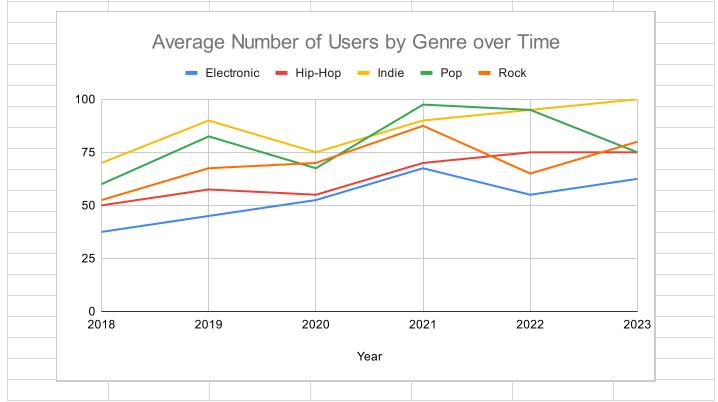
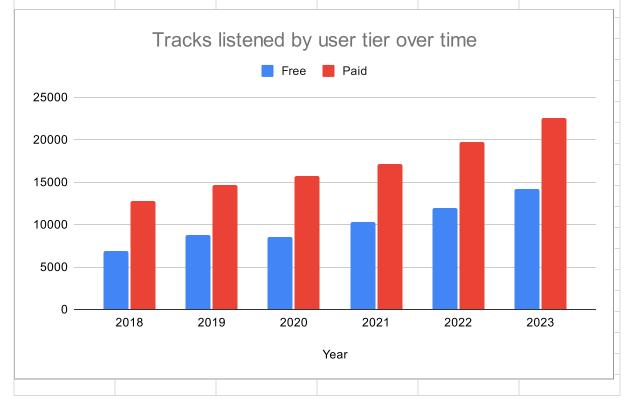
year	user_tier	genre	number_of_users	tracks_listened
2018	Free	Pop	80	1500
2018	Paid	Pop	40	3000
2018	Free	Hip-Hop	70	1100
2018	Paid	Hip-Hop	30	2500
2018	Free	Indie	95	1600
2018	Paid	Indie	45	3000
2018	Free	Rock	65	1800
2018	Paid	Rock	40	2500
2018	Free	Electronic	50	900
2018	Paid	Electronic	25	1800
2019	Free	Pop	110	2200
2019	Paid	Pop	55	3400
2019	Free	Hip-Hop	80	1200
2019	Paid	Hip-Hop	35	2600
2019	Free	Indie	120	1900
2019	Paid	Indie	60	3300
2019	Free	Rock	85	2400
2019	Paid	Rock	50	3000
2019	Free	Electronic	60	1100
2019	Paid	Electronic	30	2400
2020	Free	Pop	90	2000
2020	Paid	Pop	45	3800
2020	Free	Hip-Hop	70	1300
2020	Paid	Hip-Hop	40	2600
2020	Free	Indie	100	1800
2020	Paid	Indie	50	3500
2020	Free	Rock	80	2200
2020	Paid	Rock	60	3200
2020	Free	Electronic	70	1200
2020	Paid	Electronic	35	2600
2021	Free	Pop	130	2400

2021         Free         Hip-Hop         95         1800           2021         Paid         Hip-Hop         45         3100           2021         Free         Indie         110         2200           2021         Paid         Indie         70         3700           2021         Free         Rock         100         2600           2021         Paid         Rock         75         3500           2021         Free         Electronic         90         1300           2021         Paid         Electronic         45         2800           2021         Paid         Electronic         45         2800           2022         Free         Pop         110         3000           2022         Free         Hip-Hop         90         2000           2022         Free         Indie         120         2500           2022         Paid         Indie         70         5000           2022         Paid         Rock         80         3000           2022         Paid         Rock         50         4200           2022         Paid         Electronic         70					
2021         Paid         Hip-Hop         45         3100           2021         Free         Indie         110         2200           2021         Paid         Indie         70         3700           2021         Free         Rock         100         2600           2021         Paid         Rock         75         3500           2021         Free         Electronic         90         1300           2021         Paid         Electronic         45         2800           2021         Paid         Electronic         45         2800           2022         Free         Pop         110         3000           2022         Paid         Pop         80         4500           2022         Free         Hip-Hop         90         2000           2022         Paid         Hip-Hop         60         3200           2022         Free         Indie         120         2500           2022         Paid         Indie         70         5000           2022         Free         Rock         80         3000           2022         Paid         Rock         50 <td< td=""><td>2021</td><td>Paid</td><td>Pop</td><td>65</td><td>4000</td></td<>	2021	Paid	Pop	65	4000
2021 Free         Indie         110         2200           2021 Paid         Indie         70         3700           2021 Free         Rock         100         2600           2021 Paid         Rock         75         3500           2021 Free         Electronic         90         1300           2021 Paid         Electronic         45         2800           2022 Free         Pop         110         3000           2022 Paid         Pop         80         4500           2022 Free         Hip-Hop         90         2000           2022 Paid         Hip-Hop         60         3200           2022 Free         Indie         120         2500           2022 Paid         Indie         70         5000           2022 Free         Rock         80         3000           2022 Paid         Rock         50         4200           2022 Paid         Rock         50         4200           2022 Paid         Electronic         70         1400           2023 Free         Hip-Hop         60         5000           2023 Paid         Hip-Hop         50         3800           2023 Pa	2021	Free	Нір-Нор	95	1800
2021 Paid         Indie         70         3700           2021 Free         Rock         100         2600           2021 Paid         Rock         75         3500           2021 Free         Electronic         90         1300           2021 Paid         Electronic         45         2800           2022 Free         Pop         110         3000           2022 Paid         Pop         80         4500           2022 Free         Hip-Hop         90         2000           2022 Paid         Hip-Hop         60         3200           2022 Free         Indie         120         2500           2022 Paid         Indie         70         5000           2022 Free         Rock         80         3000           2022 Paid         Rock         50         4200           2022 Paid         Electronic         70         1400           2022 Paid         Electronic         40         2800           2023 Free         Pop         90         3200           2023 Free         Hip-Hop         100         2300           2023 Paid         Hip-Hop         50         3800           202	2021	Paid	Нір-Нор	45	3100
