

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
10/10/2024	Fresh Beats	Faisal Rahmani
<div>STATUS SUMMARY</div> <div>Fresh Beats is an online platform which not only offers great and high standard sound music, but Also gives the choice for the subscribers to record and add their own music with the help of new AI technology.</div>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div><i>Pop genre peaked in 2021 and is on a downwards trend</i></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>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>85</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>50</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>90</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	85	80	65	2020	50	55	75	65	65	2021	65	70	90	95	85	2022	55	75	95	90	65	2023	60	75	100	75	80
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<div>Recommendation</div> <div>Marketing should try focused campaigns targeting typical demographics for fans of these genres.</div>																																											

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<div>Insights</div> <div><i>Paid users are more active (listen to more music) than free.</i></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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<div>Recommendations</div> <div>Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.</div>																						

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<div>Insights</div> <div><p>Paid users have steadier growth and better user retention free.</p></div>	<div>Visual C</div> <div><p>Listens by genre and user tier over time</p><table><tr><th>Year</th><th>Tier</th><th>Electronic</th><th>Hip-Hop</th><th>Indie</th><th>Pop</th><th>Rock</th><th>Total</th></tr><tr><td>2018</td><td>Free</td><td>1000</td><td>500</td><td>500</td><td>1000</td><td>1000</td><td>4000</td></tr><tr><td>2018</td><td>Paid</td><td>2000</td><td>1000</td><td>1500</td><td>2000</td><td>2000</td><td>9000</td></tr><tr><td>2019</td><td>Free</td><td>1200</td><td>600</td><td>600</td><td>1200</td><td>1200</td><td>4800</td></tr><tr><td>2019</td><td>Paid</td><td>2500</td><td>1200</td><td>1800</td><td>2200</td><td>2200</td><td>10500</td></tr><tr><td>2020</td><td>Free</td><td>1500</td><td>800</td><td>800</td><td>1500</td><td>1500</td><td>6100</td></tr><tr><td>2020</td><td>Paid</td><td>3000</td><td>1500</td><td>2000</td><td>2500</td><td>2500</td><td>13500</td></tr><tr><td>2021</td><td>Free</td><td>1800</td><td>1000</td><td>1000</td><td>1800</td><td>1800</td><td>7400</td></tr><tr><td>2021</td><td>Paid</td><td>3500</td><td>1800</td><td>2200</td><td>2800</td><td>2800</td><td>15100</td></tr><tr><td>2022</td><td>Free</td><td>2000</td><td>1200</td><td>1200</td><td>2000</td><td>2000</td><td>8400</td></tr><tr><td>2022</td><td>Paid</td><td>4000</td><td>2000</td><td>2500</td><td>3000</td><td>3000</td><td>16500</td></tr><tr><td>2023</td><td>Free</td><td>2200</td><td>1400</td><td>1400</td><td>2200</td><td>2200</td><td>9400</td></tr><tr><td>2023</td><td>Paid</td><td>4500</td><td>2200</td><td>2800</td><td>3200</td><td>3200</td><td>19700</td></tr></table></div>	Year	Tier	Electronic	Hip-Hop	Indie	Pop	Rock	Total	2018	Free	1000	500	500	1000	1000	4000	2018	Paid	2000	1000	1500	2000	2000	9000	2019	Free	1200	600	600	1200	1200	4800	2019	Paid	2500	1200	1800	2200	2200	10500	2020	Free	1500	800	800	1500	1500	6100	2020	Paid	3000	1500	2000	2500	2500	13500	2021	Free	1800	1000	1000	1800	1800	7400	2021	Paid	3500	1800	2200	2800	2800	15100	2022	Free	2000	1200	1200	2000	2000	8400	2022	Paid	4000	2000	2500	3000	3000	16500	2023	Free	2200	1400	1400	2200	2200	9400	2023	Paid	4500	2200	2800	3200	3200	19700
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Recommendations

Product/marketing teams should try experiments to generate leads in alternative genres.

CONCLUSION

We should increase our catalogue of tracks in electronic and hip hop music - solicit appropriate artists and offer them deals (time-limited free promotion).