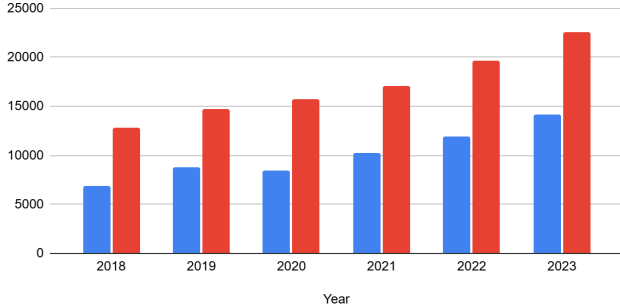


Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
12/09/2024	Fresh Beats	Sufyan Shaikh
<div>STATUS SUMMARY</div> <div>Using data extracted from free users over various genres it was seen that rock was the most popular among free users.</div>		

INSIGHT AND RECOMMENDATION																																																																																												
<div>Insights</div> <div><i>Rock is the most popular genre for free users.</i></div>	<div>Visual A</div> <div><div>Listens by genre and user tier over time</div><div><div>Rock</div><div>Pop</div><div>Indie</div><div>Hip-Hop</div><div>Electronic</div></div><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>1500</td><td>1000</td><td>800</td><td>500</td><td>200</td></tr><tr><td>2018</td><td>Paid</td><td>2500</td><td>2000</td><td>1500</td><td>1000</td><td>500</td></tr><tr><td>2019</td><td>Free</td><td>1800</td><td>1200</td><td>900</td><td>600</td><td>300</td></tr><tr><td>2019</td><td>Paid</td><td>2800</td><td>2200</td><td>1600</td><td>1100</td><td>600</td></tr><tr><td>2020</td><td>Free</td><td>2000</td><td>1400</td><td>1000</td><td>700</td><td>400</td></tr><tr><td>2020</td><td>Paid</td><td>3000</td><td>2400</td><td>1700</td><td>1200</td><td>700</td></tr><tr><td>2021</td><td>Free</td><td>2200</td><td>1600</td><td>1100</td><td>800</td><td>500</td></tr><tr><td>2021</td><td>Paid</td><td>3200</td><td>2600</td><td>1800</td><td>1300</td><td>800</td></tr><tr><td>2022</td><td>Free</td><td>2400</td><td>1800</td><td>1200</td><td>900</td><td>600</td></tr><tr><td>2022</td><td>Paid</td><td>3400</td><td>2800</td><td>1900</td><td>1400</td><td>900</td></tr><tr><td>2023</td><td>Free</td><td>2600</td><td>2000</td><td>1300</td><td>1000</td><td>700</td></tr><tr><td>2023</td><td>Paid</td><td>3600</td><td>3000</td><td>2000</td><td>1500</td><td>1000</td></tr></table></div>	Year	User Tier	Rock	Pop	Indie	Hip-Hop	Electronic	2018	Free	1500	1000	800	500	200	2018	Paid	2500	2000	1500	1000	500	2019	Free	1800	1200	900	600	300	2019	Paid	2800	2200	1600	1100	600	2020	Free	2000	1400	1000	700	400	2020	Paid	3000	2400	1700	1200	700	2021	Free	2200	1600	1100	800	500	2021	Paid	3200	2600	1800	1300	800	2022	Free	2400	1800	1200	900	600	2022	Paid	3400	2800	1900	1400	900	2023	Free	2600	2000	1300	1000	700	2023	Paid	3600	3000	2000	1500	1000
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<div>Recommendation</div> <div>Try promotions focused on rock that offer free trials to convert paid users.</div>																																																																																												

INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div>Electronic and hip hop music are overall on an upwards trend.</div>	<div>Visual B</div> <div><p>Average Number of Users by Genre over Time</p><table border="1"><thead><tr><th>Year</th><th>Electronic</th><th>Hip-Hop</th><th>Indie</th><th>Pop</th><th>Rock</th></tr></thead><tbody><tr><td>2018</td><td>35</td><td>50</td><td>70</td><td>60</td><td>55</td></tr><tr><td>2019</td><td>45</td><td>58</td><td>90</td><td>80</td><td>65</td></tr><tr><td>2020</td><td>55</td><td>55</td><td>75</td><td>65</td><td>68</td></tr><tr><td>2021</td><td>65</td><td>70</td><td>85</td><td>95</td><td>85</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>60</td><td>80</td><td>100</td><td>75</td><td>75</td></tr></tbody></table></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	35	50	70	60	55	2019	45	58	90	80	65	2020	55	55	75	65	68	2021	65	70	85	95	85	2022	55	75	95	95	65	2023	60	80	100	75	75
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<div>Recommendations</div> <div>We should analyze user retention in these genres, and consider how we can maximize it.</div>																																											

INSIGHT AND RECOMMENDATION																						
<div>Insights</div> <div>Write insight(s) here</div> <div>Paid users are more active (listen to more music) than free</div>	<div>Visual C</div> <div>Add visual for the insight(s) here</div> <div><div>Tracks listened by user tier over time</div><div><div><div></div>Free<div></div>Paid</div><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>9000</td><td>15000</td></tr><tr><td>2020</td><td>8500</td><td>16000</td></tr><tr><td>2021</td><td>10500</td><td>17500</td></tr><tr><td>2022</td><td>12500</td><td>20000</td></tr><tr><td>2023</td><td>14500</td><td>23000</td></tr></tbody></table></div></div>	Year	Free	Paid	2018	7000	13000	2019	9000	15000	2020	8500	16000	2021	10500	17500	2022	12500	20000	2023	14500	23000
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Recommendations

Write recommendation(s) here

Provide a limited time free trial to access the paid version in attempts to convert more free users to paid users.

CONCLUSION

Write general recommendations for the business based on the insights here.

Based on these findings we recommend targeting free campaigns focusing on converting free rock users to paid users. In addition with electronic and hip hop genres in an uptrend we should research how we can target demographics of these users to grow customers in this group. It is worth experimenting with a limited time promotion focusing on allowing the indie genre to try a paid version in order to convert more of the free indie users to paid users.