

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
11/10/2025	Fresh Beats	Lentz Jean Francois

STATUS SUMMARY

From 2018 to 2023, Fresh Beats has experienced steady overall growth in user engagement. The top performing categories are Indie and Pop, both showing consistent increases in listener activity. The platform's promotional and recommendation strategies for these genres are responsible for this success, leading to higher loyalty and longer retention. However, some genres, such as Electronic and Rock, show more fluctuation and lower engagement.

INSIGHTS AND RECOMMENDATIONS

Insights

- Engagement has grown steadily from 2018-2023. Indie and Pop are the strongest performing genres, showing consistent growth and high engagement. Indie peaked in 2023, suggesting that listeners are increasingly drawn to independent artists. Electronic and Rock show more fluctuation, which may indicate less promotional focus. Hip-Hop maintains steady growth and attracts loyal listeners. Pop peaked at 2021 and is now on a downwards trend.

Recommendation

Focus promotional campaigns on Indie and Pop to maintain growth momentum. Develop new marketing strategies to boost engagement in Electronic and Rock genres. Experiment with genre-based playlists and personalized recommendations to attract more users. Leverage data insights to balance exposure between popular and underperforming genres.

INSIGHT AND RECOMMENDATION

Insights

Free users listen to fewer tracks overall compared to paid users. Paid users have consistently higher engagement every year, indicating stronger platform loyalty.

Recommendations

Encourage free users to upgrade to paid plans by offering limited-time promotions or trial offers. Introduce incentives such as personalized playlists or artist content to increase user conversion. Analyze what gets paid users to engage more and apply improvements for free users. Offer referral rewards or discounts for paid users who bring new subscribers. Continue enhancing the premium experience to maintain high retention rates.

INSIGHT AND RECOMMENDATION

Insights

Paid users consistently listen to more tracks than free users across every genre. Both free and paid users show growth in listening activity from 2018-2023, which shows overall platform expansion. Indie and Pop genres are the top performing genres for paid users, in recent years, Indie peaks at 5500 tracks in 2023. Rock and Hip-Hop also show steady engagement with notable growth for paid users in 2023. Electronic music has the lowest engagement overall but still shows gradual growth which intends potential for future audience development. Free user engagement remains significantly lower in every genre, highlighting a conversion opportunity.

Recommendations

Continue prioritizing Indie and Pop genres in promotional and recommendation strategies, as they bring the most engaged paid users. Experiment with new marketing or playlist campaigns to boost engagement in Electronic and Rock genres. Encourage free users to explore more music through personalized recommendations or limited-time premium trials. Use targeted advertising or exclusive artist collaborations to attract listeners in underperforming genres. Study the features that drive paid user engagement and extend simplified versions to free users to improve retention.

CONCLUSION

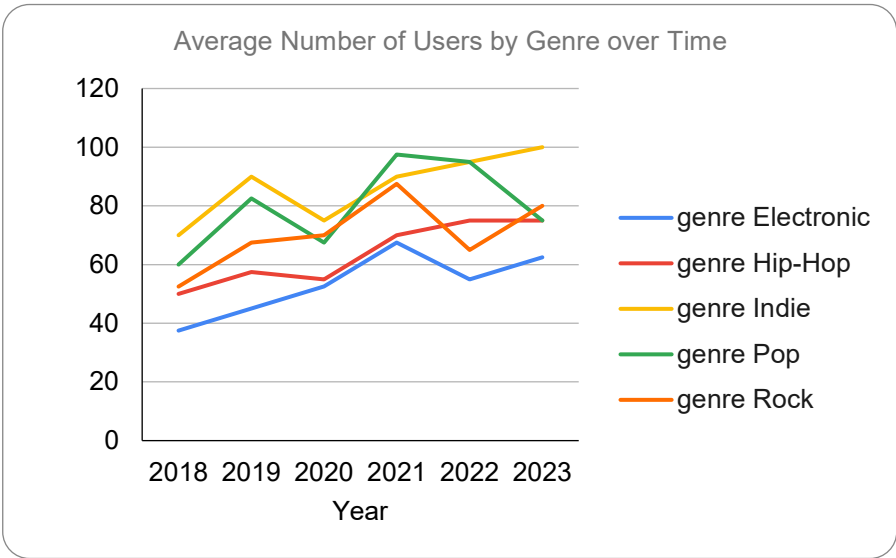
Fresh Beats' continued growth demonstrates a solid foundation for future and monetization. The business should prioritize strengthening promotional strategies, continuing to invest in successful categories such as Indie and Pop.

