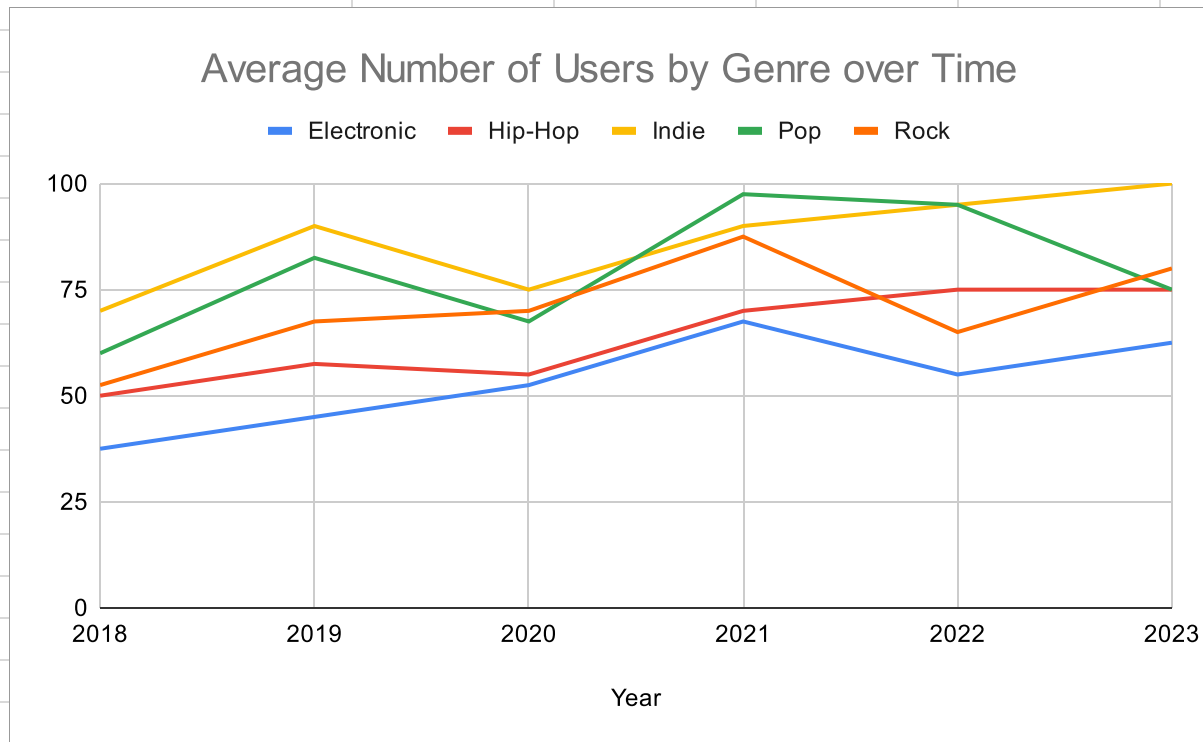


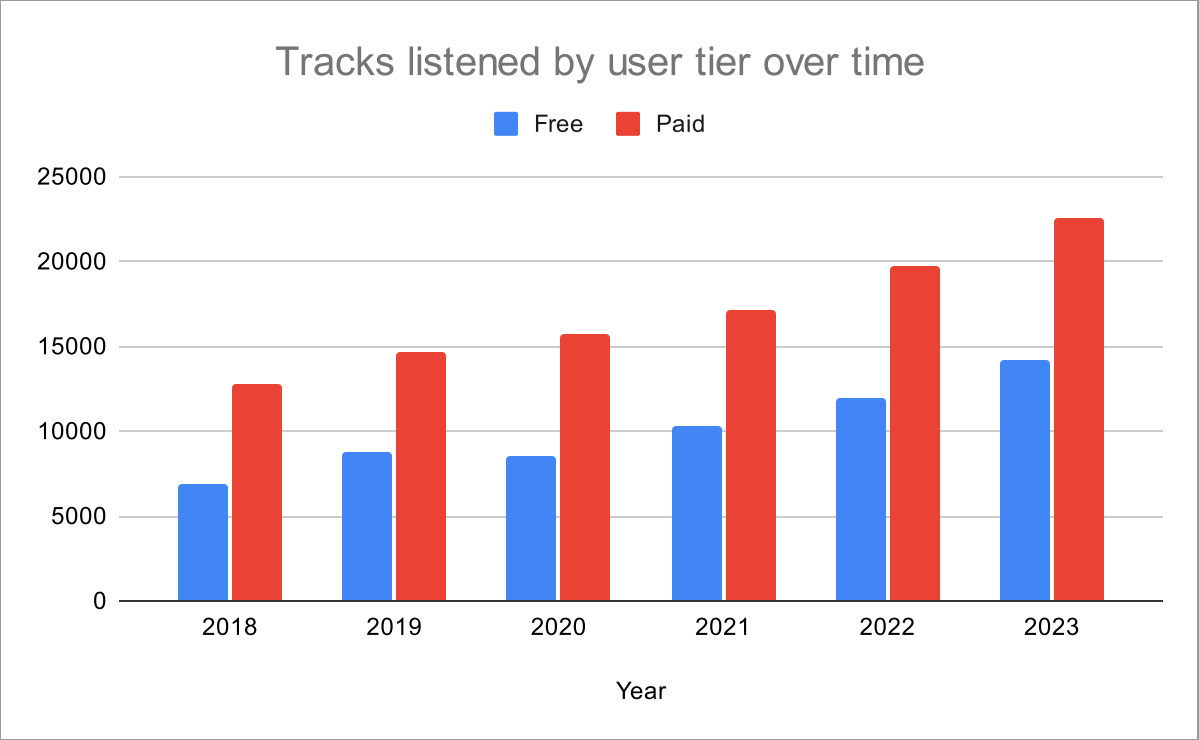
year	user_tier	genre	number_of_users	tracks_listened
2018	Free	Pop	80	1500
2018	Paid	Pop	40	3000
2018	Free	Hip-Hop	70	1100
2018	Paid	Hip-Hop	30	2500
2018	Free	Indie	95	1600
2018	Paid	Indie	45	3000
2018	Free	Rock	65	1800
2018	Paid	Rock	40	2500
2018	Free	Electronic	50	900
2018	Paid	Electronic	25	1800
2019	Free	Pop	110	2200
2019	Paid	Pop	55	3400
2019	Free	Hip-Hop	80	1200
2019	Paid	Hip-Hop	35	2600
2019	Free	Indie	120	1900
2019	Paid	Indie	60	3300
2019	Free	Rock	85	2400
2019	Paid	Rock	50	3000
2019	Free	Electronic	60	1100
2019	Paid	Electronic	30	2400
2020	Free	Pop	90	2000
2020	Paid	Pop	45	3800
2020	Free	Hip-Hop	70	1300
2020	Paid	Hip-Hop	40	2600
2020	Free	Indie	100	1800
2020	Paid	Indie	50	3500
2020	Free	Rock	80	2200
2020	Paid	Rock	60	3200
