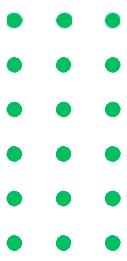


ISBPM_Assignment_8.2-

Experiment 8: Subscription plan optimization for a streaming service



Product Offering-Objective



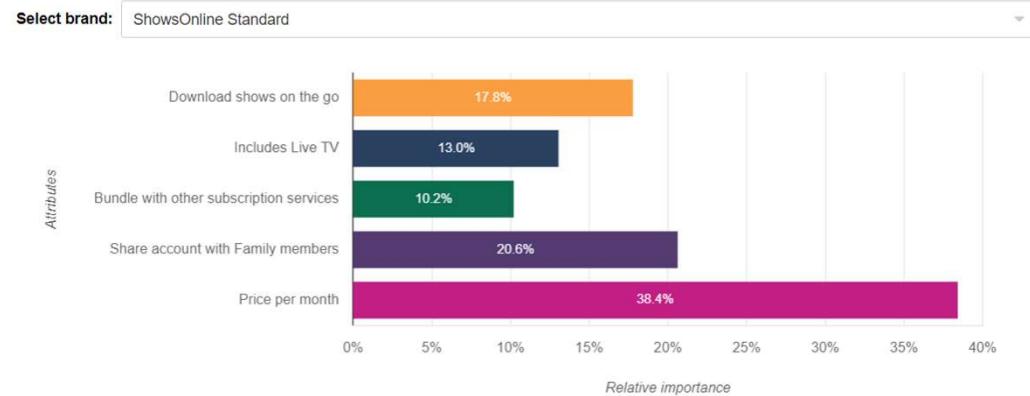
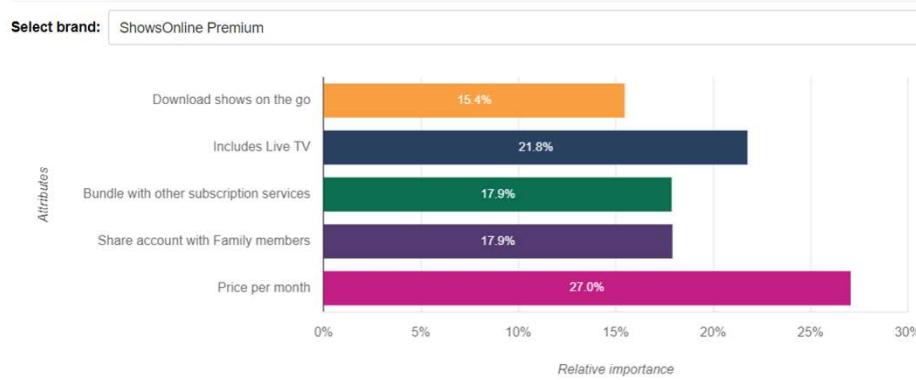
Rolling out Subscription plan –for a streaming service . To measure the market effectiveness and calculate potential the company is doing a conjoint analysis . There are 5 brands in Play and below are the list of Features which are needs to be analysed to find out which brand is delivery value and which attribute is the deciding factor when consumer choice is concerned to subscribe for the Streaming service

Video streaming subscription
Base Features
Download shows on the go
Includes Live TV
Bundle with other subscription services
Share account with Family members
Price per month

