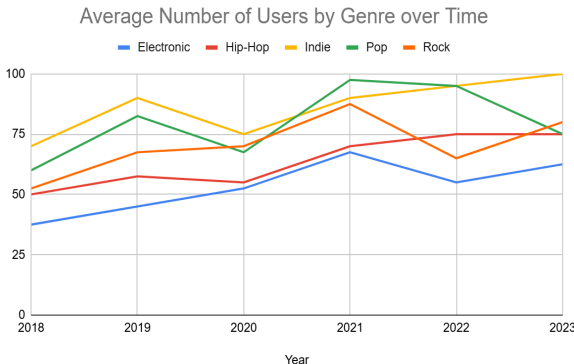
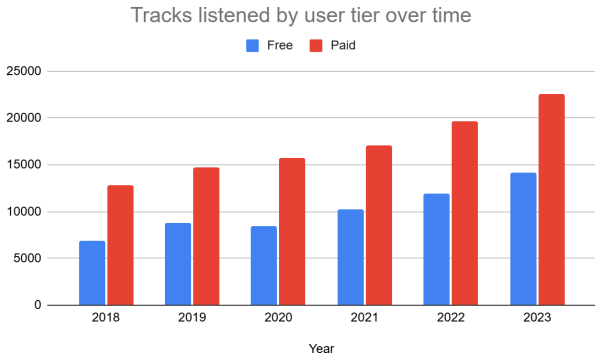
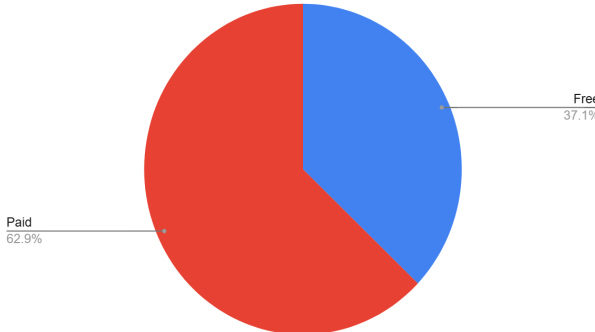
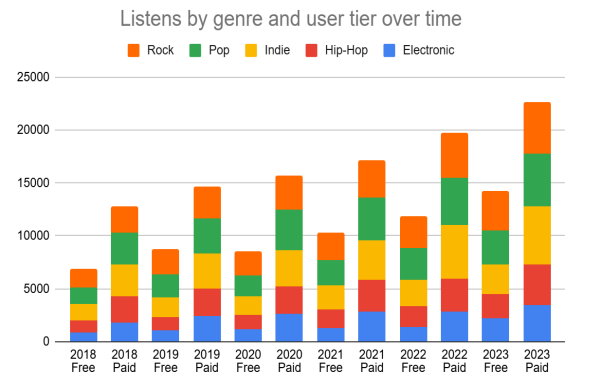


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
01/08/2025	Fresh Beats	Cassey Cam
<div>STATUS SUMMARY</div> <p>Rock appears to be the most popular genre for free users. Where Indie is the most popular genre for paid users.</p>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <p>Pop and Indie are the two genres with the most steady pace of growth and are the two highest genres listened to out of 5 genres. Out of the two genres Indie is currently the most popular genre to listen to and it shows more growth compared to pop genre.</p>	<div>Visual A</div> <p>Add visual for the insight(s) here</p> <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>30</td><td>40</td><td>70</td><td>60</td><td>50</td></tr><tr><td>2019</td><td>40</td><td>50</td><td>85</td><td>75</td><td>60</td></tr><tr><td>2020</td><td>50</td><td>60</td><td>75</td><td>65</td><td>65</td></tr><tr><td>2021</td><td>60</td><td>70</td><td>90</td><td>95</td><td>80</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>95</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>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	30	40	70	60	50	2019	40	50	85	75	60	2020	50	60	75	65	65	2021	60	70	90	95	80	2022	55	75	95	90	65	2023	60	75	100	75	75
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	30	40	70	60	50																																						
2019	40	50	85	75	60																																						
2020	50	60	75	65	65																																						
2021	60	70	90	95	80																																						
2022	55	75	95	90	65																																						
2023	60	75	100	75	75																																						
<div>Recommendation</div> <p>Indie should be recommended more based on the popularity and data provided. From 2020 to 2023 it shows a steady increase over the years and has not shown any signs of decreasing.</p>																																											

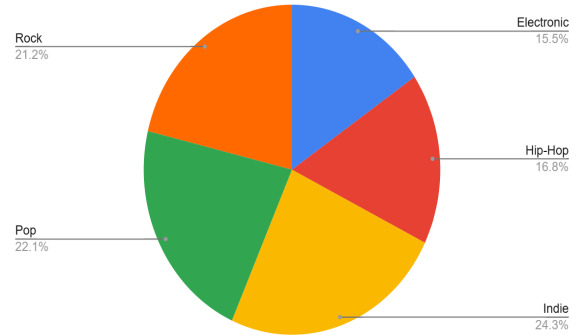
INSIGHT AND RECOMMENDATION																												
<div>Insights</div> <div>Based on the visual, Paid users tend to listen to more tracks rather than free users. Over the years both free and paid user have been receiving a steady growth but the growth in Paid user exceeds the growth percentage in free users.</div>	<div>Visual B</div> <div>Add visual for the insight(s) here</div> <div><div>Tracks listened by user tier over time</div><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>8500</td><td>15500</td></tr><tr><td>2021</td><td>10000</td><td>16500</td></tr><tr><td>2022</td><td>11500</td><td>19500</td></tr><tr><td>2023</td><td>14000</td><td>22500</td></tr></tbody></table></div> <div><div>Paid vs. Free</div><table><thead><tr><th>User Tier</th><th>Percentage</th></tr></thead><tbody><tr><td>Paid</td><td>62.9%</td></tr><tr><td>Free</td><td>37.1%</td></tr></tbody></table></div>	Year	Free	Paid	2018	7000	12500	2019	8500	14500	2020	8500	15500	2021	10000	16500	2022	11500	19500	2023	14000	22500	User Tier	Percentage	Paid	62.9%	Free	37.1%
Year	Free	Paid																										
2018	7000	12500																										
2019	8500	14500																										
2020	8500	15500																										
2021	10000	16500																										
2022	11500	19500																										
2023	14000	22500																										
User Tier	Percentage																											
Paid	62.9%																											
Free	37.1%																											
<div>Recommendations</div> <div>Appease the paid users more, give more benefits for paid users rather than free users. This will cause the paid user to be more appealing to the free users while during the process advertising Fresh Beats program to bring more people in as free users.</div>																												

