Project Status Report

| REPORT DATE | COMPANY NAME | PREPARED BY |
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| 06/28/2024 | Fresh Beats | Anne Delatour |
| 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. | | |

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

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  Rock is the most popular genre for free users. | | | Visual B  Chart |
| Recommendations  Try promotions focused on rock that offer free trials to convert to paid users. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  Electronic and hip hop music are overall on an upwards trend. | | | Visual C  Chart |
| Recommendations  Product/marketing teams should try experiments to generate leads in alternative genres. | | |

| CONCLUSION |
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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.