Project Status Report

REPORT DATE	COMPANY NAME	PREPARED BY
10/29/2024	Fresh Beats	Morgan Robinson

STATUS SUMMARY

This analysis reveals that paid users of the Fresh Beats platform are more active and engaged with the platform versus free users, leading to improved retention and growth metrics. The rock genre is the most popular genre among free users, but electronic and hip-hop music are on an upward trajectory. These insights suggest a clear opportunity to enhance user engagement across various genres and capitalize on the steady interest in rock among free users.

INSIGHT AND RECOMMENDATION

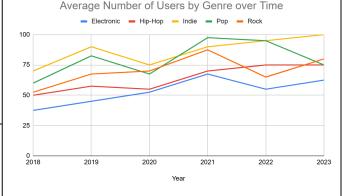
Insights

- Pop genre peaked in 2021 and is on a downward trend
- Electronic and hip-hop music are overall on an upward 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 downward trend
- We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.

Visual



INSIGHT AND RECOMMENDATION

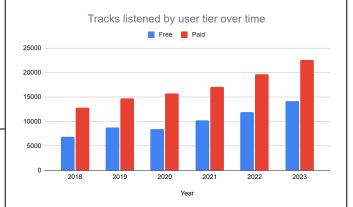
Insights

 Paid users are more active (listen to more music) 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

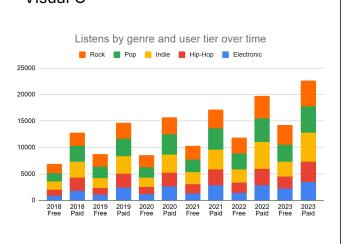


INSIGHT AND RECOMMENDATION

Insights

- Paid users have steadier growth and better user retention than free.
- Rock is the most popular genre for free users.

Visual C



Recommendations

- Marketing should try focused campaigns targeting typical demographics for fans of these genres.
- Indie is particularly popular with paid users, so focus promotions there.
- Try promotions focused on rock that offer free trials to convert to paid users.

CONCLUSION

Introducing promotions like free trials for rock music or referral incentives could convert free users to paid users. Additionally, considering intermediate tiers could help bridge the gap for users hesitant to switch. Paid users are valuable to the success of Fresh Beats, so it is worth offering time-limited promotions and other deals to convert free users to paid.