INSIGHT AND RECOMMENDATION																																																																																												
<h3>Insights</h3> <p>From the Visual I took more notice of the latest year of 2023, for paid user rock, indie and pop appears to be the most popular. Where for free users rock is the highest listened genre follow up with pop genre music.</p>	<h3>Visual C</h3> <p>Add visual for the insight(s) here</p> <p>Listens by genre and user tier over time</p>  <table><caption>Listens by genre and user tier over time</caption><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>~1,500</td><td>~1,000</td><td>~500</td><td>~500</td><td>~500</td></tr><tr><td>2018</td><td>Paid</td><td>~2,500</td><td>~1,500</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2019</td><td>Free</td><td>~1,500</td><td>~1,000</td><td>~500</td><td>~500</td><td>~500</td></tr><tr><td>2019</td><td>Paid</td><td>~2,500</td><td>~1,500</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2020</td><td>Free</td><td>~1,500</td><td>~1,000</td><td>~500</td><td>~500</td><td>~500</td></tr><tr><td>2020</td><td>Paid</td><td>~2,500</td><td>~1,500</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2021</td><td>Free</td><td>~1,500</td><td>~1,000</td><td>~500</td><td>~500</td><td>~500</td></tr><tr><td>2021</td><td>Paid</td><td>~2,500</td><td>~1,500</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2022</td><td>Free</td><td>~1,500</td><td>~1,000</td><td>~500</td><td>~500</td><td>~500</td></tr><tr><td>2022</td><td>Paid</td><td>~2,500</td><td>~1,500</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2023</td><td>Free</td><td>~1,500</td><td>~1,000</td><td>~500</td><td>~500</td><td>~500</td></tr><tr><td>2023</td><td>Paid</td><td>~2,500</td><td>~1,500</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr></tbody></table>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	~1,500	~1,000	~500	~500	~500	2018	Paid	~2,500	~1,500	~1,000	~1,000	~1,000	2019	Free	~1,500	~1,000	~500	~500	~500	2019	Paid	~2,500	~1,500	~1,000	~1,000	~1,000	2020	Free	~1,500	~1,000	~500	~500	~500	2020	Paid	~2,500	~1,500	~1,000	~1,000	~1,000	2021	Free	~1,500	~1,000	~500	~500	~500	2021	Paid	~2,500	~1,500	~1,000	~1,000	~1,000	2022	Free	~1,500	~1,000	~500	~500	~500	2022	Paid	~2,500	~1,500	~1,000	~1,000	~1,000	2023	Free	~1,500	~1,000	~500	~500	~500	2023	Paid	~2,500	~1,500	~1,000	~1,000	~1,000
Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic																																																																																						
2018	Free	~1,500	~1,000	~500	~500	~500																																																																																						
2018	Paid	~2,500	~1,500	~1,000	~1,000	~1,000																																																																																						
2019	Free	~1,500	~1,000	~500	~500	~500																																																																																						
2019	Paid	~2,500	~1,500	~1,000	~1,000	~1,000																																																																																						
2020	Free	~1,500	~1,000	~500	~500	~500																																																																																						
2020	Paid	~2,500	~1,500	~1,000	~1,000	~1,000																																																																																						
2021	Free	~1,500	~1,000	~500	~500	~500																																																																																						
2021	Paid	~2,500	~1,500	~1,000	~1,000	~1,000																																																																																						
2022	Free	~1,500	~1,000	~500	~500	~500																																																																																						
2022	Paid	~2,500	~1,500	~1,000	~1,000	~1,000																																																																																						
2023	Free	~1,500	~1,000	~500	~500	~500																																																																																						
2023	Paid	~2,500	~1,500	~1,000	~1,000	~1,000																																																																																						

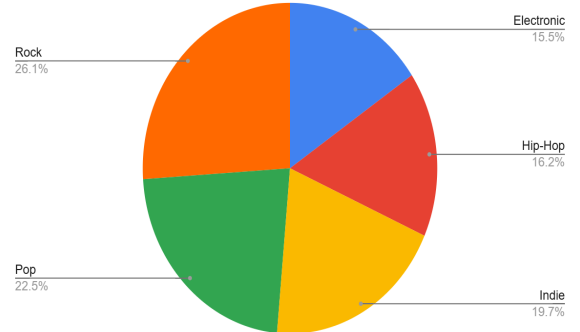
Recommendations

Rock and pop music should appeal more to free users, to keep them satisfied the higher the chance of free users listening to their favorite genre. The higher the chance the free users would transfer over to being paid users.

2023 Based on Paid Users



2023 Based on Free Users



CONCLUSION

Rock Genre appears to be the most popular for free users. We should do research and experiments more on how to appease free users who listened to rock to transfer over to being paid users. For paid users, we do more experiments on how to give the best experience to listen to pop and indie music.