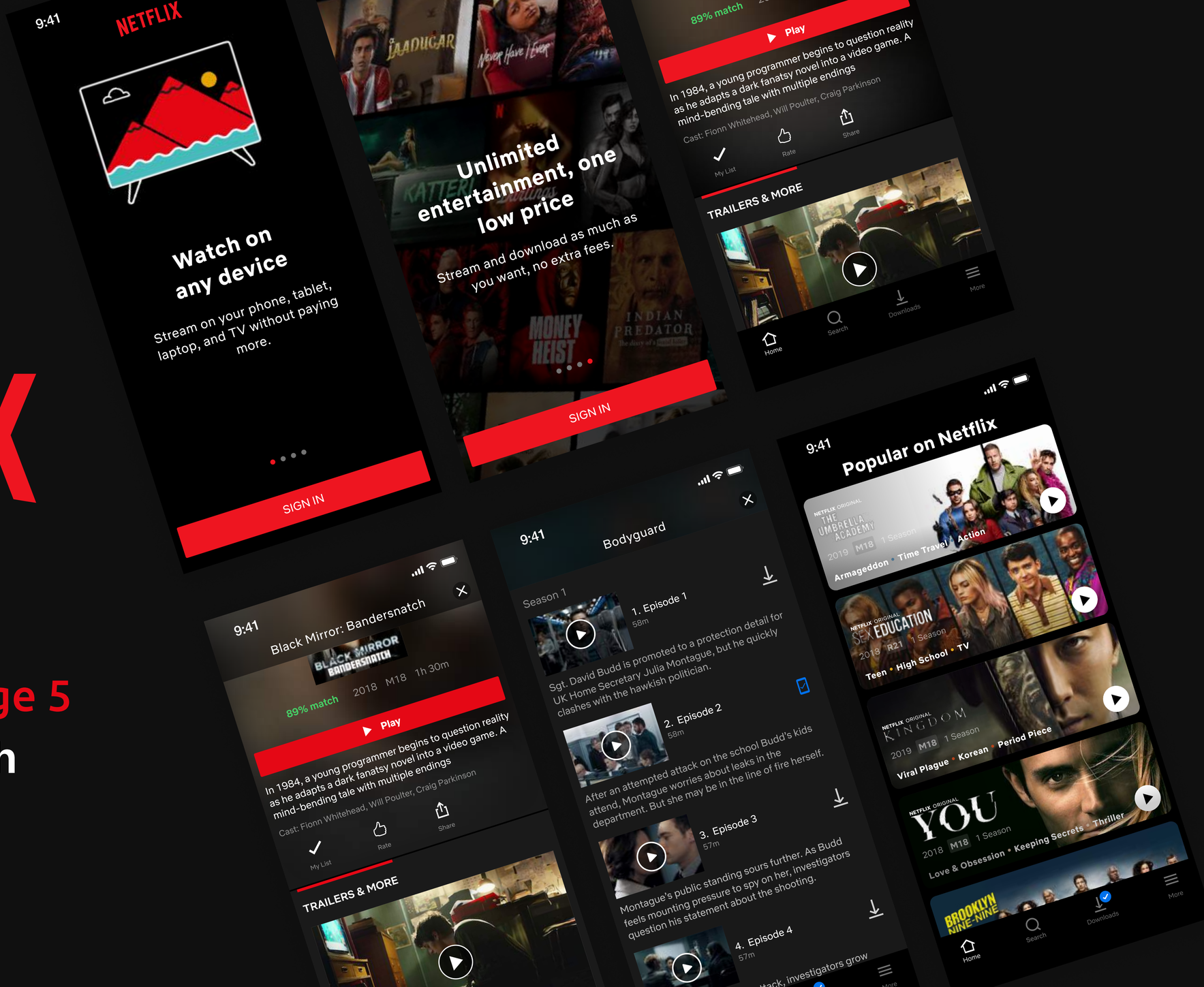
NETFLIX

Product Teardown: Recommendations

Learn In Public Challenge 5

By **Pratyush Singh**



NETFLIX

Overview

Netflix is a streaming service that allows users to watch TV shows, movies, documentaries, and more on internet-connected devices. Netflix has revolutionized the entertainment industry by providing a vast library of content for a relatively low monthly subscription fee. In addition to its content library, Netflix has also become known for its user-friendly interface and advanced recommendation algorithms.