Feature Prioritization

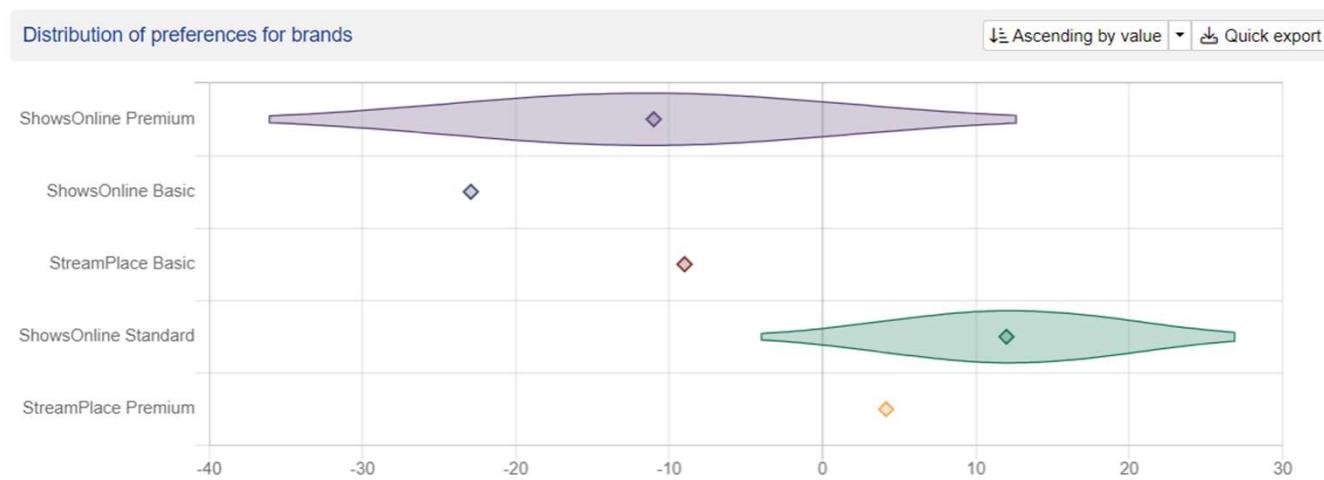
FEATURE IMPORTANCE

The feature importance graph displays the influence a feature has when the respondent is choosing their preferred bundle. The higher the score, the more weight it carries in the decision-making process. This table compares each of your features' importance. This chart shows the relative importance of Price Per Month as it carries the maximum weightage for both the brands



Brand Preference

Showsonline Premium and Showsonline Standard are 2 brands being in the market of online streaming has the equivocal market share and eyeing to penetrate the new market trends .based on the study it has been found ShowsOnline Premium has been the most preferred brand as per viewer's choice . StreamPlace Basic is the least which consumers want to go for



Response Declutter

Currently the Indian market Response regarding the streaming service where it has been found the low cost and service which matters most

participant_id	IP address	Location: Country	Device type	Q3: Additional thoughts (product)
216303531	2409:4072:481:5cdf:810:38b5:3277:aa8f	India	desktop	no
216303536	117.206.130.40	India	desktop	NO
216303550	202.88.250.66	India	desktop	nothing
216303552	223.176.5.80	India	mobile	Nope
216303597	2409:4073:397:adf2:65a0:aa21:db05:7e2a	India	desktop	I found this hit interesting.
216303600	112.133.237.46	India	desktop	no
216303608	49.207.62.92	India	desktop	streaming service
216303609	49.206.126.147	India	desktop	"Tell me about a product you like" question.
216303628	2409:4072:6195:9d59:b5a3:9d71:7600:5af8	India	desktop	good for people
216303646	106.193.176.123	India	desktop	If Free is available I will surely would like to
216303655	2409:4072:30b:58ce:7048:b596:583d:4d6	India	desktop	NOTHING ELSE
216303657	117.198.193.202	India	desktop	Not at All.. Thank You
216303671	122.177.123.69	India	desktop	Thank you
216303683	150.129.128.38	India	desktop	I chose plans with low cost and more
216303699	117.216.34.232	India	desktop	Nothing
216303712	117.217.209.94	India	desktop	Nothing
216303724	43.224.3.137	India	desktop	NOTHING
				tv
216303726	2409:4072:1:2f31:f460:cb31:1ebf:2355	India	desktop	
216303727	117.220.169.27	India	desktop	I THINK ITS APP LIKE NETFLIX.
216303734	2409:4072:21f:6b7d:58c8:8dad:81e6:509e	India	desktop	no
216303737	2409:4072:6094:e9ea:2166:b9e8:6a6a:86c5	India	desktop	No Comments.
216303746	122.174.182.123	India	desktop	nothing
216303748	157.50.213.25	India	desktop	IT'S AWESOME.
216303758	27.62.48.190	India	mobile	No
216303760	59.99.100.108	India	desktop	videostream

