

# A “Yogi’s” view of meditation and wellness apps

A brief analysis of the Headspace and Calm mobile apps, powered by Yogi

headspace

Calm

# Yogi analyzed mobile application reviews written about the Headspace app and Calm app.

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Yogi analyzed a total of 52,212 reviews

Google Play

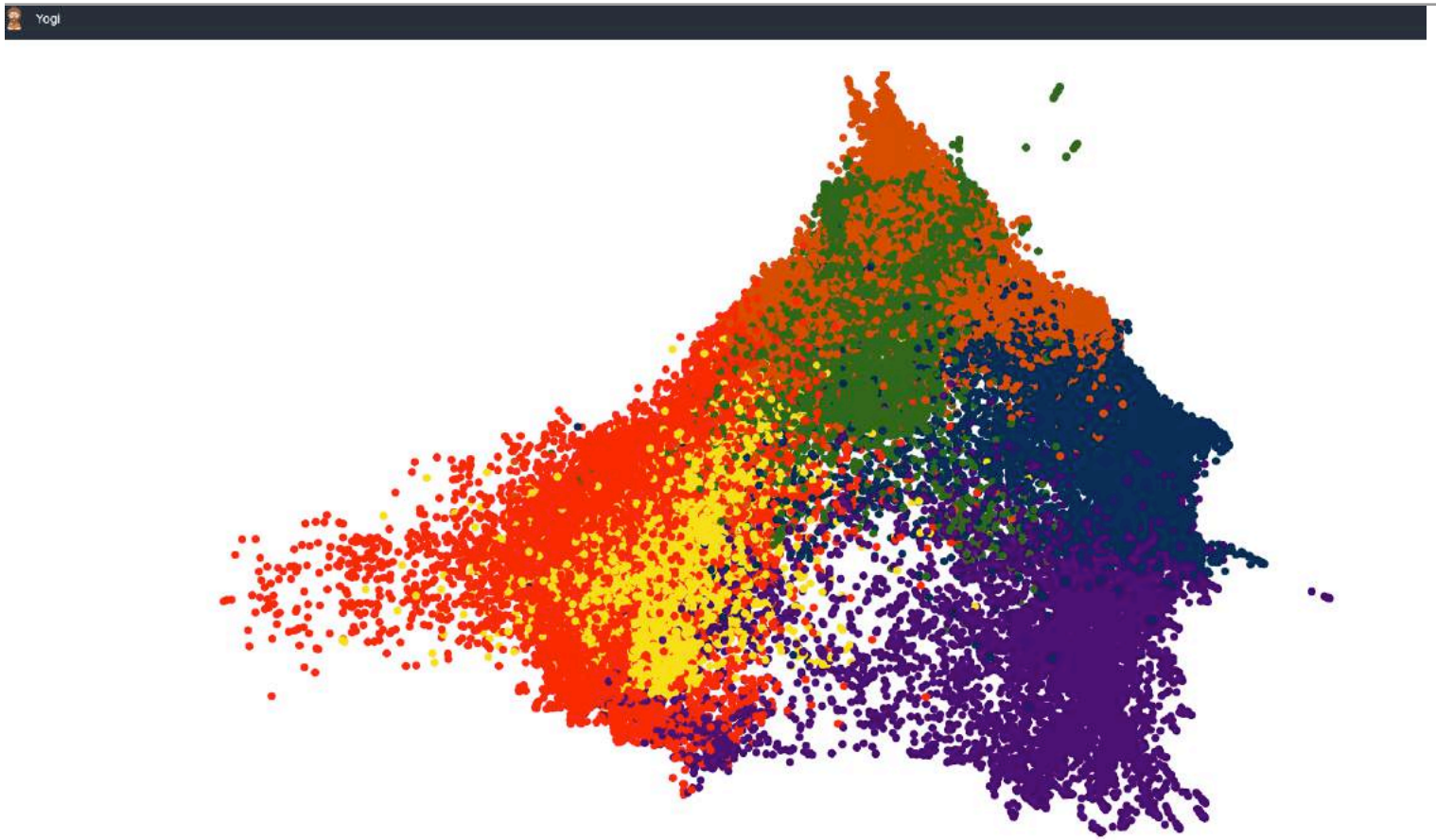
Reviews were sourced from Google Play Store