Total Visits	1.8B
Last Month Change	7.58% ▼
Avg Visit Duration	00:05:12
Bounce Rate	35.03%
Pages per Visit	4.42

NETFLIX : BUSINESS MODEL CANVAS

KEY PARTNERS:

- Smart TV manufacturers like LG and Sony
- Gaming companies like Wii, PlayStation, and Xbox
- Top TV companies like Dish and Tivo
- Android (Google), Apple, and Microsoft
- Big Data providers like Amazon and Google

KEY ACTIVITIES:

- Hiring software and tech experts
- App and website updation
- Production of Netflix original content
- Building partnerships with studios
- Legal compliance
- Content filtration

KEY RESOURCES :

- AI-powered algorithm
- Automation algorithms
- Software developers

VALUE PROPOSITIONS:

- Ad-free content
- HD streaming
- Multi-device compatibility
- Easy cancellation
- Dynamic recommendations
- Multi-profile support
- Admin user function

CUSTOMER RELATIONSHIPS:

- Top notch customer service
- Live chat
- Promotional coupons
- Social media presence
- Easy user interface

CHANNELS:

- Online content delivery
- Android and iOS apps
- Gaming console streaming

CUSTOMER SEGMENTS:

- Movie lovers
- Web series enthusiasts
- Documentary enthusiasts

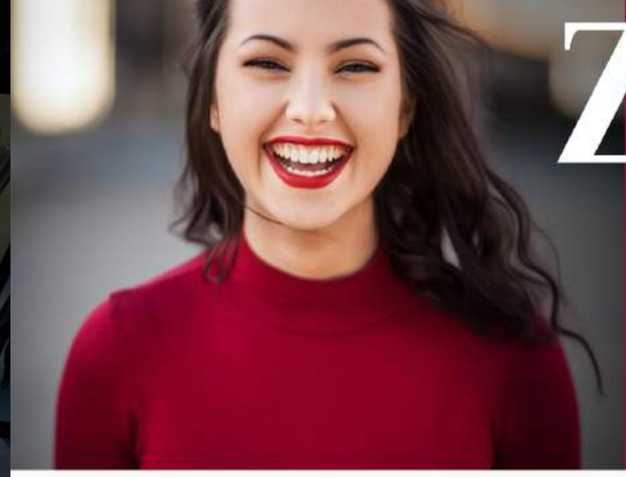
COST STRUCTURE:

- Content rights purchase
- Original content production
- AI expenses
- R&D expenses
- Datacenter maintenance
- Employee salaries

REVENUE STREAMS:

- Monthly subscriptions fees
- Revenue from original content

User Persona



ZARA

"As a product manager, I'm an expert in binge-watching - analyzing plot twists and character arcs like they're user data!"

Bio

Zara is a Product Manager who travels a lot. While travelling or after work, she spends her time binge-watching to refresh and energize herself. She needs on online, on-demand movies & web-series streaming service so that she can watch her favorite movies & shows at her convenience.

Demographics

- **Age:** 28
- **Status:** Single
- **Family:** None
- **Archetype:** Frequent Flyer
- **Location:** Mumbai

Tech

Internet	●●●●●●●●
Social Networks	●●●●○○○○
Messaging	●●●●●○○○
Games	●●○○○○○○
Online Shopping	●●●●●●●○

