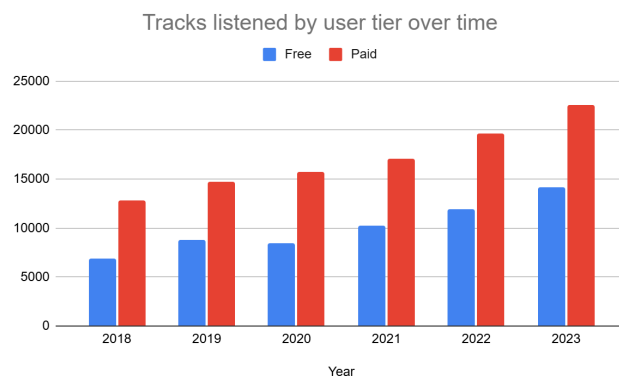


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
01/17/2025	Fresh Beats	Greg Rogers
<div>STATUS SUMMARY</div> <p>Fresh Beats provides an online streaming service for music listeners to catch the songs created by up and coming artists, allowing the creators to gain visibility. Overtime, the average number of listeners in every genre saw an upwards trend, with paid listeners consuming the majority of those tracks listened to. Though paid users listened to the most music, both free and paid listeners saw an upwards trend in tracks played. Looking back at promotions used over the time data was collected provides valuable insight on what led to the overall growth for every genre of music studied. More tracks are being played over the years and it can be seen that rock is the most listened to from free users, providing a group to target with promotions and convert users from free to paid. While being able to track the genre of music that someone is listening to, it provides specific promotions tailored to them that can increase engagement with new and emerging artists they would find more interest in. All aspects of the collected data were analyzed leading to the insights and recommendations found below.</p>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <ul style="list-style-type: none">Though all genres of music saw an upward trend and increased in listeners from 2018-2023, pop saw a decline and hip hop saw no growth/decline from 2022-2023. All other genres studied saw increases from 2022-2023.Indie started as the most popular genre of music in 2018 and remained the most popular in 2023, though falling to second most popular halfway through 2020-2022Electronic music saw an overall upwards trend but remained the least popular genre throughout the presented data 2018-2023.	<div>Visual A</div> <div>Add visual for the insight(s) here</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>55</td><td>55</td><td>75</td><td>70</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>90</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	55	55	75	70	65	2021	65	70	90	95	85	2022	55	75	90	90	65	2023	60	75	100	75	80
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	40	50	70	60	55																																						
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2021	65	70	90	95	85																																						
2022	55	75	90	90	65																																						
2023	60	75	100	75	80																																						

INSIGHT AND RECOMMENDATION	
<p>Recommendation</p> <ul style="list-style-type: none">• Research into previous years to see why pop is on a downwards trend, and why hip hop saw no growth 2022-2023.• Product / marketing team should try experiments to generate leads in alternate genres because the data provided only speaks to a small portion of the potential market. (ex. Folk, funk, jazz, blues, country, etc.)• Analyze user retention in genres and consider how it can be maximized and continue to drive an overall upwards trend.	

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <ul style="list-style-type: none">● Paid users listen to more music than free users.● Both free and active users are listening to more music 2018-2023, creating an upwards trend.● Paid users have a steadier growth while free users declined 2019-2020	<div>Visual B</div> <div>Add visual for the insight(s) here</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>7,000</td><td>13,000</td></tr><tr><td>2019</td><td>9,000</td><td>15,000</td></tr><tr><td>2020</td><td>8,500</td><td>16,000</td></tr><tr><td>2021</td><td>10,500</td><td>17,500</td></tr><tr><td>2022</td><td>12,000</td><td>20,000</td></tr><tr><td>2023</td><td>14,000</td><td>23,000</td></tr></table></div>	Year	Free	Paid	2018	7,000	13,000	2019	9,000	15,000	2020	8,500	16,000	2021	10,500	17,500	2022	12,000	20,000	2023	14,000	23,000
Year	Free	Paid																				
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2022	12,000	20,000																				
2023	14,000	23,000																				
<div>Recommendations</div> <ul style="list-style-type: none">● Create different tiers between free and paid so it is easier to convert free to paid.● Offer referral code marketing options where if free users bring in new listeners, they can get a limited time access to the paid tier of listening.● Offer limited time promotions to convert free users to paid.																						

