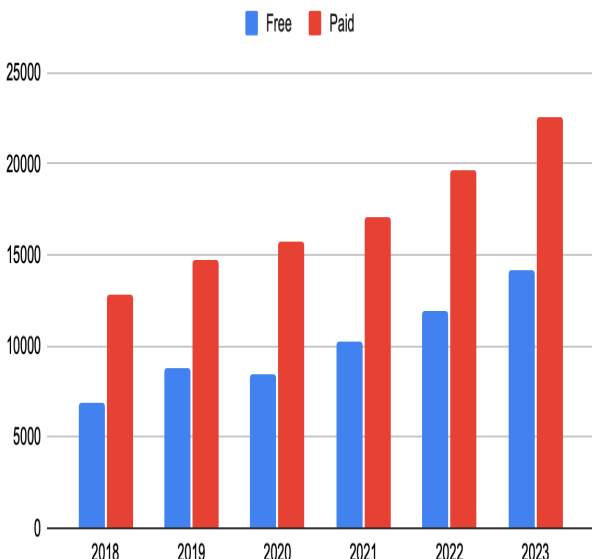


# Fresh Beats - Business Insights Report

REPORT DATE	COMPANY NAME	PREPARED BY
April 21,2025	Fresh Beats	Jose Rivera
<b>STATUS SUMMARY</b> <p><i>Fresh Beats continues to grow as a leading platform for music lovers and emerging artists. Recent data reveals that paid users are significantly more active and loyal compared to free users, listening to more tracks and exploring a broader range of genres.</i></p> <p><i>Additionally, electronic and hip-hop music have seen a steady rise in engagement, while pop is declining. These patterns suggest a need to optimize artist promotions toward more engaged users, refine content recommendations, and use genre trends to improve user conversion.</i></p>		

User Engagement and Conversion																																											
<h3>Insights</h3> <p>Paid users not only listen to more tracks but also explore a wider variety of genres compared to free users. This suggests that paid users are more curious and engaged, providing a richer user experience. Furthermore, data shows that electronic and hip-hop genres have seen the most consistent growth from 2019 to 2023 — indicating strong user interest. Leveraging these genre trends can help convert more free users to paid accounts.</p>	<h3>Visual A</h3> <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>58</td><td>90</td><td>85</td><td>68</td></tr><tr><td>2020</td><td>52</td><td>55</td><td>75</td><td>68</td><td>70</td></tr><tr><td>2021</td><td>68</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>95</td><td>65</td></tr><tr><td>2023</td><td>65</td><td>78</td><td>100</td><td>75</td><td>80</td></tr></table>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	40	50	70	60	55	2019	45	58	90	85	68	2020	52	55	75	68	70	2021	68	70	90	95	85	2022	55	75	95	95	65	2023	65	78	100	75	80
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
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<h3>Recommendation</h3> <p>Develop targeted campaigns that promote trending genres like electronic and hip-hop to free users. Offer free trials with curated playlists in these genres, or unlock full albums for a limited time to encourage subscription upgrades. These strategies can drive conversions and long-term engagement.</p>																																											

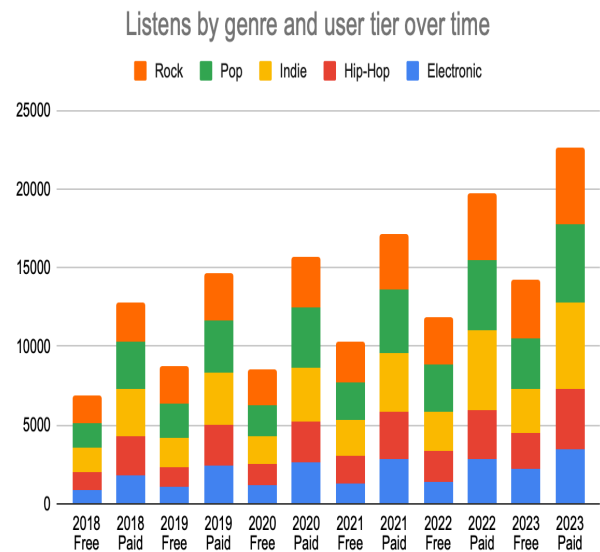
Artist Promotion Effectiveness	Tracks listened by user tier over time																					
<div>Insights</div> <p>Paid users show consistently higher engagement levels, listening to more tracks each year than free users. From 2018 to 2023, paid users' listening grew from 12,800 to 22,600 tracks, while free users only grew from 6,900 to 14,200. This demonstrates that targeting paid users with artist promotions results in more reach and higher potential for artist discovery.</p>	<div>Visual B</div> <div>Tracks listened by user tier over time</div>  <table><tr><th>Year</th><th>Free</th><th>Paid</th></tr><tr><td>2018</td><td>6,900</td><td>12,800</td></tr><tr><td>2019</td><td>8,800</td><td>14,600</td></tr><tr><td>2020</td><td>8,400</td><td>15,600</td></tr><tr><td>2021</td><td>10,100</td><td>17,000</td></tr><tr><td>2022</td><td>11,800</td><td>19,600</td></tr><tr><td>2023</td><td>14,200</td><td>22,600</td></tr></table>	Year	Free	Paid	2018	6,900	12,800	2019	8,800	14,600	2020	8,400	15,600	2021	10,100	17,000	2022	11,800	19,600	2023	14,200	22,600
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<div>Recommendations</div> <p>Focus artist promotional efforts on paid users, who consistently show higher listening and genre engagement. Offering these users early access to new releases or exclusive tracks can boost artist visibility and create added value for paying subscribers.</p>																						

Genre Promotion for Emerging Artists	
<div>Insights</div> <p>Pop music reached its peak in 2021 but has steadily declined since, while genres like electronic and rock have remained consistent or are on the rise. Free users show a stronger preference for rock music, making it an ideal genre to use when promoting new artists to that segment. Aligning promotional efforts with genre trends and user preferences can lead to better discovery and engagement.</p>	

## Recommendations

Use rock music to introduce emerging artists to free users and prioritize electronic for paid users. Update the content recommendation system to promote rising genres and pair new talent with the listeners most likely to engage based on their past behavior.

Visual C



## CONCLUSION

To drive growth and maximize artist exposure, Fresh Beats should prioritize engagement with paid users who show stronger listening habits and genre diversity. Artist promotions targeted at these users are more likely to succeed. Additionally, using genre trends — such as the rise in electronic and hip-hop — can boost user conversion efforts. For free users, leveraging rock’s popularity can support emerging artist discovery.

By aligning promotional strategies with user behavior and preferences, Fresh Beats can enhance its platform experience, support rising artists, and increase its overall revenue and user base.