

# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
02/01/2025	Fresh Beats	Jahvani Muniz

## STATUS SUMMARY

Our team has analyzed the data that was given to address the concerns of the company Fresh Beats. We noticed that there are increasing trends within certain genres which could be used for marketing and promotional strategies. Additionally, there is concern for pop, as it peaked within 2021 but is declining with user retention levels. On the contrary, rock and indie seem to be the leading genres for both paid and free users.

There is a steady increasing trend with both paid and free users. We found that paid users are more active than free users, in terms of listening to music. Based on the challenges that were given by our stakeholders, we have provided insights and recommendations. These recommendations are to help improve with artist promotion effectiveness, user engagement and conversion, and genre promotion for emerging artists.

INSIGHT AND RECOMMENDATION																																					
<div>Insights</div> <ul style="list-style-type: none"><li>• Pop genre peaked in 2021 and is on a downwards trend</li><li>• Electronic and hip hop music are overall on an upwards trend.</li></ul>	<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>55</td><td>85</td><td>80</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>70</td><td>85</td><td>95</td><td>85</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>90</td><td>90</td><td>65</td></tr></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	70	60	55	2019	45	55	85	80	65	2020	50	55	75	65	65	2021	65	70	85	95	85	2022	55	75	90	90	65
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																
2018	40	50	70	60	55																																
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2022	55	75	90	90	65																																

INSIGHT AND RECOMMENDATION	
<b>Recommendation</b> <ul style="list-style-type: none"> <li>It is worth doing deeper research into previous years to understand why on a downwards trend.</li> <li>Marketing should try focused campaigns targeting typical demographics fans of these genres.</li> </ul>	

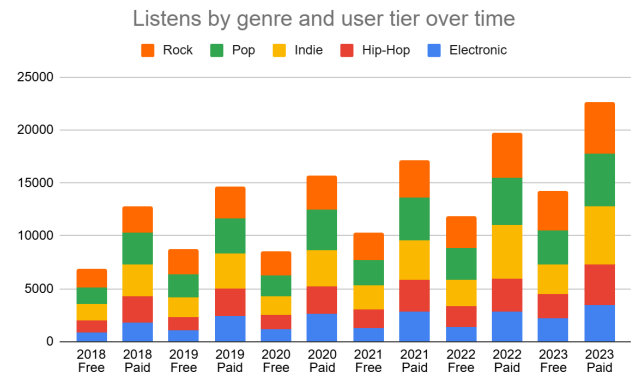
INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <ul style="list-style-type: none"><li>• Paid users have steadier growth and better user retention than free.</li><li>• Paid users are more active (listen to more music) than free.</li></ul>	<div>Visual B</div> <div><div>Tracks listened 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>7,000</td><td>13,000</td></tr><tr><td>2019</td><td>9,000</td><td>15,000</td></tr><tr><td>2020</td><td>8,500</td><td>16,000</td></tr><tr><td>2021</td><td>10,000</td><td>17,500</td></tr><tr><td>2022</td><td>12,000</td><td>19,500</td></tr><tr><td>2023</td><td>14,000</td><td>22,500</td></tr></tbody></table></div>	Year	Free	Paid	2018	7,000	13,000	2019	9,000	15,000	2020	8,500	16,000	2021	10,000	17,500	2022	12,000	19,500	2023	14,000	22,500
Year	Free	Paid																				
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2022	12,000	19,500																				
2023	14,000	22,500																				
<div>Recommendations</div> <ul style="list-style-type: none"><li>• Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.</li><li>• Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.</li><li>• Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</li></ul>																						

INSIGHT AND RECOMMENDATION	
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## Insights

Rock is the most popular genre for free users.

## Visual C



## Recommendations

- We should analyze user retention in these genres, and consider how we can maximize it.
- Product/marketing teams should try experiments to generate leads in alternative genres.
- 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

Write general recommendations for the business based on the insights here.

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