



Record Label Underdogs

**Making a Spotify recommendation
system for record labels**

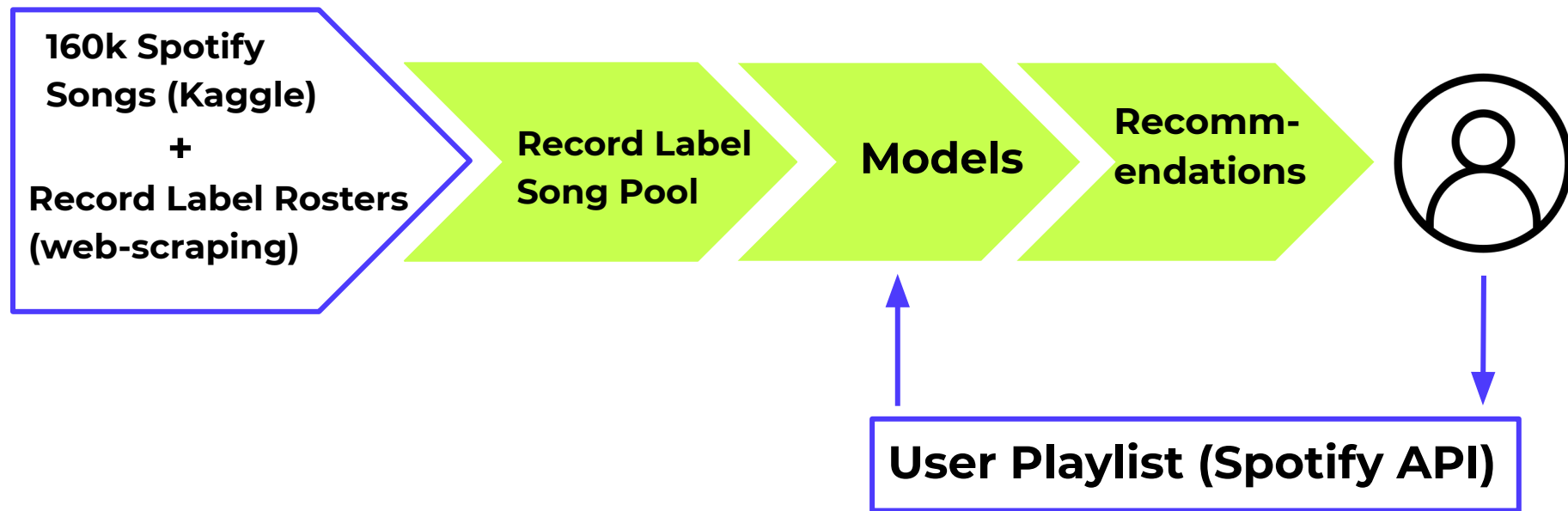


**By Khyatee Desai
and Justin Williams**

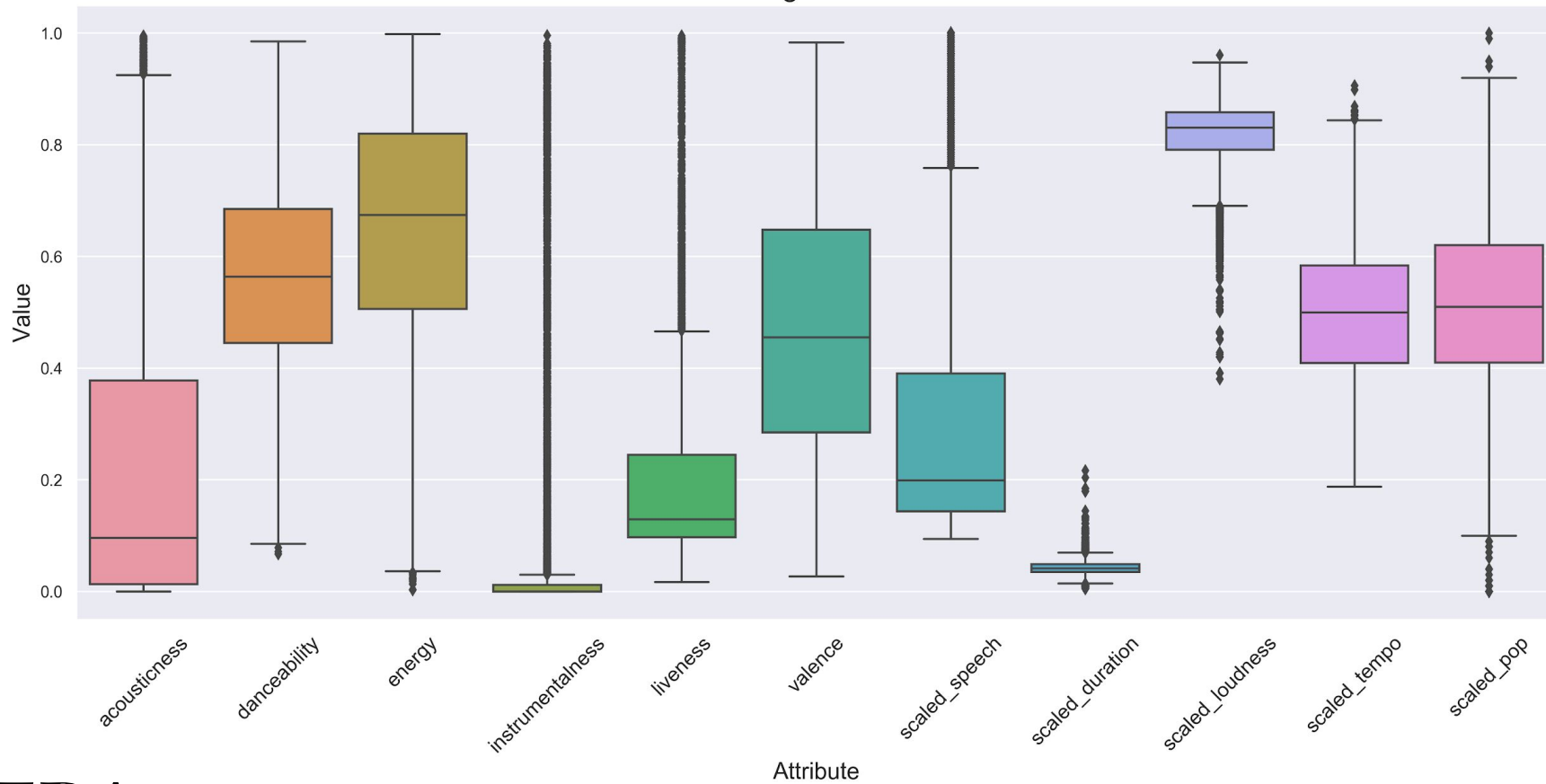
