

# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
05/03/2025	Fresh Beats	Maria Cunha
<div>STATUS SUMMARY</div> <div><p>Rock is the most popular genre for free users. Is there anything specific in this audience that makes them not want to pay for a membership?</p><p>Electronic and Hip Hop music are overall an upwards trend. Are there any new bands in these genres that we could include in the app?</p></div>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div>Pop genre peaked in 2021 and is on a downwards trend; Electronic and hip hop music are overall on an upwards trend.</div>	<div>Visual A</div> <div><p>Average Number of Users by Genre over Time</p><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>70</td><td>65</td></tr><tr><td>2021</td><td>65</td><td>65</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>75</td></tr></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	70	60	55	2019	45	55	85	80	65	2020	50	55	75	70	65	2021	65	65	85	95	85	2022	55	75	90	90	65	2023	60	75	100	75	75
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<div>Recommendation</div> <div>Product/marketing teams should try experiments to generate leads in alternative genres.  It is worth doing deeper research into previous years to understand why pop is on a downwards trend.  We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.</div>																																											

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<div>Insights</div> <div><p>Paid users are more active (listen to more music) than free;</p><p>Paid users have steadier growth and better user retention than free.</p></div>	<div>Visual B</div> <div><p>Tracks listened by user tier over time</p><table><tr><th>Year</th><th>Free</th><th>Paid</th></tr><tr><td>2018</td><td>7000</td><td>13000</td></tr><tr><td>2019</td><td>9000</td><td>15000</td></tr><tr><td>2020</td><td>8500</td><td>16000</td></tr><tr><td>2021</td><td>10500</td><td>17500</td></tr><tr><td>2022</td><td>12000</td><td>20000</td></tr><tr><td>2023</td><td>14500</td><td>22500</td></tr></table></div>	Year	Free	Paid	2018	7000	13000	2019	9000	15000	2020	8500	16000	2021	10500	17500	2022	12000	20000	2023	14500	22500
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<div>Recommendations</div> <div><p>Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.</p><p>Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.</p><p>Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</p></div>																						

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## 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.

Try promotions focused on rock that offer free trials to convert to paid users.

Indie is particularly popular with paid users, so focus promotions there.

## CONCLUSION

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.