To maximize user conversion, Fresh Beats should introduce targeted marketing based offers such as referral rewards or limited-time premium trials. Additionally, the company can replicate those elements across the platform to enhance retention.

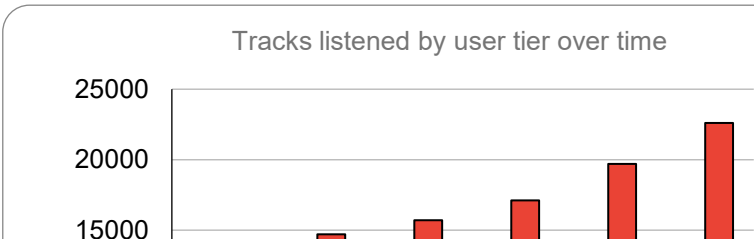
By aligning content strategy, artist promotion, and user engagement initiatives, Fresh Beats can drive sustained growth for both users and artists, ensuring long-term success in the music industry.

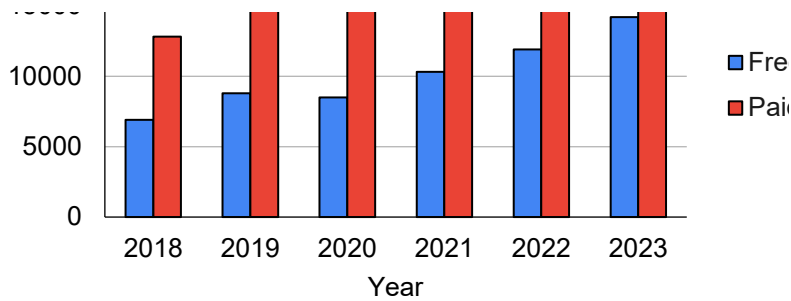
engagement across all music genres. The platform's strongest performing
ity and the highest average engagement levels. This indicates that the
onating effectively with audiences particularly with paid users that demonstrate
and Rock, have shown more fluctuation and lower overall engagement,

Visual A

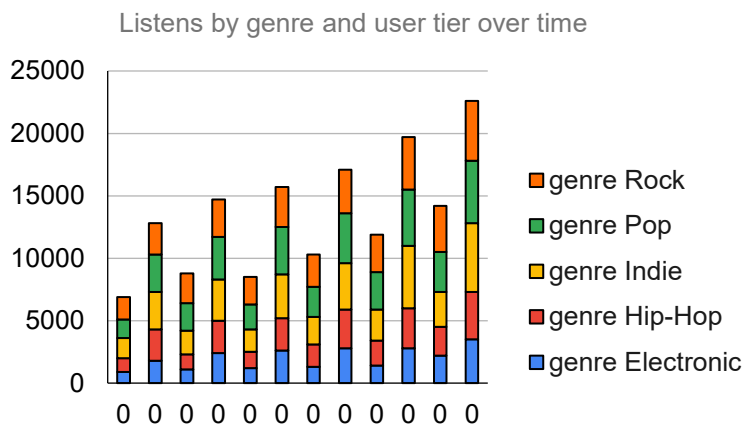


Visual B





Visual C



the expansion, but there are clear opportunities to optimize engagement and marketing efforts for underperforming genres (like Electronic and Rock) while

marketing campaigns, personalized recommendations, and incentive-based programs. Additionally, by analyzing what drives engagement among paid users, the company can better understand user behavior and attract new subscribers.

Overall, Fresh Beats can further establish itself as a leading platform for music creators and the company itself.

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