**How can we help record labels
promote their lesser-known
artists?**

Business Case

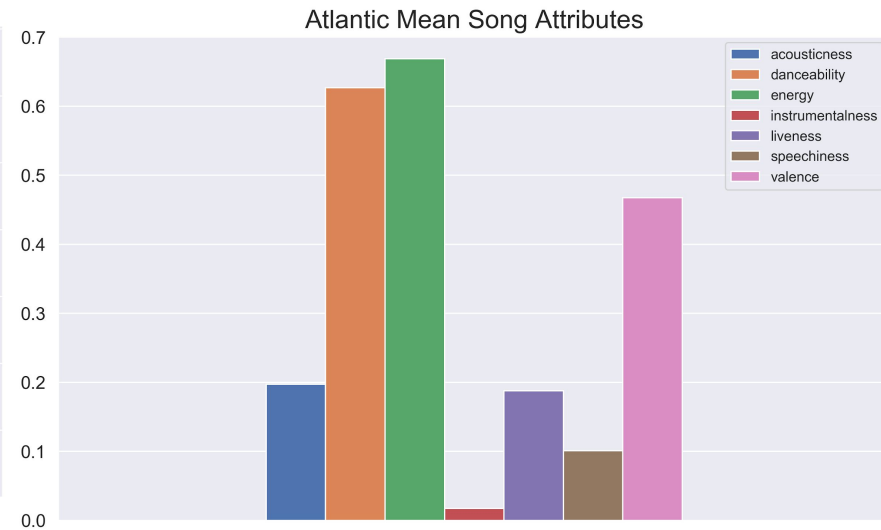
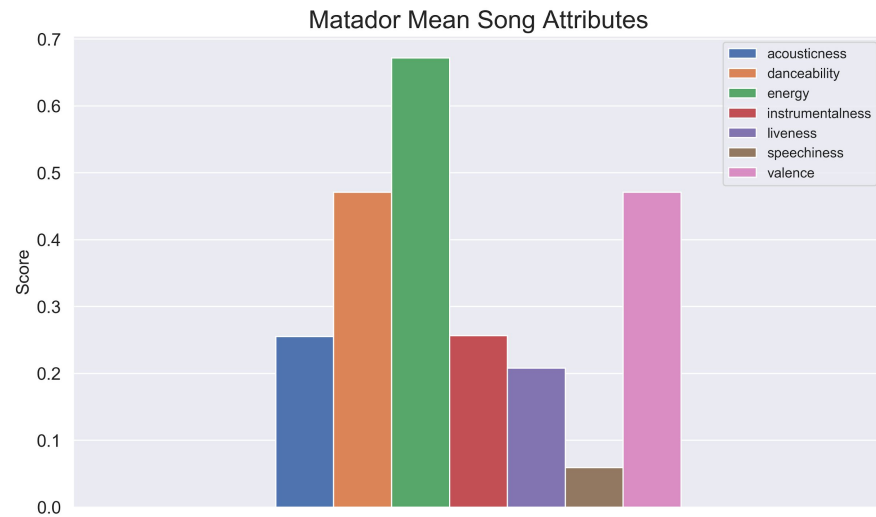
Methodology



