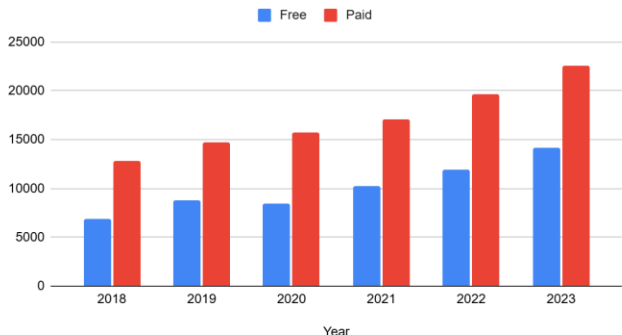
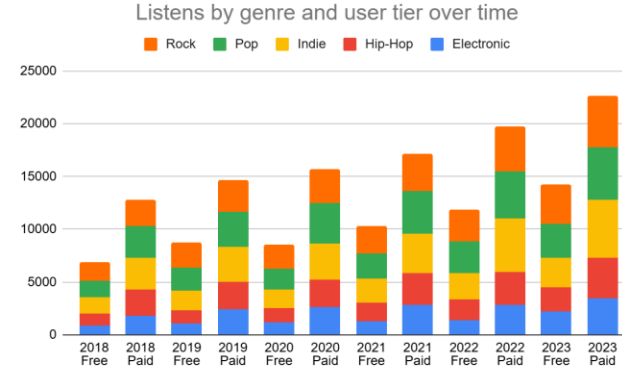


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
6/13/2025	Fresh Beats	Sam Works
<div>STATUS SUMMARY</div> <div>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.</div>		

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div>The pop genre peaked in 2021 and is on a downward trend. Electronic and hip hop music are overall on an upwards trend.</div>	<div>Visual A</div> <div><div>Average Number of Users by Genre over Time</div><table><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><tr><td>2018</td><td>40</td><td>50</td><td>70</td><td>60</td><td>55</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>50</td><td>75</td><td>70</td><td>70</td></tr><tr><td>2021</td><td>70</td><td>70</td><td>90</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>65</td><td>80</td><td>100</td><td>80</td><td>75</td></tr></table></div>	Year	genre Electronic	genre Hip-Hop	genre Indie	genre Pop	genre Rock	2018	40	50	70	60	55	2019	45	55	90	85	65	2020	55	50	75	70	70	2021	70	70	90	100	90	2022	55	75	95	95	65	2023	65	80	100	80	75
Year	genre Electronic	genre Hip-Hop	genre Indie	genre Pop	genre Rock																																						
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2023	65	80	100	80	75																																						
<div>Recommendation</div> <div>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 that pop is on a downwards trend.</div>																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div><p><i>Paid users are more active (listen to more music) than free. Paid users have steadier growth and better user retention than free.</i></p></div>	<div>Visual B</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>13000</td></tr><tr><td>2019</td><td>8500</td><td>14500</td></tr><tr><td>2020</td><td>8000</td><td>15500</td></tr><tr><td>2021</td><td>10000</td><td>17000</td></tr><tr><td>2022</td><td>12000</td><td>19500</td></tr><tr><td>2023</td><td>14000</td><td>22000</td></tr></tbody></table></div>	Year	Free	Paid	2018	7000	13000	2019	8500	14500	2020	8000	15500	2021	10000	17000	2022	12000	19500	2023	14000	22000
Year	Free	Paid																				
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<div>Recommendations</div> <div><p>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.</p></div>																						

INSIGHT AND RECOMMENDATION																																																																																												
<h3>Insights</h3> <p>Rock is the most popular genre for free users.</p> <p>Paid users have steadier growth and better user retention free.</p>	<h3>Visual C</h3> <p>Listens by genre and user tier over time</p>  <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>1000</td><td>1000</td><td>1000</td><td>1000</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>2000</td><td>1500</td><td>1500</td><td>1500</td></tr><tr><td>2019</td><td>Free</td><td>2200</td><td>1200</td><td>1200</td><td>1200</td><td>1200</td></tr><tr><td>2019</td><td>Paid</td><td>2800</td><td>2200</td><td>1800</td><td>1800</td><td>1800</td></tr><tr><td>2020</td><td>Free</td><td>2100</td><td>1100</td><td>1100</td><td>1100</td><td>1100</td></tr><tr><td>2020</td><td>Paid</td><td>2900</td><td>2300</td><td>1900</td><td>1900</td><td>1900</td></tr><tr><td>2021</td><td>Free</td><td>2300</td><td>1300</td><td>1300</td><td>1300</td><td>1300</td></tr><tr><td>2021</td><td>Paid</td><td>3100</td><td>2500</td><td>2100</td><td>2100</td><td>2100</td></tr><tr><td>2022</td><td>Free</td><td>2400</td><td>1400</td><td>1400</td><td>1400</td><td>1400</td></tr><tr><td>2022</td><td>Paid</td><td>3300</td><td>2700</td><td>2300</td><td>2300</td><td>2300</td></tr><tr><td>2023</td><td>Free</td><td>2600</td><td>1600</td><td>1600</td><td>1600</td><td>1600</td></tr><tr><td>2023</td><td>Paid</td><td>3500</td><td>2900</td><td>2500</td><td>2500</td><td>2500</td></tr></table>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	2000	1000	1000	1000	1000	2018	Paid	2500	2000	1500	1500	1500	2019	Free	2200	1200	1200	1200	1200	2019	Paid	2800	2200	1800	1800	1800	2020	Free	2100	1100	1100	1100	1100	2020	Paid	2900	2300	1900	1900	1900	2021	Free	2300	1300	1300	1300	1300	2021	Paid	3100	2500	2100	2100	2100	2022	Free	2400	1400	1400	1400	1400	2022	Paid	3300	2700	2300	2300	2300	2023	Free	2600	1600	1600	1600	1600	2023	Paid	3500	2900	2500	2500	2500
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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.