Response Declutter -West

US response is quite interesting as they are going for value for money

participant_id	IP address	Location: Country	Device type	Q3: Additional thoughts (product)
216303530	107.208.233.74	USA	desktop	They were very close alike in some offers. It would definitely be a tough decision to make in real life.
216303534	23.209.105.66	USA	mobile	I don't want ads
216303534	73.23.138.51	USA	desktop	good one
216303536	2601:19b:4700:1:c80:80af:b13f:f29:2265	USA	mobile	No
216303537	23.23.218.87	USA	desktop	GOOD
216303549	2601:14:1:101:626d:695c:53c6:3080:3cd8	USA	desktop	No
216303551	72.227.148.55	USA	desktop	It's likely not something I would pay for. I would likely always choose the
216303558	2601:193:8200:c8a0:4474:a712:8a76:6b55	USA	desktop	no
216303560	2601:193:8200:c8a0:e42b:e800:b43f:b018:efd2	USA	desktop	no
216303566	173.61.130.124	USA	desktop	no
216303568	32.212.209.44	USA	desktop	no
216303571	2600:1:0e:b142:5e8b:9de2:ee14:cdc9:ec81	USA	mobile	They seemed like a good deal. I chose the options with the most features because they were all reasonably priced.
216303573	2600:1:d722:ab8f:2d46:c055:ae00:7e3f	USA	desktop	no
216303574	67.229.3.265.177	USA	desktop	I have some specific needs for programming and price is not a significant
216303578	2600:8603:ae00:bb0:a99c:8809:c17f:ca19	USA	desktop	no
216303579	73.203.248.253	USA	mobile	I typically want one of the better packages but also want to be able to share with other family members and stream on preferably 4 devices no
216303580	2601:1e0:6900:1:ac0:412a:5794:7e09:124a	USA	mobile	features of it. Made it easier to pick
216303581	2601:1983:c100:7d7:90cd:b537:8c57:94cf	USA	desktop	no
216303582	2601:193:8200:c8a0:44de:19ec:c90e:a244	USA	desktop	no
216303583	107.195.124.108	USA	desktop	no
216303592	184.59.205.29	USA	mobile	I have no comment
216303594	209.129.62.2	USA	mobile	Please don't offer the option with ads
216303595	2601:800:c400:6610:54fd:8ea4:6634:2984	USA	desktop	No
216303596	5000:6466:200:47fe:f598:774a:baf:4e04	USA	desktop	Nope.
216303598	57.21.10.74	USA	mobile	Nothing
216303599	198.14.221.219	USA	desktop	Personally I would get none of them but my family would enjoy the
216303606	60.29.161.104	USA	desktop	no
216303610	198.21.14.176	USA	mobile	Great!
216303617	2604:2d80:6704:4900:2d77:e38f:2913:1d1d	USA	desktop	If some of the other service options offered Ultra HD I would be
216303618	70.32.0.75	USA	desktop	All is good.
216303620	109.24.10.69	USA	mobile	None
216303627	99.102.208.183	USA	desktop	NO
216303629	2604:8600:2000:5f:b03c:d133:79ab:2998	USA	desktop	The products are highly capture to all of the people quality also very good. And it is easily covered all the people price also very lower than
216303633	47.36.181.122	USA	mobile	No
216303634	2607:fb90:e776:f57e:694a:505d:b490:12e8	USA	mobile	No
				Reputation-Building. Reputation is one of the most critical aspects for any online venture, though building it isn't easy and takes time. ... Discounts and Daily Deal Strategies. ... Affiliate Program. ...
216303636	73.139.34.133	USA	desktop	no
216303636	73.37.97.28	USA	desktop	none
216303643	98.196.65.60	USA	desktop	No additional comments
216303644	99.109.50.242	USA	desktop	This SURVEY IS VERY INTERESTING.
216303645	73.19.55.36	USA	desktop	I like the option of Ultra HD
216303656	71.86.114.222	USA	desktop	no
216303666	2601:193:8200:c8d856:e2d3:5f0d:44f0	USA	mobile	No effect and ultra sound product was digital product, it must be very Does internet come with the streaming services? It should....
216303666	107.77.237.42	USA	mobile	The option which I chose everytime was the standard no-add. It seemed like it was the best fit for my personal needs.
216303667	2601:100.8200:7230:8df8:715:bd27:3860	USA	desktop	Not I have no other thoughts.
216303668	184.100.128.60	USA	desktop	I have no thoughts to share
216303669	199.30.0.41	USA	desktop	Watch live Tv
216303672	2601:193:8200:c1:10:ffaf	USA	desktop	No
216303677	73.21.111.147	USA	mobile	No
216303677	47.204.190.33	USA	mobile	A few of these packages sounded appealing, but I chose the ones that sounded best to me! Most of the time that was the \$6-\$7 Standard package but there was one option (I believe the last one) where the
216303678	2601:603:1c7e:a50:dc34:9ab5:9b57:d14c	USA	desktop	price was under 10 dollar option.
216303679	76.108.39.137	USA	desktop	Maybe in the near future there will be more services available instead of the few that is offered, the ones that are popular keep going up on the prices, they know of course that the chooses are limited in certain areas.
216303680	209.26.249.42	USA	mobile	nicer
216303681	76.182.69.47	USA	desktop	Not at this time/I thanks
216303682	73.0.133.244	USA	desktop	No
216303688	68.222.115.209	USA	desktop	Product seems to be interesting, I think it is a good deal for what it is offering. Even for the free version, it is still a good package. With only a
216303690	2601:c9:200:1:460:b:de60:beb0	USA	mobile	No comments
216303694	47.145.130.202	USA	desktop	Good deal.
216303695	198.52.2.95	USA	mobile	its 1080 print
216303700	73.23.41.118	USA	desktop	Online streaming is best to watch videos.
216303701	70.32.0.50	USA	desktop	It's nice to have shows for free that don't contain ads. I would subscribe to a paid service if it was super cheap and offered
216303701	73.96.220.120	USA	desktop	No
216303710	84.113.7.44	USA	desktop	no
216303711	24.165.50.61	USA	desktop	no
216303715	2601:193:8200:c1:10:5680:3429:c1a3:236b:8e48	USA	desktop	GOOD SURVEY TO ME.
216303718	73.104.45.97	USA	desktop	no
216303720	107.77.232.187	USA	desktop	none
216303721	73.21.111.149	USA	desktop	no
216303723	73.81.196.231	USA	mobile	no
216303733	2603:6000:d34b:9000:8c34:c868:6a2:6827	USA	desktop	sounds good and value for money
216303738	99.102.208.183	USA	desktop	no
216303740	162.100.4600:34c0:c9a:4bd7:c1ca:692f	USA	desktop	no
216303749	76.132.81.129	USA	desktop	No
216303754	2601:603:1c7e:a50:dc34:9400:81de:39d7:3676:1087	USA	desktop	no
216303756	76.108.161.76	USA	desktop	like products that can share with family
216303756	2600:8804:7f00:100:105d:bc16:9ac1:e148	USA	desktop	none
216303757	2001:558:6030:93:f4:698a:434e:fa3f	USA	desktop	No thoughts.
216303761	2601:545:4401:1e0:eo96:491d:7ace:3129	USA	desktop	no

