Project status report
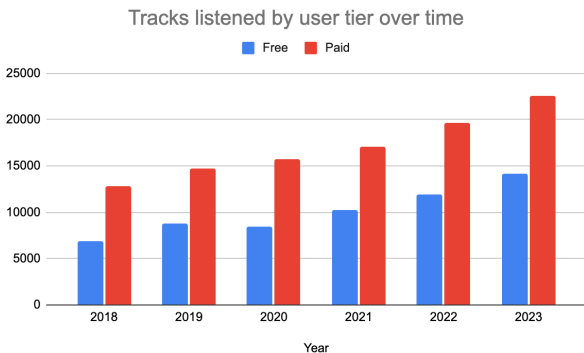
REPORT DATE	COMPANY NAME	PREPARED BY
07/23/2024	Fresh Beats	Allen Clare

STATUS SUMMARY

Rock is the most popular genre for free users

INSIGHT AND RECOMMENDATION	

Insights

- With our findings, we've found that:

- Though popular initially, Pop peaked in 2021 and is on a downward trend.

- We've seen a steady growth in Electronic, Hip-Hop

- Indie has had the most Growth

- Indie is our strongest performer in terms of growth

- Electronic has the lowest number of average listeners.
- Marketing should try focused campaigns targeting typical demographics for fans of these genres.

Visual A

Average Number of Users by Genre over Time

Recommendation

With our findings I would recommend that Marketing create targeted adds to electronic and hip-hop listeners.

Increasing our Electronic and Hip-Hop catalog.

Insights

- *Our paid users listen to 59% more music than free users*
- *We've seen more growth with paid users than with free*

Recommendations

- *Create ads to offer discounted or trials of Paid subscriptions.*
- *Paid users are valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.*

Visual B

Tracks listened by user tier over time

■ Free   ■ Paid

Insights

- *Rock is the most popular genre for free users.*
- *Paid users have steadier growth and better user retention than free.*

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.*
- *Product/marketing teams should try experiments to generate leads in alternative genres.*
- *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.*
- *Indie is particularly popular with paid users, so focus promotions there.*
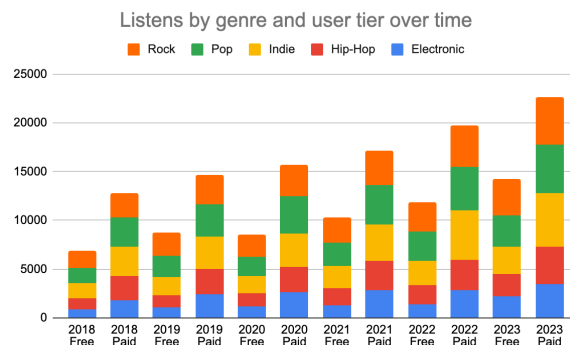
CONCLUSION

Based on our findings and research our paid users have seen the most growth and listen to 59% more tracks listed than our free users. We should experiment and research further to see how it can be leveraged to convert our free users to paid ones.

In addition, we should consider possible campaigns that could leverage genres in our free listener base (Rock) that could convert to paid subscriptions.

Indie is our strongest paid subscription and highest in average growth (86 listener average) so promotions or rewards could increase retention in this genre.

Increasing our catalog of genres with a low average number of users (Electronic & Hip-Hop) to increase growth.