Dates range from July 2018 to June 2020

Yogi took a total of 38 minutes to pull, read and process all the data; that's more than 23 reviews per second

https://meetyogi.com/ Yogi

# Without any human intervention, Yogi's deep learning algorithms recognized 6 broad topics of conversation from 52k unique reviews




**Topic Titles Legend**

| | | | | | |
|---|---|---|---|---|---|
| Account Management: 12.7% | Finance/Price/Cost of app: 20.8% | Simple Feedback: **13.6%** | Good App/helpfulness: 19.8% | Meditation/mindfulness: **16.7%** | Sleep: **17.3%** |

## Navigating Yogi Network Diagrams

- Each node represents an individual review
- Each review is primarily identified as most relevant to one of **6 topics** of conversation represented by a **unique color**
- **Contextual similarity** between each review is also indicated by its **physical proximity** to other nodes
- Therefore, areas of overlapping colored nodes indicate a **thematic confluence** of player reviews
- **23%** were 1-star reviews, mostly related to **account management issues** and the **cost of app**

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# Diving deeper, we discover visible mini-clusters within the major 6 topics that lead to important findings




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## Diving deeper into specific clusters

- The **orange circle** represents a subgroup of reviews talking about the apps not helping as much with depression/anxiety, in some cases causing increased issues.
- The **blue circle** highlights a cluster of complaints about financial, costs, or pricing. A significant number of reviews (472) mention YouTube and how they can mimic the same experience using free videos.
- The **black circle** represents a group of feedback specifically talking about customer service issues and the lack of replies to customer queries.

