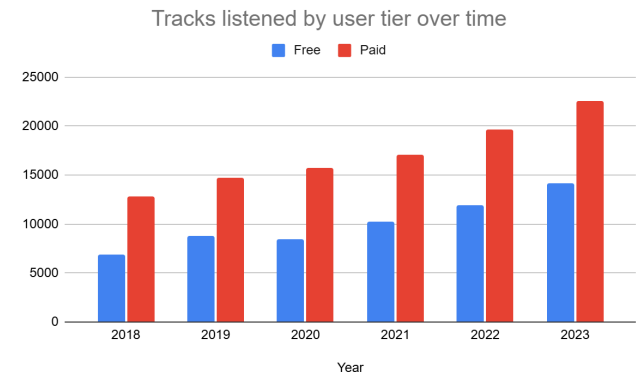
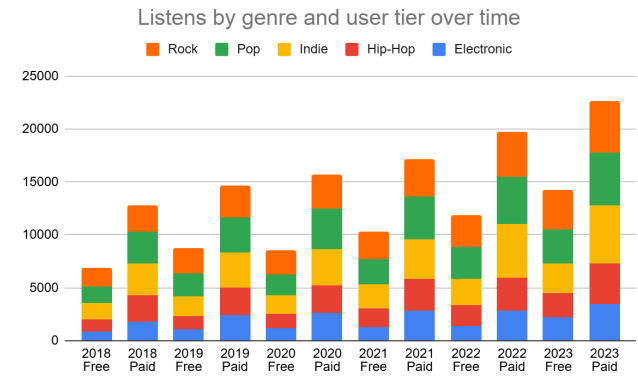


# Project status report - Fresh Beats

| REPORT DATE  | COMPANY NAME | PREPARED BY   |
|--|--------------|---------------|
| 01/14/2025   | Fresh Beats  | Karima Harris |
| <div>STATUS SUMMARY</div> <p>Fresh Beats has successfully promoted with musicians but, the user engagement promotion would also enhance user engagement on the platform. See statistical analysis of data with visuals highlighting user engagement.</p> |              |               |

| INSIGHT AND RECOMMENDATION  |  |         |            |         |       |     |      |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |     |    |    |
|---|--|---------|------------|---------|-------|-----|------|------|----|----|----|----|----|------|----|----|----|----|----|------|----|----|----|----|----|------|----|----|----|----|----|------|----|----|----|----|----|------|----|----|-----|----|----|
| <div>Insights</div> <p>Pop genre peaked in 2021 and is on a downwards 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>45</td></tr><tr><td>2019</td><td>45</td><td>55</td><td>90</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>50</td><td>55</td><td>75</td><td>65</td><td>65</td></tr><tr><td>2021</td><td>65</td><td>65</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>75</td></tr></table></div> | Year    | Electronic | Hip-Hop | Indie | Pop | Rock | 2018 | 35 | 50 | 70 | 60 | 45 | 2019 | 45 | 55 | 90 | 80 | 65 | 2020 | 50 | 55 | 75 | 65 | 65 | 2021 | 65 | 65 | 85 | 95 | 85 | 2022 | 55 | 75 | 90 | 90 | 65 | 2023 | 60 | 75 | 100 | 75 | 75 |
| Year  | Electronic   | Hip-Hop | Indie      | Pop     | Rock  |     |      |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |     |    |    |
| 2018  | 35   | 50      | 70         | 60      | 45    |     |      |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |     |    |    |
| 2019  | 45   | 55      | 90         | 80      | 65    |     |      |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |     |    |    |
| 2020  | 50   | 55      | 75         | 65      | 65    |     |      |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |     |    |    |
| 2021  | 65   | 65      | 85         | 95      | 85    |     |      |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |     |    |    |
| 2022  | 55   | 75      | 90         | 90      | 65    |     |      |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |     |    |    |
| 2023  | 60   | 75      | 100        | 75      | 75    |     |      |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |     |    |    |
| <div>Recommendation</div> <p>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</p> |  |         |            |         |       |     |      |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |    |    |    |      |    |    |     |    |    |

