

An abstract geometric pattern on the left side of the slide, featuring a grid of squares in dark teal, light teal, and white. Overlaid on this grid are several circles and semi-circles in dark teal, light teal, and coral. The pattern is dense and layered, creating a complex visual effect.

Data-Driven A&R Scouting



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ARTIST

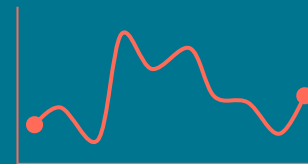
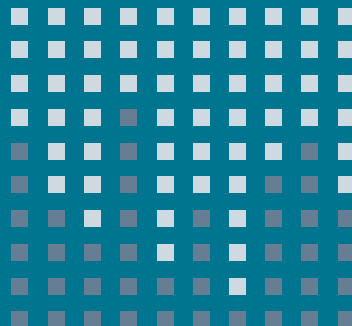
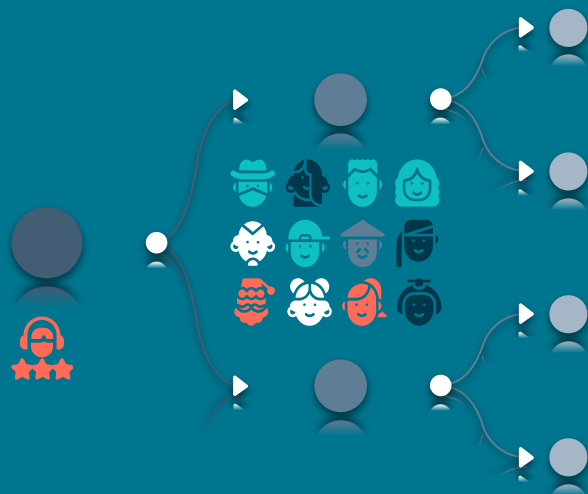
RELATED
ARTIST

TOP
TRACKS

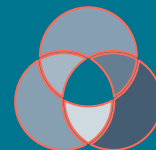
AUDIO
FEATURES

MACHINE
LEARNING
MODEL

OUTCOMES



POPULARITY
PREDICTION



CLUSTERS



180

Authors

+ 500

Related Author

+ 18,000

Tracks

Analyzed Characteristics



Danceability

Self Explained



Energy

Intensity



Loudness

Decibels



Valence

Musical Positiveness



Tempo

BPM



Genre

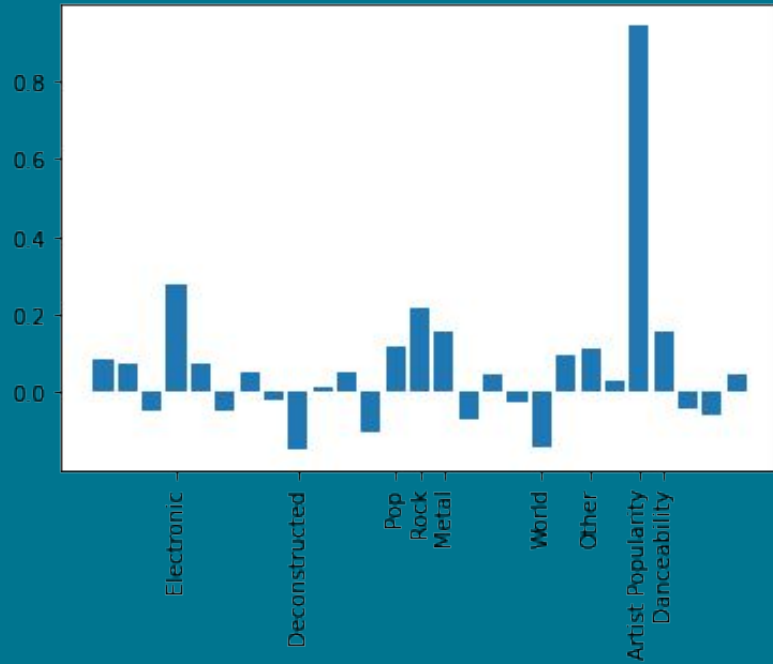
Self Explained



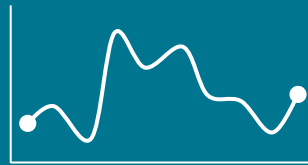
Supervised Learning
Linear Regression

Predicting Song Popularity

Linear Regression -Track Popularity



Spotify's Pop	Predicted Pop
35	25.94
16	13.7
1	-1.49
16	14.83



+ 80%

R^2 (coefficient of determination) regression score
function.

