

# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
07/18/2024	Fresh Beats	Nicholas Scotto
<div>STATUS SUMMARY</div> <p>Converting users from free to paid would be valuable because paid users are more active and have a better retention rate. Specifically, upselling rock listeners to an intermediate tier could be valuable because most of those listeners are on the free tier as it stands. The Indie genre, then has the opposite case where most of those users are on the paid tier. For them we might want to either run a promotion or a referral program to encourage the growth of users in this category. Lastly, a limited-time promotion for hip-hop and electronic artists could be effective to further encourage the positive uptrend that exists for the number of users in these categories.</p>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <p>Pop genre peaked in 2021 and is on a downwards trend</p> <p>Electronic and hip hop music are overall on an upwards trend.</p>	<div>Average Number of Users by Genre over Time</div> <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>10</td><td>15</td><td>25</td><td>20</td><td>18</td></tr><tr><td>2019</td><td>15</td><td>18</td><td>30</td><td>25</td><td>22</td></tr><tr><td>2020</td><td>20</td><td>22</td><td>28</td><td>23</td><td>20</td></tr><tr><td>2021</td><td>25</td><td>28</td><td>32</td><td>35</td><td>25</td></tr><tr><td>2022</td><td>22</td><td>25</td><td>30</td><td>32</td><td>22</td></tr><tr><td>2023</td><td>28</td><td>30</td><td>35</td><td>28</td><td>25</td></tr></table>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	10	15	25	20	18	2019	15	18	30	25	22	2020	20	22	28	23	20	2021	25	28	32	35	25	2022	22	25	30	32	22	2023	28	30	35	28	25
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
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INSIGHT AND RECOMMENDATION	
<div><div>Recommendation</div><div><p><i>Marketing should try focused campaigns targeting typical demographics for fans of these genres.</i></p><p>We should analyze user retention in these genres, and consider how we can maximize it.</p><p>Product/marketing teams should try experiments to generate leads in alternative genres.</p><p>It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</p></div></div>	

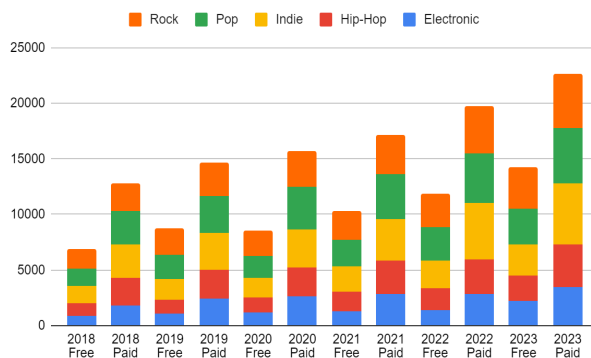
INSIGHT AND RECOMMENDATION																						
<div><div>Insights</div><div><p><i>Paid users are more active (listen to more music) than free.</i></p><p><i>Paid users have steadier growth and better user retention than free.</i></p></div></div>	<div><div>Tracks listened by user tier over time</div><div><div><div>Free</div><div>Paid</div></div><table><tr><th>Year</th><th>Free</th><th>Paid</th></tr><tr><td>2018</td><td>7,000</td><td>12,500</td></tr><tr><td>2019</td><td>8,500</td><td>14,500</td></tr><tr><td>2020</td><td>8,500</td><td>15,500</td></tr><tr><td>2021</td><td>10,000</td><td>17,000</td></tr><tr><td>2022</td><td>11,500</td><td>19,500</td></tr><tr><td>2023</td><td>14,000</td><td>22,500</td></tr></table></div></div>	Year	Free	Paid	2018	7,000	12,500	2019	8,500	14,500	2020	8,500	15,500	2021	10,000	17,000	2022	11,500	19,500	2023	14,000	22,500
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<div><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></div>																						

INSIGHT AND RECOMMENDATION	
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## Insights

Rock is the most popular genre for free users.

Listens by genre and user tier over time



## Recommendations

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

We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.

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

## CONCLUSION

*We should increase our catalog 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.*