

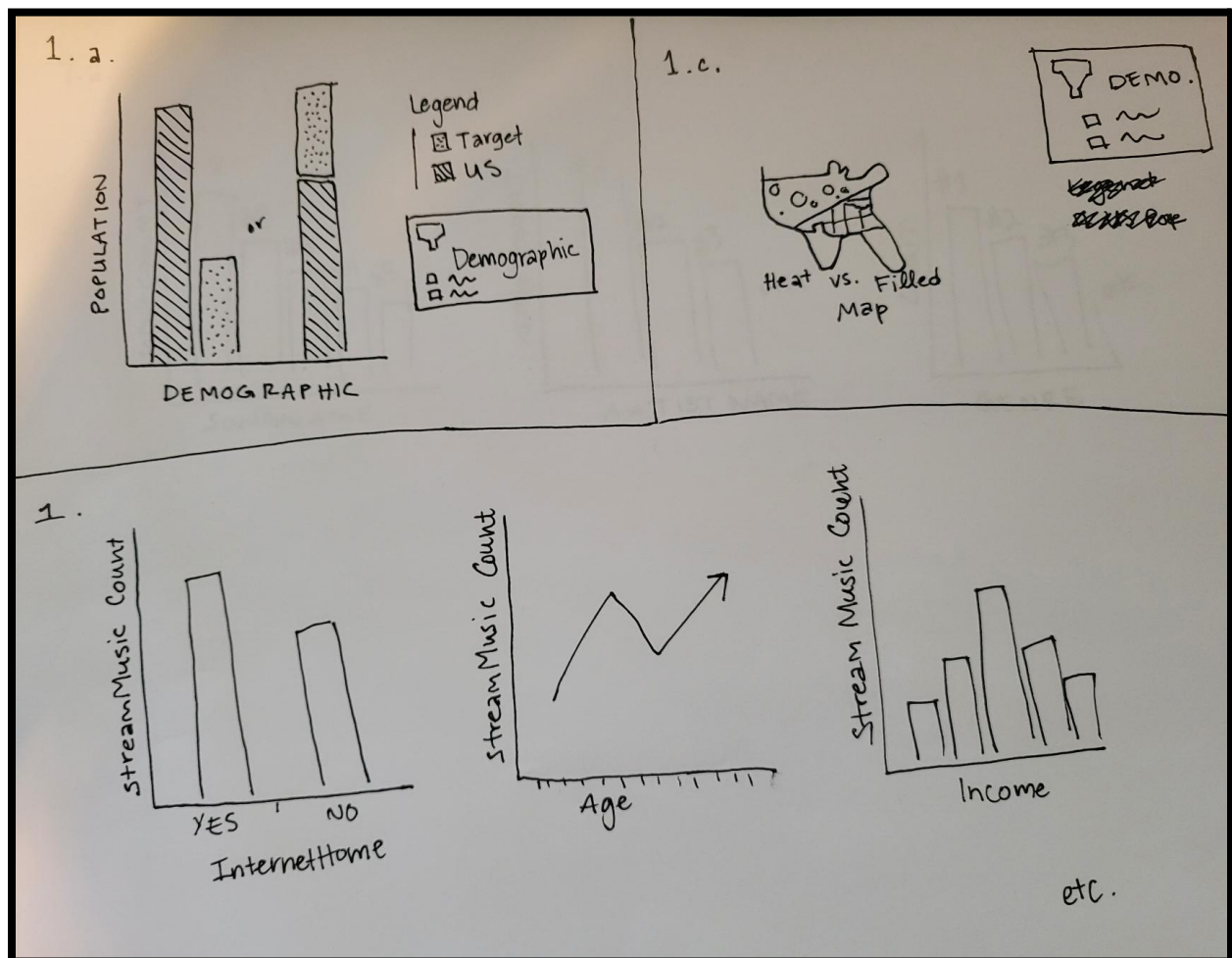
Capstone Project:

Cohort 31 - Group 4

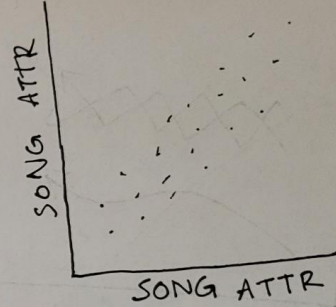
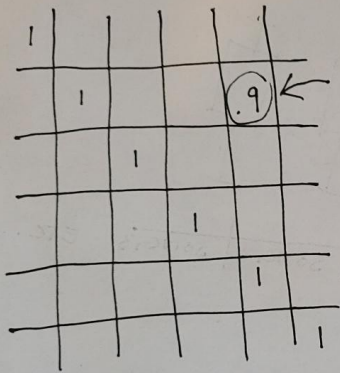
Vanessa Gleason, Alistair Marsden, Olivier Rochaix, Eduard Stalmakov

