

# Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
6/13/2025	Fresh Beats	Sam Works

## STATUS SUMMARY

*Rock is the key genre for free users. Converting free users to paid users is the most optimum way to increase the average numbers of listeners year after year.*

INSIGHT AND RECOMMENDATION																																											
<p><b>Insights</b></p> <p>The pop genre peaked in 2021 and is on a downward trend. Electronic and hip hop music are overall on an upwards trend.</p>	<p><b>Visual A</b></p> <p>Average Number of Users by Genre over Time</p> <table border="1"><caption>Data for Visual A: Average Number of Users by Genre over Time</caption><thead><tr><th>Year</th><th>genre Electronic</th><th>genre Hip-Hop</th><th>genre Indie</th><th>genre Pop</th><th>genre Rock</th></tr></thead><tbody><tr><td>2018</td><td>35</td><td>50</td><td>70</td><td>65</td><td>55</td></tr><tr><td>2019</td><td>40</td><td>55</td><td>90</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>50</td><td>55</td><td>75</td><td>65</td><td>70</td></tr><tr><td>2021</td><td>65</td><td>70</td><td>85</td><td>95</td><td>80</td></tr><tr><td>2022</td><td>55</td><td>70</td><td>90</td><td>90</td><td>75</td></tr><tr><td>2023</td><td>60</td><td>75</td><td>100</td><td>75</td><td>75</td></tr></tbody></table>	Year	genre Electronic	genre Hip-Hop	genre Indie	genre Pop	genre Rock	2018	35	50	70	65	55	2019	40	55	90	80	65	2020	50	55	75	65	70	2021	65	70	85	95	80	2022	55	70	90	90	75	2023	60	75	100	75	75
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<p><b>Recommendation</b></p> <p>Marketing should try focused campaigns targeting typical demographics for fans of these genres. Product/marketing teams try experiments to generate leads in alternative genres. It is worth doing deeper research into previous years to understand why pop is on a downwards trend.</p>																																											

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## Recommendations

*Rock is the most popular genre for free users. Paid users have steadier growth and better user retention than free. 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. Indie is particularly popular with paid users, so focus promotions there.*

## 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.*