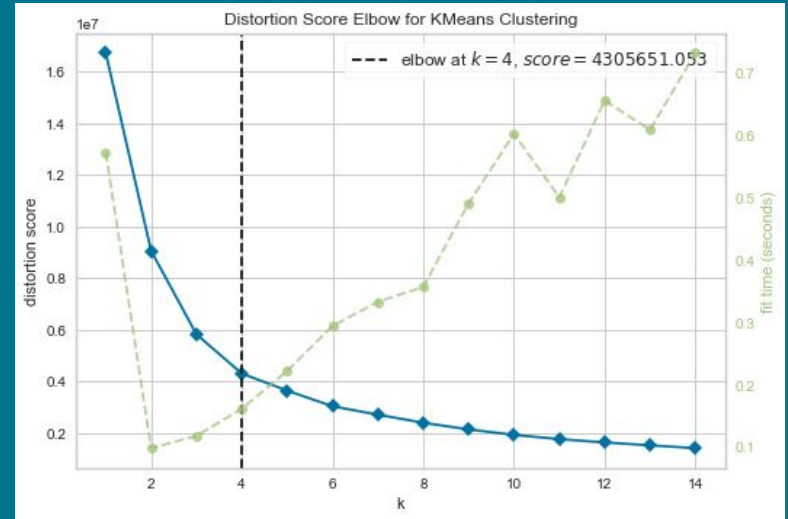
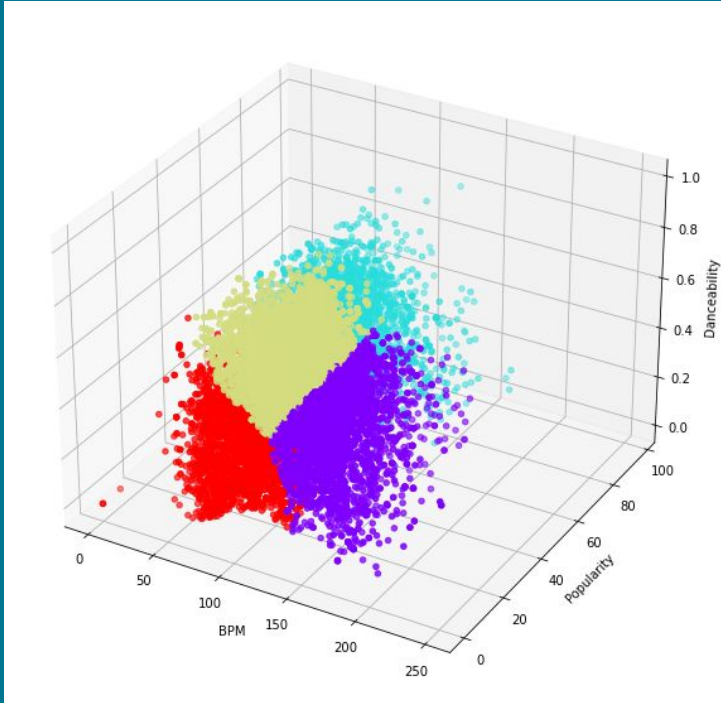


Unsupervised Learning

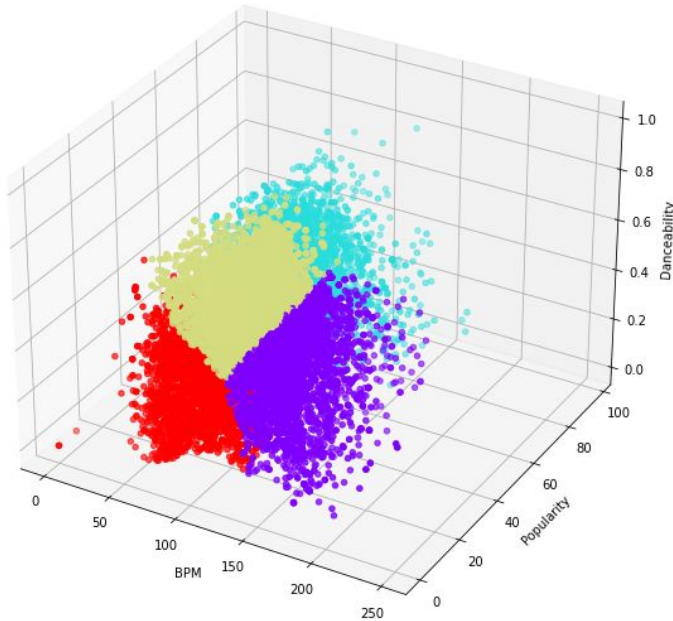
KMeans Clusterization

KMeans Clusterization

Elbow Method



KMeans Clusterization



Cluster	BPM	Spotify's Pop	Dance
0	160.1	12.1	25.94
1	121.0	39.2	0.6
2	127.1	10.5	0.7
3	96.5	10.2	0.3

SCAN ME!



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