

# Recording Studio

## Client Data Pipeline



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# Content

Welcome to your Mock Client Tracking Outline! I have created some metrics and use cases that you may find relevant to the set up, marketing, and event coordination of your new recording studio venture.

1 Overview



2 Metrics



3 Visualizations



4 Geospatial Analysis (Client location tracking)



5 Machine Learning Applications



6 Add section title



We want to track metrics that will help us understand our clients better, and inform our business practices



### Address

This will help us coordinate targeted events in places that clients are centralized

### Subscription Type

Year long, monthly, etc

### Genre

Pop, rock, hip hop, rap, etc.

### Content Type

Album

Single

Demo

Podcast

Gender, Age, ethnicity

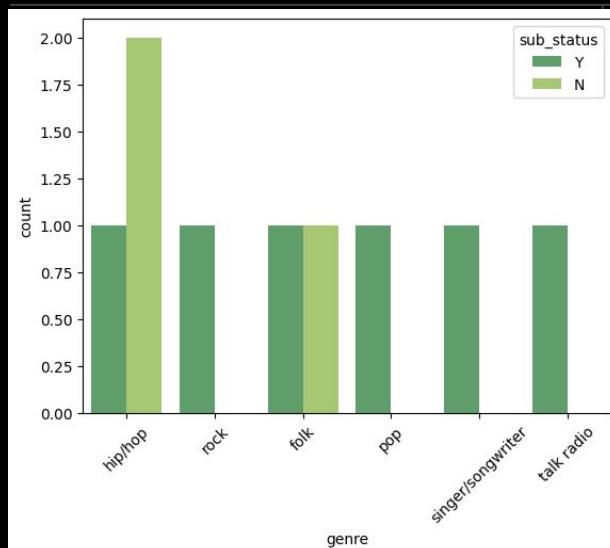
**Who's coming to the studio?**

Link to coding file with example data:

[https://github.com/GEMcordelli/Persona-I-Projects/blob/main/Mock\\_Client\\_Data\\_Crescendo.ipynb](https://github.com/GEMcordelli/Persona-I-Projects/blob/main/Mock_Client_Data_Crescendo.ipynb)

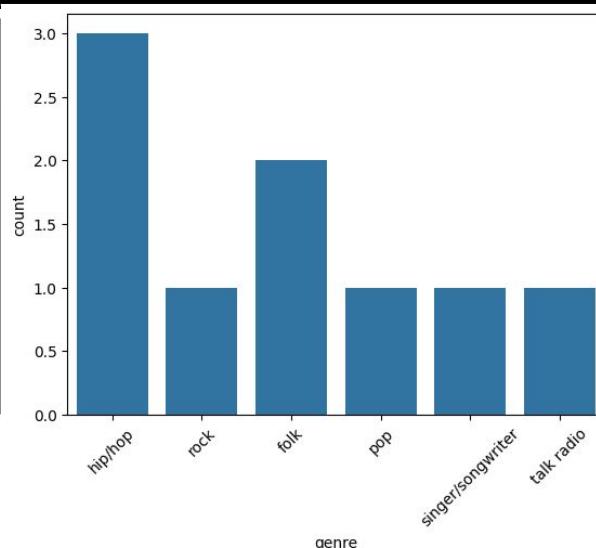
## Visualizations

Charts & Graphs cement patterns in a visual context, and sometimes reveal trends we didn't know were there



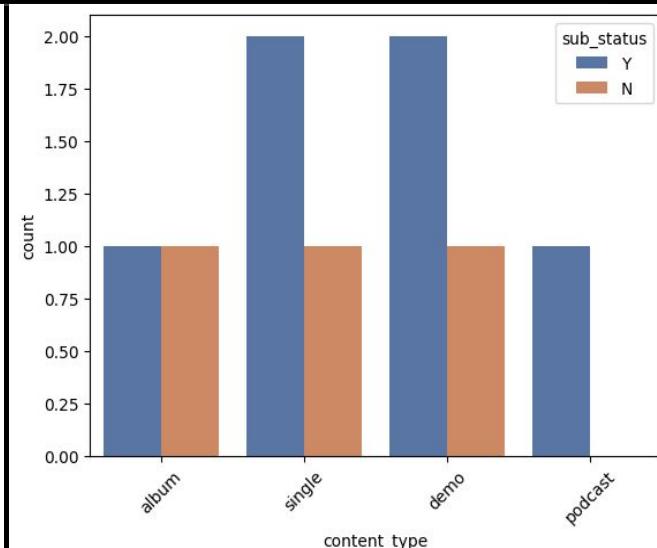
**Genre count by Subscription Status**

This shows us what genres are more frequently subscribed vs unsubscribed while your services



