

# UNIT ECONOMICS ANALYSIS

## Sky Cinema

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# Task and target

## Task:

To study the effectiveness of the monthly subscription model of the online cinema:

- Evaluate the effectiveness of the monthly subscription model.
- Calculate the unit economics of the product to achieve 25% margin.
- Create a visual representation of movie viewing data on the platform.
- Develop a unit economics calculator for quick decision-making.

**Purpose:** To calculate the unit economy of the product and to suggest a scenario to adjust the parameters (metrics) of the automated system (calculator) to yield 25% margin.



# Calculator of Unit economics

Meitrics	AS-IS	changes	TO-BE
Retention	80,60%	18,0%	95,10%
LT	5,15		20,42
Price of unit	317,47 ₺	30,0%	412,71 ₺
Base price	350,00 ₺		385,86 ₺
Discount volume	9,29%	-30,0%	6,51%
LTR	1 636,15 ₺		8 429,38 ₺
CAC %	138,60%		26,90%
Fixed Costs %	47,3%	0,0%	47,29%
CAC_avg	2 267,63 ₺		
CAC per unit	440,00 ₺		
Fixed Costs per unit	150,12 ₺		
Margin	-85,88%		25,81%

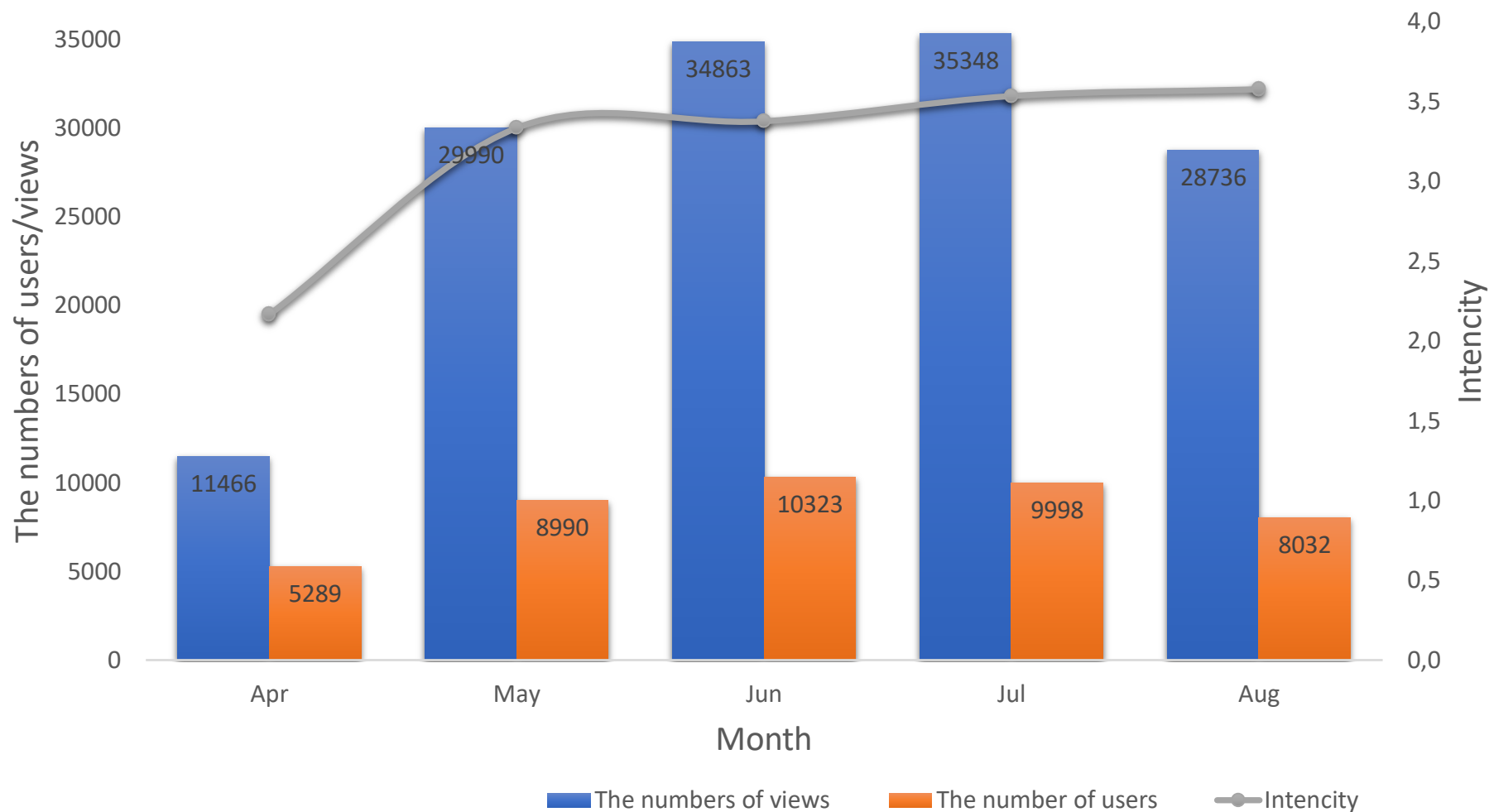
## Conclusion:

