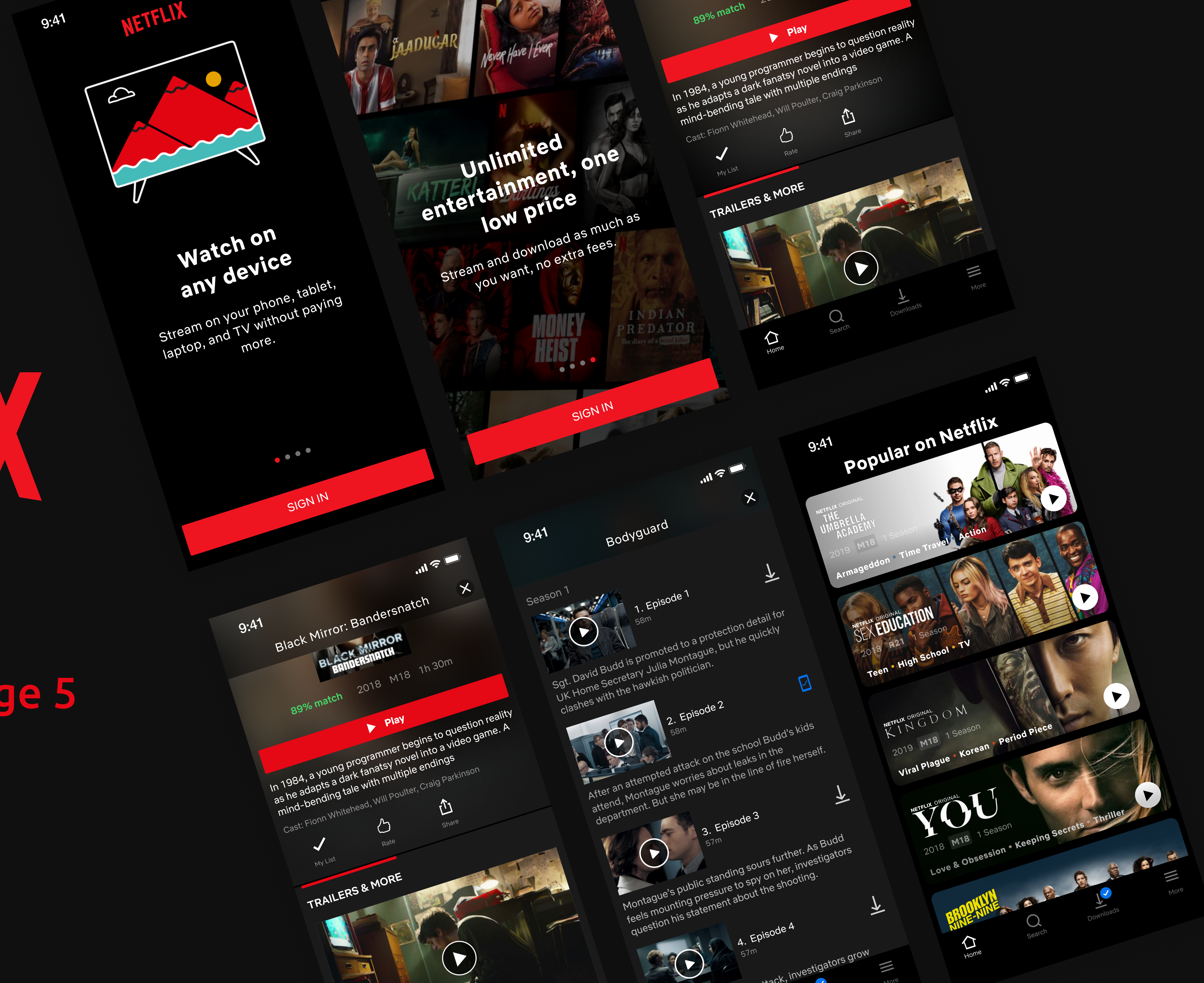


# NETFLIX

## Product Teardown: Recommendations Learn In Public Challenge 5 By Amaan Kamil





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

### CUSTOMER SEGMENTS:



- Movie lovers
- Web series enthusiasts
- Documentary enthusiasts

### CHANNELS:



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

