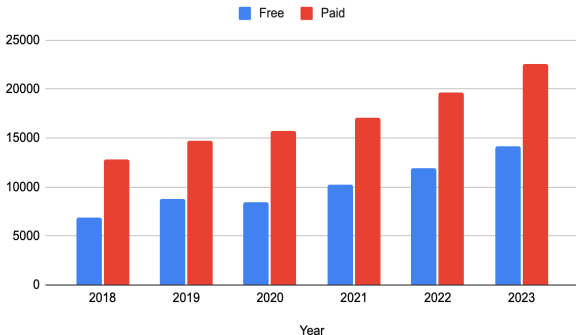
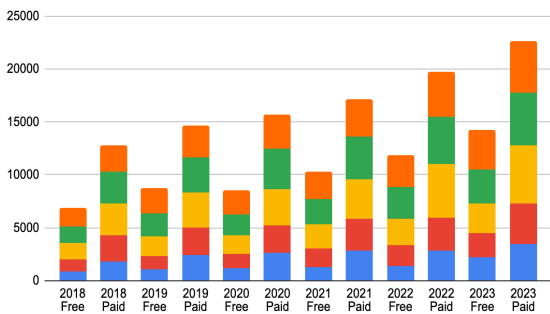


Project status report

| REPORT DATE | COMPANY NAME | PREPARED BY |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------|
| 04/13/2025 | Fresh Beats | Shrestha Banerjee |
| <div>STATUS SUMMARY</div> <div>Write a project summary here.</div> <div><i>Paid users are a more valuable segment, demonstrating higher activity (more listening), steadier growth, and better retention compared to free users. The music landscape is shifting. Pop's popularity is waning after a 2021 peak, while Electronic and Hip Hop genres are gaining momentum overall. Rock holds the top spot in popularity specifically among the free user base.</i></div> | | |

| INSIGHT AND RECOMMENDATION | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------|---------|-------|-----|------|------|----|----|----|----|----|------|----|----|----|----|----|------|----|----|----|----|----|------|----|----|----|-----|----|------|----|----|----|----|----|------|----|----|-----|----|----|
| <div>Insights</div> <div><i>Pop genre peaked in 2021 and is on a downwards trend</i></div> <div><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>90</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>55</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>90</td><td>100</td><td>85</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>95</td><td>95</td><td>65</td></tr><tr><td>2023</td><td>60</td><td>75</td><td>100</td><td>75</td><td>75</td></tr></table></div> | Year | Electronic | Hip-Hop | Indie | Pop | Rock | 2018 | 40 | 50 | 70 | 60 | 55 | 2019 | 45 | 55 | 90 | 80 | 65 | 2020 | 55 | 55 | 75 | 65 | 65 | 2021 | 65 | 70 | 90 | 100 | 85 | 2022 | 55 | 75 | 95 | 95 | 65 | 2023 | 60 | 75 | 100 | 75 | 75 |
| Year | Electronic | Hip-Hop | Indie | Pop | Rock | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2018 | 40 | 50 | 70 | 60 | 55 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2019 | 45 | 55 | 90 | 80 | 65 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2020 | 55 | 55 | 75 | 65 | 65 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2021 | 65 | 70 | 90 | 100 | 85 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2022 | 55 | 75 | 95 | 95 | 65 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2023 | 60 | 75 | 100 | 75 | 75 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <div>Recommendation</div> <div><i>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</i></div> <div><i>We should analyze user retention in these genres, and consider how we can maximize it.</i></div> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| INSIGHT AND RECOMMENDATION | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------|------|------|------|-------|------|------|-------|------|------|-------|------|-------|-------|------|-------|-------|------|-------|-------|
| <div>Insights</div> <div><p>Paid users are more active (listen to more music) than free.</p><p>Paid users have steadier growth and better user retention than free.</p></div> | <div>Visual B</div> <div><p>Tracks listened by user tier over time</p><table><tr><th>Year</th><th>Free</th><th>Paid</th></tr><tr><td>2018</td><td>7000</td><td>13000</td></tr><tr><td>2019</td><td>9000</td><td>15000</td></tr><tr><td>2020</td><td>8500</td><td>16000</td></tr><tr><td>2021</td><td>10500</td><td>17500</td></tr><tr><td>2022</td><td>12000</td><td>19500</td></tr><tr><td>2023</td><td>14500</td><td>22500</td></tr></table></div> | Year | Free | Paid | 2018 | 7000 | 13000 | 2019 | 9000 | 15000 | 2020 | 8500 | 16000 | 2021 | 10500 | 17500 | 2022 | 12000 | 19500 | 2023 | 14500 | 22500 |
| Year | Free | Paid | | | | | | | | | | | | | | | | | | | | |
| 2018 | 7000 | 13000 | | | | | | | | | | | | | | | | | | | | |
| 2019 | 9000 | 15000 | | | | | | | | | | | | | | | | | | | | |
| 2020 | 8500 | 16000 | | | | | | | | | | | | | | | | | | | | |
| 2021 | 10500 | 17500 | | | | | | | | | | | | | | | | | | | | |
| 2022 | 12000 | 19500 | | | | | | | | | | | | | | | | | | | | |
| 2023 | 14500 | 22500 | | | | | | | | | | | | | | | | | | | | |
| <div>Recommendations</div> <div><p>Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</p><p>Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.</p><p>Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.</p></div> | | | | | | | | | | | | | | | | | | | | | | |