By changing the main metrics of the unit economics of the online cinema, such as:

- Retention increasing by 18%;
- Price of unit increasing by 30%;
- Discount volume decreasing by 30%;

one can achieve a margin of over 25%.

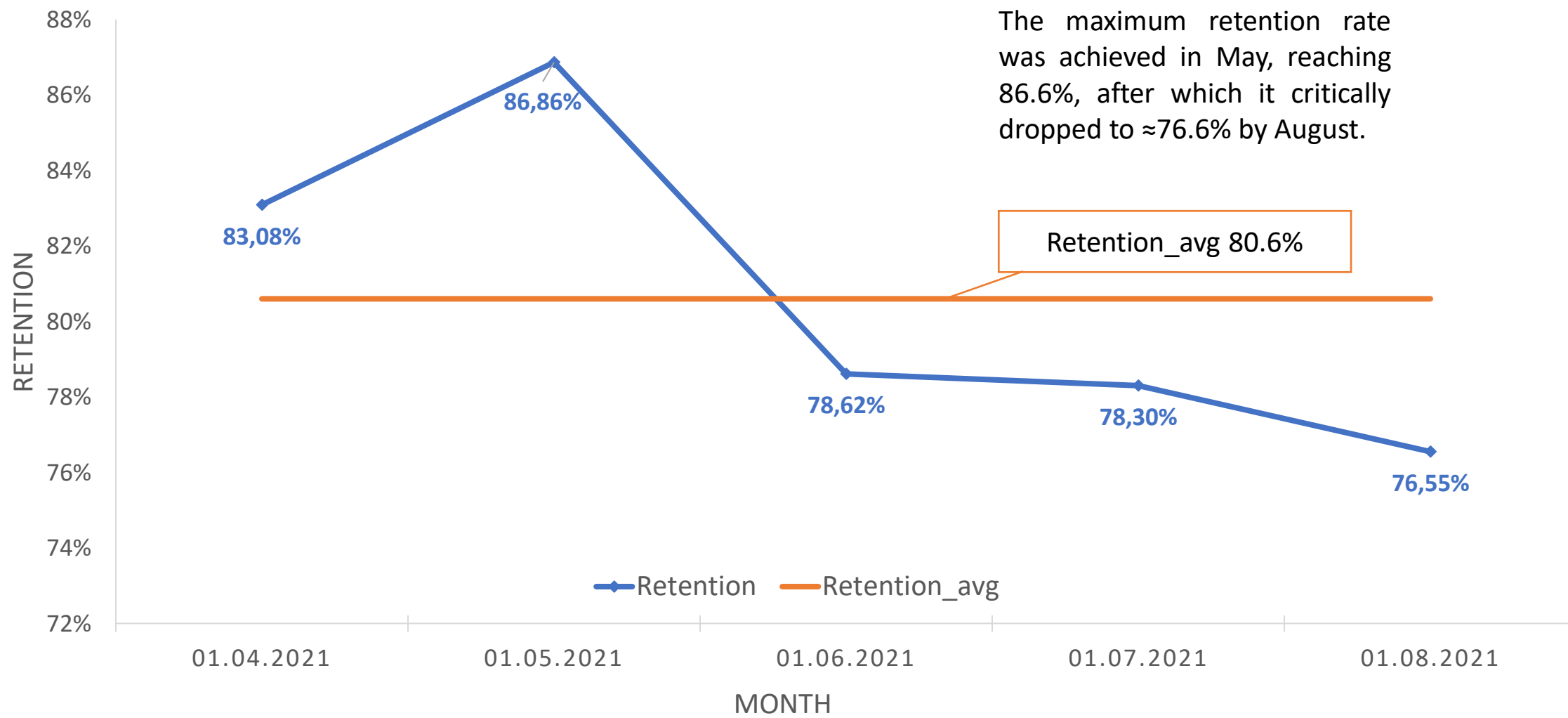
# The intensity of views for the period 01.04.21- 31.08.21



