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# **Mevod**

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## **Future Business Opportunities**

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Yuting Qian  
[Github](#)

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**01**

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**Case  
Overview**

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# About Mevod

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## **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



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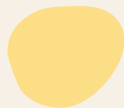
# **Data Exploration**

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# Major Data Sources

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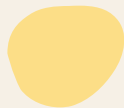
## Subscribers

Each record is a past or current subscriber to Mevod service



## Representative

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



## 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).



## Ad Spend

Total spent per select channels per month.

# Data Processing

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## 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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**02**

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# **Segmentation**

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# 88%

Female subscribers

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# 65%

iOS Users

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# 72.5%

Young and Middle Aged Adults

# Consumer DASHBOARD



**28 hours**

Average weekly time spend



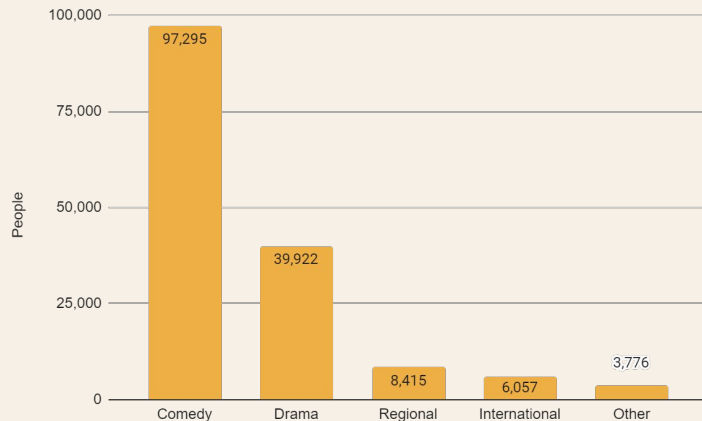
**92%**

Successful payments



**1.56 dirham**

Revenue from each subscriber



**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





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**03**

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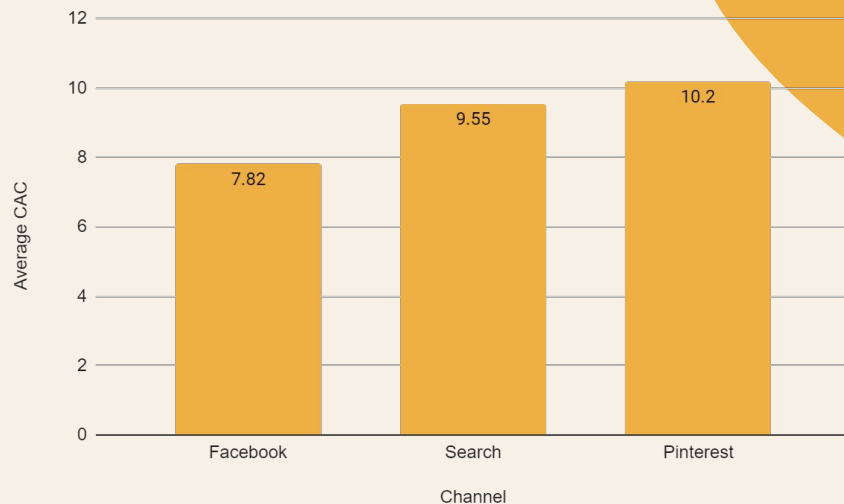
**Allocation and  
Attribution**

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# 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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**04**

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**Future  
Development**

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## **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**

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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**