Capstone

Project: Netflix - OTT Streaming Platform

Submitted By:

Heena Sabarwal

heena.sabarwal@gmail.com

Bandwidth issues

Poor Recommendations

Non-ease in content navigation

Not Aware when new show or season got released

No time to watch or longer shows

Non-flexible payment options

No reminder of subscription getting over

Lack of regional based content

Confused with lot of content

Why am I not watching Netflix shows even when I have paid for it?

Netflix with ads

Creative ways to notify users on release of any new content or recommendations from friends

Age group based recommendations

Points systems for each viewed show

More shorter videos or movies

Netflix Lite app version for less bandwidth regions

More recommendations of regional based content

Per show/day/week based payment options

Google search integration for recommendations

Create or share your own watchlist

Friends recommendations

Recommendations based upon users ratings and comments

Better recommendations of shows

Music app integration for recommendations

May be if these solutions can be implemented, I can think of watching more shows on Netflix...

Click on each to view feature prototype

A Web Page

https://

My Profile

Children

Search
Home
New & Popular
Shows
Movies
Categories
My List
Recommendations*
Payment Plans*

Get Help
Exit Netflix

Movies Recently Watched

Continue Watching

A Web Page

https://

My Profile

Children

Search
Home
New & Popular
Shows
Movies
Categories
My List
Recommendations*
Earn Points*

Get Help
Exit Netflix

Earn points while streaming

* Earn 10pts per movie and 25 points per series.

* Points will be added to your Netflix wallet and can be redeemed in your next renewal of subscription

* 3 point is equals to 1 INR

* Only applicable for users who are atleast monthly subscribed

* By default, get 30 pts on enrolling

Enroll Now

Not a monthly user, switch now!

A Web Page

https://

My Profile

Children

Search
Home
New & Popular
Shows
Movies
Categories
My List
Recommendations*
Earn Points*

Get Help
Exit Netflix

You are now enrolled ✔

Value:
30 Points

Watch now and earn more

Now while payments, user can redeem points

Redeem

Netflix

https://netflix.com/signup

NETFLIX

STEP 1 OF 3

Email xyz@gmail.com

Password *******

Signup

Netflix

https://netflix.com/signup

NETFLIX

STEP 2 OF 3
Choose your plan

- ○ Premium ₹649
- ○ Monthly(standard) ₹449
- ○ Per Show ₹75
- ◉ Per Day ₹99
- ○ Per Week ₹199

Next

Netflix

https://netflix.com/signup

NETFLIX

STEP 2 OF 3
Choose your plan

- ○ Premium ₹649
- ○ Monthly(standard) ₹449
- ◉ Netflix with Ads ₹59
- ○ Per Show ₹75
- ○ Per Day ₹99
- ○ Per Week ₹199

Next

Netflix

https://netflix.com/signup

NETFLIX

STEP 2 OF 3
Choose your plan

- ○ Premium ₹649
- ◉ Monthly(standard) ₹449
- ○ Per Show ₹75
- ○ Per Day ₹99
- ○ Per Week ₹199

Next

Netflix

https://netflix.com/signup

NETFLIX

STEP 3 OF 3
Amount to be paid: ₹449

Payment gateway

End-to-end encrypted

Credit or Debit Card VISA

UPI AutoPay Paytm G Pay

Pay

Success Metrics

Netflix

https://netflix.com/signup

NETFLIX

STEP 3 OF 3
Amount to be paid: ₹59

Payment gateway

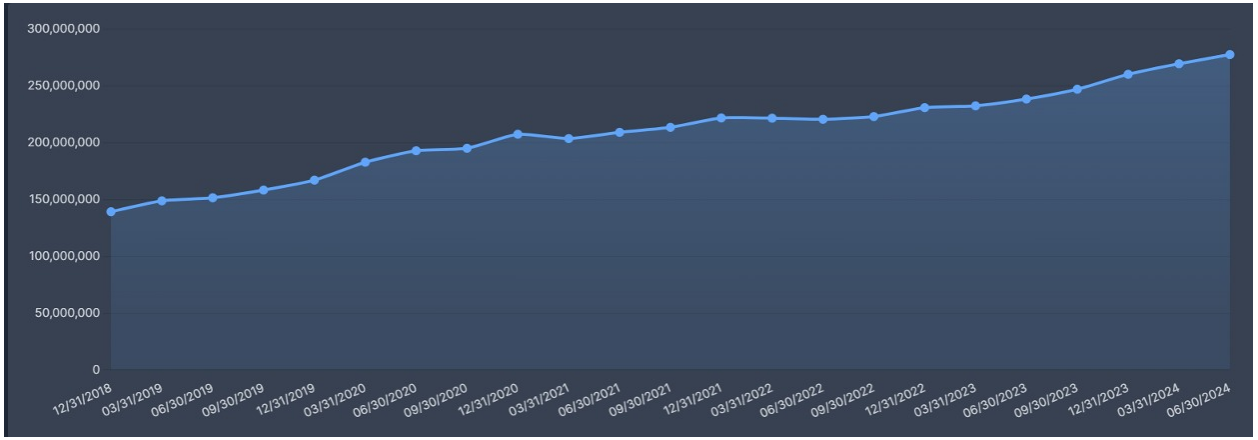
End-to-end encrypted

Credit or Debit Card VISA

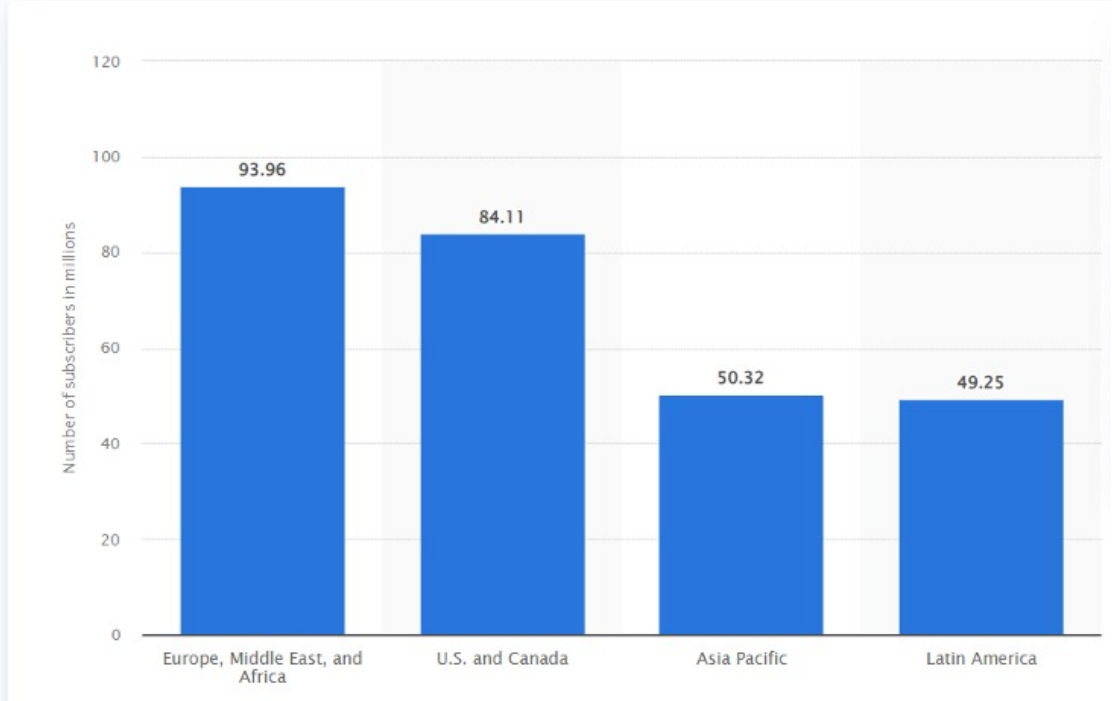
UPI AutoPay BHIM paytm G Pay

Pay

Success Metrics



Netflix Subscribers Worldwide
https://flixpatrol.com/streaming-service/netflix/



Number of Netflix paying streaming subscribers worldwide as of 2nd quarter 2024, by region

https://www.statista.com/statistics/483112/netflix-subscribers/

LATAM showed a smaller growth percentage of around 4.5%. The larger subscriber countries in EMEA and APAC are prime for the ad-supported tier. LATAM may not provide as much return comparatively,

but it is still trending with the rest of the world, and has shown already that growth is likely if you bring ad-based subscriptions to more people in the region.

With the increasing prevalence of FAST (free ad-supported streaming television) in the world, Netflix should continue pushing its ad-supported tier in order to stay competitive and not lose too many subscribers due to pricing sensitivity.

