

Sources : - subscription / Paid Content
- Licensing
- Ads
- Devices

Goal : - Customer Acquisition + Retention
- Choice of new content/^{Inv.} strategy

M. Analysis : - World trends

Target Metrics: prob of success

— AVG # Subs.

— Time spent or bpp
on series

— $LTV / CAP > 1$

↳ $e(\pi | T = \max)$

Quality
control

Hypothesis: $LTV / CAP > 1$

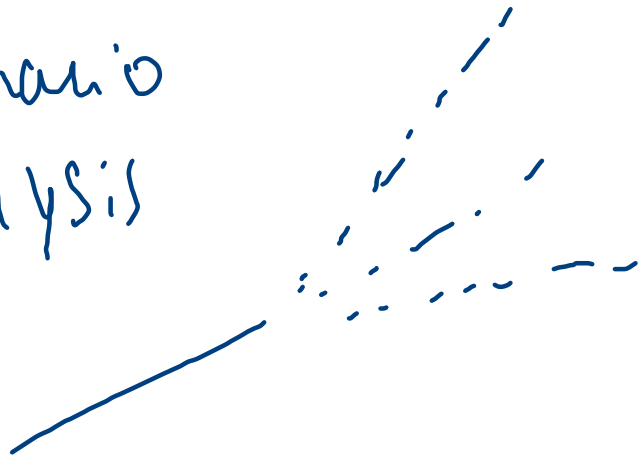
$H_0: LTV / CAP \leq 1$

$H_a: LTV / CAP > 1$

CAP: estimate content price
— similar content

$\hat{price} = f(\text{genre, popularity of actors...})$

Scenario
analysis



LTV :

$$\sum_{t=1}^T e^{-iT} \cdot \pi$$

→ \textcircled{T} - R.V.

- stop using cart.

- determine clusters
- Feature importance
+ CFA (Acquisition)

Demographics;

↳ age, profits, location

Preferences → product
↓ competitor

How uses
our product



$P(\text{Subscribe})$

$$H_0: LTV / CAP \leq 1$$

↳ Bootstrap

↳ NPS

$$\frac{LTV_i}{CAP_i} = \alpha + \int \frac{\# \text{New}/n.}{\text{Release}}$$

$$p_S = \hat{p}(T=1|X) = \frac{1}{1 + e^{-z}} =$$

$$\frac{1}{1 + e^{-z}}$$

$$z = X'\beta$$

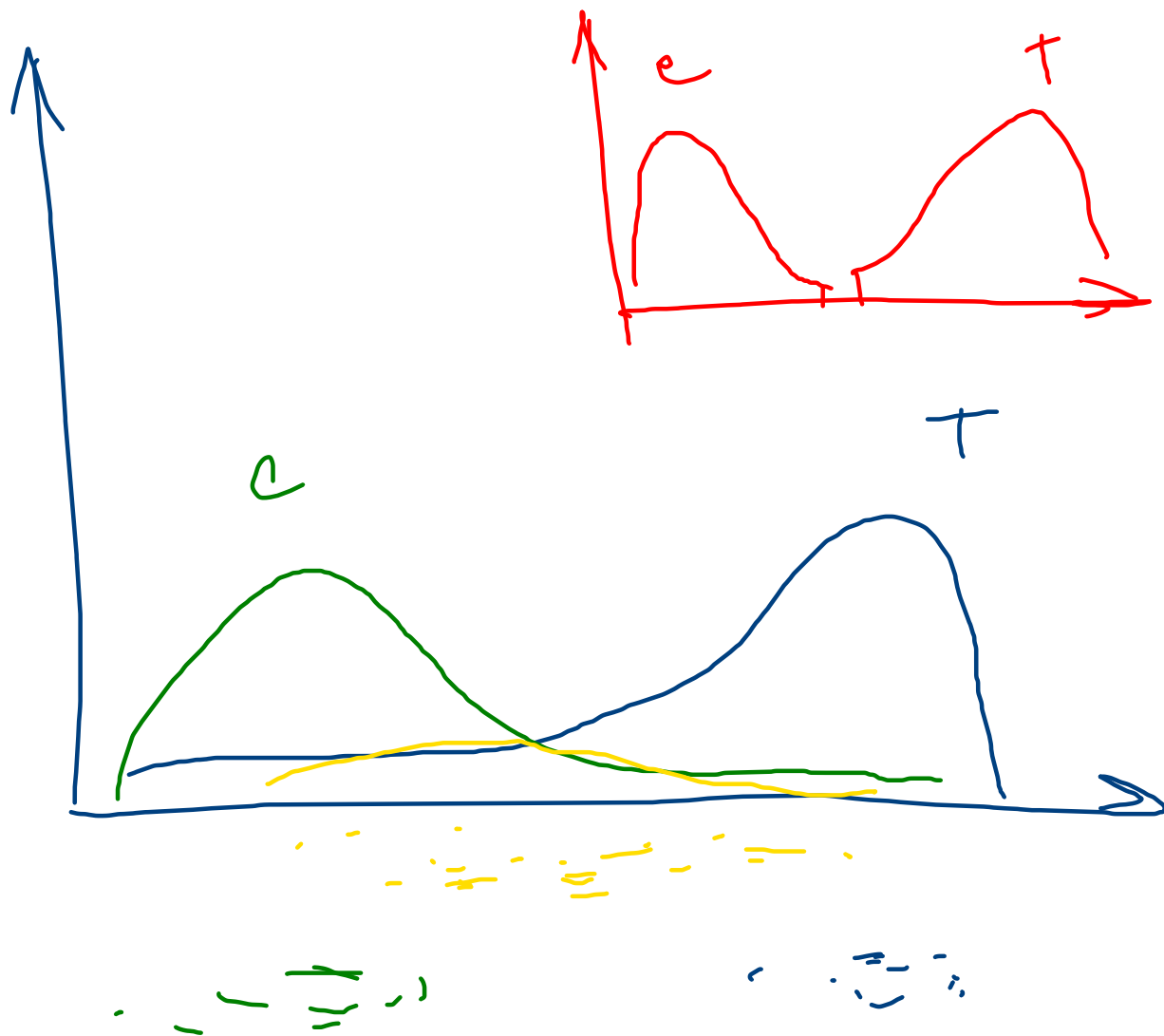
id	T	ps
1	1	0,7

pp: 1 | S_MISSING



subclass = 1

id	T	ps.
18	0	0,701



$$\frac{\bar{X}^1 - \bar{X}^0}{\text{se}(\bar{X}^1 - \bar{X}^0)}$$

$$\Delta ROI_i = ROI_i^1 - ROI_i^0$$

$$ROI = \frac{\text{Return} \downarrow}{\text{Inv} \uparrow}$$