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?