Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
05/03/2025	Fresh Beats	Maria Cunha

STATUS SUMMARY

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?

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?

INSIGHT AND RECOMMENDATION

Insights

Pop genre peaked in 2021 and is on a downwards trend;

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

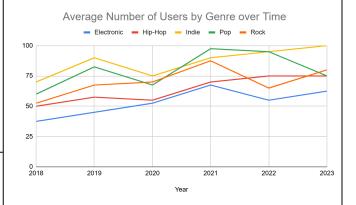
Recommendation

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.

Visual A



INSIGHT AND RECOMMENDATION

Insights

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

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

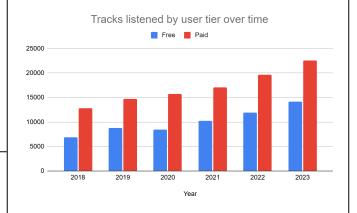
Recommendations

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.

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

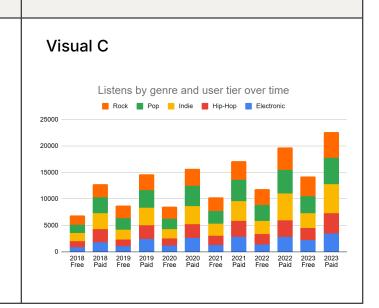
Visual B



INSIGHT AND RECOMMENDATION

Insights

Rock is the most popular genre for free users



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.