# **IIIDS Workshop**

* Content based - Kaafir

1. How many users watched kaafir? (5 points)
2. Those who have watched Kaafir, what’s per viewer average time spent on it? (10 points)
3. How many users spent more than 2 Hrs watching kaafir on any day? (10 points)
4. How many of users watched kaafir more than 50% of the duration? (15 points)
5. How many watched All episodes of Kaafir (irrespective of how much)? (15 points)
6. How many watched All episodes of Kaafir (irrespective of how much) within 24 hours from when they started? (30 points)
7. How many watched All Episodes of Kaafir and at least 5 minutes of each episodes? (30 points)
8. Those who have watched more than 50% duration of the kaafir, what else they have watched? (Mention Top 10 in order – top most being the most watched) (20 points)
9. How many users watched kaafir trailer and then went to watch kaafir show? (30 points)
10. What % of the Kaafir viewers churned in next month? (5 points)

* Churn based

1. What % of the subscriber base churned in next month? (10 points)
2. What’s the average frequency (unique days) of platform visit for churners vs Non-churners? (20 points)
3. Top 10 shows watched by churners & non churners? (20 points)
4. What is the average engagement (watch time) of churn and non-churn users on weekdays and weekends? (20 points)
5. Does Video Start time impact churn? (30 points)
6. Does Rebuffering time impact churn? (30 points)