Discussion Point 1- Concept ranking

Showsonline Standard –Streaming is rolling base feature which has struck the chord with the Consumers. The first thing which has worked on the mindset is the price they are charging .They have kept the price under 8 \$. What they have offered with their standard service sis value for money. They have included live TV inside the package and bundled with other subscription services. Customers don't have to buy other package with extra cost and can avail basic features along side Live TV. What every customers want always to share account with family members so that they don't have to subscribe individually ShowsOnline Standard Rollout product is offering them account sharing and download on the Go. Most of the millennials love this offering as they don't have time to browse different packages rather they want everything bundled and cost effective . LiveTV is something which has been successful in the west and now peaking fast in india. So as per the concept ranking its has become highly attractive offer

Video streaming subscription	Base Features	Download shows on the go	Includes Live TV	Bundle with other subscription services	Share account with Family members	Price per month	Value for customers	Rank
Showsonline Standard	Showsonline Standard Features	Download shows on the go	Includes Live TV	Bundle with other streaming services	Share account with family members	\$5/Month		26.9 1
Showsonline Standard	Showsonline Standard Features	Download shows on the go	Includes Live TV	Bundle with other streaming services	Share account with family members	\$7/Month		24.2 2
Showsonline Standard	Showsonline Standard Features	Download shows on the go	Includes Live TV	None_Bundled	Share account with family members	\$5/Month		23.9 3

Discussion Point 2 -Turf Analysis

Based on the below Turf analysis – 95 % people have understood the survey and expressed to recommend the product .The price is the attribute which has captured their preference . With this portfolio, **95% of all customers can be reached**. Of these, **on average everyone likes 1.62** of the varieties offered (Frequency) and will most likely recommend. Next With this portfolio, **94% of all customers enjoy the product offering**. Of these, **on average everyone like 1.53** of the varieties offered (Frequency) and undertood the survey. With this portfolio, **76% of all customers can be reached**. Of these, **on average everyone likes 1.63** of the varieties offered (Frequency) and will mostly recommend this survey

