ANALYZING

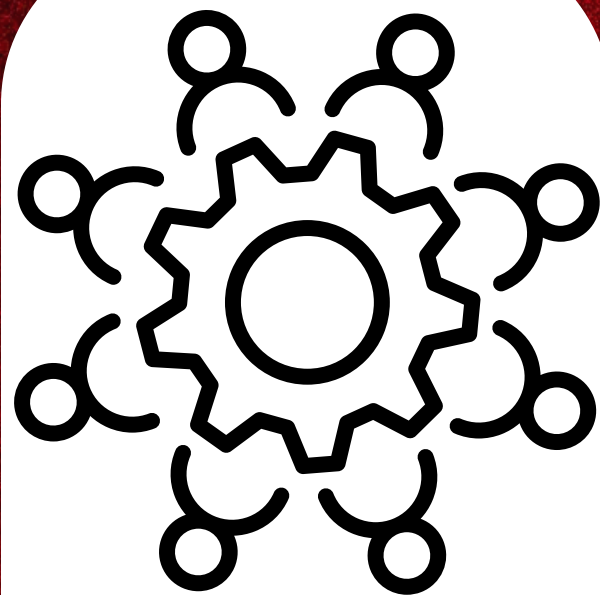## NETFLIX

MARKET POSITION AND STRATEGY IN INDIA

TABLE OF CONTENT

PROBLEM STATEMENT

Netflix's entry into the Indian market highlights the difficulty of gaining significant market share in a crowded and competitive landscape. Netflix needs to modify its streaming service to take into account the unique characteristics of the Indian market, such as a lower broadband penetration rate, a strong inclination towards mobile viewing, and a wide range of content preferences. The company's strategic challenge is to compete with local streaming services that already meet the needs and viewing habits of the local population while modifying its business model and content strategy to appeal to Indian consumers.
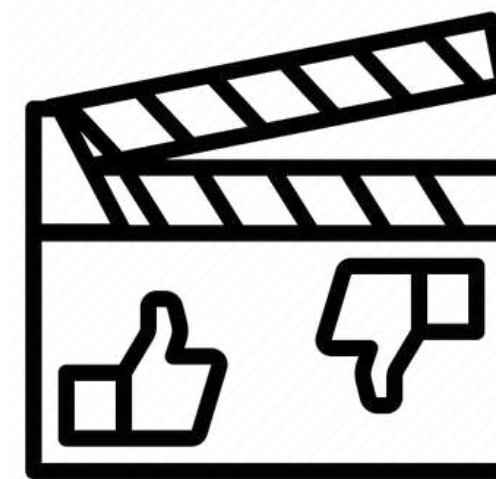
Lower broadband penetration

Cultural Diversity

Competitive Market

Content Preference

Price Sensitivity

EXPLORATORY DATA ANALYSIS

Primary Data

Secondary Data

Survey Data

Datasets

Netflix Customer Survey

As a viewer , we want to hear your thoughts! This quick survey will help us understand your viewing interests, how you use your subscription, and what you think about Netflix's service compared to others. Your feedback on everything from genre preferences to pricing and content variety is important for making Netflix even better. We appreciate you taking the time to share your honest opinions with us.