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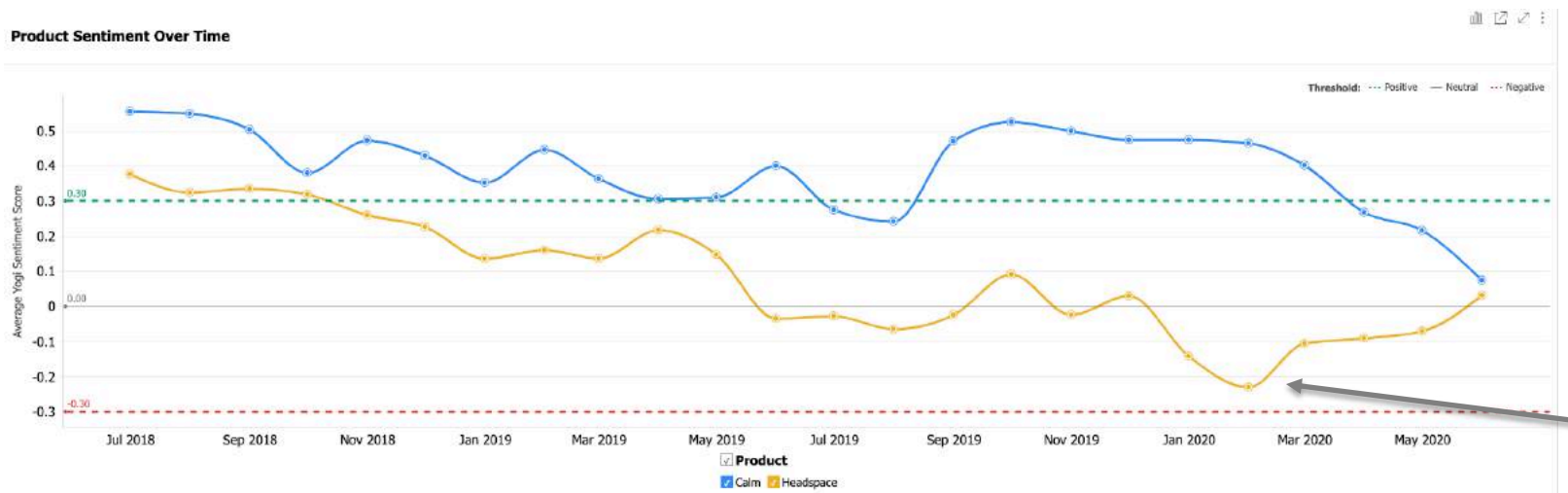
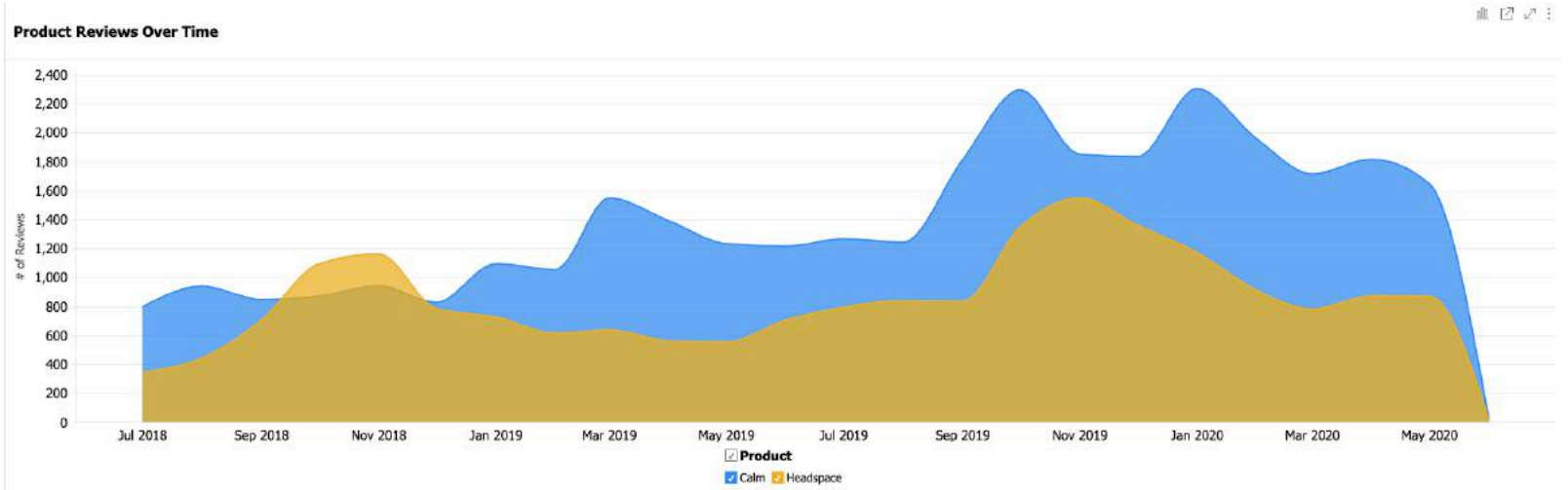
# Looking at sentiment* and product reviews we see Calm outperforming Headspace, though both show downward trends.




## Insights

- Looking at historical sentiment, Calm reviews are **consistently more positive** than Headspace, on average.
- At a macro-level, **both apps** show **decreasing average sentiment**.
- However, Headspace's declining review sentiment has **turned around since its low point in early 2020.** Yogi topic breakdown can be used to understand why this increase is happening.
- Aside from October 2018, Calm consistently gets **more reviews per month** than Headspace on the Google Play Store
- There also seems to be a **correlation between volume of reviews and shifts in sentiment**, as large jumps in review counts match with significant changes in average sentiment.