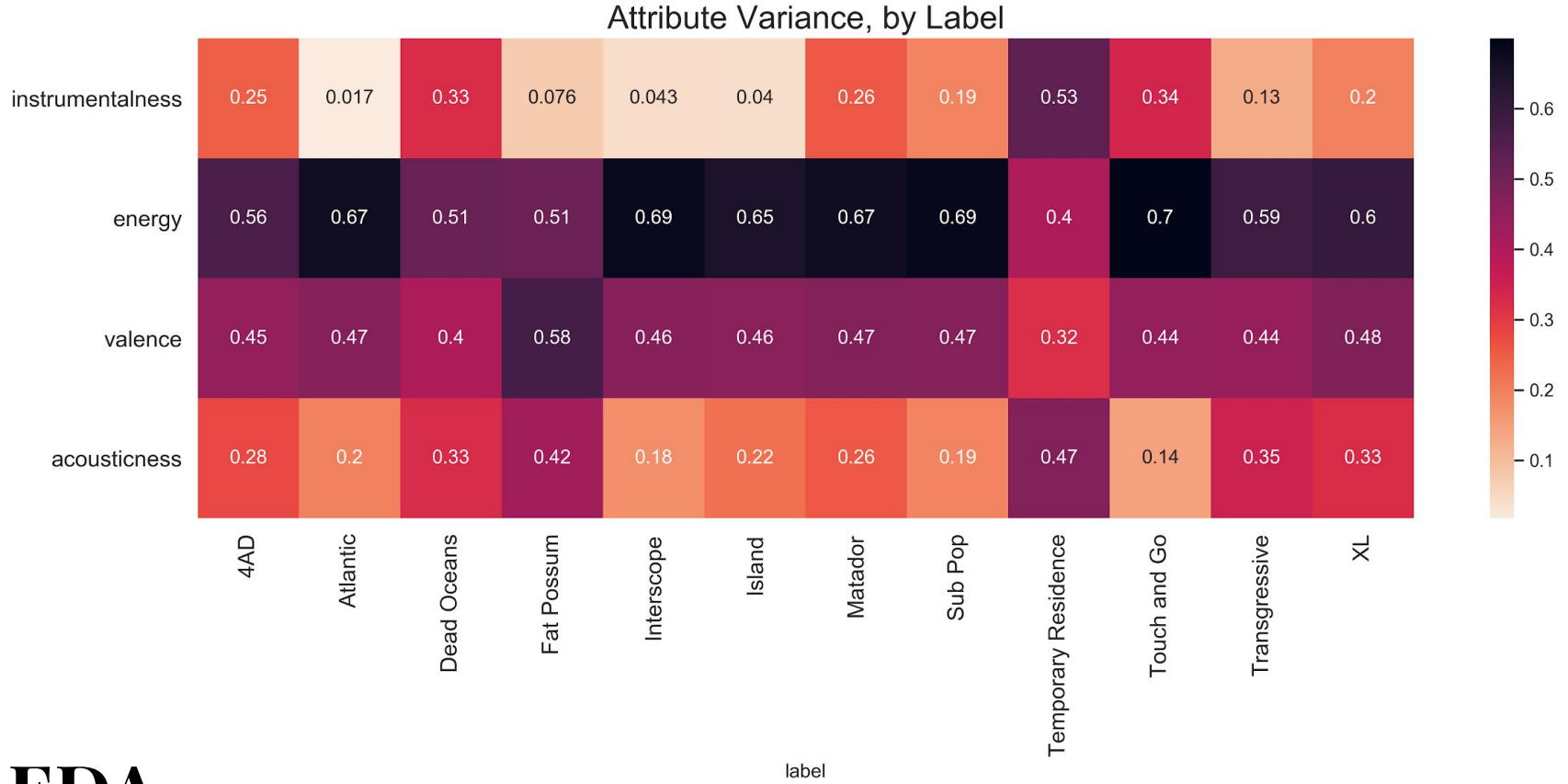
Scaled Song Characteristics



EDA



EDA



Two Models

Recommend songs with
the highest
cosine-similarity score
compared to the user
playlist