2021         Free         Rock         100         2600           2021         Paid         Rock         75         3500           2021         Free         Electronic         90         1300           2021         Paid         Electronic         45         2800           2022         Free         Pop         110         3000           2022         Paid         Pop         80         4500           2022         Free         Hip-Hop         90         2000           2022         Paid         Hip-Hop         60         3200           2022         Paid         Indie         120         2500           2022         Paid         Indie         70         5000           2022         Free         Rock         80         3000           2022         Free         Rock         80         3000           2022         Free         Rock         50         4200           2022         Free         Electronic         70         1400           2022         Free         Pop         90         3200           2023         Free         Pop         60         5000 <td>2021</td> <td>Free</td> <td>Indie</td> <td>110</td> <td>2200</td>	2021	Free	Indie	110	2200
2021         Paid         Rock         75         3500           2021         Free         Electronic         90         1300           2021         Paid         Electronic         45         2800           2022         Free         Pop         110         3000           2022         Paid         Pop         80         4500           2022         Free         Hip-Hop         90         2000           2022         Paid         Hip-Hop         60         3200           2022         Free         Indie         120         2500           2022         Paid         Indie         70         5000           2022         Free         Rock         80         3000           2022         Free         Rock         80         3000           2022         Free         Rock         50         4200           2022         Free         Electronic         70         1400           2022         Free         Electronic         40         2800           2023         Free         Pop         60         5000           2023         Free         Hip-Hop         50 <t< td=""><td>2021</td><td>Paid</td><td>Indie</td><td>70</td><td>3700</td></t<>	2021	Paid	Indie	70	3700
2021 Free         Electronic         90         1300           2021 Paid         Electronic         45         2800           2022 Free         Pop         110         3000           2022 Paid         Pop         80         4500           2022 Free         Hip-Hop         90         2000           2022 Paid         Hip-Hop         60         3200           2022 Free         Indie         120         2500           2022 Paid         Indie         70         5000           2022 Free         Rock         80         3000           2022 Paid         Rock         50         4200           2022 Free         Electronic         70         1400           2022 Paid         Electronic         40         2800           2023 Free         Pop         90         3200           2023 Free         Hip-Hop         100         2300           2023 Free         Indie         120         2800           2023 Free         Indie         120         2800           2023 Free         Rock         100         3700           2023 Free         Rock         100         3700           20	2021	Free	Rock	100	2600
2021         Paid         Electronic         45         2800           2022         Free         Pop         110         3000           2022         Paid         Pop         80         4500           2022         Free         Hip-Hop         90         2000           2022         Paid         Hip-Hop         60         3200           2022         Free         Indie         120         2500           2022         Paid         Indie         70         5000           2022         Free         Rock         80         3000           2022         Free         Rock         50         4200           2022         Free         Electronic         70         1400           2022         Paid         Electronic         70         1400           2022         Paid         Electronic         40         2800           2023         Free         Pop         60         5000           2023         Free         Hip-Hop         100         2300           2023         Free         Indie         120         2800           2023         Free         Indie         80	2021	Paid	Rock	75	3500
2022       Free       Pop       110       3000         2022       Paid       Pop       80       4500         2022       Free       Hip-Hop       90       2000         2022       Paid       Hip-Hop       60       3200         2022       Free       Indie       120       2500         2022       Paid       Indie       70       5000         2022       Free       Rock       80       3000         2022       Free       Rock       50       4200         2022       Paid       Rock       50       4200         2022       Free       Electronic       70       1400         2022       Paid       Electronic       40       2800         2023       Free       Pop       90       3200         2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Free       Indie       80       5500         2023       Free       Rock       100       3700         2	2021	Free	Electronic	90	1300
2022       Paid       Pop       80       4500         2022       Free       Hip-Hop       90       2000         2022       Paid       Hip-Hop       60       3200         2022       Free       Indie       120       2500         2022       Paid       Indie       70       5000         2022       Free       Rock       80       3000         2022       Paid       Rock       50       4200         2022       Paid       Rock       50       4200         2022       Paid       Electronic       70       1400         2022       Paid       Electronic       40       2800         2023       Free       Pop       90       3200         2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       100       2300         2023       Free       Indie       120       2800         2023       Free       Indie       80       5500         2023       Free       Rock       100       3700         2023       Free       Rock       60       4800	2021	Paid	Electronic	45	2800
