

OTT ANALYTICS CASE STUDY

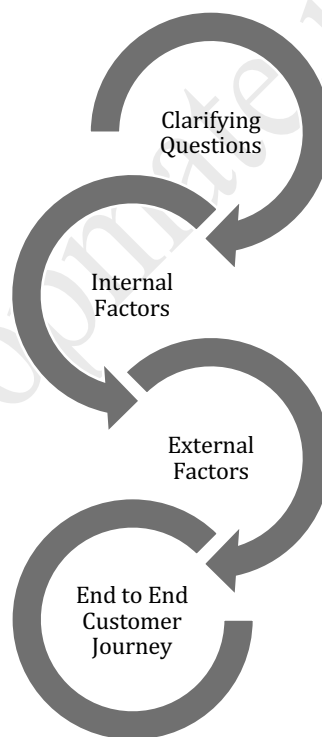
MetFlix is one of the world's leading subscription video on-demand (SVoD) streaming services with 280+ million paid memberships in over 190 countries enjoying TV series, films, and games across a wide variety of genres and languages.

Problem:

15% of Metflix users are inactive. How will you solve this problem?

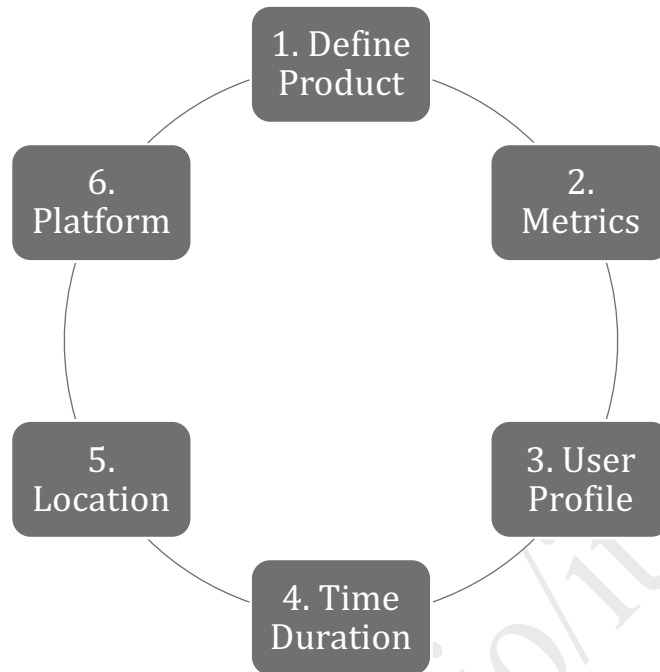
SOLUTION

Let's use the following framework to solve this problem.



1. CLARIFYING QUESTIONS

- Even if we have heard the company name, we don't assume. We need to ask the interviewer clarifying questions.



1.1 Define Product

Q1: What is the product about?

If you have a clear picture of the product, you ask: As per my understanding, Metflix is a personalized streaming service for movies and TV shows. Is that right?

Interviewer: Yes, it is an OTT app where we watch movies and TV shows for entertainment.

1.2 Metrics

Q1: What do you mean by an inactive user?

Interviewer: An inactive user is a user who is not logging in.

Q2: How are we measuring this 15% metric? Have our metrics recently changed?

Interviewer: No recent change.

Q3: Has the total number of users also decreased?

Interviewer: The base has not decreased.

Q4: What is the benchmark of the usually inactive users?

Interviewer: We don't have many inactive users, so 15% is alarming.

Q5: Are we using a new data analytics tool? Is there a bug?

Interviewer: No bug

Q6: Are the users logging in or not logging in?

Interviewer: 15% of users are not logging in.

Clue 1: The inactive users are not logging in to the platform at all. Are they not logging in, or are they unable to log in? Let's mark this and circle back to it later.

1.3 User Profile

Q1: What are the inactive user profiles? Are they from a specific age group?

Interviewer: No particular age group. Profile is not the issue.

1.4 Time Duration

Q1: Is this a recent problem, or has this been occurring for a while? Is this a gradual change?