Visualizations Napkins And Feedback

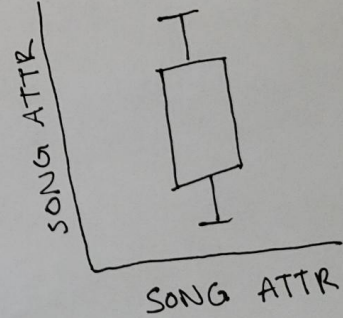
Initial Napkin Drawings



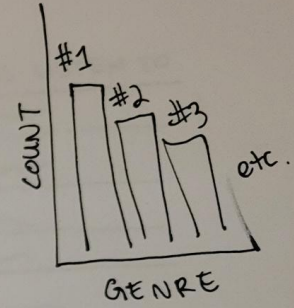
3

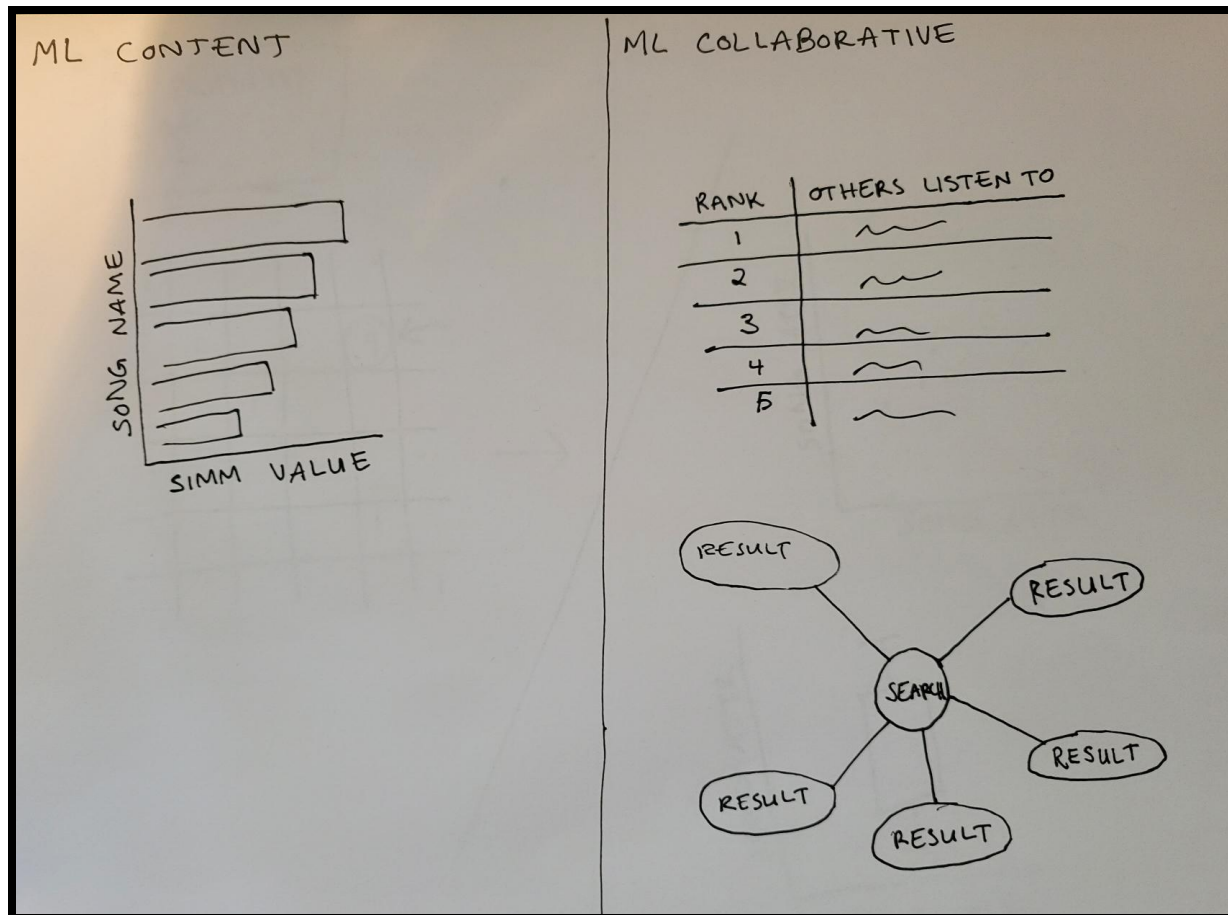


OR



4.2.





