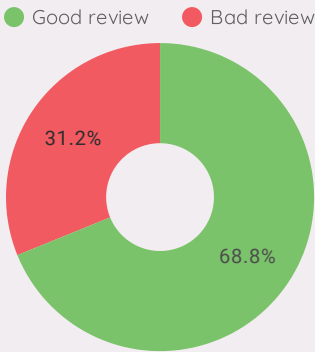
App Name ▾

Number of reviews
82,821

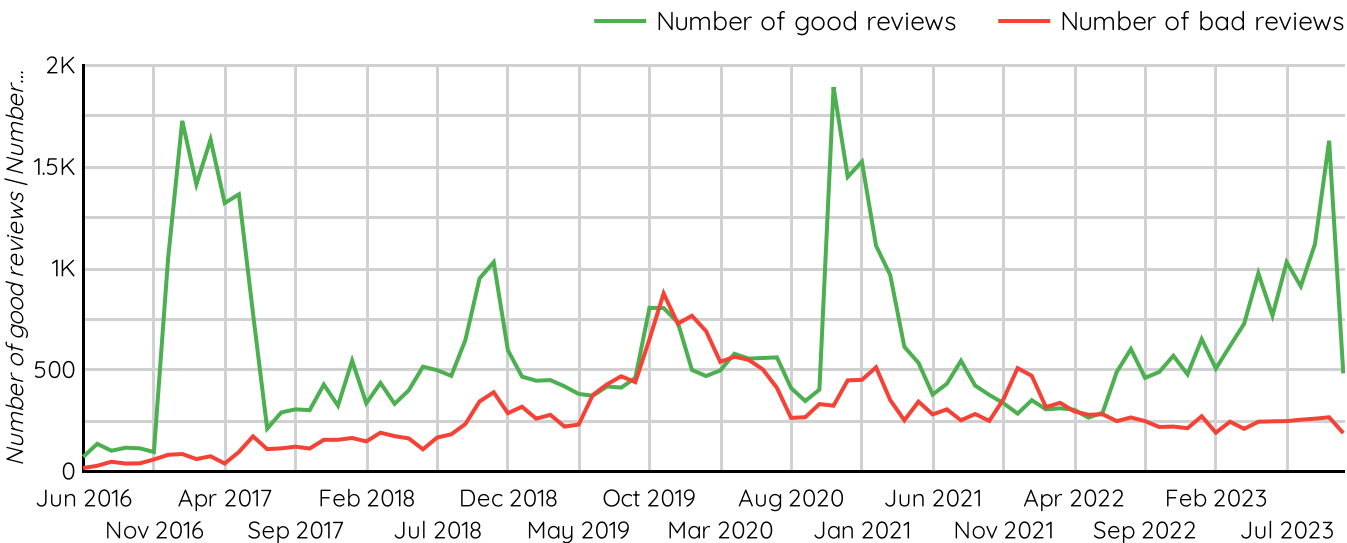
Score distribution



Review distribution



Review distribution by month



Most frequent words in high score reviews

Great-help
Track-sleep
Amazing-help
Highly-recommend
Love-love
Help-relax
Change-life
Definitely-recommend
Love-help
Help-calm
Help-anxiety
Help-sleep
Sleep-well
Good-sleep
Fall-asleep

Most frequent words in low score reviews

Free-version
Behind-paywall
Free-trial
Something-wrong
Cancel-subscription
Waste-time
Customer-service
Everything-lock
Nothing-free