### 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



NETFLIX

ZARA

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

## User Persona

### 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

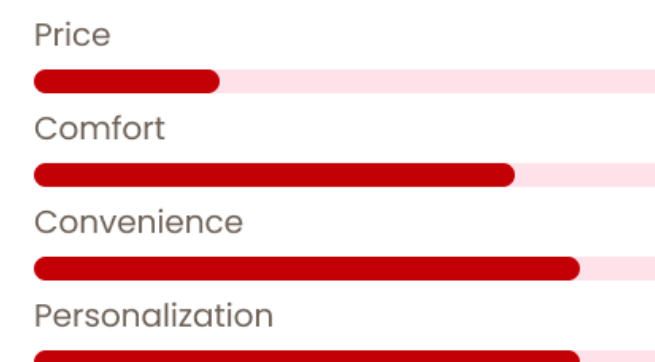
### Frustrations

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

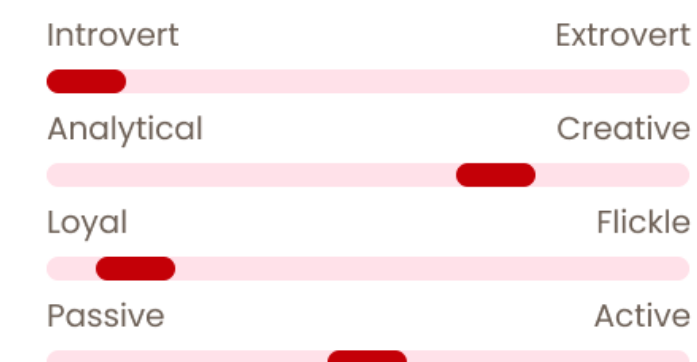
