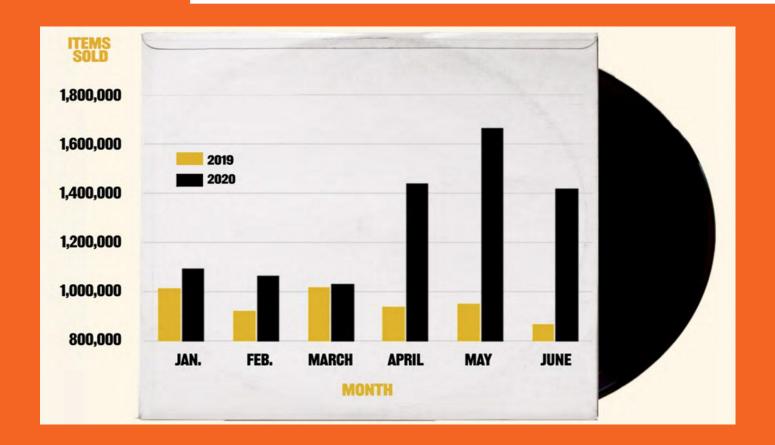
Record Prediction Model

Left for dead with the advent of CDs in the 1980s, vinyl records are now the music industry's most popular and highest-grossing physical format.

with fans choosing it for collectibility, sound quality or simply the tactile experience of music in an age of digital ephemerality. After growing steadily for more than a decade, LP sales exploded during the pandemic.

When a record is ageing well, it will become more limited on the one hand and more wanted on the other hand.



In the first six months of this year, 17 million vinyl records were sold in the United States, generating \$467 million in retail revenue, nearly double the amount from the same period in 2020.

People purchased US\$1.2 billion of records in 2022, a 20% jump from the previous year.

Not only did sales rise, but they also surpassed CD sales for the first time since 1988, according to <u>a new report</u> from the Recording Industry Association of America.

Source: NYtimes https://www.nytimes.com/2021/10/21/arts/music/vinyl-records-delays.htm

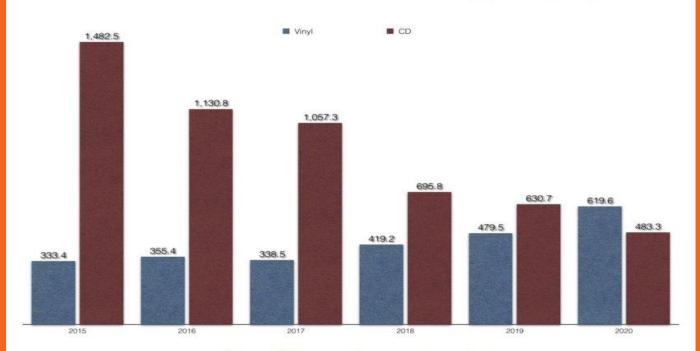
PHYSICAL

| | Total Physical Units Total Physical Value | 67.7 \$1,144.6 | 55.9 \$1,139.1 | -17.4% -0.5% |
|-----------------------------------|--|-------------------|-------------------|------------------|
| | Other Physical® | 0.4 \$8.5 | 0.5 \$8.8 | 24.0% 3.1% |
| | Music Video | 1.3 \$25.8 | 1.0 \$27.4 | -20.9% 6.2% |
| | LP/EP | 18.5 \$479.5 | 22.9 \$619.6 | 23.6% 29.2% |
| (Units Shipped) (Dollar Value) | CD | 47.5 \$630.7 | 31.6 \$483.3 | -33.6% -23.4% |

TOTAL DIGITAL AND PHYSICAL

| Total U Total V | | | |
|--------------------|-----------------------------------|-------|--|
| | nts¹0 201 sical 11¹ gital 89¹ | 6 10% | |

US recorded music: Annual CD sales vs vinyl LP/EP (\$m)

