

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
06/12/2025	Fresh Beats	Desirae Hall

STATUS SUMMARY

Fresh Beats provides the hottest emerging artists, all in one platform for every genre. This analysis is what will provide the solution to convert those that already love the platform, but have not fully married into the revolution of our services. The breakdown is actionable, yet simple to implement, due to the potential to get new users, and introduce new great artists.

INSIGHT AND RECOMMENDATION																																											
<p>Insights</p> <p>Pop genre peaked in 2021 and is on a downward trend. + Electronic and hip hop music are overall on an upwards trend.</p>	<p>Visual A</p> <p>Average Number of Users by Genre over Time</p> <table border="1"><caption>Data for Visual A: Average Number of Users by Genre over Time</caption><thead><tr><th>Year</th><th>Electronic</th><th>Hip-Hop</th><th>Indie</th><th>Pop</th><th>Rock</th></tr></thead><tbody><tr><td>2018</td><td>40</td><td>50</td><td>75</td><td>60</td><td>50</td></tr><tr><td>2019</td><td>45</td><td>55</td><td>90</td><td>78</td><td>65</td></tr><tr><td>2020</td><td>50</td><td>55</td><td>78</td><td>68</td><td>68</td></tr><tr><td>2021</td><td>60</td><td>70</td><td>90</td><td>98</td><td>80</td></tr><tr><td>2022</td><td>55</td><td>70</td><td>92</td><td>95</td><td>70</td></tr><tr><td>2023</td><td>60</td><td>70</td><td>98</td><td>75</td><td>75</td></tr></tbody></table>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	75	60	50	2019	45	55	90	78	65	2020	50	55	78	68	68	2021	60	70	90	98	80	2022	55	70	92	95	70	2023	60	70	98	75	75
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<p>Recommendation</p> <p>These correlating insights are dealing with the business challenge artist promotion effectiveness. The Pop genre is trending out, which hinders new artists, because they are not getting the return on their investment of the effectiveness of exposing their music. The factors that contribute to a successful promo campaign, in this case, to revive the downward trend, the best possible solution: introduce pop songs to the trending genre users throughout their active times using the platform.</p>																																											

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<p>Insights</p> <p>Paid users are more active (listen to more music) than free. + Paid users have steadier growth and better user retention than free.</p>	<p>Visual B</p> <p>Tracks listened by user tier over time</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Free</th> <th>Paid</th> </tr> </thead> <tbody> <tr> <td>2018</td> <td>7000</td> <td>13000</td> </tr> <tr> <td>2019</td> <td>9000</td> <td>14500</td> </tr> <tr> <td>2020</td> <td>9000</td> <td>16000</td> </tr> <tr> <td>2021</td> <td>10500</td> <td>17000</td> </tr> <tr> <td>2022</td> <td>12000</td> <td>19500</td> </tr> <tr> <td>2023</td> <td>14500</td> <td>22000</td> </tr> </tbody> </table>	Year	Free	Paid	2018	7000	13000	2019	9000	14500	2020	9000	16000	2021	10500	17000	2022	12000	19500	2023	14500	22000
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<p>Recommendations</p> <p>These correlating insights touch on the business challenge of user engagement & correlation. Because the paid users have the level of access due to payments made to Fresh Beats, they will use the platform more often. Use testimonials &/or reviews from paid users to influence free users.</p>																						

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<p>Insights</p> <p>Rock is the most popular genre for free users.</p>	<p>Visual C</p> <p>Listens by genre and user tier over time</p> <table border="1"> <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> <th>Total</th> </tr> </thead> <tbody> <tr> <td>2018</td> <td>Free</td> <td>2000</td> <td>1500</td> <td>1000</td> <td>500</td> <td>500</td> <td>6500</td> </tr> <tr> <td>2018</td> <td>Paid</td> <td>3000</td> <td>2500</td> <td>1500</td> <td>1000</td> <td>1000</td> <td>10000</td> </tr> <tr> <td>2019</td> <td>Free</td> <td>2500</td> <td>2000</td> <td>1500</td> <td>1000</td> <td>500</td> <td>9000</td> </tr> <tr> <td>2019</td> <td>Paid</td> <td>3500</td> <td>2500</td> <td>1500</td> <td>1000</td> <td>1000</td> <td>11000</td> </tr> <tr> <td>2020</td> <td>Free</td> <td>3000</td> <td>2500</td> <td>1500</td> <td>1000</td> <td>500</td> <td>10000</td> </tr> <tr> <td>2020</td> <td>Paid</td> <td>4000</td> <td>3000</td> <td>1500</td> <td>1000</td> <td>1000</td> <td>13000</td> </tr> <tr> <td>2021</td> <td>Free</td> <td>3500</td> <td>3000</td> <td>1500</td> <td>1000</td> <td>500</td> <td>11000</td> </tr> <tr> <td>2021</td> <td>Paid</td> <td>4500</td> <td>3500</td> <td>1500</td> <td>1000</td> <td>1000</td> <td>14000</td> </tr> <tr> <td>2022</td> <td>Free</td> <td>4000</td> <td>3500</td> <td>1500</td> <td>1000</td> <td>500</td> <td>12000</td> </tr> <tr> <td>2022</td> <td>Paid</td> <td>5000</td> <td>4000</td> <td>1500</td> <td>1000</td> <td>1000</td> <td>16000</td> </tr> <tr> <td>2023</td> <td>Free</td> <td>4500</td> <td>4000</td> <td>1500</td> <td>1000</td> <td>500</td> <td>13000</td> </tr> <tr> <td>2023</td> <td>Paid</td> <td>5500</td> <td>4500</td> <td>1500</td> <td>1000</td> <td>1000</td> <td>18000</td> </tr> </tbody> </table>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	Total	2018	Free	2000	1500	1000	500	500	6500	2018	Paid	3000	2500	1500	1000	1000	10000	2019	Free	2500	2000	1500	1000	500	9000	2019	Paid	3500	2500	1500	1000	1000	11000	2020	Free	3000	2500	1500	1000	500	10000	2020	Paid	4000	3000	1500	1000	1000	13000	2021	Free	3500	3000	1500	1000	500	11000	2021	Paid	4500	3500	1500	1000	1000	14000	2022	Free	4000	3500	1500	1000	500	12000	2022	Paid	5000	4000	1500	1000	1000	16000	2023	Free	4500	4000	1500	1000	500	13000	2023	Paid	5500	4500	1500	1000	1000	18000
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Recommendations

This insight touches on the business challenge of user engagement & correlation and artist promotion effectiveness. It must be mentioned that, the correlation of the insights concerning Visual B, has to be grouped with this insight. We already have the data concerning Paid users growth retention versus Free users. We can use this to drive free users, enhance their engagement towards rock music to become paid users. Create a campaign while they are actively using the platform, start them off with a new user sign-up bonus or deal.

CONCLUSION

The potential to convert free users to become paid is already in our hands. The free users are telling us what they like, the best plan of action is to get them in at a price point that they can't refuse, and this price point will deter them from our competition since we are leading the streaming industry with our unique service, they can't our platform service anywhere else, right now. The promotional campaign to convert them to paid users is by offering them more of what they already love, the genre coming from hot new artists. This will keep them coming back to discover new music, and share with others who will subscribe to the platform as well.