

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
11/17/2024	Fresh Beats	LaShawn Adams
<div><div>STATUS SUMMARY</div><div><div>Artist promotion effectiveness:</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><div><div>User engagement and conversion:</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></div><div><div>Genre promotion for emerging artists:</div><div>Indie is particularly popular with paid users, so focus promotions there.</div></div></div>		

INSIGHT AND RECOMMENDATION																																											
<div><div>Insights</div><div><div>Pop genre peaked in 2021 and is on a downward trend.</div><div>Electronic and hip hop music are overall on an upwards trend.</div></div></div>	<div><div>Visual A</div><div><div>Average Number of Users by Genre over Time</div><div><div><div>Electronic</div><div>Hip-Hop</div><div>Indie</div><div>Pop</div><div>Rock</div></div><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>35</td><td>50</td><td>70</td><td>60</td><td>45</td></tr><tr><td>2019</td><td>45</td><td>58</td><td>85</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>55</td><td>55</td><td>75</td><td>70</td><td>68</td></tr><tr><td>2021</td><td>65</td><td>70</td><td>90</td><td>95</td><td>70</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>90</td><td>90</td><td>60</td></tr><tr><td>2023</td><td>60</td><td>80</td><td>100</td><td>75</td><td>75</td></tr></table></div></div></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	35	50	70	60	45	2019	45	58	85	80	65	2020	55	55	75	70	68	2021	65	70	90	95	70	2022	55	75	90	90	60	2023	60	80	100	75	75
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	35	50	70	60	45																																						
2019	45	58	85	80	65																																						
2020	55	55	75	70	68																																						
2021	65	70	90	95	70																																						
2022	55	75	90	90	60																																						
2023	60	80	100	75	75																																						
<div><div>Recommendation</div><div><div>Product/marketing teams should try experiments to generate leads in alternative genres.</div><div>We should increase our catalog of tracks in electronic and hip hop music - solicit appropriate artists and offer them deals (time-limited free promotion).</div><div>Marketing should try focused campaigns targeting typical demographics for fans of these genres.</div></div></div>																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div><p>Paid users are more active (listen to more music) than free.</p><p>Paid users have steadier growth and better user retention than free.</p></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>7000</td><td>12500</td></tr><tr><td>2019</td><td>8500</td><td>14500</td></tr><tr><td>2020</td><td>8200</td><td>15500</td></tr><tr><td>2021</td><td>10000</td><td>16800</td></tr><tr><td>2022</td><td>11800</td><td>19500</td></tr><tr><td>2023</td><td>14000</td><td>22500</td></tr></table></div>	Year	Free	Paid	2018	7000	12500	2019	8500	14500	2020	8200	15500	2021	10000	16800	2022	11800	19500	2023	14000	22500
Year	Free	Paid																				
2018	7000	12500																				
2019	8500	14500																				
2020	8200	15500																				
2021	10000	16800																				
2022	11800	19500																				
2023	14000	22500																				
<div>Recommendations</div> <div><p>Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.</p></div>																						

INSIGHT AND RECOMMENDATION																																																																																												
<div>Insights</div> <div><p>Rock is the most popular genre for free users.</p></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>2000</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>2500</td><td>1500</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Free</td><td>2200</td><td>1200</td><td>600</td><td>600</td><td>600</td></tr><tr><td>2019</td><td>Paid</td><td>2800</td><td>2800</td><td>1800</td><td>1200</td><td>1200</td></tr><tr><td>2020</td><td>Free</td><td>2100</td><td>1100</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2020</td><td>Paid</td><td>2900</td><td>2900</td><td>1900</td><td>1300</td><td>1300</td></tr><tr><td>2021</td><td>Free</td><td>2300</td><td>1300</td><td>600</td><td>600</td><td>600</td></tr><tr><td>2021</td><td>Paid</td><td>3100</td><td>3100</td><td>2100</td><td>1500</td><td>1500</td></tr><tr><td>2022</td><td>Free</td><td>2400</td><td>1400</td><td>700</td><td>700</td><td>700</td></tr><tr><td>2022</td><td>Paid</td><td>3300</td><td>3300</td><td>2300</td><td>1700</td><td>1700</td></tr><tr><td>2023</td><td>Free</td><td>2600</td><td>1600</td><td>800</td><td>800</td><td>800</td></tr><tr><td>2023</td><td>Paid</td><td>3500</td><td>3500</td><td>2500</td><td>1900</td><td>1900</td></tr></table></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	2000	1000	500	500	500	2018	Paid	2500	2500	1500	1000	1000	2019	Free	2200	1200	600	600	600	2019	Paid	2800	2800	1800	1200	1200	2020	Free	2100	1100	500	500	500	2020	Paid	2900	2900	1900	1300	1300	2021	Free	2300	1300	600	600	600	2021	Paid	3100	3100	2100	1500	1500	2022	Free	2400	1400	700	700	700	2022	Paid	3300	3300	2300	1700	1700	2023	Free	2600	1600	800	800	800	2023	Paid	3500	3500	2500	1900	1900
Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic																																																																																						
2018	Free	2000	1000	500	500	500																																																																																						
2018	Paid	2500	2500	1500	1000	1000																																																																																						
2019	Free	2200	1200	600	600	600																																																																																						
2019	Paid	2800	2800	1800	1200	1200																																																																																						
2020	Free	2100	1100	500	500	500																																																																																						
2020	Paid	2900	2900	1900	1300	1300																																																																																						
2021	Free	2300	1300	600	600	600																																																																																						
2021	Paid	3100	3100	2100	1500	1500																																																																																						
2022	Free	2400	1400	700	700	700																																																																																						
2022	Paid	3300	3300	2300	1700	1700																																																																																						
2023	Free	2600	1600	800	800	800																																																																																						
2023	Paid	3500	3500	2500	1900	1900																																																																																						

Recommendations

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

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.

CONCLUSION

Product/marketing teams should try experiments to generate leads in alternative genres.

Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.

It is worth doing deeper research into previous years to understand why pop is on a downwards trend.

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.