



# Next Up

# Introduction

- ❖ Find More Fans
- ❖ Competitor Locations

# How?

- ❖ **Similarity of an Artist:**  
Playlist Co-Presence
- ❖ **'Untapped-ness':**  
Cutoff Distance

# Playlist Co-Presence

Roots Rising  
By Spotify • Redefined & on the rise. Explore the evolution.  
1,812,483 FOLLOWERS

PLAY

TITLE	ARTIST
Six Years	A Blaze or Feather
Motion Sickness (Demo - Bonus Track)	Phoebe Bridgers
I Won't Run From It	Big Red Machine
Bare	Rosie Carney
Hold Your Head Up High	Darlingside
Black Sun	Irma
Like An Eagle	Mighty Oaks
Cavalry	Novo Amor, Ed Tullett
Horse to Water	Tall Heights
Chateau - Acoustic	Angus & Julia Stone
Drift (Acoustic)	Quiet Arrows
Rock Holy	Hiss Golden Messenger
If You Need To, Keep Time On Me	Fleet Foxes
Easy Rider	Eddie Berman
Better Way	Andrew Combs
Cattails	Big Thief

Be Bridges 2:11

Late Night Vibes  
By Spotify • Slow burners for late nights.  
475,892 FOLLOWERS

PAUSE

TITLE	ARTIST
Scott Street	Phoebe Bridgers
Slack Jaw	Sylvan Esso
Time	Angelo De Augustine
Gold	S. Carey
We're All Gonna Die	Dawes
Souvenir	Julien Baker, Phoebe Bridgers, etc.
Dusty Eyes	Bedouine
Paul	Big Thief
On My Own	Whitney
Kinston	Faye Webster
Tomb	Angelo De Augustine
Hey, Ma	Bon Iver
Lost In The Light	Bahamas
First Rain	Teen Daze, S. Carey
Old Bone	Wet
Whatever Comes to Mind	MorMor

