**Amela “Music to your ears” Speaking notes**

**Intro: Group 7 chose to name the presentation Music to your ears.**

* Our group members are Harish, Megan, Michael, Doug, Amela
* The topic that we selected is Spotify.

**Introduction Slide:**

* We selected the topic as we were interested in what factors are consistent within songs that are popular or not popular. Additionally, we thought the visualizations for this topic would be interesting.
* We utilized a dataset from Kaggle, the Spotify dataset consists of 40,000 rows of data.  The range of data is songs from 1960s to 2010.

**Question Slide:**

✓ Questions they hope to answer with the data

* What components within the dataset determine popularity of a song? Example: acousticness, instrumentalness, tempo, energy etc…
* How can we use these components to predict future song popularity? Or can they be used to predict popular songs?
* What factors have no contribution?  Factors that had no impact on popular or unpopular songs

✓ What are the components within the dataset and meanings?

* Instrumentalness: This component predicts whether there are vocals in the track. Ooh and Aah are considered instrumental and not as vocals. The closer the instrumentalness value is to 1.0, the greater likelihood the track contains no vocal content. If it is closer to 0, it means that there is more vocals on the track.
* Danceability: measured whether a track is suitable for dancing, consists of rhythm stability, strength of beat, and tempo. Measured by 0 as least danceable and 1 as most danceable.
* Loudness: Measured in decibels, this value includes strength of sound.
* Liveliness: Detects the presence of an audience in the recording. Represents the recorded or live performance.
* Valence: Describes the positivity of song. Higher value shows happy or cheerful song vs sad or angry for lower values.

There are additional components of the dataset also such as energy, key, mode, tempo, etc

**. What I considered a Hit?**

- target: The target variable for the track. It can be either '0' or '1'. '1' implies that this song has featured in the weekly list (Issued by Billboards) of Hot-100 tracks in that decade at least once and is therefore a 'hit'. '0' Implies that the track is a 'flop'.

**What is considered a Flop?**

The author's condition of a track being 'flop' is as follows:

- The track must not appear in the 'hit' list of that decade.

- The track's artist must not appear in the 'hit' list of that decade.

- The track must belong to a genre that could be considered non-mainstream and / or avant-garde.

- The track's genre must not have a song in the 'hit' list.

- The track must have 'US' as one of its markets.

**Predictions?**

* Loudness
* Danceability
* Tempo

We predicted that the most important component of a popular song would be loudness, danceability and tempo.