

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
12/20/2024	Fresh Beats	CHIMEBELE

STATUS SUMMARY

Write a project summary here.

Fresh Beats, a dynamic music online platform for users -The analysis conducted for Fresh Beats reveals key opportunities to optimize artist promotion strategies, enhance user engagement, and improve genre-based recommendations. Insights indicate that successful promotional campaigns are driven by a combination of targeted marketing, data-driven artist profiling, and timing alignment with trending genres. In addressing user engagement and conversion, data analysis highlights the importance of personalized user experiences and strategic incentives to drive free-to-paid user conversions.

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div>Pop genre peaked in 2021 and is on a downwards trend</div> <div>Electronic and hip hop music are overall on an upwards trend.</div>	<div>Visual A</div> <div>Average Number of Users by Genre over Time</div> <div><p>The chart displays the average number of users for five music genres from 2018 to 2023. The Y-axis represents the number of users, ranging from 0 to 100 in increments of 25. The X-axis represents the years. The legend indicates: Electronic (blue), Hip-Hop (red), Indie (yellow), Pop (green), and Rock (orange). Pop shows a significant peak in 2021. Indie and Hip-Hop show strong upward trends towards 2023. Electronic shows a more gradual increase, while Rock remains relatively stable.</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><tr><td>2023</td><td>65</td><td>75</td><td>100</td><td>75</td><td>75</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	2023	65	75	100	75	75
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
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2023	65	75	100	75	75																																						

INSIGHT AND RECOMMENDATION	
<p>Recommendation</p> <p>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</p> <p>Product/marketing teams should try experiments to generate leads in alternative genres.</p>	

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div>Paid users are more active (listen to more music) than free.</div> <div>Paid users have steadier growth and better user retention than free.</div>	<div>Visual B</div> <div>Tracks listened by user tier over time</div> <div><table><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>22500</td></tr></tbody></table></div>	Year	Free	Paid	2018	7000	13000	2019	9000	15000	2020	8500	16000	2021	10500	17500	2022	12000	19500	2023	14000	22500
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<div>Recommendations</div> <div>Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.</div> <div>Indie is particularly popular with paid users, so focus promotions there.</div> <div>Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.</div> <div>Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</div>																						

INSIGHT AND RECOMMENDATION	
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Insights

Rock is the most popular genre for free users.

Recommendations

Marketing should try focused campaigns targeting typical demographics for fans of these genres.

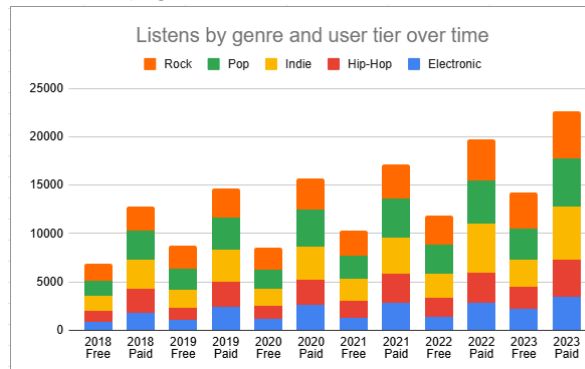
We should analyze user retention in these genres, and consider how we can maximize it.

We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.

Try promotions focused on rock that offer free trials to convert to paid users.

Visual C

Listens by genre and user tier over time



CONCLUSION

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

Leverage user behavior data to create personalized content recommendations and curated playlists. This will enhance the user experience, increasing engagement and encouraging free users to upgrade to paid subscriptions. Introduce interactive features such as polls or music taste quizzes to deepen user involvement.