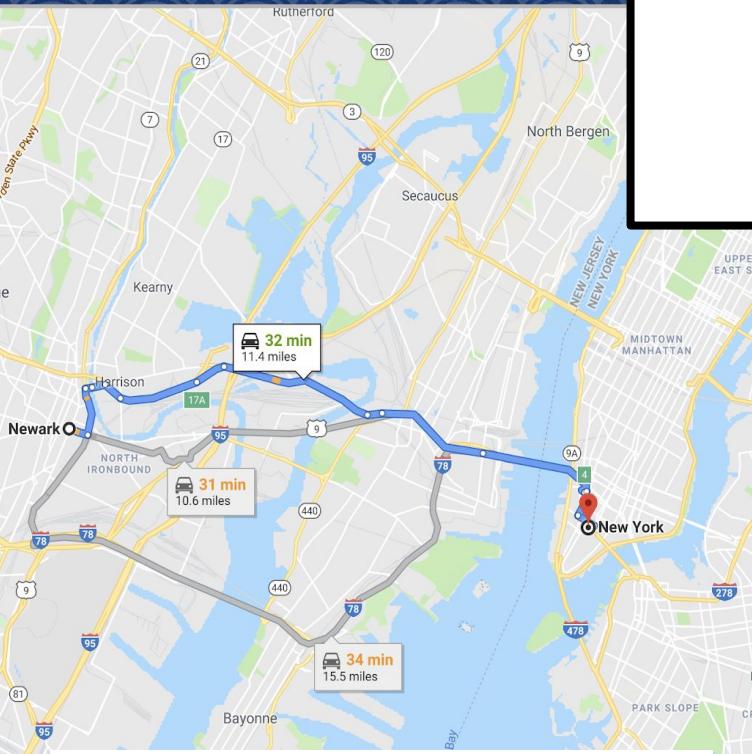
Be Bridges 2:42

Phoebe Bridgers

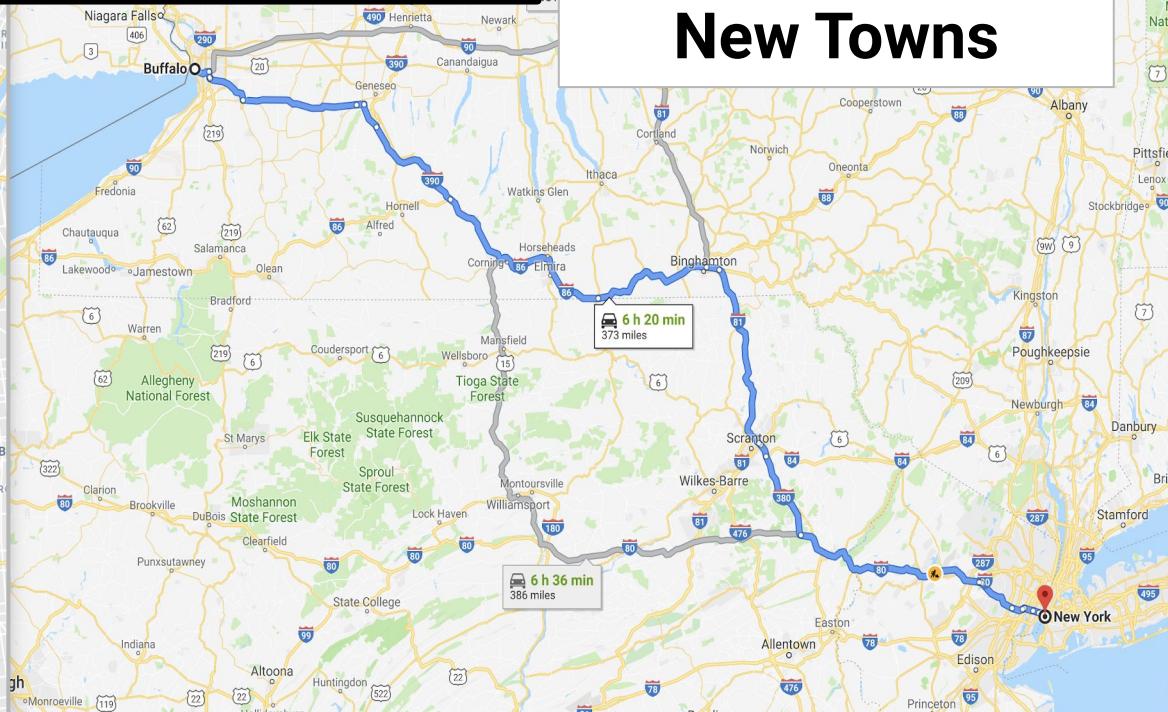
Big Thief

# Cutoff Distance

More New Fans  
In  
New Towns



REPEAT  
CUSTOMERS



# Playlist Data

- ❖ Spotify's Main Categories(44)
- ❖ 1763 Playlists
- ❖ Spotify API wrapper, 'spotipy'

The screenshot shows a Spotify interface for a playlist named "Late Night Vibes". The playlist has 475,892 followers. It contains 20 songs, each with a play button, a heart icon, and a list of artists. The songs include "Scott Street" by Phoebe Bridgers, "Slack Jaw" by Sylvan Esso, "Time" by Angelo De Augustine, "Fool's Gold" by S. Carey, "We're All Gonna Die" by Dawes, "Souvenir" by Julien Baker, "Dusty Eyes" by Bedouine, "Paul" by Big Thief, "On My Own" by Whitney, "Kingston" by Faye Webster, "Tomb" by Angelo De Augustine, "Hey, Ma" by Bon Iver, "Lost In The Light" by Bahamas, "First Rain" by Teen Daze, S. Carey, "Old Bone" by Wet, and "Whatever Comes to Mind" by MorMor. The current song is "Scott Street" by Phoebe Bridgers, which is 2:42 long and 4:05 into the track.

TITLE	ARTIST	ALBUM	DATE	DURATION
Scott Street	Phoebe Bridgers	Stranger in the Alps	2018-12-18	5:05
Slack Jaw	Sylvan Esso	What Now	2018-12-18	3:05
Time	Angelo De Augustine	Time	2018-12-18	3:57
Fool's Gold	S. Carey	Hundred Acres	2018-12-18	4:15
We're All Gonna Die	Dawes	We're All Gonna Die - Single	2018-12-12	5:05
Souvenir	Julien Baker, Phoebe Bridger...	boygenius	2018-12-18	3:32
Dusty Eyes	Bedouine	Bedouine (Deluxe)	2018-12-18	4:38
Paul	Big Thief	Masterpiece	2018-12-18	3:04
On My Own	Whitney	Light Upon the Lake	2018-12-18	2:14
Kingston	Faye Webster	Kingston	2018-12-18	3:23
Tomb	Angelo De Augustine	Tomb	2018-12-18	4:18
Hey, Ma	Bon Iver	Hey, Ma	2019-06-18	3:37
Lost In The Light	Bahamas	Barchords	2018-12-12	3:57
First Rain	Teen Daze, S. Carey	First Rain	2018-12-12	3:58
Old Bone	Wet	Old Bone / Trust No Man	2019-03-13	3:07
Whatever Comes to Mind	MorMor	Whatever Comes to Mind	2018-12-18	4:09

