Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
12/26/2024	Fresh Beats	Jessica Cunningham

STATUS SUMMARY

Electronic music and hip-hop music are steady and on an overall upward trend. Rock music is the most popular among free users.
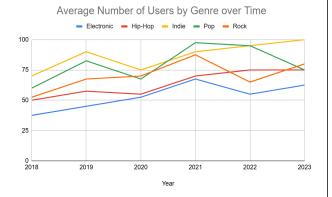
INSIGHT AND RECOMMENDATION

Insights

Pop music has been on a downward trend since 2021. Hip-hop and electronic music are on an upward trend. Indie music is very popular consistently overall.

Recommendation

Marketing should try to target campaigns to the typical demographics of fans for these genres. We should analyze user retention for these genres and consider how to maximize it.
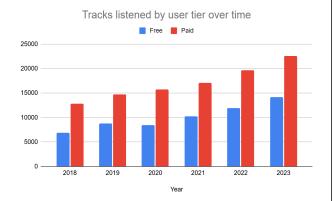
Visual A

Average Number of Users by Genre over Time

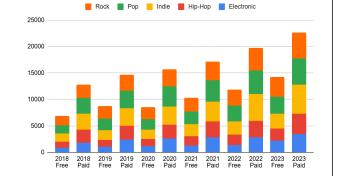| INSIGHT AND RECOMMENDATION	
Insights Paid users have a steadier growth and better retention than free users.	**Visual B**
Recommendations Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid. Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users. Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.	

Tracks listened by user tier over time

■ Free ■ Paid

(Bar chart showing tracks listened by Free and Paid users per year from 2018 to 2023. Y-axis ranges 0 to 25000. Paid bars consistently higher than Free bars; both increase over time.)

Year

INSIGHT AND RECOMMENDATION	

Insights

Rock is the most popular among free users. Electronic and hip-hop music are overall on an upwards trend among paid and free users. Indie is particularly popular among paid users. Paid users listen more than free users across all music genres.

Recommendations

Product/marketing teams should try experiments to generate leads in alternative genres. It is worth doing deeper research into previous years to understand why pop is on a downward trend. We should analyze more ways to increase engagement of rock-listening users, as a potential growth segment.

Visual C

Listens by genre and user tier over time

■ Rock ■ Pop ■ Indie ■ Hip-Hop ■ Electronic

CONCLUSION

An increase in the catalog of electronic and hip-hop music can be leveraged for more paid users and their retention over time. As rock is a key genre for free users, leveraging interest in rock music to convert free users into paid users through limited time offers or specials can potentially increase paid users. Offering promotions to free users through referrals to try paid platforms could increase overall paid users over time and draw in new users through a referral program.