MBA-II / SEM-IV LEADERSHIP AND SUCCESSION PLANNING / (2021-22)

COMPREHENSIVE CONCURRENT EVALUATION

Faculty Name: Prof. Ujjval More

Subject: Marketing Analytics   Sub Code: 217 IL–BA-01

Sr. No.	Parameter / Component	Marks	Date of Exam/Submission
1	Written Home Assignment	50	16th July 2022
2	Case Study	50	23th July 2022

Component 1. Written Home Assignment

Instructions:

1. The last date of Submission is 16th July 2022.

2. Written Home Assignment should be hand written and in your own words; copied Written Home Assignment and case study from peers onother open sources will not be considered for assessment.

3. The content should cover all the points & justify the marks for Written Home Assignment and case study.

4. Incomplete Written Home assignments will not be accepted.

5. Student name, specialization, and Written Home Assignment questions must be clearly mentioned.

Component 1. : Written Home Assignment: **(50 Marks)**

1) List Market Segmentation Variables and Market Segmentation Types.
2) Explain Life Cycle Segmentation.
3) Discuss Analytics for Perceptual Mapping and Product Positioning.
4) Explain Multi-Dimensional Scaling and Factor Analysis.
5) Discuss the Relevance of Trade-off Approaches.
6) Explore Optimizing Design using Conjoint Results.
7) Discuss Customer acquisition cost and Customer Churn.
8) Elaborate Diffusion Models - The Bass Model.
9) Introduce modelling. Explain different Modelling tips and best practices.
10) Explain net profit, and ROI, and Calculate returns in Modeling.

Component 2. Case Study: **(50 Marks)**

How Analytics can be a Game Changer: A Netflix Case Study

Netflix has digitized its interactions with its 151 million subscribers. It collects data from each of its users and with the help of data analytics understands the behavior of subscribers and their watching patterns. It then leverages that information to recommend movies and TV shows customized as per the subscriber's choice and preferences.

As per Netflix, around 80% of the viewer's activity is triggered by personalized algorithmic recommendations. Where Netflix gains an edge over its peers is that by collecting different data points, it creates detailed profiles of its subscribers which helps them engage with them better.

Netflix collects information on how a user interacted and responded to a TV show or a movie. If we go into details, it collects the following data: –

Time and date when a user watched a show

The device used to watch the show

If the user pauses the show, do they resume watching

Does the user binge-watch an entire season of a TV show?

If they do, how much time does it take to binge-watch it?

More than that, Netflix has ratings that the viewer gives to the content they watch, the number of searches they do, and what they search. The information collected is enough for creating a detailed profile of a user, and this is exactly what Netflix does. It leverages data analytics to make a robust recommendation algorithm that suggests the best content to the subscriber as per their needs and preferences. The user no more must endlessly search through streams of content to find out what he or she wants to watch. Netflix makes the job easier for them in the process, giving them a better and customized viewer experience.

The recommendation system of Netflix contributes to more than 80% of the content streamed by its subscribers which has helped Netflix earn a whopping one billion via customer retention. Due to this reason, Netflix doesn't have to invest too much on advertising and marketing their shows. They precisely know an estimate of the people who would be interested in watching a show.

Apart from monitoring the online behavior of their users, Netflix has a feedback system in place. They encourage feedback from their audience, which further helps them understand their preferences and helps them in suggesting better shows and creating better content.

Questions:

1) Why investing in data analytics is important?
2) How to harness the power of data?