

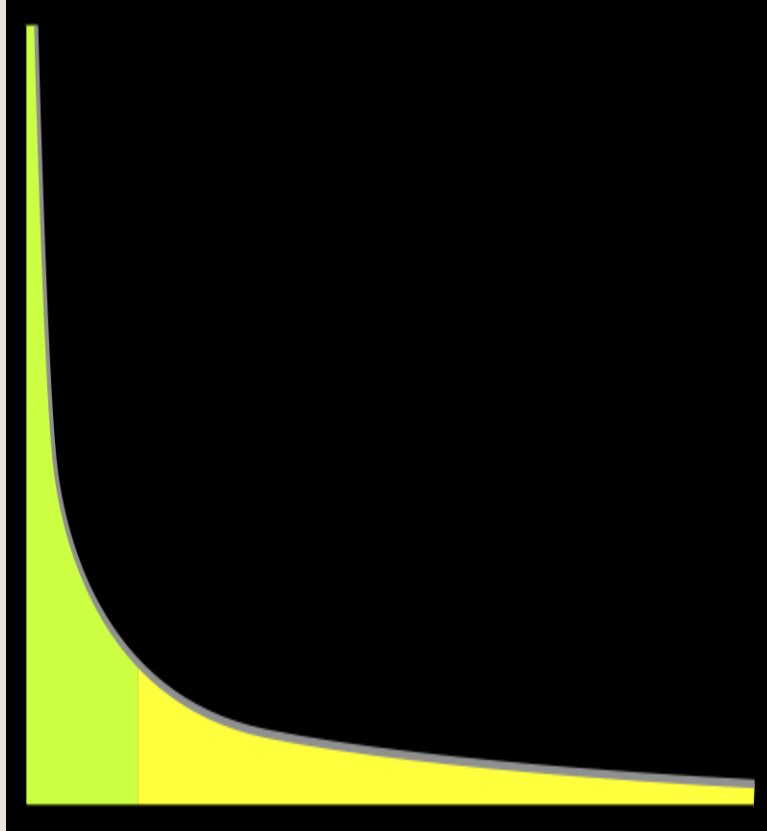
# Anatomy of Long tail: Ordinary people with Extraordinary tastes



**PRESENTED BY:  
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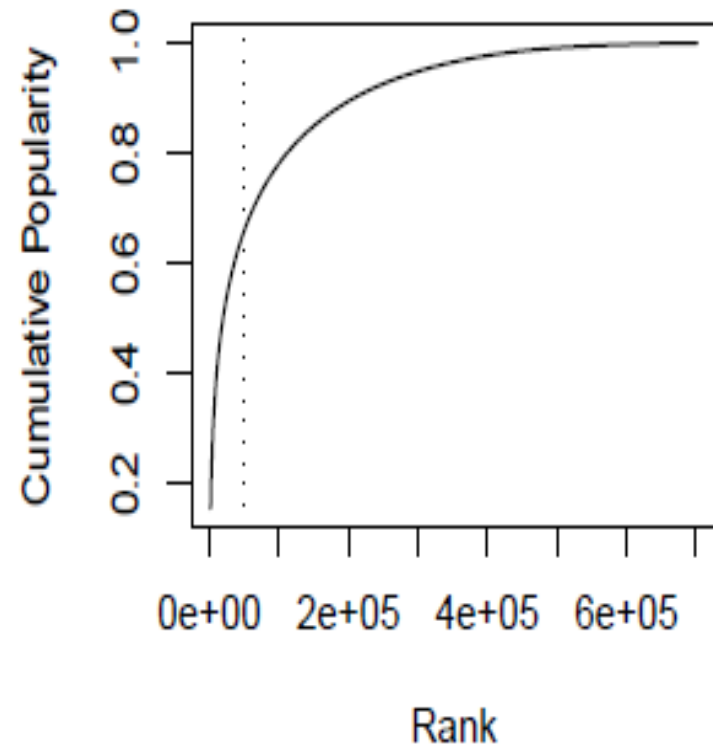
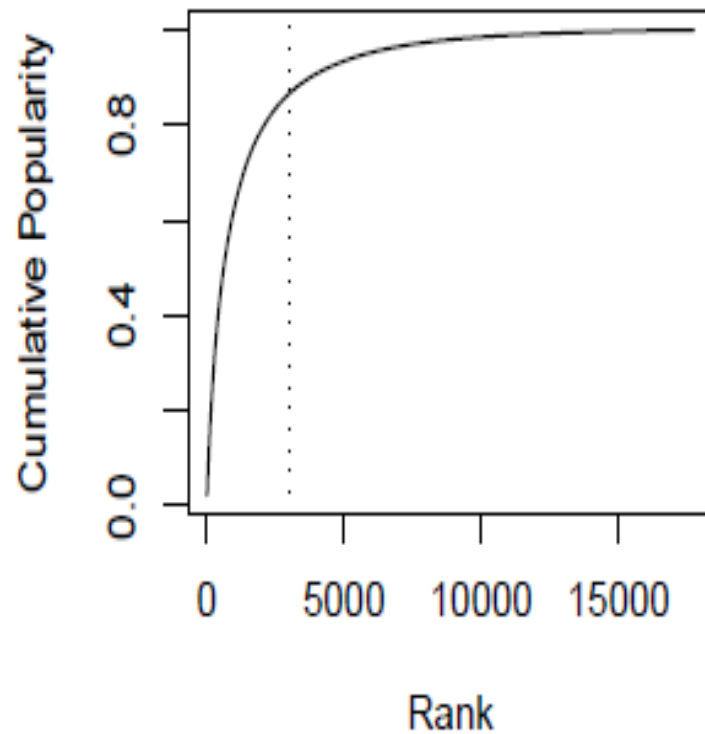
**UNDER THE GUIDANCE  
OF:  
AUGUSTIN CHAINTREAU**