Go Back to features

Netflix

https://netflix.com/signup

NETFLIX

STEP 3 OF 3
Amount to be paid: ₹99

Payment gateway

End-to-end encrypted

Credit or Debit Card VISA

UPI AutoPay BHIM paytm G Pay

Pay

Netflix

https://netflix.com/signup

NETFLIX

240 Points

STEP 3 OF 3
Amount to be paid: ₹299

Payment gateway

End-to-end encrypted

Credit or Debit Card VISA

UPI AutoPay Paytm G Pay

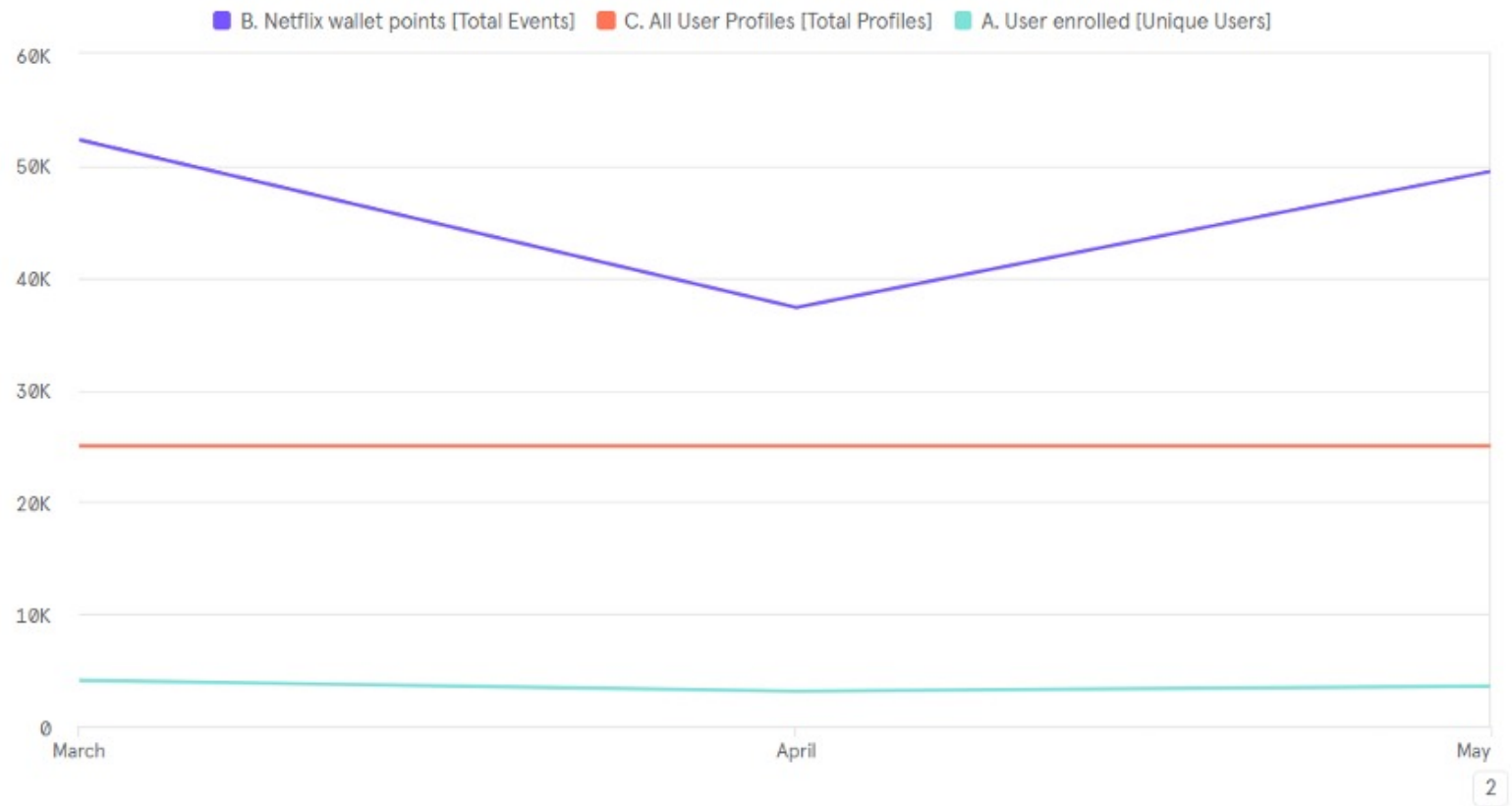
Wallets 240

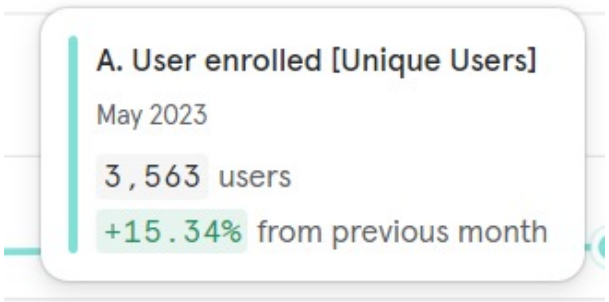
Apply Points
-30
Total : 269

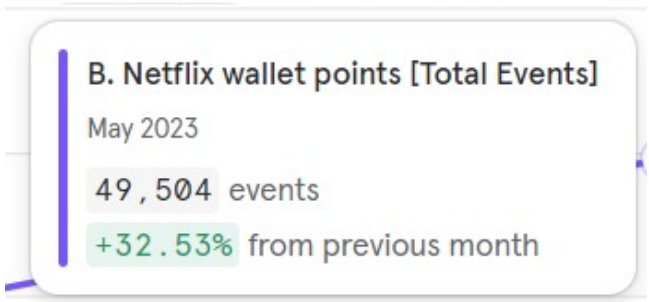
Pay

Success Metrics

Success metrics:







15% increase in the enrolled users resulted in 6% of overall active users from March to May

Go Back to features

A Web Page

https://

My Profile

Liked it! Switch to Monthly User

- Search
- Home
- New & Popular
- Shows
- Movies
- Categories
- My List
- Recommendations*
- Payment Plans*

