Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
10/10/2024	Fresh Beats	Faisal Rahmani

STATUS SUMMARY

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 Al technology.

INSIGHT AND RECOMMENDATION

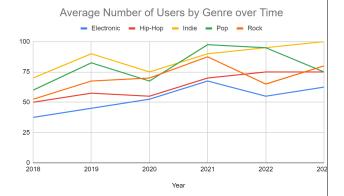
Insights

Pop genre peaked in 2021 and is on a downwards trend

Recommendation

Marketing should try focused campaigns targeting typical demographics for fans of these genres.

Visual A



INSIGHT AND RECOMMENDATION

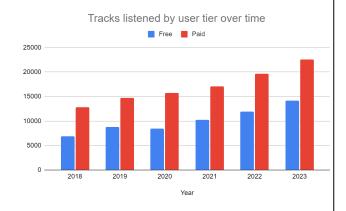
Insights

Paid users are more active (listen to more music) than free.

Recommendations

Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.

Visual B

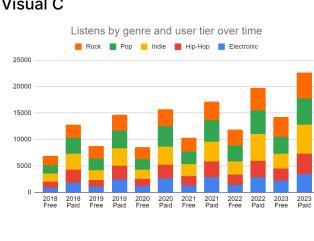


INSIGHT AND RECOMMENDATION

Insights

Paid users have steadier growth and better user retention free.

Visual C



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).