

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
09/14/2024	Fresh Beats	Bretia Omoruyi
<div>STATUS SUMMARY</div> <p>The project aims to analyze trends in music listening behavior among free and paid users from 2018 to 2023, focusing on the sum of tracks listened to and genre preferences. The insights are used to advise business strategies for increasing user engagement, converting free users to paid subscribers, and developing content offerings across genres.</p>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div><div>1.Genres such as Pop and Indie have increasingly had greater average consumers than other genres, including in 2019 and 2021, with a minor decrease after 2021.</div><div>2. Rock popularity increased from 2019 to 2021, passing pop in 2022 and keeping a solid existence in 2023.</div><div>3. Electronic and Hip-Hop illustrate a consistent increase. Electronics experienced gradual but steady growth over the years.</div><div>Pop, Rock, and Indie peaked in 2021; user counts have plateaued or decreased faintly.</div><div>4. The indie, Rock, and Pop lead in 2021 peaked, and then user counts either plateaued or went down slightly.</div></div> <div>Categories like Pop, Rock, and Indie lead in user count. Electronic and Hip-Hop constantly increase in the long run.</div>	<div>Visual A</div> <div><div>Average Number of Users by Genre over Time</div><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>55</td></tr><tr><td>2019</td><td>45</td><td>55</td><td>85</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>55</td><td>55</td><td>75</td><td>65</td><td>65</td></tr><tr><td>2021</td><td>65</td><td>65</td><td>90</td><td>95</td><td>85</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>90</td><td>90</td><td>65</td></tr><tr><td>2023</td><td>60</td><td>75</td><td>100</td><td>75</td><td>80</td></tr></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	70	60	55	2019	45	55	85	80	65	2020	55	55	75	65	65	2021	65	65	90	95	85	2022	55	75	90	90	65	2023	60	75	100	75	80
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	40	50	70	60	55																																						
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INSIGHT AND RECOMMENDATION								
<h3>Recommendations</h3> <p>Product/marketing teams should try experiments to generate leads in alternative genres. The team should also analyze more ways to increase the engagement of rock-listening users as a potential growth segment. We should analyze user retention in the genres and consider how we can maximize it. It is worth doing deeper research into previous years to understand why pop is on a downward trend.</p>		AVERAGE of nu genre						
		year	Electronic	Hip-Hop	Indie	Pop	Rock	Grand Total
		2018	37.5	50	70	60	52.5	54
		2019	45	57.5	90	82.5	67.5	68.5
		2020	52.5	55	75	67.5	70	64
		2021	67.5	70	90	97.5	87.5	82.5
		2022	55	75	95	95	65	77
		2023	62.5	75	100	75	80	78.5
		Grand Total	53.33333333	63.75	86.66666667	79.58333333	70.41666667	70.75

remained steady throughout 2020 and 2021. It picked back up in 2022, though it still trailed paid users.

Recommendations

Consider intermediate tiers between free and paid to make converting users from free to paid easier. Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users. What happened between 2018 and 2019 shows that some users were becoming increasingly engaged. Understanding what influenced the sudden increase is essential, and building on those factors in future years is essential. Whether it was content, marketing, or features, replicating what worked could assist with sustaining long-term growth. Because paid users display much higher engagement, it may be beneficial to introduce targeted promotions or offers for free users to convert to paid subscriptions. Showcase benefits include higher engagement levels, more music access, and premium features. Also, I want to examine 2022-2023: Find out what happened in 2022 that led to a sharp rise in tracks listened by both free and paid users. Maybe because of new features, marketing campaigns, or global events.

