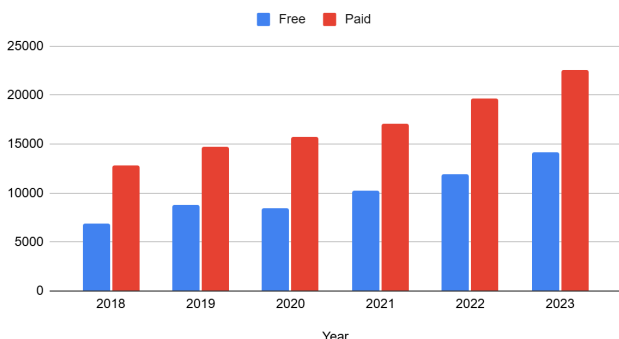
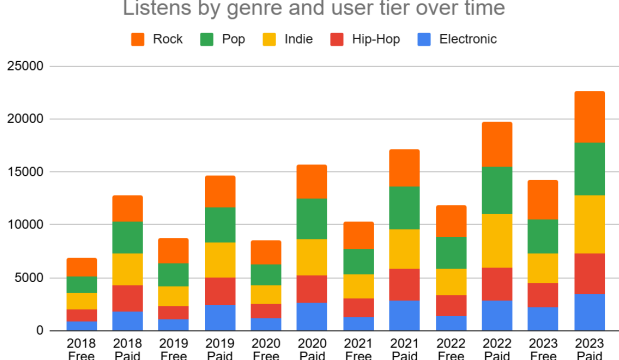


# Fresh Beats Project Status Report

REPORT DATE	COMPANY NAME	PREPARED BY
08/07/2024	Fresh Beats	Judeh Odeh
<div>STATUS SUMMARY</div> <div>Our goal is to revolutionize the music industry.</div>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div>Over the past year pop music has been up and down.</div>	<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>90</td><td>95</td><td>85</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>80</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	90	95	85	2022	55	75	95	90	65	2023	60	75	100	75	80
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
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<div>Recommendation</div> <div>Create positive methods to show users that pop music is worth the listen.</div>																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div>Since 2018 our paid users have skyrocketed in uses.</div>	<div>Visual B</div> <div><p>Tracks listened by user tier over time</p><table><tr><th>Year</th><th>Free</th><th>Paid</th></tr><tr><td>2018</td><td>6500</td><td>12500</td></tr><tr><td>2019</td><td>8500</td><td>14500</td></tr><tr><td>2020</td><td>8000</td><td>15500</td></tr><tr><td>2021</td><td>10000</td><td>17000</td></tr><tr><td>2022</td><td>11500</td><td>19500</td></tr><tr><td>2023</td><td>14000</td><td>22500</td></tr></table></div>	Year	Free	Paid	2018	6500	12500	2019	8500	14500	2020	8000	15500	2021	10000	17000	2022	11500	19500	2023	14000	22500
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<div>Recommendations</div> <div>Keep doing what we are doing to grow even more in 2024, throw a surprise at our loyal users to know we appreciate there business.</div> <div>Example surprise: First to be notified about new music coming out.</div>																						

INSIGHT AND RECOMMENDATION																																																																																												
<div>Insights</div> <div>The data shows that rock is the most popular listened to genre from 2018-2023</div>	<div>Visual C</div> <div><p>Listens by genre and user tier over time</p><table><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><tr><td>2018</td><td>Free</td><td>1500</td><td>1000</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Free</td><td>1500</td><td>1000</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2019</td><td>Paid</td><td>2500</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2020</td><td>Free</td><td>1500</td><td>1000</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2020</td><td>Paid</td><td>2500</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2021</td><td>Free</td><td>1500</td><td>1000</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2021</td><td>Paid</td><td>2500</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2022</td><td>Free</td><td>1500</td><td>1000</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2022</td><td>Paid</td><td>2500</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2023</td><td>Free</td><td>1500</td><td>1000</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2023</td><td>Paid</td><td>2500</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr></table></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	1500	1000	500	500	500	2018	Paid	2500	1500	1000	1000	1000	2019	Free	1500	1000	500	500	500	2019	Paid	2500	1500	1000	1000	1000	2020	Free	1500	1000	500	500	500	2020	Paid	2500	1500	1000	1000	1000	2021	Free	1500	1000	500	500	500	2021	Paid	2500	1500	1000	1000	1000	2022	Free	1500	1000	500	500	500	2022	Paid	2500	1500	1000	1000	1000	2023	Free	1500	1000	500	500	500	2023	Paid	2500	1500	1000	1000	1000
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## 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*