| INSIGHT AND RECOMMENDATION  |  |       |      |      |      |      |       |      |      |       |      |      |       |      |       |       |      |       |       |      |       |       |
|---|--|-------|------|------|------|------|-------|------|------|-------|------|------|-------|------|-------|-------|------|-------|-------|------|-------|-------|
| <div>Insights</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>Visual B</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>13000</td></tr><tr><td>2019</td><td>8500</td><td>14500</td></tr><tr><td>2020</td><td>8200</td><td>15500</td></tr><tr><td>2021</td><td>10200</td><td>17000</td></tr><tr><td>2022</td><td>12000</td><td>19500</td></tr><tr><td>2023</td><td>14000</td><td>22500</td></tr></table></div> | Year  | Free | Paid | 2018 | 7000 | 13000 | 2019 | 8500 | 14500 | 2020 | 8200 | 15500 | 2021 | 10200 | 17000 | 2022 | 12000 | 19500 | 2023 | 14000 | 22500 |
| Year  | Free   | Paid  |      |      |      |      |       |      |      |       |      |      |       |      |       |       |      |       |       |      |       |       |
| 2018  | 7000   | 13000 |      |      |      |      |       |      |      |       |      |      |       |      |       |       |      |       |       |      |       |       |
| 2019  | 8500   | 14500 |      |      |      |      |       |      |      |       |      |      |       |      |       |       |      |       |       |      |       |       |
| 2020  | 8200   | 15500 |      |      |      |      |       |      |      |       |      |      |       |      |       |       |      |       |       |      |       |       |
| 2021  | 10200  | 17000 |      |      |      |      |       |      |      |       |      |      |       |      |       |       |      |       |       |      |       |       |
| 2022  | 12000  | 19500 |      |      |      |      |       |      |      |       |      |      |       |      |       |       |      |       |       |      |       |       |
| 2023  | 14000  | 22500 |      |      |      |      |       |      |      |       |      |      |       |      |       |       |      |       |       |      |       |       |
| <div>Recommendations</div> <p>Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.</p>                    |  |       |      |      |      |      |       |      |      |       |      |      |       |      |       |       |      |       |       |      |       |       |

| INSIGHT AND RECOMMENDATION  |  |      |           |       |         |            |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|---|--|------|-----------|-------|---------|------------|---------|------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| <div>Insights</div> <p>Paid users are more active (listen to more music) than free.</p> | <div>Visual C</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>1500</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>2000</td><td>2000</td><td>2000</td><td>2000</td></tr><tr><td>2019</td><td>Free</td><td>1800</td><td>1200</td><td>1200</td><td>1200</td><td>1200</td></tr><tr><td>2019</td><td>Paid</td><td>3000</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td></tr><tr><td>2020</td><td>Free</td><td>2000</td><td>1500</td><td>1500</td><td>1500</td><td>1500</td></tr><tr><td>2020</td><td>Paid</td><td>3500</td><td>3000</td><td>3000</td><td>3000</td><td>3000</td></tr><tr><td>2021</td><td>Free</td><td>2200</td><td>1800</td><td>1800</td><td>1800</td><td>1800</td></tr><tr><td>2021</td><td>Paid</td><td>4000</td><td>3500</td><td>3500</td><td>3500</td><td>3500</td></tr><tr><td>2022</td><td>Free</td><td>2500</td><td>2200</td><td>2200</td><td>2200</td><td>2200</td></tr><tr><td>2022</td><td>Paid</td><td>4500</td><td>4000</td><td>4000</td><td>4000</td><td>4000</td></tr><tr><td>2023</td><td>Free</td><td>2800</td><td>2500</td><td>2500</td><td>2500</td><td>2500</td></tr><tr><td>2023</td><td>Paid</td><td>5000</td><td>4500</td><td>4500</td><td>4500</td><td>4500</td></tr></table> | Year | User Tier | Rock  | Pop     | Indie      | Hip-Hop | Electronic | 2018 | Free | 1500 | 1000 | 1000 | 1000 | 1000 | 2018 | Paid | 2500 | 2000 | 2000 | 2000 | 2000 | 2019 | Free | 1800 | 1200 | 1200 | 1200 | 1200 | 2019 | Paid | 3000 | 2500 | 2500 | 2500 | 2500 | 2020 | Free | 2000 | 1500 | 1500 | 1500 | 1500 | 2020 | Paid | 3500 | 3000 | 3000 | 3000 | 3000 | 2021 | Free | 2200 | 1800 | 1800 | 1800 | 1800 | 2021 | Paid | 4000 | 3500 | 3500 | 3500 | 3500 | 2022 | Free | 2500 | 2200 | 2200 | 2200 | 2200 | 2022 | Paid | 4500 | 4000 | 4000 | 4000 | 4000 | 2023 | Free | 2800 | 2500 | 2500 | 2500 | 2500 | 2023 | Paid | 5000 | 4500 | 4500 | 4500 | 4500 |
| Year  | User Tier  | Rock | Pop       | Indie | Hip-Hop | Electronic |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2018  | Free   | 1500 | 1000      | 1000  | 1000    | 1000       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2018  | Paid   | 2500 | 2000      | 2000  | 2000    | 2000       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2019  | Free   | 1800 | 1200      | 1200  | 1200    | 1200       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2019  | Paid   | 3000 | 2500      | 2500  | 2500    | 2500       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2020  | Free   | 2000 | 1500      | 1500  | 1500    | 1500       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2020  | Paid   | 3500 | 3000      | 3000  | 3000    | 3000       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2021  | Free   | 2200 | 1800      | 1800  | 1800    | 1800       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2021  | Paid   | 4000 | 3500      | 3500  | 3500    | 3500       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2022  | Free   | 2500 | 2200      | 2200  | 2200    | 2200       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2022  | Paid   | 4500 | 4000      | 4000  | 4000    | 4000       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2023  | Free   | 2800 | 2500      | 2500  | 2500    | 2500       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 2023  | Paid   | 5000 | 4500      | 4500  | 4500    | 4500       |         |            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |

|                        |  |
|------------------------|--|
| <b>Recommendations</b> |  |
|------------------------|--|

Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.

## 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).