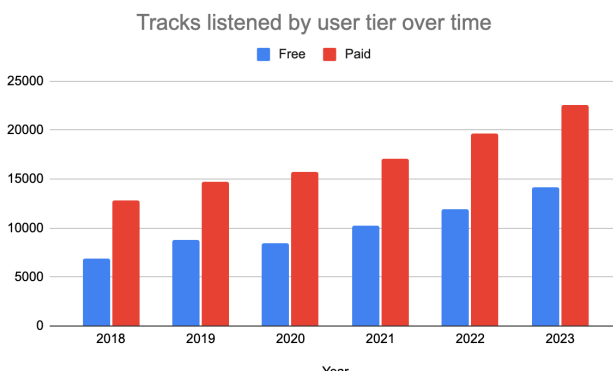


# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
09/14/2024	Fresh Beats	Name April Strathmeyer
<div>STATUS SUMMARY</div> <p>Upon researching the outcome for the average number of user tiers by genre we have obtained a significant result. The purpose of this investigation was simply to attain correlation between paid and free user activity by genre over time. We have conducted that there is a high altitude of paid users compared to free. However the average number of users by genre appears to be dynamic. The objective is to enhance user engagement on the platform and convert free users into paid subscribers. Including Improving the platform's content recommendation system, particularly for promoting new and emerging artists by focusing on appropriate genres. Tailoring recommendations based on user preferences and music trends will contribute to a more engaging user experience</p>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <p>Pop genre peaked in 2021 and is on a downward trend.</p> <p>Electronic and hip hop music are overall on an upwards trend.</p>	<div>Visual A</div> <p>Add visual for the insight(s) here</p> <div><p>Average Number of Users by Genre over Time</p><table><tr><th>Year</th><th>Electronic</th><th>Hip-Hop</th><th>Indie</th><th>Pop</th><th>Rock</th></tr><tr><td>2018</td><td>40</td><td>50</td><td>70</td><td>60</td><td>55</td></tr><tr><td>2019</td><td>45</td><td>55</td><td>90</td><td>85</td><td>65</td></tr><tr><td>2020</td><td>55</td><td>55</td><td>75</td><td>65</td><td>70</td></tr><tr><td>2021</td><td>65</td><td>70</td><td>90</td><td>100</td><td>85</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>95</td><td>95</td><td>65</td></tr><tr><td>2023</td><td>65</td><td>80</td><td>100</td><td>75</td><td>75</td></tr></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	70	60	55	2019	45	55	90	85	65	2020	55	55	75	65	70	2021	65	70	90	100	85	2022	55	75	95	95	65	2023	65	80	100	75	75
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	40	50	70	60	55																																						
2019	45	55	90	85	65																																						
2020	55	55	75	65	70																																						
2021	65	70	90	100	85																																						
2022	55	75	95	95	65																																						
2023	65	80	100	75	75																																						

INSIGHT AND RECOMMENDATION	
<p><b>Recommendation</b></p> <p><i>Marketing should try focused campaigns targeting typical demographics for fans of these genres.</i></p> <p><i>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</i></p> <p>We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.</p>	

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div><p><i>Paid users are more active (listen to more music) than free.</i></p><p><i>Paid users have steadier growth and better user retention 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>10500</td><td>17500</td></tr><tr><td>2022</td><td>12500</td><td>19500</td></tr><tr><td>2023</td><td>14500</td><td>22500</td></tr></table></div>	Year	Free	Paid	2018	7000	13000	2019	9000	15000	2020	8500	16000	2021	10500	17500	2022	12500	19500	2023	14500	22500
Year	Free	Paid																				
2018	7000	13000																				
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2022	12500	19500																				
2023	14500	22500																				
<div>Recommendations</div> <div><p>Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid. Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</p></div>																						

INSIGHT AND RECOMMENDATION	
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## Insights

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

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

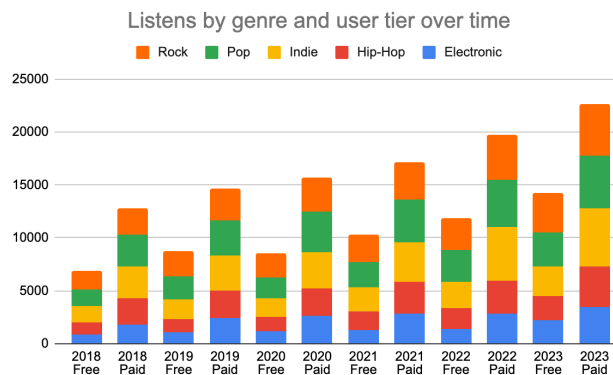
We should analyze user retention in these genres, and consider how we can maximize it.

## Recommendations

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

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

## Visual C



## CONCLUSION

Write general recommendations for the business based on the insights here.

I believe the only way to intervene in this system is by offering users a referral marketing option, so they can get a free trial of the paid tier by referring new users. Another intervention would be to consider intermediate tiers between free and paid, to make it easier to convert users from free to paid. We should also increase our catalog of tracks in electronic and hip hop music - solicit appropriate artists and offer them deals (time-limited free promotion).