| INSIGHT AND RECOMMENDATION | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-----------|-------|---------|------------|---------|------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| <div>Insights</div> <div>Rock is the most popular genre for free users.</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>2000</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>3000</td><td>2000</td><td>1500</td><td>1500</td></tr><tr><td>2019</td><td>Free</td><td>2200</td><td>1800</td><td>1200</td><td>1200</td><td>1000</td></tr><tr><td>2019</td><td>Paid</td><td>2800</td><td>3500</td><td>2500</td><td>2000</td><td>1800</td></tr><tr><td>2020</td><td>Free</td><td>2100</td><td>1700</td><td>1100</td><td>1100</td><td>1000</td></tr><tr><td>2020</td><td>Paid</td><td>2900</td><td>3600</td><td>2600</td><td>2100</td><td>1900</td></tr><tr><td>2021</td><td>Free</td><td>2300</td><td>1900</td><td>1300</td><td>1300</td><td>1100</td></tr><tr><td>2021</td><td>Paid</td><td>3100</td><td>4000</td><td>2800</td><td>2300</td><td>2100</td></tr><tr><td>2022</td><td>Free</td><td>2400</td><td>2000</td><td>1400</td><td>1400</td><td>1200</td></tr><tr><td>2022</td><td>Paid</td><td>3300</td><td>4200</td><td>3000</td><td>2500</td><td>2300</td></tr><tr><td>2023</td><td>Free</td><td>2600</td><td>2100</td><td>1500</td><td>1500</td><td>1300</td></tr><tr><td>2023</td><td>Paid</td><td>3500</td><td>4500</td><td>3200</td><td>2700</td><td>2500</td></tr></tbody></table></div></div> | Year | User Tier | Rock | Pop | Indie | Hip-Hop | Electronic | 2018 | Free | 2000 | 1500 | 1000 | 1000 | 1000 | 2018 | Paid | 2500 | 3000 | 2000 | 1500 | 1500 | 2019 | Free | 2200 | 1800 | 1200 | 1200 | 1000 | 2019 | Paid | 2800 | 3500 | 2500 | 2000 | 1800 | 2020 | Free | 2100 | 1700 | 1100 | 1100 | 1000 | 2020 | Paid | 2900 | 3600 | 2600 | 2100 | 1900 | 2021 | Free | 2300 | 1900 | 1300 | 1300 | 1100 | 2021 | Paid | 3100 | 4000 | 2800 | 2300 | 2100 | 2022 | Free | 2400 | 2000 | 1400 | 1400 | 1200 | 2022 | Paid | 3300 | 4200 | 3000 | 2500 | 2300 | 2023 | Free | 2600 | 2100 | 1500 | 1500 | 1300 | 2023 | Paid | 3500 | 4500 | 3200 | 2700 | 2500 |
| Year | User Tier | Rock | Pop | Indie | Hip-Hop | Electronic | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2018 | Free | 2000 | 1500 | 1000 | 1000 | 1000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2018 | Paid | 2500 | 3000 | 2000 | 1500 | 1500 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2019 | Free | 2200 | 1800 | 1200 | 1200 | 1000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2019 | Paid | 2800 | 3500 | 2500 | 2000 | 1800 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2020 | Free | 2100 | 1700 | 1100 | 1100 | 1000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2020 | Paid | 2900 | 3600 | 2600 | 2100 | 1900 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2021 | Free | 2300 | 1900 | 1300 | 1300 | 1100 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2021 | Paid | 3100 | 4000 | 2800 | 2300 | 2100 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2022 | Free | 2400 | 2000 | 1400 | 1400 | 1200 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2022 | Paid | 3300 | 4200 | 3000 | 2500 | 2300 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2023 | Free | 2600 | 2100 | 1500 | 1500 | 1300 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2023 | Paid | 3500 | 4500 | 3200 | 2700 | 2500 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Recommendations

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

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.

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

CONCLUSION

Focus investment on trending genres (Electronic, Hip Hop) for growth, strategically leverage Rock's popularity to drive free-to-paid conversion through targeted experiments, and continuously reinforce the value of the paid subscription using data to guide decisions. Aggressively execute the plan to expand the Electronic and Hip Hop catalogues. Allocate budget and resources for artist outreach, deal negotiation, and promotional support for these genres to capitalize on their upward trend and attract/retain listeners interested in them. While Pop is declining from its peak, maintain a relevant catalogue but avoid over-investment. Focus new Pop acquisition strategically (e.g., breakout artists) rather than broad expansion. Dedicate resources to the proposed research and experimentation around Rock music listeners. Use listening data to tailor upgrade messaging beyond just Rock listeners, referencing users' favourite genres and artists. Given that paid users have better retention and engagement, ensure their experience remains premium and stable. Protect this valuable user base. The music landscape shifts. Continuously monitor genre trends and user behavior to adjust content strategy and conversion tactics accordingly. Be prepared to shift focus if Rock's effectiveness for conversion wanes or another genre emerges as a key opportunity.