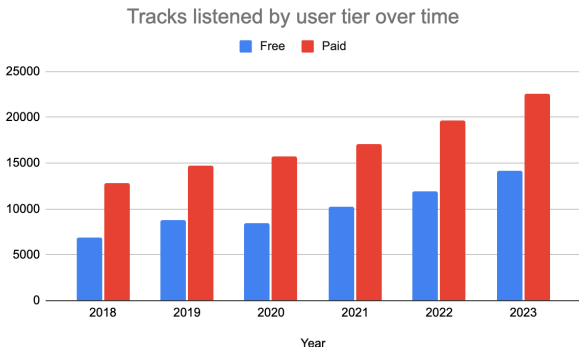


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
05/17/2024	Fresh Beats	Guilherme Nogueira
<div><div>STATUS SUMMARY</div><div>Exploratory analysis from Fresh Beats is leading the music industry in leveraging rock and indie songs globally.</div></div>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div>The pop genre peaked in 2021 and is on a downward trend</div> <div>Paid users have steadier growth and better user retention than free.</div>	<div>Visual A</div> <div>Add visual for the insight(s) here</div> <div><div>Average Number of Users by Genre over Time</div><div><div><div>Electronic</div><div>Hip-Hop</div><div>Indie</div><div>Pop</div><div>Rock</div></div><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>65</td><td>55</td><td>55</td></tr><tr><td>2019</td><td>45</td><td>55</td><td>85</td><td>75</td><td>65</td></tr><tr><td>2020</td><td>50</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>85</td><td>95</td><td>85</td></tr><tr><td>2022</td><td>55</td><td>70</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>75</td></tr></table></div></div></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	65	55	55	2019	45	55	85	75	65	2020	50	55	75	65	65	2021	65	65	85	95	85	2022	55	70	90	90	65	2023	60	75	100	75	75
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
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2023	60	75	100	75	75																																						
<div>Recommendation</div> <div>Marketing should try focused campaigns targeting typical demographics for fans of these genres.</div> <div>We should analyze user retention in these genres, and consider how we can maximize it.</div> <div>Product/marketing teams should try experiments to generate leads in alternative genres.</div>																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div><p><i>Paid users are more active (listen to more music) than free.</i></p><p><i>Paid users have steadier growth and better user retention than free.</i></p></div>	<div>Visual B</div> <div>Add visual for the insight(s) here</div> <div><p>Tracks listened by user tier over time</p><table><thead><tr><th>Year</th><th>Free</th><th>Paid</th></tr></thead><tbody><tr><td>2018</td><td>7000</td><td>12500</td></tr><tr><td>2019</td><td>8500</td><td>14500</td></tr><tr><td>2020</td><td>8000</td><td>15500</td></tr><tr><td>2021</td><td>10000</td><td>17000</td></tr><tr><td>2022</td><td>12000</td><td>19500</td></tr><tr><td>2023</td><td>14000</td><td>22000</td></tr></tbody></table></div>	Year	Free	Paid	2018	7000	12500	2019	8500	14500	2020	8000	15500	2021	10000	17000	2022	12000	19500	2023	14000	22000
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<div>Recommendations</div> <div><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><p>Try promotions focused on rock that offer free trials to convert to paid users.</p><p>Indie is particularly popular with paid users, so focus promotions there.</p></div>																						

INSIGHT AND RECOMMENDATION																																																																																												
<h3>Insights</h3> <p><i>Paid users are more active (listen to more music) than free.</i></p> <p><i>Rock is the most popular genre for free users.</i></p>	<h3>Visual C</h3> <p>Add visual for the insight(s) here</p> <div><p>Listens by genre and user tier over time</p><table border="1"><thead><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></thead><tbody><tr><td>2018</td><td>Free</td><td>2000</td><td>1500</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>2000</td><td>2000</td><td>2000</td></tr><tr><td>2019</td><td>Free</td><td>2000</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Paid</td><td>2500</td><td>2500</td><td>2000</td><td>2000</td><td>2000</td></tr><tr><td>2020</td><td>Free</td><td>2000</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2020</td><td>Paid</td><td>2500</td><td>2500</td><td>2000</td><td>2000</td><td>2000</td></tr><tr><td>2021</td><td>Free</td><td>2000</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2021</td><td>Paid</td><td>2500</td><td>2500</td><td>2000</td><td>2000</td><td>2000</td></tr><tr><td>2022</td><td>Free</td><td>2000</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2022</td><td>Paid</td><td>2500</td><td>2500</td><td>2000</td><td>2000</td><td>2000</td></tr><tr><td>2023</td><td>Free</td><td>2000</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2023</td><td>Paid</td><td>2500</td><td>2500</td><td>2000</td><td>2000</td><td>2000</td></tr></tbody></table></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	2000	1500	1000	1000	1000	2018	Paid	2500	2500	2000	2000	2000	2019	Free	2000	1500	1000	1000	1000	2019	Paid	2500	2500	2000	2000	2000	2020	Free	2000	1500	1000	1000	1000	2020	Paid	2500	2500	2000	2000	2000	2021	Free	2000	1500	1000	1000	1000	2021	Paid	2500	2500	2000	2000	2000	2022	Free	2000	1500	1000	1000	1000	2022	Paid	2500	2500	2000	2000	2000	2023	Free	2000	1500	1000	1000	1000	2023	Paid	2500	2500	2000	2000	2000
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Recommendations

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

CONCLUSION

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 users.

Our paid users are very valuable, and we are likely able to convert the free ones if we offer them free drops from new indie songs (that's the most popular btw the paid users).