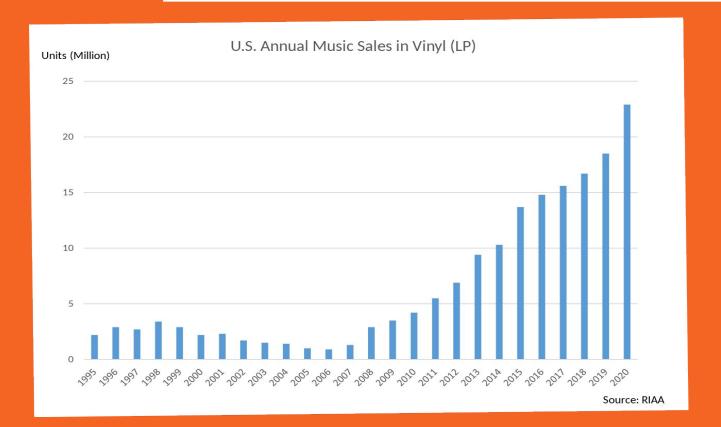


Source: RIAA year-end reports / sales database

Physical recordings are now just a sliver of the overall music business — streaming is 84 percent of domestic revenue — but they can be a strong indication of fan loyalty, and stars like Taylor Swift and Olivia Rodrigo make vinyl an important part of their marketing.

| Annual bestselling LPs in the US [edit] | | | | | |
|---|---|-----------------|--------------------------|--|--|
| Year | Album | Artist | Sales | | |
| 2008 | In Rainbows | Radiohead | 25,800 ^[103] | | |
| 2009 | | The Beatles | 34,800 ^[103] | | |
| 2010 | Abbey Road | | 35,000 ^[104] | | |
| 2011 | | | 41,000 ^[105] | | |
| 2012 | Blunderbuss | Jack White | 34,000 ^[105] | | |
| 2013 | Random Access Memories | Daft Punk | 49,000 ^[106] | | |
| 2014 | Lazaretto | Jack White | 87,000 ^[106] | | |
| 2015 | 25 | Adele | 116,000 ^[92] | | |
| 2016 | Blackstar | David Bowie | 54,000 ^[107] | | |
| 2017 | Sgt. Pepper's Lonely Hearts Club Band | The Beatles | 72,000 ^[94] | | |
| 2018 | Guardians of the Galaxy: Awesome Mix Vol. 1 | Various Artists | 84,000 ^[108] | | |
| 2019 | Abbey Road | The Beatles | 246,000 ^[109] | | |
| 2020 | Fine Line | Harry Styles | 232,000 ^[110] | | |
| 2021 | 30 | Adele | 318,000 ^[111] | | |
| 2022 | Midnights | Taylor Swift | 945,000 ^[47] | | |

Source: https://en.wikipedia.org/wiki/Vinyl revival



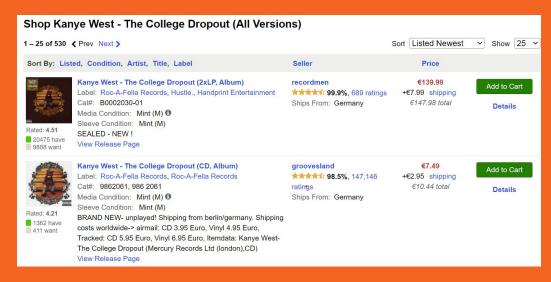
What level of price prediction accuracy is it possible to achieve using common algorithms and a dataset of 8000 vinyl records?

Motivation

The idea for this project came due to the above and the try to change this system and give the seller an option to add their inventory and to predict with our model the prices that might fit to the records.

In the past I used to work in a few records store and some of them used the Discogs option to add it to their Discog store and understand how to price the record and then add it to their site one by one or via a csv file.

Discogs is a popular online database and marketplace for music. It was launched in 2000 and has since grown to become one of the largest and most comprehensive music databases on the internet, with over 13 million releases and 7 million artists.



Users can search for and browse music releases, artists, labels, and more, and can also buy and sell music through the Discogs marketplace. The website is free to use for browsing and searching, but fees are charged for buying and selling items.

