

Industry Project Part 2

Q: You have to perform the following tasks as a part of **part 2** for this case study.

Driving Product Growth

Task 6: Building Growth Strategies

Your sixth task is to devise growth strategies for the different stages of the user's journey through the product.

- A. **Activation:** Build a plan to activate users who have not subscribed to any of Disney+ Hotstar's subscription plans. (**HINT:** Before you perform this task, go through the Disney+ Hotstar's onboarding flow.)
 - a. Analyse the '**Data set 2**' given below and answer the following:
 - i. Calculate the bounce rate to determine the percentage of total visitors who do not find any value in the product.
 - ii. Determine the relationship between time spent on the Disney+ Hotstar app per visit and the users purchasing a subscription plan.
 - iii. Highlight at least two key shortcomings of Disney+ Hotstar's existing onboarding flow.
 - iv. Identify **at least two** core activation metrics that you should monitor to judge the effectiveness of the onboarding flow.
 - b. A major problem that Disney+ Hotstar is facing is that a lot of users bounce and do not engage with the platform on the first visit? What can you do to engage them in the first visit?
- B. **Retention:** Build a plan to make the existing users resubscribe to the subscription plans offered by Disney+ Hotstar.
 - a. Analyse '**Data set 2**' and '**Data set 3**' given below and answer the following:
 - i. Calculate the renewal rate of the subscription plans based on three parameters:
 - Overall renewal rate
 - Renewal rate based on the duration of the subscription plan
 - Renewal rate based on the type of subscription plan
 - ii. Identify which cohorts of users are not resubscribing to the subscription plans and suggest strategies to improve the resubscription rate of these users.
 - iii. Determine the relationship between the time spent by users per visit on the renewal rate of the subscription plans.

- b. A major problem that Disney+ Hotstar is currently facing is the very low resubscription rate of its Premium plan. Devise a strategy to address this problem.

Note: The submission guidelines for all the parts of the project are provided in the submission template itself. Kindly adhere to the submission guidelines to avoid any loss of marks. Moreover, go through the '**Project Rubrics**' thoroughly before starting with the project.

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