# Concert Data

- ❖ Concert Cities
- ❖ 1355 Artists
- ❖ Selenium webdriver

**songkick** Seattle concerts Artists About us Change location

Find concerts for any artist or city  Search

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## The Black Keys



### Past concerts

Friday 07 August 2015 – Sunday 09 August 2015  
[Outside Lands Music & Arts Festival 2015](#)  
Kendrick Lamar, Mumford & Sons, The Black Keys, Sam Smith, Elton John, G-Eazy, Tame Impala, and SZA  
Golden Gate Park, San Francisco, CA, US

[I WAS THERE](#)



Friday 31 July 2015 – Sunday 02 August 2015  
[Osheaga Festival 2015](#)  
Kendrick Lamar, The Black Keys, Twenty One Pilots, Weezer, Of Monsters and Men, alt-J, G-Eazy, and Florence and the Machine



### Related upcoming events

Wednesday 14 August 2019  
[The Rolling Stones](#)  
CenturyLink Field, Seattle

Thursday 29 August 2019  
[The National](#)  
Marymoor Park, Redmond

Saturday 07 September 2019  
[Death Cab for Cutie](#)  
Marymoor Park, Redmond

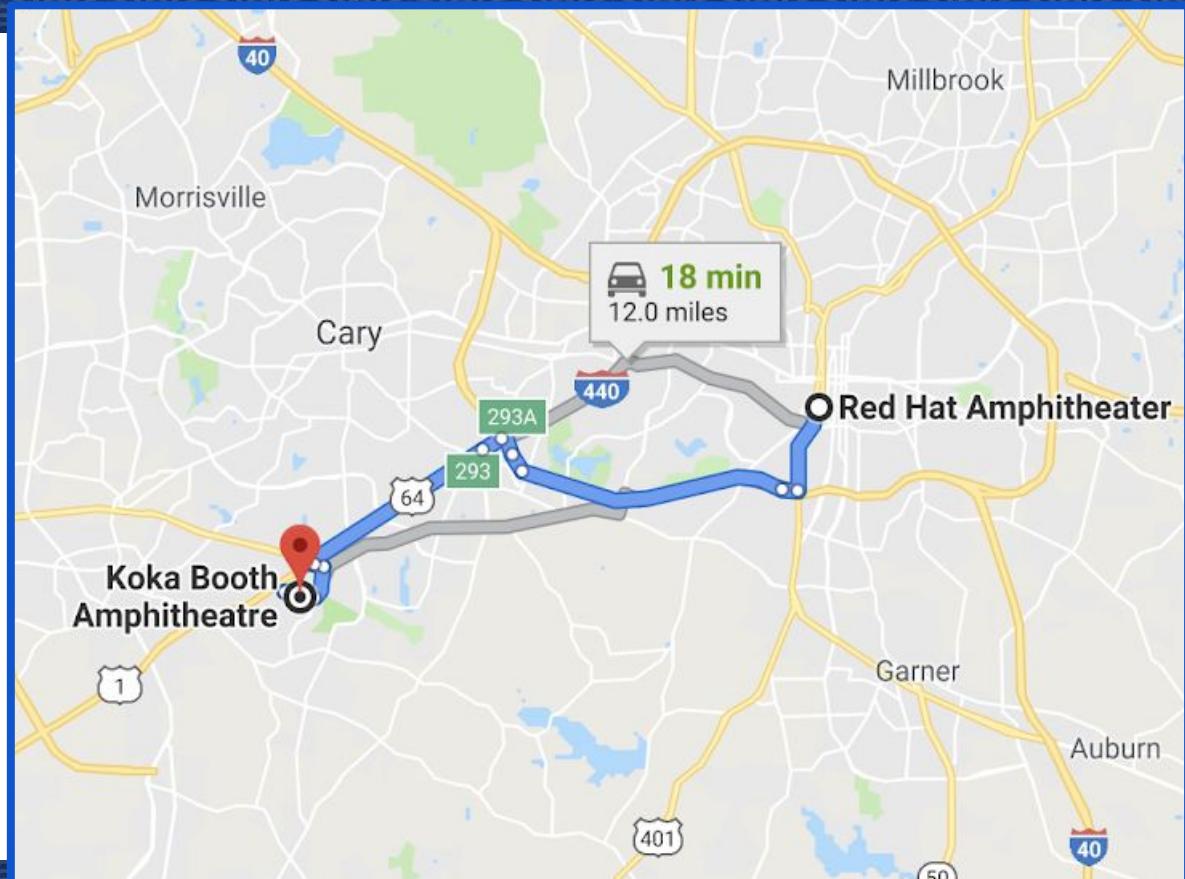
Sunday 08 September 2019  
[Death Cab for Cutie](#)  
Marymoor Park, Redmond