Characters

#Passionate #Practical #Relaxed #Organized #Hardworking

Core Needs

- High quality streaming
- Content variety
- Personalization

Frustrations

- Buffering & slow streaming
- Not enough good quality shows
- Complex UIs

Favourite Apps

adidas, NIKE, airbnb, NETFLIX

Motivations

Price	
Comfort	
Convenience	
Personalization	

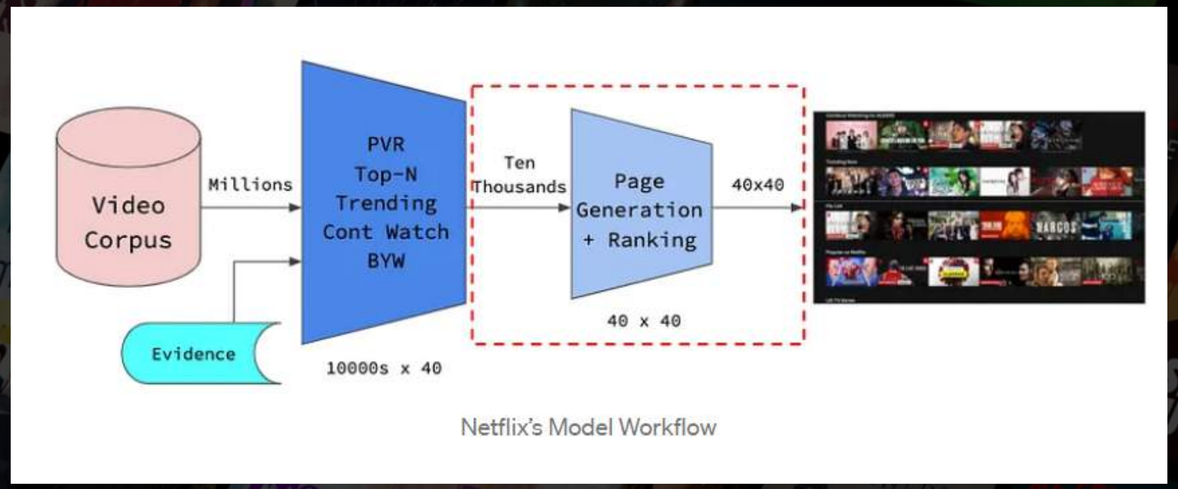
Personality

Introvert	Extrovert
Analytical	Creative
Loyal	Flickle
Passive	Active

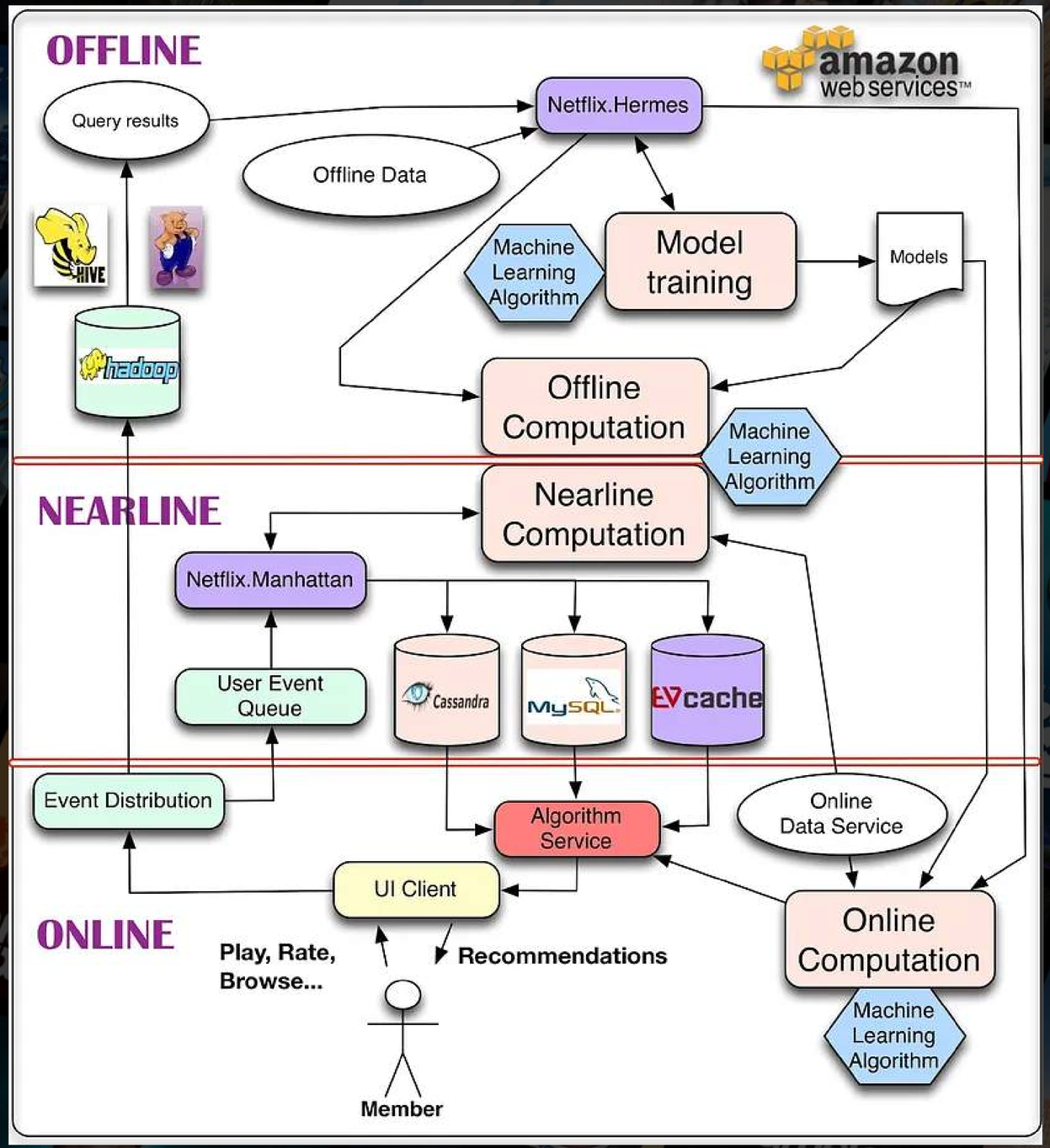
NETFLIX

System Architecture

Algorithms:
Personalised Video Ranking (PVR)
Top-N Video Ranker
Trending Now Ranker
Continue Watching Ranker

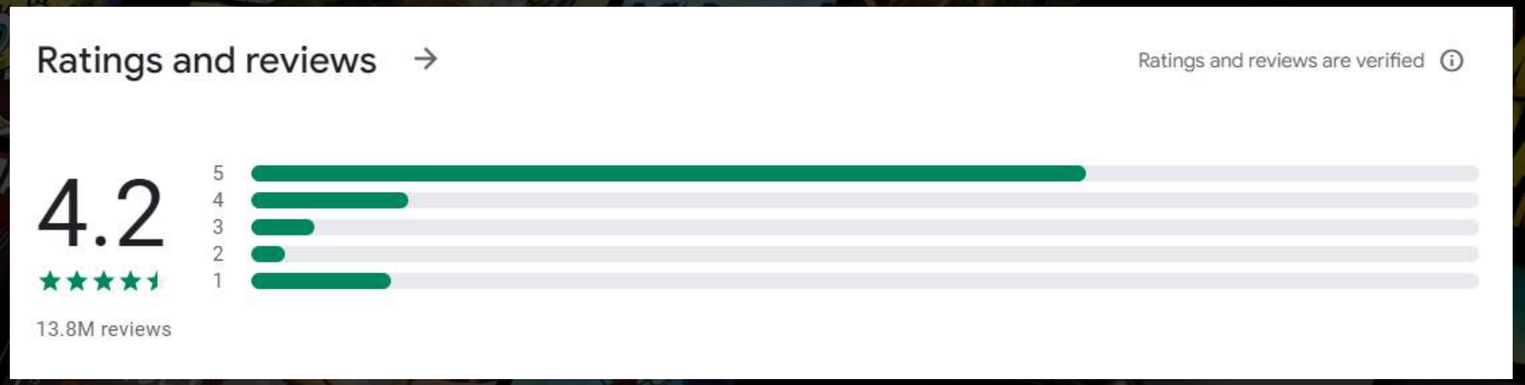


Netflix's Model Workflow



NETFLIX

User Experience



The good

a. dunbar

★★★★★ January 17, 2023

Netflix has a wide selection of movies, tv shows, and short series in many different genres and from various countries. I love the new and old films available on this app. Plus, Netflix makes their own great films. My favorite part is that you pay a monthly subscription and that's it; no in-app sales and no advertisements. Nice and simple, no chance for accidental subscriptions, and no extra costs. Hope they keep it this way. Thanks Netflix for this user friendly, well-organized streaming app.

373 people found this review helpful

Did you find this helpful? Yes No

The bad

Craig McPartland

★ February 1, 2023

I don't know what's happened to this app lately. It often fails to connect. Images are missing, so I can't see a lot of the titles. Under Detective TV Programmes is Peppa Pig and Bohemian Rhapsody. It seems to be failing in many areas. Update. Now when I try to view "My List" I just get the message, "Can't Connect to Netflix" as well as previous issues. Down to one star.

1,119 people found this review helpful

Did you find this helpful? Yes No

Recommendations

A lot of users complained about the app getting stuck, For eg. the thumbnails were not loading, previews not being played, etc.
This is a serious issue and could drive away users to competitor platforms and needs to be fixed immediately.

