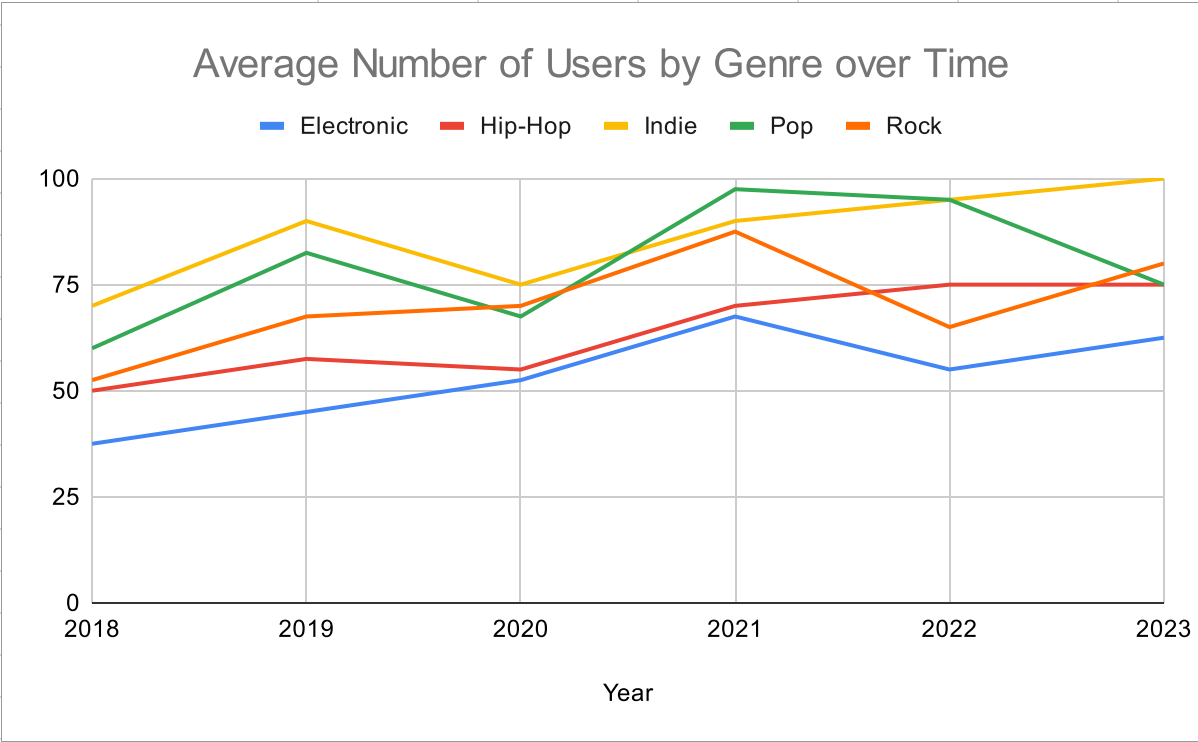


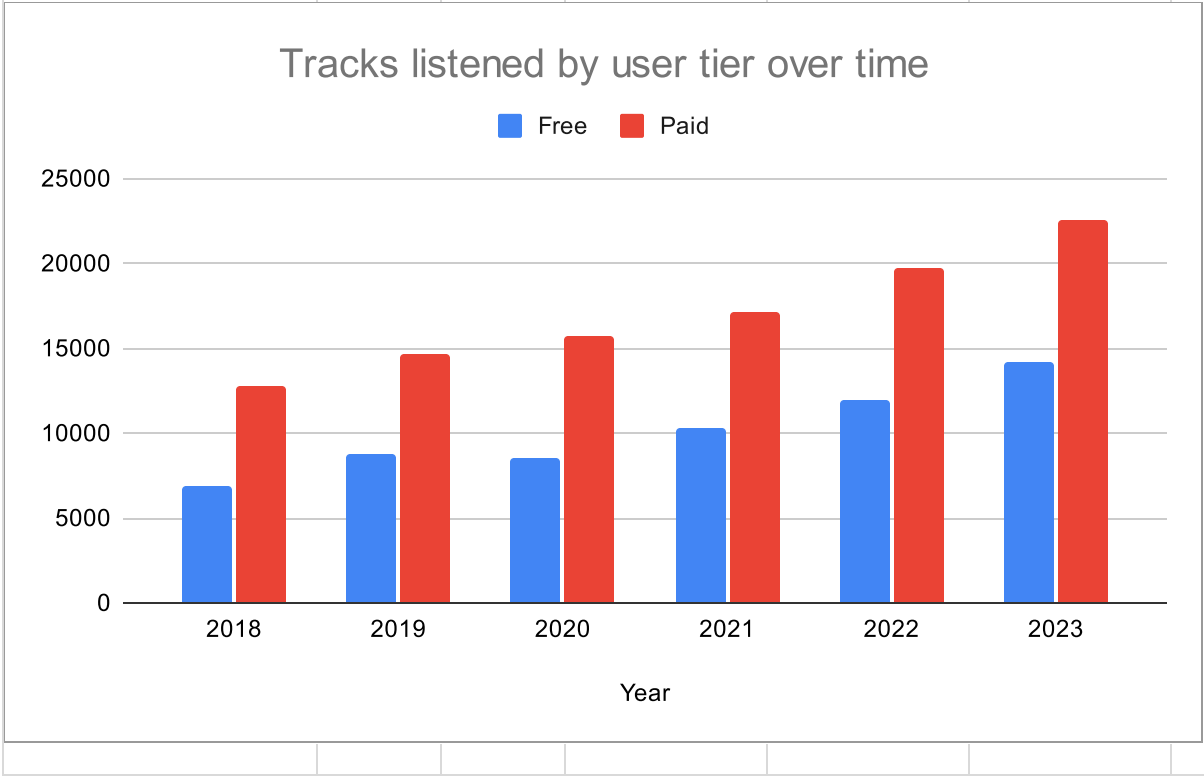
year	user_tier	genre	number_of_users	tracks_listened	
2018	Free	Pop	80	1500	
2018	Paid	Pop	40	3000	
2018	Free	Hip-Hop	70	1100	
2018	Paid	Hip-Hop	30	2500	
2018	Free	Indie	95	1600	
2018	Paid	Indie	45	3000	
2018	Free	Rock	65	1800	
2018	Paid	Rock	40	2500	
2018	Free	Electronic	50	900	
2018	Paid	Electronic	25	1800	
2019	Free	Pop	110	2200	
2019	Paid	Pop	55	3400	
2019	Free	Hip-Hop	80	1200	
2019	Paid	Hip-Hop	35	2600	
2019	Free	Indie	120	1900	
2019	Paid	Indie	60	3300	
2019	Free	Rock	85	2400	
2019	Paid	Rock	50	3000	
2019	Free	Electronic	60	1100	
2019	Paid	Electronic	30	2400	
2020	Free	Pop	90	2000	
2020	Paid	Pop	45	3800	
2020	Free	Hip-Hop	70	1300	
2020	Paid	Hip-Hop	40	2600	
2020	Free	Indie	100	1800	
2020	Paid	Indie	50	3500	
2020	Free	Rock	80	2200	
2020	Paid	Rock	60	3200	
2020	Free	Electronic	70	1200	
2020	Paid	Electronic	35	2600	
2021	Free	Pop	130	2400	
2021	Paid	Pop	65	4000	
2021	Free	Hip-Hop	95	1800	
2021	Paid	Hip-Hop	45	3100	