2022       Free       Hip-Hop       90       2000         2022       Paid       Hip-Hop       60       3200         2022       Free       Indie       120       2500         2022       Paid       Indie       70       5000         2022       Free       Rock       80       3000         2022       Paid       Rock       50       4200         2022       Free       Electronic       70       1400         2022       Paid       Electronic       40       2800         2023       Free       Pop       90       3200         2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       100       2300         2023       Free       Indie       120       2800         2023       Free       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2022	Free	Pop	110	3000
2022       Paid       Hip-Hop       60       3200         2022       Free       Indie       120       2500         2022       Paid       Indie       70       5000         2022       Free       Rock       80       3000         2022       Paid       Rock       50       4200         2022       Free       Electronic       70       1400         2022       Paid       Electronic       40       2800         2023       Free       Pop       90       3200         2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       100       2300         2023       Paid       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2022	Paid	Pop	80	4500
2022       Free       Indie       120       2500         2022       Paid       Indie       70       5000         2022       Free       Rock       80       3000         2022       Paid       Rock       50       4200         2022       Free       Electronic       70       1400         2022       Paid       Electronic       40       2800         2023       Free       Pop       90       3200         2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       100       2300         2023       Paid       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Free       Rock       100       3700         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2022	Free	Hip-Hop	90	2000
2022       Paid       Indie       70       5000         2022       Free       Rock       80       3000         2022       Paid       Rock       50       4200         2022       Free       Electronic       70       1400         2022       Paid       Electronic       40       2800         2023       Free       Pop       90       3200         2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       100       2300         2023       Paid       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2022	Paid	Hip-Hop	60	3200
2022       Free       Rock       80       3000         2022       Paid       Rock       50       4200         2022       Free       Electronic       70       1400         2022       Paid       Electronic       40       2800         2023       Free       Pop       90       3200         2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       100       2300         2023       Paid       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2022	Free	Indie	120	2500
2022       Paid       Rock       50       4200         2022       Free       Electronic       70       1400         2022       Paid       Electronic       40       2800         2023       Free       Pop       90       3200         2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       100       2300         2023       Paid       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2022	Paid	Indie	70	5000
2022       Free       Electronic       70       1400         2022       Paid       Electronic       40       2800         2023       Free       Pop       90       3200         2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       100       2300         2023       Paid       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2022	Free	Rock	80	3000
2022       Paid       Electronic       40       2800         2023       Free       Pop       90       3200         2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       100       2300         2023       Paid       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2022	Paid	Rock	50	4200
2023       Free       Pop       90       3200         2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       100       2300         2023       Paid       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2022	Free	Electronic	70	1400
2023       Paid       Pop       60       5000         2023       Free       Hip-Hop       100       2300         2023       Paid       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2022	Paid	Electronic	40	2800
2023       Free       Hip-Hop       100       2300         2023       Paid       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2023	Free	Pop	90	3200
2023       Paid       Hip-Hop       50       3800         2023       Free       Indie       120       2800         2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2023	Paid	Pop	60	5000
2023       Free       Indie       120       2800         2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2023	Free	Hip-Hop	100	2300
2023       Paid       Indie       80       5500         2023       Free       Rock       100       3700         2023       Paid       Rock       60       4800	2023	Paid	Hip-Hop	50	3800
2023     Free     Rock     100     3700       2023     Paid     Rock     60     4800	2023	Free	Indie	120	2800
2023 Paid Rock 60 4800	2023	Paid	Indie	80	5500
	2023	Free	Rock	100	3700
2023 Free Electronic 80 2200	2023	Paid	Rock	60	4800
	2023	Free	Electronic	80	2200
2023 Paid Electronic 45 3500	2023	Paid	Electronic	45	3500

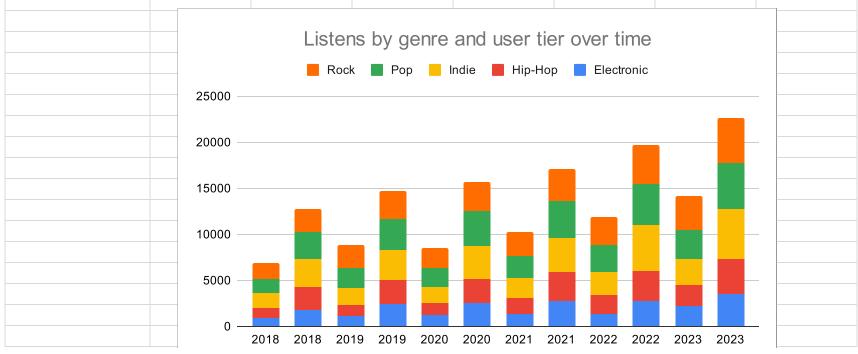
Grand Total	53.33333333	63.75	86.6666667	79.58333333	70.41666667	70.75
2023			100	75	80	78.
