

Project Status Report

REPORT DATE	COMPANY NAME	PREPARED BY
01/27/2025	Fresh Beats	Samantha Servidio

STATUS SUMMARY

As we aim for sustained growth in both cumulative revenue and promotional effectiveness, we must consider our unique revenue model to facilitate the exposure of new artists and overall success of the platform. The following analysis evaluated user conversion, user engagement, and artist promotion across individual genres to gain meaningful insights in support of the sustained growth of the platform. Across the board, our data shows that paid users are more active and engaged than free users; incentives for user conversion are worth deeper inquiry. The data has also shown that Rock is the key genre for free users; we should experiment further to see how this trend can be leveraged to convert them to paid users. The data also supports additional investigation in the electronic and hip-hop genres given the upward trend; we should increase our catalogue of tracks by soliciting appropriate artists with limited-time deals to capitalize on this pattern.

INSIGHT AND RECOMMENDATION - Artist Promotion Effectivity																																											
<p><u>Insights:</u></p> <ul style="list-style-type: none">• Electronic and hip hop music are overall on an upwards trend.• Pop genre peaked in 2021 and is on a downward trend.	<p><i>Visual A</i></p> <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>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>55</td><td>75</td><td>70</td><td>65</td></tr><tr><td>2021</td><td>65</td><td>70</td><td>90</td><td>95</td><td>85</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>95</td><td>90</td><td>65</td></tr><tr><td>2023</td><td>60</td><td>75</td><td>100</td><td>80</td><td>75</td></tr></table>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	70	60	55	2019	45	55	90	85	65	2020	55	55	75	70	65	2021	65	70	90	95	85	2022	55	75	95	90	65	2023	60	75	100	80	75
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	40	50	70	60	55																																						
2019	45	55	90	85	65																																						
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2023	60	75	100	80	75																																						

INSIGHT AND RECOMMENDATION - Artist Promotion Effectivity	
<p>Recommendations:</p> <ul style="list-style-type: none">• Product/marketing teams should try experiments to generate leads in alternative genres.• Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users. This will also contribute to new additional exposure for emerging artists.• Marketing should try focused campaigns targeting typical demographics for fans of these genres.	

INSIGHT AND RECOMMENDATION - User Engagement + Conversion																						
<p><u>Insights:</u></p> <ul style="list-style-type: none">• Paid users are more active (listen to more music) than free.• Paid users have steadier growth and better user retention than free.	<p><i>Visual B</i></p> <p>Tracks listened by user tier over time</p> <table><tr><th>Year</th><th>Free</th><th>Paid</th></tr><tr><td>2018</td><td>7,000</td><td>13,000</td></tr><tr><td>2019</td><td>8,500</td><td>14,500</td></tr><tr><td>2020</td><td>8,000</td><td>15,500</td></tr><tr><td>2021</td><td>10,000</td><td>17,000</td></tr><tr><td>2022</td><td>12,000</td><td>19,500</td></tr><tr><td>2023</td><td>14,000</td><td>22,500</td></tr></table>	Year	Free	Paid	2018	7,000	13,000	2019	8,500	14,500	2020	8,000	15,500	2021	10,000	17,000	2022	12,000	19,500	2023	14,000	22,500
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2023	14,000	22,500																				
<p><u>Recommendations:</u></p> <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.																						

INSIGHT AND RECOMMENDATION - Genre Promotion for Emerging Artists

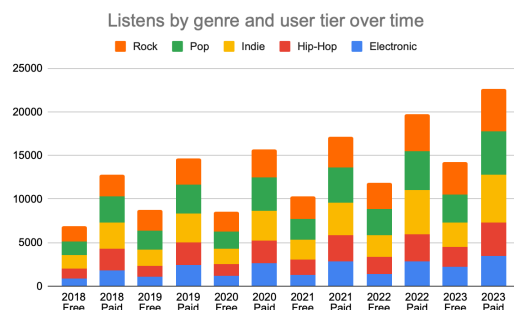
Insights:

- Rock is the most popular genre for free users.
- Electronic and hip hop music are overall on an upwards trend.
- Pop genre peaked in 2021 and is on a downward trend.

Recommendations:

- 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.
- Marketing should try focused campaigns targeting typical demographics for fans of these genres.
- It is worth doing deeper research into previous years to understand why pop is on a downwards trend.
- Try promotions focused on rock that offer free trials to convert to paid users.
- 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.

Visual C



CONCLUSION

At the core of our platform and unique revenue model, user experience is the key to cohesive success. Across the board, paid users are more engaged with the platform than free users; incentives should be taken to increase the amount of paid users on the platform. To best serve our users and emerging artists, we should make specific actions based on genre engagement. Concurrently, Rock is the key genre for free users. We should experiment and research further to see how we can leverage this pool of potential paid users. The data also supports increasing our catalogue of tracks in electronic and hip-hop music to capitalize on the upward trend of user engagement within these genres. Parallel to this, we should solicit the appropriate artists and offer them deals (IE- time-limited free promotions) to both maximize the

promotion of emerging artists to a target market of interested users; the same users who are likely to convert to paid memberships based on the upward trend in their engagement.