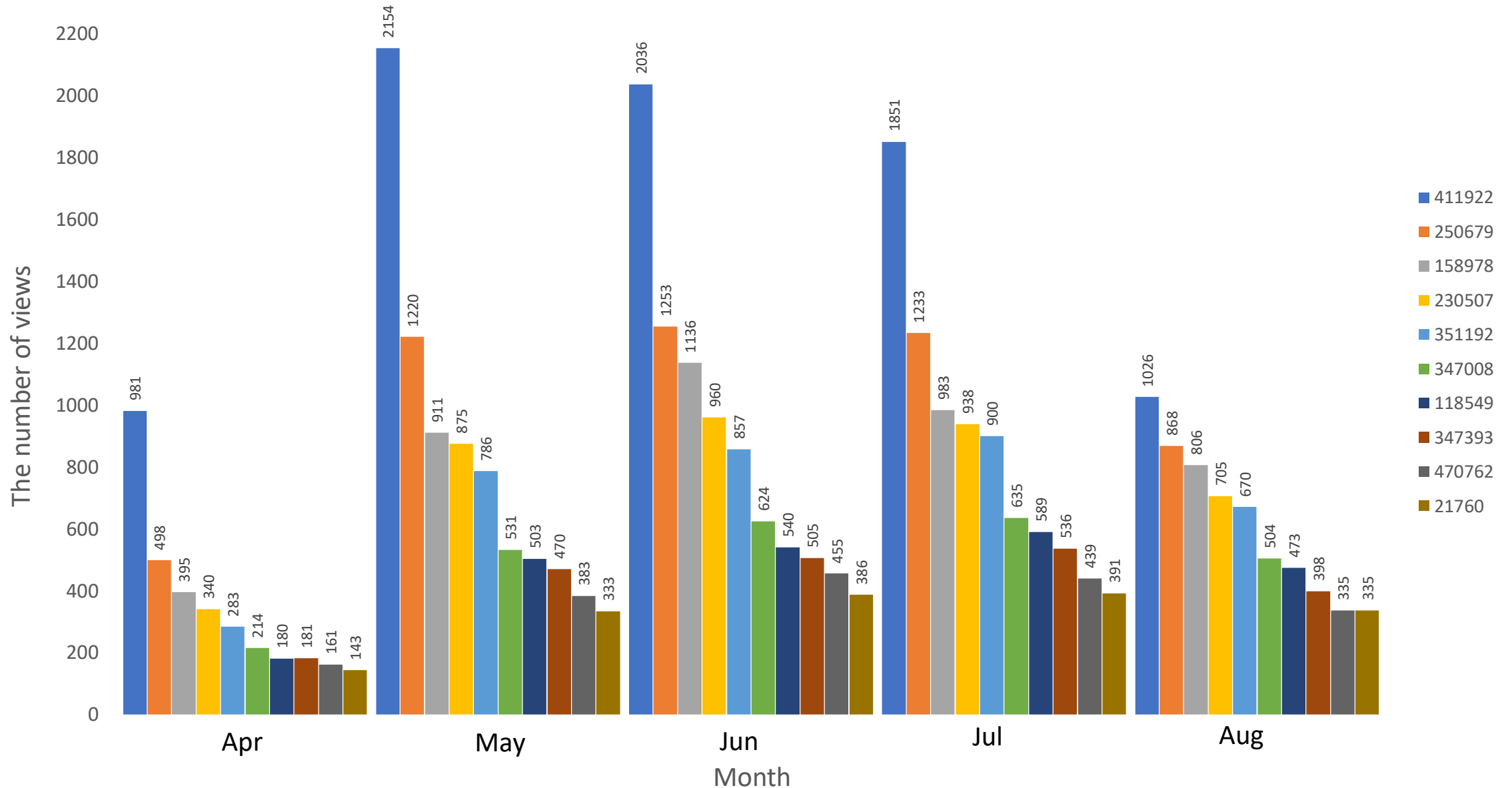
The intensity of views from May to August is approximately at the same level.

