Finding Talent: Improving Spotify New Artist Recommendations

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We chose the Associate Data Scientist, Content Analytics opening at Spotify for our case study because this will allow us to dive into our passion: music. Spotify is a streaming giant in the music and podcast industry and working with their data will increase our odds at interviewing for them or for similar companies. Moreover, Spotify allows the public to access their real-life data through their Application Programming Interface (API), which would make our results more impactful than working with a toy dataset found on Kaggle.

Our team's business objective, inspired by the job posting, is to help small, independent artists get more exposure and to prescribe them data-driven actions to increase their monthly streams. We plan on solving the business problem by leveraging the following data toolkit:

- Descriptive Analytics Dashboard: This dashboard will display current popular music attributes and recommend that smaller artists keep their songs at similar optics.
- Diagnostic Analytics Dashboard: This dashboard will detect what artists are not doing right and what they can do to improve in order to increase streams.
- Automated Data Pipeline: This will encompass the Extract, Transform, Load (ETL) process, including pulling data from Spotify's API, setting up a data warehouse, and feeding data to the dashboards.
- Predictive Model: Aligning with the job description, we aim to "model statistical predictions to surface growing artists, genres and music trends, so as to inform prioritization in and around Spotify's Music organization."

One Metric That Matters (OMTM): The designated OMTM we will be tracking will be total artist streams per month. This will gauge whether our prescriptive recommendations are having a positive effect on our users.