Janna Gomez - Project Status Report

| REPORT DATE | COMPANY NAME | PREPARED BY |
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| 12/31/2024 | Fresh Beats | Gomez, Janna |
| STATUS SUMMARY We should increase our catalogue 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. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  Electronic and hip hop music are overall on an upwards trend.  Pop genre peaked in 2021 and is on a downwards trend. | | | Visual A  Chart |
| Recommendation  Marketing should try focused campaigns targeting typical demographics for fans of these genres.  It is worth doing deeper research into previous years to understand why pop is on a downwards trend.  Product/marketing teams should try experiments to generate leads in alternative genres. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  Paid users are more active (listen to more music) than free.  Paid users have steadier growth and better user retention than free. | | | Visual B  Chart |
| Recommendations  Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.  Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  Rock is the most popular genre for free users.  Paid users are more active (listen to more music) than free.  Paid users have steadier growth and better user retention than free. | | | Visual C  Chart |
| 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.  We should analyze user retention in these genres, and consider how we can maximize it.  Indie is particularly popular with paid users, so focus promotions there. | | |

| CONCLUSION |
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The drivers of user conversion and retention are key to driving revenue growth. Visuals B and C reveal that paid users listen to more music, exhibit more consistent growth, and demonstrate stronger retention compared to free users. Given the value of paid users, it’s beneficial to offer time-limited promotions or deals to incentivize free users to upgrade. Additionally, a referral program could be introduced, where users can earn access to a paid tier by referring new users.

As indicated in Visuals A and C, genres like rock, indie, electronic, and hip-hop are experiencing growth among both free and paid users. Marketing campaigns should target fans of these genres, featuring tailored promotions, and tracking user retention. The same visuals show that pop is the second most popular genre across both user groups but is trending downward. It would be valuable to investigate the reasons behind this decline and explore alternative genres that may spark user interest. These targeted strategies can enhance paid user conversion, retention, and ultimately fuel revenue growth.