Project status report - Turner Walz
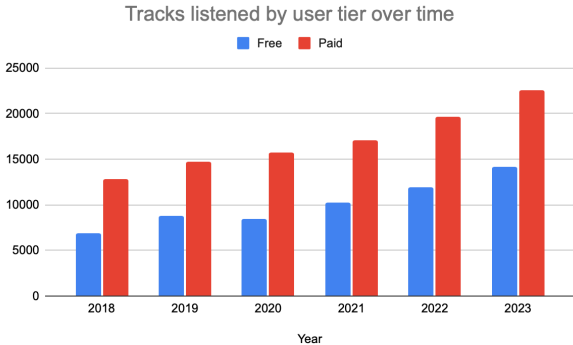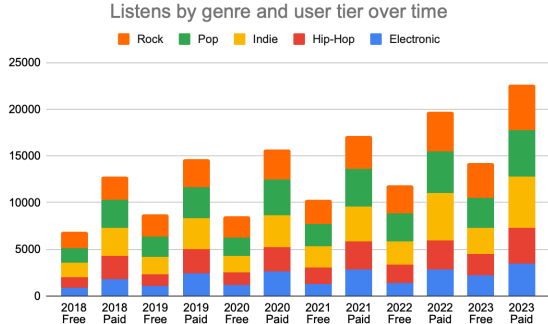
REPORT DATE	COMPANY NAME	PREPARED BY
10/15/2024	Fresh Beats	Turner Walz

STATUS SUMMARY

We are taking a look to test the effectiveness of our current artist promotion strategy by comparing our free vs paid user statistics. We also took a look at paid vs free user engagement and how our promotion for genre specific artists could be performing to see if there was anywhere we could improve upon.

The data shows that rock is the most popular genre among free users. Our paid users are utilizing their access to the platform by almost double. Pop is on a downward trend since 2021 and could be worth investigating further into.

INSIGHT AND RECOMMENDATION

Insights

Pop genre peaked in 2021 and is on a downwards trend

Recommendation

It is worth doing deeper research into previous years to understand why pop is on a downwards trend.

Marketing should try focused campaigns targeting typical demographics for fans of these genres.

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

Visual A

Average Number of Users by Genre over Time

INSIGHT AND RECOMMENDATION	

Insights

Paid users are more active (listen to more music) than free.

Paid users have steadier growth and better user retention than free.

Recommendations

Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.

Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.

Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.

Visual B

Tracks listened by user tier over time

INSIGHT AND RECOMMENDATION	

Insights

Rock is the most popular genre for free users.

Electronic and hip hop music are overall on an upwards trend.

Visual C

Listens by genre and user tier over time

Recommendations	
We should analyze user retention in these genres, and consider how we can maximize it. 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.	

CONCLUSION

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. We should increase our catalogue of tracks in electronic and hip hop music - solicit appropriate artists and offer them deals (time-limited free promotion).