stutisaxena070@gmail.com Switch accounts

Not shared

* Indicates required question

What is your age? *

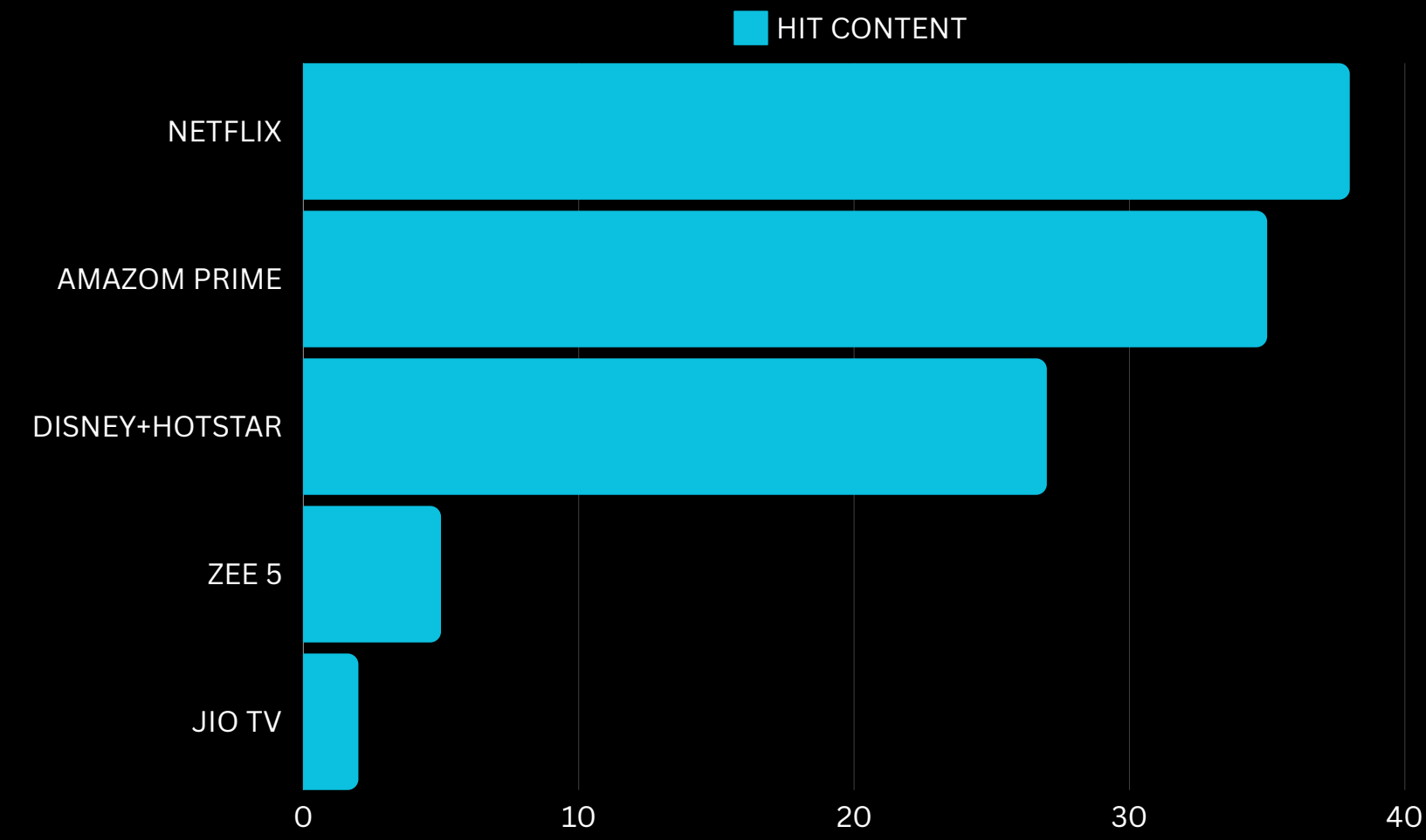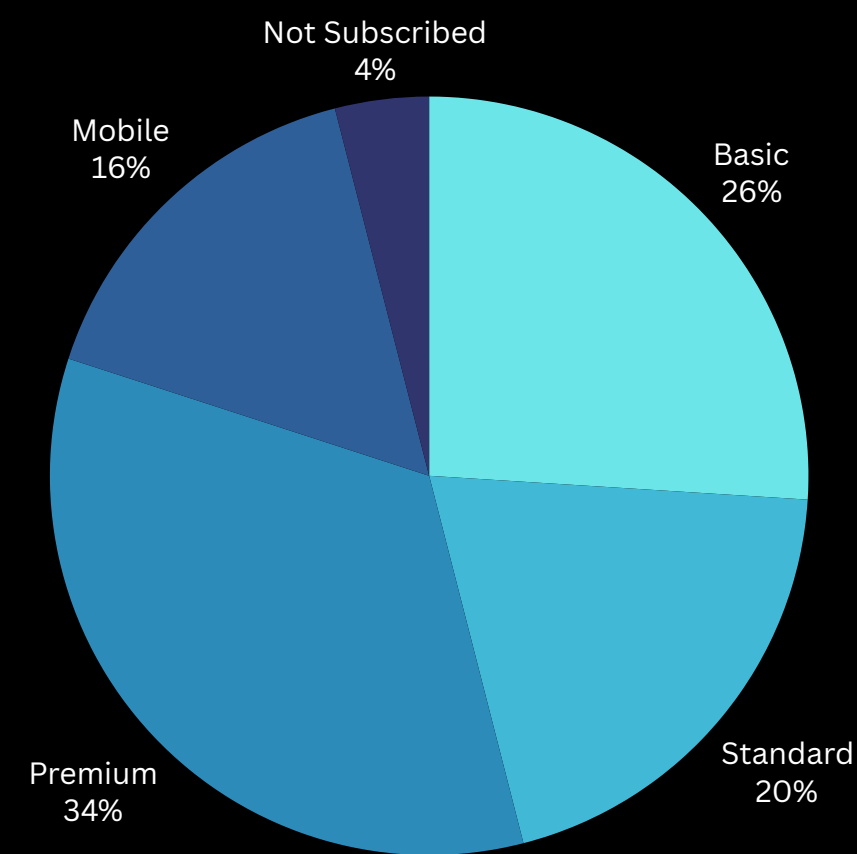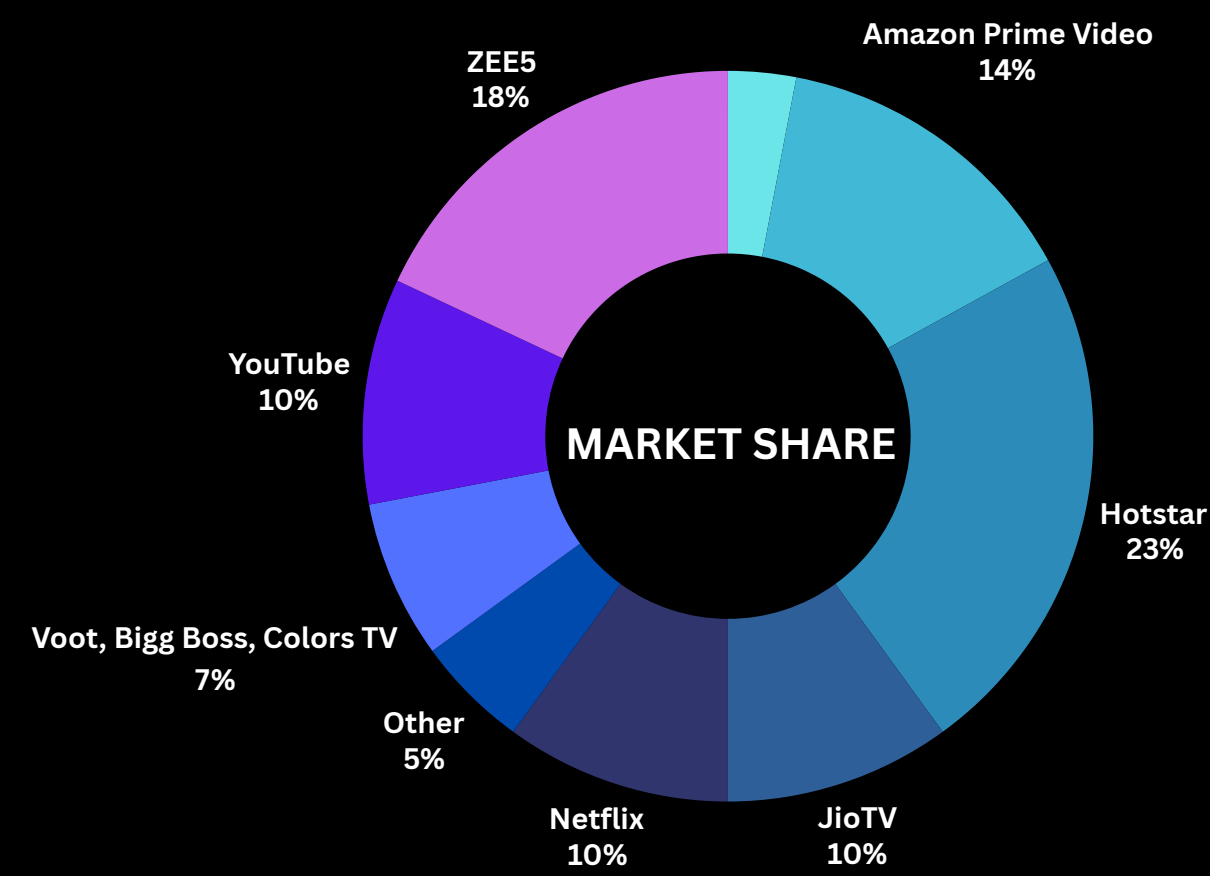Your answer

What is your Gender *

○ Male

○ Female

○ Others

kaggle

statista

SURVEY RESULTS

Ratings

Platform	Rating
Netflix	~3.80
Amazon Prime	~3.85
Disney+Hotstar	~3.70
Zee 5	~2.90
Jio Tv	~2.85

MARKET SHARE

- ZEE5 18%
- Amazon Prime Video 14%
- Hotstar 23%
- JioTV 10%
- Netflix 10%
- Other 5%
- Voot, Bigg Boss, Colors TV 7%
- YouTube 10%

