Report

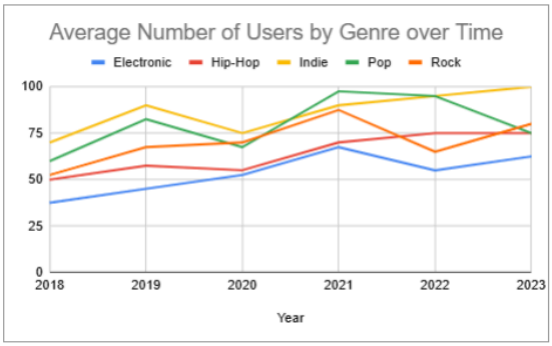
Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
07/31/2025	Fresh Beats	Alexandria Smith

STATUS SUMMARY

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. While Fresh Beats has successfully carved a niche in promoting emerging musicians, there are strategic imperatives to optimize its operations and further enhance business performance. The key challenges that require attention include: artist promotion effectiveness, user engagement and conversion, and genre promotion for emerging artists. The data will evaluate the effectiveness of current artist promotion strategies and identify factors that contribute to successful promotional campaigns. We plan to enhance user engagement on the platform and convert free users into paid subscribers. We hope to improve the platform's content recommendation system, by tailoring recommendations based on user preferences and music trends to contribute to a more engaging user experience. Our data shows that paid users subscribed more than free users by 171.3% on average, with the highest conversion growth seen in 2018 at 185.5% and 184.7% in 2020.

INSIGHTS AND RECOMMENDATIONS	
Insights Pop genre peaked in 2021 and is on a downwards trend Electronic and hip hop music are overall on an upwards trend. Indie music has the most average number of users over the past 6 years.	Visual A
Recommendation *Marketing should try focused campaigns targeting typical demographics for fans of these genres.* *We should analyze user retention in these genres, and consider how we can maximize it.* *Product/marketing teams should try experiments to generate leads in alternative genres.* *It is worth doing deeper research into previous years to understand why pop is on a downwards trend.* *We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.*	



Report | Insights and recommendations | Visuals A | Visuals B | Visuals C | Data

	A	B	C	D
10	INSIGHT AND RECOMMENDATION			
11	Insights Paid users are more active (listen to more music) than free. Rock is the most popular genre for free users. Paid users have steadier growth and better user retention than free.			Visual B
12	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.* *Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.*			
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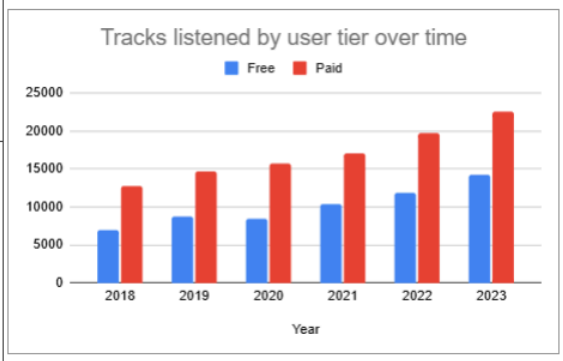
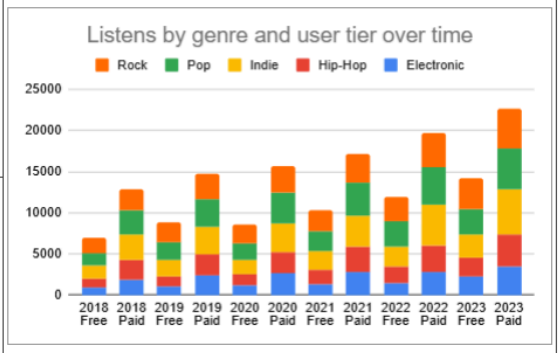


	A	B	C	D
14	INSIGHT AND RECOMMENDATION			
15	Insights Electronic and hip hop music are overall on an upwards trend. Indie music has the most average number of users over the past 6 years.			Visual C
16	Recommendations *We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.* *Indie is particularly popular with paid users, so focus promotions there.*			
17	**CONCLUSION**			
18	*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.*			
19				



