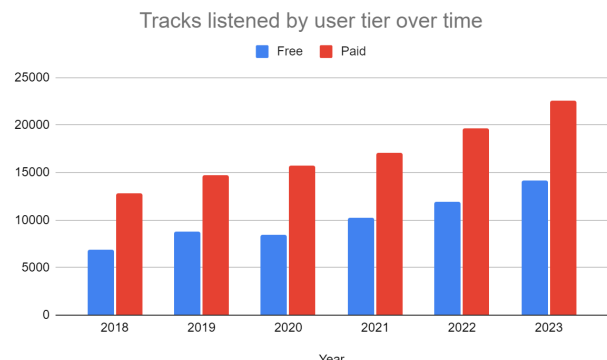
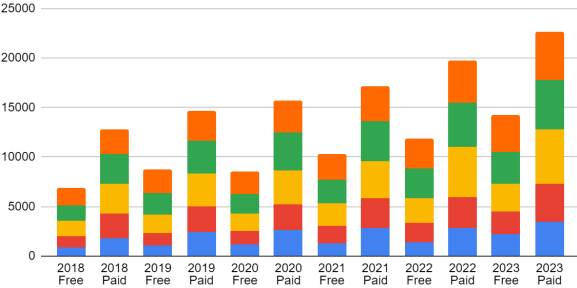


# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
06/04/2024	Fresh Beats	Bryan Hunt
<div>STATUS SUMMARY</div> <p>Fresh Beats is a great platform to stream music. Introducing new artists to music enthusiasts everywhere. Growth is continuous and the market for services is increasing upward. With all the success there are still challenges. Fresh Beats should focus on leveraging their strengths to raise performance in lower performing genres. Find ways to convert free users into paid subscribers. Lets maximize the promotion of artists by recommending relatable music genres.</p>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <p>Pop genre peaked in 2021 and is on a downward trend.</p> <p>Electronic and hip hop music are overall on an upwards 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>58</td><td>90</td><td>85</td><td>68</td></tr><tr><td>2020</td><td>52</td><td>55</td><td>75</td><td>68</td><td>70</td></tr><tr><td>2021</td><td>68</td><td>70</td><td>90</td><td>100</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>62</td><td>78</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	52	55	75	68	70	2021	68	70	90	100	88	2022	55	75	95	95	65	2023	62	78	100	75	80
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<div>Recommendation</div> <p>Marketing should try focused campaigns targeting typical demographics for fans of these genres.</p> <p>We should analyze user retention in these genres, and consider how we can maximize it.</p> <p>Product/marketing teams should try experiments to generate leads in alternative genres.</p> <p>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</p>																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</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>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>14000</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	14000	22500
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<div>Recommendations</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>Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</p>																						

INSIGHT AND RECOMMENDATION																																																																																												
<div>Insights</div> <div>Rock is the most popular genre for free users.</div>	<div>Visual C</div> <div><div>Listens by genre and user tier over time</div><div><div>RockPopIndieHip-HopElectronic</div><table><thead><tr><th>Year</th><th>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>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>1000</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>1100</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>2600</td><td>2100</td><td>1000</td><td>1000</td><td>1000</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>2700</td><td>2300</td><td>1100</td><td>1100</td><td>1100</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>2900</td><td>2400</td><td>1200</td><td>1200</td><td>1200</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>3000</td><td>2500</td><td>1300</td><td>1300</td><td>1300</td></tr></tbody></table></div></div>	Year	Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	1500	1000	500	500	500	2018	Paid	2500	2000	1000	1000	1000	2019	Free	1800	1200	600	600	600	2019	Paid	2800	2200	1100	1100	1100	2020	Free	1600	1100	500	500	500	2020	Paid	2600	2100	1000	1000	1000	2021	Free	1700	1300	600	600	600	2021	Paid	2700	2300	1100	1100	1100	2022	Free	1900	1400	700	700	700	2022	Paid	2900	2400	1200	1200	1200	2023	Free	2000	1500	800	800	800	2023	Paid	3000	2500	1300	1300	1300
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## Recommendations

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

We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.

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

## CONCLUSION

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

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.