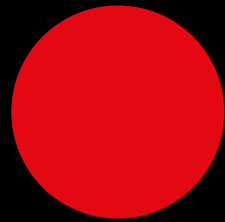# NETFLIX KPIS

By Ananth D

About Netflix

Netflix is a company that provides asynchronous videos in the form of videos, movies, TV shows and interactive shows as well. In terms of the breadth of its services, they offer streaming options on TVs, Web application and mobile devices as well. They go by the tagline "See what's next".

The pricing plans of Netflix are really attractive and competitive to other platforms as well. When we look at the plans, some plans are inexpensive yet, they limit streaming to one device, while other plans are present which provide multiple streaming devices with multiple profiles for the same account.

Competitors

prime video   hulu   HBO GO

Disney+   ▶ YouTube

PRICING PLANS

2

3

	Mobile	Basic	Standard	Premium
Monthly price	₹199	₹499	₹649	₹799
Video quality	Good	Good	Better	Best
Resolution	480p	480p	1080p	4K+HDR
Devices you can use to watch	Phone Tablet	Phone Tablet Computer TV	Phone Tablet Computer TV	Phone Tablet Computer TV

Key Takeaways

1 Watch all you want. Ad-free.

2 Recommendations just for you.

3 Change or cancel your plan anytime.
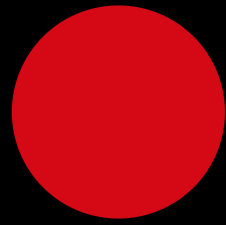
Netflix Subscriber Growth
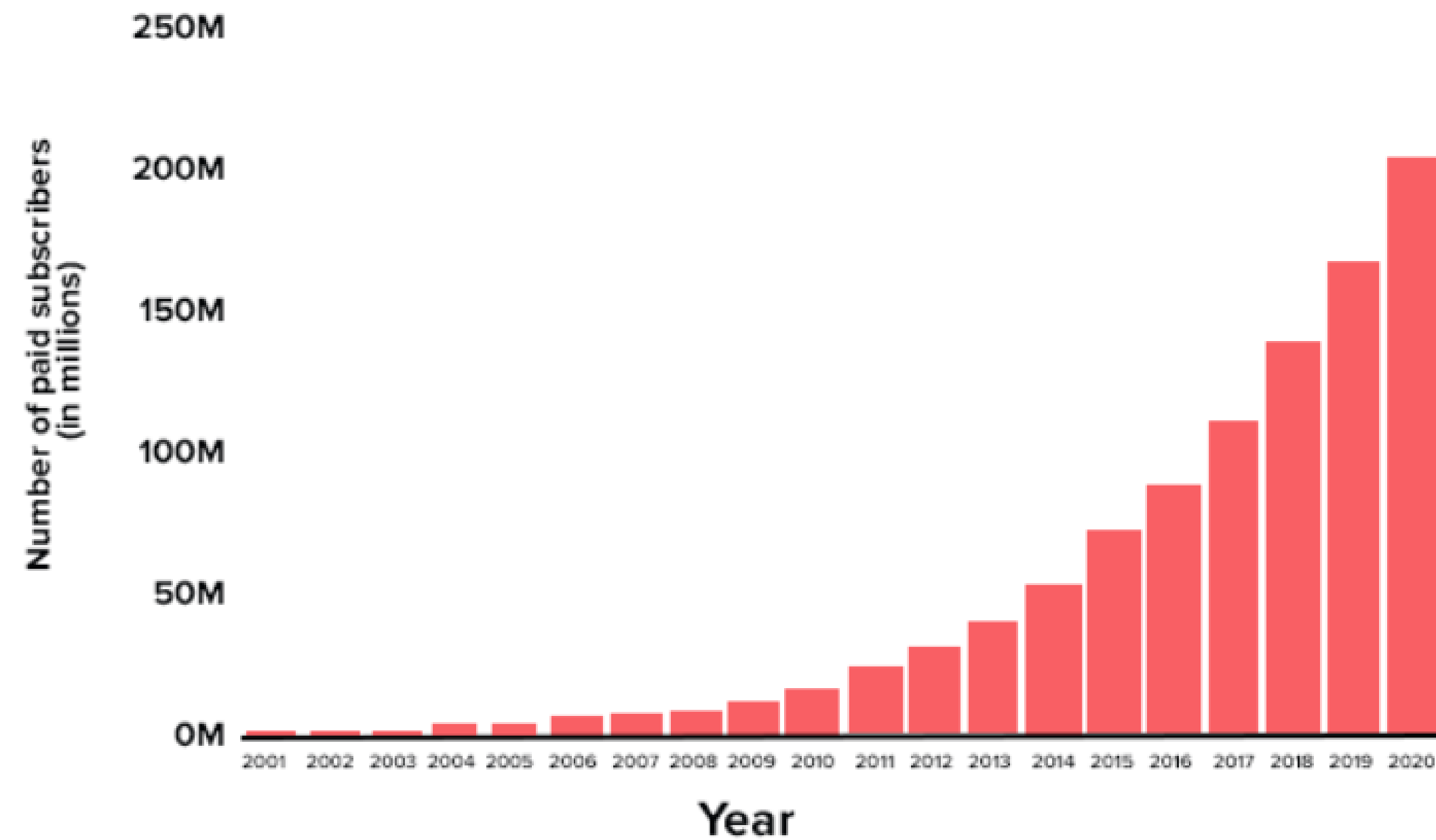
Number of paid subscribers (in millions)