2021	Free	Indie	110	2200	
2021	Paid	Indie	70	3700	
2021	Free	Rock	100	2600	
2021	Paid	Rock	75	3500	
2021	Free	Electronic	90	1300	
2021	Paid	Electronic	45	2800	
2022	Free	Pop	110	3000	
2022	Paid	Pop	80	4500	

year	user_tier	genre	number_of_users	tracks_listened	
2022	Free	Hip-Hop	90	2000	
2022	Paid	Hip-Hop	60	3200	
2022	Free	Indie	120	2500	
2022	Paid	Indie	70	5000	
2022	Free	Rock	80	3000	
2022	Paid	Rock	50	4200	
2022	Free	Electronic	70	1400	
2022	Paid	Electronic	40	2800	
2023	Free	Pop	90	3200	
2023	Paid	Pop	60	5000	
2023	Free	Hip-Hop	100	2300	
2023	Paid	Hip-Hop	50	3800	
2023	Free	Indie	120	2800	
2023	Paid	Indie	80	5500	
2023	Free	Rock	100	3700	
2023	Paid	Rock	60	4800	
2023	Free	Electronic	80	2200	
2023	Paid	Electronic	45	3500	

AVERAGE of number_of_users	genre					
year	Electronic	Hip-Hop	Indie	Pop	Rock	Grand Total
2018	38	50	70	60	53	54
2019	45	58	90	83	68	69
2020	53	55	75	68	70	64
2021	68	70	90	98	88	83
2022	55	75	95	95	65	77
2023	63	75	100	75	80	79
Grand Total	53	64	87	80	70	71