Movies

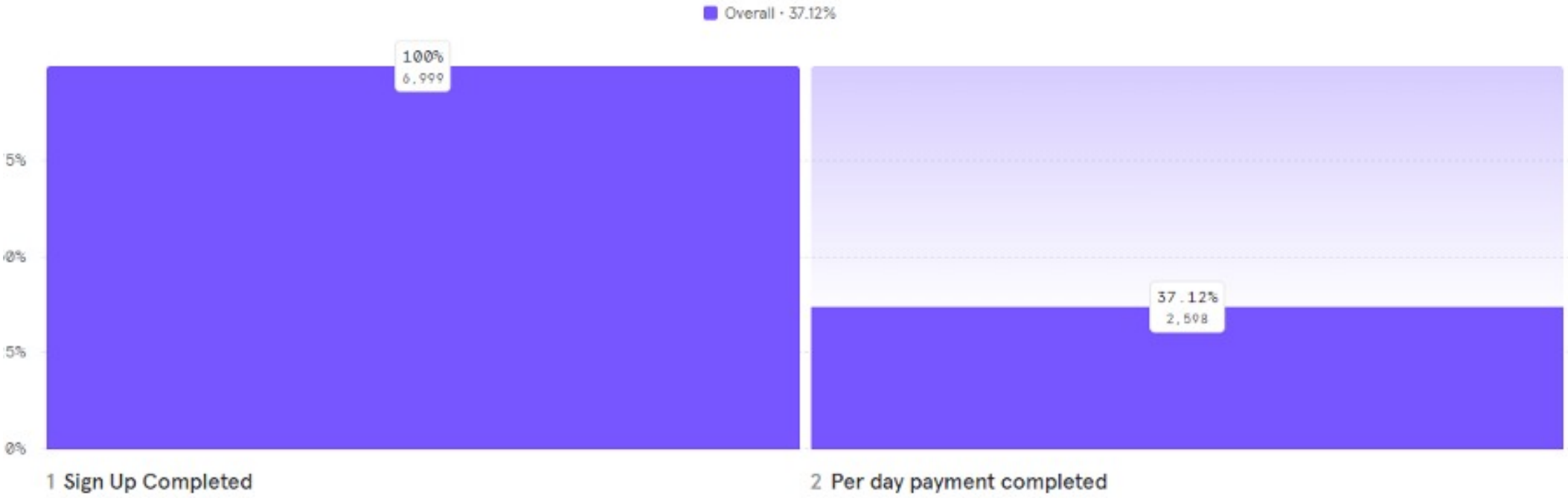
Top 10

Get Help

Exit Netflix

Funnel based analysis for Success metrics

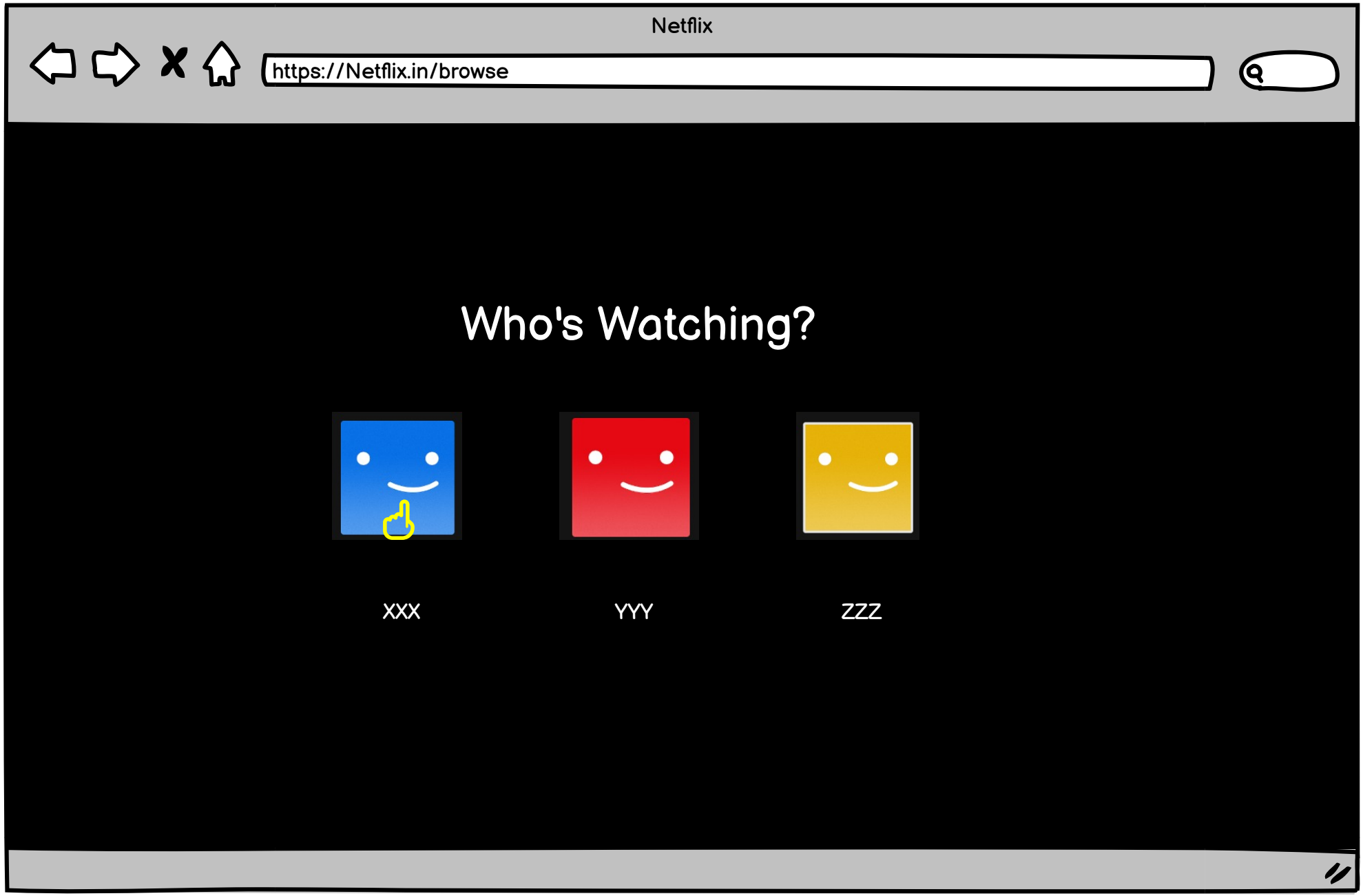
Users adopting Per day payment - Value moment



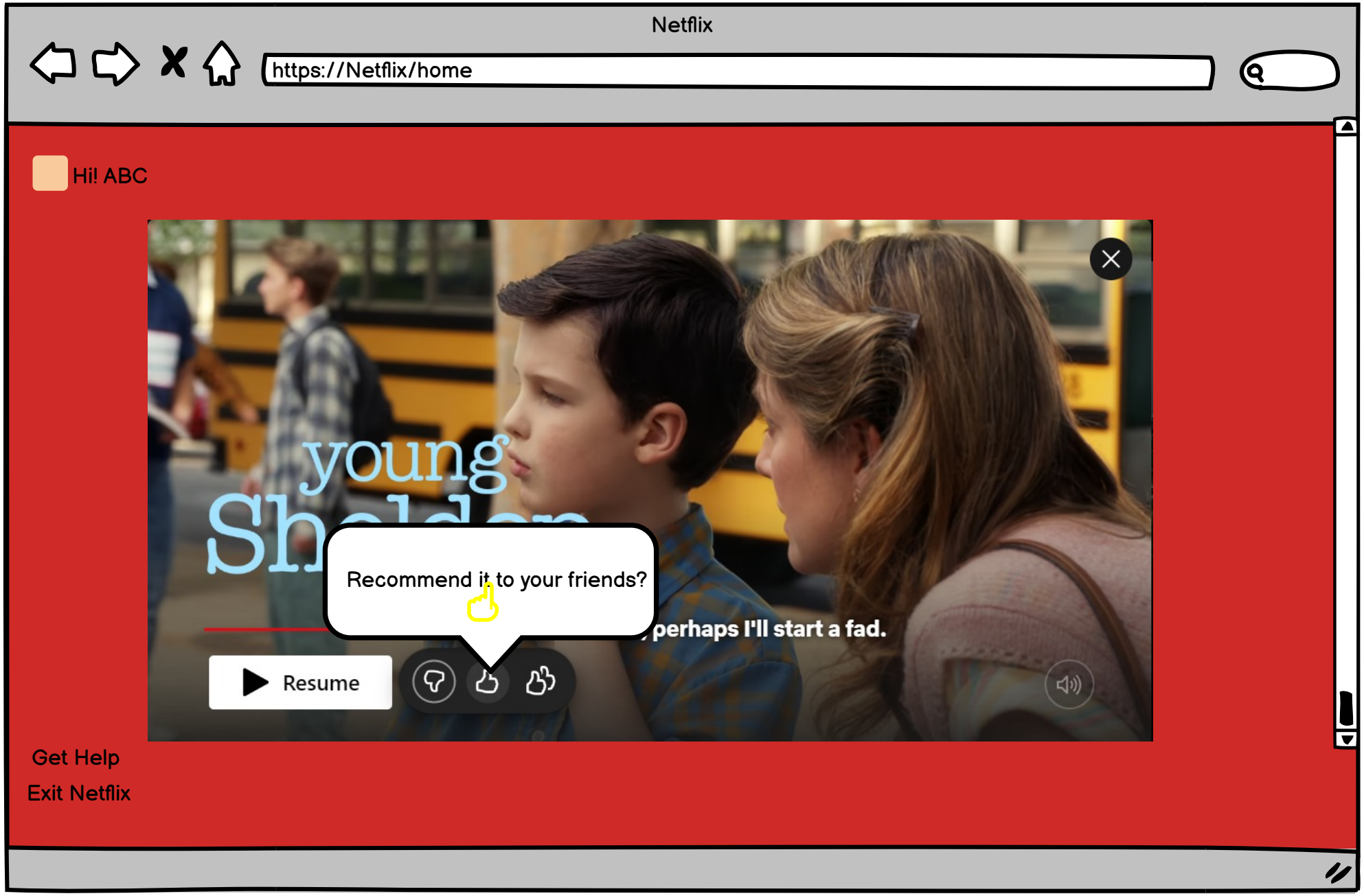
		1 Sign Up Completed	2 Per day payment completed		
Property 1	Total Conv.	#			#
Overall	37.12%	6,999	11.9d	37.12%	2,598

37.12% users completeing per day basis payments increased active users by 5% for a month

