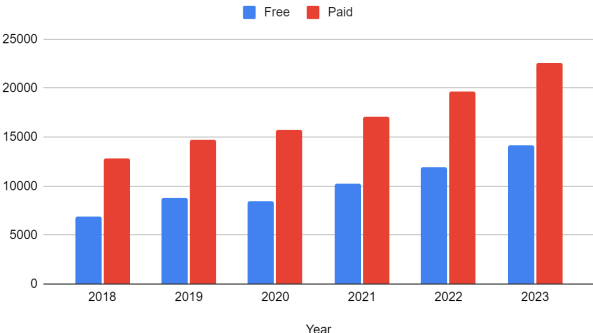
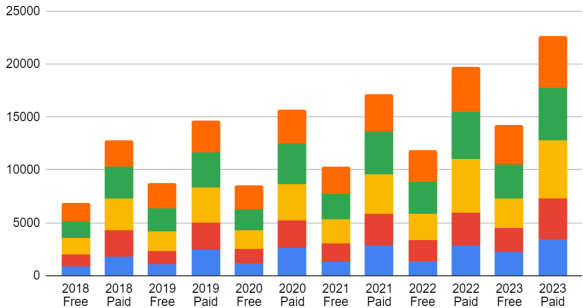


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
01/12/2025	Fresh Beats	Thorne Heflick
STATUS SUMMARY Paid users are still our group with the highest activity and growth. Our free users are still not as active as paid users. Free users show a preference for the rock genre, promotions or ads targeting the rock genre could help increase conversion from free to paid membership. Pop genre has been on a downward trend, while Electronic and hip hop are on an upward trend. Shifting genre and artist promotion away from pop and towards the other two would maximize investment returns.		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <ul style="list-style-type: none">Electronic and Hip hop are overall trending upward.Pop has continued to trend downward since 2021	<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>35</td><td>50</td><td>70</td><td>60</td><td>50</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>85</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	35	50	70	60	50	2019	45	55	85	80	65	2020	55	55	75	70	65	2021	65	70	85	95	85	2022	55	75	90	90	65	2023	60	75	100	75	80
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
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2023	60	75	100	75	80																																						
<div>Recommendation</div> <ul style="list-style-type: none">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.It is worth doing deeper research into previous years to understand why pop is on a downwards trend.Product/marketing teams should try experiments to generate leads in alternative genres.																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <ul style="list-style-type: none">• Paid users are more active (listen to more music) than free.• Paid users have steadier growth and better user retention than free.	<div>Visual B</div> <div><p>Tracks listened by user tier over time</p><table border="1"><thead><tr><th>Year</th><th>Free</th><th>Paid</th></tr></thead><tbody><tr><td>2018</td><td>7,000</td><td>12,500</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>22,500</td></tr></tbody></table></div>	Year	Free	Paid	2018	7,000	12,500	2019	8,500	14,500	2020	8,000	15,500	2021	10,000	17,000	2022	12,000	19,500	2023	14,000	22,500
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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.																						

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

- 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.

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). Due to Rock being so popular, we should experiment and research further to see how it can be leveraged to convert them to paid.