Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
11/17/2024	Fresh Beats	LaShawn Adams

STATUS SUMMARY

Artist promotion effectiveness:

Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.

User engagement and conversion:

Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.

Genre promotion for emerging artists:

Indie is particularly popular with paid users, so focus promotions there.

INSIGHT AND RECOMMENDATION

Insights

Pop genre peaked in 2021 and is on a downward trend.

Electronic and hip hop music are overall on an upwards trend.

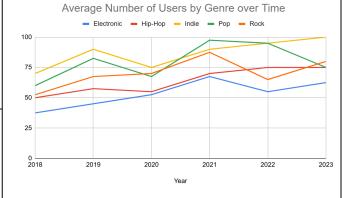
Recommendation

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

We should increase our catalog of tracks in electronic and hip hop music - solicit appropriate artists and offer them deals (time-limited free promotion).

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

Visual A



INSIGHT AND RECOMMENDATION

Insights

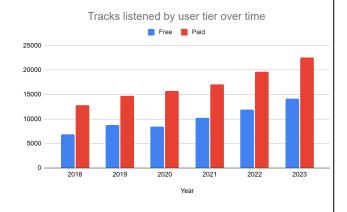
Paid users are more active (listen to more music) than free

Paid users have steadier growth and better user retention than free.

Recommendations

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

Visual B



INSIGHT AND RECOMMENDATION

Insights

Rock is the most popular genre for free users.

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.