

Project Status Report

REPORT DATE	COMPANY NAME	PREPARED BY
06/28/2024	Fresh Beats	Anne Delatour
<div><div>STATUS SUMMARY</div><div>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.</div></div>		

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div>Paid users are more active (listen to more music) than free.</div>	<div>Visual A</div> <div><div>Tracks listened by user tier over time</div><div><div><div></div>Free<div></div>Paid</div><table><tr><th>Year</th><th>Free</th><th>Paid</th></tr><tr><td>2018</td><td>7,000</td><td>13,000</td></tr><tr><td>2019</td><td>9,000</td><td>15,000</td></tr><tr><td>2020</td><td>8,500</td><td>16,000</td></tr><tr><td>2021</td><td>10,000</td><td>17,500</td></tr><tr><td>2022</td><td>12,000</td><td>19,500</td></tr><tr><td>2023</td><td>14,000</td><td>22,500</td></tr></table></div></div>	Year	Free	Paid	2018	7,000	13,000	2019	9,000	15,000	2020	8,500	16,000	2021	10,000	17,500	2022	12,000	19,500	2023	14,000	22,500
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<div>Recommendation</div> <div>Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</div>																						

INSIGHT AND RECOMMENDATION																																																																																												
<div>Insights</div> <div>Rock is the most popular genre for free users.</div>	<div>Visual B</div> <div><p>Listens by genre and user tier over time</p><table><tr><th>Year</th><th>User Tier</th><th>Rock</th><th>Pop</th><th>Indie</th><th>Hip-Hop</th><th>Electronic</th></tr><tr><td>2018</td><td>Free</td><td>2000</td><td>1000</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td></tr><tr><td>2019</td><td>Free</td><td>2000</td><td>1000</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Paid</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td></tr><tr><td>2020</td><td>Free</td><td>2000</td><td>1000</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2020</td><td>Paid</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td></tr><tr><td>2021</td><td>Free</td><td>2000</td><td>1000</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2021</td><td>Paid</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td></tr><tr><td>2022</td><td>Free</td><td>2000</td><td>1000</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2022</td><td>Paid</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td></tr><tr><td>2023</td><td>Free</td><td>2000</td><td>1000</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2023</td><td>Paid</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td></tr></table></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	2000	1000	1000	1000	1000	2018	Paid	2500	2500	2500	2500	2500	2019	Free	2000	1000	1000	1000	1000	2019	Paid	2500	2500	2500	2500	2500	2020	Free	2000	1000	1000	1000	1000	2020	Paid	2500	2500	2500	2500	2500	2021	Free	2000	1000	1000	1000	1000	2021	Paid	2500	2500	2500	2500	2500	2022	Free	2000	1000	1000	1000	1000	2022	Paid	2500	2500	2500	2500	2500	2023	Free	2000	1000	1000	1000	1000	2023	Paid	2500	2500	2500	2500	2500
Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic																																																																																						
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<div>Recommendations</div> <div>Try promotions focused on rock that offer free trials to convert to paid users.</div>																																																																																												

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div>Electronic and hip hop music are overall on an upwards trend.</div>	<div>Visual C</div> <div><p>Average Number of Users by Genre over Time</p><table><tr><th>Year</th><th>Electronic</th><th>Hip-Hop</th><th>Indie</th><th>Pop</th><th>Rock</th></tr><tr><td>2018</td><td>40</td><td>50</td><td>70</td><td>60</td><td>50</td></tr><tr><td>2019</td><td>45</td><td>55</td><td>90</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>55</td><td>50</td><td>75</td><td>65</td><td>65</td></tr><tr><td>2021</td><td>65</td><td>65</td><td>85</td><td>95</td><td>85</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>95</td><td>95</td><td>65</td></tr><tr><td>2023</td><td>60</td><td>80</td><td>100</td><td>75</td><td>75</td></tr></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	70	60	50	2019	45	55	90	80	65	2020	55	50	75	65	65	2021	65	65	85	95	85	2022	55	75	95	95	65	2023	60	80	100	75	75
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	40	50	70	60	50																																						
2019	45	55	90	80	65																																						
2020	55	50	75	65	65																																						
2021	65	65	85	95	85																																						
2022	55	75	95	95	65																																						
2023	60	80	100	75	75																																						

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