Cosine Similarity

Recommend songs
that are clustered
together with the
user's playlist songs

K-Means Clustering

A/B Test Participants Liked...

51 % of
recommendations

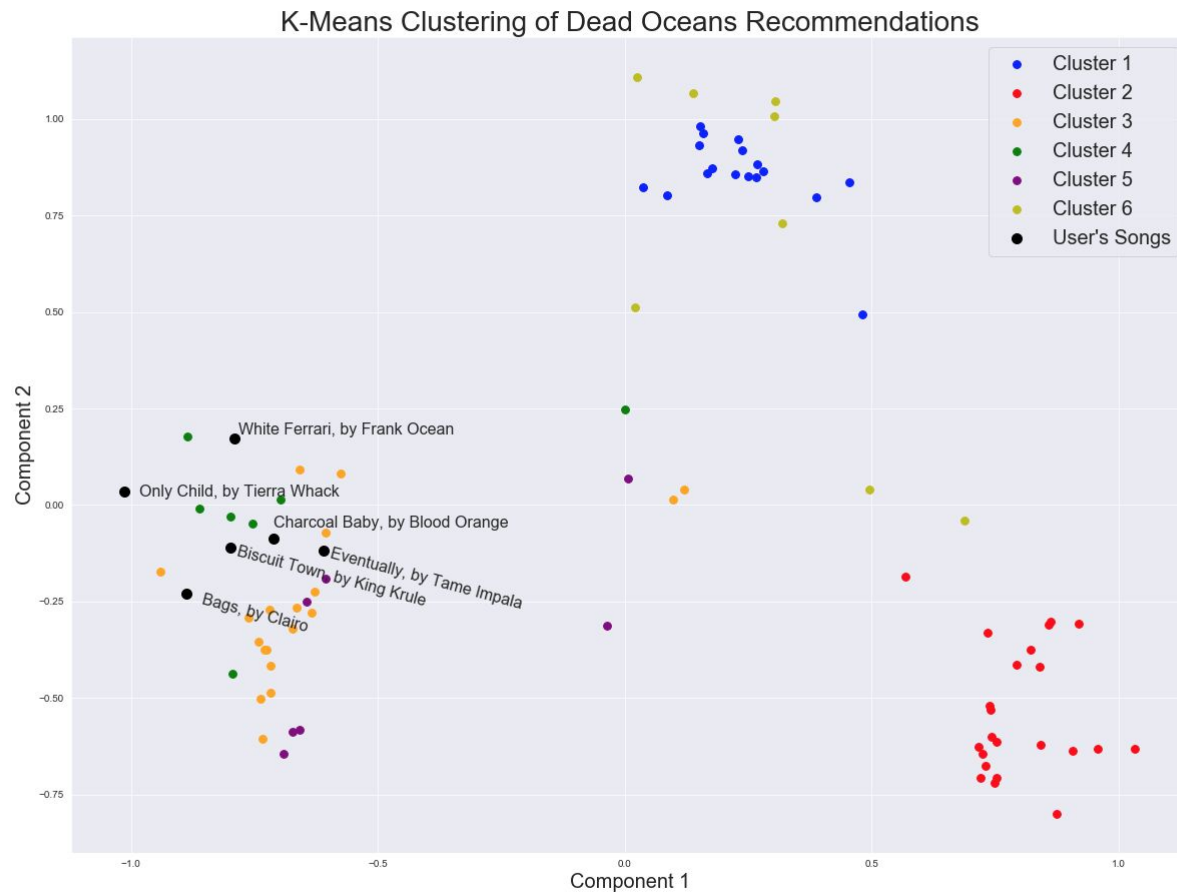
35 % of
unfamiliar artist
songs

Cosine Similarity

69 % of
recommendations

56 % of
unfamiliar artist
songs

K-Means Cluster



K-Means Cluster

Conclusion & Next Steps

**User rating - based
recommendations**

**Larger record label
song pool**

**More record labels
to capture
different genres**