**Genre Raw Counts**

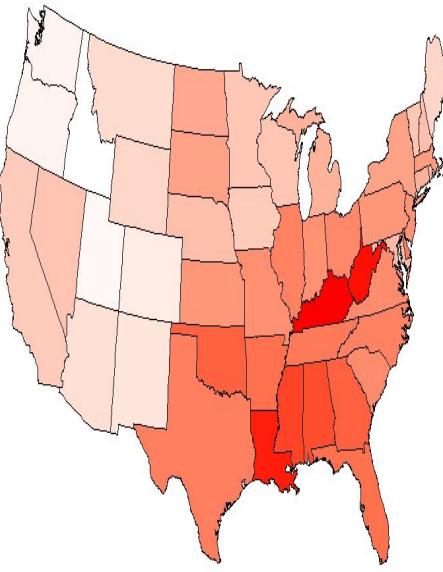
Raw counts are useful because you can see overall what is most popular amongst your clients



**Content Type by Subscription Status**

This can be very helpful when determining what kind of resources are most important for your studio to have (isolation booths, audio engineers, podcast equipment). Knowing if most users are subscribed or not can qualify each resource's urgency

## Geospatial Tracking



Mean PHS Rate  
200 250 300 350 400

This is an example of a heatmap from a previous project. This can be done on a map of Virginia (or DMV) based on client data in the future

### Client Address Quarter, Year

We can convert client's address to longitude and latitudinal coordinates. This can be overlaid onto a map of Virginia using HEATMAP TECHNIQUES (pictured on the left)

**HEATMAP:** The shading will be more intense in client "hotspots" across the DMV

### WMATA Metro Lines

We can overlay the heat map with color coordinated representations of the different metro lines that are near the client hotspots

This will help tell you where to coordinate future outreach events, or expand in other ways

# Machine Learning

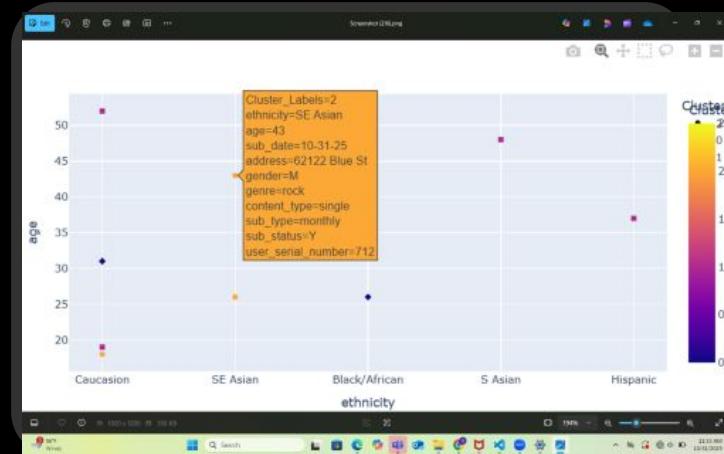
Machine Learning Algorithms are great for predicting future patterns, getting a quantitative look at what variables are most important to long client relationships, and more!

```
ethnicity      0.869583  
sub_date       0.516668  
genre          0.467765  
gender         0.326458  
content_type   0.258758  
address        0.154809  
age            0.071944  
dtype: float64
```

This list represents Variable Importance. It tells us what factors are most relevant when determining if a client is subscribed. The higher values are more relevant

## Cluster Algorithms

This graph shows cluster groupings. This is a Machine Learning Algorithm that groups clients based on their similarities. This can tell you more about client archetypes, as you expand



# Timeline

## Immediate



### Metrics

Collection, cleaning AND regular analysis

## Immediate



### Visualizations

Add Will become more accurate as time goes on, but can help show some early trends; however smaller samples overinflate importance!!

## Growth Based



### Geospatial Tracking

Visualizations will become more clear as client base expands, but general address tracking can help build a foundation

## Growth Based



### Machine Learning

Depending on the algorithm, ML may be more useful as client base expands

# Thank you

As Clients expand, data collection will become more and more important and help lead business practices!