

Project status report

REPORT DATE	COMPANY NAME	PREPARED BY
02/09/2025	Fresh Beats	Victoria Angulo

<p>STATUS SUMMARY</p> <p>Fresh Beats is experiencing shifts in music trends, with pop music declining since its peak in 2021, while electronic and hip-hop are on the rise. Rock remains the most popular genre among free users, while indie is particularly favored by paid subscribers. Paid users also show higher engagement, listening to more tracks compared to free users, and demonstrate steadier growth and better retention rates. These insights highlight opportunities to optimize user engagement, refine promotional strategies, and tailor content recommendations to align with emerging music trends.</p> <p>To address these challenges, the focus should be on improving artist promotion effectiveness by expanding the catalog of electronic and hip-hop tracks and providing targeted marketing campaigns. Enhancing user engagement and conversion remains a priority, with strategies such as referral marketing, limited-time promotions, and exploring intermediate pricing tiers to encourage free users to upgrade. Additionally, refining the recommendation system to boost the visibility of emerging artists in trending genres will contribute to a more dynamic and engaging platform experience.</p>
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INSIGHT AND RECOMMENDATION																																											
<div>Insights</div> <div><div>1. <i>Pop genre peaked in 2021 and is on a downwards trend.</i></div><div>2. <i>Electronic and hip hop music are overall on an upwards trend.</i></div></div>	<div>Visual A</div> <div><div>Average Number of Users by Genre over Time</div><div><div><div>Electronic</div><div>Hip-Hop</div><div>Indie</div><div>Pop</div><div>Rock</div></div><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>35</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>80</td><td>65</td></tr><tr><td>2020</td><td>55</td><td>55</td><td>75</td><td>65</td><td>65</td></tr><tr><td>2021</td><td>65</td><td>65</td><td>85</td><td>95</td><td>85</td></tr><tr><td>2022</td><td>55</td><td>75</td><td>90</td><td>90</td><td>65</td></tr><tr><td>2023</td><td>65</td><td>75</td><td>100</td><td>75</td><td>75</td></tr></table></div></div>	Year	Electronic	Hip-Hop	Indie	Pop	Rock	2018	35	50	70	60	55	2019	45	55	90	80	65	2020	55	55	75	65	65	2021	65	65	85	95	85	2022	55	75	90	90	65	2023	65	75	100	75	75
Year	Electronic	Hip-Hop	Indie	Pop	Rock																																						
2018	35	50	70	60	55																																						
2019	45	55	90	80	65																																						
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2022	55	75	90	90	65																																						
2023	65	75	100	75	75																																						

INSIGHT AND RECOMMENDATION	
<p>Recommendation</p> <ol style="list-style-type: none">1. Marketing should try focused campaigns targeting typical demographics for fans of these genres.2. Product/marketing teams should try experiments to generate leads in alternative genres.3. It is worth doing deeper research into previous years to understand why pop is on a downwards trend.4. We should analyze user retention in these genres, and consider how we can maximize it.	

INSIGHT AND RECOMMENDATION	
<div>Insights</div> <div><div>1. Paid users are more active (listen to more music) than free.</div></div>	<div>Visual B</div> <div><div>Tracks listened by user tier over time</div><div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div><div></div></div><div><div></div></div></div>
<div>Recommendations</div> <div><div>1. Consider intermediate tiers between free and paid, to make it easier to convert users from free to paid.</div><div>2. Paid users are very valuable, so it is worth offering time-limited promotions and other deals to convert users from free to paid.</div><div>3. Offer users a referral marketing option, so they can get a free trial of the paid tier by referring new users.</div></div>	

INSIGHT AND RECOMMENDATION	
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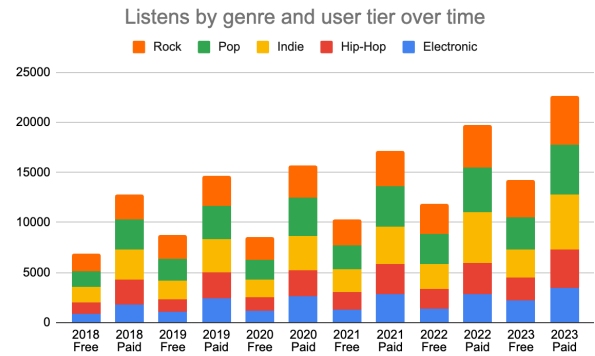
Insights

1. Paid users have steadier growth and better user retention than free.
2. *Rock is the most popular genre for free users.*

Recommendations

1. Try promotions focused on rock that offer free trials to convert to paid users.
2. We should analyze user retention in these genres, and consider how we can maximize it.
3. We should increase our catalogue of tracks in electronic and hip hop music - solicit appropriate artists and offer them deals (time-limited free promotion).
4. 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.
5. We should analyze more ways to increase the engagement of rock-listening users, as a potential growth segment.
6. Indie is particularly popular with paid users, so focus promotions there.

Visual C



CONCLUSION

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

- *Overall, the best way to keep the platform growing is to focus on what's working and improve where we can. Since electronic and hip-hop music are on an upwards trend, we should increase our catalogue of tracks in these genres by reaching out to artists and offering them time-limited free promotion. Rock is the most popular genre for free users, so we should try promotions focused on rock that offer free trials to convert them to paid users. Since paid users are super valuable because they listen to more music and stick around longer, we should offer time-limited promotions and deals to encourage more free users to switch. On top of that, offering a referral marketing option, where users can get a free trial of the paid tier for bringing in friends, could help drive more paid sign-ups.*
- *At the same time, we shouldn't ignore pop, it peaked in 2021, and we need to figure out why it's slowing down. Doing deeper research into previous years could help us understand what changed. We should also analyze user retention in these genres to see how we can maximize engagement. Marketing should try focused campaigns targeting typical demographics for these growing genres, and the product/marketing teams should experiment with generating leads in alternative genres. Since indie is especially popular with paid users, focusing promotions there could also be a smart move. Finally, we should research more ways to increase engagement among rock listeners, since that could be a major opportunity for growth. If we test these ideas and keep improving the platform, we can make sure more users stay, more people pay, and the music experience keeps getting better!*