

## Case questions: Netflix Leading with Data

*Make sure you've read the New York Times article "Giving Viewers What They Want" before you do the case analysis! You'll need to refer to both to answer these questions.*

Compare the way Netflix collected data in its DVD-based model to its streaming-based model.

- 1) Who are Netflix' three main customer groups? How do the differences in these groups affect the type of movies they want?
- 2) What data (be specific) does Netflix collect regarding its customers in the DVD-based model? How did they collect it?
  - a. How does Netflix use this customer-generated data to improve its customer service? It's cost structure? It's value proposition?
- 3) What data (be specific) does Netflix collect regarding its customers in the streaming model? How did they collect it?
  - a. How does Netflix use this customer-generated data to improve its customer service? It's cost structure? It's value proposition?
- 4) How can Netflix further leverage the data they collect to improve their product and competitive position?