

# Fresh Beats Project Status Report

REPORT DATE	COMPANY NAME	PREPARED BY
08/07/2024	Fresh Beats	Judeh Odeh

## STATUS SUMMARY

Our goal is to revolutionize the music industry.

INSIGHT AND RECOMMENDATION																																					
<p><b>Insights</b></p> <p><i>Over the past year pop music has been up and down.</i></p>	<p><b>Visual A</b></p> <p>Average Number of Users by Genre over Time</p> <table border="1"><caption>Data for Visual A: Average Number of Users by Genre over Time</caption><thead><tr><th>Year</th><th>Electronic</th><th>Hip-Hop</th><th>Indie</th><th>Pop</th><th>Rock</th></tr></thead><tbody><tr><td>2018</td><td>40</td><td>50</td><td>75</td><td>60</td><td>55</td></tr><tr><td>2019</td><td>45</td><td>55</td><td>85</td><td>75</td><td>65</td></tr><tr><td>2020</td><td>50</td><td>55</td><td>78</td><td>65</td><td>60</td></tr><tr><td>2021</td><td>65</td><td>68</td><td>88</td><td>95</td><td>75</td></tr><tr><td>2022</td><td>60</td><td>70</td><td>98</td><td>92</td><td>70</td></tr></tbody></table>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	75	60	55	2019	45	55	85	75	65	2020	50	55	78	65	60	2021	65	68	88	95	75	2022	60	70	98	92	70
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																
2018	40	50	75	60	55																																
2019	45	55	85	75	65																																
2020	50	55	78	65	60																																
2021	65	68	88	95	75																																
2022	60	70	98	92	70																																
<p><b>Recommendation</b></p> <p>Create positive methods to show users that pop music is worth the listen.</p>																																					

INSIGHT AND RECOMMENDATION																						
<p><b>Insights</b></p> <p>Since 2018 our paid users have skyrocketed in uses.</p>	<p><b>Visual B</b></p> <table border="1"> <caption>Data for Visual B: Tracks listened by user tier over time</caption> <thead> <tr> <th>Year</th> <th>Free</th> <th>Paid</th> </tr> </thead> <tbody> <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>19500</td> </tr> <tr> <td>2023</td> <td>14000</td> <td>22000</td> </tr> </tbody> </table>	Year	Free	Paid	2018	7000	13000	2019	9000	15000	2020	8500	16000	2021	10500	17500	2022	12000	19500	2023	14000	22000
Year	Free	Paid																				
2018	7000	13000																				
2019	9000	15000																				
2020	8500	16000																				
2021	10500	17500																				
2022	12000	19500																				
2023	14000	22000																				
<p><b>Recommendations</b></p> <p>Keep doing what we are doing to grow even more in 2024, throw a surprise at our loyal users to know we appreciate their business.</p> <p>Example surprise: First to be notified about new music coming out.</p>																						

INSIGHT AND RECOMMENDATION																																																																															
<p><b>Insights</b></p> <p>The data shows that rock is the most popular listened to genre from 2018-2023</p>	<p><b>Visual C</b></p> <table border="1"> <caption>Data for Visual C: Listens by genre and user tier over time</caption> <thead> <tr> <th>Category</th> <th>Rock</th> <th>Pop</th> <th>Indie</th> <th>Hip-Hop</th> <th>Electronic</th> </tr> </thead> <tbody> <tr> <td>2018 Free</td> <td>3000</td> <td>1500</td> <td>1000</td> <td>500</td> <td>200</td> </tr> <tr> <td>2018 Paid</td> <td>2000</td> <td>1800</td> <td>1200</td> <td>800</td> <td>300</td> </tr> <tr> <td>2019 Free</td> <td>3500</td> <td>1800</td> <td>1200</td> <td>600</td> <td>300</td> </tr> <tr> <td>2019 Paid</td> <td>4000</td> <td>2200</td> <td>1500</td> <td>1000</td> <td>400</td> </tr> <tr> <td>2020 Free</td> <td>4000</td> <td>2500</td> <td>1800</td> <td>1200</td> <td>500</td> </tr> <tr> <td>2020 Paid</td> <td>5000</td> <td>3000</td> <td>2000</td> <td>1500</td> <td>600</td> </tr> <tr> <td>2021 Free</td> <td>4500</td> <td>3000</td> <td>2200</td> <td>1000</td> <td>700</td> </tr> <tr> <td>2021 Paid</td> <td>5500</td> <td>3500</td> <td>2500</td> <td>1800</td> <td>800</td> </tr> <tr> <td>2022 Free</td> <td>5000</td> <td>3800</td> <td>2800</td> <td>1500</td> <td>900</td> </tr> <tr> <td>2022 Paid</td> <td>6000</td> <td>4200</td> <td>3200</td> <td>2200</td> <td>1000</td> </tr> <tr> <td>2023 Free</td> <td>5500</td> <td>4000</td> <td>3500</td> <td>2000</td> <td>1200</td> </tr> <tr> <td>2023 Paid</td> <td>6500</td> <td>4500</td> <td>3800</td> <td>2500</td> <td>1300</td> </tr> </tbody> </table>	Category	Rock	Pop	Indie	Hip-Hop	Electronic	2018 Free	3000	1500	1000	500	200	2018 Paid	2000	1800	1200	800	300	2019 Free	3500	1800	1200	600	300	2019 Paid	4000	2200	1500	1000	400	2020 Free	4000	2500	1800	1200	500	2020 Paid	5000	3000	2000	1500	600	2021 Free	4500	3000	2200	1000	700	2021 Paid	5500	3500	2500	1800	800	2022 Free	5000	3800	2800	1500	900	2022 Paid	6000	4200	3200	2200	1000	2023 Free	5500	4000	3500	2000	1200	2023 Paid	6500	4500	3800	2500	1300
Category	Rock	Pop	Indie	Hip-Hop	Electronic																																																																										
2018 Free	3000	1500	1000	500	200																																																																										
2018 Paid	2000	1800	1200	800	300																																																																										
2019 Free	3500	1800	1200	600	300																																																																										
2019 Paid	4000	2200	1500	1000	400																																																																										
2020 Free	4000	2500	1800	1200	500																																																																										
2020 Paid	5000	3000	2000	1500	600																																																																										
2021 Free	4500	3000	2200	1000	700																																																																										
2021 Paid	5500	3500	2500	1800	800																																																																										
2022 Free	5000	3800	2800	1500	900																																																																										
2022 Paid	6000	4200	3200	2200	1000																																																																										
2023 Free	5500	4000	3500	2000	1200																																																																										
2023 Paid	6500	4500	3800	2500	1300																																																																										

## Recommendations

Offer promos for other music fans of all genres to increase listens.

Free pair of headphones (to listen to our music with) when you sign up for paid.

## CONCLUSION

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

*For example: 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.*

*~Go deep into research on how electronic music can growth*

*~Welcome gift for all new paid users*

*~Elaborate to users how much music is useful in everyday lives*

*~Offer promotions to convert free into paid*

*~More marketing*