Subscription

- Not Subscribed 4%
- Basic 26%
- Standard 20%
- Premium 34%
- Mobile 16%

HIT CONTENT

| Platform	Value
NETFLIX	~38
AMAZOM PRIME	~35
DISNEY+HOTSTAR	~27
ZEE 5	~5
JIO TV	~2
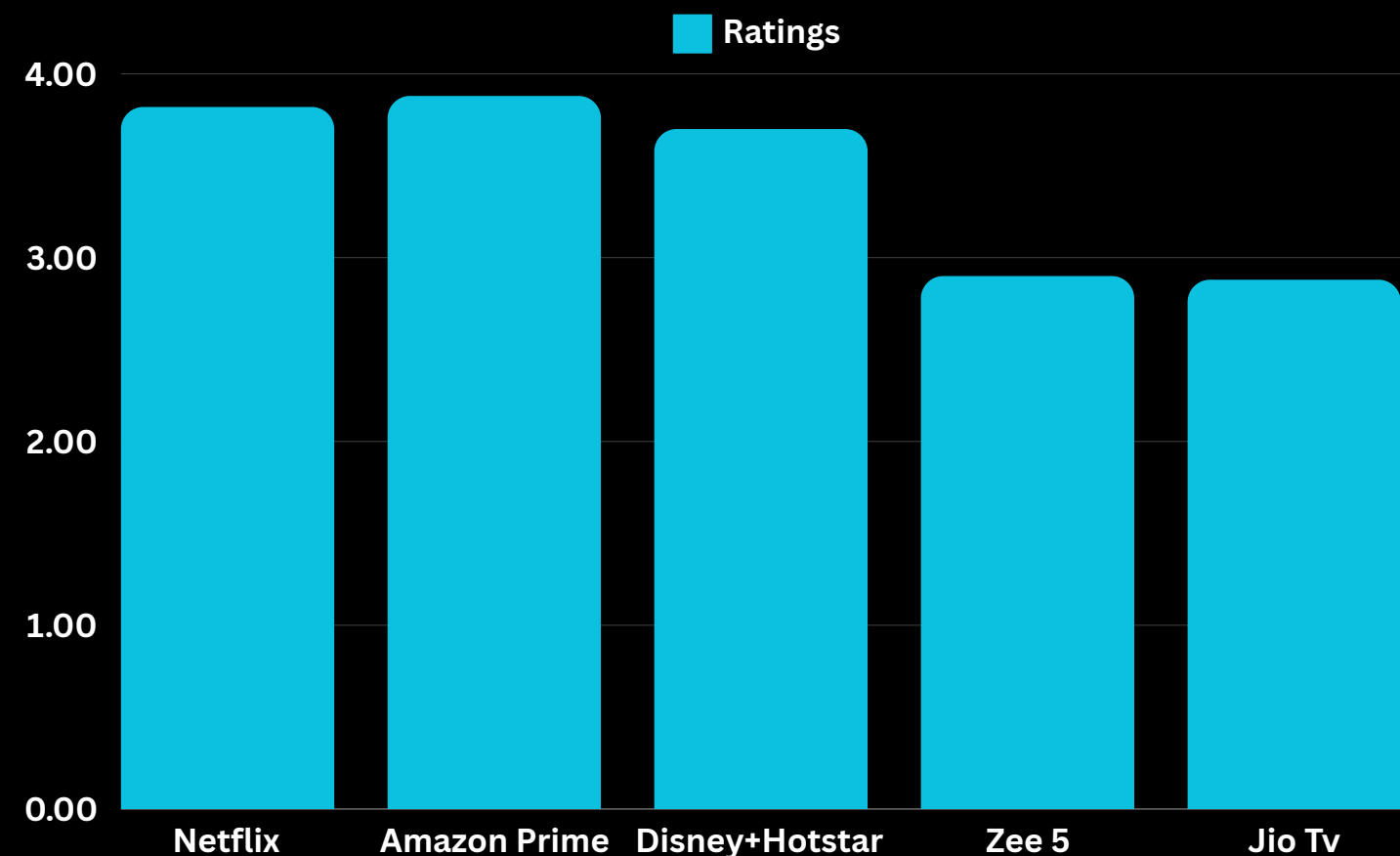
EXPLORATORY DATA ANALYSIS

These three horizontal bar graphs show side-by-side comparisons of the monthly prices of Netflix's standard, basic, and premium subscription levels in best performing countries vs the subscription prices in India. India has some of the lowest subscription fees, which may help it draw in more customers in a market where consumers are picky about price. Prices in the US, UK, and Switzerland are higher; this could be due to a greater willingness to pay for the availability of a larger content collection.

