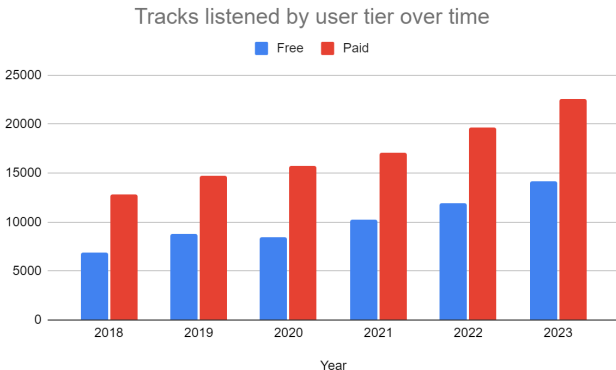
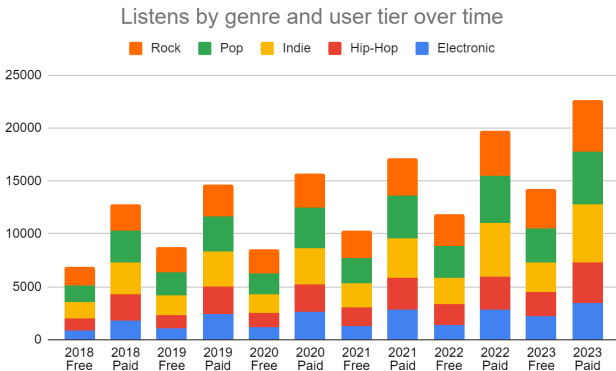


Project Status Report

REPORT DATE	COMPANY NAME	PREPARED BY
03/18/2024	Fresh Beats	KC Bennett
<div><div>STATUS SUMMARY</div><div><p>Paid users are more active and have steadier growth than free users. Offering limited time promotions and other deals would be beneficial to convert free users to paid users. Rock is the most popular genre for free users, so focusing on the free users who listen to rock would be the best target for the promotional campaign.</p></div></div>		

INSIGHT AND RECOMMENDATION																																											
<div><div>Insights</div><div><p>Pop genre peaked in 2021 and is on a downward trend. Electronic and hip hop music are overall on an upwards trend.</p></div></div>	<div><div>Visual A</div><div><div>Average Number of Users by Genre over Time</div><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>40</td><td>50</td><td>70</td><td>60</td><td>55</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>50</td><td>55</td><td>75</td><td>65</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></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	70	60	55	2019	45	55	85	80	65	2020	50	55	75	65	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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2020	50	55	75	65	65																																						
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2022	55	75	90	90	65																																						
2023	60	75	100	75	80																																						
<div><div>Recommendation</div><div><p>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</p></div></div>																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <p>Paid users are more active (listen to more music) than free. Paid users have steadier growth and better user retention than free.</p>	<div>Visual B</div> <div>Tracks listened by user tier over time</div>  <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>8200</td><td>15500</td></tr><tr><td>2021</td><td>10000</td><td>16800</td></tr><tr><td>2022</td><td>11800</td><td>19500</td></tr><tr><td>2023</td><td>14000</td><td>22500</td></tr></table>	Year	Free	Paid	2018	7000	12500	2019	8500	14500	2020	8200	15500	2021	10000	16800	2022	11800	19500	2023	14000	22500
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2023	14000	22500																				
<div>Recommendations</div> <p>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.</p>																						

INSIGHT AND RECOMMENDATION																																																																																												
<h3>Insights</h3> <p>Rock is the most popular genre for free users.</p>	<h3>Visual C</h3> <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>2000</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>3000</td><td>2000</td><td>1000</td><td>1000</td></tr><tr><td>2019</td><td>Free</td><td>2200</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>3500</td><td>2500</td><td>1200</td><td>1200</td></tr><tr><td>2020</td><td>Free</td><td>2100</td><td>1100</td><td>500</td><td>500</td><td>500</td></tr><tr><td>2020</td><td>Paid</td><td>3000</td><td>3800</td><td>2800</td><td>1300</td><td>1300</td></tr><tr><td>2021</td><td>Free</td><td>2300</td><td>1300</td><td>600</td><td>600</td><td>600</td></tr><tr><td>2021</td><td>Paid</td><td>3200</td><td>4000</td><td>3000</td><td>1400</td><td>1400</td></tr><tr><td>2022</td><td>Free</td><td>2400</td><td>1400</td><td>700</td><td>700</td><td>700</td></tr><tr><td>2022</td><td>Paid</td><td>3500</td><td>4500</td><td>3500</td><td>1500</td><td>1500</td></tr><tr><td>2023</td><td>Free</td><td>2600</td><td>1500</td><td>800</td><td>800</td><td>800</td></tr><tr><td>2023</td><td>Paid</td><td>3800</td><td>4800</td><td>3800</td><td>1600</td><td>1600</td></tr></table>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	2000	1000	500	500	500	2018	Paid	2500	3000	2000	1000	1000	2019	Free	2200	1200	600	600	600	2019	Paid	2800	3500	2500	1200	1200	2020	Free	2100	1100	500	500	500	2020	Paid	3000	3800	2800	1300	1300	2021	Free	2300	1300	600	600	600	2021	Paid	3200	4000	3000	1400	1400	2022	Free	2400	1400	700	700	700	2022	Paid	3500	4500	3500	1500	1500	2023	Free	2600	1500	800	800	800	2023	Paid	3800	4800	3800	1600	1600
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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 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.