Friday 27 September 2019  
[Vampire Weekend](#)  
WAMU Theater, Seattle



# Location Data

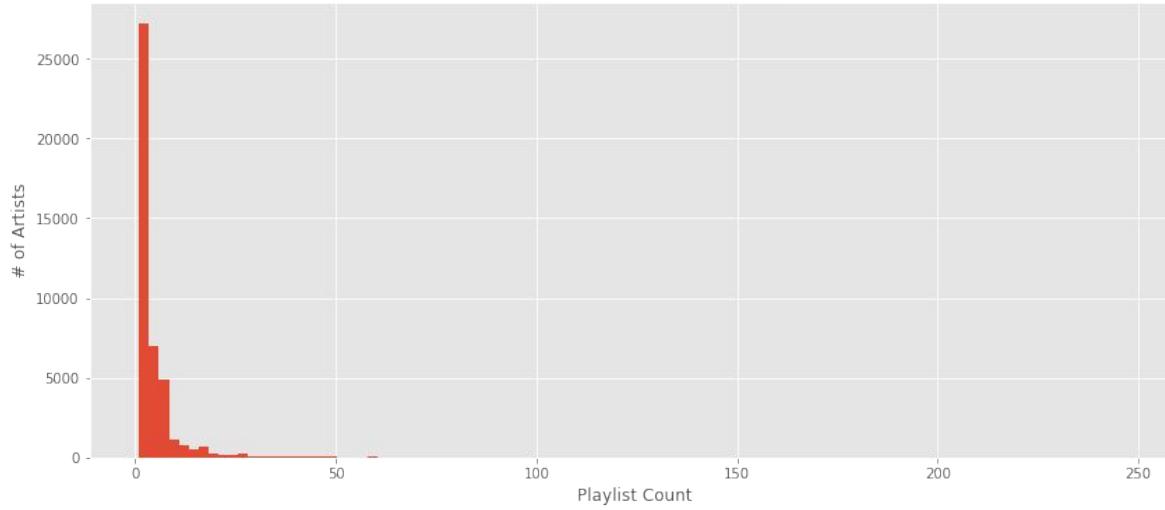
- ❖ Google Maps
- ❖ Lat and Long
- ❖ googlemaps api