In August, the highest intensity is observed despite the decrease in the number of users.

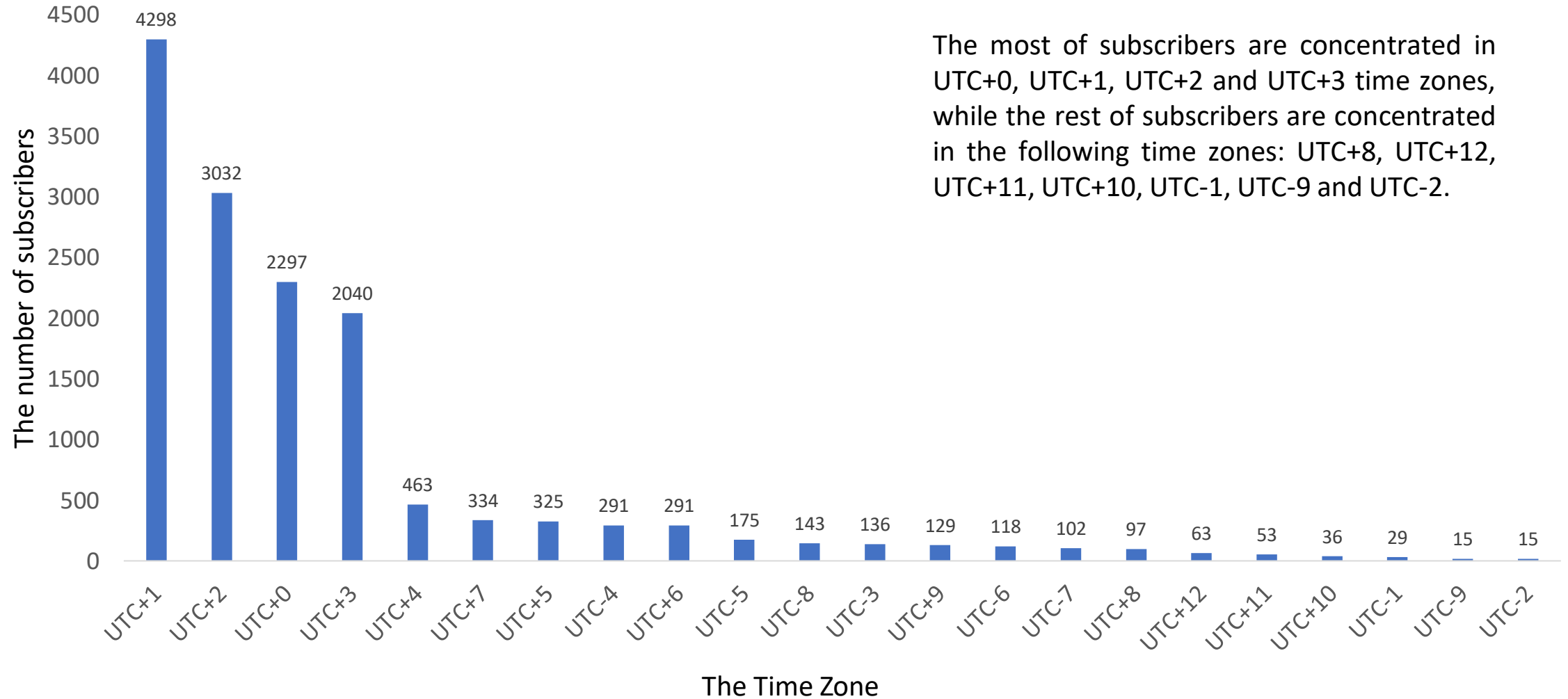
# Users Retention for a period from 01.04.21 to 01.08.21



