

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
01/11/2025	Fresh Beats	Zahin Khan
<div>STATUS SUMMARY</div> <p>Hello team, based on recent findings, there are genres that have been gaining popularity and other genres that have been losing traction among users. We should be aware of what genres our customers are mostly listening to and what genres are not that popular. User engagement is key for sustained revenue growth, therefore seeking ways to convert our free users to paid users will be crucial for business growth.</p>		

INSIGHT AND RECOMMENDATION

Insights

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

Pop genre peaked in 2021 and is on a downwards trend

Recommendation

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

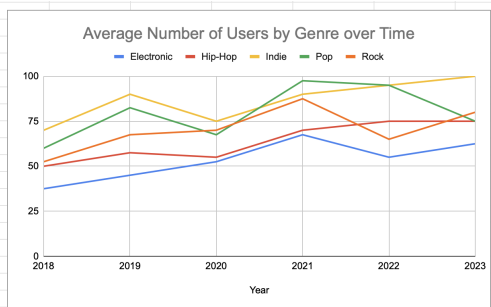
Marketing should try focused campaigns targeting typical demographics for fans of these genres.

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

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

Visual A

Average Number of Users by Genre over Time



Year	Electronic	Hip-Hop	Indie	Pop	Rock
2018	37.5	50	70	60	52.5
2019	45	57.5	90	82.5	67.5
2020	52.5	55	75	67.5	70
2021	67.5	70	90	97.5	87.5
2022	55	75	95	95	65
2023	62.5	75	100	75	80

AVERAGE of nu	genre					
year	Electronic	Hip-Hop	Indie	Pop	Rock	Grand Total
2018	37.5	50	70	60	52.5	54
2019	45	57.5	90	82.5	67.5	68.5
2020	52.5	55	75	67.5	70	64
2021	67.5	70	90	97.5	87.5	82.5
2022	55	75	95	95	65	77
2023	62.5	75	100	75	80	78.5
Grand Total	53.33333333	63.75	86.66666667	79.58333333	70.41666667	70.75

INSIGHT AND RECOMMENDATION	

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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.

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

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

Visual B

	A	B	C	D	E	F
	SUM of tracks_li user_tier					
	year	Free	Paid			
	2018	6900	12800			
	2019	8800	14700			
	2020	8500	15700			
	2021	10300	17100			
	2022	11900	19700			
	2023	14200	22600			
	Grand Total	60600	102600			

Tracks listened by user tier over time

Free

Paid

Year	Free	Paid
2018	6900	12800
2019	8800	14700
2020	8500	15700
2021	10300	17100
2022	11900	19700
2023	14200	22600

INSIGHT AND RECOMMENDATION	
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Insights

Rock is the most popular genre for free users.

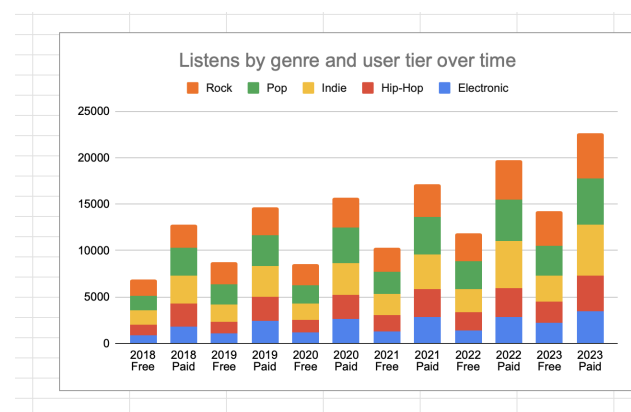
Recommendations

We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.

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

Try promotions focused on rock that offer free trials to convert to paid users.

Visual C



CONCLUSION

Electronic and hip hop music are gaining popularity and therefore we should have our marketing efforts focused on users of that genre. Data has shown that paid users are our most engaged users, let us create a marketing referral program and immediate tier program in hopes to convert more of our free users into becoming paid users. Lastly, rock is the most popular genre for our free users, let's experiment and research further to see how it can be leveraged to convert them to paid.