Spotify has been part of a wave of change in the music it is as much about social interaction and music exploration as it is a simple streaming service. They offer customized weekly playlists for users by using some complexe algorithms.

providing users personalized suggestions is by giving song several user-provided attributes, and the more someone listened to songs, it would then filter the playlists by those particular attributes. Other alghoritms is selecting personalized tracks based on other users who were similar to you.

Spotify uses three models that are : Collaborative Filtering : The basic assumption of collaborative filtering is that if Person 1 has the same opinion as Person 2 about an issue, then Person 1 is more likely to agree with Person 2 about another issue than they would a randomly selected person.

Natural Language Processing : The way Spotify uses NLP is to determine the similarity of two pieces of music. Spotify will scour the web for blog posts and other music articles to develop a database of what is being said about certain artists.

Audio models : This third model analyzes raw audio data. Spotify uses convolutional neural networks (the same technology used by facial recognition software) to process song data, and provides them with characteristics about a song, such as tempo, volume, key, and time signature. This gives Spotify an additional layer of data with which to use to compare and contrast certain songs.