Project status report

| REPORT DATE | COMPANY NAME | PREPARED BY |
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| 12/27/2024 | Fresh Beats | Folarin |
| STATUS SUMMARY Our analysis shows that rock & hiphop are the most popular genres for both paid and free users indicating its usefulness in enhancing user engagement on the platform and convert free users into paid subscribers. Likewise this information can be a useful in artist promotion and genre promotion for up and coming artists. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  After further analysis we found that Rock and Pop are the most listened to genre and user tier among paid and free users. | | | Visual A  Chart |
| Recommendation  I would recommend promoting new and emerging artists towards the Rock and Pop genre. We should increase our catalogue of tracks in rock and hip hop music - soliciting appropriate artists and offer them deals (time-limited free promotion). I believe this will contribute to a more engaging user experience. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  Hip hop and Indie have the most number of users by genre over time. | | | Visual B  Chart |
| Recommendations  Focus promotional campaigns on Pop and Indie to drive engagement among users, spotlight emerging artists and increase user interest in these categories. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  Paid users show increased engagement with all genres over time. Promotions targeting free users with exclusive content or discounts for may encourage conversions. | | | Visual C  Chart |
| Recommendations  Offer time-limited discounts or exclusive playlists to free users to convert them to paid subscribers. | | |

| CONCLUSION |
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Rock is key to both paid and free users. We should experiment and research further to see how it can be leveraged to convert them to paid and solicit appropriate artists and offer them deals (time-limited free promotion). Hip hop and Indie have the most number of users by genre over time so we need to work on promotional strategies to solicit artists for these genres as well.