Project status report

| REPORT DATE | COMPANY NAME | PREPARED BY |
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| 04/17/2024 | Fresh Beats | Aigerim Kadyrova |
| STATUS SUMMARY *Rock is the most popular genre for free users.* | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  *Pop genre peaked in 2021 and is on a downwards trend* | | | Visual A |
| Recommendation  *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.*  *Product/marketing teams should try experiments to generate leads in alternative genres.* | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights  *Paid users are more active (listen to more music) than free.* | | | Visual B  Chart |
| 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.*  *Electronic and hip hop music are overall on an upwards trend.*  *Paid users have steadier growth and better user retention than free.* | | | Visual C  Chart |
| Recommendations  *It is worth doing deeper research into previous years to understand why pop is on a downwards trend.*  *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.*  *Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.*  *Indie is particularly popular with paid users, so focus promotions there.* | | |

| CONCLUSION |
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*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.*