# How will you define Long Tail?



Larger share of population rests within the tail of a probability distribution.

# Examples of Long Tail Consumption

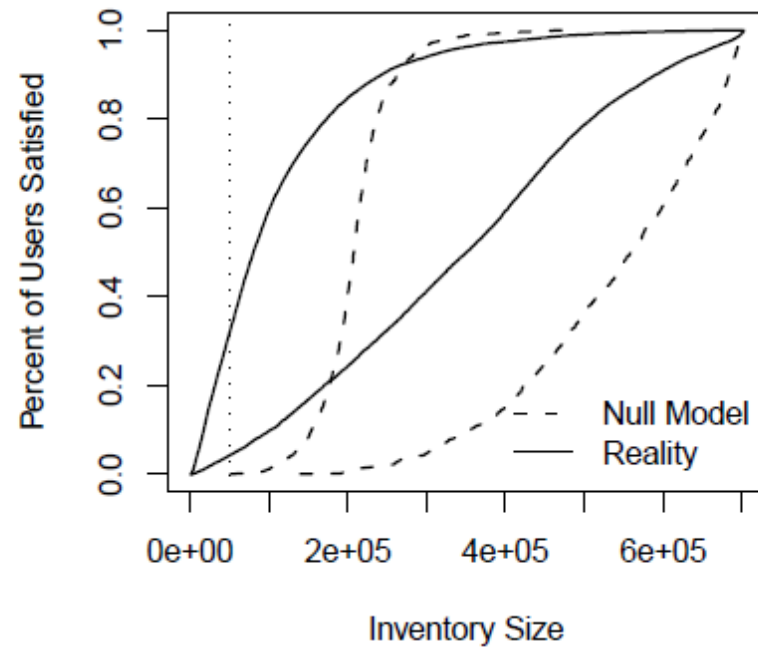
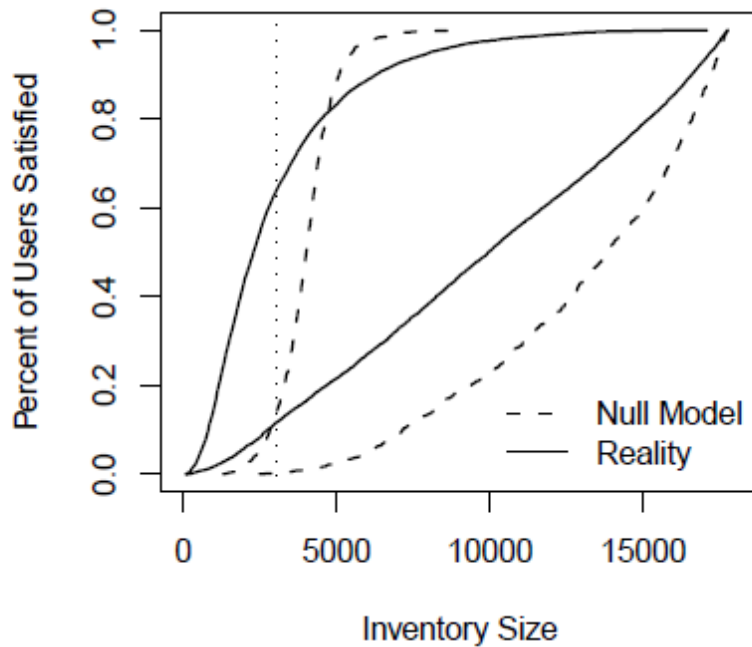


# Long Tail phenomenon Hypothesis



- 1) Majority of consumers prefer popular offerings.
- 2) Minority seek niche content.
- 3) Everyone is a bit eccentric, consuming both popular and specialty products.

# To what extent do individuals have niche interests?



# Q&A



Do Special products appeal only to minority?

- Empirical results show vast majority of users consume niche products at least some of the time.

Do users consume content proportional to popularity?



Which movies and songs do you prefer to rate- most popular ones??

Popular movies receive the highest user ratings.

But...

The highest average ratings on Yahoo! Music are given to the most obscure songs.

*Gist* - Users not only consume but in fact value specialty items.



What factors enhance the consumers taste for something obscure?

- Demand unfulfilled by traditional retailers.
- Decreased search costs for online inventories.
- Recommender systems promote specialty items.





**THANK YOU**