Interviewer: It has happened in the last week. – **Clue 2**

Q2: Were there any development changes last weekend?

Interviewer: Yes, there have been some changes. – **Clue 3**

Let's mark this and follow up on it during the deeper internal product discussion questions.

1.5 Location

Q1: Is this happening in a particular demographic or worldwide?

Interviewer: Worldwide

1.6 Platform

Q1: Is this happening on any specific platform?

Interviewer: It is observed in the mobile-based application. – **Clue 4**

We're done with asking the clarifying questions. Let's move on to questions from internal product discussions, i.e., questions that are highly specific to the product.

2. INTERNAL FACTORS

Q1: Has there been a recent change in:

- i. UI
- ii. Pricing
- iii. Features
- iv. A/B testing a new feature – did a new feature go live?

Interviewer: We have released one change in different steps of the funnel.

Q2: What do you think the feature could be?

Interviewer: It is an API change at the backend (both iOS and Android) – *Clue 5*

Q3: Is this a content-related issue? Could it be because Metflix does not have content rights? Overlapping of content

Interviewer: Not the reason for inactivity. No content-related issues are impacting

Q4: Is there a payment issue?

Interviewer: No

Q5: Is there an issue with the login problem?

Interviewer: From the numbers, I do see that people are not logging in.

This confirms our login issue, we will delve deeper into this during the end-to-end customer journey.

Q6: Is there any sentiment problem?

Interviewer: No

Q7: Did the app crash?

Interviewer: No

3. EXTERNAL FACTORS

Q1: Has there been any recent PR damage? Is Metflix promoting a specific movie that might be banned by the government? Negative news about the CEO, stocks, social media image, etc.

Interviewer: No

Q2: Are there any laws imposed on OTT streaming?

Interviewer: No

Q3: Are there any government regulations on Metflix?

Interviewer: No

Q4: Any change in customer behaviour in terms of preference to competitors over Metflix?

Interviewer: No

Q5: Is there a change in the mobile internet packages?

Interviewer: No

Q6: Any seasonal change? Due to sports events? Users may be streaming matches/events instead of content on Metflix.

Interviewer: It does happen with competitors as well, but typically they also come back and log in to Metflix as well.

Q7: Has a new competitor entered the OTT/streaming space?

Interviewer: No

Q8: Is this an industry-wide change?

Interviewer: No

Q9: Is there a change in the lifestyle of people, such as during COVID?

Interviewer: Entertainment time has been reduced, but they haven't stopped watching Metflix.

4. END TO END CUSTOMER JOURNEY

Draw the end-to-end customer journey and ask the interviewer whether is a change in any particular activity.

- i. Users open the Metflix app
- ii. Go to log in.
- iii. Steps to log in: People use their phone number, username and password or log in through their email IDs.

Q: Which of these three has had a feature change?

Interviewer: The number of logins that have dropped is in the phone number.

Q: OTP-based logins works the following way. Please help me identify the drop in user activity and check where the problem is.

- Phone number
- Message on phone
- Enter OTP

Interviewer: While triggering the OTP, there was an issue in the API that was not delivering the OTP. We are getting phone numbers, but customers are not able to get any OTP.

5. FINAL SOLUTION

In this case, Metflix mobile users were unable to log in using their phone numbers due to a bug in the APIs, which drastically increased the metric of total inactive users on Metflix. Solving the bug will resolve this case.

For **career guidance** in Data Analytics/Science/Engineering, **job search** strategies, **resume review**, interview preparation, etc., you can book a session with me here: <https://topmate.io/itshb>

I have started a job referral telegram channel where I post 15-30 authentic and verified job openings weekly for Data Analytics/Science/Engineering for freshers and experience folks.

If interested, you can join it using the following link: <https://topmate.io/itshb/1209728>
Use coupon REFERRAL to get 50% off. This offer is valid for first 50 applicants only.

Follow me on LinkedIn for such regular content on LinkedIn:
<https://www.linkedin.com/in/itshb/>