

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
10/17/2024	Fresh Beats	Adriana Saucedo

STATUS SUMMARY

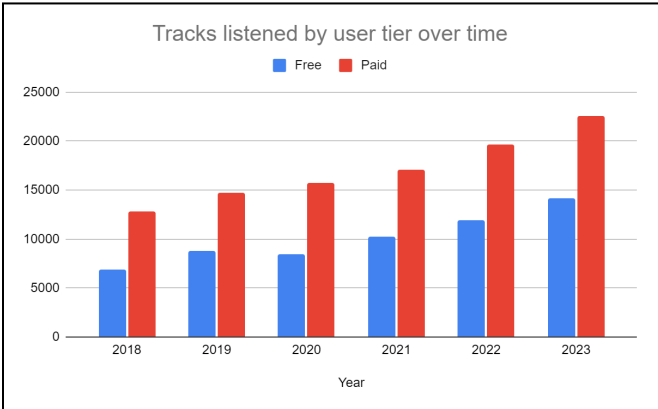
Artist promotion effectiveness:
Indie music has on average the most users followed by Pop music, but Pop music has been losing users since 2021. It is recommended to promote artists on Indie music instead of Pop music, by promoting artists on Indie music we will ensure we reach the greatest number of users on the platform.

User engagement and conversion:
Paid users listen to more tracks on the platform than Free users. In fact the number of tracks listened to by Paid subscribers is almost twice as much as those listened by Free. The total number of tracks listened by both Paid and Free has steadily grown each year. It is recommended to promote paid subscriptions on Rock since that is what Free users listen to the most.

Genre promotion for emerging artists:
Hip-Hop and Electronic music have the least amount of listeners for both Paid and Free users but have been growing, though not at the same pace as other genres. It is recommended to promote new artists and monitor engagement to find what listeners gravitate towards.

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div><p><i>Pop genre peaked in 2021 and is on a downwards trend</i></p><p><i>Electronic and hip hop music are overall on an upwards trend.</i></p></div>	<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>35</td><td>45</td><td>70</td><td>60</td><td>50</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>70</td><td>70</td></tr><tr><td>2021</td><td>65</td><td>70</td><td>90</td><td>95</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>75</td><td>100</td><td>75</td><td>80</td></tr></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	35	45	70	60	50	2019	45	55	90	85	65	2020	55	55	75	70	70	2021	65	70	90	95	85	2022	55	75	95	95	65	2023	65	75	100	75	80
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	35	45	70	60	50																																						
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INSIGHT AND RECOMMENDATION	
<p>Recommendation</p> <p>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</p>	

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<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><table><caption>Tracks listened by user tier over time</caption><thead><tr><th>Year</th><th>Free</th><th>Paid</th></tr></thead><tbody><tr><td>2018</td><td>7,000</td><td>13,000</td></tr><tr><td>2019</td><td>9,000</td><td>15,000</td></tr><tr><td>2020</td><td>8,500</td><td>16,000</td></tr><tr><td>2021</td><td>10,500</td><td>17,500</td></tr><tr><td>2022</td><td>12,000</td><td>20,000</td></tr><tr><td>2023</td><td>14,000</td><td>23,000</td></tr></tbody></table></div>	Year	Free	Paid	2018	7,000	13,000	2019	9,000	15,000	2020	8,500	16,000	2021	10,500	17,500	2022	12,000	20,000	2023	14,000	23,000
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<div>Recommendations</div> <div><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></div>																						

INSIGHT AND RECOMMENDATION	
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Insights

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

Rock is the most popular genre for free users.

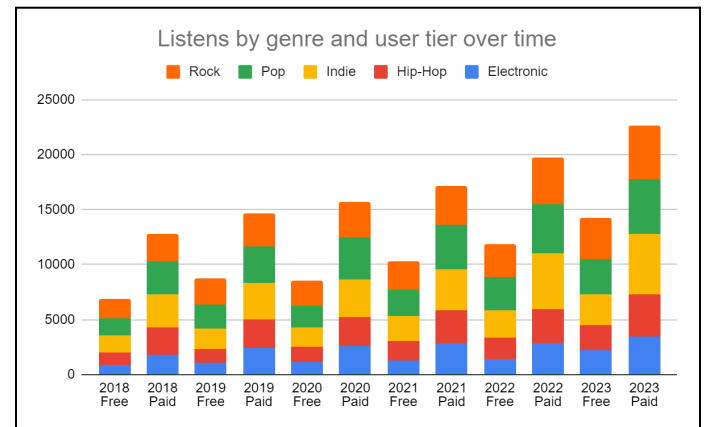
Recommendations

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

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.

Visual C



CONCLUSION