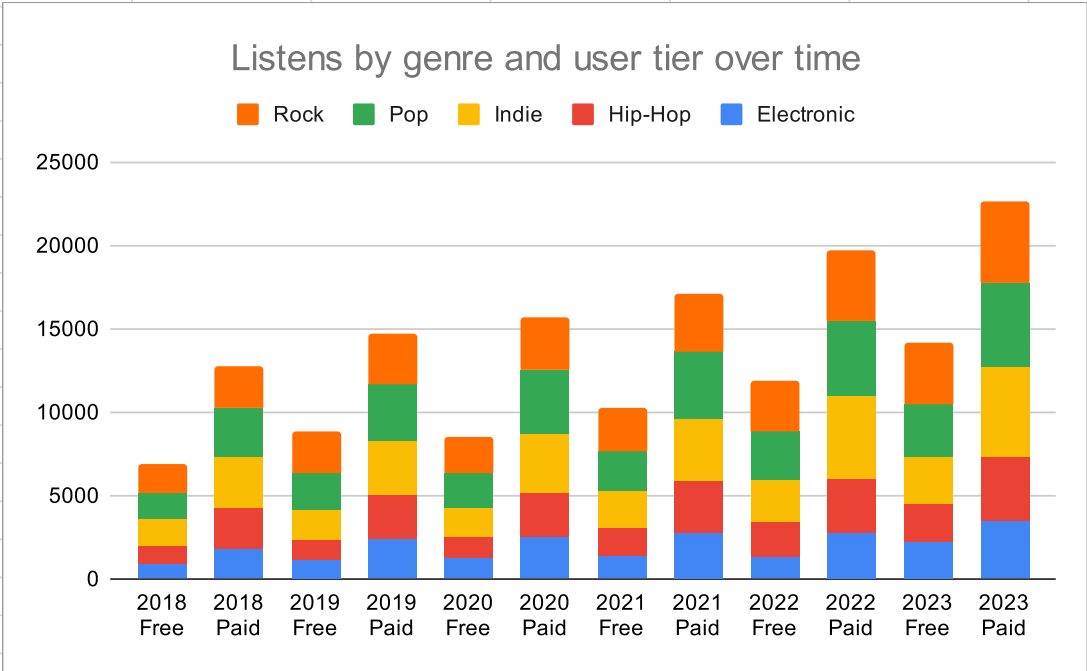


<i>SUM of tracks_listened</i>	<i>user_tier</i>				
<i>year</i>	Free	Paid			
2018	6900	12800			
2019	8800	14700			
2020	8500	15700			
2021	10300	17100			
2022	11900	19700			
2023	14200	22600			
Grand Total	60600	102600			



The chart displays the number of listens for five music genres (Rock, Pop, Indie, Hip-Hop, and Electronic) across two user tiers (Free and Paid) from 2018 to 2023. The y-axis represents the number of listens, ranging from 0 to 25,000 in increments of 5,000. The x-axis shows the years and tiers. The bars are stacked, with Electronic at the bottom, followed by Hip-Hop, Indie, Pop, and Rock at the top. The 'Paid' tiers generally show higher listen counts than the 'Free' tiers, with a significant increase in 2023.

Year	Tier	Rock	Pop	Indie	Hip-Hop	Electronic	Total
2018	Free	1,500	1,500	1,500	1,000	500	6,000
2018	Paid	2,500	3,000	3,000	2,500	1,500	12,500
2019	Free	2,000	2,000	2,000	1,000	1,000	8,000
2019	Paid	2,500	3,500	3,000	2,500	2,000	14,500
2020	Free	1,500	2,000	1,500	1,000	1,000	7,000
2020	Paid	3,000	4,000	3,500	2,500	2,500	15,500
2021	Free	2,000	2,500	2,000	1,500	1,000	9,000
2021	Paid	3,500	4,000	3,500	3,000	2,500	17,000
2022	Free	3,000	3,000	2,000	2,000	1,000	11,000
2022	Paid	4,000	4,500	5,000	3,000	2,500	19,000
2023	Free	3,500	3,000	2,500	2,500	2,000	13,500
2023	Paid	5,000	5,000	5,500	3,500	3,500	22,500



Insights

- Pop genre peaked in 2021 and is on a downwards trend
- Paid users are more active (listen to more music) than free.
- Rock is the most popular genre for free users.
- Electronic and hip hop music are overall on an upwards trend.
- Paid users have steadier growth and better user retention than free.

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.
- Product/marketing teams should try experiments to generate leads in alternative genres.
- 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.
- It is worth doing deeper research into previous years to understand why pop is on a downwards trend.
- Try promotions focused on rock that offer free trials to convert to paid users.
- We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.
- Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.
- Indie is particularly popular with paid users, so focus promotions there.

Summative Insights

- 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.