Catalogue Production Country


Time series analysis by Genre
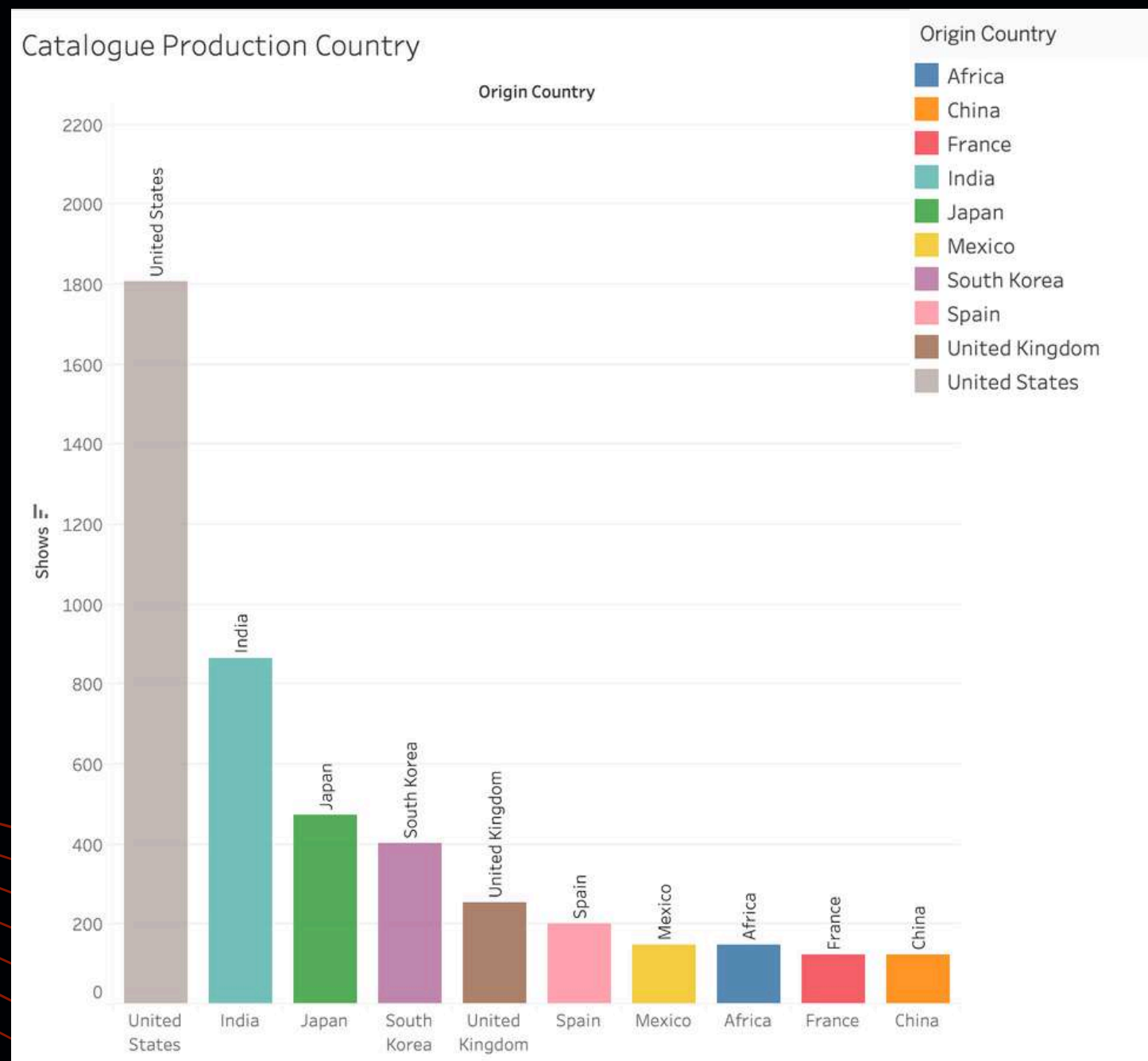
The number of Netflix series accessible by production country is shown in this graph. The US leads by a wide margin, indicating that American content predominates in Netflix's library. India and Japan contribute a significant amount of series after the US, which illustrates Netflix's commitment to producing a variety of content for various geographic audiences. The lower production statistics from nations like China and France may indicate a strategic Netflix focus on certain areas over others, or they may indicate a smaller content creation business for streaming.
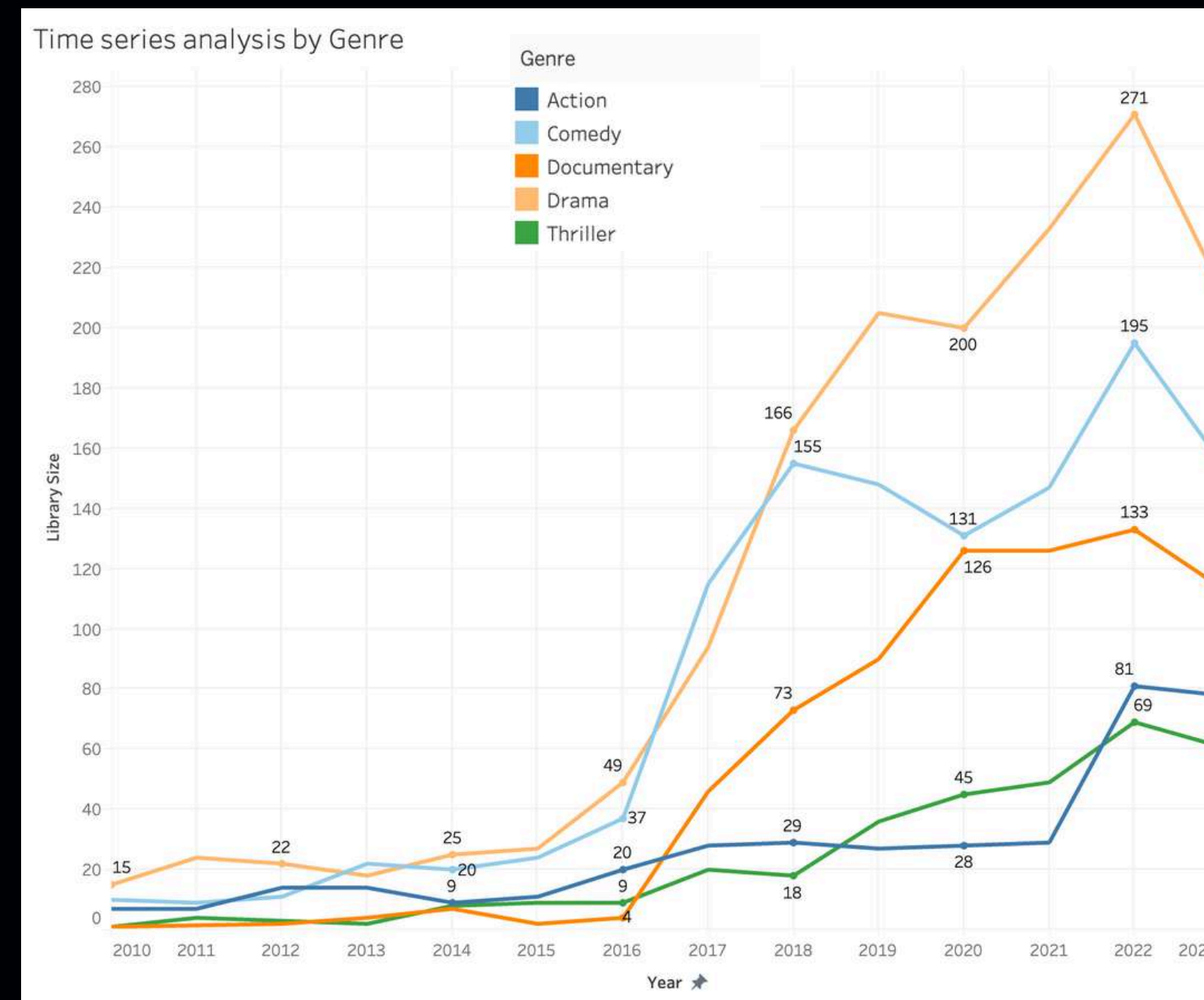
Segmented by genre, the "Time series analysis by Genre" graph shows the dynamic evolution of Netflix's library between 2010 and 2023. Action genre see a dramatic peak in 2022 and then plummet sharply, while Comedy shows stability with a gradual rise until 2017 before levelling off. Consistent expansion in documentary content highlights a dedication to non-fiction and educational programs. The most prolific genre, drama, peaks in 2019, indicating a potential overabundance or a subsequent strategic turn. In the past two years, there has been a noticeable increase in thrillers, which may indicate a change in audience preferences. The overall decline observed across all genres in 2023 may indicate a strategic consolidation or redirection by Netflix, maybe in reaction to shifting viewer trends or market conditions, or as a result of changes in content strategy.

