

**LET'S SOLVE A
GUESSTIMATE**

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PROBLEM STATEMENT

**Estimate the
Number Of
Netflix Accounts
In India.**



ASSUMPTIONS

- We can divide the Indian population based on the Urban/Rural split since essentially no one from rural areas would have a Netflix account – willingness to pay issues since it's not a necessity, and Netflix would be competing with free OTTs like MX Player & Jio Cinema in these price sensitive regions of the country.
- Out of the 30% population living in Urban areas, we can focus on the high-income and upper middle-income group.

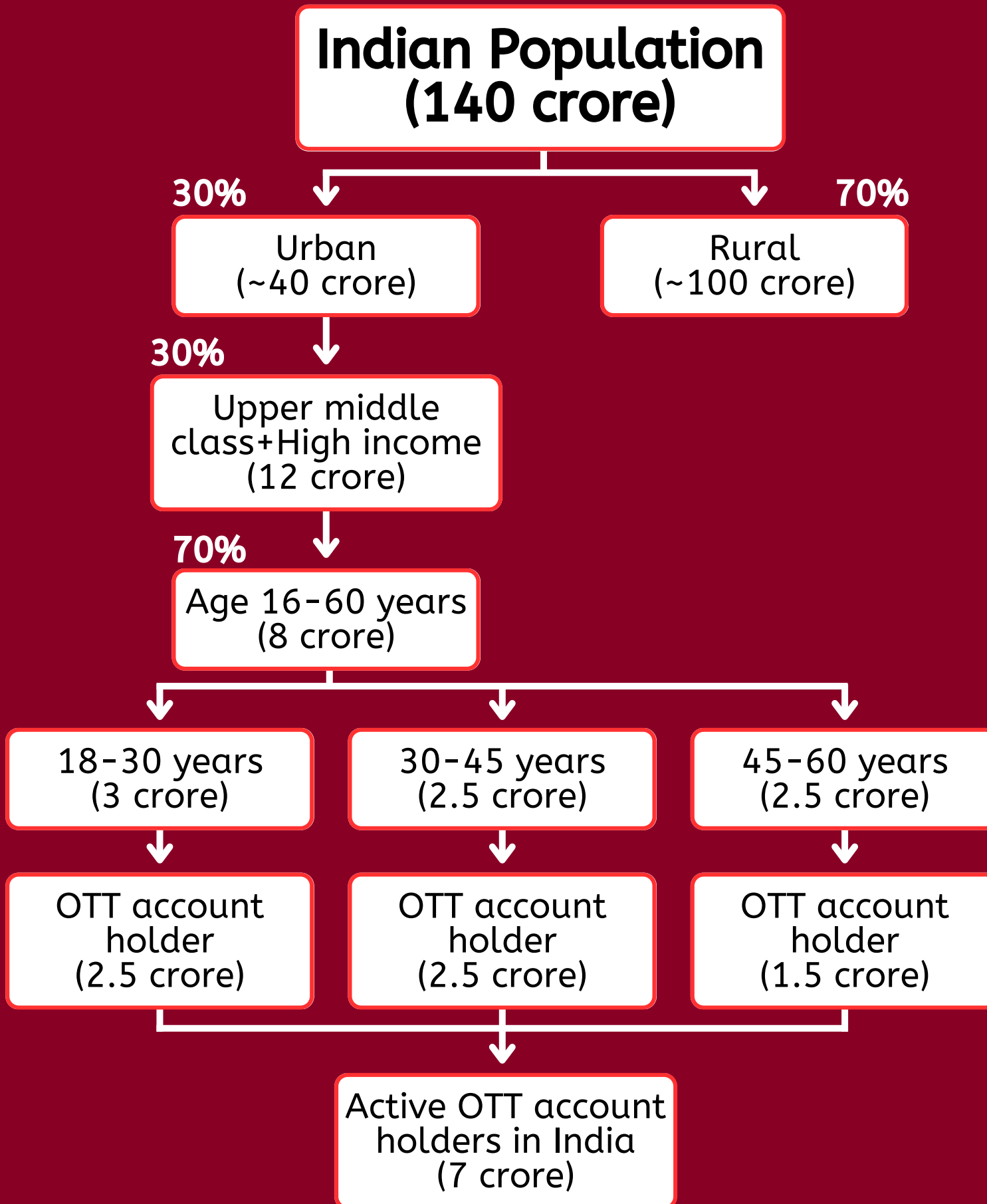
ASSUMPTIONS

- Then out of those remaining, we can look at those aged between 18-60 years of age as these would typically have an OTT subscription.
- We can then divide the relevant population into three age groups - 1) 18 to 30 years, 2) 31-45 years, 3) 45-60 years and assign a % for split of those having an active OTT subscription, which will be very high for those aged from 18-45 and lower for those who are 45+ in terms of age.

