

Comfort Tulasi-Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
01/19/2025	Fresh Beats	TULASI
<div>STATUS SUMMARY</div> <div>Indie is the most popular with paid users.</div>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div>Electronic and hip hop music are overall on an upwards trend.</div>	<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>58</td><td>90</td><td>85</td><td>68</td></tr><tr><td>2020</td><td>55</td><td>55</td><td>75</td><td>68</td><td>65</td></tr><tr><td>2021</td><td>70</td><td>70</td><td>90</td><td>95</td><td>88</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>65</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	58	90	85	68	2020	55	55	75	68	65	2021	70	70	90	95	88	2022	55	75	95	95	65	2023	65	75	100	75	80
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	40	50	70	60	55																																						
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<div>Recommendation</div> <div>We should analyze user retention in these genres ,and consider how we can maximize it.</div>																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div>Paid users have steadier growth and better user retention than free.</div>	<div>Visual B</div> <div><p>Tracks listened by user tier over time</p><table><tr><th>Year</th><th>Free</th><th>Paid</th></tr><tr><td>2018</td><td>7000</td><td>13000</td></tr><tr><td>2019</td><td>9000</td><td>15000</td></tr><tr><td>2020</td><td>8500</td><td>16000</td></tr><tr><td>2021</td><td>10500</td><td>17500</td></tr><tr><td>2022</td><td>12000</td><td>20000</td></tr><tr><td>2023</td><td>14500</td><td>22500</td></tr></table></div>	Year	Free	Paid	2018	7000	13000	2019	9000	15000	2020	8500	16000	2021	10500	17500	2022	12000	20000	2023	14500	22500
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<div>Recommendations</div> <div>Indie is particularly popular with paid users,so focus on promotion there.</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>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>2200</td><td>1200</td><td>1200</td><td>1200</td><td>1200</td></tr><tr><td>2019</td><td>Paid</td><td>2800</td><td>3000</td><td>3000</td><td>3000</td><td>3000</td></tr><tr><td>2020</td><td>Free</td><td>2100</td><td>1100</td><td>1100</td><td>1100</td><td>1100</td></tr><tr><td>2020</td><td>Paid</td><td>2900</td><td>3200</td><td>3200</td><td>3200</td><td>3200</td></tr><tr><td>2021</td><td>Free</td><td>2300</td><td>1300</td><td>1300</td><td>1300</td><td>1300</td></tr><tr><td>2021</td><td>Paid</td><td>3100</td><td>3400</td><td>3400</td><td>3400</td><td>3400</td></tr><tr><td>2022</td><td>Free</td><td>2400</td><td>1400</td><td>1400</td><td>1400</td><td>1400</td></tr><tr><td>2022</td><td>Paid</td><td>3300</td><td>3600</td><td>3600</td><td>3600</td><td>3600</td></tr><tr><td>2023</td><td>Free</td><td>2600</td><td>1600</td><td>1600</td><td>1600</td><td>1600</td></tr><tr><td>2023</td><td>Paid</td><td>3500</td><td>3800</td><td>3800</td><td>3800</td><td>3800</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	2200	1200	1200	1200	1200	2019	Paid	2800	3000	3000	3000	3000	2020	Free	2100	1100	1100	1100	1100	2020	Paid	2900	3200	3200	3200	3200	2021	Free	2300	1300	1300	1300	1300	2021	Paid	3100	3400	3400	3400	3400	2022	Free	2400	1400	1400	1400	1400	2022	Paid	3300	3600	3600	3600	3600	2023	Free	2600	1600	1600	1600	1600	2023	Paid	3500	3800	3800	3800	3800
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Recommendations Try promotions, focus on rock that offer free trials to convert to paid users.	
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CONCLUSION

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