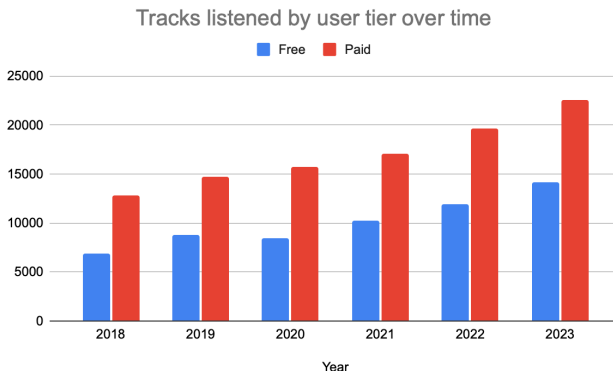


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
07/31/2024	Fresh Beats	Maciel
<div>STATUS SUMMARY</div> <div>Write a project summary here.</div> <div>For example: Rock is the most popular genre for free users.</div> <div>We should increase our catalogue of tracks in electronic and hip hop music - solicit appropriate artists and offer them deals (time-limited free promotion).</div> <div>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.</div>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div>Pop genre peaked in 2021 and is on a downwards trend.</div> <div>Electronic and hip hop music are overall on an upwards trend.</div>	<div>Visual A</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>50</td><td>70</td><td>60</td><td>55</td></tr><tr><td>2019</td><td>45</td><td>60</td><td>85</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>55</td><td>55</td><td>75</td><td>65</td><td>65</td></tr><tr><td>2021</td><td>65</td><td>70</td><td>85</td><td>95</td><td>85</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>90</td><td>90</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	35	50	70	60	55	2019	45	60	85	80	65	2020	55	55	75	65	65	2021	65	70	85	95	85	2022	55	75	90	90	65	2023	65	80	100	75	75
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
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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> <p>We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.</p> <p>Marketing should try focused campaigns targeting typical demographics for fans of these genres.</p> <p>We should analyze user retention in these genres, and consider how we can maximize it.</p> <p>Product/marketing teams should try experiments to generate leads in alternative genres.</p>	

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div><p>Paid users are more active (listen to more music) than free.</p><p>Paid users have steadier growth and better user retention than free.</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>12000</td><td>20000</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	12000	20000	2023	14500	22500
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<h2>Recommendations</h2> <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>Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</p>	
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INSIGHT AND RECOMMENDATION																																																																																												
<div>Insights</div> <div>Write insight(s) here</div> <div>Rock is the most popular genre for free users.</div>	<div>Visual C</div> <div><div>Listens by genre and user tier over time</div><table><thead><tr><th>Year</th><th>User Tier</th><th>Rock</th><th>Pop</th><th>Indie</th><th>Hip-Hop</th><th>Electronic</th></tr></thead><tbody><tr><td>2018</td><td>Free</td><td>2000</td><td>1000</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>1500</td><td>2000</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Free</td><td>2200</td><td>1200</td><td>600</td><td>600</td><td>600</td></tr><tr><td>2019</td><td>Paid</td><td>2800</td><td>1800</td><td>2200</td><td>1200</td><td>1200</td></tr><tr><td>2020</td><td>Free</td><td>2100</td><td>1100</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2020</td><td>Paid</td><td>2900</td><td>1900</td><td>2300</td><td>1300</td><td>1300</td></tr><tr><td>2021</td><td>Free</td><td>2300</td><td>1300</td><td>700</td><td>700</td><td>700</td></tr><tr><td>2021</td><td>Paid</td><td>3100</td><td>2100</td><td>2500</td><td>1500</td><td>1500</td></tr><tr><td>2022</td><td>Free</td><td>2400</td><td>1400</td><td>800</td><td>800</td><td>800</td></tr><tr><td>2022</td><td>Paid</td><td>3300</td><td>2300</td><td>2700</td><td>1700</td><td>1700</td></tr><tr><td>2023</td><td>Free</td><td>2600</td><td>1600</td><td>900</td><td>900</td><td>900</td></tr><tr><td>2023</td><td>Paid</td><td>3500</td><td>2500</td><td>2900</td><td>1900</td><td>1900</td></tr></tbody></table></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	2000	1000	500	500	500	2018	Paid	2500	1500	2000	1000	1000	2019	Free	2200	1200	600	600	600	2019	Paid	2800	1800	2200	1200	1200	2020	Free	2100	1100	500	500	500	2020	Paid	2900	1900	2300	1300	1300	2021	Free	2300	1300	700	700	700	2021	Paid	3100	2100	2500	1500	1500	2022	Free	2400	1400	800	800	800	2022	Paid	3300	2300	2700	1700	1700	2023	Free	2600	1600	900	900	900	2023	Paid	3500	2500	2900	1900	1900
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<div>Recommendations</div> <div>Indie is particularly popular with paid users, so focus promotions there.</div> <div>Try promotions focused on rock that offer free trials to convert to paid users.</div>																																																																																												

CONCLUSION

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

For example: 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.

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