SEGMENTATION
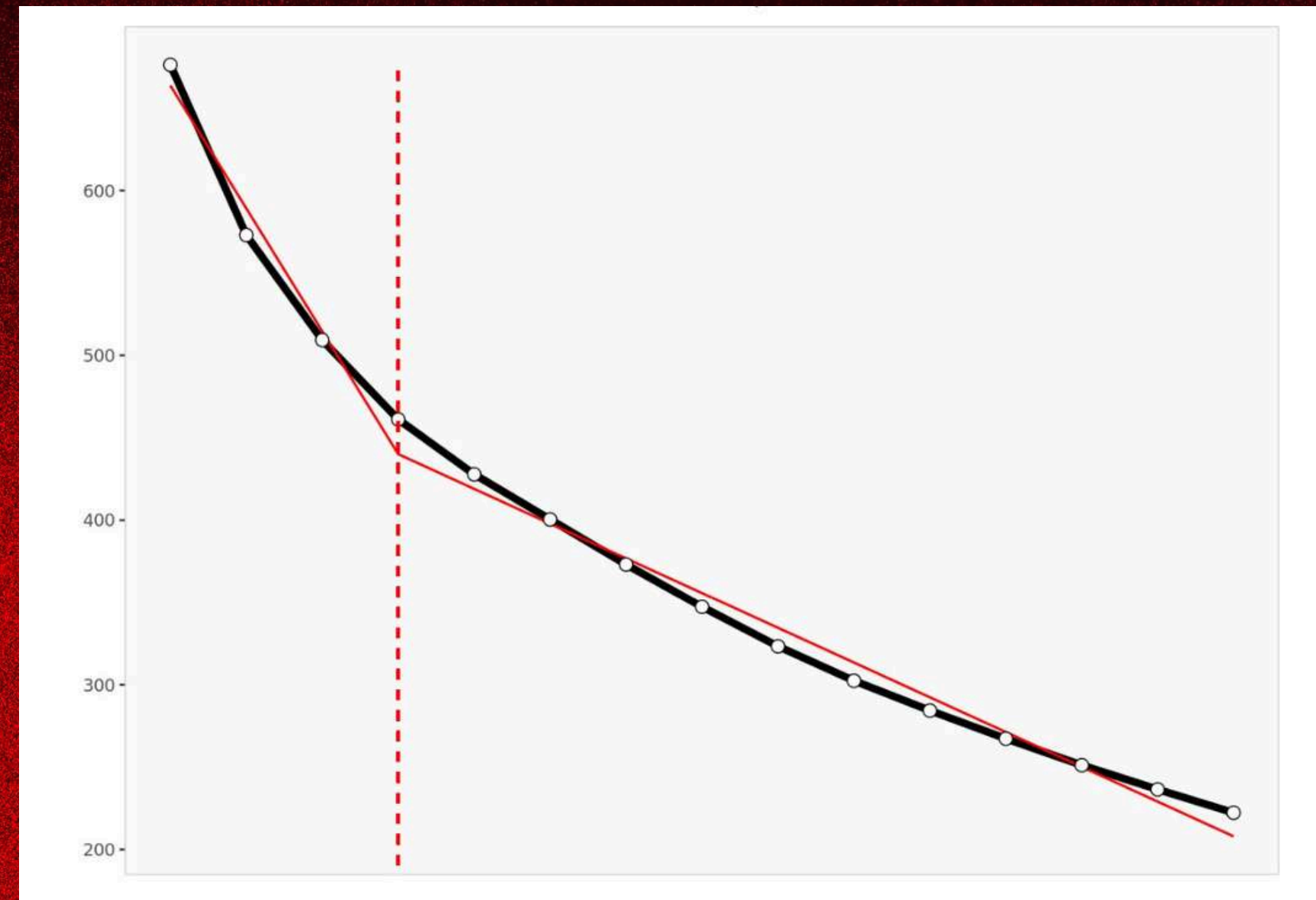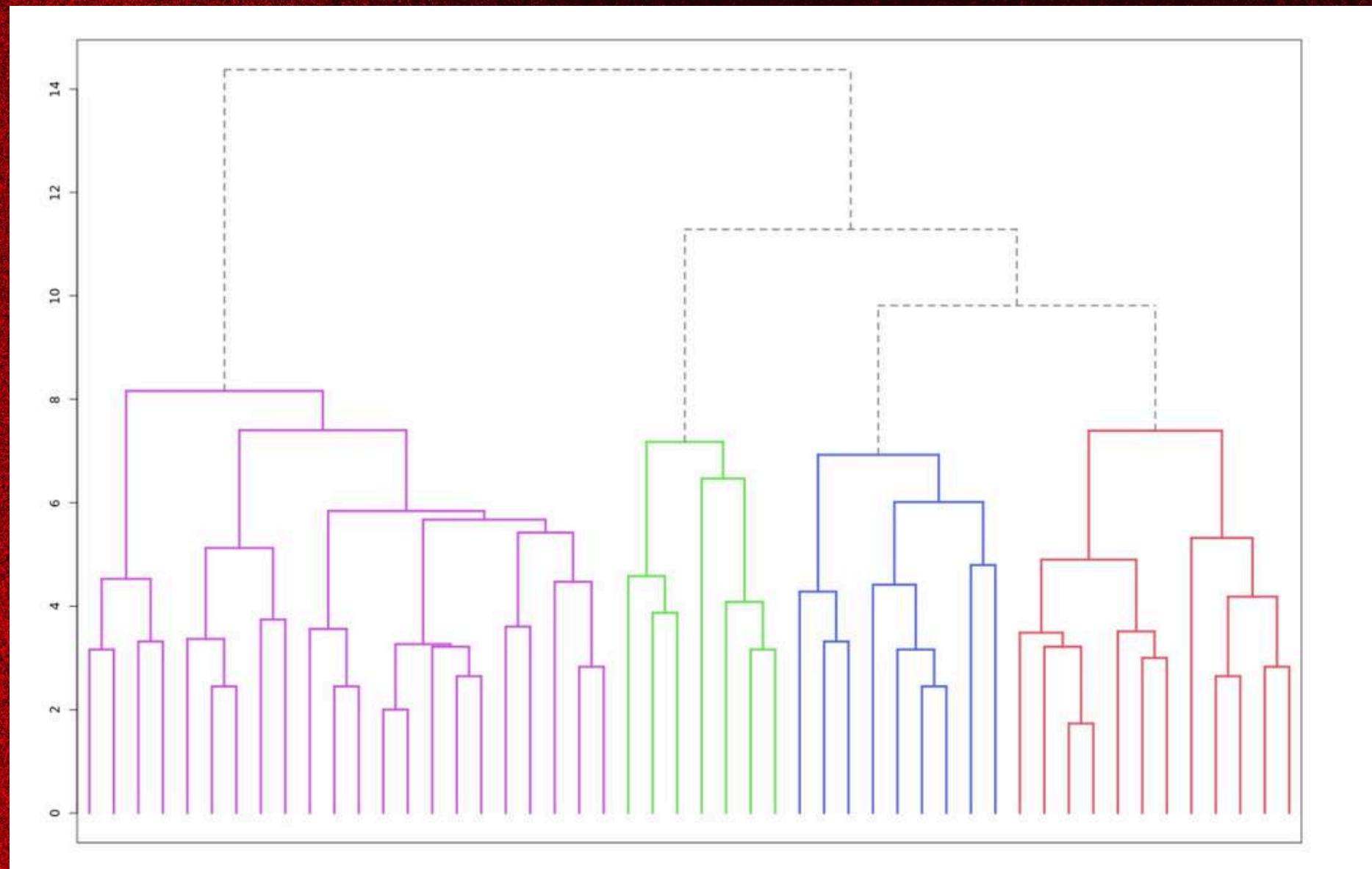
4 Segments