*Yogi's proprietary sentiment analysis algorithms scores overall tone of each data point from a range of -1.0 to 1.0.*

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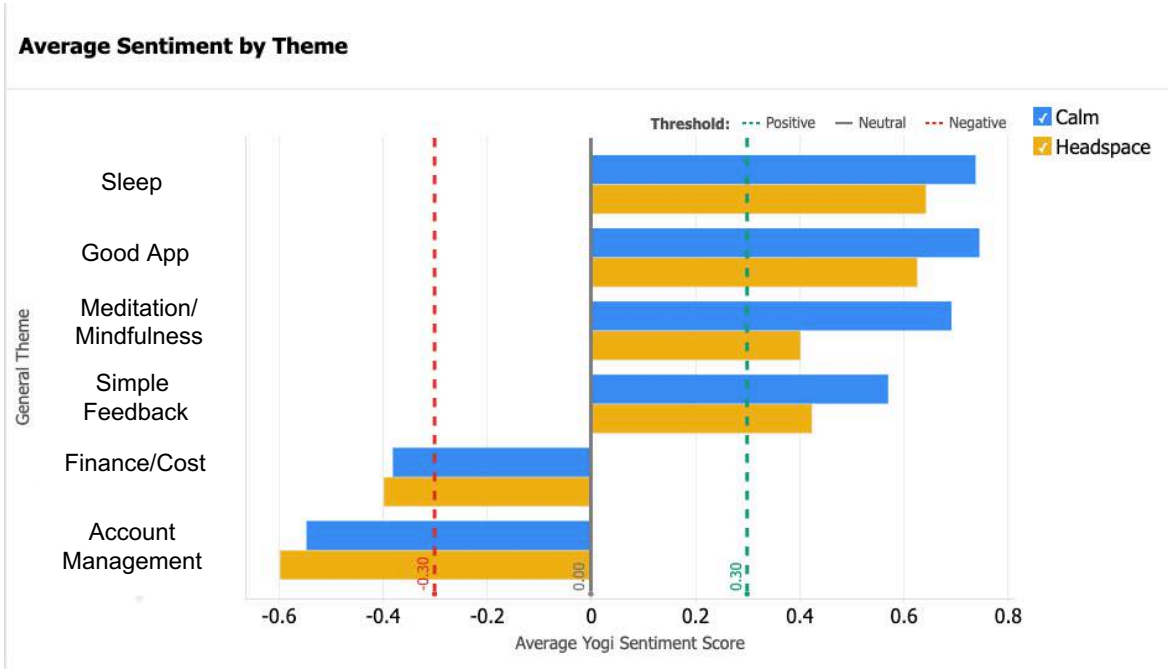
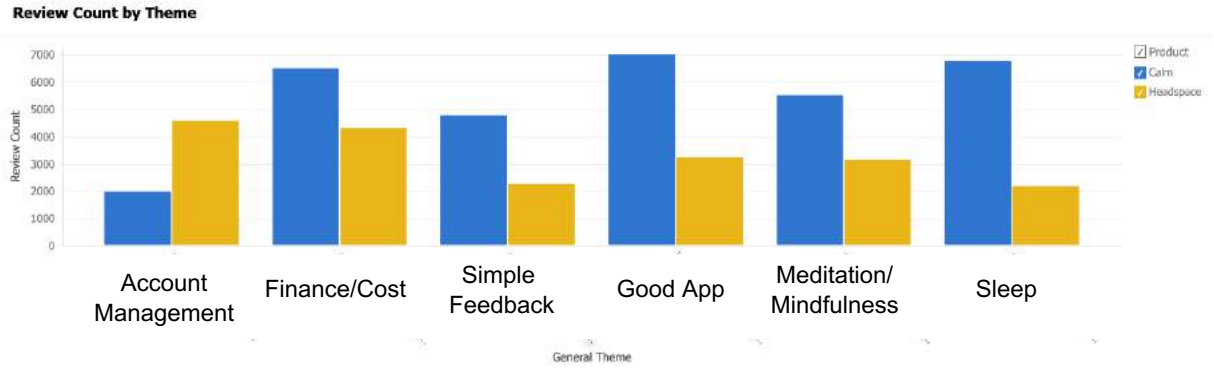
# Looking back at the topics of conversation, we see relative ubiquity across the two apps…




Calm has better sentiment* across all categories. However the two negative topics (**Finance/Cost** and **Account Management**) seem to plague both apps equally.




Looking at number of reviews, it seems that **Account Management issues** are disproportionally weighted towards Headspace. This could be related to some specific app update or backend programming issues.