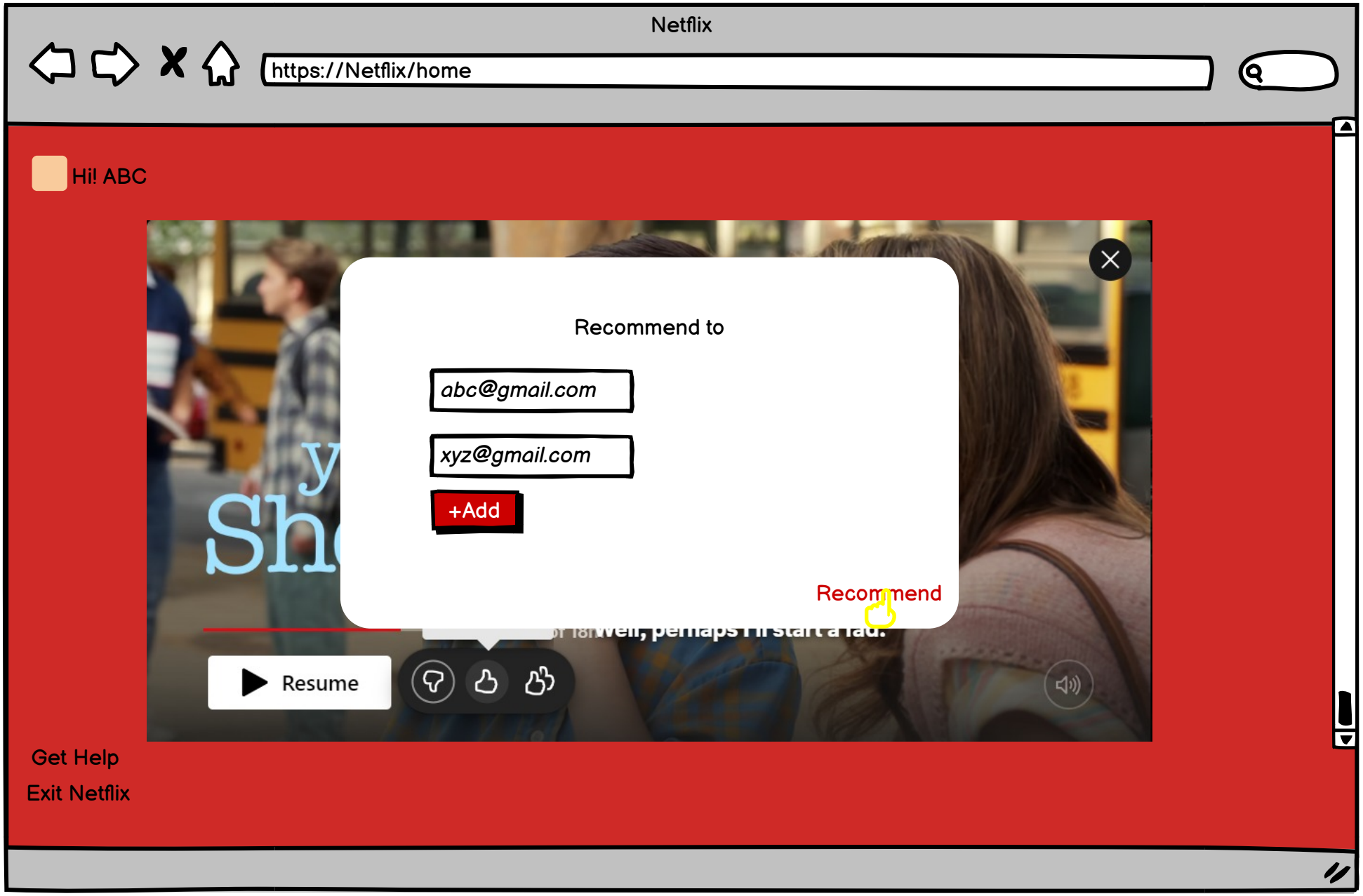
Go Back to features



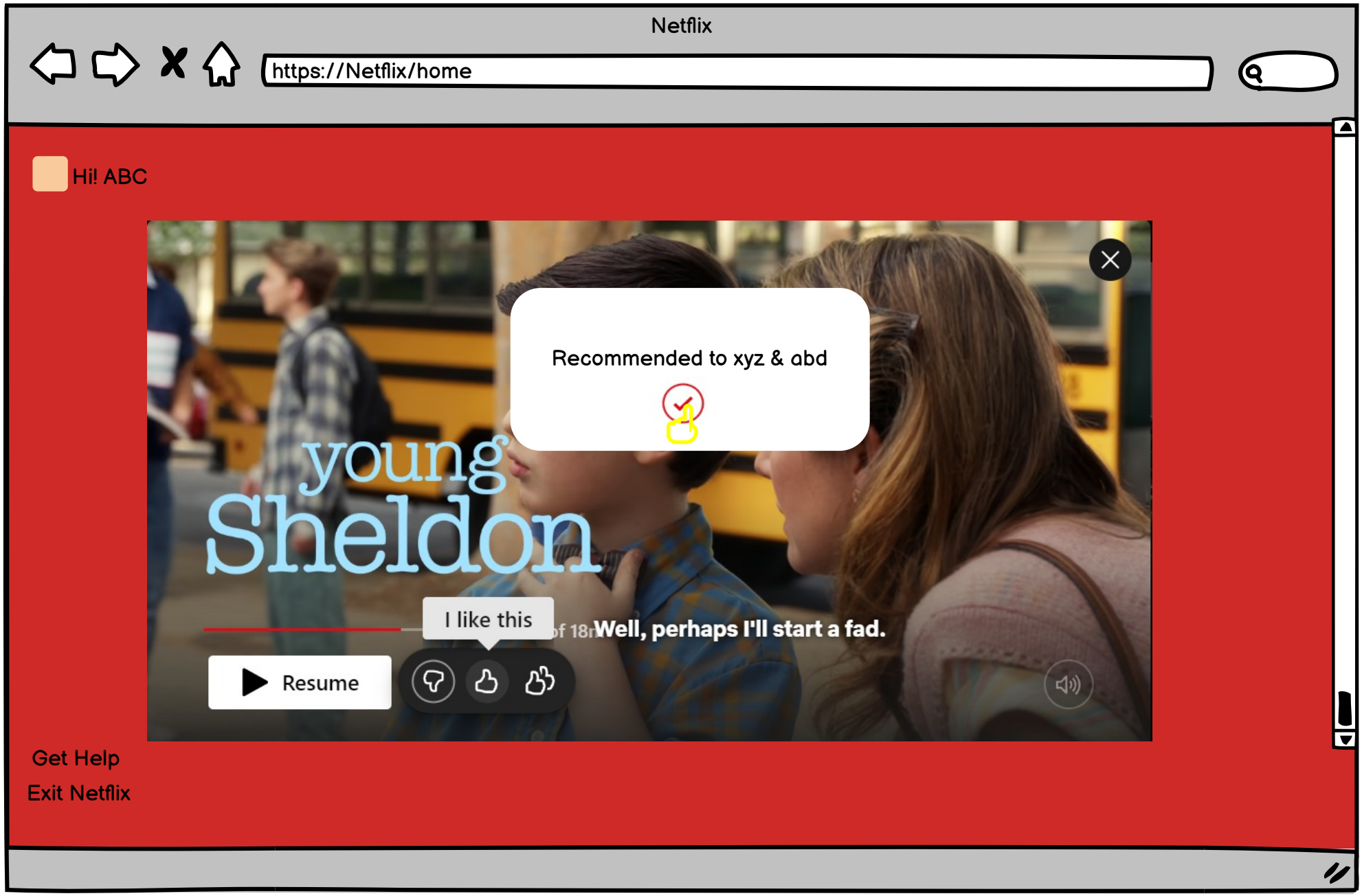
User XXX has logged in



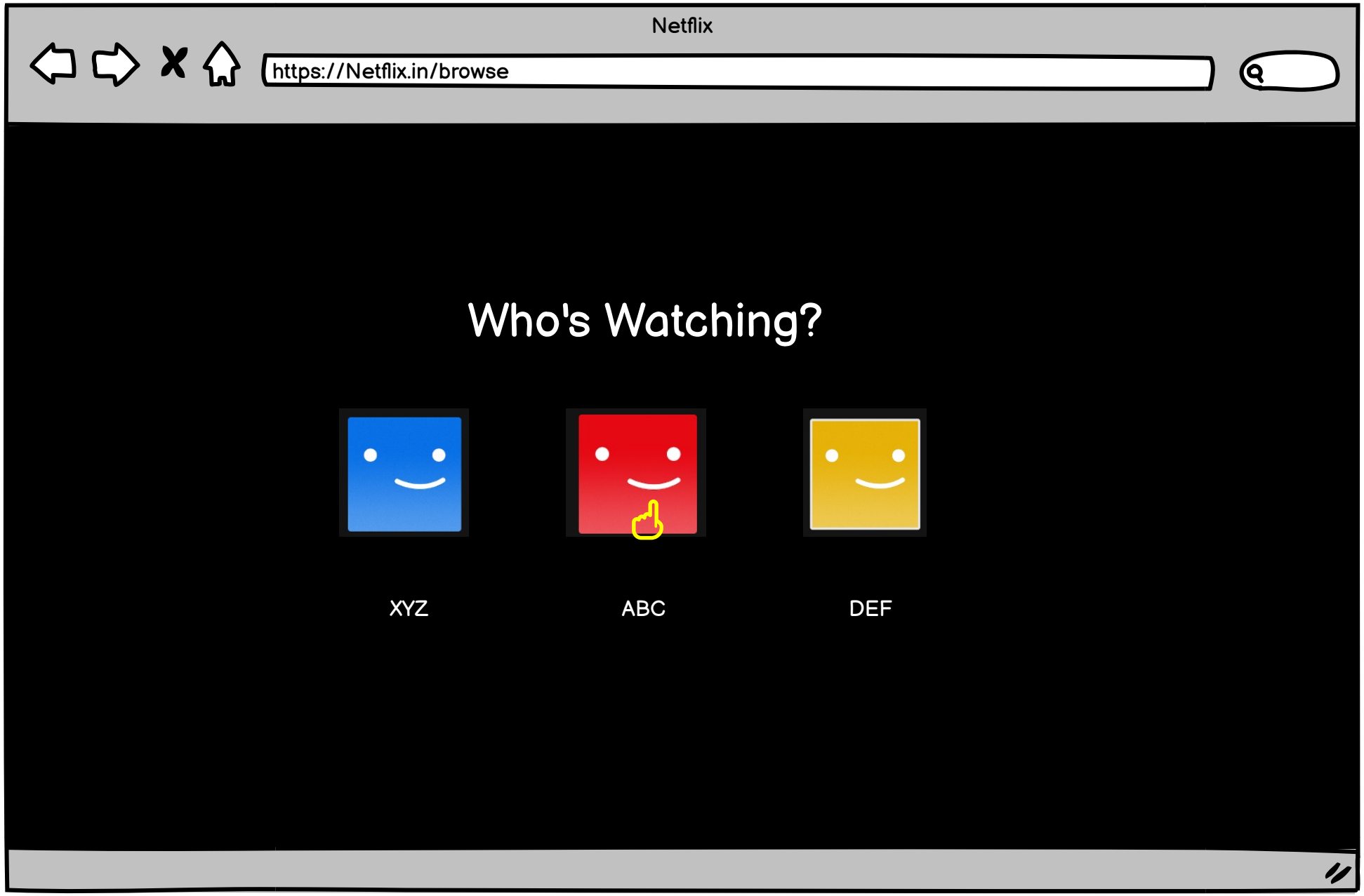
XXX wants to recommend this show to others a she watched it and really liked it.