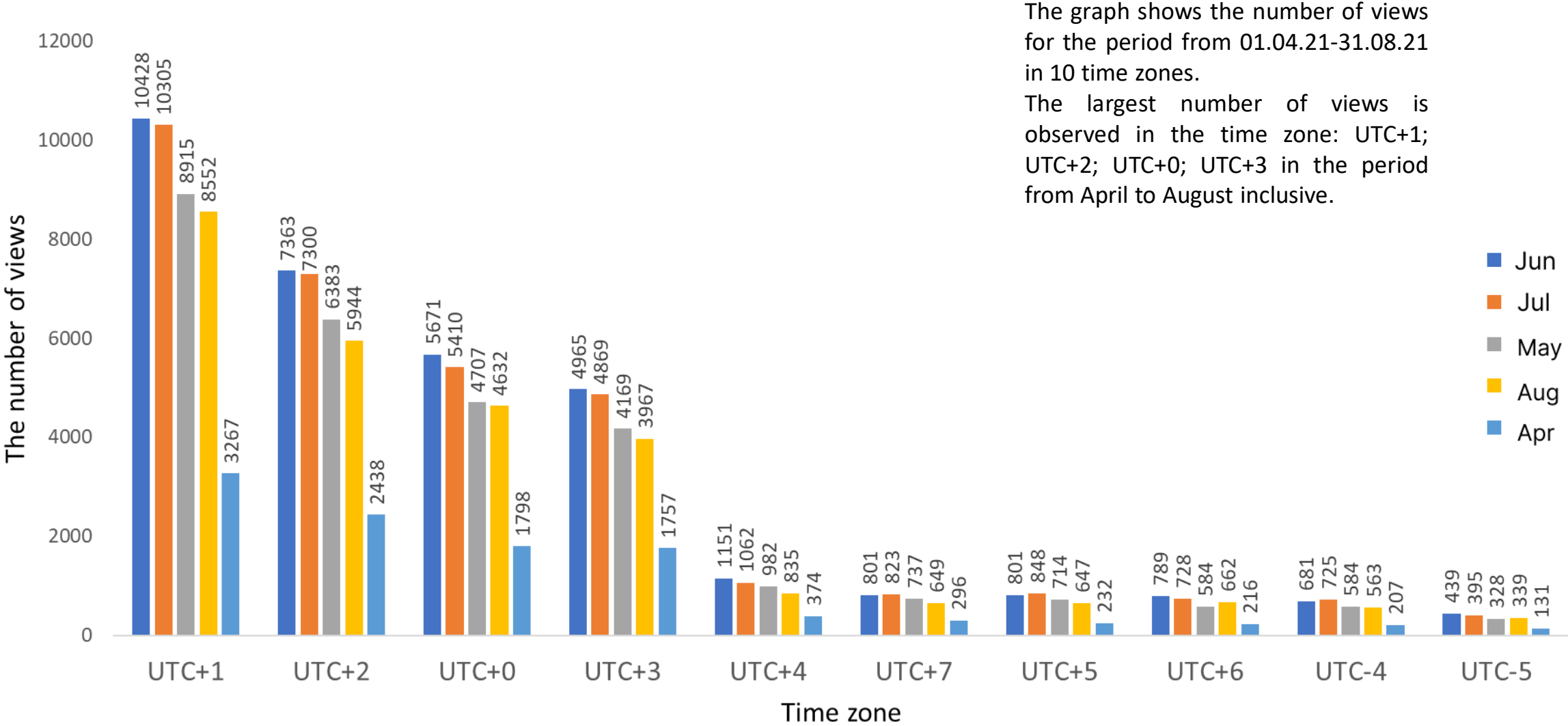
# Top 10 the most viewed movies for the period 01.04.21-01.08.21



# Distribution of subscribers by time zones



# Monthly distribution of the number of views by UTC time zone





# Distribution of views by daily hours in the context of Weekdays and Weekends for the period from 04/01/21 – 08/31/21