	Reach	Frequency	Item 1	Item 2
1	0.956522	1.62	☺ I understood everything in this survey	👉 I would recommend this survey to another person
2	0.949275	1.53	😊 It was enjoyable	☺ I understood everything in this survey
3	0.768116	1.63	😊 It was enjoyable	👉 I would recommend this survey to another person

Item	Mean of raw data	Rank by mean of raw data	Standard deviation of raw data	Reach
☺ I understood everything in this survey	4.46	1	0.84	0.87681159
👉 I would recommend this survey to another person	4.07	2	1.19	0.67391304
😊 It was enjoyable	3.93	3	1.17	0.57971014

Discussion Point 3 -Preference Of levels

Download shows on the go has shown better preference of 75 %. High positive values mean relatively high preferences. Negative values mean relative dispreference . On Average Download shows on go has garnered high preference .8.6 % Consumers are ready to spend 11 \$ on month average for Premium Offering. The most preferred level around the ShowsOnline premium is LiveTV followed by shared account with following members.Around 11.6 % voted for Live TV where 11.5 % voted for Share Account with family numbers

Brand	Attribute	Level	Average preferences for levels
ShowsOnline Premium	Download shows on the go	Download shows on the go	0.07530941
ShowsOnline Premium	Download shows on the go	None_Download	-0.07530941
ShowsOnline Premium	Includes Live TV	Includes Live TV	0.11585535
ShowsOnline Premium	Includes Live TV	None_LiveTV	-0.11585535
ShowsOnline Premium	Bundle with other subscription services	Bundle with other streaming services	0.10191537
ShowsOnline Premium	Bundle with other subscription services	None_Bundled	-0.10191537
ShowsOnline Premium	Share account with Family members	Share account with family members	0.11477225
ShowsOnline Premium	Share account with Family members	None_accountshare	-0.11477225
ShowsOnline Premium	Price per month	\$11/Month	0.08673116
ShowsOnline Premium	Price per month	\$13/Month	-0.09756356
ShowsOnline Premium	Price per month	\$15/Month	0.0108324

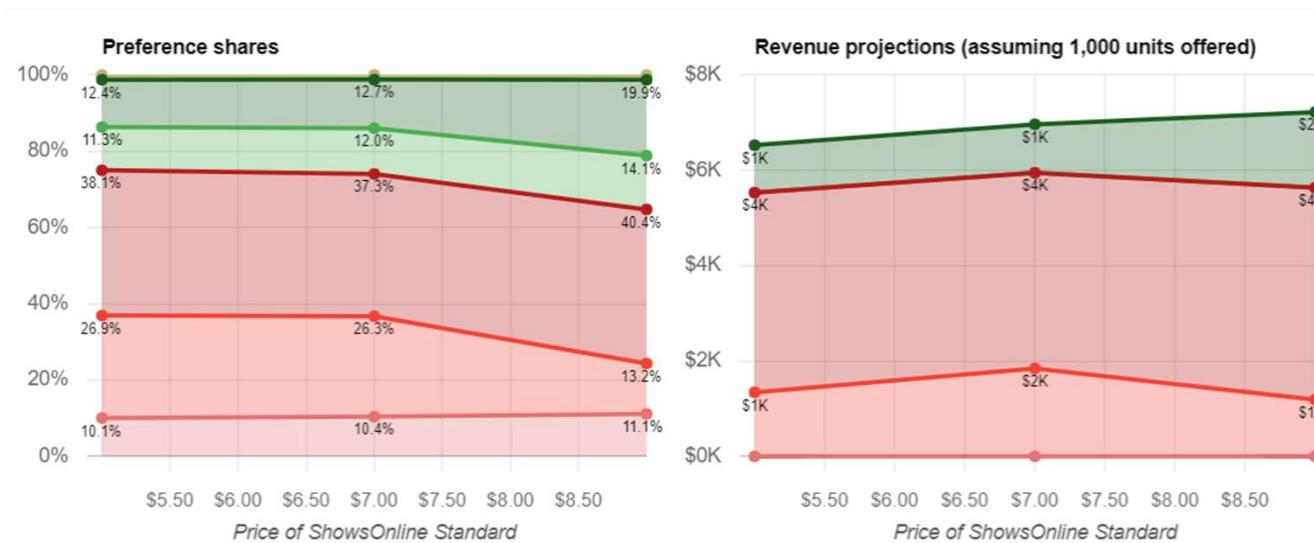
In case of regular Subscription Model 12.5 % consumers prefer to pay 5 \$ a month. 63.6 % consumers expressed their preference for Download on Go. For both Premium and Regular subscription offering Download shows on the Go is a preferred level. 5- 12.5 % consumers want a price around 5-7 \$ per month. The next preferred level as per the Regular subscription model is Share Account with family numbers where 11 % has voted for it under regular Model.

