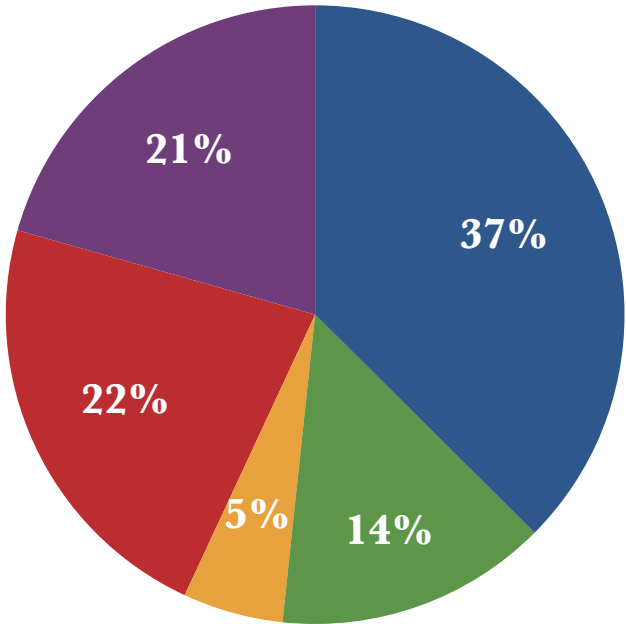


Research Process

- 1 Project Goal
- 2 Methodology
- 3 Analysis
- 4 Insights

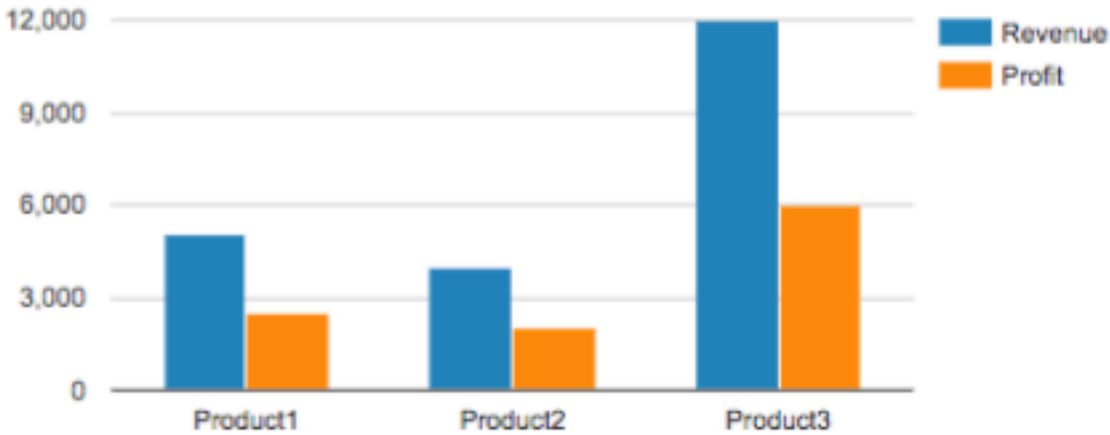
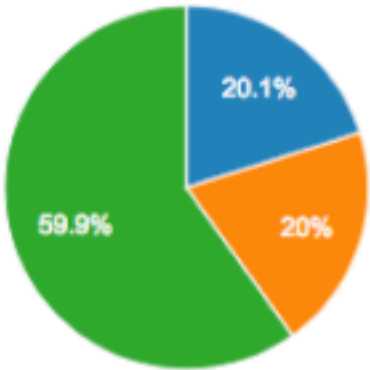
● Ads-free ● VIP-only vedios ● VIP marker
● Price ● Video definition



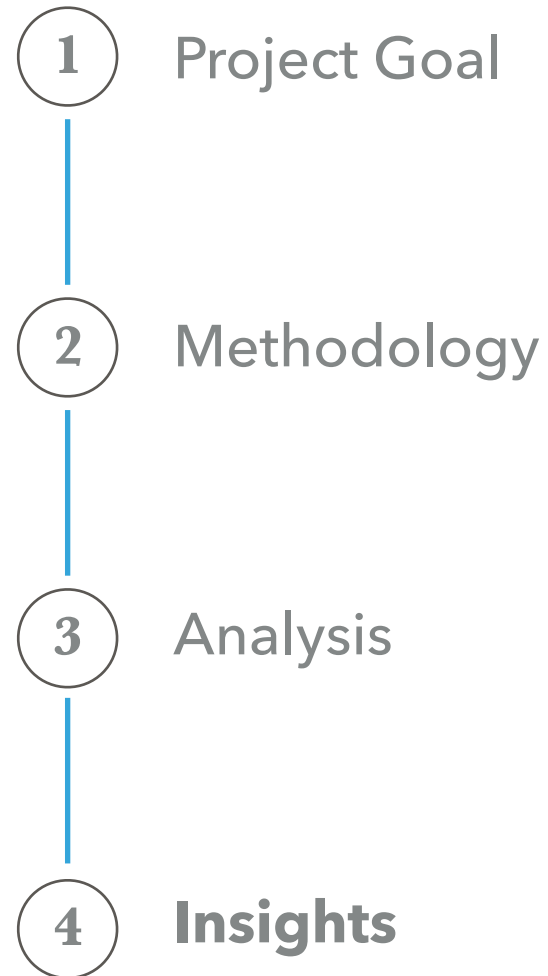
Attribute Importance

Conjoint Market Simulator
Market share

Revenue and profit



Research Process



- ▶ Ads-free, access to high definition video are the most highly valued features
- ▶ Come up with the VIP package that has the highest possible market share