ASSUMPTIONS

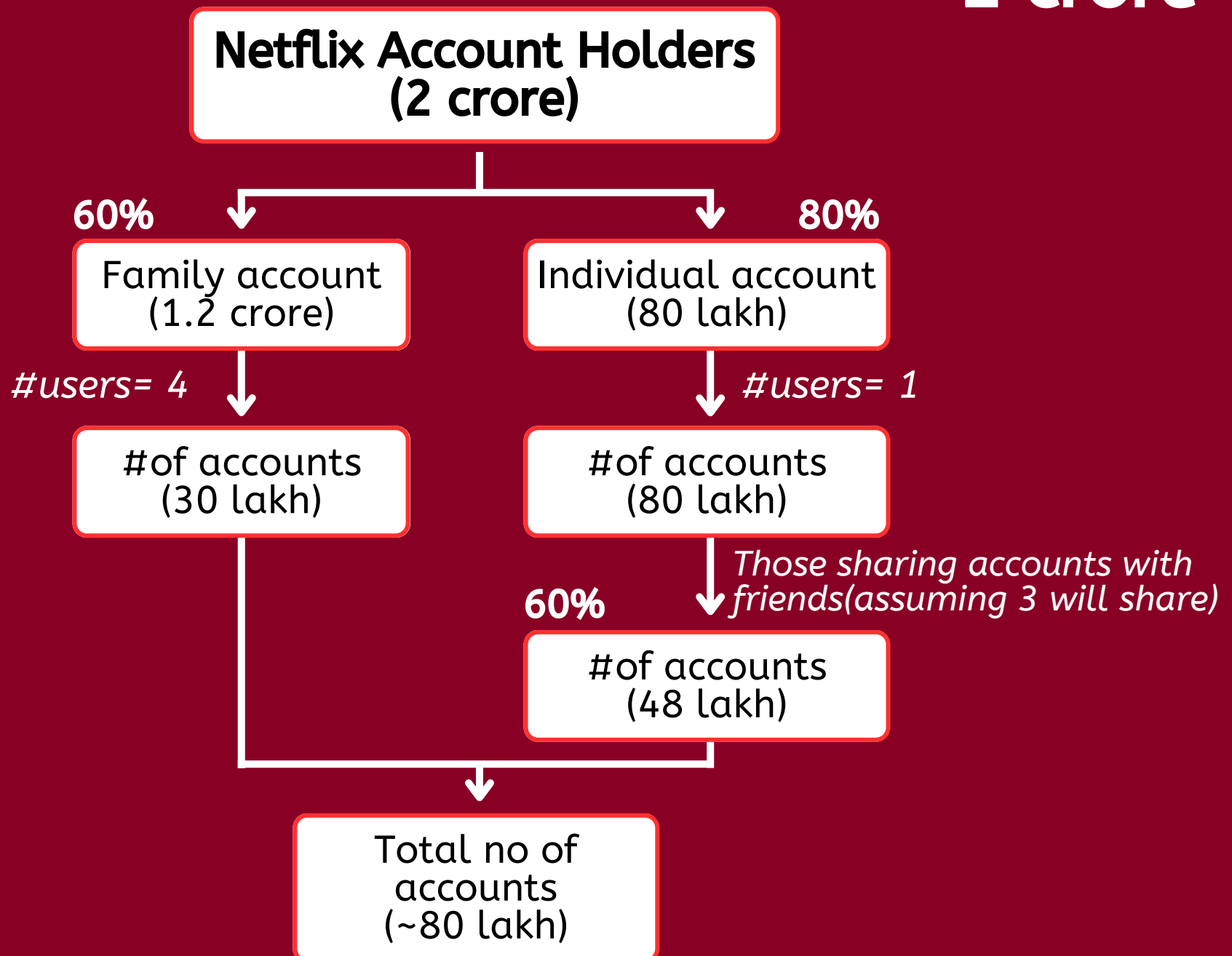
- From the active OTT account holders, we can take a 30% market share for Netflix as it competes with Hotstar and Prime Video.
- Out of active Netflix account holders, we can assume that 60% are family accounts where 4 active subscribers use one account and 40% are individual accounts.
- In individual accounts, there might be many who would be using their friend's account to consume Netflix, so we have to consider this too and reduce the individual accounts proportionately. Here I have assumed that 60% users currently use someone else's account and there are 3 users on an average using 1 paid account.

FRAMEWORK



FRAMEWORK

- Netflix market share (against Hotstar, JioCinema, Amazon Prime Video)= 30%
= 2 crore



FINAL ANSWER

The estimated number of Netflix accounts in India is approximately 80 lakh

CONSULTING FELLOWSHIP

Mentors from

McKinsey
& Company

BAIN
& COMPANY



Dalberg

Deloitte. **BCG**

accenture

- 1 **2.5 or 6 months, 10 mentors, and 30+ hours of live mentorship on Consulting careers, CV making (including 1:1 edits), Guesstimates & Case Interviews.**
- 2 **Rigorous interview practise through real-time guesstimates solving & buddy teams for mock cases.**
- 3 **Placement Assistance through employee referrals by our MBB & Dalberg mentors. Regular job updates from consulting firms. Industry Breakdown for cases.**
- 4 **Live case project (& certificate) with a real life client & business problem. CV templates & interview preparation resources along with 1:1 Mentorship.**

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