Business Plan

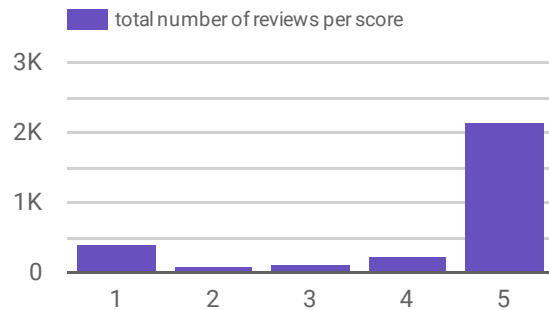
Review Analysis

App Name ▾

Number of reviews

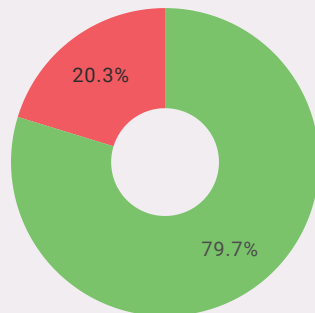
2,985

Score distribution

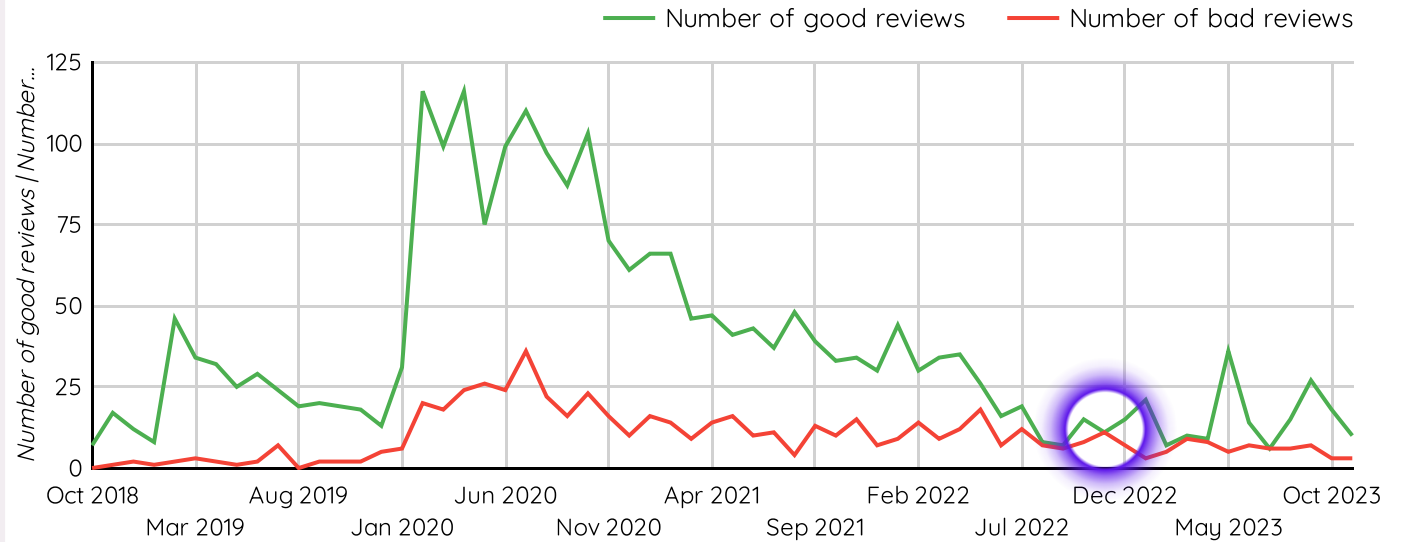


Review distribution

● Good review ● Bad review



Review distribution by month



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Business Plan

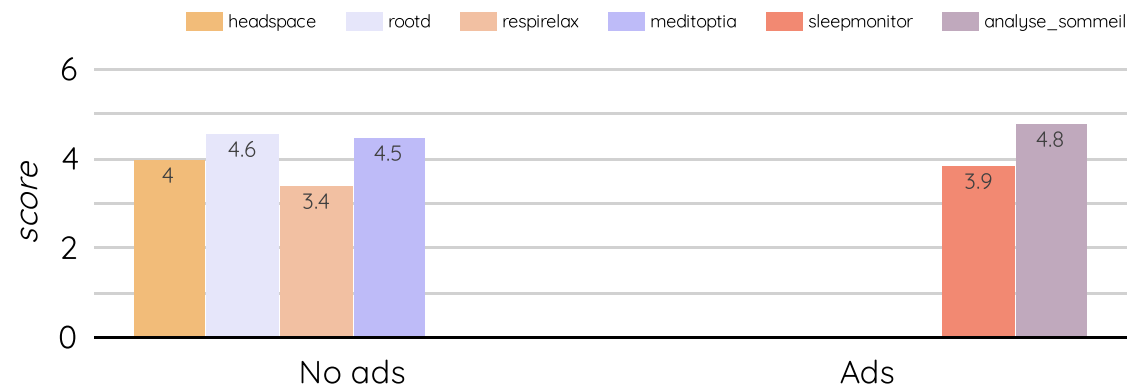
Price analysis

Competitors prices

app	monthly (€) ▾	yearly (€)	score/5
sleepmonitor	17.99	29.99	3.9
headspace	12.99	57.99	4.0
rootd	9.99	55.99	4.6
analyse_sommeil	5.49	-	4.8
meditoptia	4.16	49.99	4.5
respirelax	-	-	3.4

Free apps and the most expensive ones have the lower score

In app ads





Business Plan

Recommendations

Advised practices

- *Offer a free version, or free-trial.*
- *User friendly interface:*
 - *cancel-subscription button.*
 - *able to easily change plan.*
- *User-centric features:*
 - *personalisation.*
 - *Attention to reviews to help with in app improvements.*
- *Make a partnership with a company that makes connected devices to facilitate the sleep analysis*

Advised price

Standard version

- *Prediction of the stress level with two features: sleep hours and body temperature.*
- *Ads.*
- *Limited access to breathing, and meditation exercices.*
- *Sleeping sounds playlist.*
- *Limited access to documentation on stress relief.*

Free

Premium version

- *Accurate prediction of stress level with all the features.
(connected device needed)*
- *No ads.*
- *Full access to breathing and meditation courses and exercices.*
- *Sleeping sounds playlist.*
- *Full access to documentation on stress relief.*

6,49 €/month

Thank you

