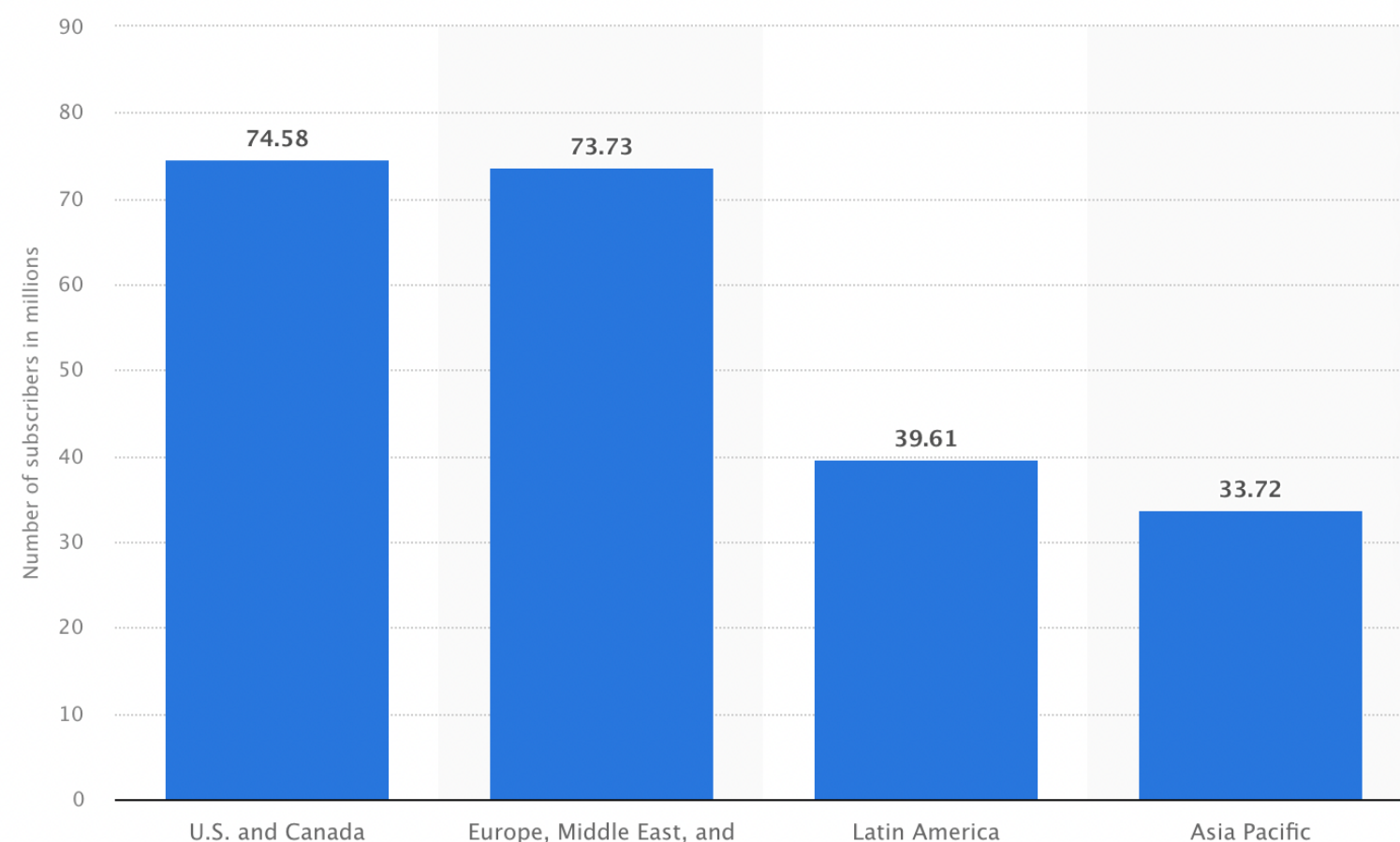# Netflix Revenue growth has slowed down 😧
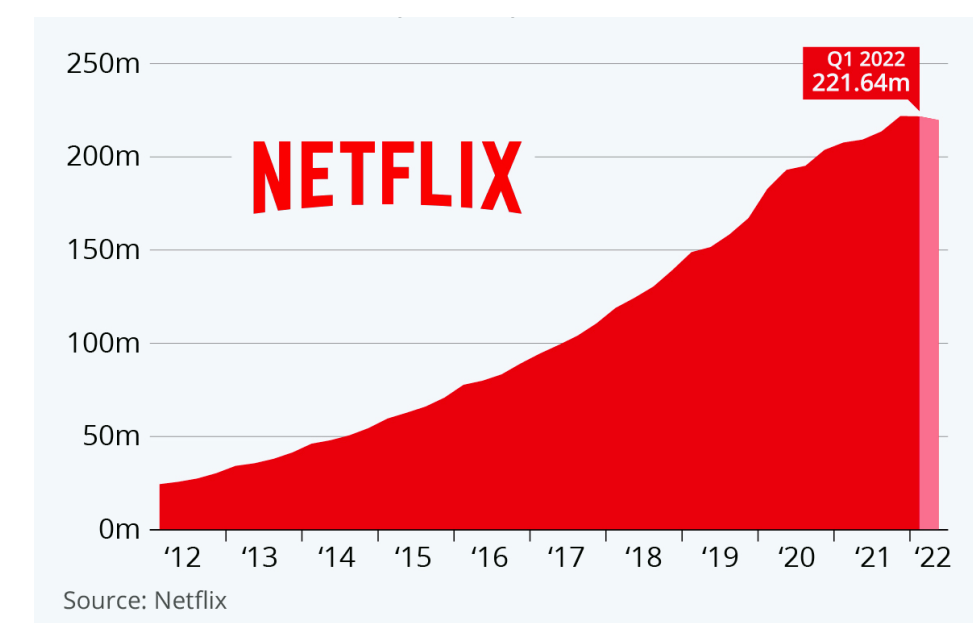
Secondary Research

