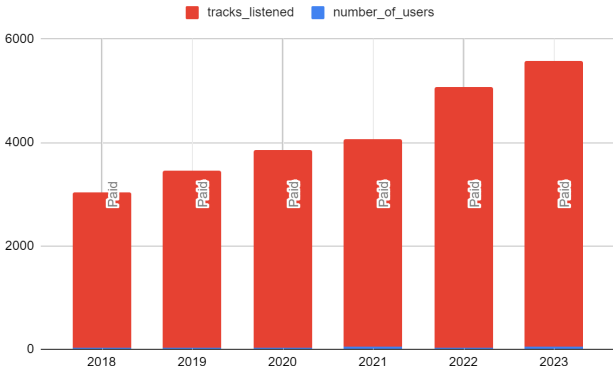
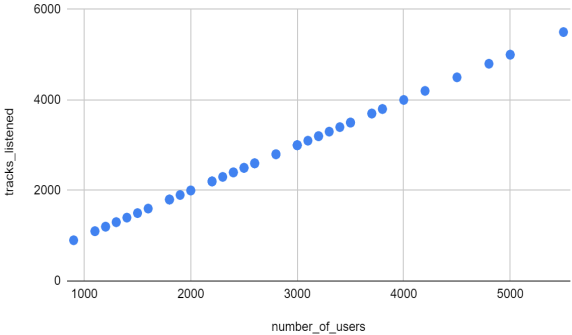
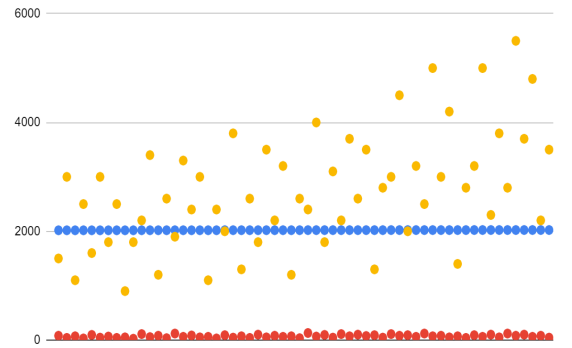


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
06/09/2024	Fresh Beats	Ruth Timas
<div>STATUS SUMMARY</div> <div><i>Fresh Beats is a dynamic online platform revolutionizing the music industry by providing a streaming service for music enthusiasts and serving as a catalyst for up-and-coming musicians to gain visibility. Fresh Beats generates revenue through partnerships with musical artists who pay for promotional services to reach a broader audience.</i></div>		

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div>Artist promotion effectiveness:</div>	<div>Visual A</div> <div>Add visual for the insight(s) here</div> <div><table><tr><th>Year</th><th>tracks_listened</th><th>number_of_users</th></tr><tr><td>2018</td><td>3000</td><td>100</td></tr><tr><td>2019</td><td>3500</td><td>150</td></tr><tr><td>2020</td><td>3800</td><td>200</td></tr><tr><td>2021</td><td>4000</td><td>250</td></tr><tr><td>2022</td><td>5000</td><td>300</td></tr><tr><td>2023</td><td>5500</td><td>350</td></tr></table></div>	Year	tracks_listened	number_of_users	2018	3000	100	2019	3500	150	2020	3800	200	2021	4000	250	2022	5000	300	2023	5500	350
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<div>Recommendation</div> <div>Evaluate the effectiveness of current artist promotion strategies to ensure that musicians receive the maximum exposure and return on investment. Identify factors that contribute to successful promotional campaigns.</div>																						

INSIGHT AND RECOMMENDATION	
<div>Insights</div> <div>User engagement and conversion:</div>	<div>Visual B</div> <div>Add visual for the insight(s) here</div> <div>tracks_listened vs. number_of_users</div>  <p>A scatter plot titled 'tracks_listened vs. number_of_users'. The x-axis is labeled 'number_of_users' and ranges from 1000 to 5000 with major grid lines every 1000 units. The y-axis is labeled 'tracks_listened' and ranges from 0 to 6000 with major grid lines every 2000 units. The plot shows a series of blue data points that form a clear upward-sloping linear trend, starting from approximately (1000, 1000) and ending near (5500, 5500).</p>
<div>Recommendations</div> <div>Enhance user engagement on the platform and convert free users into paid subscribers. Understanding the drivers of user conversion and retention is crucial for sustained revenue growth, considering the unique revenue model tied to artist promotions.</div>	

INSIGHT AND RECOMMENDATION	
<div>Insights</div> <div>Genre promotion for emerging artists</div>	<div>Visual C</div>  <p>A scatter plot titled 'Visual C'. The x-axis is unlabeled but has a scale from 0 to 5000 with major grid lines every 1000 units. The y-axis is labeled 'tracks_listened' and ranges from 0 to 6000 with major grid lines every 2000 units. The plot displays three distinct clusters of data points: a horizontal line of blue points at y=2000, a horizontal line of red points at y=0, and a scattered group of yellow points ranging from y=1000 to y=5500. Additionally, there are three isolated points at the top of the chart (y=6000): one blue, one red, and one yellow.</p>

Recommendations

Improve the platform's content recommendation system, particularly for promoting new and emerging artists by focusing on appropriate genres. Tailoring recommendations based on user preferences and music trends will contribute to a more engaging user experience.

CONCLUSION

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

Based on the analysis 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.