# Playlists

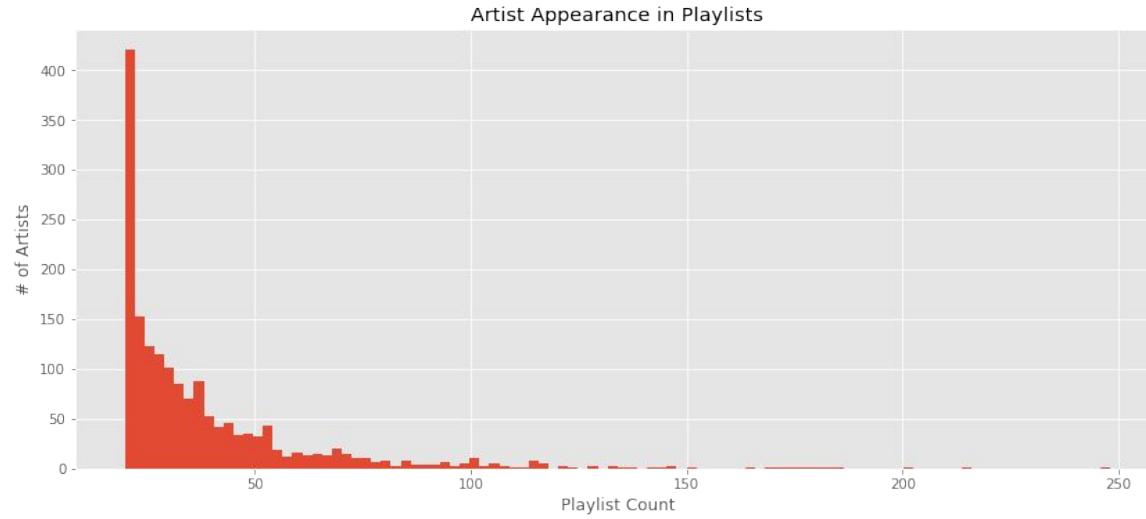
## Pruning Infrequent Artists

Artist Appearance in Playlists



# Playlists

-Appearing 20 or more times:



# Putting It Together

Our Artist



Similar Artists

Late Night Vibes  
By Spotify - Grow burners for late nights.  
476,693 FOLLOWERS

TITLE	ARTIST	ALBUM	DATE	DURATION
Phone Booth	Phoebe Bridgers	Stranger in the Alps	2018-12-18	5:05
Scott Street	Phoebe Bridgers	Stranger in the Alps	2018-12-18	5:05
Slack Jaw	Sylvain Esso	What Now	2018-12-18	3:05
Time	Angelo De Augustine	Time	2018-12-18	5:57
Foot's Gold	S. Carey	Hundred Acres	2018-12-18	4:15
We're All Gonna Die	Daves	We're All Gonna Die - Single	2018-12-12	5:05
Souvenir	Julien Baker, Phoebe Bridgers, boygenius	boygenius	2018-12-18	3:32
Dusty Eyes	Bodineau	Bodineau (Deluxe)	2018-12-18	4:38
On My Own	Big Thief	Masterpiece	2018-12-18	3:04
Kingston	Whitney	Light Upon the Lake	2018-12-18	2:14
Tomb	Kendrick Lamar, Mumford & Sons, The Black Keys, Sam Smith, Elton John, G-Eazy, Tame Impala, and SZA	Outside Lands Music & Arts Festival 2015	2018-12-18	3:23
Hey Ma	Angelo De Augustine	Kingston	2018-12-18	4:18
Lost In The Light	Bon Iver	Hey Ma	2018-06-18	3:57
First Rain	Bahamas	Bachords	2018-12-12	3:57
Old Bone	Teen Daze, S. Carey	First Rain	2018-12-12	3:58
Whatever Comes to Mind	Wise	Old Bone / Trust No Man	2019-03-13	3:07
	MorMor	Whatever Comes to Mind	2018-12-18	4:09



Concert Cities

The Black Keys

Past concerts

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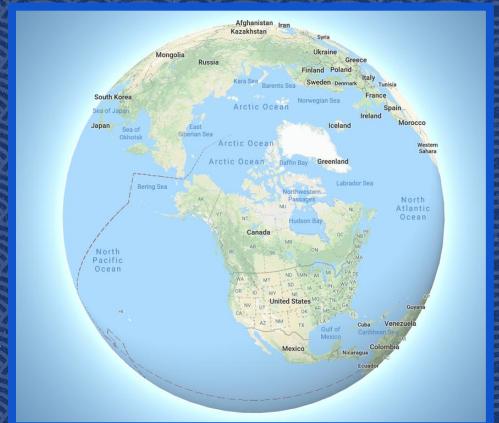
I WAS THERE