Adding list of users to whom XXX wants to recommend

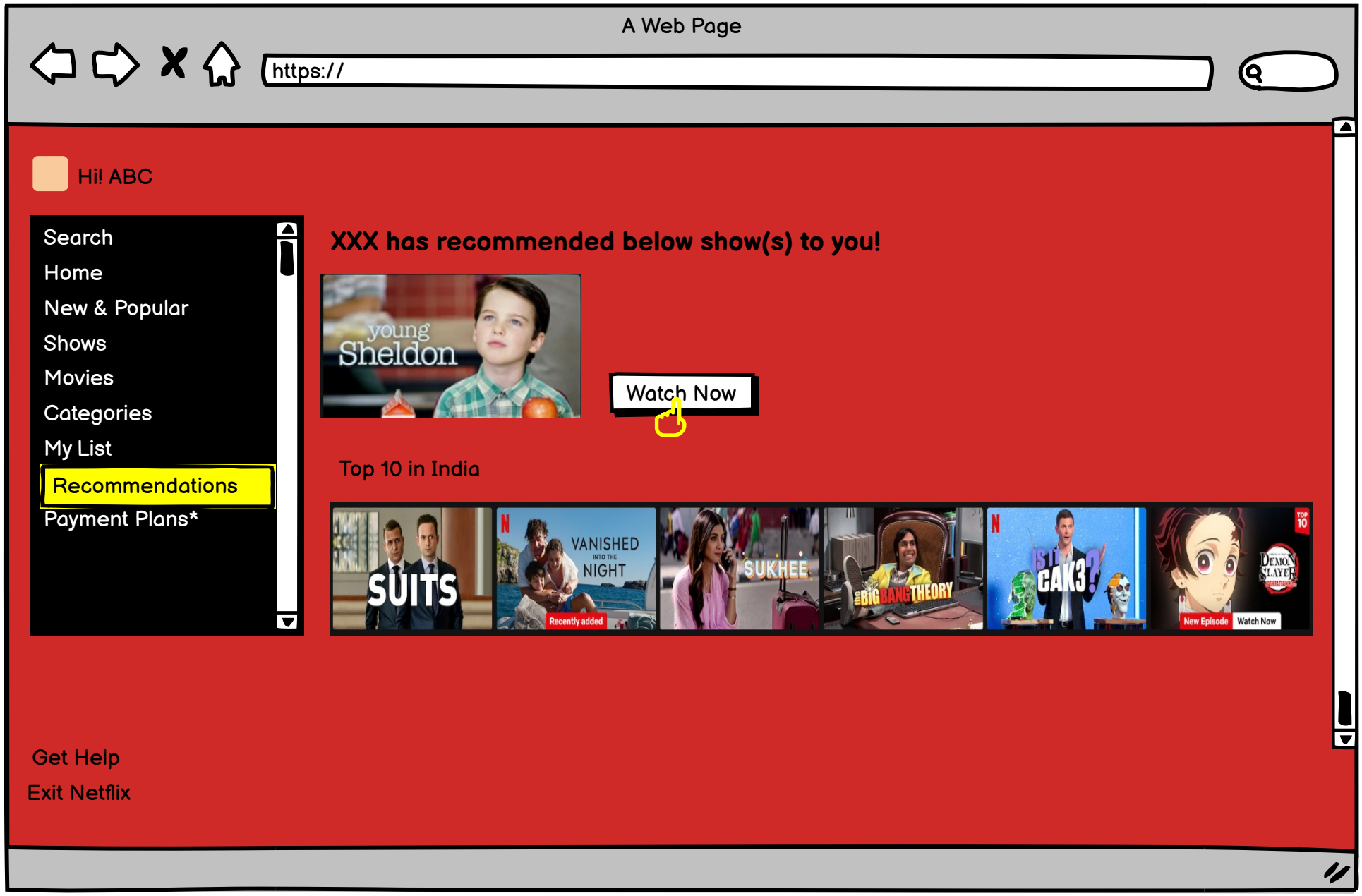


Click on Done tick mark.



User ABC has logged in

ABC got a popover on opening Netflix that XXX has recommended show(s) to him/her. Click Yes.



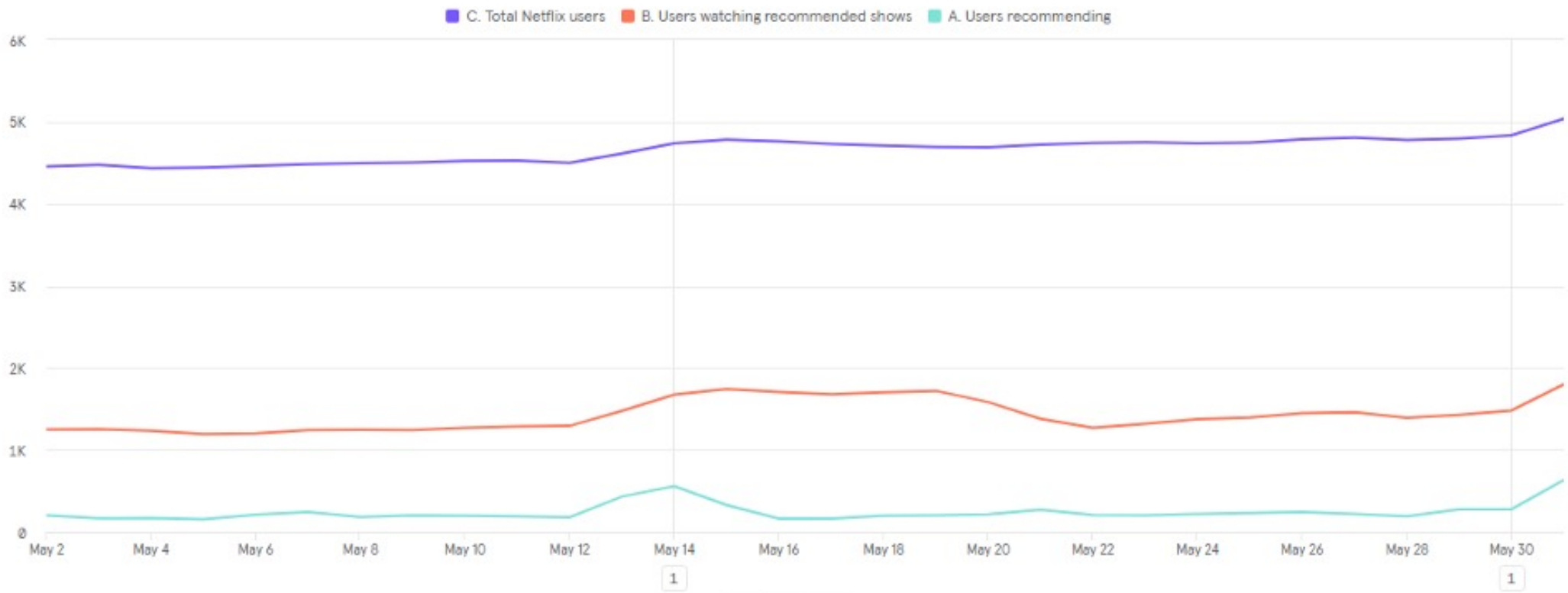
ABC wants to watch XXX's recommended show. Click 'Watch Now'.

Netflix

https://Netflix/home

Hi! ABC

Success Metrics



Search

Event 3	Average	May 2	May 3	May 4	May 5	May 6	May 7	May 8	May 9
C. Total Netflix users	4,659.1	4,455	4,474	4,436	4,444	4,463	4,484	4,494	4,503
B. Users watching reco...	1,423.9	1,248	1,255	1,235	1,191	1,202	1,241	1,244	1,240
A. Users recommending	243.8	201	166	169	154	211	242	180	201

With the increase in the users watching the recommended shows results in 6% increase in active users for the May month

Go Back to features

A Web Page

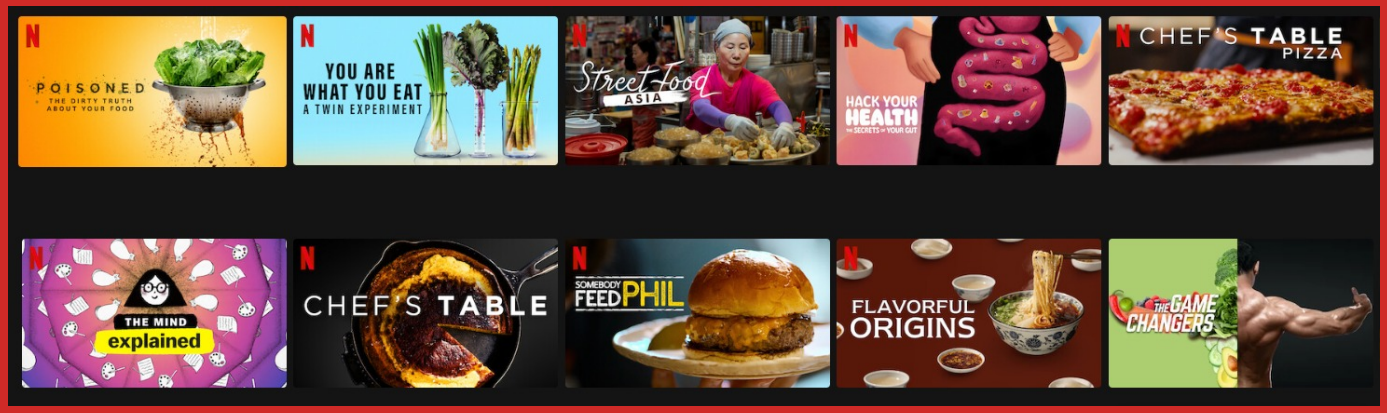
https://

Hi! ABC

- Search
- Home
- New & Popular
- Shows
- Movies
- Categories
- My List
- Recommendations
- Payment Plans*

