Comfort Tulasi-Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
01/19/2025	Fresh Beats	TULASI

STATUS SUMMARY

Indie is the most popular with paid users.

INSIGHT AND RECOMMENDATION

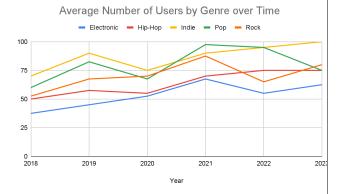
Insights

Electronic and hip hop music are overall on an upwards trend.

Recommendation

We should analyze user retention in these genres ,and consider how we can maximize it.

Visual A



INSIGHT AND RECOMMENDATION

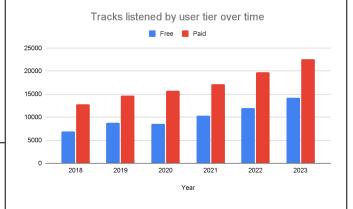
Insights

Paid users have steadier growth and better user retention than free.

Recommendations

Indie is particularly popular with paid users, so focus on promotion there.

Visual B



Insights Rock is the most popular genre for free users. Listens by genre and user tier over time Rock is the most popular genre for free users.

Recommendations	
Try promotions,focus on rock that offer free trials to convert to paid users.	

CONCLUSION

We should increase our catalogue of tracks in electronic and hip hop music -solicit appropriate artists and offer them deals.