

# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
05/11/2024	Fresh Beats	Jacob Irsan
<div>STATUS SUMMARY</div> <p><i>This project delves into the dynamics of music genre trends and user engagement within a streaming platform. Through analysis of user activity and genre popularity, valuable insights have been derived to inform strategic decisions and enhance user experience and platform performances</i></p>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <p>Pop genre peaked in 2021 and is on a downwards trend</p> <p>and Electronic and hip hop music are overall on an upwards trend.</p>	<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>55</td></tr><tr><td>2019</td><td>45</td><td>60</td><td>90</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>55</td><td>55</td><td>75</td><td>65</td><td>60</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	55	2019	45	60	90	80	65	2020	55	55	75	65	60	2021	65	70	85	95	85	2022	55	75	90	90	65	2023	60	75	100	75	80
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<div>Recommendation</div> <ul style="list-style-type: none"><li>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</li><li>Marketing should try focused campaigns targeting typical demographics for fans of these genres.</li><li>We should analyze user retention in these genres, and consider how we can maximize it.</li></ul>																																											

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<div>Insights</div> <div><i>Rock is the most popular genre for free users.</i></div>	<div>Visual B</div> <div><p>Listens by genre and user tier over time</p><table><tr><th>Year</th><th>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>1500</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>1000</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Free</td><td>1800</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>1100</td><td>1100</td><td>1100</td></tr><tr><td>2020</td><td>Free</td><td>2000</td><td>1400</td><td>700</td><td>700</td><td>700</td></tr><tr><td>2020</td><td>Paid</td><td>3000</td><td>2400</td><td>1200</td><td>1200</td><td>1200</td></tr><tr><td>2021</td><td>Free</td><td>2200</td><td>1600</td><td>800</td><td>800</td><td>800</td></tr><tr><td>2021</td><td>Paid</td><td>3200</td><td>2600</td><td>1300</td><td>1300</td><td>1300</td></tr><tr><td>2022</td><td>Free</td><td>2400</td><td>1800</td><td>900</td><td>900</td><td>900</td></tr><tr><td>2022</td><td>Paid</td><td>3400</td><td>2800</td><td>1400</td><td>1400</td><td>1400</td></tr><tr><td>2023</td><td>Free</td><td>2600</td><td>2000</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2023</td><td>Paid</td><td>3600</td><td>3000</td><td>1500</td><td>1500</td><td>1500</td></tr></table></div>	Year	Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	1500	1000	500	500	500	2018	Paid	2500	2000	1000	1000	1000	2019	Free	1800	1200	600	600	600	2019	Paid	2800	2200	1100	1100	1100	2020	Free	2000	1400	700	700	700	2020	Paid	3000	2400	1200	1200	1200	2021	Free	2200	1600	800	800	800	2021	Paid	3200	2600	1300	1300	1300	2022	Free	2400	1800	900	900	900	2022	Paid	3400	2800	1400	1400	1400	2023	Free	2600	2000	1000	1000	1000	2023	Paid	3600	3000	1500	1500	1500
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<div>Recommendations</div> <div><ul style="list-style-type: none"><li>• We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.</li><li>• Try promotions focused on rock that offer free trials to convert to paid users.</li><li>• Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.</li><li>• Product/marketing teams should try experiments to generate leads in alternative genres.</li></ul></div>																																																																																												

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<div>Insights</div> <div><p>Paid users are more active (listen to more music) than free.</p><p>Paid users have steadier growth and better user retention than free.</p></div>	<div>Visual C</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>12500</td></tr><tr><td>2019</td><td>8500</td><td>14500</td></tr><tr><td>2020</td><td>8000</td><td>15500</td></tr><tr><td>2021</td><td>10000</td><td>17000</td></tr><tr><td>2022</td><td>11500</td><td>19500</td></tr><tr><td>2023</td><td>14000</td><td>22000</td></tr></table></div>	Year	Free	Paid	2018	7000	12500	2019	8500	14500	2020	8000	15500	2021	10000	17000	2022	11500	19500	2023	14000	22000
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## Recommendations

- 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.

## CONCLUSION

Paid users listen to more music and have steadier growth and better retention than the free user - we should still keep our paid customer happy with some marketing such as referral programs to keep existing users happy and in the same way attract more new users, make more promotion regarding Indie genre. We should increase our catalog 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.