Google assisted

Since you have searched for food items, here are few documentaries about food you might be interested in

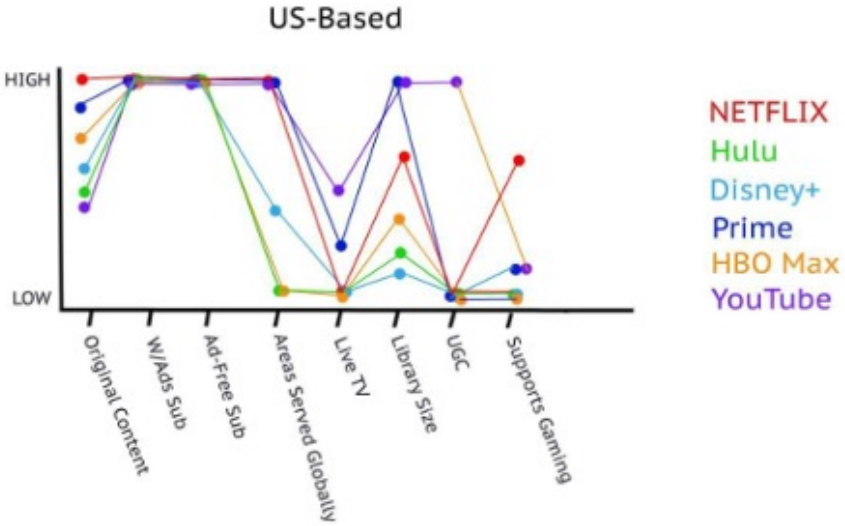


Top 10 in India

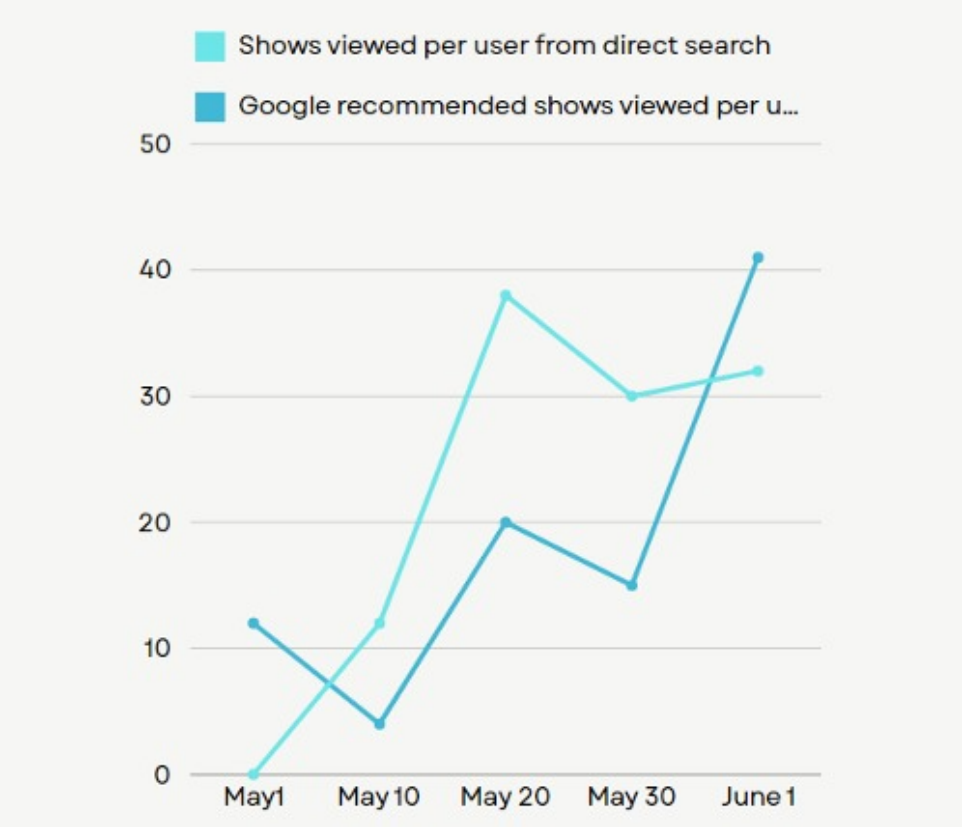
Get Help

Exit Netflix

Success Metrics



Netflix's value curve, comparing it to its competition shows the similar curve for Netflix as well. So it needs to add features which should make competitors irrelevant.
Features like music integration and google assistance will stand out the netflix among the competitors.
Following the blue ocean strategy when current;y Netflix is in Red ocean.



Significant increase per month for a user viewing google recommended shows could increase 6% increase in active users.

Go Back to features

A Web Page

https://

Hi! ABC

- Search
- Home
- New & Popular
- Shows
- Movies
- Categories
- My List
- Recommendations
- Payment Plans*

Browse by Country

India

Select your Region

Top 10 in your region

Get Help

Exit Netflix

A Web Page

https://

Hi! ABC

- Search
- Home
- New & Popular
- Shows
- Movies
- Categories
- My List
- Recommendations
- Payment Plans*

Shows popular in New Delhi

Select other region

Top 10 in Haryana

Get Help

Exit Netflix

Success Metrics

country		date_added		release_year		rating		duration	
Country where the movie / show was produced		Date it was added on Netflix		Actual Release year of the move / show		TV Rating of the movie / show		Total Duration - in minutes or number of seasons	
United States	32%					TV-MA	36%	1 Season	20%
India	11%					TV-14	25%	2 Seasons	5%
Other (5017)	57%	2008-01-01	2021-09-25	1925	2021	Other (3440)	39%	Other (6589)	75%

Reference https://www.kaggle.com/datasets/shivamb/netflix-shows

As per the netflix top shows data, the US based shows ranked top in the list followed by India.

So there is a huge scope in generating new regional based content in other areas worldwide to acquire more audiences

Go Back to features

A Web Page

https://

Hi! ABC

- Search
- Home
- New & Popular
- Shows
- Movies
- Categories
- My List
- Recommendations
- Payment Plans*

Spotify assisted

Because you were listening to 90s Nostalgia songs, here are 90s movies you might be interested in

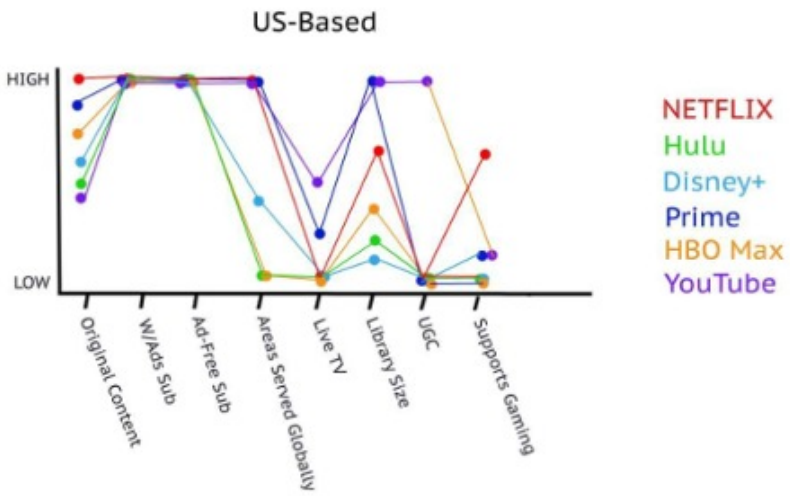
Because you were listening to famous Bollywood songs, here are top bollywood movies you might be interested in

