Project Status Report

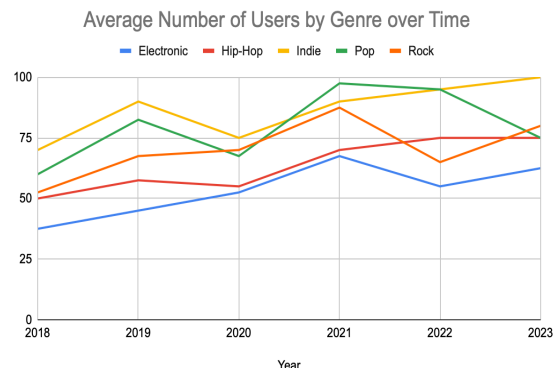| REPORT DATE	COMPANY NAME	PREPARED BY
01/21/2025	Fresh Beats	Rose Hagerty

STATUS SUMMARY

Fresh Beats has created an unique and innovative way to engage music lovers while promoting upcoming artists. Since 2018 Fresh Beats has steadily increased artist promotion and users both free and paid over time.. The data collected since gives key insights into the users desires that also shine light on how to promote and support upcoming artists in an efficient way. By identifying key trends of popular music genres, behavior of free and paid users, and user retention it reveals key insights and recommendations that may help increase both promoted artists exposure and conversion rate of free to paid users. The data explored and shown here exposes sweet spots in which the Fresh Beats marketing team can hone in on in order to keep the company moving forward and at the front of industry trends.

INSIGHT AND RECOMMENDATION

Insights
- Electronic and hip hop music are overall on an upwards trend.
- Pop genre peaked in 2021 and is on a downwards trend.

Visual A

Average Number of Users by Genre over Time

Recommendation

- 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.

Insights

- Paid users are more active (listen to more music) than free.
- Paid users have steadier growth and better user retention than free.

Recommendations

- 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 B

Tracks listened by user tier over time

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Insights

- Rock is the most popular genre for free users.

Recommendations

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

Visual C

Listens by genre and user tier over time
Rock Pop Indie Hip-Hop Electronic
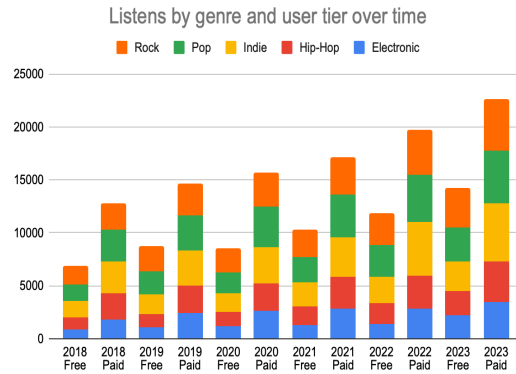
CONCLUSION

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.