Project status report

| REPORT DATE | COMPANY NAME | PREPARED BY |
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| 04/25/2025 | Fresh Beats | Savannah Sirois |
| STATUS SUMMARY After completing an analysis on user behavior and genre trends across both paid and free user segments, key findings show that Pop music peaked in popularity in 2021 but has been on a gradual decline since. Meanwhile, Electronic and Hip Hop genres are experiencing consistent upward momentum across all user types. Most notably, Rock remains the most popular genre among free users, while paid users have shown more diverse listening habits. Paid users also demonstrate significantly higher activity levels, streaming more content overall compared to free users.  Additional analysis reveals that paid users not only engage more frequently but also show stronger retention and steader growth over time. These insights highlight opportunities to tailor content strategies and promotional efforts by user tier. Next steps include exploring correlations between listening habits and subscription upgrade, and refining dashboards for leadership review. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights   * Average number of users listening to Pop peaked in 2021 and is on a downwards trend * Electronic and hip hop music are on an overall upwards trend. | | | Visual A  Chart |
| 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. * 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 downwards trend. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights   * Paid users are more active (listen to more music) than free users * Paid subscribers show a significantly steeper year-over-year growth in track listens compared to free users. | | | Visual B  Chart |
| 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. | | |

| INSIGHT AND RECOMMENDATION | | |  |
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| Insights   * Rock is the most popular genre for free users. * There are more listens for each genre over time in paid subscribers vs unpaid * Indie is a popular genre for paid users * Consistent year-over-year increase in track listens across all genres | | | Visual C  Chart |
| Recommendations   * We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment. * Indie is particularly popular with paid users, so focus promotions there. | | |

| CONCLUSION |
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Our analysis reveals key trends shaping user behavior on the platform. Pop music peaked in 2021 and has since been on a downward trajectory, while Electronic and Hip Hop genres are experiencing steady growth. Rock remains the most popular genre among free users, and Indie is particularly popular with paid subscribers. Paid users not only listen to more music than free users but also show steadier growth and stronger retention, making them a highly valuable segment for future growth initiatives.

Based on these findings, we recommend targeted marketing campaigns focused on genre-specific demographics, particularly in the Electronic, Hip Hop, and Indie spaces. Product and marketing teams should explore experiments to boost engagement in alternative genres and deepen user retention. Initiatives such as referral programs, free trial promotions (especially for Rock listeners), and potential intermediate subscription tiers could help drive conversion from free to paid users. Additionally, deeper historical research into the decline of Pop could uncover further opportunities to adapt content strategies.