Top 10 in India

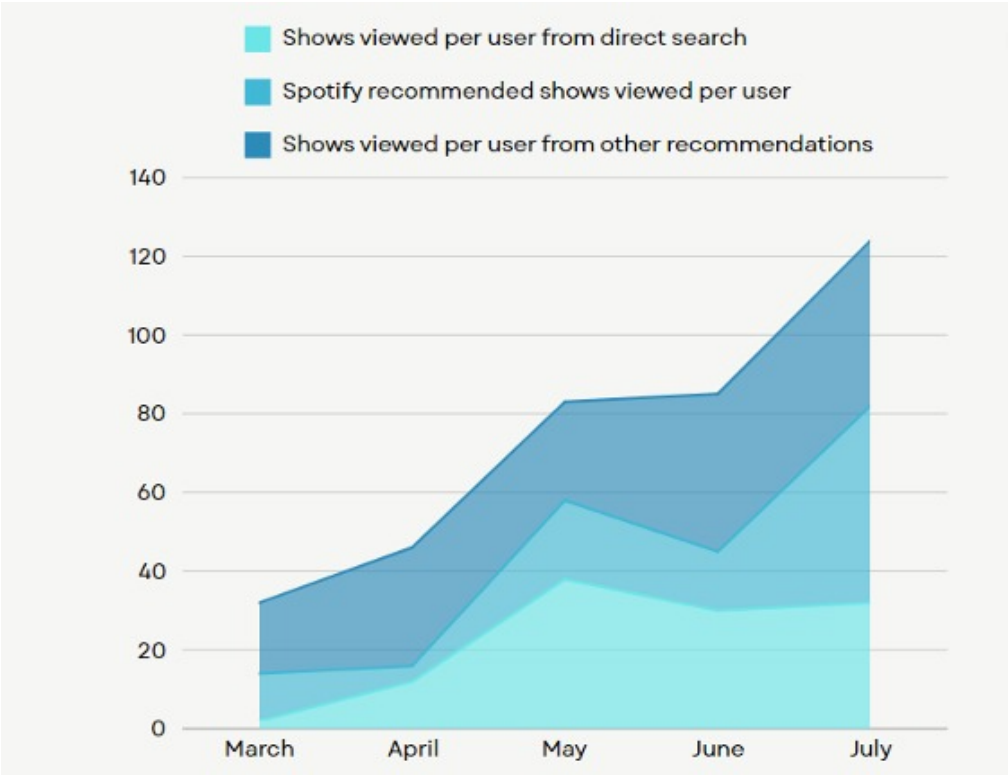
Get Help

Exit Netflix

Success Metrics



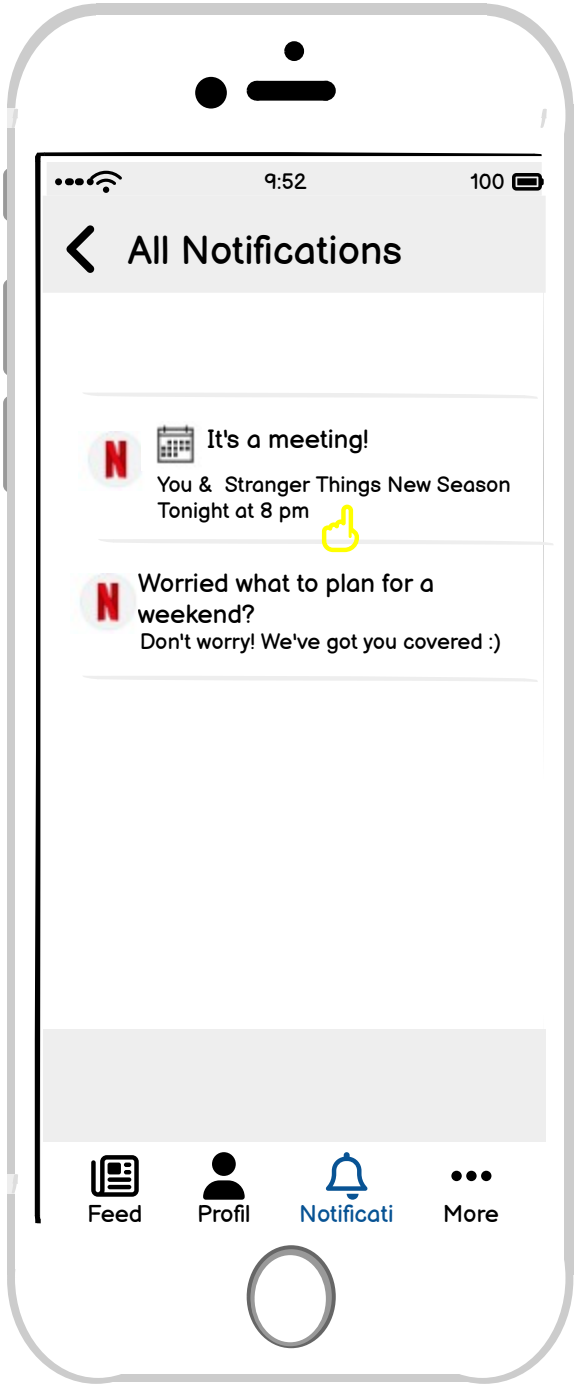
Netflix's value curve, comparing it to its competition shows the similar curve for Netflix as well. So it needs to add features which should make competitors irrelevant.
Features like music integration and google assistance will stand out the netflix among the competitors.
Following the blue ocean strategy when current;y Netflix is in Red ocean.



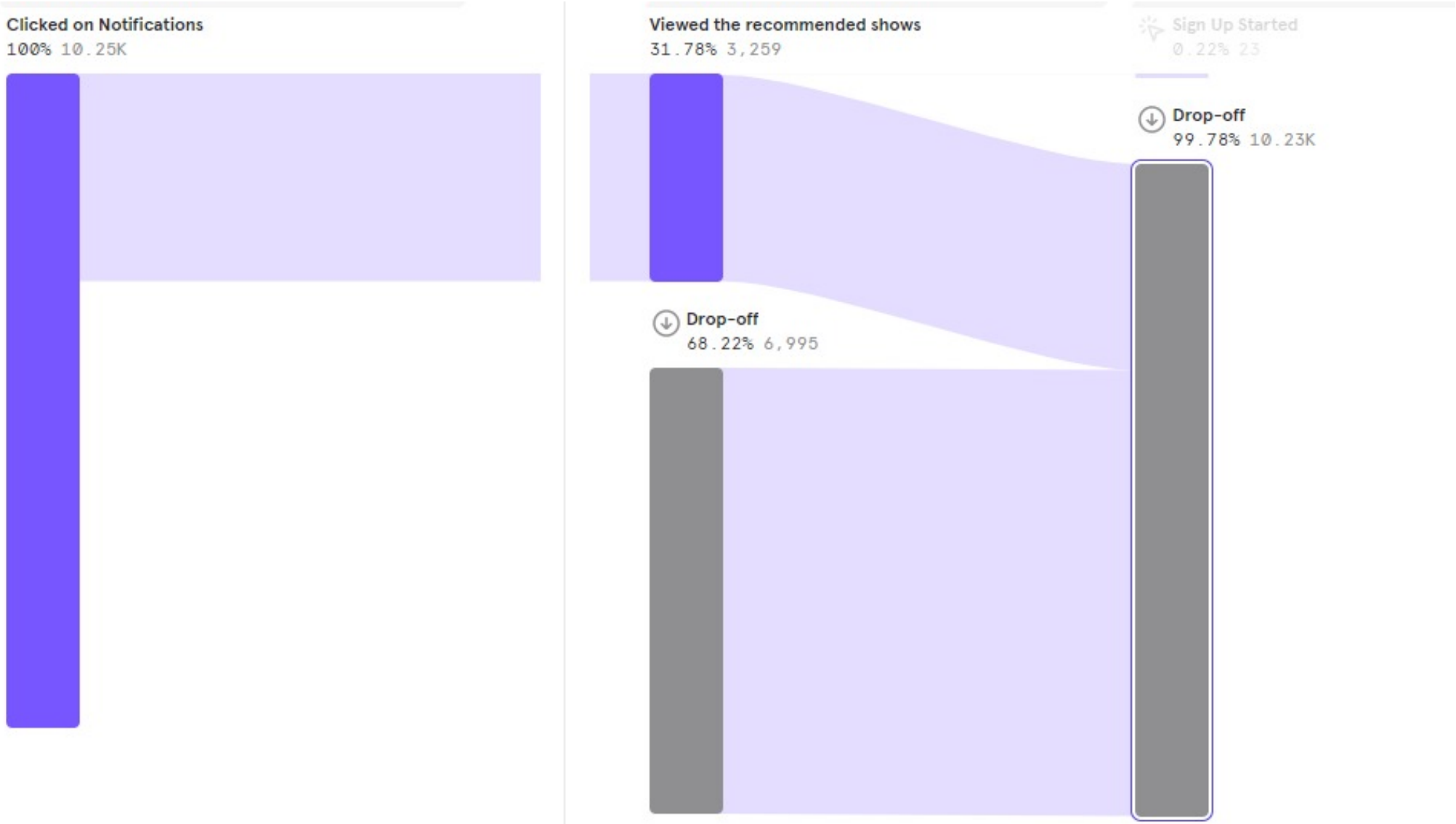
Based on above analysis, significant increase in user viewing spotify recommended content can effectively increase 6% activer users per quarter.

Go Back to features

When any of your friend(s) recommend a show or movie to you on Netflix.



Notification of any new shows or seasons coming up



10.25K users opened the notifications and 3259 actually viewed the show, increases 12% active user in 30days