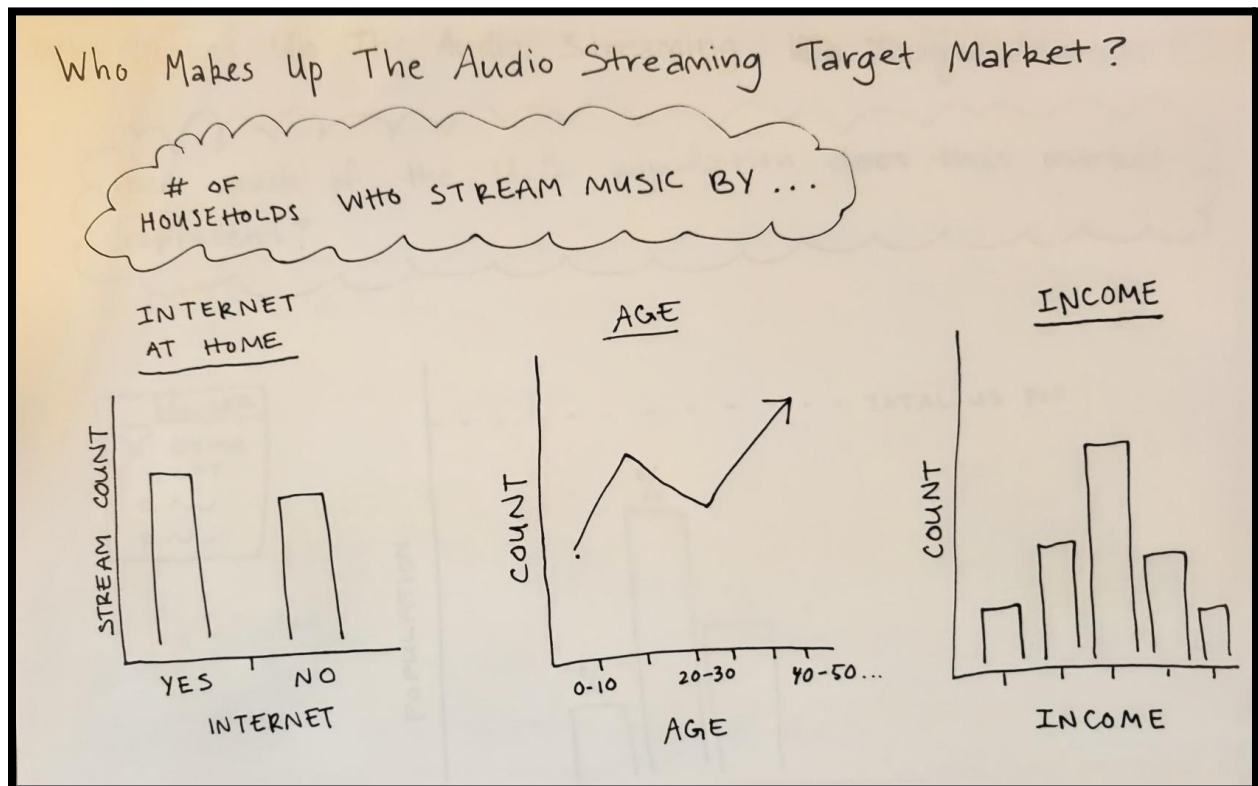
Feedback

The feedback from Group 5 concerning our visualizations:

- 4.2 listing out all artist names? Top 5s
- Variety in bar graphs (if possible)
- Hard to tell what we are doing on the ML page. Make what we are doing clearer.
- Splitting page 1 (same header different pages)
- Page 3 correlation matrix confusing. Find the most correlated attributes and look deeper into them.

