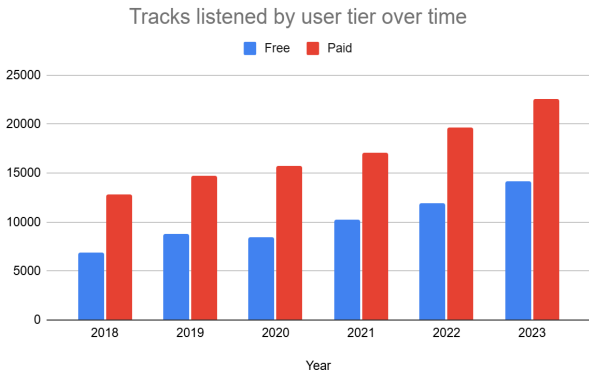
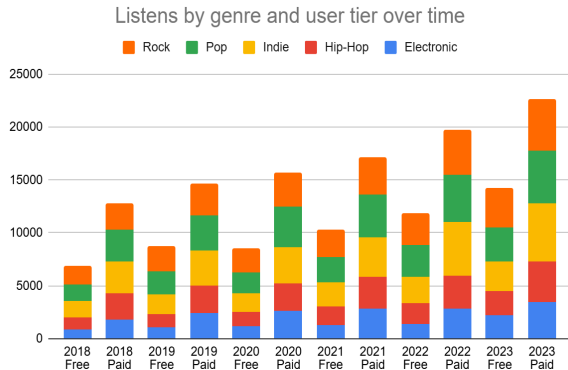


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
10/22/2024	Fresh Beats	Rachelle Robinson
<div>STATUS SUMMARY</div> <div><i>Fresh beats is a dynamic online platform providing a streaming service of music for both old and new artists within different genres.</i></div> <div><i>A steady growth of paid users exist, promotional offers and content aiming for conversion of free users.</i></div>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div><ul style="list-style-type: none">● <i>Pop genre peaked in 2021 and is on a downwards trend</i>● <i>Electronic and hip hop music are overall on an upwards trend.</i></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>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>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	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	60	75	100	75	80
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<div>Recommendation</div> <div><ul style="list-style-type: none">● <i>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</i>● <i>We should analyze user retention in these genres, and consider how we can maximize it.</i>● <i>We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.</i></div>																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <ul style="list-style-type: none"><i>Paid users have steadier growth and better user retention than free.</i><i>Paid users are more active (listen to more music) than free.</i>	<div>Visual B</div> <div><p>Tracks listened by user tier over time</p><table><caption>Tracks listened by user tier over time</caption><thead><tr><th>Year</th><th>Free</th><th>Paid</th></tr></thead><tbody><tr><td>2018</td><td>~7,000</td><td>~13,000</td></tr><tr><td>2019</td><td>~9,000</td><td>~15,000</td></tr><tr><td>2020</td><td>~8,500</td><td>~16,000</td></tr><tr><td>2021</td><td>~10,000</td><td>~17,000</td></tr><tr><td>2022</td><td>~12,000</td><td>~19,500</td></tr><tr><td>2023</td><td>~14,000</td><td>~22,500</td></tr></tbody></table></div>	Year	Free	Paid	2018	~7,000	~13,000	2019	~9,000	~15,000	2020	~8,500	~16,000	2021	~10,000	~17,000	2022	~12,000	~19,500	2023	~14,000	~22,500
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<div>Recommendations</div> <ul style="list-style-type: none"><i>Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</i><i>Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.</i>																						

INSIGHT AND RECOMMENDATION																																																																																												
<div>Insights</div> <ul style="list-style-type: none">● <i>Rock is the most popular genre for free users.</i>● <i>Indie is particularly popular with paid users, so focus promotions there.</i>	<div>Visual C</div> <div><p>Listens by genre and user tier over time</p><table><caption>Listens by genre and user tier over time</caption><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>~2,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2018</td><td>Paid</td><td>~2,000</td><td>~2,000</td><td>~2,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2019</td><td>Free</td><td>~2,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2019</td><td>Paid</td><td>~2,000</td><td>~2,000</td><td>~2,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2020</td><td>Free</td><td>~2,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2020</td><td>Paid</td><td>~2,000</td><td>~2,000</td><td>~2,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2021</td><td>Free</td><td>~2,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2021</td><td>Paid</td><td>~2,000</td><td>~2,000</td><td>~2,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2022</td><td>Free</td><td>~2,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2022</td><td>Paid</td><td>~2,000</td><td>~2,000</td><td>~2,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2023</td><td>Free</td><td>~2,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td><td>~1,000</td></tr><tr><td>2023</td><td>Paid</td><td>~2,000</td><td>~2,000</td><td>~2,000</td><td>~1,000</td><td>~1,000</td></tr></tbody></table></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	~2,000	~1,000	~1,000	~1,000	~1,000	2018	Paid	~2,000	~2,000	~2,000	~1,000	~1,000	2019	Free	~2,000	~1,000	~1,000	~1,000	~1,000	2019	Paid	~2,000	~2,000	~2,000	~1,000	~1,000	2020	Free	~2,000	~1,000	~1,000	~1,000	~1,000	2020	Paid	~2,000	~2,000	~2,000	~1,000	~1,000	2021	Free	~2,000	~1,000	~1,000	~1,000	~1,000	2021	Paid	~2,000	~2,000	~2,000	~1,000	~1,000	2022	Free	~2,000	~1,000	~1,000	~1,000	~1,000	2022	Paid	~2,000	~2,000	~2,000	~1,000	~1,000	2023	Free	~2,000	~1,000	~1,000	~1,000	~1,000	2023	Paid	~2,000	~2,000	~2,000	~1,000	~1,000
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Recommendations

- *Try promotions focused on rock that offer free trials to convert to paid users.*
- *Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.*

CONCLUSION

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

Rock is the most listened to over the years for free users whereas Indie is mostly used by paid users. We want to offer incentives to keep these existing listeners as well as find offers that convert most free users to paid. Recommend having promotional offers which incorporate the other genres to be used by all demographics, having targeted offers, as well as solicit appropriate artists and offer them deals (time-limited free promotion).