Go Back to features

Netflix

https://Netflix/home

Hi! ABC

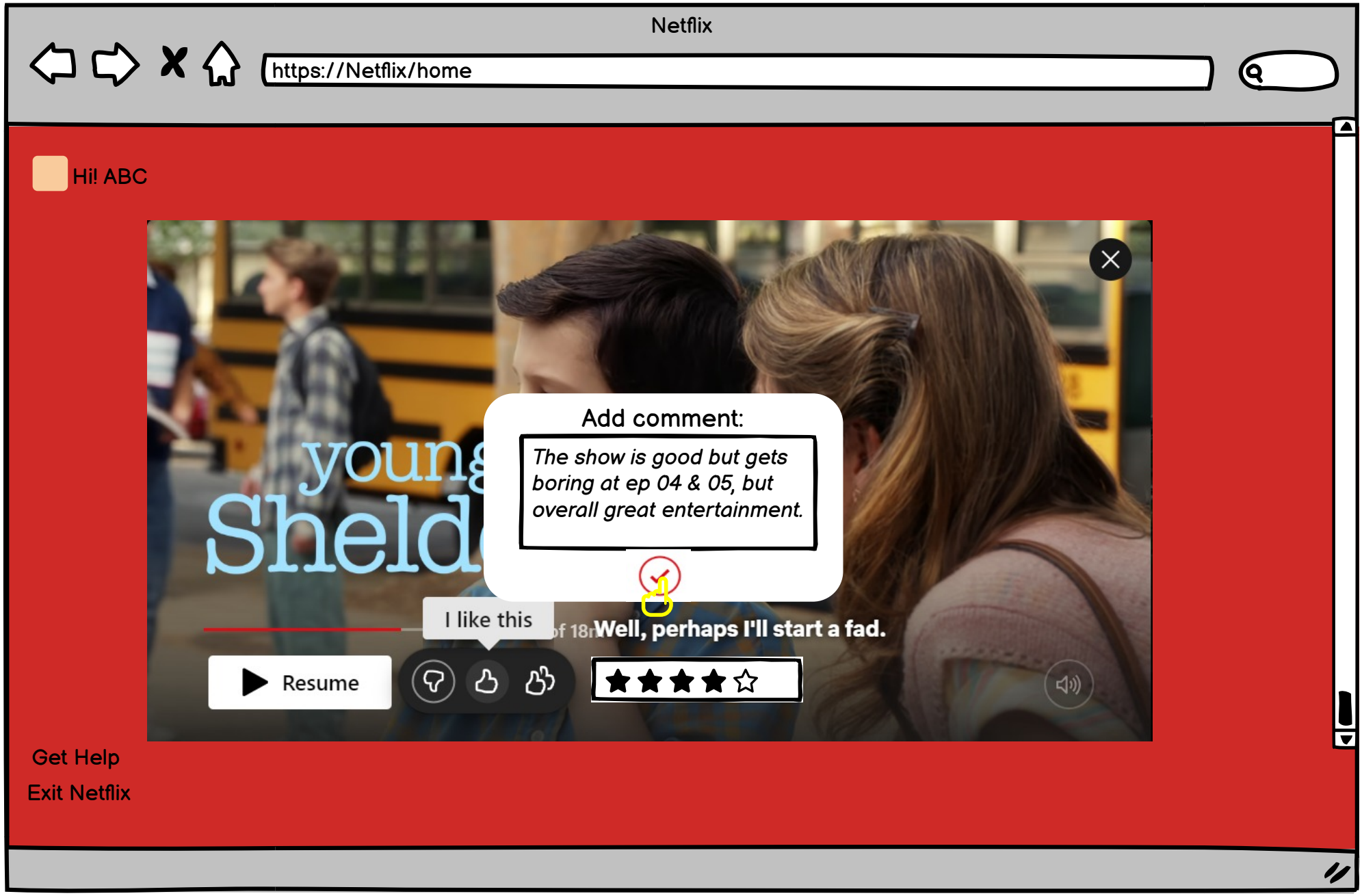
Get Help

Exit Netflix

Success Metrics

Go Back to features

User can give ratings to a particular show



User can give ratings to a particular show

A Web Page

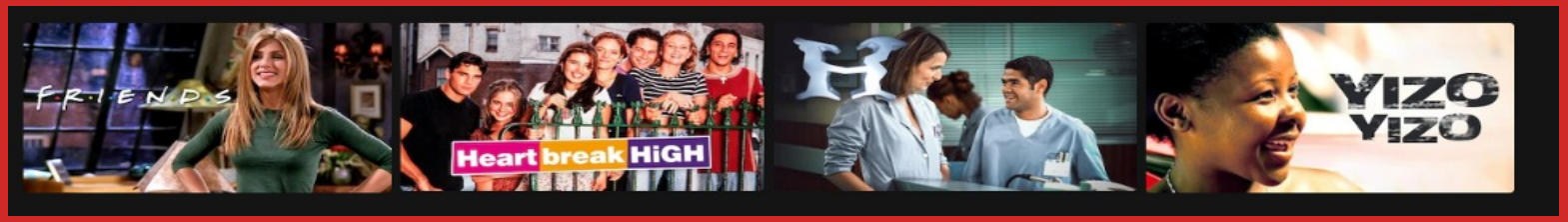
https://

Hi! XYZ

- Search
- Home
- New & Popular
- Shows
- Movies
- Categories
- My List
- Recommendations
- Payment Plans*

Top Rated shows based upon user ratings

★★★★★



★★★★☆

Top Reviewed Shows View

Get Help

Exit Netflix

A Web Page

https://

Hi! XYZ

- Search
- Home
- New & Popular
- Shows
- Movies
- Categories
- My List
- Recommendations
- Payment Plans*

Top Reviewed shows

Review 1: The best show ever
Review 2: This is for all age groups
Review 3: Can be watched from any episode and season

★★★★★

Review 1: Great Entertainment
Review 2: Good but plot is predictable
Review 3: Good songs

★★★★☆

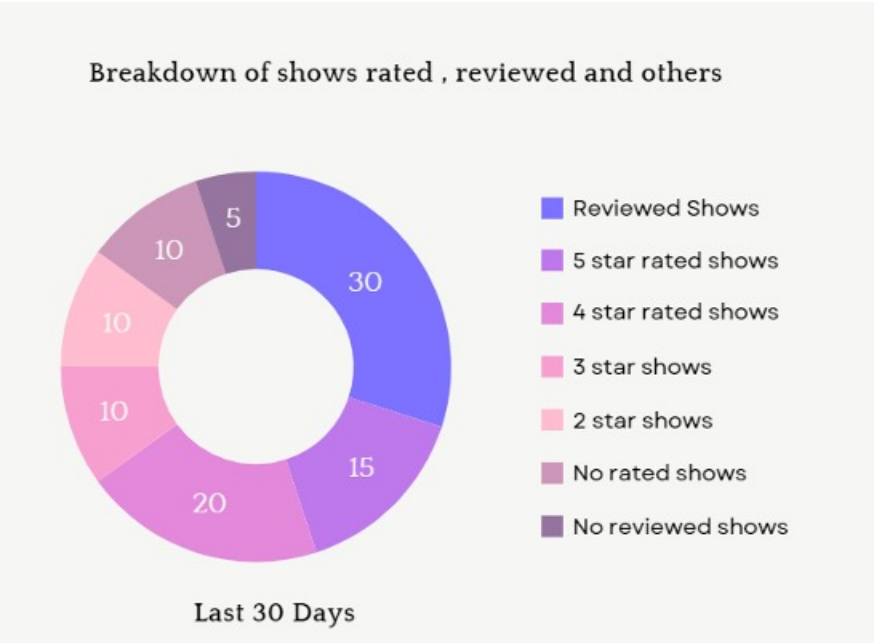
Review 1: Great Entertainment
Review 2: The show is good but gets boring at ep 04 & 05, but overall great entertainment.

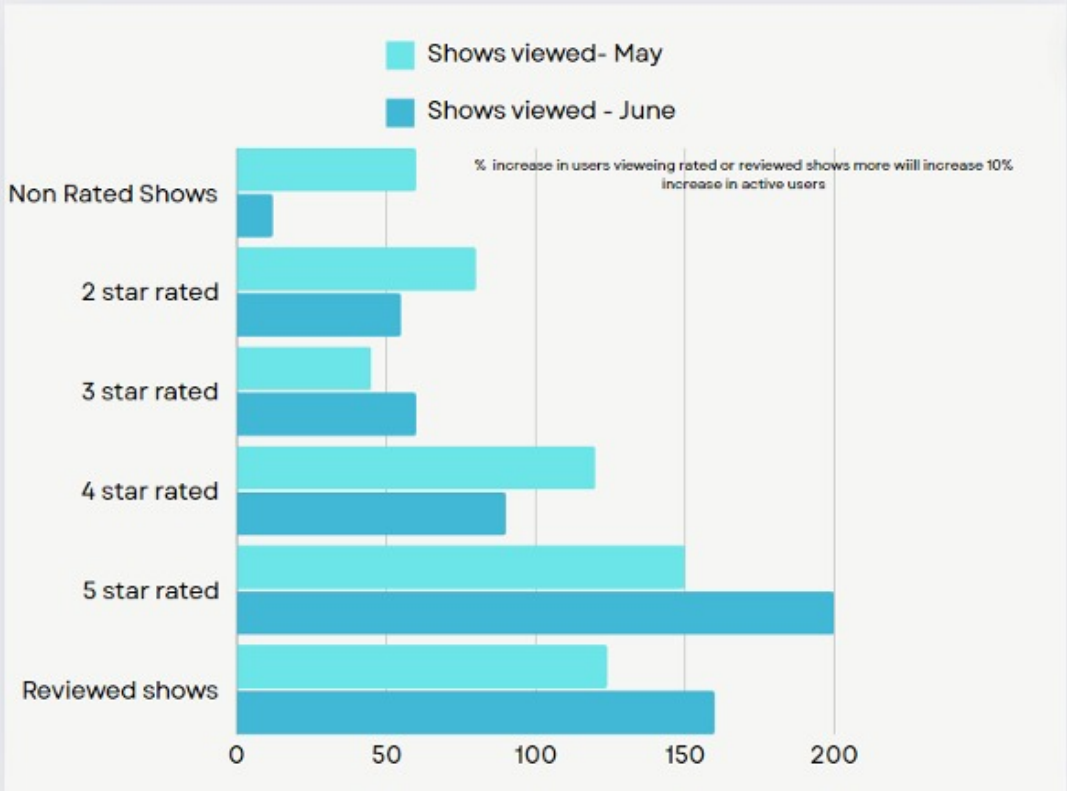
★★★★☆

Get Help

Exit Netflix

Success metrics





As per the above data, people prefer watching top rated and reveiwed shows and could result in approx 10% increase in active users per month.

Go Back to features