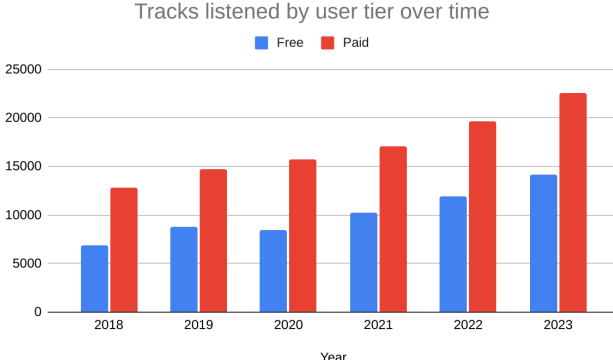
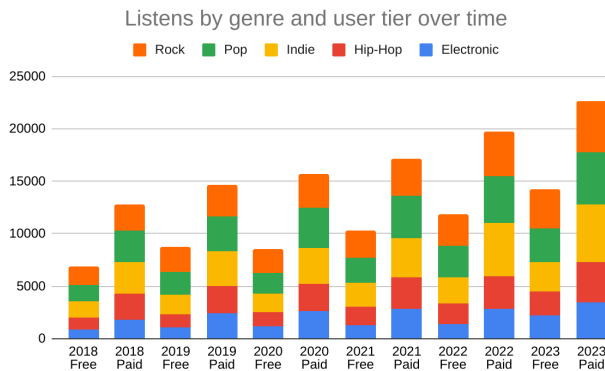


# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
11/2/2024	Fresh Beats	Bevilacqua
<div>STATUS SUMMARY</div> <div><p>Rock is the most popular genre for free users.</p><p>We need to promote indie and rock. Rock because it is the most popular, and indie because it is the most consistent growth of the genres.</p><p>Also, paid users are more consistent listeners than free users.</p></div>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div>Indie has had consistent growth throughout, especially from 2020 to now</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>50</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>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	50	2019	45	55	85	80	65	2020	50	55	75	65	65	2021	65	70	85	95	85	2022	55	75	95	90	65	2023	60	75	100	75	80
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2023	60	75	100	75	80																																						
<div>Recommendation</div> <div>Indie is particularly popular with paid users, so focus promotions there.</div>																																											

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<div>Insights</div> <div>Paid users are more consistent listeners and have more consistent growth than free users</div>	<div>Visual B</div> <div><div>Tracks listened by user tier over time</div><table><thead><tr><th>Year</th><th>Free</th><th>Paid</th></tr></thead><tbody><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></tbody></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><div>Consider intermediate tiers between free and paid to make converting users from free to paid easier.</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>																						

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<div>Insights</div> <div><i>Rock is the most listened-to genre on the platform</i></div>	<div>Visual C</div> <div><div>Listens by genre and user tier over time</div><div><div><div>Rock</div><div>Pop</div><div>Indie</div><div>Hip-Hop</div><div>Electronic</div></div><table><thead><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></thead><tbody><tr><td>2018</td><td>Free</td><td>1000</td><td>800</td><td>600</td><td>400</td><td>200</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>2000</td><td>1500</td><td>1000</td><td>800</td></tr><tr><td>2019</td><td>Free</td><td>1200</td><td>900</td><td>700</td><td>500</td><td>300</td></tr><tr><td>2019</td><td>Paid</td><td>2800</td><td>2200</td><td>1600</td><td>1100</td><td>900</td></tr><tr><td>2020</td><td>Free</td><td>1100</td><td>800</td><td>600</td><td>400</td><td>200</td></tr><tr><td>2020</td><td>Paid</td><td>2700</td><td>2100</td><td>1500</td><td>1000</td><td>800</td></tr><tr><td>2021</td><td>Free</td><td>1300</td><td>900</td><td>700</td><td>500</td><td>300</td></tr><tr><td>2021</td><td>Paid</td><td>3000</td><td>2300</td><td>1700</td><td>1200</td><td>1000</td></tr><tr><td>2022</td><td>Free</td><td>1400</td><td>1000</td><td>800</td><td>600</td><td>400</td></tr><tr><td>2022</td><td>Paid</td><td>3200</td><td>2400</td><td>1800</td><td>1300</td><td>1100</td></tr><tr><td>2023</td><td>Free</td><td>1500</td><td>1100</td><td>900</td><td>700</td><td>500</td></tr><tr><td>2023</td><td>Paid</td><td>3500</td><td>2600</td><td>2000</td><td>1500</td><td>1300</td></tr></tbody></table></div></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	1000	800	600	400	200	2018	Paid	2500	2000	1500	1000	800	2019	Free	1200	900	700	500	300	2019	Paid	2800	2200	1600	1100	900	2020	Free	1100	800	600	400	200	2020	Paid	2700	2100	1500	1000	800	2021	Free	1300	900	700	500	300	2021	Paid	3000	2300	1700	1200	1000	2022	Free	1400	1000	800	600	400	2022	Paid	3200	2400	1800	1300	1100	2023	Free	1500	1100	900	700	500	2023	Paid	3500	2600	2000	1500	1300
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## Recommendations

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

## CONCLUSION

*Indie and rock are the key genres for the company's growth — we should market heavily to those genres.*

*Also, paid members are more consistent than free — We need to find a way to convert free users to paid users.*