SEGMENTATION
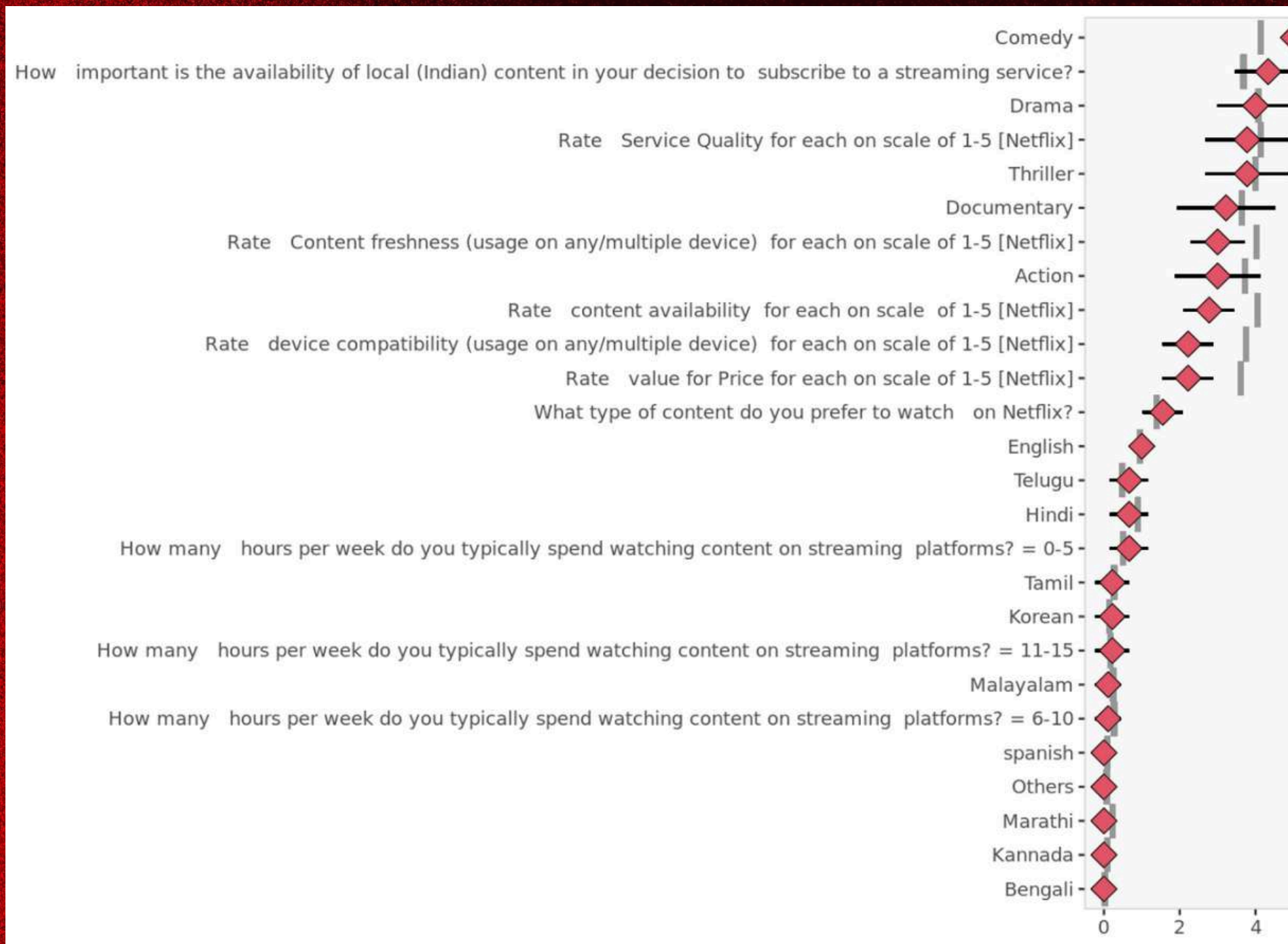
**Segment 1: "Busy Bees"**

Demographics: Female dominated age around 25
Income Range: 0-15k

Viewing Habits: This segment watches less content per week compared to others, likely due to a busy lifestyle. Their content preference leans towards Comedy and Drama.

Key Descriptors: High valuation of content freshness and device compatibility suggests a preference for new content and multi-device access.