2022	55	75	95	95	65	7
2021	67.5	70	90	97.5	87.5	82.
2020	52.5	55	75	67.5	70	64
2019	45	57.5	90	82.5	67.5	68.
2018	37.5	50	70	60	52.5	54
year	Electronic	Нір-Нор	Indie	Рор	Rock	Grand Total
AVERAGE of nu						0 17 (1



SUM of tracks_lis	user_tier	
year	Free	Paid
2018	6900	12800
2019	8800	14700
2020	8500	15700
2021	10300	17100
2022	11900	19700
2023	14200	22600
<b>Grand Total</b>	60600	102600



	genre					
user_tier	Electronic	Нір-Нор	Indie	Рор	Rock	
Free	900	1100	1600	1500	1800	2018 Free
Paid	1800	2500	3000	3000	2500	2018 Paid
Free	1100	1200	1900	2200	2400	2019 Free
Paid	2400	2600	3300	3400	3000	2019 Paid
Free	1200	1300	1800	2000	2200	2020 Free
Paid	2600	2600	3500	3800	3200	2020 Paid
Free	1300	1800	2200	2400	2600	2021 Free
Paid	2800	3100	3700	4000	3500	2021 Paid
Free	1400	2000	2500	3000	3000	2022 Free
Paid	2800	3200	5000	4500	4200	2022 Paid
Free	2200	2300	2800	3200	3700	2023 Free
Paid	3500	3800	5500	5000	4800	2023 Paid
	Free Paid Free	user_tier         Electronic           Free         900           Paid         1800           Free         1100           Paid         2400           Free         1200           Paid         2600           Free         1300           Paid         2800           Free         1400           Paid         2800           Free         2200	user_tier         Electronic         Hip-Hop           Free         900         1100           Paid         1800         2500           Free         1100         1200           Paid         2400         2600           Free         1200         1300           Paid         2600         2600           Free         1300         1800           Paid         2800         3100           Free         1400         2000           Paid         2800         3200           Free         2200         2300	user_tier         Electronic         Hip-Hop         Indie           Free         900         1100         1600           Paid         1800         2500         3000           Free         1100         1200         1900           Paid         2400         2600         3300           Free         1200         1300         1800           Paid         2600         2600         3500           Free         1300         1800         2200           Paid         2800         3100         3700           Free         1400         2000         2500           Paid         2800         3200         5000           Free         2200         2300         2800	user_tier         Electronic         Hip-Hop         Indie         Pop           Free         900         1100         1600         1500           Paid         1800         2500         3000         3000           Free         1100         1200         1900         2200           Paid         2400         2600         3300         3400           Free         1200         1300         1800         2000           Paid         2600         2600         3500         3800           Free         1300         1800         2200         2400           Paid         2800         3100         3700         4000           Free         1400         2000         2500         3000           Paid         2800         3200         5000         4500           Free         2200         2300         2800         3200	user_tier         Electronic         Hip-Hop         Indie         Pop         Rock           Free         900         1100         1600         1500         1800           Paid         1800         2500         3000         3000         2500           Free         1100         1200         1900         2200         2400           Paid         2400         2600         3300         3400         3000           Free         1200         1300         1800         2000         2200           Paid         2600         2600         3500         3800         3200           Free         1300         1800         2200         2400         2600           Paid         2800         3100         3700         4000         3500           Free         1400         2000         2500         3000         3000           Paid         2800         3200         5000         4500         4200           Free         2200         2300         2800         3200         3700



	Free	Paid											

Insights		Reco	ommendations						
Pop genre peaked in 2021 and is on a downwards trend									
Paid users are more active (listen to more music) than free.									
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.									
Recommendations									
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.									
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.									
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 segme									
Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from	n free to paid.								
Indie is particularly popular with paid users, so focus promotions there.									
Summative Insights									
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.								