REVIEW

\$ New Fans! \$



Coordinates



11

# MODELING

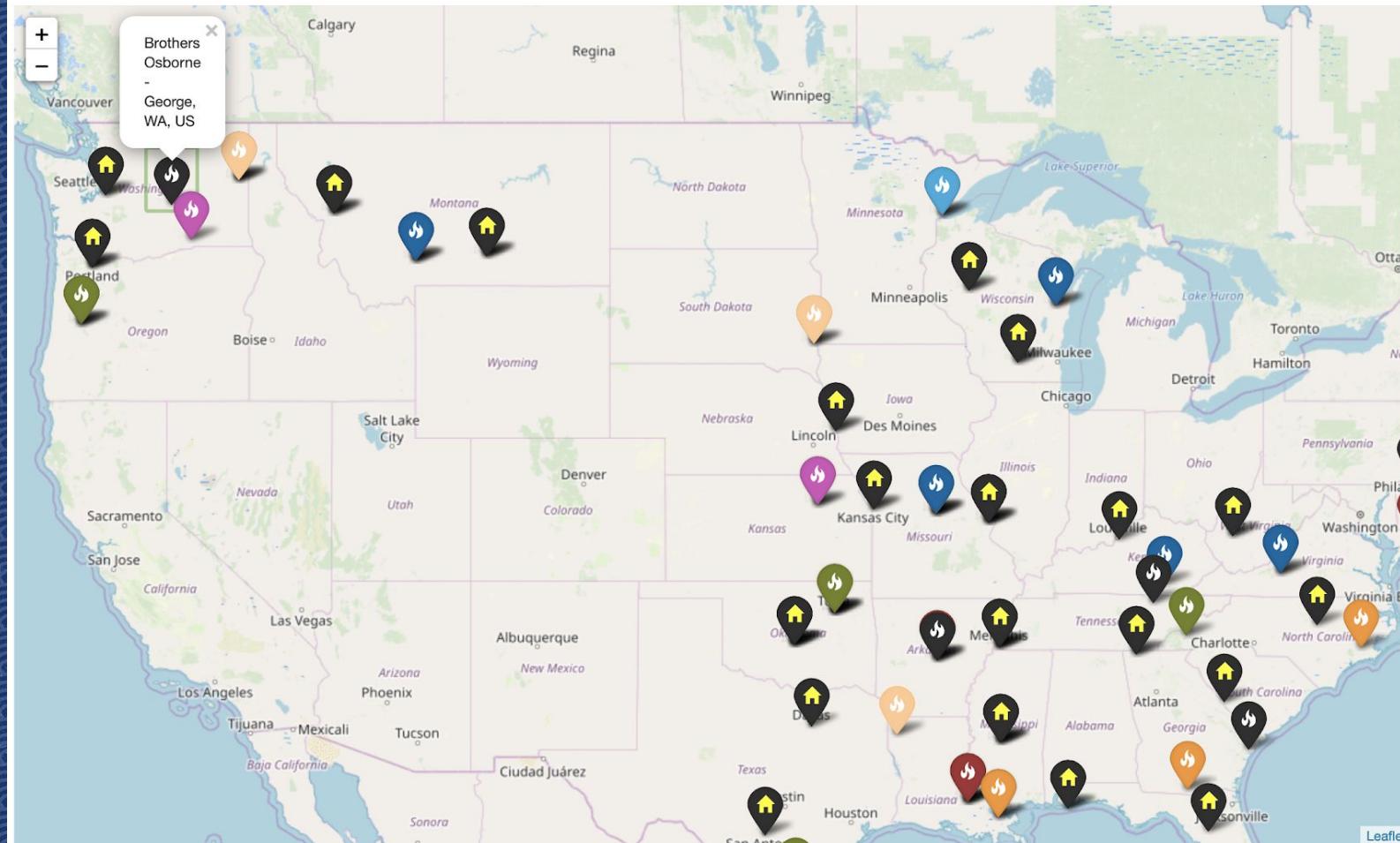
## 2 Different Models

- ❖ Artist Similarity(Playlist Co-presence)
- ❖ Concert City Distance

# DEPLOYMENT

1. Enter Artist: **the black keys**
2. Similar Band: **THE STRUTS** - - Cosine Similarity: **0.345**
  - a. {'new': 'Missoula, MT, US', 'played': 'Tacoma, WA, US', 'distance': 398.0}
  - b. {'new': 'Salt Lake City, UT, US', 'played': 'Denver, CO, US', 'distance': 371.0}
3. Similar Band: **DES ROCS** - - Cosine Similarity: **0.402**
  - a. {'new': 'New Orleans, LA, US', 'played': 'Houston, TX, US', 'distance': 318.0}
  - b. {'new': 'South Burlington, VT, US', 'played': 'Hunter, NY, US', 'distance': 164.0}

```
up_next.viz.add_multi_artist_markers('Luke Bryan', untapped)
```



# FUTURE IMPROVEMENTS

- ❖ **Web App**
  - Flask
- ❖ **Data Breadth**
  - More playlists, more artists and concert data
- ❖ **Data Type**
  - Ticket sales in units or revenue

# Patrick Fuller

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:

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