

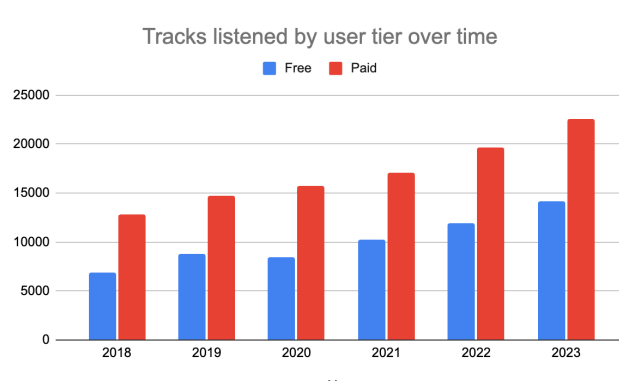
# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
02/06/2024	Fresh Beats	Chiamaka Obieli

<div>STATUS SUMMARY</div> <div>After analyzing the data and reviewing the insights;</div> <div><div>I. Paid users have a steady growth trend which indicates that paid customers derive value from their membership. This should be maximized by converting free users and acquiring additional paid users.</div><div>II. Pop music is the only genre on a downward trend. We should consider including other genres to expand the music library and focusing on the genres the users listen to.</div></div>
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INSIGHT AND RECOMMENDATION	
<div>Insights</div> <div>Pop genre peaked in 2021 and is on a downward trend.</div> <div>Electronic and hip hop music are overall on an upwards trend.</div>	<div>Visual A</div> <div><div>Average Number of Users by Genre over Time</div><div><div><div>Electronic</div><div>Hip-Hop</div><div>Indie</div><div>Pop</div><div>Rock</div></div><div><div>100</div><div>75</div><div>50</div><div>25</div><div>0</div></div><div><div>2018</div><div>2019</div><div>2020</div><div>2021</div><div>2022</div><div>2023</div></div><div>Year</div></div></div>

INSIGHT AND RECOMMENDATION	
<p><b>Recommendation</b></p> <p>Marketing should try focused campaigns targeting typical demographics for fans of these genres.</p> <p>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</p> <p>We should analyze user retention in these genres, and consider how we can maximize it.</p>	

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div><p><i>Paid users have steadier growth and better user retention than free.</i></p><p><i>Paid users are more active (listen to more music) than free.</i></p></div>	<div>Visual B</div> <div><p>Tracks listened by user tier over time</p><table><tr><th>Year</th><th>Free</th><th>Paid</th></tr><tr><td>2018</td><td>7000</td><td>13000</td></tr><tr><td>2019</td><td>9000</td><td>15000</td></tr><tr><td>2020</td><td>8500</td><td>16000</td></tr><tr><td>2021</td><td>10000</td><td>17500</td></tr><tr><td>2022</td><td>12000</td><td>19500</td></tr><tr><td>2023</td><td>14000</td><td>22500</td></tr></table></div>	Year	Free	Paid	2018	7000	13000	2019	9000	15000	2020	8500	16000	2021	10000	17500	2022	12000	19500	2023	14000	22500
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<div>Recommendations</div> <div><p>Write recommendation(s) here</p><p>Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</p><p>Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.</p><p>Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.</p><p>Try promotions focused on rock that offer free trials to convert to paid users.</p></div>																						

INSIGHT AND RECOMMENDATION	
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## Insights

*Rock is the most popular genre for free users.*

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

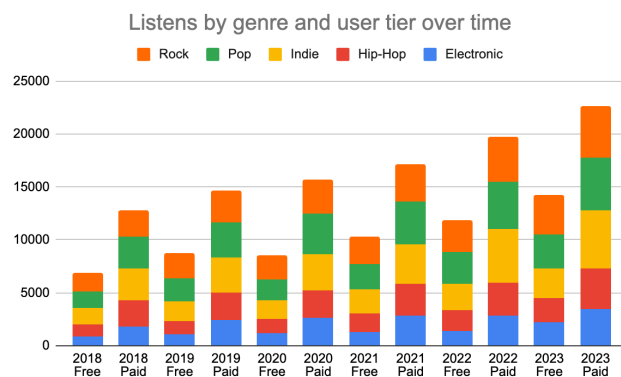
## Recommendations

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.

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

## Visual C



## CONCLUSION

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.