

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
10/03/2014	Fresh Beats	Eleonore Rupprecht

STATUS SUMMARY

Data Analysis findings show that Pop genre is the only one in a current downwards trend compared to the other genres, such as Electronic, Hip-Hop, Indie and Rock are in an upward trend. Additionally paid users tend to listen to more music tracks and display a steadier growth as well as a more consistent user retention that free users. When it comes to genre preferences, Rock is the post popular genre amongst free users while Indie genre seems to be on the rise for the paid users over the last two year.

INSIGHT AND RECOMMENDATION

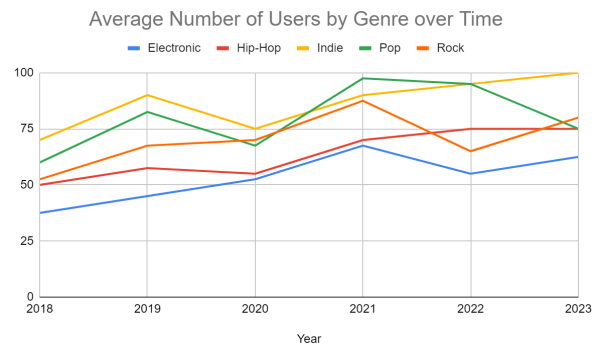
Insights

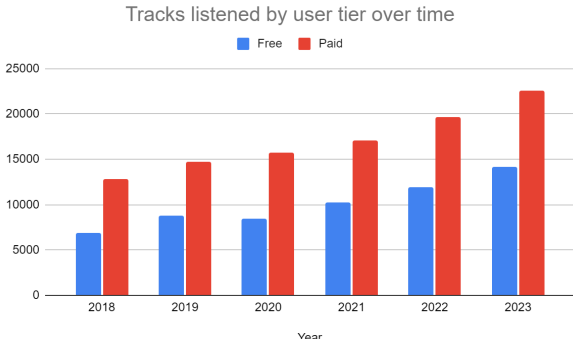
- *Pop genre peaked in 2021 and is on a downwards trend*
- *Electronic and hip hop music are overall on an upwards trend.*

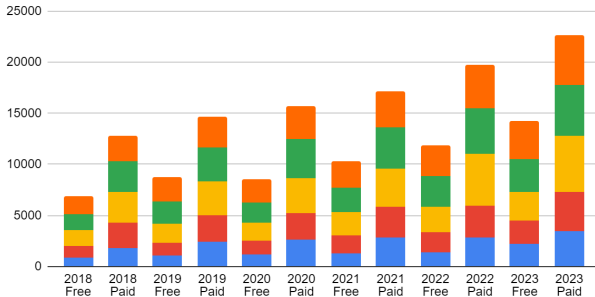
Recommendation

- *It is worth doing deeper research into previous years to understand why pop is on a downwards trend.*
- *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.*
- *We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.*

Visual A



INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <ul style="list-style-type: none"><i>Paid users are more active (listen to more music) than free.</i><i>Paid users have steadier growth and better user retention than free.</i>	<div>Visual B</div> <div><p>Tracks listened by user tier over time</p><table><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>8,500</td><td>14,500</td></tr><tr><td>2020</td><td>8,000</td><td>15,500</td></tr><tr><td>2021</td><td>10,000</td><td>17,000</td></tr><tr><td>2022</td><td>12,000</td><td>19,500</td></tr><tr><td>2023</td><td>14,000</td><td>22,000</td></tr></tbody></table></div>	Year	Free	Paid	2018	7,000	13,000	2019	8,500	14,500	2020	8,000	15,500	2021	10,000	17,000	2022	12,000	19,500	2023	14,000	22,000
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<div>Recommendations</div> <ul style="list-style-type: none">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.Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.																						

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<div>Insights</div> <ul style="list-style-type: none">Rock is the most popular genre for free users.Indie is the most popular genre for paid users.	<div>Visual C</div> <div><div>Listens by genre and user tier over time</div><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></tr></thead><tbody><tr><td>2018</td><td>Free</td><td>2000</td><td>1000</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>2000</td><td>2500</td><td>2000</td><td>2000</td></tr><tr><td>2019</td><td>Free</td><td>2500</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Paid</td><td>3000</td><td>2500</td><td>2500</td><td>2000</td><td>2000</td></tr><tr><td>2020</td><td>Free</td><td>2000</td><td>1000</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2020</td><td>Paid</td><td>3000</td><td>2000</td><td>2000</td><td>2000</td><td>2000</td></tr><tr><td>2021</td><td>Free</td><td>2500</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2021</td><td>Paid</td><td>3500</td><td>2500</td><td>2500</td><td>2000</td><td>2000</td></tr><tr><td>2022</td><td>Free</td><td>2000</td><td>1000</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2022</td><td>Paid</td><td>4000</td><td>3000</td><td>2500</td><td>2000</td><td>2000</td></tr><tr><td>2023</td><td>Free</td><td>2500</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2023</td><td>Paid</td><td>4500</td><td>3500</td><td>3000</td><td>2000</td><td>2000</td></tr></tbody></table></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	2000	1000	1000	1000	1000	2018	Paid	2500	2000	2500	2000	2000	2019	Free	2500	1500	1000	1000	1000	2019	Paid	3000	2500	2500	2000	2000	2020	Free	2000	1000	1000	1000	1000	2020	Paid	3000	2000	2000	2000	2000	2021	Free	2500	1500	1000	1000	1000	2021	Paid	3500	2500	2500	2000	2000	2022	Free	2000	1000	1000	1000	1000	2022	Paid	4000	3000	2500	2000	2000	2023	Free	2500	1500	1000	1000	1000	2023	Paid	4500	3500	3000	2000	2000
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Recommendations

- Try promotions focused on rock that offer free trials to convert to paid users.
- *Product/marketing teams should try experiments to generate leads in alternative genres.*
- *Indie is particularly popular with paid users, so focus promotions there.*

CONCLUSION

Artist Promotion Effectiveness: It is generally recommended to focus campaigns on growing genres like electronic and hip hop while analyzing retention. It would be beneficial to conduct further research why pop is declining and use rock and indie promotions to convert free users to paid.

User Engagement and Conversion: Introducing intermediate tiers and referral marketing can lead to increased conversion rates. Additionally offering Paid users a time-limited promotions could pull in more users and experimenting in alternative genres can help generate new leads.

Genre Promotion for Emerging Artists: Tailoring recommendations to emerging genres can guide attention towards the least listened to genres. Additionally focusing on promoting indie music might increase paid conversions. 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.