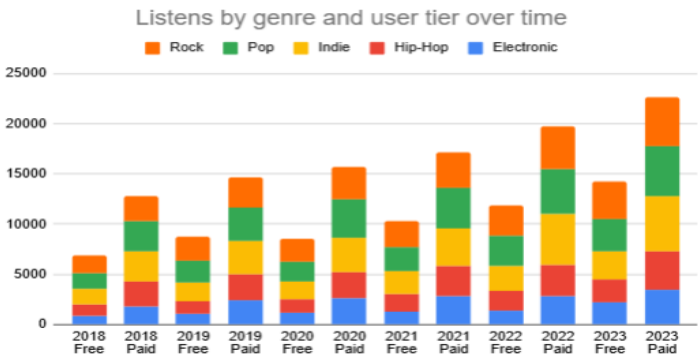
SUM of tracks_li user_tier		
year	Free	Paid
2018	6900	12800
2019	8800	14700
2020	8500	15700
2021	10300	17100
2022	11900	19700
2023	14200	22600
Grand Total	60600	102600

INSIGHT AND RECOMMENDATION

Insights

Pop and Rock have dominated for both paid and free users throughout the years, with rock consistently being the most listened-to genre. Indie and Hip-hop have a significant share of listens, even among paid users. Electronic music illustrates the least engagement throughout both tiers but does see some increase over the years. Rock-paid users have the largest share and tend to engage more with all genres. Free and paid users grow over time, illustrating that paid users explore more genres and listen more frequently to different genres. Growth in Genre Engagement: See paid and free users show overall growth. The number of listeners across all genres with paid users experiences a sharp increase. 2022 and 2023 show the most significant increase,

Visual C



mainly for paid users, which aligns with overall trends of increased listening behavior seen in the earlier graph. The slower growth rate for Free users, specifically from 2018 to 2020, while paid users illustrate consistent and more robust evolution across all genres. 2022 – 2023 Surge: Both free and paid users' total listens across genres increased significantly from 2022 to 2023. This represents an overall increase in platform engagement and could be tied to platform enhancement or broader content availability.

SUM of tracks_listened		genre					
year	user_tier	Electronic	Hip-Hop	Indie	Pop	Rock	
-	2018 Free	900	1100	1600	1500	1800	2018 Free
	2018 Paid	1800	2500	3000	3000	2500	2018 Paid
-	2019 Free	1100	1200	1900	2200	2400	2019 Free
	2019 Paid	2400	2600	3300	3400	3000	2019 Paid
-	2020 Free	1200	1300	1800	2000	2200	2020 Free
	2020 Paid	2600	2600	3500	3800	3200	2020 Paid
-	2021 Free	1300	1800	2200	2400	2600	2021 Free
	2021 Paid	2800	3100	3700	4000	3500	2021 Paid
-	2022 Free	1400	2000	2500	3000	3000	2022 Free
	2022 Paid	2800	3200	5000	4500	4200	2022 Paid
-	2023 Free	2200	2300	2800	3200	3700	2023 Free
	2023 Paid	3500	3800	5500	5000	4800	2023 Paid

Recommendations

Focus on Genre - Specific Campaigns: The most popular genres are Rock and Pop; consider targeted marketing and promotional campaigns around major Pop and Rock releases. Utilize the genres to appeal to free and paid users while offering perks for specific genres. Also, try promotions focused on rock that offer free trials to convert to paid users.

Diversify Free Tier Offerings: To increase engagement among free users, notably in less popular genres like electronic or indie, special playlists or curated content highlighting these genres should be introduced. This could incentivize users to explore beyond their average listening habits and possibly convert to paid users.

Capitalize on Paid Users' Genre Diversity: Paid users have more diverse genre preferences, specifically Hip-Hop, Indie, and Electronic. Consider growing genre-based references, personalized playlists, and exclusive content in these areas for paid subscribers. Highlight features to attract subscribers from the free tier and extensive interest in music.

Leverage the 2022-2023 Growth Surge: Given the growth in 2022 and 2023, a successful engagement strategy is recommended. Also, analyze what led this surge: enhanced algorithms, more content, or better platform features. You want to continue those efforts into future years. Consider replicating successful campaigns or content drops to maintain the momentum.

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CONCLUSION

The overall strategy from these graphs points to a need for continued investment in exclusive features and personalized recommendations. It's also crucial to promote popular genres like Rock and Pop, as this aligns with user preferences and can drive user growth. We should examine and leverage user growth across genres, stabilize content throughout genres for user retention, and emphasize targeting free users for conversion and keeping paid users loyal through exclusive, high-quality, and diverse content.