SEGMENTATION
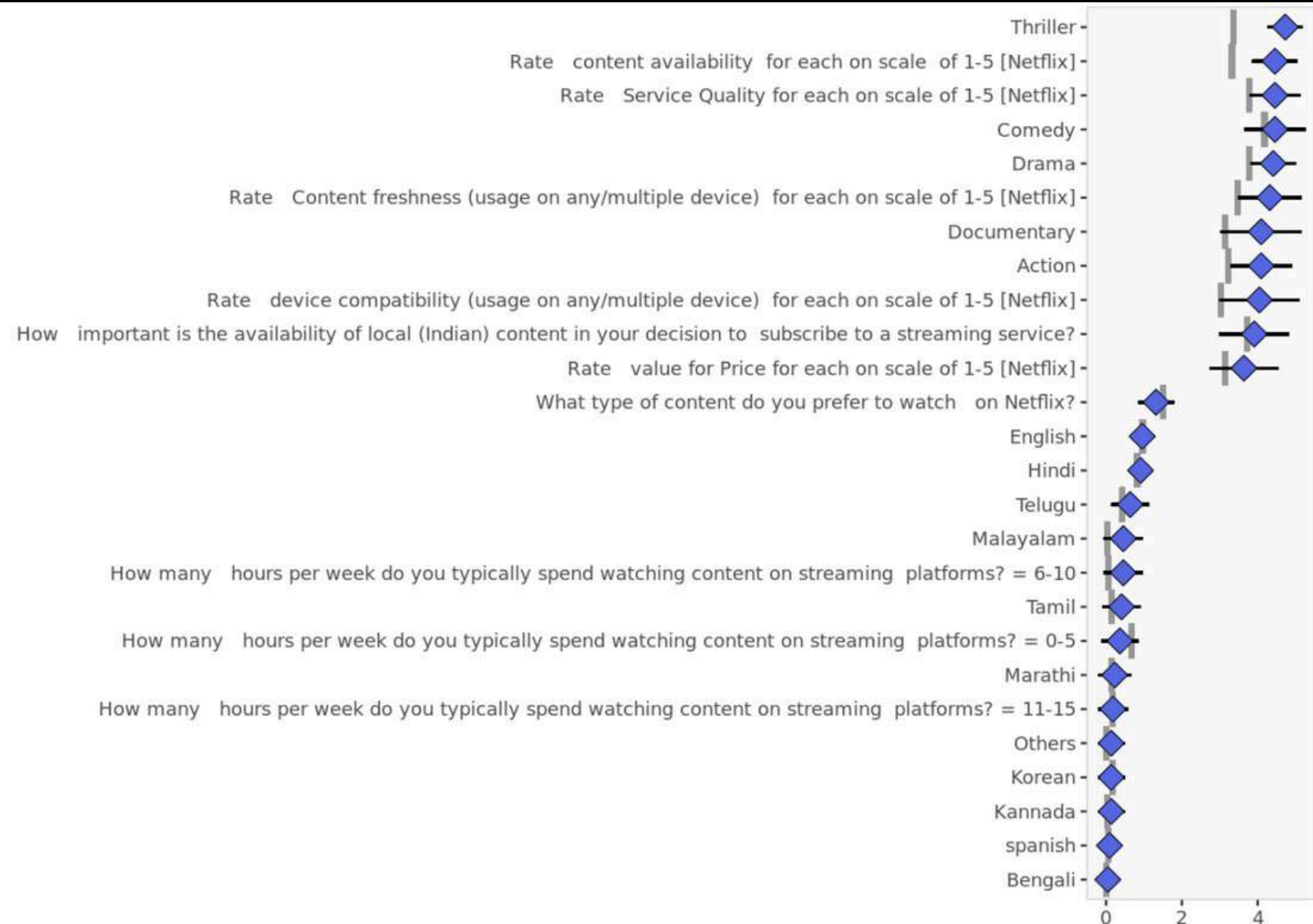
Segment 2: "Binge Buffs"
Age: 24
gender= equal distribution
preference for a premium subscription
Income 0-15k

Viewing Habits: High consumption of streaming content, particularly in genres like Thriller and Drama. This group values content availability and service quality, indicating high expectations for their viewing experience.
Key Descriptors: Shows a strong preference for extensive viewing hours and a variety of content, including significant interest in local (Indian) content.

SEGMENTATION

Segment 3: "Documentary Devotee"
male-dominated
strong preference for a premium subscription

Viewing Habits: Interested in genres like Documentary and Drama but watch them sporadically.
Key Descriptors: This segment rates the availability of local content and service quality highly, showing a preference for quality over quantity.

SEGMENTATION

Segment 4: "Selective Streamers"

Age: little above 25
**Mostly female**
Income = 0-15k

Viewing Habits: They have specific preferences for Drama and Action and rate the content freshness highly, suggesting a demand for new and engaging content.
Key Descriptors: Exhibits the highest ratings for price value and content availability, indicating that they perceive a good return on their investment in the service.

INTERPRETAION OF POSITIONING

Dimensions I-II
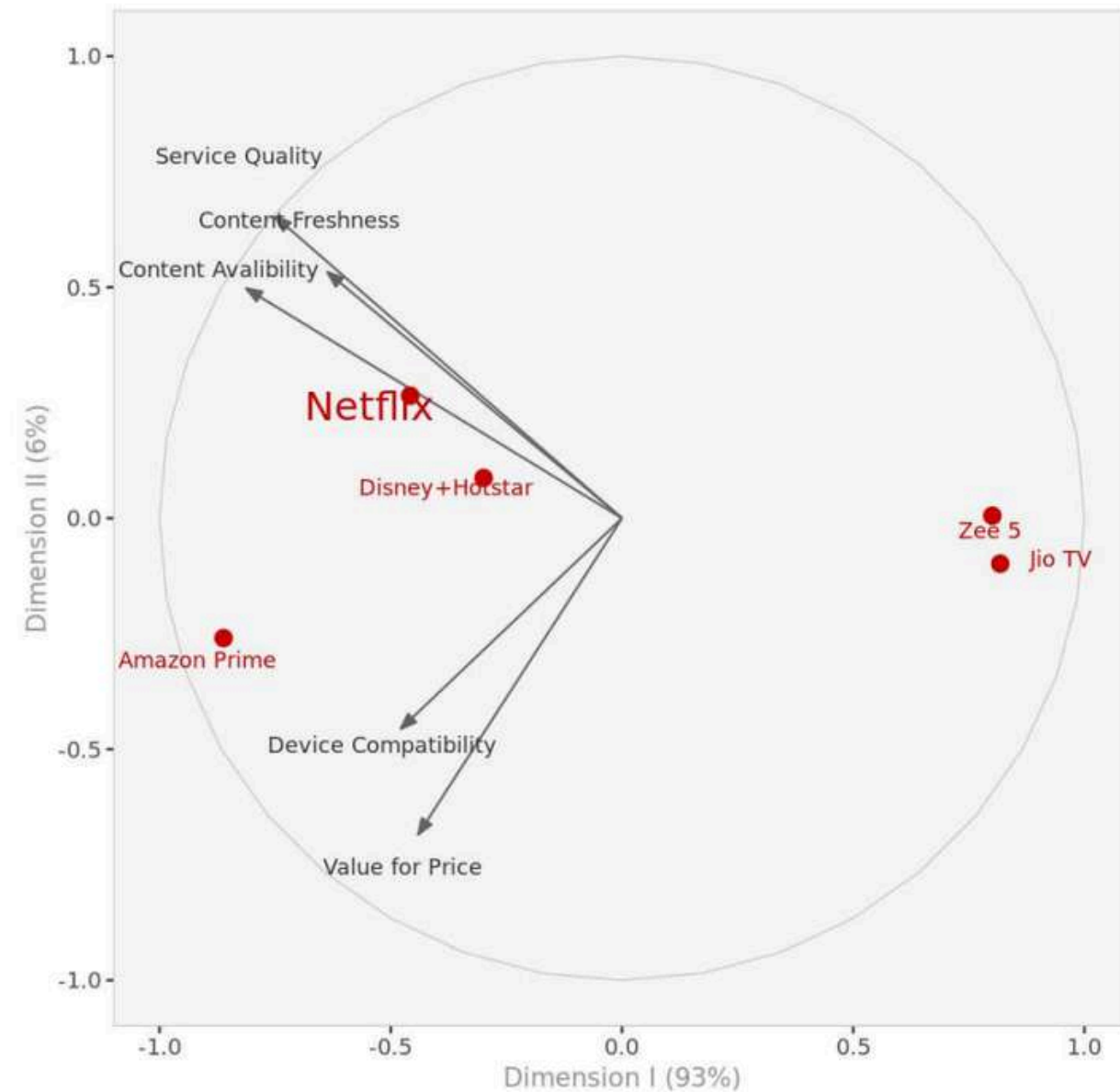
Netflix: Positioned close to the center, suggesting it has a balanced performance across all attributes, but not leading in any particular one.

