

We are on a planet of seven billion people, five billion mobile subscriptions.

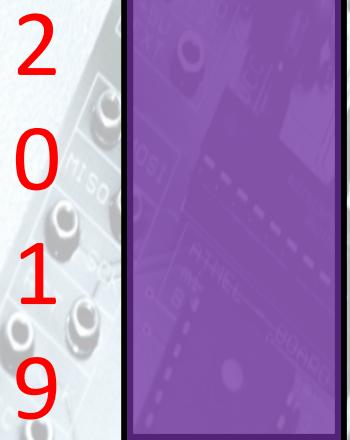


# Industry Analysis of Streaming Platforms

In today's modern world, the internet has become more and more accessible to all, integrating itself into our daily lives. The entertainment industry too has been a part of this virtual movement making the streaming platform industry a very attractive and profitable venture, providing a new and better way to consume media anytime and anywhere.

# "Impact of emerging technologies on the future growth of the streaming industry."

USD 342.44 billion



2  
0  
2  
7



USD  
842.93  
billion

McKinsey  
& Company

# Investors love subscription business models for several reasons --



01

## Recurring Revenue

Subscriptions ensure a steady stream of recurring revenue, providing predictable income.

02

## Scalability

Subscription models can scale quickly and efficiently, leading to rapid growth for the company.

03

## Increased Lifetime Value

Subscription models can increase the lifetime value of a customer, providing more value over time.

04

## Higher Margins

Subscription models often have higher margins, providing more profitability for the company.



## A. Customer Journey

Based off the 8 sample customers provided in the sample from the subscriptions table, write a brief description about each customer's onboarding journey.

# E. R. DIAGRAM



## B. Data Analysis



We Analysis data according to historical Customer Data we have using SQL technology.

- How many customers has Foodie-Fi ever had?
- What is the monthly distribution of trial plan start\_date values for our dataset - use the start of the month as the group by value
- What plan start\_date values occur after the year 2020 for our dataset? Show the breakdown by count of events for each plan\_name
- What is the customer count and percentage of customers who have churned rounded to 1 decimal place?
- How many customers have churned straight after their initial free trial - what percentage is this rounded to the nearest whole number?
- What is the number and percentage of customer plans after their initial free trial?
- What is the customer count and percentage breakdown of all 5 plan\_name values at 2020-12-31?
- How many customers have upgraded to an annual plan in 2020?
- How many days on average does it take for a customer to an annual plan from the day they join Foodie-Fi?
- Can you further breakdown this average value into 30 day periods (i.e. 0-30 days, 31-60 days etc)
- How many customers downgraded from a pro monthly to a basic monthly plan in 2020?

# C. Challenge

## Payment

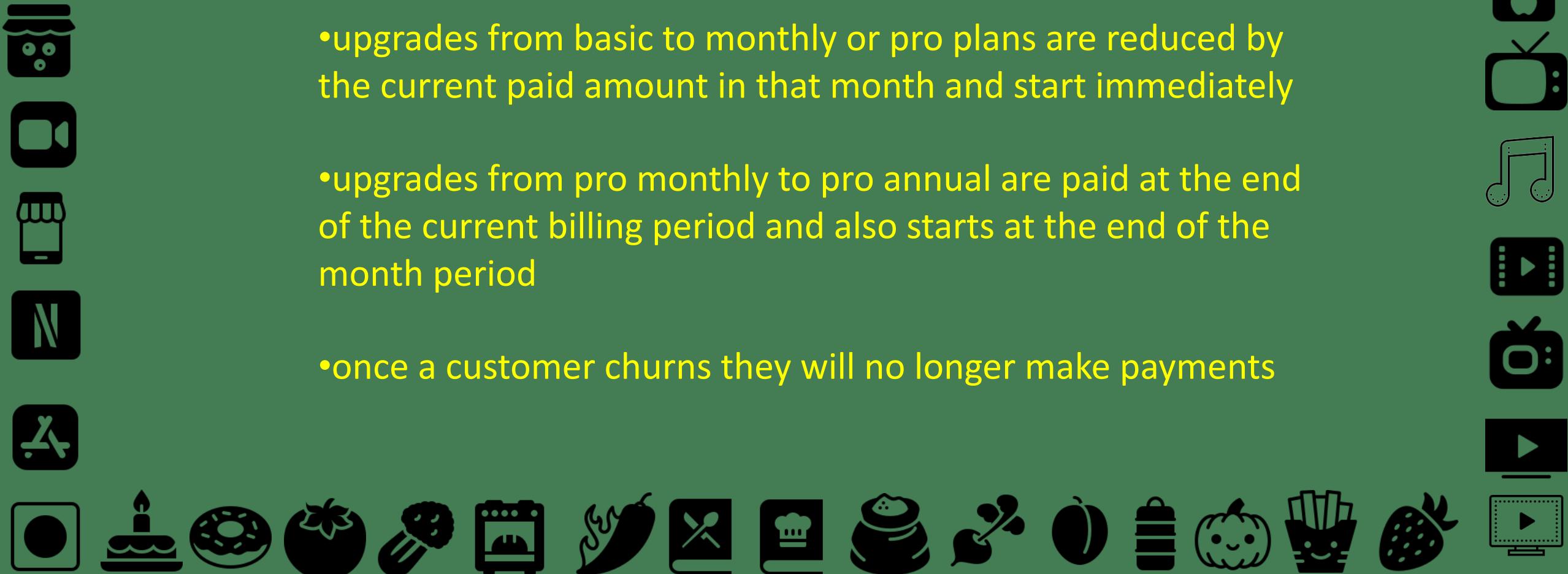
## Questions



The Foodie-Fi team wants you to create a new payments table for the year 2020 that includes amounts paid by each customer in the subscriptions table with the following requirements.



