Capstone Project:

Cohort 31 - Group 4

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Exploratory Questions –

Questions:

1. Who makes up the audio streaming target market?
    a. How much of the U.S. population does this target market represent?
    b. What important characteristics of this target population might be difficult to explain with only demographic data?
    c. Where should Spotify deploy their marketing campaigns based on who their target users are?
2. How do songs in our library trend historically?
3. How similar do songs on a user's playlist tend to be, based on song features?
4. What trends and patterns are apparent in the user metrics of our application?
    a. The most popular:
        i. Song(s)
        ii. Artist(s)
        iii. Genre(s)
    b. Average number of songs on a playlist?
5. In what ways can we use recommendation models to ensure client retention on a subscription-based music platform?

6. How can recommendation models be utilized to convince users to stay and consume advertisements and sponsor messaging on free-to-use music platforms?