

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
01/14/2025	Fresh Beats	Richard Neumann

STATUS SUMMARY

Fresh Beats is a music streaming service which seeks to optimize its operations and further enhance business performance by evaluating artist promotion effectiveness, enhancing user engagement and conversion, and improving the genre promotion for emerging artists. Key findings from the data revealed that:

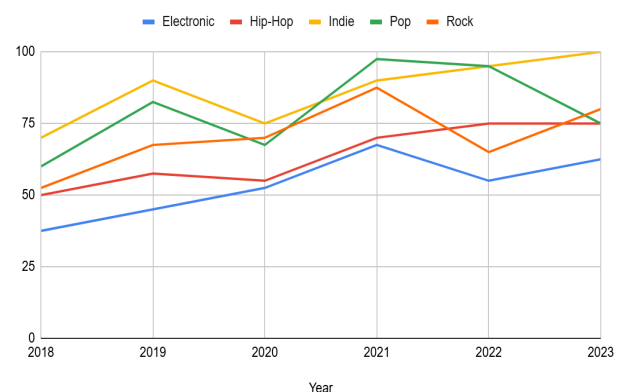
1. Users in the Electronic and Hip Hop genre are overall on an upward trend, while the Pop genre has seen significant decline in users since 2021.
2. The services paid users are more active, have steadier growth, and better user retention than free users.
3. Rock is the most popular genre for free users, while Indie is the most popular amongst the services paid subscribers.

INSIGHT AND RECOMMENDATION

Insights

1. Electronic and hip hop music are overall on an upwards trend.
2. Pop genre peaked in 2021 and is on a downwards trend

Average Number of Users by Genre over Time



INSIGHT AND RECOMMENDATION	
<p><u>Recommendation</u></p> <ol style="list-style-type: none">1. It is worth doing deeper research into previous years to understand why pop is on a downwards trend.2. We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.3. Marketing should try focused campaigns targeting typical demographics for fans of these genres	

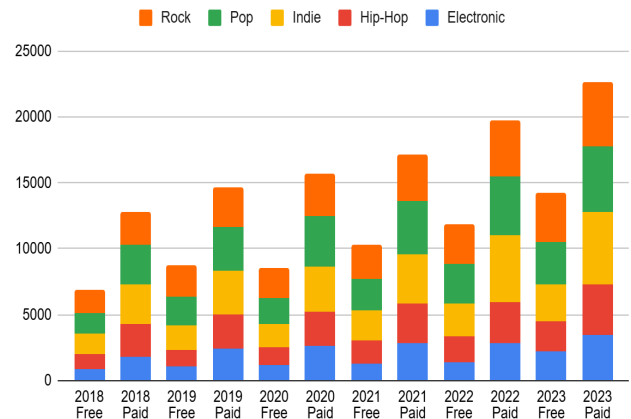
INSIGHT AND RECOMMENDATION	
<div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div></div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div></div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div></div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div></div><div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div> <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div></div>	

INSIGHT AND RECOMMENDATION	
----------------------------	--

Insights

1. Rock is the most popular genre for free users.
2. Indie music is the most popular for paid users.

Listens by genre and user tier over time



Recommendations

1. Indie is particularly popular with paid users, so focus promotions there.
2. We should analyze user retention in these genres, and consider how we can maximize it.

CONCLUSION

To enhance artist exposure and promotional efforts, Fresh Beats should consider implementing marketing campaigns tailored to the primary demographics of electronic and hip-hop fans, as engagement in these genres is experiencing growth. This approach will significantly amplify artists' visibility within these categories. Furthermore, it would be advantageous for Fresh Beats to expand its catalog of tracks in these genres. Actively seeking out artists and offering incentives, such as limited-time free promotional opportunities, could yield positive results. Pop genre artists dominated the Fresh Beats user base in 2021, followed by a notable decline in subsequent years. Conducting thorough research to comprehend this trend is essential, especially given that pop remains the second most listened-to genre after rock. Understanding these dynamics can inform better strategic decisions moving forward.

To increase user engagement on the platform and facilitate the conversion of free users to paid subscribers, Fresh Beats should consider implementing intermediate tiers between the free and paid subscription options. This approach would allow users to experience the potential benefits of a paid subscription without fully committing upfront. Data indicates that paid users exhibit higher levels of activity, more consistent growth, and improved retention rates compared to free users, suggesting that this strategy could effectively convert hesitant individuals. It is important to recognize that the Rock genre tends to attract the largest number of free users. Further experimentation and research into different strategies would be beneficial in determining how to effectively leverage this insight for converting free users into paying subscribers.

Lastly, to enhance genre promotion for emerging artists, Fresh Beats should strategically prioritize its promotional efforts on Indie and Rock music, as these genres attract the highest engagement among paid and free users respectively. This also presents a valuable opportunity for Fresh Beats to convert free users into paid subscribers within the Rock genre while retaining its current paid clientele in the Indie genre.