- monthly payments always occur on the same day of month as the original start\_date of any monthly paid plan
- upgrades from basic to monthly or pro plans are reduced by the current paid amount in that month and start immediately
- upgrades from pro monthly to pro annual are paid at the end of the current billing period and also starts at the end of the month period
- once a customer churns they will no longer make payments



## **D. Outside The Box Questions**



The Foodie-Fi team wants you to create a new payments table for the year 2020 that includes amounts paid by each customer in the subscriptions table with the following requirements.

# RELATIVE CHANGE

$$C = \frac{x_2 - x_1}{x_1}$$

C = relative change

x<sub>1</sub> = initial value

x<sub>2</sub> = final value

(FINAL\_VALUE - INITIAL\_VALUE) / INITIAL\_VALUE \* 100 = Rate of Growth (%)

# KEY METRICS

- **Average Revenue per User (ARPU):** The average amount of revenue generated per subscriber.
- **Content engagement :** The engagement metric such as views, likes, shares, comments, etc.
- **Demographic data of subscriber :** The data such as age, gender, location, etc. of subscriber to understand which group of people are more attracted to the service.
- **Retention rate :** The percentage of subscribers who renew their subscriptions after the first period.
- **Rating review metrics :** refers to metrics used to measure the effectiveness of a company's customer ratings and reviews program. These metrics can help a company understand how its customers view its products or services and provide insights into areas for improvement.

# Touchpoints for Improved Retention

- ✓ **Churn prediction and prevention:** Analyze customer data to identify key predictors of churn and develop targeted strategies to prevent customers from leaving.
- ✓ **Product/service usage:** Understanding how customers use the product or service and what their key motivations are can help identify areas for improvement and new features to develop.
- ✓ **Engagement:** Measuring customer engagement levels and feedback can give valuable insight into customer preferences and help prioritize features and improvements.
- ✓ **Renewal and Upgrade process:** Evaluate the process for renewing and upgrading plans to ensure that it's seamless and straightforward for customers.

# Departing Subscribers at Foodie-Fi

- **Reason for Cancelling:** Ask customers to specify the main reason for cancelling their subscription.
- **Feature Feedback:** Ask customers to indicate which features they used the most and what they would like to see improved.
- **Customer Support:** Ask customers to rate the quality of customer support they received and how satisfied they were with it.
- **Value for Money:** Ask customers to rate how much value they received for the amount they paid for the subscription.
- **Recommendation:** Ask customers if they would recommend the service to others and why or why not.
- **Demographic Information:** Ask for basic demographic information such as age, gender, location, etc. to help understand the customer base.

## Strategies and Best Practices for Foodie-Fi

- **Offer personalized experiences:** Personalize the experience for each customer based on their preferences, usage patterns and feedback.
- **Improve customer service:** Ensure prompt and effective resolution of customer complaints and queries to improve customer satisfaction.
- **Implement a loyalty program:** Provide rewards and incentives for customers who remain subscribed for a certain period of time.
- **Offer flexible pricing and payment options:** Offer flexible pricing options and payment plans to make the service more accessible and appealing to customers.
- **Conduct regular surveys and gather customer feedback:** Regularly survey customers and gather their feedback to understand their needs and concerns.
- **Provide educational resources and support:** Provide educational resources and support to help customers get the most out of the service.



## STRENGTHS

Exponential Growth  
Global Customer Base  
Entertaining Originals  
Adaptability to devices

Offline and data-saving availability  
Family shows

Limited Copyrights  
Increasing Debt

Lack of Green Initiatives  
Rigid Pricing

Support Shortages  
Growing Operational Costs

## WEAKNESSES



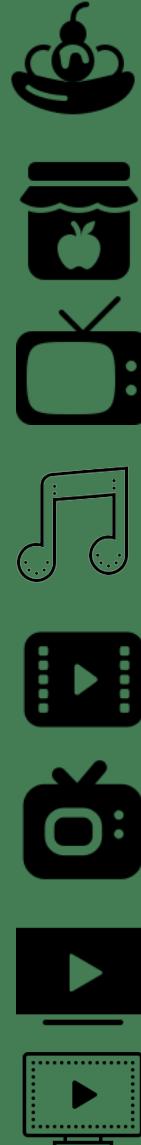
## OPPORTUNITIES

Exploit Ad-Based Model  
Expand Global Customer Base  
Refresh Content library  
Alliances

Niche Marketing

Piracy  
Market Saturation  
Account Hacking  
Carbon Emission  
Government Pressure due to Capacity Issues

## THREATS



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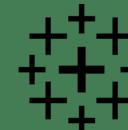
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