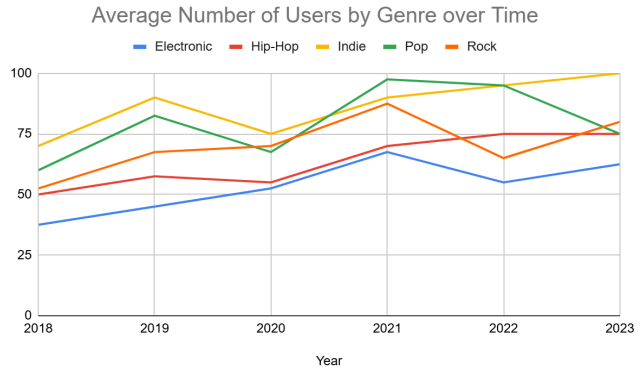
Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
07/14/2025	Fresh Beats	Jeff Hullinger

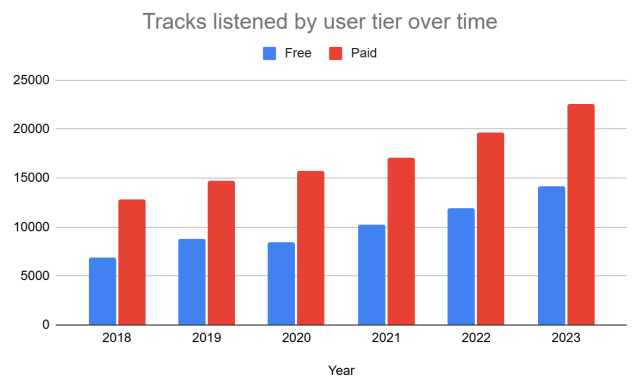
STATUS SUMMARY

While rock has been the most popular genre for free users, pop has been on a downward slope for a few years now. Our paid users are listening to much more music than our free users do, and we have seen a steady rise in paid users every year since 2018.

I believe doing some research into pop to see why the amount of users have dropped, as well as understanding why we can't retain these users over time will be very beneficial. Offering tiers between free and paid could make it easier to convert free users into paid ones. Our paid users are very valuable, so offering promotions and other deals would greatly convert free users to paid.

INSIGHT AND RECOMMENDATION	
Insights The pop genre peaked in 2021 and is on a downward trend.	**Visual A** 

INSIGHT AND RECOMMENDATION	
Recommendation It is worth doing deeper research into previous years to understand why pop is on a downwards trend. We should analyze user retention in these genres, and consider how we can maximize it.	

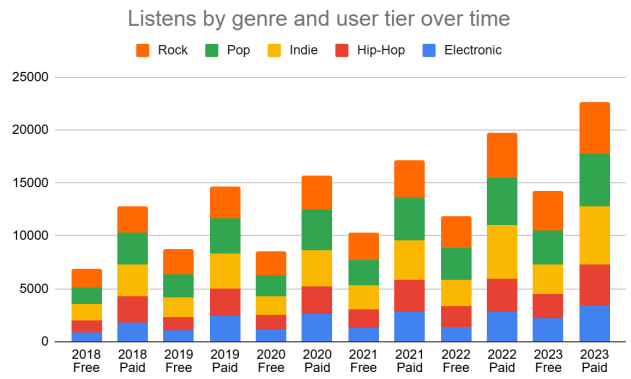
INSIGHT AND RECOMMENDATION	
Insights Paid users are more active (listen to more music) than free. Paid users have steadier growth and better user retention than free.	**Visual B** 
Recommendations Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid. 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	

Insights

Rock is the most popular genre for free users.

Visual C



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.

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