

### Industry Project Part 3

Q: You have to perform the following tasks as a part of **part 3** for this case study.

#### **Driving Product Growth**

##### Task 7: Building Growth Strategies

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

- A. **Acquisition:** Build an exhaustive plan to acquire new users for Disney+ Hotstar's subscription plans.
  - a. Analyse the data in the '**Data set 1**' tab of the excel sheet provided on the platform and answer the following:
    - i. Which acquisition channel is performing the best and why?
    - ii. How does traffic conversion vary month on month? Explain this by plotting a graph and analysing its trend?
    - iii. Which paid acquisition channel is the most favourable? (**HINT:** Consider cost of acquisition and conversion rate to answer this question.)
    - iv. Suggest an effective strategy to improve the traffic on the subscription page on a month-on-month basis?
    - v. Identify **at least two** core acquisition metrics that you should monitor throughout the acquisition campaigns.
  - b. Another problem that Disney+ Hotstar is facing is that the users find the yearly subscription of the '**Premium plan**' somewhat expensive. And this makes them purchase the monthly subscription only. However, you as a product manager would want these users to purchase the yearly subscription for greater retention. Suggest a strategy to convince the users to go for the yearly plan instead of the monthly plan.
- B. **Monetisation:** Build a plan to improve monetisation. Currently, Disney+ Hotstar monetises by running ads on the free tier and revenue from the VIP and Premium subscription plans.
  - a. Create **at least three** different monetisation plans for Disney+ Hotstar. (**HINT:** One way to improve monetisation is to rethink the way plans are structured on Disney+ Hotstar. For example, Disney+ Hotstar can create a sports-only plan to cater to its users who love sports. It can also let the user choose the channels/type of content they want and create a custom plan.)

- b. For each of the three options, list down **at least three** pros and **three** cons for management to make a decision. (**HINT:** Look at it from both consumers' lens and revenue lens to present a complete picture.)
- c. Based on the monetisation strategy you choose, identify **at least two** monetisation metrics that you should monitor.
- d. Of the three monetisation plans you have shortlisted, pick the one that you think will be the most suitable one and explain why you picked it.

**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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