Project Status Report

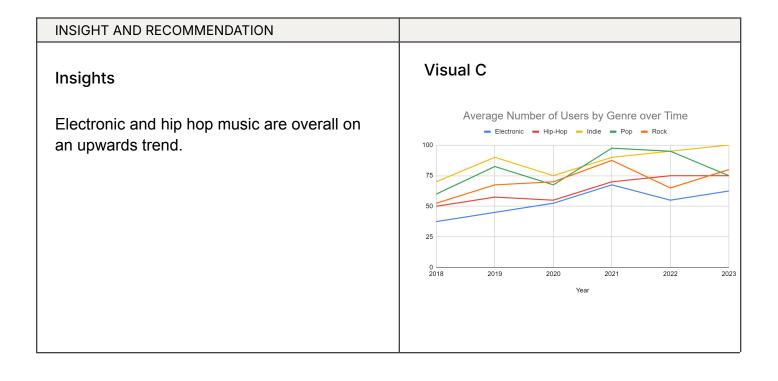
REPORT DATE	COMPANY NAME	PREPARED BY
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STATUS SUMMARY

We're expanding our electronic and hip-hop music selection through artist partnerships and strategic deals to meet market demands and user preferences. By having high-quality content and effective advertising strategies, we expect increased user engagement, increased subscription conversions, revenue growth, and an enhancement on our platform's appeal.

Insights Paid users are more active (listen to more music) than free. Recommendation Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.

Insights Rock is the most popular genre for free users. Listens by genre and user tier over time Recommendations Try promotions focused on rock that offer free trials to convert to paid users.



Recommendations	
Product/marketing teams should try experiments to generate leads in alternative genres.	

CONCLUSION

Rock is the key genre for free users - we should experiment and research further to see how it can be leveraged to convert them to paid.