### Favourite Apps



### Motivations



### Personality

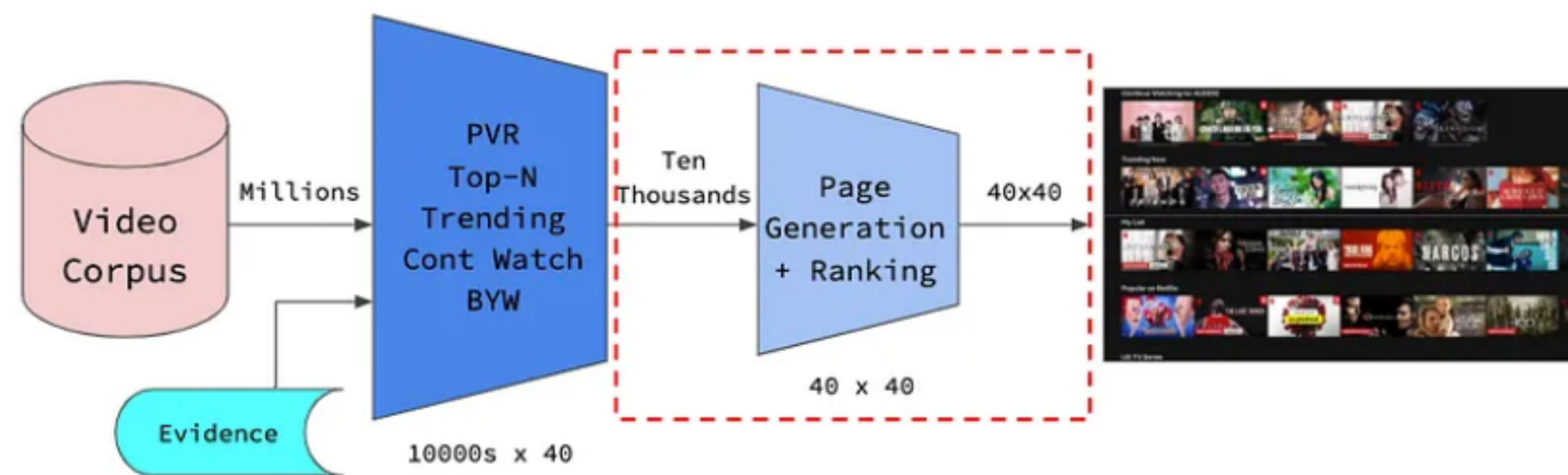




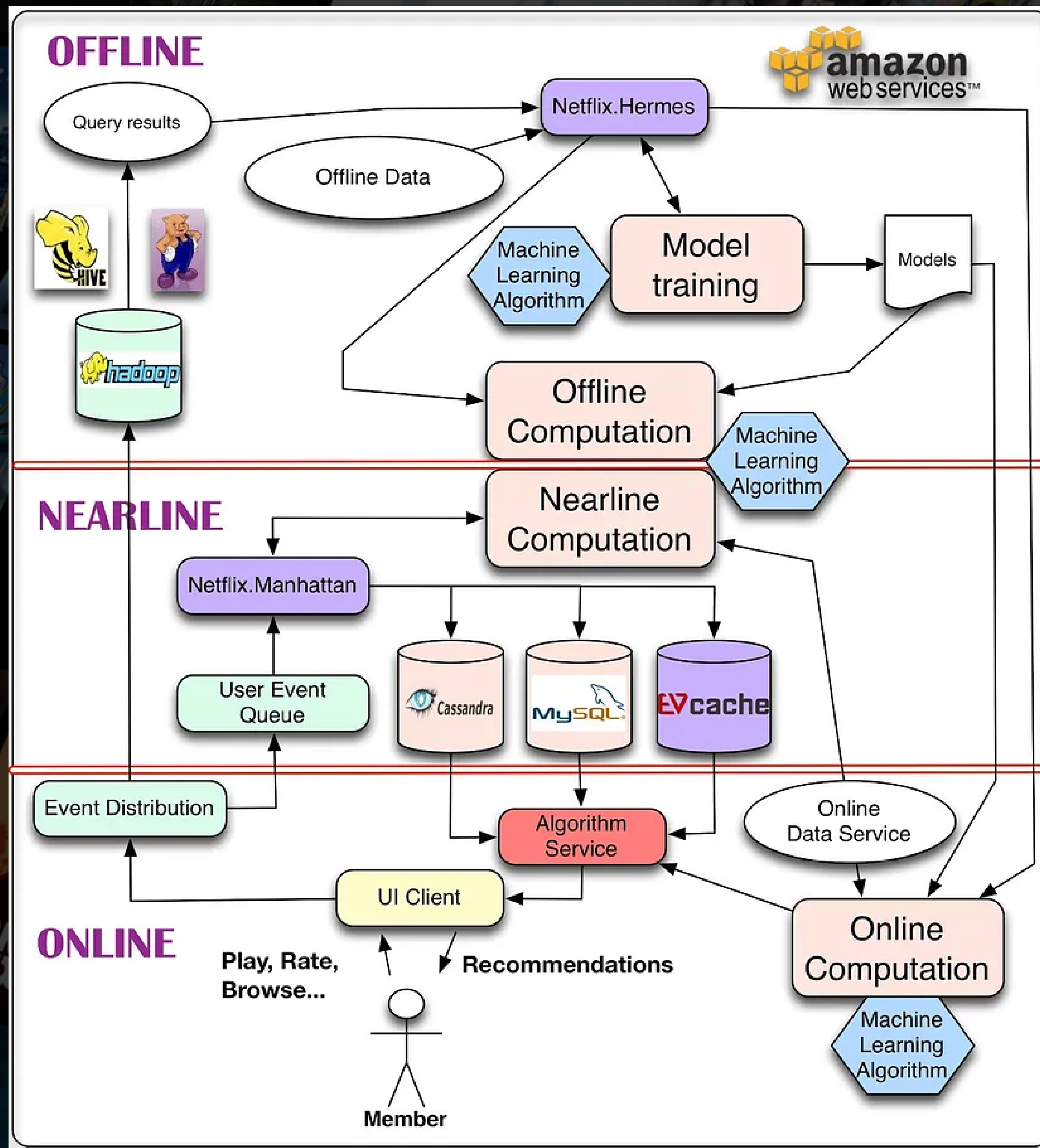
NETFLIX

# System Architecture

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



Netflix's Model Workflow





NETFLIX

# User Experience

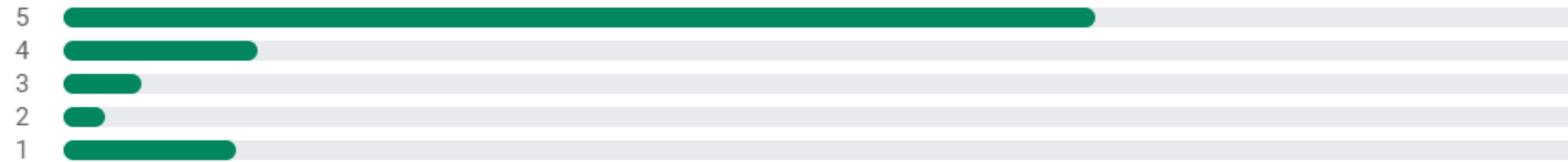
Ratings and reviews →

Ratings and reviews are verified ⓘ

4.2