Insights & Recommendations

	A	B
1	**Insights**	
2	Pop genre peaked in 2021 and is on a downwards trend	
3	Paid users are more active (listen to more music) than free.	
4	Rock is the most popular genre for free users.	
5	Electronic and hip hop music are overall on an upwards trend.	
6	Paid users have steadier growth and better user retention than free.	
7		
8		
9		
10	**Recommendations**	
11	Marketing should try focused campaigns targeting typical demographics for fans of these genres.	
12	We should analyze user retention in these genres, and consider how we can maximize it.	
13	Product/marketing teams should try experiments to generate leads in alternative genres.	
14	Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.	
15	Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.	
16	It is worth doing deeper research into previous years to understand why pop is on a downwards trend.	
17	Try promotions focused on rock that offer free trials to convert to paid users.	
18	We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.	
19	Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.	
20	Indie is particularly popular with paid users, so focus promotions there.	
21		
22	**Summative Insights**	
23	We should increase our catalogue of tracks in electronic and hip hop music - solicit appropriate artists and offer them deals (time-limited free promotion).	
24	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.	
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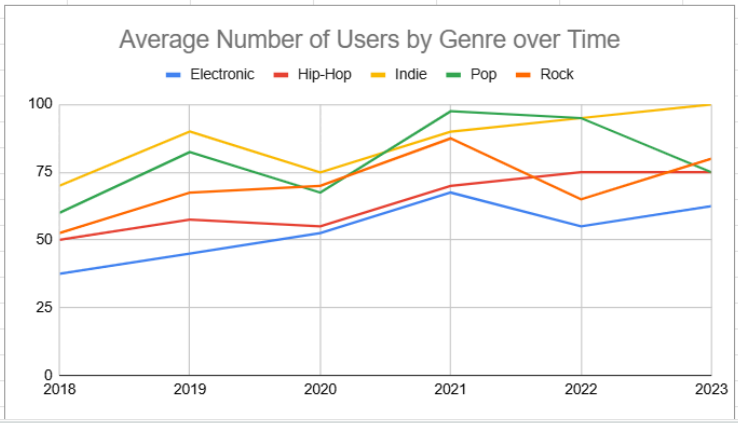
Visual A

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**



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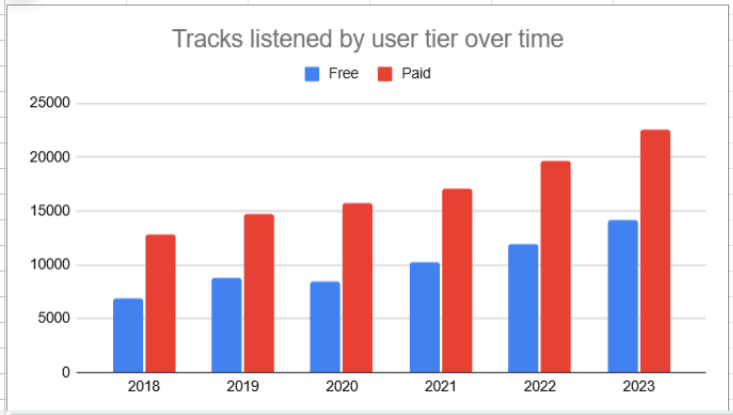
Visual B

SUM of tracks_l	user_tier			Average	% of Customers		
year	Free	Paid			Free	Paid	Increase/Decrease
2018	6900	12800		2018	11.4%	12.5%	185.5%
2019	8800	14700		2019	14.5%	14.3%	167.0%
2020	8500	15700		2020	14.0%	15.3%	184.7%
2021	10300	17100		2021	17.0%	16.7%	166.0%
2022	11900	19700		2022	19.6%	19.2%	165.5%
2023	14200	22600		2023	23.4%	22.0%	159.2%
Grand Total	**60600**	**102600**		**(2018-2023)**	**16.7%**	**16.7%**	**171.3%**



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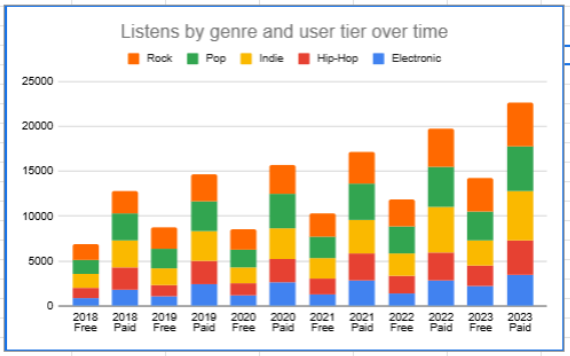
Visual C

H19

SUM of tracks_listened		genre					
year	user_tier	Electronic	Hip-Hop	Indie	Pop	Rock	
2018	Free	900	1100	1600	1500	1800	2018 Free
2018	Paid	1800	2500	3000	3000	2500	2018 Paid
2019	Free	1100	1200	1900	2200	2400	2019 Free
2019	Paid	2400	2600	3300	3400	3000	2019 Paid
2020	Free	1200	1300	1800	2000	2200	2020 Free
2020	Paid	2600	2600	3500	3800	3200	2020 Paid
2021	Free	1300	1800	2200	2400	2600	2021 Free
2021	Paid	2800	3100	3700	4000	3500	2021 Paid
2022	Free	1400	2000	2500	3000	3000	2022 Free
2022	Paid	2800	3200	5000	4500	4200	2022 Paid
2023	Free	2200	2300	2800	3200	3700	2023 Free
2023	Paid	3500	3800	5500	5000	4800	2023 Paid



