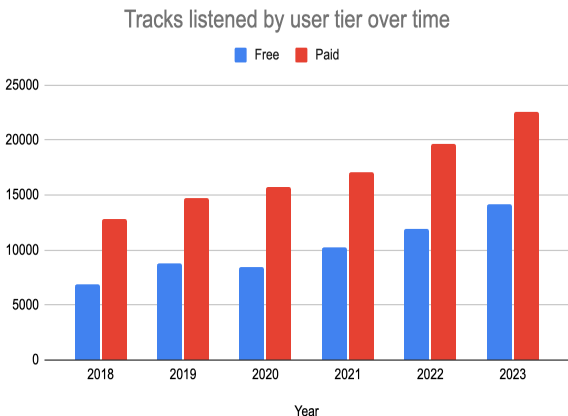
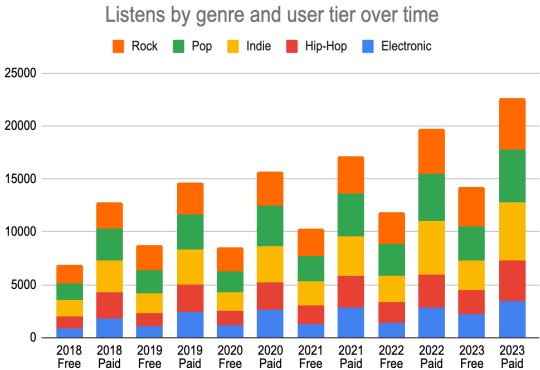


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
09/20/2024	Fresh Beats	Burns
<div>STATUS SUMMARY</div> <p>From the data analyzed I concluded that paid users were 68% more active than free users and that each year consistently more people were listening across all genres whether they had free access or paid. I also concluded that Pop, Rock and Indie had the most listeners between 2018 and 2023. The visuals included give us a good view of what areas are lacking and the change in listeners o</p>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <p>As you can see on the chart, Indie had the highest average number of users between 2018 and 2023. Pop music had the second highest average number of users followed by Rock, Hip-Hop and Electronic music with the lowest average number of listeners.</p>	<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>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>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>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>60</td><td>75</td><td>100</td><td>75</td><td>80</td></tr></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	70	60	55	2019	45	55	90	80	65	2020	55	55	75	65	65	2021	65	70	90	95	85	2022	55	75	95	95	65	2023	60	75	100	75	80
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	40	50	70	60	55																																						
2019	45	55	90	80	65																																						
2020	55	55	75	65	65																																						
2021	65	70	90	95	85																																						
2022	55	75	95	95	65																																						
2023	60	75	100	75	80																																						
<div>Recommendation</div> <p>My recommendation would be to run and focus on promotions for Hip-Hop and Electronic music to boost those listeners. This focuses on building listener interest where the company is lacking, while maintaining the Indie, Pop and Rock listeners. Such promotions could be more marketing campaigns targeted specifically at Electronic and Hip-Hop artists to drive more attention into those genres.</p>																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <p>The data analyzed shows that Paid users were 68% more active than free listeners between 2018 and 2023. Users who paid for access accounted for the majority of listeners.</p>	<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>23000</td></tr></table></div>	Year	Free	Paid	2018	7000	13000	2019	9000	15000	2020	8500	16000	2021	10500	17500	2022	12000	20000	2023	14500	23000
Year	Free	Paid																				
2018	7000	13000																				
2019	9000	15000																				
2020	8500	16000																				
2021	10500	17500																				
2022	12000	20000																				
2023	14500	23000																				
<div>Recommendations</div> <p>My recommendation would be to continue focusing on paid users by offering more features and using marketing strategies to promote these paid features to free users. This could intrigue free users to want more access and features thus turning them over to paid customers. You could also offer promotions that temporarily lower prices for paid users, which can convert more free listeners to paid listeners.</p>																						

INSIGHT AND RECOMMENDATION																																																																																												
<h3>Insights</h3> <p>Visual C combines the data from each genre and whether they had free access or paid. When combining all the data we can see that Pop was the most listened to genre between 2018 and 2023 with paid and not paid users. Next in order we had Rock, Indie, Hip-Hop and Electronic with the least amount of listens and users. The data also shows that each year overall more users are listening across all genres.</p>	<h3>Visual C</h3> <p>Listens by genre and user tier over time</p>  <table><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><tr><td>2018</td><td>Free</td><td>1000</td><td>2000</td><td>1000</td><td>500</td><td>500</td></tr><tr><td>2018</td><td>Paid</td><td>2000</td><td>4000</td><td>2000</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Free</td><td>1200</td><td>2200</td><td>1200</td><td>600</td><td>600</td></tr><tr><td>2019</td><td>Paid</td><td>2200</td><td>4200</td><td>2200</td><td>1200</td><td>1200</td></tr><tr><td>2020</td><td>Free</td><td>1100</td><td>2100</td><td>1100</td><td>500</td><td>500</td></tr><tr><td>2020</td><td>Paid</td><td>2100</td><td>4100</td><td>2100</td><td>1100</td><td>1100</td></tr><tr><td>2021</td><td>Free</td><td>1300</td><td>2300</td><td>1300</td><td>700</td><td>700</td></tr><tr><td>2021</td><td>Paid</td><td>2300</td><td>4300</td><td>2300</td><td>1300</td><td>1300</td></tr><tr><td>2022</td><td>Free</td><td>1400</td><td>2400</td><td>1400</td><td>800</td><td>800</td></tr><tr><td>2022</td><td>Paid</td><td>2400</td><td>4400</td><td>2400</td><td>1400</td><td>1400</td></tr><tr><td>2023</td><td>Free</td><td>1500</td><td>2500</td><td>1500</td><td>900</td><td>900</td></tr><tr><td>2023</td><td>Paid</td><td>2500</td><td>4500</td><td>2500</td><td>1500</td><td>1500</td></tr></table>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	1000	2000	1000	500	500	2018	Paid	2000	4000	2000	1000	1000	2019	Free	1200	2200	1200	600	600	2019	Paid	2200	4200	2200	1200	1200	2020	Free	1100	2100	1100	500	500	2020	Paid	2100	4100	2100	1100	1100	2021	Free	1300	2300	1300	700	700	2021	Paid	2300	4300	2300	1300	1300	2022	Free	1400	2400	1400	800	800	2022	Paid	2400	4400	2400	1400	1400	2023	Free	1500	2500	1500	900	900	2023	Paid	2500	4500	2500	1500	1500
Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic																																																																																						
2018	Free	1000	2000	1000	500	500																																																																																						
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2022	Paid	2400	4400	2400	1400	1400																																																																																						
2023	Free	1500	2500	1500	900	900																																																																																						
2023	Paid	2500	4500	2500	1500	1500																																																																																						

Recommendations

This data gives us a more in depth analysis of where users are focusing their attention. My recommendation would be to continue what you're doing as each year there is more paid users than free users. You could run promotions that give free users limited access to more features which can make them want full access once the promotion is over.

CONCLUSION

Efforts should be focused on marketing campaigns to boost weak genre points such as Hip-Hop and Electronic music while maintaining the listeners in other genres. To convert more free listeners to paid listeners I would focus attention on promoting paid features and giving the free listeners temporary access to these features. Once the promotion ends this could make free listeners want those features back converting them to paid customers. Overall the data show a positive trend each year which shows the company is heading in the right direction and improving customer retention each year.