Brand	Attribute	Level	Average preferences for levels
ShowsOnline Standard	Download shows on the go	Download shows on the go	0.11190942
ShowsOnline Standard	Download shows on the go	None_Download	-0.11190942
ShowsOnline Standard	Includes Live TV	Includes Live TV	0.08405977
ShowsOnline Standard	Includes Live TV	None_LiveTV	-0.08405977
ShowsOnline Standard	Bundle with other subscription services	Bundle with other streaming services	0.04821104
ShowsOnline Standard	Bundle with other subscription services	None_Bundled	-0.04821104
ShowsOnline Standard	Share account with Family members	Share account with family members	0.11130263
ShowsOnline Standard	Share account with Family members	None_accountshare	-0.11130263
ShowsOnline Standard	Price per month	\$5/Month	0.12486006
ShowsOnline Standard	Price per month	\$7/Month	0.03931416
ShowsOnline Standard	Price per month	\$9/Month	-0.16417422

Where we can see premium Model – Consumers prefer Live TV vis-avis – download on Go in regular Model.But what common is in both segments consumers want to share account with consumers and price 5-11 \$ which they are ready to spend

Discussion Point 4 -Sensitivity to price

Showsonline –premium has the highest share in the market with 36 % whereas ShowsOnline regular has 26.3% market share .Lowest been the basic package which is 10.4 % what it shows is the consumers preference is for LliveTV ,DownLoad on Go and share account with family memebers.These 3 features are of high demand and attracting the segment.What is interesting here is with 9 \$ a month “StreamPlace Premium” which is rolled out with premium features but misses on top 3 attributes still posting a revenue generation of 1588K compared to ShowsOnline –regular which is providing download on Go but still people don’t want to pay 9\$ for regular which comes with account sharing and Download on Go. Mostly company revenue depends on Shows Online premium which has gather around 4188-4443 K while price varies from 5\$-9\$. For ShowsOnline-regular consumer is ready to pay 5\$ a month and for premium 9 \$ which is their preferred bracket . Consumers wants to enjoy premium features where they can opt out of Download and Go and rather subscribe for bundled out package



Discussion Point 5-Feature Selection

The product offering based on Optimal package and base Line package has a staggering differences . While we remove account sharing – ShowsOnline=premium is still having a revenue of 4000K. But consumer preferring Baseline package on average more than Optimized package .They want addons on base package . In case of Optimal package consumer going for download feature and can agree on removing Live TV . On baseline both premium and regular has been less preferring Account sharing feature . Revenue is more consolidating while adding live Tv feature and discarding Bundle feature .On Average LiveTv is a feature which is preferred across base line rollout of all the brands. In case of Optimal package – ShowsOnline –regular Consumers prefer Account sharing feature as it has been found consolidating revenue .For ShowsOnline-premium –In optimal package removing Live TV is something which consumers are preferring while selecting feature. Removing Live TV is skyrocketing the revenue to 5288 K in Current portfolio of Optimal Package . While baseline portfolio- ShowsOnline-premium-removal of Account sharing is shooting revenue to 4103 K . For ShowsOnline-regular User just want the Baseline package to work. With baseline package they are generating a revenue around 2500K. So User preference changes to price sensitivity. The base line package been a hit across ShowsOnline-regular while Account sharing removal works for Premium .But in optimal package Users are looking for ShowsOnline-Standard to add Account sharing feature But ready to remove Live TV when they want to buy premium again price sensitivity comes into picture. When prices are higher side generally consumers want to share and may give up on features that are cosmetic attributes. With base line they can opt for LiveTv since price is still within their budget .