2020	Free	Electronic	70	1200
2020	Paid	Electronic	35	2600
2021	Free	Pop	130	2400

2021	Paid	Pop	65	4000
2021	Free	Hip-Hop	95	1800
2021	Paid	Hip-Hop	45	3100
2021	Free	Indie	110	2200
2021	Paid	Indie	70	3700
2021	Free	Rock	100	2600
2021	Paid	Rock	75	3500
2021	Free	Electronic	90	1300
2021	Paid	Electronic	45	2800
2022	Free	Pop	110	3000
2022	Paid	Pop	80	4500
2022	Free	Hip-Hop	90	2000
2022	Paid	Hip-Hop	60	3200
2022	Free	Indie	120	2500
2022	Paid	Indie	70	5000
2022	Free	Rock	80	3000
2022	Paid	Rock	50	4200
2022	Free	Electronic	70	1400
2022	Paid	Electronic	40	2800
2023	Free	Pop	90	3200
2023	Paid	Pop	60	5000
2023	Free	Hip-Hop	100	2300
2023	Paid	Hip-Hop	50	3800
2023	Free	Indie	120	2800
2023	Paid	Indie	80	5500
2023	Free	Rock	100	3700
2023	Paid	Rock	60	4800
2023	Free	Electronic	80	2200
2023	Paid	Electronic	45	3500