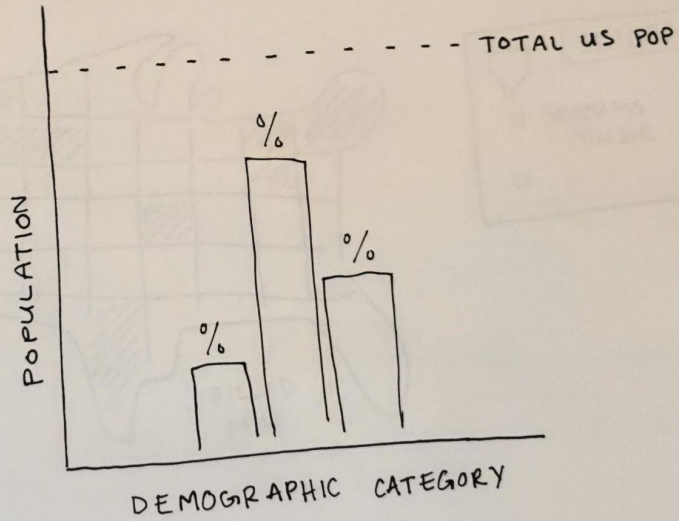
- Box plot for one attribute. Scatter plot could be better for multiple variables.
- 1A bar graphs next to each other better than on top (not quite 100% potentially) (just show target with demographics potentially)

Post-Feedback Napkin Drawings



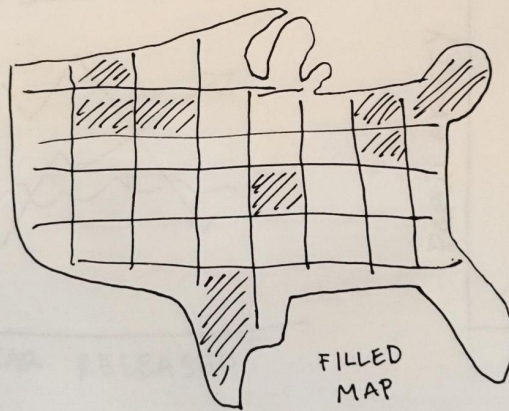
Who Makes Up The Audio Streaming ~~the~~ Target Market?

How much of the U.S. population does this market represent?



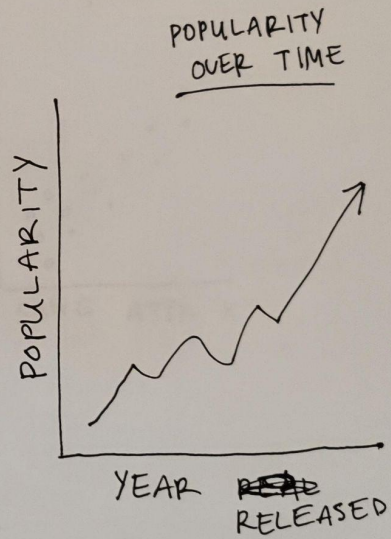
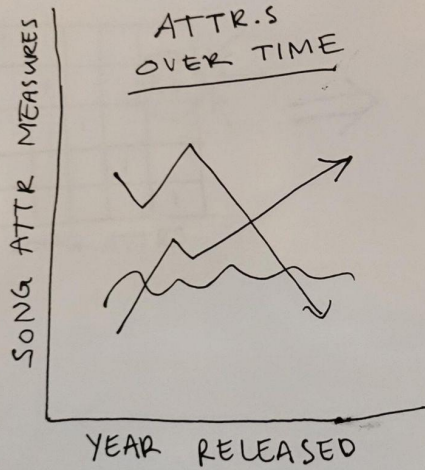
Who Makes Up The Audio Streaming Target Market?

Where Should Spotify Focus their Efforts Based on their target users



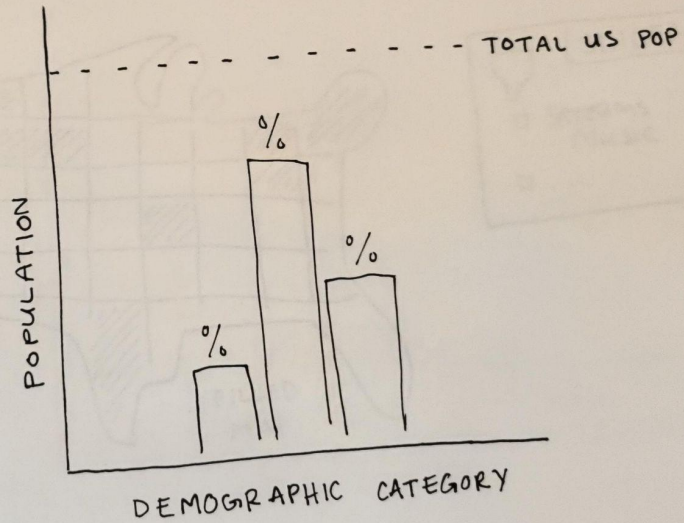
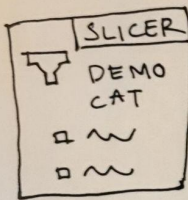
How do songs in our library trend?