INSIGHT AND RECOMMENDATION																																																																																												
<div>Insights</div> <ul style="list-style-type: none">• Rock is the most popular genre for free users• All genres of music saw an overall upwards trend from 2018-2023 in free and paid users.• Electronic music is the least listened to genre of music over time of the genres presented for free and paid listeners.	<div>Visual C</div> <div>Add visual for the insight(s) here</div> <div><p>Listens by genre and user tier over time</p><table><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><tr><td>2018</td><td>Free</td><td>2000</td><td>1000</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>2000</td><td>1500</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Free</td><td>2200</td><td>1200</td><td>600</td><td>600</td><td>600</td></tr><tr><td>2019</td><td>Paid</td><td>2800</td><td>2200</td><td>1800</td><td>1200</td><td>1200</td></tr><tr><td>2020</td><td>Free</td><td>2100</td><td>1100</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2020</td><td>Paid</td><td>2900</td><td>2300</td><td>1900</td><td>1300</td><td>1300</td></tr><tr><td>2021</td><td>Free</td><td>2300</td><td>1300</td><td>600</td><td>600</td><td>600</td></tr><tr><td>2021</td><td>Paid</td><td>3100</td><td>2500</td><td>2100</td><td>1400</td><td>1400</td></tr><tr><td>2022</td><td>Free</td><td>2400</td><td>1400</td><td>700</td><td>700</td><td>700</td></tr><tr><td>2022</td><td>Paid</td><td>3300</td><td>2700</td><td>2300</td><td>1500</td><td>1500</td></tr><tr><td>2023</td><td>Free</td><td>2600</td><td>1600</td><td>800</td><td>800</td><td>800</td></tr><tr><td>2023</td><td>Paid</td><td>3500</td><td>2900</td><td>2500</td><td>1600</td><td>1600</td></tr></table></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	2000	1000	500	500	500	2018	Paid	2500	2000	1500	1000	1000	2019	Free	2200	1200	600	600	600	2019	Paid	2800	2200	1800	1200	1200	2020	Free	2100	1100	500	500	500	2020	Paid	2900	2300	1900	1300	1300	2021	Free	2300	1300	600	600	600	2021	Paid	3100	2500	2100	1400	1400	2022	Free	2400	1400	700	700	700	2022	Paid	3300	2700	2300	1500	1500	2023	Free	2600	1600	800	800	800	2023	Paid	3500	2900	2500	1600	1600
Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic																																																																																						
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<div>Recommendations</div> <ul style="list-style-type: none">• Target the three most listened to genres with marketing promotions to attempt and convert the most free listeners to paid. This would target rock, pop and indie.• Indie is very popular with paid users so use targeted promotions there.• Marketing should try focused campaigns targeting typical demographics for fans of these genres. Could convert more from free to paid.																																																																																												

CONCLUSION

After analyzing the given data it was found that all genres saw an overall upwards trend in tracks listened to showing that previous promotions led to increased engagement. Look at what was applied before and continue these promotions along with focused campaigns targeting typical demographics for fans of the specific genres. Targeting specific demographics can also improve the promotion and exposure of new and emerging artists by connecting artists and listeners based on their preferred genres. Rock is the most listened to genre for free users giving Fresh Beats a target demographic to target when attempting to convert free users to paid. Apply promotions here, such as referral codes. When attempting to convert the most users from free to paid, introducing a tier system in between free and paid could be provided to create further conversion and retention for listeners. Continued analysis of future data is crucial to

tracking implementations and generating continual success in Fresh Beats organization and the artists they promote.