AVERAGE of number_of_users	genre					
year	Electronic	Hip-Hop	Indie	Pop	Rock	Grand Total
2018	37.5	50	70	60	52.5	54
2019	45	57.5	90	82.5	67.5	68.5
2020	52.5	55	75	67.5	70	64
2021	67.5	70	90	97.5	87.5	82.5
2022	55	75	95	95	65	77
2023	62.5	75	100	75	80	78.5
Grand Total	53	64	87	80	70	71

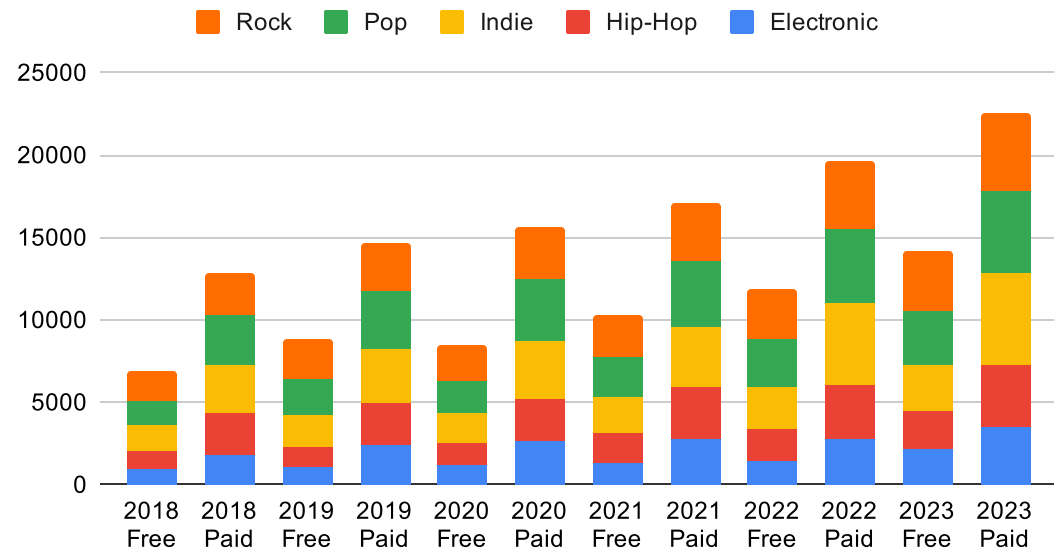


<i>SUM of tracks_listened</i>	<i>user_tier</i>				
<i>year</i>	Free	Paid			
2018	6900	12800			
2019	8800	14700			
2020	8500	15700			
2021	10300	17100			
2022	11900	19700			
2023	14200	22600			
<b>Grand Total</b>	<b>60600</b>	<b>102600</b>			



SUM of tracks_listened		genre					
year	user_tier	Electronic	Hip-Hop	Indie	Pop	Rock	
2018	Free	900	1100	1600	1500	1800	2018 Free
2018	Paid	1800	2500	3000	3000	2500	2018 Paid
2019	Free	1100	1200	1900	2200	2400	2019 Free
2019	Paid	2400	2600	3300	3400	3000	2019 Paid
2020	Free	1200	1300	1800	2000	2200	2020 Free
2020	Paid	2600	2600	3500	3800	3200	2020 Paid
2021	Free	1300	1800	2200	2400	2600	2021 Free
2021	Paid	2800	3100	3700	4000	3500	2021 Paid
2022	Free	1400	2000	2500	3000	3000	2022 Free
2022	Paid	2800	3200	5000	4500	4200	2022 Paid
2023	Free	2200	2300	2800	3200	3700	2023 Free
2023	Paid	3500	3800	5500	5000	4800	2023 Paid

Listens by genre and user tier over time



Insights
Pop genre peaked in 2021 and is on a downwards trend
Paid users are more active (listen to more music) than free.
Rock is the most popular genre for free users.
Electronic and hip hop music are overall on an upwards trend.
Paid users have steadier growth and better user retention than free.
Recommendations
Marketing should try focused campaigns targeting typical demographics for fans of these genres.
We should analyze user retention in these genres, and consider how we can maximize it.
Product/marketing teams should try experiments to generate leads in alternative genres.
Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.
Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.
It is worth doing deeper research into previous years to understand why pop is on a downwards trend.
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.
Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.
Indie is particularly popular with paid users, so focus promotions there.
Summative Insights
We should increase our catalogue of tracks in electronic and hip hop music - solicit appropriate artists and offer them deals (time-limited free promotion).
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.