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. What are some of the characteristics of top hit songs in Spotify and are there any commonalities between them?
3. What songs or artists appear together most often in playlists?
4. What is the average number of songs a user listened to and how does that compare to their playlist size?
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?

Stretch Goals:

1. How similar are songs on a user's playlist based on song features?

2. Can feedback based on user engagement in a music platform be leveraged to personalize advertising content?

3. In what ways can user-accessible stat tracking benefit a music platform?

   a. How might a music platform frame these statistics to encourage users sharing and communicating with others in the context of the platform?