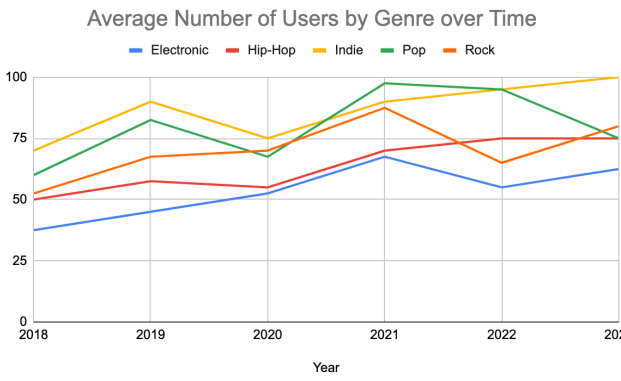
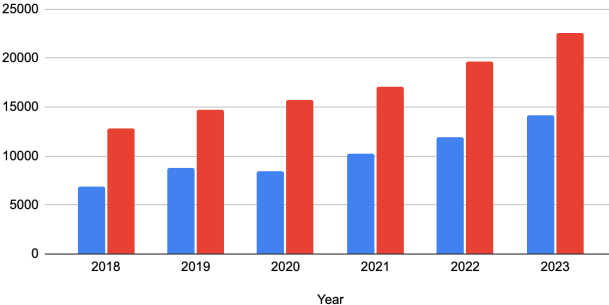


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
12/13/2024	Fresh Beats	Liana Lastique
<div>STATUS SUMMARY</div> <p>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.</p>		

INSIGHT AND RECOMMENDATION																																																																																												
<div>Insights</div> <p>Rock is the most popular genre for free users.</p> <p>Paid users are more active (listen to more music) than free.</p>	<div>Visual A</div> <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>2000</td><td>1500</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2018</td><td>Paid</td><td>3000</td><td>2500</td><td>2000</td><td>2000</td><td>2000</td></tr><tr><td>2019</td><td>Free</td><td>2500</td><td>1800</td><td>1200</td><td>1200</td><td>1200</td></tr><tr><td>2019</td><td>Paid</td><td>3500</td><td>3000</td><td>2500</td><td>2500</td><td>2500</td></tr><tr><td>2020</td><td>Free</td><td>2800</td><td>2000</td><td>1500</td><td>1500</td><td>1500</td></tr><tr><td>2020</td><td>Paid</td><td>4000</td><td>3500</td><td>3000</td><td>3000</td><td>3000</td></tr><tr><td>2021</td><td>Free</td><td>3000</td><td>2200</td><td>1800</td><td>1800</td><td>1800</td></tr><tr><td>2021</td><td>Paid</td><td>4500</td><td>4000</td><td>3500</td><td>3500</td><td>3500</td></tr><tr><td>2022</td><td>Free</td><td>3200</td><td>2500</td><td>2000</td><td>2000</td><td>2000</td></tr><tr><td>2022</td><td>Paid</td><td>5000</td><td>4500</td><td>4000</td><td>4000</td><td>4000</td></tr><tr><td>2023</td><td>Free</td><td>3500</td><td>2800</td><td>2200</td><td>2200</td><td>2200</td></tr><tr><td>2023</td><td>Paid</td><td>5500</td><td>5000</td><td>4500</td><td>4500</td><td>4500</td></tr></table></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	2000	1500	1000	1000	1000	2018	Paid	3000	2500	2000	2000	2000	2019	Free	2500	1800	1200	1200	1200	2019	Paid	3500	3000	2500	2500	2500	2020	Free	2800	2000	1500	1500	1500	2020	Paid	4000	3500	3000	3000	3000	2021	Free	3000	2200	1800	1800	1800	2021	Paid	4500	4000	3500	3500	3500	2022	Free	3200	2500	2000	2000	2000	2022	Paid	5000	4500	4000	4000	4000	2023	Free	3500	2800	2200	2200	2200	2023	Paid	5500	5000	4500	4500	4500
Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic																																																																																						
2018	Free	2000	1500	1000	1000	1000																																																																																						
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<div>Recommendation</div> <p>Product/marketing teams should try experiments to generate leads in alternative genres.</p> <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																																											
<p>Pop genre peaked in 2021 and is on a downward trend.</p> <p>Electronic and hip hop music are overall on an upwards trend.</p>	<div>Visual B</div> <div><p>Average Number of Users by Genre over Time</p><table><caption>Average Number of Users by Genre over Time</caption><thead><tr><th>Year</th><th>Electronic</th><th>Hip-Hop</th><th>Indie</th><th>Pop</th><th>Rock</th></tr></thead><tbody><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>60</td><td>85</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>50</td><td>60</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></tbody></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	70	60	55	2019	45	60	85	80	65	2020	50	60	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																																						
2018	40	50	70	60	55																																						
2019	45	60	85	80	65																																						
2020	50	60	75	65	65																																						
2021	65	70	85	95	85																																						
2022	55	75	90	90	65																																						
2023	60	75	100	75	80																																						
<div>Recommendations</div> <p>We should analyze user retention in these genres, and consider how we can maximize it.</p> <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> <div>Paid users have steadier growth and better user retention than free.</div>	<div>Visual C</div> <div><div>Tracks listened by user tier over time</div><div><div></div><div>Free</div><div>Paid</div></div><table><thead><tr><th>Year</th><th>Free</th><th>Paid</th></tr></thead><tbody><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>8500</td><td>15500</td></tr><tr><td>2021</td><td>10000</td><td>17000</td></tr><tr><td>2022</td><td>11500</td><td>19500</td></tr><tr><td>2023</td><td>14000</td><td>22500</td></tr></tbody></table></div>	Year	Free	Paid	2018	7000	12500	2019	8500	14500	2020	8500	15500	2021	10000	17000	2022	11500	19500	2023	14000	22500
Year	Free	Paid																				
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2023	14000	22500																				

Recommendations

Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.

CONCLUSION

In conclusion, Rock remains the most popular genre among free users, while paid users demonstrate higher levels of engagement, listening to more music overall. While the Pop genre saw its peak in 2021 and is now experiencing a decline, both Electronic and Hip Hop genres are trending upwards, gaining more attention over time.

Paid users show more consistent growth and better retention, suggesting they are more loyal and engaged with the platform compared to free users. This data indicates that while free users gravitate toward classic genres like Rock, paid users not only consume more music but also contribute to the emerging popularity of Electronic and Hip Hop, benefiting from a more stable and engaged user experience.