In addition to the marketplace, Discogs also offers various tools and features for music collectors and enthusiasts, such as a collection management system, a wantlist feature, and a forum for discussions and community interaction.

I have used data from Discogs which is a Marketplace for buying and selling new and used records that is used either by private and store sellers.

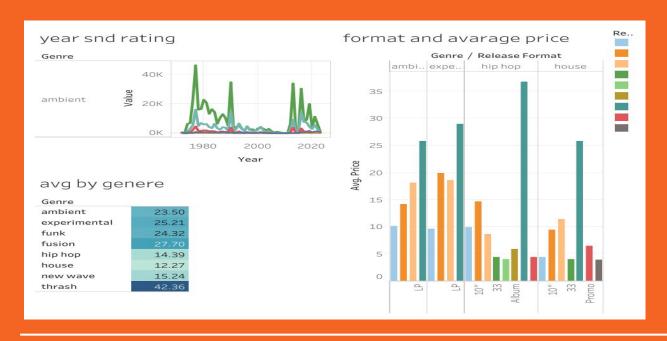
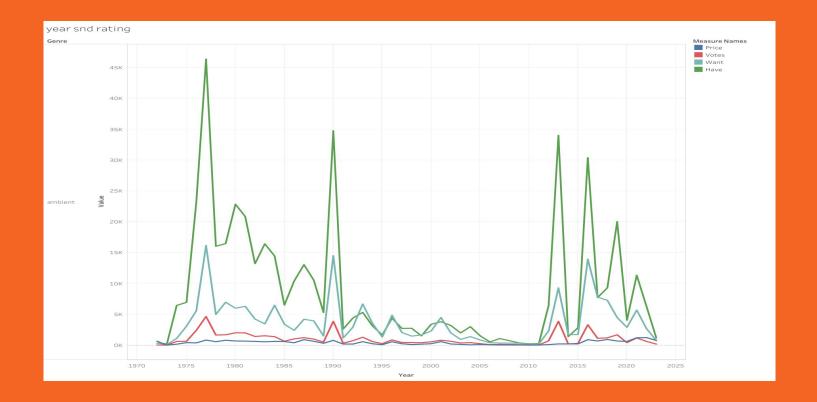


Tableau Link:



We embarked on a project to predict the prices of vinyl records using data from Discogs, a marketplace for buying and selling new and used records. Our model analysed approximately 8,000 records from multiple genres and achieved a score of around 0.43 (with a RandomForestRegressor).

While the results were not as we had hoped, the project has given us insights for future directions to take.

| 4 | | | | |
|---|---------|----------|------------|-----------|
| | ValType | R2-Score | MSE | RMSE |
| 0 | Train | 0.918827 | 116.255259 | 10.782173 |
| 1 | Test | 0.438901 | 526.961734 | 22.955647 |

| results_df | | | |
|------------|--------|-----------|--|
| | Actual | Predicted | |
| 6457 | 16.50 | 12.589000 | |
| 1906 | 8.90 | 6.563500 | |
| 6279 | 23.00 | 33.399000 | |
| 4192 | 11.80 | 18.532400 | |
| 3246 | 8.80 | 3.900100 | |
| | | ••• | |
| 1265 | 7.25 | 12.889433 | |
| 5247 | 12.82 | 19.281750 | |
| 4713 | 23.99 | 24.811500 | |
| 1608 | 45.00 | 34.582600 | |
| 5588 | 220.00 | 73.069300 | |

In the future, we plan to refine the model by dropping some columns or adding others, as we believe this will give our model more accurate pricing options.

Additionally, we hope to explore other potential applications for the model, such as: predicting the price of another store's inventory or estimating the worth of a users personal record collection and recommend what should be purchased next to raise sales and the revenue for the store.

Example of options that can help the model:



In conclusion, While more work is needed to refine the model and explore other applications, we are excited about the possibilities this technology holds for the vinyl record industry and beyond it as it can be might be alternatively be used in other retail markets.

Questions ?

Thank you for listening and for your patience :)