

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																																											
<div>Insights</div> <ul style="list-style-type: none">• Pop genre peaked in 2021 and is on a downward trend• Electronic and hip-hop music are overall on an upward trend	<div>Visual</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>45</td><td>70</td><td>60</td><td>50</td></tr><tr><td>2019</td><td>45</td><td>55</td><td>85</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>55</td><td>50</td><td>75</td><td>65</td><td>65</td></tr><tr><td>2021</td><td>65</td><td>65</td><td>85</td><td>95</td><td>85</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>90</td><td>90</td><td>65</td></tr><tr><td>2023</td><td>60</td><td>75</td><td>100</td><td>75</td><td>75</td></tr></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	35	45	70	60	50	2019	45	55	85	80	65	2020	55	50	75	65	65	2021	65	65	85	95	85	2022	55	75	90	90	65	2023	60	75	100	75	75
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<div>Recommendation</div> <ul style="list-style-type: none">• 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.																																											

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<div>Insights</div> <ul style="list-style-type: none">• Paid users are more active (listen to more music) than free.	<div>Visual</div> <div><p>Tracks listened by user tier over time</p><table><thead><tr><th>Year</th><th>Free</th><th>Paid</th></tr></thead><tbody><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></tbody></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> <ul style="list-style-type: none">• 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.																						

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<div>Insights</div> <ul style="list-style-type: none">• Paid users have steadier growth and better user retention than free.• Rock is the most popular genre for free users.	<div>Visual C</div> <div>Listens by genre and user tier over time</div> <table><tr><th>Year</th><th>Tier</th><th>Rock</th><th>Pop</th><th>Indie</th><th>Hip-Hop</th><th>Electronic</th></tr><tr><td rowspan="2">2018</td><td>Free</td><td>2000</td><td>1500</td><td>1000</td><td>500</td><td>500</td></tr><tr><td>Paid</td><td>2500</td><td>2500</td><td>1500</td><td>1000</td><td>1000</td></tr><tr><td rowspan="2">2019</td><td>Free</td><td>2200</td><td>1800</td><td>1200</td><td>600</td><td>600</td></tr><tr><td>Paid</td><td>2800</td><td>2800</td><td>1800</td><td>1200</td><td>1200</td></tr><tr><td rowspan="2">2020</td><td>Free</td><td>2100</td><td>1700</td><td>1100</td><td>500</td><td>500</td></tr><tr><td>Paid</td><td>3000</td><td>3000</td><td>2000</td><td>1300</td><td>1300</td></tr><tr><td rowspan="2">2021</td><td>Free</td><td>2300</td><td>1900</td><td>1300</td><td>600</td><td>600</td></tr><tr><td>Paid</td><td>3200</td><td>3200</td><td>2200</td><td>1400</td><td>1400</td></tr><tr><td rowspan="2">2022</td><td>Free</td><td>2400</td><td>2000</td><td>1400</td><td>700</td><td>700</td></tr><tr><td>Paid</td><td>3500</td><td>3500</td><td>2500</td><td>1600</td><td>1600</td></tr><tr><td rowspan="2">2023</td><td>Free</td><td>2600</td><td>2200</td><td>1600</td><td>800</td><td>800</td></tr><tr><td>Paid</td><td>3800</td><td>3800</td><td>2800</td><td>1800</td><td>1800</td></tr></table>	Year	Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	2000	1500	1000	500	500	Paid	2500	2500	1500	1000	1000	2019	Free	2200	1800	1200	600	600	Paid	2800	2800	1800	1200	1200	2020	Free	2100	1700	1100	500	500	Paid	3000	3000	2000	1300	1300	2021	Free	2300	1900	1300	600	600	Paid	3200	3200	2200	1400	1400	2022	Free	2400	2000	1400	700	700	Paid	3500	3500	2500	1600	1600	2023	Free	2600	2200	1600	800	800	Paid	3800	3800	2800	1800	1800
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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.