Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
12/13/2024	Fresh Beats	Liana Lastique

STATUS SUMMARY

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.

INSIGHT AND RECOMMENDATION

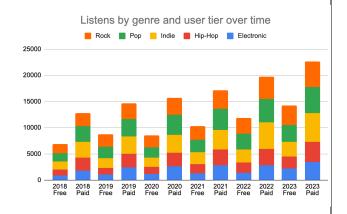## Insights

Rock is the most popular genre for free users.

Paid users are more active (listen to more music) than free.

Recommendation

Product/marketing teams should try experiments to generate
leads in alternative genres.

Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.

Visual A

Listens by genre and user tier over time
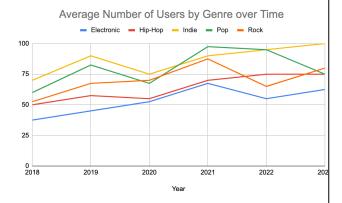
Pop genre peaked in 2021 and is on a downward trend.

Electronic and hip hop music are overall on an upwards trend.

Recommendations

We should analyze user retention in these genres, and consider how we can maximize it.

It is worth doing deeper research into previous years to understand why pop is on a downwards trend.
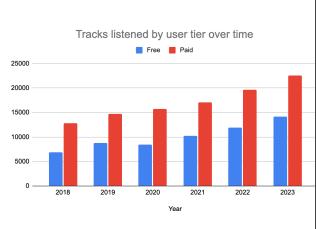
Visual B

Average Number of Users by Genre over Time

Electronic — Hip-Hop — Indie — Pop — Rock

Insights

Paid users have steadier growth and better user retention than free.

Visual C

Tracks listened by user tier over time

Free   Paid

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.