Disney+ Hotstar: Also relatively central, possibly indicating a similar overall balance to Netflix.

Amazon Prime: Positioned towards the negative side of Dimension I and Dimension II, which might suggest it's perceived as less favorable regarding device compatibility and value for the price.

Zee5 and Jio TV: Placed further along Dimension I on the positive side, these may be perceived as offering better value for price or they could be more compatible with various devices compared to other services.

POSITIONING

Dimensions I-II
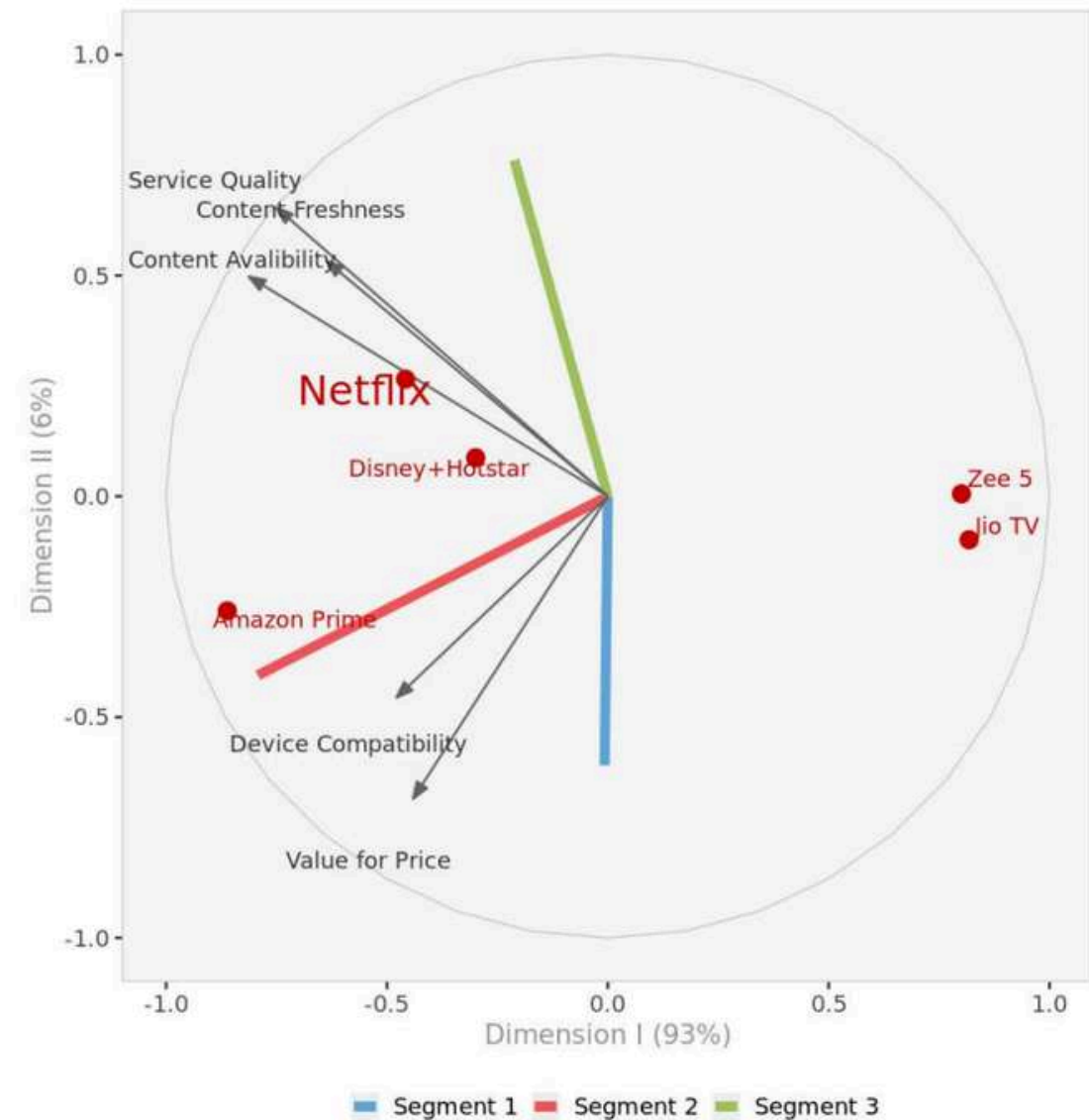
Segment perceptual Map I-II. Complete perceptual map with objects, attributes and average segment preferences on the first and second dimensions.

Segment 1 (Blue Line): Customers in this segment have a strong association with Amazon Prime, indicating that they value the service highly on the criteria that are closest to the centroid of this segment.

Segment 2 (Red Line): Strongly linked to Disney+ Hotstar and Netflix, suggesting that these users think these two services satisfy their preferences, which may include excellent service and up-to-date material.

Segment 3 (Green Line): This segment is near Zee5 and Jio TV, indicating that it values the qualities in which these two services excel, possibly in terms of cost or the availability of particular content.

CONCLUSION & RECOMMENDATION

Customized Approach Required:

Modify tactics to tackle regional issues such as poor internet use and strong cost sensitivity.

Diverse material Strategy:

To accommodate a range of audience interests, make investments in locally and culturally relevant material.

Modifications to the Subscription Model:

Adapt subscription packages to India's consumption habits and affordability.

Targeted Marketing:

To customize content for audiences such as "Binge Buffs," "Busy Bees," and others, use segmentation data.

Strengthen Competitive Position:

To better compete with regional streaming providers, raise the quality of your services and make them more device-compatible.

Leverage Data Insights:

To better satisfy regional customer demands, adjust content distribution, pricing, and promotional methods based on PCA findings.

THANK YOU VERY MUCH!