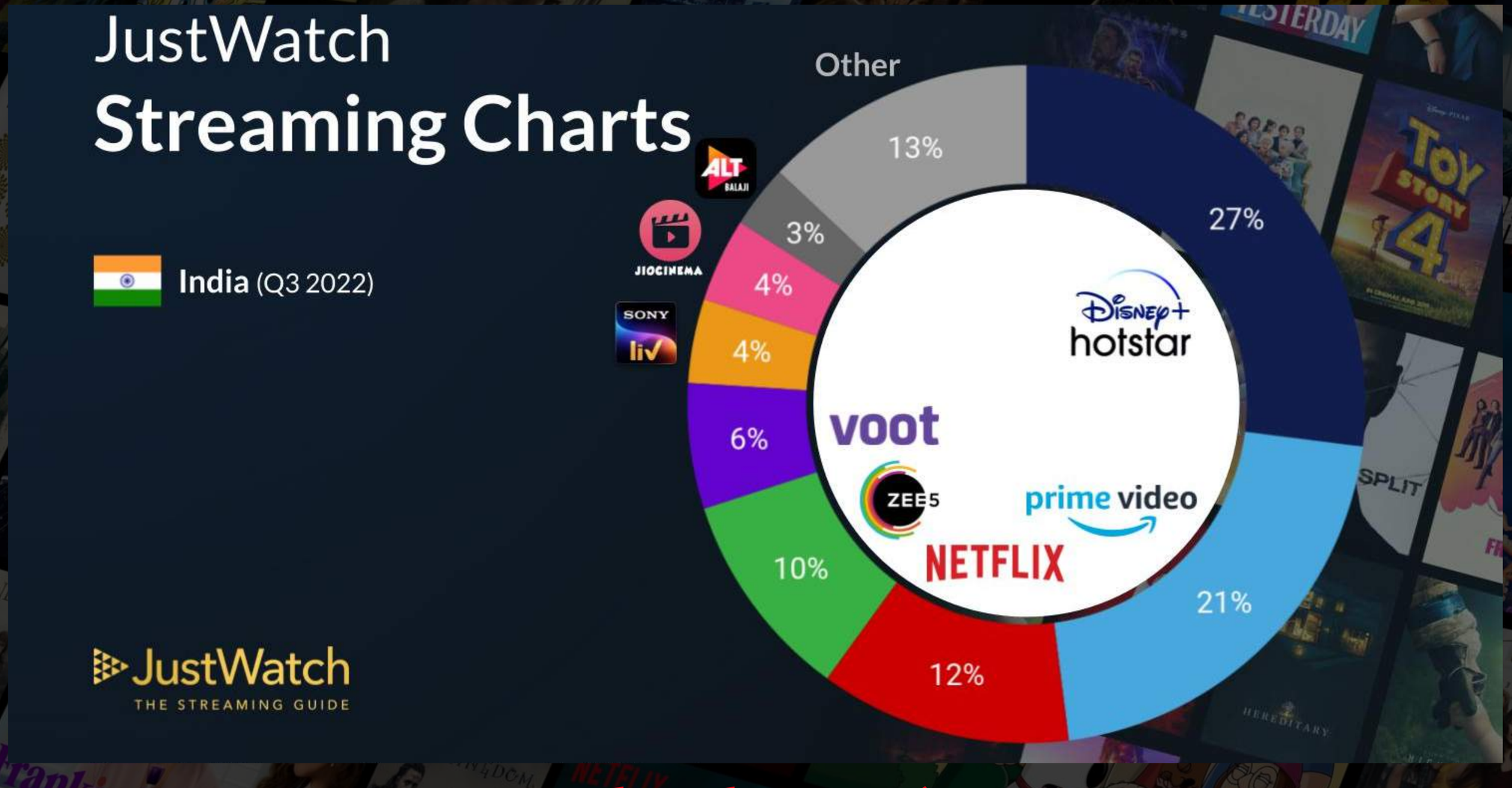
Metrics

North Star Metric:
No. of minutes watched per user per week

L1 Metrics:
CTR of recommended content.
Completion rate of recommended content.
Ratings & Reviews of recommended content.

NETFLIX

Competitors



Thank You :)