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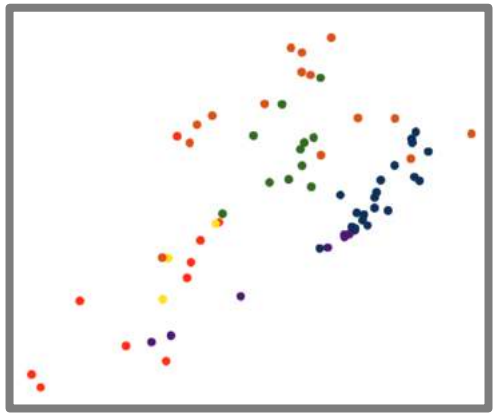
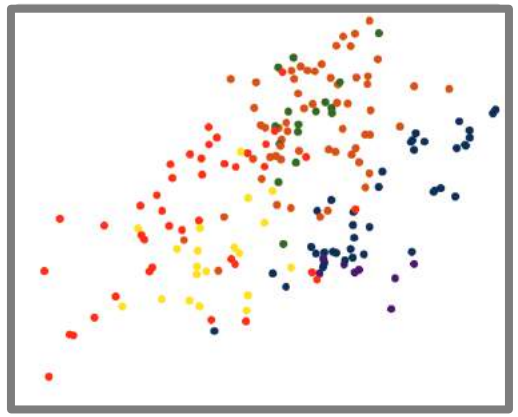
# However, diving deeper into subclusters of reviews, we see specific points of differentiation between the two meditation apps.

Calm

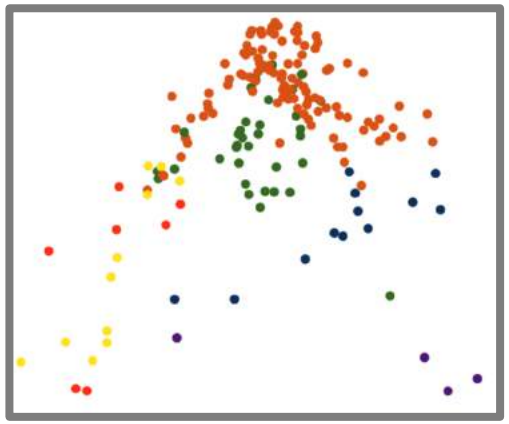


**Celebrity connections** seem to be a real **point of differentiation** for Calm, as more than 200 reviews made some mention to the app's celebrity connections (e.g. LeBron James, Stephen Fry, Matthew McConaughey)

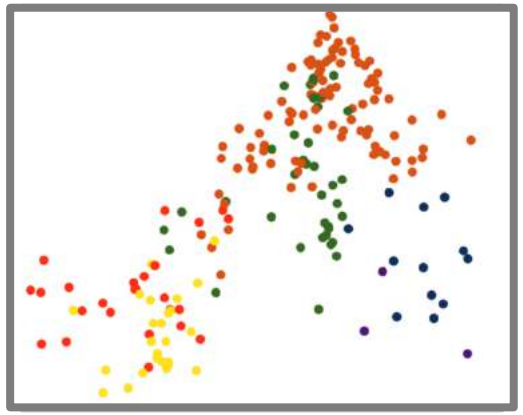


When it comes to voices used for the meditation sessions, not all is positive with Calm. Out the **931** mentions of voice in Calm reviews, **192 are negative**. Out of those, a vast majority talk specifically about the female voice.

headspace



Mentions about Andy Puddicombe are significant within Headspace's reviews. However **out of 180** mentions, **40 are negative or neutral** implying that not everyone is a fan of his voice.



The **animations** in Headspace are mentioned more than **300** times in reviews, with more than **90% being positive**.

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# Want to see the full analysis?

Reach out for a demo today.



# Yogi

## Understand your customers, **like never before**

Yogi is a cloud-based software company headquartered in New York. It provides feedback analytics solutions and business intelligence dashboards to customer-focused businesses.

## Our Mission

Yogi aims to usher in a new age of excellent customer experience by better integrating the downstream stakeholders of products to the upstream developers, marketers and executives through AI-assisted data-driven decision making.