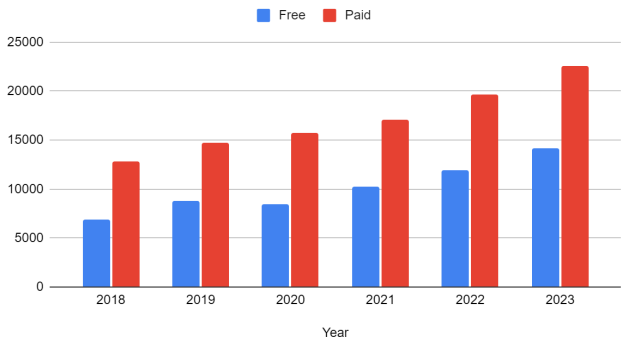
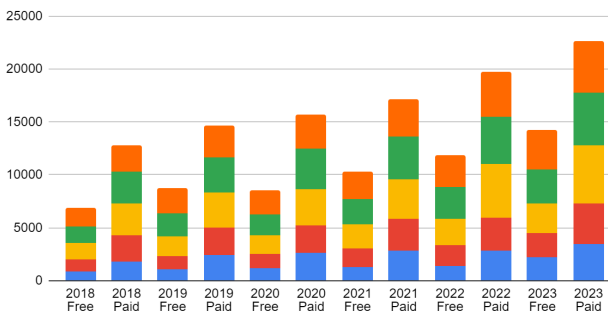


# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
11/21/2024	Fresh Beats	Said Sadaat
<div>STATUS SUMMARY</div> <div>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.</div>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div>Pop genre peaked in 2021 and is on a downwards 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>35</td><td>50</td><td>70</td><td>60</td><td>50</td></tr><tr><td>2019</td><td>45</td><td>55</td><td>90</td><td>85</td><td>65</td></tr><tr><td>2020</td><td>55</td><td>55</td><td>75</td><td>65</td><td>65</td></tr><tr><td>2021</td><td>65</td><td>70</td><td>85</td><td>100</td><td>90</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>95</td><td>95</td><td>65</td></tr><tr><td>2023</td><td>60</td><td>80</td><td>100</td><td>75</td><td>75</td></tr></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	35	50	70	60	50	2019	45	55	90	85	65	2020	55	55	75	65	65	2021	65	70	85	100	90	2022	55	75	95	95	65	2023	60	80	100	75	75
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
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<div>Recommendation</div> <div>We should analyze user retention in these genres, and consider how we can maximize it.</div>																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div>Paid users are more active (listen to more music) than free..</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>12500</td></tr><tr><td>2019</td><td>8500</td><td>14500</td></tr><tr><td>2020</td><td>8200</td><td>15500</td></tr><tr><td>2021</td><td>10000</td><td>17000</td></tr><tr><td>2022</td><td>11500</td><td>19500</td></tr><tr><td>2023</td><td>14000</td><td>22500</td></tr></table></div>	Year	Free	Paid	2018	7000	12500	2019	8500	14500	2020	8200	15500	2021	10000	17000	2022	11500	19500	2023	14000	22500
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<div>Recommendations</div> <div>Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.</div>																						

INSIGHT AND RECOMMENDATION																																																																																												
<div>Insights</div> <div>Rock is the most popular genre for free users.</div> <div>.</div>	<div>Visual C</div> <div>Listens by genre and user tier over time</div>  <table><tr><th>Year</th><th>User Tier</th><th>Rock</th><th>Pop</th><th>Indie</th><th>Hip-Hop</th><th>Electronic</th></tr><tr><td>2018</td><td>Free</td><td>2000</td><td>1500</td><td>1000</td><td>500</td><td>500</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>2500</td><td>2000</td><td>1500</td><td>1000</td></tr><tr><td>2019</td><td>Free</td><td>2200</td><td>1800</td><td>1200</td><td>800</td><td>500</td></tr><tr><td>2019</td><td>Paid</td><td>2800</td><td>3000</td><td>2200</td><td>1800</td><td>1200</td></tr><tr><td>2020</td><td>Free</td><td>2100</td><td>1700</td><td>1100</td><td>700</td><td>400</td></tr><tr><td>2020</td><td>Paid</td><td>2700</td><td>2900</td><td>2100</td><td>1700</td><td>1100</td></tr><tr><td>2021</td><td>Free</td><td>2300</td><td>1900</td><td>1300</td><td>900</td><td>600</td></tr><tr><td>2021</td><td>Paid</td><td>2900</td><td>3100</td><td>2300</td><td>1900</td><td>1300</td></tr><tr><td>2022</td><td>Free</td><td>2400</td><td>2000</td><td>1400</td><td>1000</td><td>700</td></tr><tr><td>2022</td><td>Paid</td><td>3000</td><td>3200</td><td>2400</td><td>2000</td><td>1400</td></tr><tr><td>2023</td><td>Free</td><td>2600</td><td>2200</td><td>1600</td><td>1200</td><td>800</td></tr><tr><td>2023</td><td>Paid</td><td>3200</td><td>3400</td><td>2600</td><td>2200</td><td>1600</td></tr></table>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	2000	1500	1000	500	500	2018	Paid	2500	2500	2000	1500	1000	2019	Free	2200	1800	1200	800	500	2019	Paid	2800	3000	2200	1800	1200	2020	Free	2100	1700	1100	700	400	2020	Paid	2700	2900	2100	1700	1100	2021	Free	2300	1900	1300	900	600	2021	Paid	2900	3100	2300	1900	1300	2022	Free	2400	2000	1400	1000	700	2022	Paid	3000	3200	2400	2000	1400	2023	Free	2600	2200	1600	1200	800	2023	Paid	3200	3400	2600	2200	1600
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<p><b>Recommendations</b></p> <p>Try promotions focused on rock that offer free trials to convert to paid users.</p>	

**CONCLUSION**

1. Leverage Rock Music for Conversion: Since rock is the key genre for free users, we should experiment with targeted promotions and marketing campaigns to see how we can effectively convert these users to paid subscriptions. This could include offering exclusive rock playlists, discounted trials, or special events.
2. Enhance Paid User Experience: Given that paid users are more active, we should focus on enhancing their experience through personalized content, exclusive releases, and community features that encourage engagement and long-term retention.
3. Research Pop Genre Decline: We need to conduct in-depth analysis on the decline of the pop genre since its peak in 2021. Understanding the reasons behind this trend will help us adjust our content strategy and marketing efforts accordingly.
4. Create Intermediate Subscription Options: To facilitate the transition from free to paid, we should consider introducing intermediate subscription tiers that provide additional features at a lower cost, making it more appealing for users to upgrade.
5. Monitor Engagement Metrics: Continuous monitoring of user engagement across different genres will help us identify patterns and optimize our offerings, ensuring we meet the evolving preferences of our audience.

