

## **Capstone Project:**

Cohort 31 - Group 4

Vanessa Gleason, Alistair Marsden, Olivier Rochaix, Eduard Stalmakov

### **Elevator Pitch –**

Audio streaming services benefit financially when users stay engaged longer, be it a free-to-use or subscription-based model. One way to promote retention is to engage users with additional content. We will identify the best ways to recommend songs to users, based on their playlists and listening history. In addition, we will research the demographics of users of music streaming services and explore characteristics of the top Spotify hits to further understand our target market.