



PROJECTS OVERVIEW

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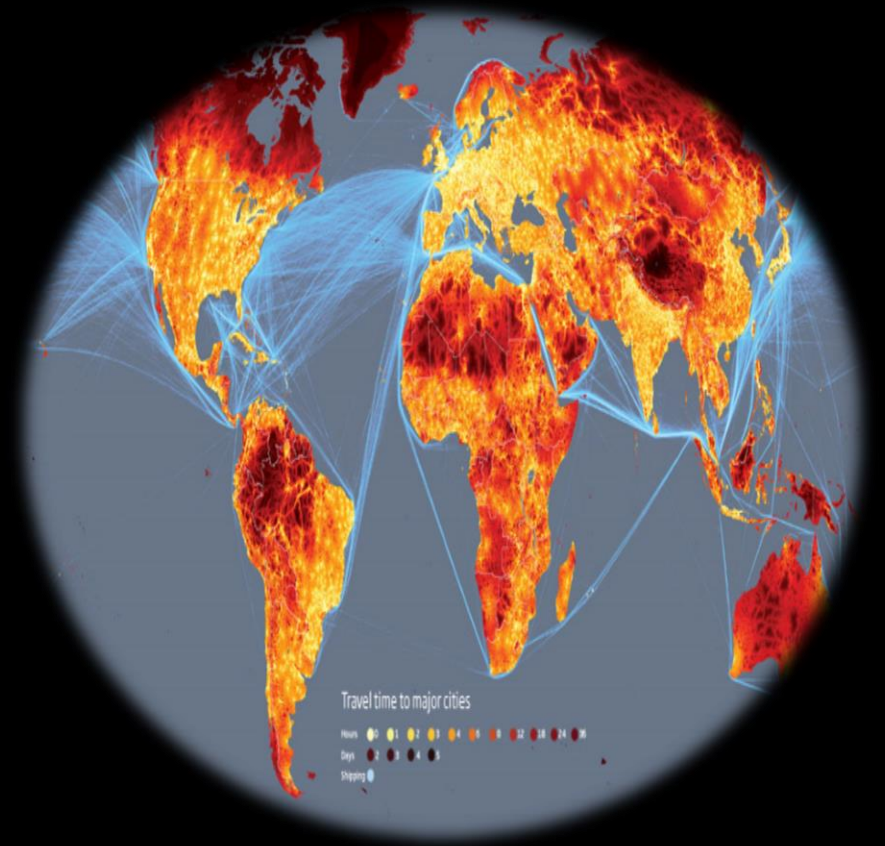
PROJECT1: FANMAP

- Lots of great music services with millions of users
 - Great amount of data
- Lack of data analysis and mapping = something new to build!
- Online international radio stations
 - LastFM, SoundCloud, Spotify, even YouTube, etc.
- How could it be useful?
 - People around the world could learn about the music tastes of each country
 - ...and they can find out new music
 - Artists can save their tour budget by going to the countries that like them the most

APP FLOW



Radio to Fan



APP FLOW DETAILS: RADIO MAP

- Generated Radio Map
 - Top 3 artists in each country
 - A point represents a whole country
 - Data from LastFM Radio (The most popular online radio – over 50 million users)
- Event: click on the point
 - See top 3 artists in a box
 - Select an artist in a box -> another window with an information about the artist, popular songs, etc.
 - Fan Map generation link, which directs the user to a different route with a new map that has information about the Fan Map
- Possible addition: filter by genre

APP FLOW DETAILS: FAN MAP

- Generation of the fan map, which is...
 - Heat map (?) that depends on the favoritism of a selected artist
- It has...
 - Sentimental analysis
 - Twitter
 - Keywords
 - Number of hits and other numerical data
 - Likelihood to visit = Sentimental analysis score + points gathered based on place
 - 70 to 30 percent ration (sentimental analysis to points gathered based on place)
 - See later slides for the details about the points gathered
 - Cost generation
 - Where the artist can get more money
- Box with real-time social feeds from Twitter about the artist



GOOD THINGS

- Low risk
 - No critical areas that could impact ESRI or the rest of the world
- Useful
 - Artists can use that as one of their main tools to plan a tour
- Fun!
 - It's always fun to learn about the world through music
- ArcGIS for help!
 - Using ArcGIS Web API to build the app

BAD THINGS

- Sentimental Analysis Error
 - Ex: a lot of people say bad things about Justin Bieber on social media, but they still may like his songs
- Solution:
 - If an artist is in the top 3 in the country, he will get additional points based on the his place
 - 1st place = 30 points
 - 2nd place = 20 points
 - 3rd place = 10 points
 - Will kind of normalize the factor of touring in a particular country

USEFUL APIS & LINKS

- - <http://www.programmableweb.com/news/50000-radio-stations-one-api/2012/01/26> - radio directory of 50,000+ radio stations from all around the world
- - <https://developers.arcgis.com/javascript/> - ArcGIS Web API for map generation
- - <https://dev.twitter.com/overview/documentation> - Twitter API for social media analysis
- - <http://help.sentiment140.com/api> - sentiment analysis API of twitter organization or individual
- - <http://developer.echonest.com/docs/v4/artist.html> - biography of artist API
- - <http://www.last.fm/> - best internet radio that has a great API with geo-data and top artists 50 most listened artists for each country

TECH STACK

- ArcGIS/Dojo
- AngularJS
- JQuery
- NodeJS
- CSS/Bootstrap