Mevod

Future Business Opportunities

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Github

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Case Overview

About Mevod

STRATEGIC PLANNING

Mevod, is a Dubai based video on demand company, trying to become the dominant player of the regional OTT service, competing with Starz and HBO. Mevod would like to offer services are tailored to the Middle Eastern / Arabic-speaking market.

Current Choices

Mevod has a subscription business model with six different pricing schemes:

No trial fee / Discounted trial fee
7-day trial fee / 14-day trial fee
Low priced monthly plan / High priced monthly plan

Data Exploration

Major Data Sources

Subscribers

Each record is a past or current subscriber to Mevod service

Engagement

Each record is a measure of product engagement for a given subscriber on a given date (if the subscriber had any engagement on that date).

Representative

Each record is a customer service representative who serves multiple subscribers.

Ad Spend

Total spent per select channels per month.

Data Processing

Missing Value

In the dataset, some of the missing values need to be replaced. The categorical missing value should be replaced by 'None' and the numerical value should be replaced by 0.

Outliers

Some of the data in the dataset are meaningless and will make the data unreliable. So the outliers are replaced.

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Segmentation

88%
Female subscribers

65%
iOS Users

72.5%
Young and Middle Aged Adults

Consumer DASHBOARD

28 hours
Average weekly time spend

92%
Successful payments

1.56 dirham
Revenue from each subscriber

People

100,000	97,295
75,000	39,922
50,000	8,415
25,000	6,057
0	3,776

Comedy · Drama · Regional · International · Other

65%
Female love comedy

32%
Male love drama

28.9%
More users love regional

Youth

Age: 20 – 40
Gender: Female
Genre: Comedy
Time: 20–30 hours
Operation System: IOS

Middle Aged

Age: 41 – 55
Gender: Female & Male
Genre: Comedy
Time: 20–30 hours
Operation System: IOS

Elders

Age: 55+
Gender: Female
Genre: Drama
Time: 30+ hours
Operation System: IOS
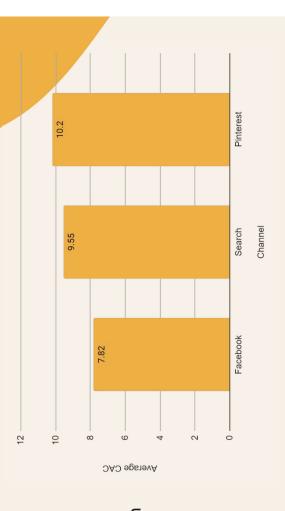
03

Allocation and Attribution

Allocation

CAC data from are collected from 2019/7 to 2020/3.

The top three channels are Facebook, search and Pinterest, which means that the customers are more likely to be attracted from those three channels. Mevod should focus more on the three platforms to do future promotion.

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Future Development

Focus on Middle Aged

Age between 41-55 are more likely to be attracted by Mevod. Provide more regional comedy content that can attract the elder people.

Concentrated Promotion

Since Facebook, search and Pinterest have the lowest average CAC, these sources are most likely to attract users. So Mevod should concentrate on those promoting

Thank You