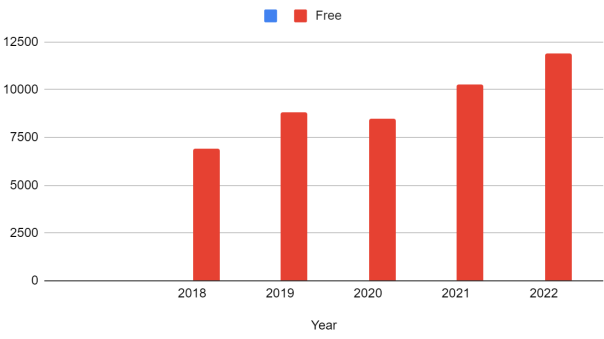
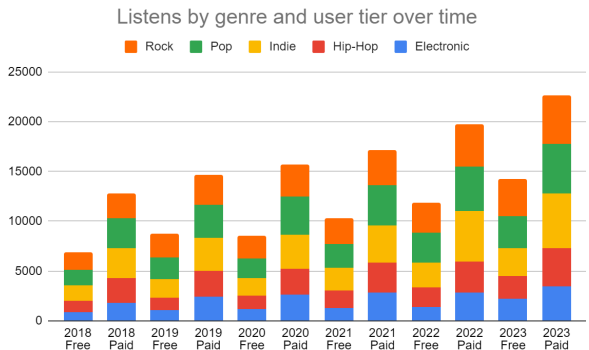


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
09/05/2024	Fresh Beats	Ciara Lacey
<div>STATUS SUMMARY</div> <p>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. We should figure out what would appeal to other genres and market for growth in users paid and free.</p>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <p>Pop genre peaked in 2021 and is on a downwards trend</p>	<div>Visual A</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>55</td></tr><tr><td>2019</td><td>45</td><td>55</td><td>90</td><td>85</td><td>65</td></tr><tr><td>2020</td><td>55</td><td>55</td><td>75</td><td>70</td><td>65</td></tr><tr><td>2021</td><td>65</td><td>70</td><td>90</td><td>100</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>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	90	85	65	2020	55	55	75	70	65	2021	65	70	90	100	85	2022	55	75	95	95	65	2023	60	75	100	75	80
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	40	50	70	60	55																																						
2019	45	55	90	85	65																																						
2020	55	55	75	70	65																																						
2021	65	70	90	100	85																																						
2022	55	75	95	95	65																																						
2023	60	75	100	75	80																																						
<div>Recommendation</div> <p>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</p> <p>We should analyze user retention in these genres, and consider how we can maximize it.</p>																																											

INSIGHT AND RECOMMENDATION													
<div>Insights</div> <div><p>Paid users are more active (listen to more music) than free.</p><p>Paid users have steadier growth and better user retention than free.</p></div>	<div>Visual B</div> <div><p>Tracks listened by user tier over time</p><table border="1"><thead><tr><th>Year</th><th>Free</th></tr></thead><tbody><tr><td>2018</td><td>6800</td></tr><tr><td>2019</td><td>8800</td></tr><tr><td>2020</td><td>8500</td></tr><tr><td>2021</td><td>10200</td></tr><tr><td>2022</td><td>11800</td></tr></tbody></table></div>	Year	Free	2018	6800	2019	8800	2020	8500	2021	10200	2022	11800
Year	Free												
2018	6800												
2019	8800												
2020	8500												
2021	10200												
2022	11800												
<div>Recommendations</div> <div><p>Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</p><p>Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.</p><p>Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.</p></div>													

INSIGHT AND RECOMMENDATION																																																																																												
<div>Insights</div> <div>Rock is the most popular genre for free users.</div>	<div>Visual C</div> <div><p>Listens by genre and user tier over time</p><table><tr><th>Year</th><th>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>1500</td><td>1000</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>2000</td><td>1500</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Free</td><td>1800</td><td>1200</td><td>600</td><td>600</td><td>600</td></tr><tr><td>2019</td><td>Paid</td><td>2800</td><td>2200</td><td>1600</td><td>1100</td><td>1100</td></tr><tr><td>2020</td><td>Free</td><td>1600</td><td>1100</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2020</td><td>Paid</td><td>3000</td><td>2300</td><td>1700</td><td>1200</td><td>1200</td></tr><tr><td>2021</td><td>Free</td><td>1700</td><td>1300</td><td>600</td><td>600</td><td>600</td></tr><tr><td>2021</td><td>Paid</td><td>3200</td><td>2400</td><td>1800</td><td>1300</td><td>1300</td></tr><tr><td>2022</td><td>Free</td><td>1900</td><td>1400</td><td>700</td><td>700</td><td>700</td></tr><tr><td>2022</td><td>Paid</td><td>3500</td><td>2600</td><td>1900</td><td>1400</td><td>1400</td></tr><tr><td>2023</td><td>Free</td><td>2000</td><td>1500</td><td>800</td><td>800</td><td>800</td></tr><tr><td>2023</td><td>Paid</td><td>4000</td><td>2800</td><td>2000</td><td>1500</td><td>1500</td></tr></table></div>	Year	Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	1500	1000	500	500	500	2018	Paid	2500	2000	1500	1000	1000	2019	Free	1800	1200	600	600	600	2019	Paid	2800	2200	1600	1100	1100	2020	Free	1600	1100	500	500	500	2020	Paid	3000	2300	1700	1200	1200	2021	Free	1700	1300	600	600	600	2021	Paid	3200	2400	1800	1300	1300	2022	Free	1900	1400	700	700	700	2022	Paid	3500	2600	1900	1400	1400	2023	Free	2000	1500	800	800	800	2023	Paid	4000	2800	2000	1500	1500
Year	Tier	Rock	Pop	Indie	Hip-Hop	Electronic																																																																																						
2018	Free	1500	1000	500	500	500																																																																																						
2018	Paid	2500	2000	1500	1000	1000																																																																																						
2019	Free	1800	1200	600	600	600																																																																																						
2019	Paid	2800	2200	1600	1100	1100																																																																																						
2020	Free	1600	1100	500	500	500																																																																																						
2020	Paid	3000	2300	1700	1200	1200																																																																																						
2021	Free	1700	1300	600	600	600																																																																																						
2021	Paid	3200	2400	1800	1300	1300																																																																																						
2022	Free	1900	1400	700	700	700																																																																																						
2022	Paid	3500	2600	1900	1400	1400																																																																																						
2023	Free	2000	1500	800	800	800																																																																																						
2023	Paid	4000	2800	2000	1500	1500																																																																																						

Recommendations

Try promotions focused on rock that offer free trials to convert to paid users.

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

CONCLUSION

We should increase our catalogue of tracks in electronic and hip hop music - solicit appropriate artists and offer them deals (time-limited free promotion).