Project status report

| REPORT DATE | COMPANY NAME | PREPARED BY |
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| 01/26/2025 | Fresh Beats | Name: Corrine Warren |
| STATUS SUMMARY We should analyze more ways to increase the engagement for free listeners to be paid with promotions. Even though Rock is the most popular genre for free users, Hip-hop and Electronic are generating more users.  In 2021 Pop genre peaked with paid users. You can maximize your user platform by analyzing the user retention for these genres.  Product/marketing teams can try experiments to generate leads in alternative genres. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  Pop genre peaked in 2021 and is on a downwards trend  Electronic and hip hop music are overall on an upwards trend.  Indie is the most popular genre for users. | | | Visual AChart |
| Recommendation  It is worth doing deeper research into previous years to understand why pop is on a downwards trend.  We should analyze user retention in these genres, and consider how we can maximize it. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  Paid users have steadier growth and better user retention than free.  Paid users are more active (listen to more music) than free. | | | Visual B  Chart |
| Recommendations  Try promotions focused on the genres to offer free trials to convert to paid users.  Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  In 2018, 80 free pop users listened to approximately 1500 tracks. When only 40 paid pop listeners listened to 3000 tracks.  In 2019, 110 free pop users listened to approximately 2200 tracks. When only 55 paid pop listeners listened to 3400 tracks.  In 2021, 130 free pop users listened to approximately 2400 tracks. When only 65 paid pop listeners listened to 4000 tracks. | | | Visual C  Chart |
| Recommendations  Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid. | | |

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