250M
200M
150M
100M
50M
0M

2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

Year

METRICS TO TRACK

Leads to

1 No. of users who purchase the subscription plans/month ➡ **Avg. Revenue per user**

2 No. of users who return to use the app/month ➡ **Retention Rate**

3 Hours spent by users on the app/week ➡ **Engagement Rate**

1

No. of users who purchase the subscription plans/month

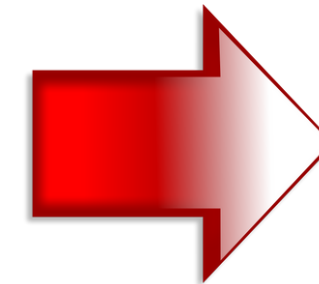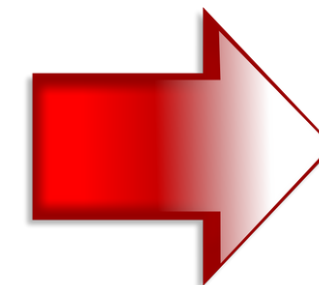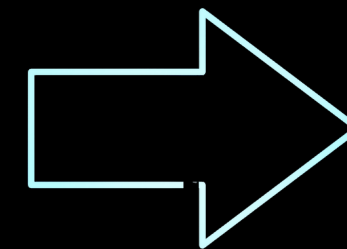Helps us as a company keep a track of the revenue generated per month per user.
This would also give us insights into the subscription plans the users are most attracted by.

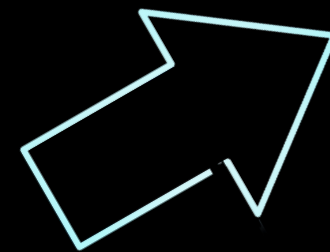This insight can help us promote the subscription plan bought by most users.

Helps us identify the subscription plan bought the least and we can target users by providing more benefits
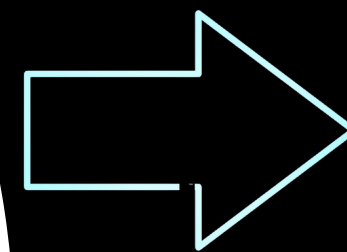
2

No. of users who return to use the app/month

Helps identify user segments who dropped their usage times of the product and can be targeted with ads to attract them.

Retention rate is important for us as a company to track. Apart from the revenue point of view, it is important to help provide personalized recommendations
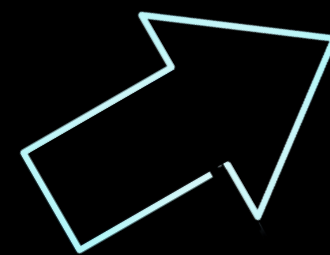
For those user segments where there is a drop in the usage time, we can roll out surveys to understand reasons why they stopped using/reduced the usage and compliment them with a small incentive.
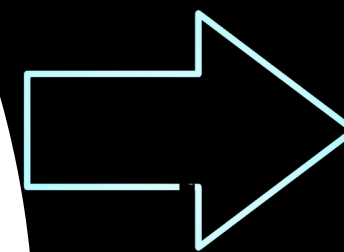
3

Hours spent by users on the app/week

This insight helps us to identify those segments of users watching a particular genre and accordingly provide similar recommendations

Engagement rate is considered a very important factor to consider. This can help us provide the right recommendations, and also helps ensure users are never bored on the platform

Loyal users can be provided with special offers to continue their usage of the product. This can be used as a marketing stint to attract more users and help retain more users as well.

Thank you!