

NETFLIX

CASE STUDY

by ~ GrowthHack

Problem :
Revenue growth of Netflix has slowed down.

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Problem : Revenue growth of Netflix has slowed down.

Period	Revenue	Operating Profit	Operating Margin	Free Cash Flow	Free Cash Flow Yield
Q1 2016	1,000	100	10%	50	5%
Q2 2016	1,050	105	10%	55	5.2%
Q3 2016	1,100	110	10%	60	5.4%
Q4 2016	1,150	115	10%	65	5.6%
Q1 2017	1,200	120	10%	70	5.8%
Q2 2017	1,250	125	10%	75	6.0%
Q3 2017	1,300	130	10%	80	6.2%
Q4 2017	1,350	135	10%	85	6.4%
Q1 2018	1,400	140	10%	90	6.6%
Q2 2018	1,450	145	10%	95	6.8%
Q3 2018	1,500	150	10%	100	7.0%
Q4 2018	1,550	155	10%	105	7.2%

According to my research, the following may account for the decline in Netflix's revenue:

1. Inflation has caused consumers to stop renewing their plans.
2. The demand has stopped growing.
3. There are fewer new subscribers.

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Major reason – Decline in Subscribers



- In the first quarter, Netflix reported a loss of 200,000 subscribers.
- In the second quarter, the market leader in paid streaming TV lost 170,000 subscribers.

Causes of the Decline in Subscribers

1. Netflix stopped offering its service in Russia.
2. Netflix increased costs in the US and Canada.
3. Sharing Netflix Accounts Shows Growth.
4. The number of cheaper streaming services are exponentially available.

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User Journey Map for Netflix

Type of Journey Map : User Journey Map for Netflix
Type of Process : Select a film to view
Type of Customer / Target Segment : Student / Teenager

Independently But In sync	Discovery	Research	Consider	Engagement	Post-usage
Enough personalization, more about the service.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.
Look ahead the service through most of month.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.

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The actions listed below can help increase sales.

1. To draw in more customers, Netflix should roll out a more affordable plan with advertisements.
2. Restricting account access.
3. Releasing web series on a weekly basis rather than all at once.
4. Create Pay-as-per-use model.

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Problem :
10% of the users are inactive

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Assumptions:

1. Companies such as Hotstar, Hulu, and others have not announced a new strategy or a more affordable plan.
2. No new major competition.
3. Netflix has not made any significant feature changes.
4. There has been no modification or delay in the content.
5. The decline in active users is noticed across the spectrum, not just in one area or nation.
6. There is no fresh or bad news about netflix.

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Understanding Problem :-

User Journey Map for Netflix

Independently But In sync	Discovery	Research	Consider	Engagement	Post-usage
Enough personalization, more about the service.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.
Look ahead the service through most of month.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.	Clear search, no link to a page that is not relevant.

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Analysis Of Netflix Case Study Evolutiondlc

CO Houle



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