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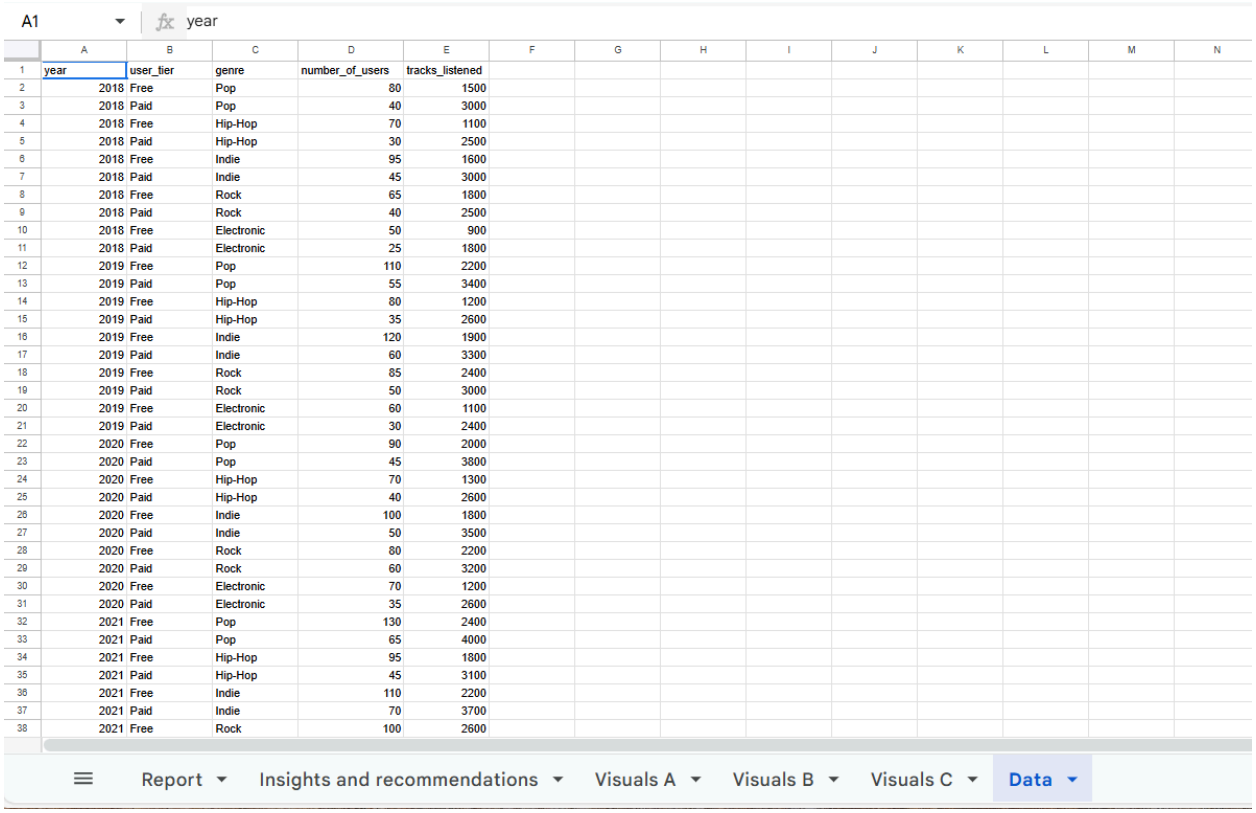
Data



A1 | year

	A	B	C	D	E
1	year	user_tier	genre	number_of_users	tracks_listened
2	2018	Free	Pop	80	1500
3	2018	Paid	Pop	40	3000
4	2018	Free	Hip-Hop	70	1100
5	2018	Paid	Hip-Hop	30	2500
6	2018	Free	Indie	95	1600
7	2018	Paid	Indie	45	3000
8	2018	Free	Rock	65	1800
9	2018	Paid	Rock	40	2500
10	2018	Free	Electronic	50	900
11	2018	Paid	Electronic	25	1800
12	2019	Free	Pop	110	2200
13	2019	Paid	Pop	55	3400
14	2019	Free	Hip-Hop	80	1200
15	2019	Paid	Hip-Hop	35	2600
16	2019	Free	Indie	120	1900
17	2019	Paid	Indie	60	3300
18	2019	Free	Rock	85	2400
19	2019	Paid	Rock	50	3000
20	2019	Free	Electronic	60	1100
21	2019	Paid	Electronic	30	2400
22	2020	Free	Pop	90	2000
23	2020	Paid	Pop	45	3800
24	2020	Free	Hip-Hop	70	1300
25	2020	Paid	Hip-Hop	40	2600
26	2020	Free	Indie	100	1800
27	2020	Paid	Indie	50	3500
28	2020	Free	Rock	80	2200
29	2020	Paid	Rock	60	3200
30	2020	Free	Electronic	70	1200
31	2020	Paid	Electronic	35	2600
32	2021	Free	Pop	130	2400
33	2021	Paid	Pop	65	4000
34	2021	Free	Hip-Hop	95	1800
35	2021	Paid	Hip-Hop	45	3100
36	2021	Free	Indie	110	2200
37	2021	Paid	Indie	70	3700
38	2021	Free	Rock	100	2600

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