HISTORICALLY?



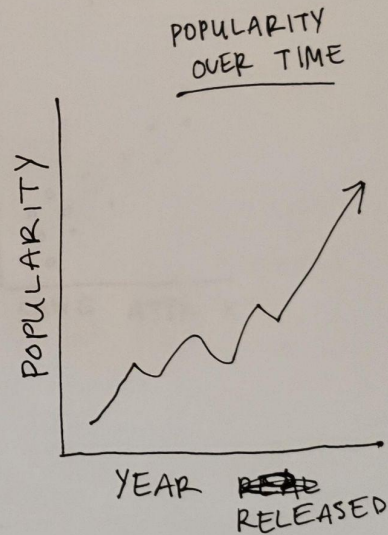
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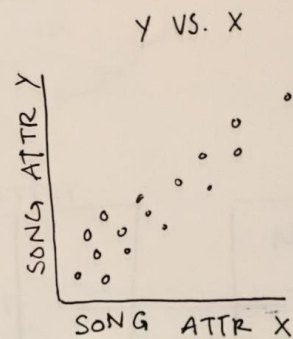
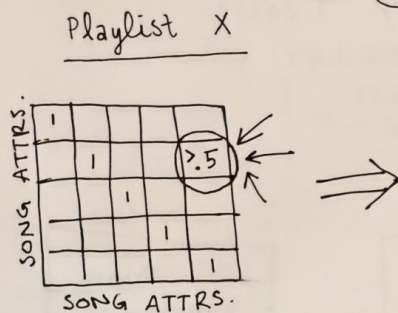
How do songs in our library trend?

HISTORICALLY?



How Similar do Songs on a User's Playlist Tend to be?

BASED ON SONG
ATTRIBUTES



What Trends and Patterns are Apparent in the User Metrics of Our Application?

MOST POPULAR BY
FREQUENCY IN
PLAYLISTS

SONG

NAME -COUNT	

ARTIST

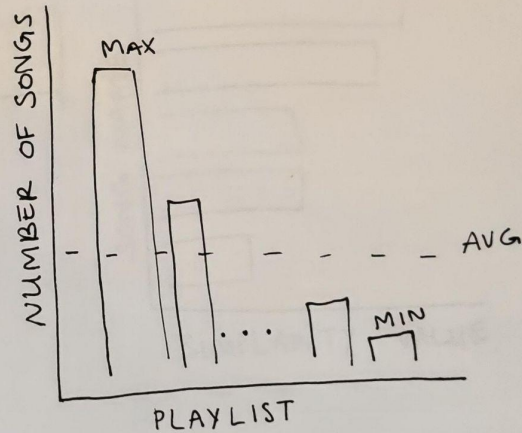
NAME -COUNT		

GENRE

NAME -COUNT		

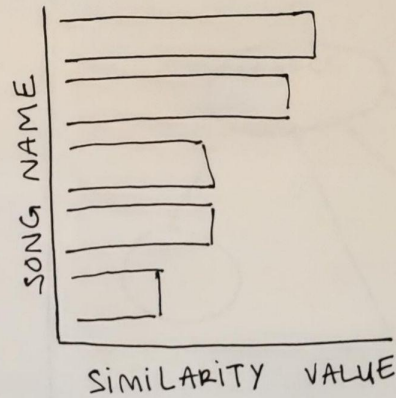
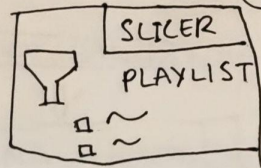
What Trends and Patterns are Most Apparent in the User Metrics of our Application?

NUMBER OF SONGS
IN PLAYLISTS



In What Ways Can we Use Recommendation Models to Ensure Client Retention on a Subscription-Based Music Platform?

CONTENT BASED
RECOMMENDER MODEL



In What Ways Can We Use Recommendation Models to Ensure Client Retention on a Subscription-Based Music Platform?