Netflix has stated 4 reasons for Lower growth numbers:

- No control over uptake of connected TVs, adoption of On–demand entertainment and data costs
- There are 222 million paying households, however there over 100 million households sharing Netflix
- Tough competition from players like Disney, HBO, HULU, Prime etc.
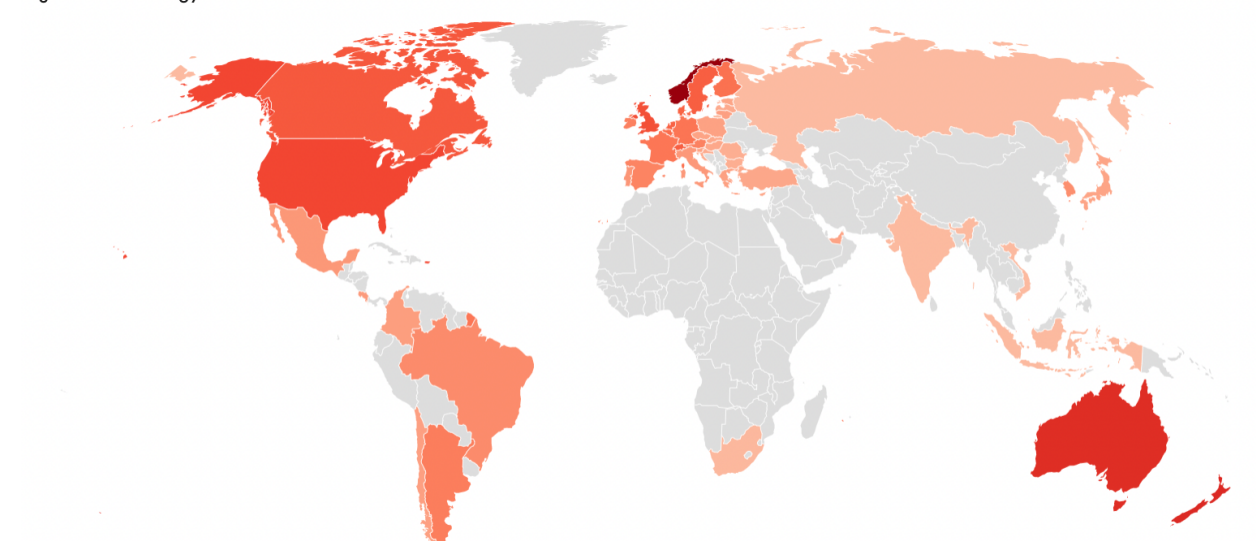- Macroeconomic factors like sluggish economy, inflation, geopolitical events etc.

Netflix Subscribers in millions(Q1–2022)

From the subscriber count and the penetration of Netflix in different regions, it can be easily said that next phase of growth will come from expanding in Asia Pacific, African and Latin American region.

Source: Netflix

% of population with a Netflix subscription

New User Onboarding Journey

	Discovers Netflix	Pays for the Plan	Optimise the Feed by selecting some titles	Discovers content on the platform	Watches the Show/Movie	Views Recommended Shows/Movies	Explores other content on the platform	Renews the subscription
User Actions	Discovers about the platform from friends, Ads & Social Media	Selects the plan and pays for it (Netflix doesn't have a free trial as of now)	Selects some popular titles that they are aware	Scrolls the feed prepared based on user's preference of content `	Watches the show	Scrolls through the endless feed to search for relevant content to watch	Watches content on the platform throughout the month	Makes decision to continue with the subscription
Sentiments	Wow These shows look interesting! Those memes are so funny!	Wew! Gotta pay for these plans. Its a bit expensive	I am Aware of some of these Shows & movies	I saw some memes on this show and my friends talk about it all the time! I should watch it!	Wow! The quality of the show is great! I don't get to see so high audio/video quality on other platforms!	Selecting what to watch is so confusing and time taking. Also many popular movies & shows are not on the platform	The user experience is so good! The thumbnails and shows are so high quality, selecting what to watch is tough though.	Many good shows & movies are not here and subscription is expensive! IDK, if I should renew!

Emotions

DELIGHTED

NEUTRAL

FRUSTRATED

Mapping Metrics

Outcome: Revenue Growth

Revenue = Number of Netflix subscribers * Avg subscription Price

= (New + Repeat + Resurrected) Subscribers * Avg Subscription price

New Subscribers = Number of people who visit the website * **%age of people who subscribe**

Repeat Subscribers= Number of subscribers last month * **%age of people who renew subscription**
(usually Netflix Subscription is for a month)

Resurrected Subscribers= Lost Subscribers * **%age of people who Subscribe again**

Probable solutions

Metric	Solutions	Hypothesis
New Subscribers	After Login, let the user select a web series or 3 movies to watch before paying for the subscription	Chances of a user taking subscription will increase if they experience and like the platform
Repeat Subscribers	Comment section to every piece of content	When the user will engage with other people in the comments, then he will become more invested in the platform
Resurrected Subscribers	Tailored discounts based on why they left	A sweeter deal might bring the user back on the platform!

Thank You