

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
11/16/2025	Fresh Beats	Preston Long

Our goal is to help Fresh Beats become the leader in online music innovation and build a strong community of talented artists. Providing proper services and visibility will be the hallmark of Fresh Beats that will help lead up and coming artists to a successful career. Providing enhanced services for members will ensure their success.

INSIGHTS AND RECOMMENDATIONS

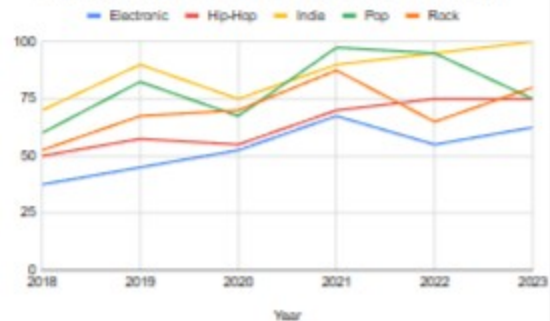
Insights:

-Pop genre peaked in 2021 and is on a downwards trend

Recommendation:

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

Average Number of Users by Genre over Time



INSIGHTS AND RECOMMENDATIONS

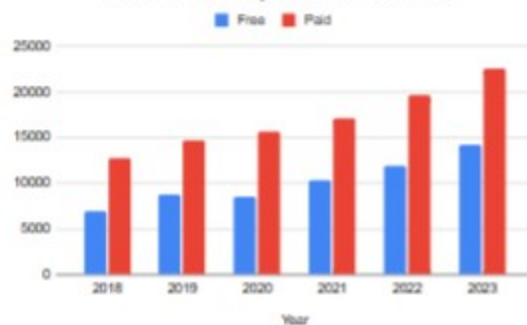
Insights:

-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.
-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.

Tracks listened by user tier over time



INSIGHTS AND RECOMMENDATIONS

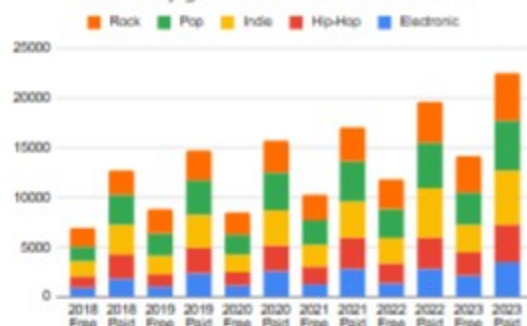
Insights:

-Electronic and hip hop music are overall on an upwards trend.
-Rock is the most popular genre for free users.

Recommendations:

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

Listens by genre and user tier over time



CONCLUSION

First, a focus on the higher trending genres would be key in building a larger subscriber base. Suggested areas to look into and explore would be promoting Rock and Indie to convert them more on the paid side of Fresh Beats. Possible marketing promotions and "FREE" trials may bring in a new subset of users.

As far as the Pop genre goes it is far from dead. It was once the leader in Users and has the potential of a resurgence. Rock had a steep decline from 2021 to 2022 but is now one of the most popular genres. It may be worth a second look and promotion to bring in a new surge of users and paid subscriptions from this under tapped market.