13.8M reviews



The good

The bad



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



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





NETFLIX

## 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

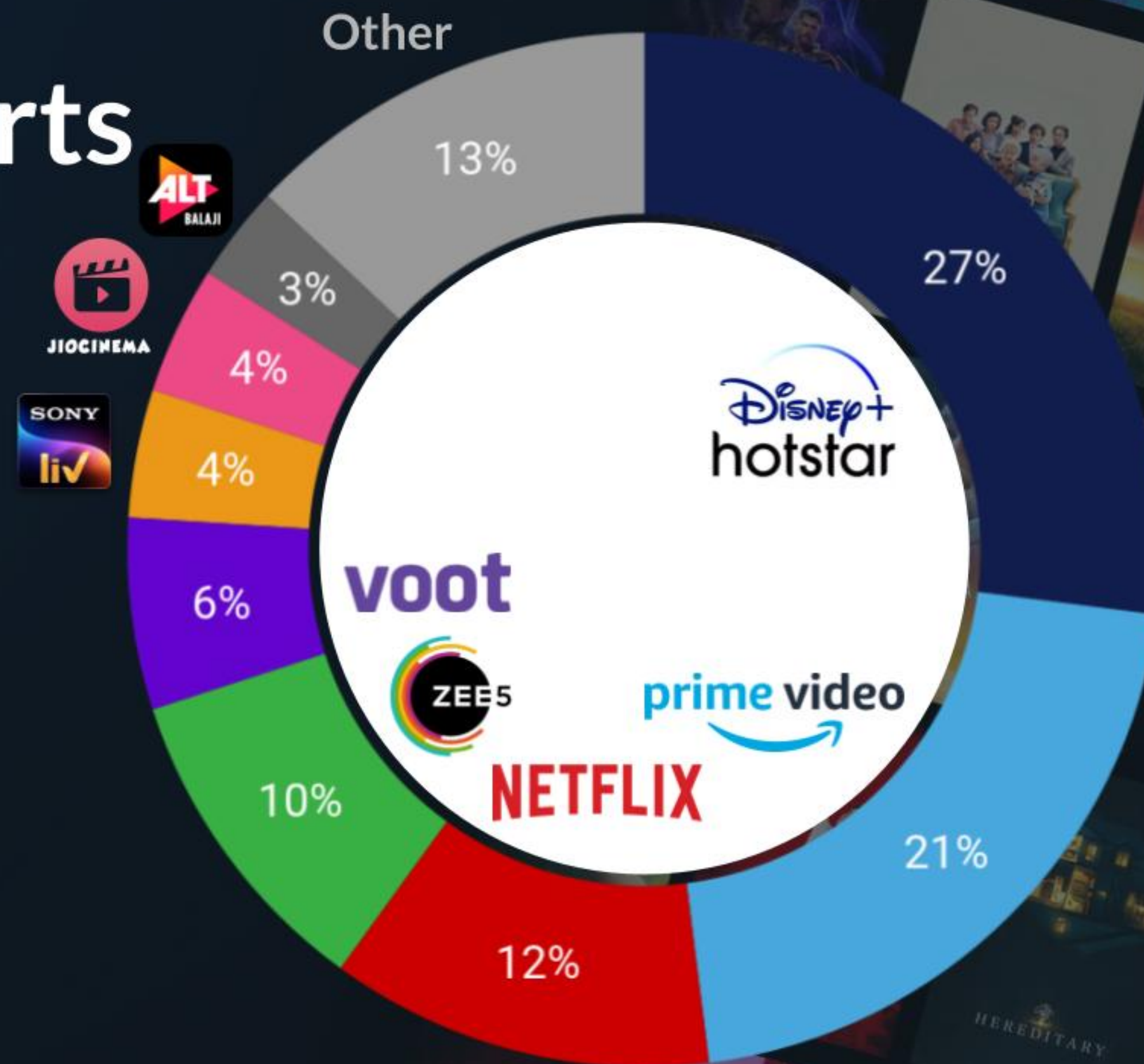
# Competitors

## JustWatch Streaming Charts



India (Q3 2022)

 **JustWatch**  
THE STREAMING GUIDE



Thank You :)