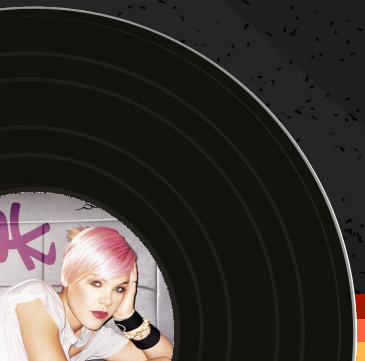
CLIMBING THE CHARTS TOUR

SHOHUM BOKER

AUG 22 - ONE NIGHT ONLY



P!nk - Get the Party Started

The Line Up:

- Setting Up the Stage
- Opening Act
- The Main Event
- Encore
- Wrapping it up
- Backstage Autographs

Setting Up the Stage:

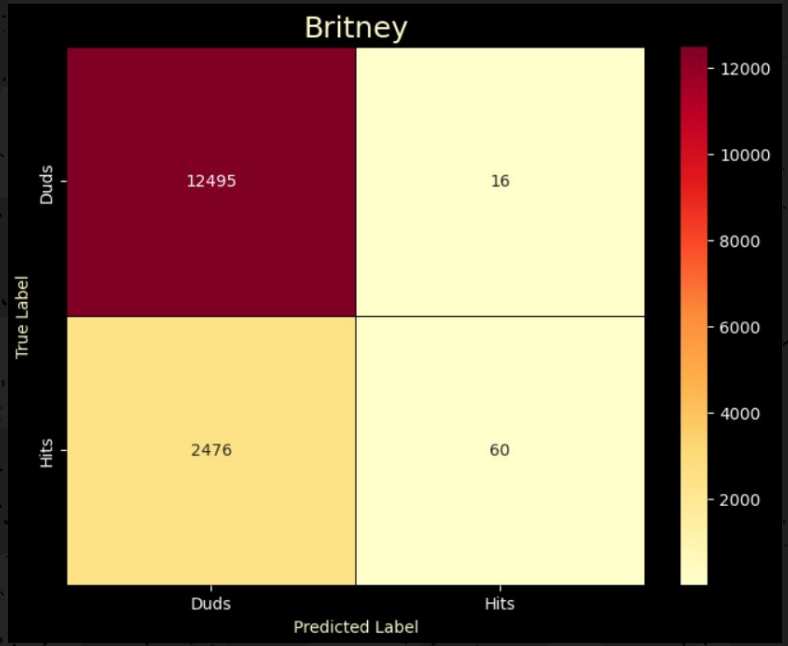
- Data Source: Kaggle, Billboard Hot 100
- Data: 1 : 5, Hits to Duds ratio
- Metrics: Spotify
  - Fact-Based: Duration, Key, Tempo
  - Subjective: Danciblity, Valence, and Energy
  - Probability: Liveness, Acousticness, and Instrumentalness

Opening Act - Business Questions:

- Given many samples of various tracks, which going to be hits?
- Objective: We are looking for top talent in a sea of mediocrity

Opening Act - Britney Model:

- The Britney model use a random forest.
- Really high precision, really low recall
- Most of the models hits are hits, but it gets a small amount of hits



Britney Spears - Gimme More

Opening Act - Why Use it?

- Great if you only need a few hits, but they better be hits

- So if you want filter through a thousands of samples to find to only a few quilty tracks


American Idol


the Voice

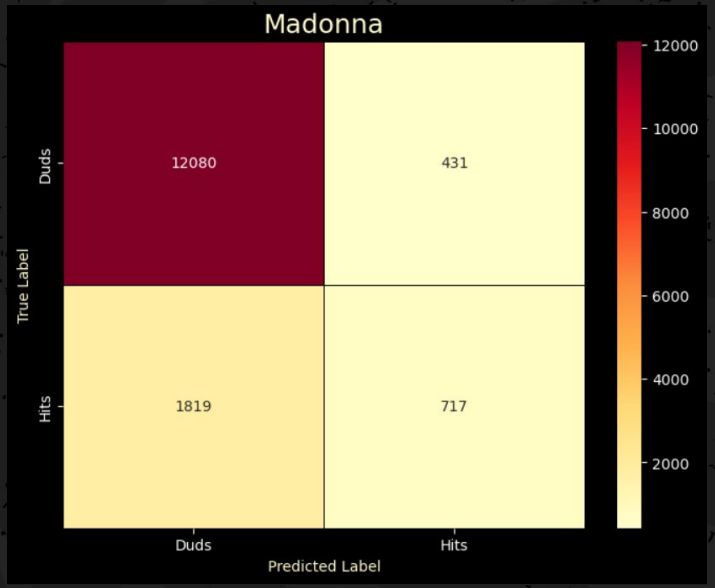

America's
got Talent

Main Act - Business Questions:

- Given a playlist with few hundred to a thousand tracks, how can we filter for hit songs?

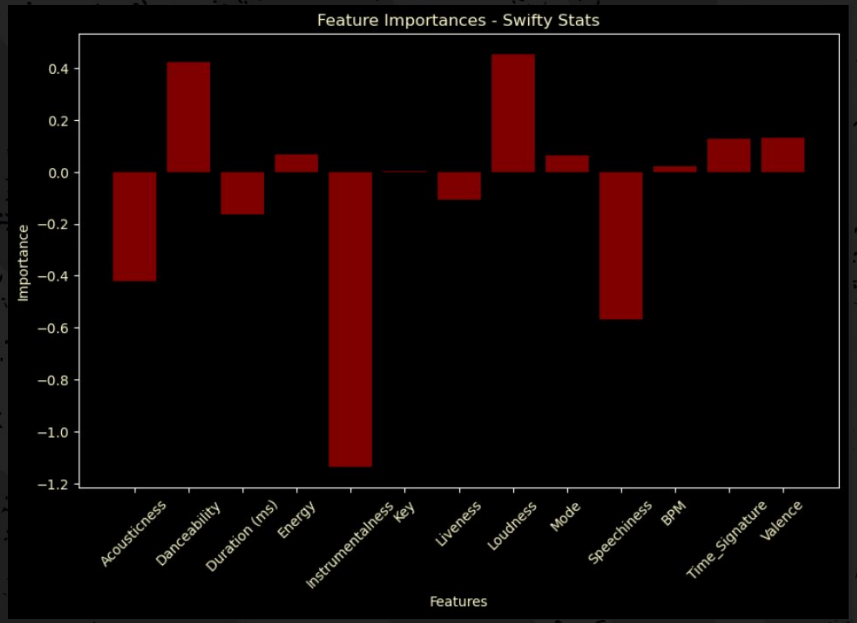
- Objective: We need a model that can give us some hits

Main Act - Madonna Model



- The Madonna model uses Catboost.
- Lower precision, but higher recall
- Gets more hits to recommend to users

Main Act - What Makes a Hit



- Using the weights from a Logistic Regression as Swifty Stats.
- Put more vocals in track, but not full a spoke words piece
- The people like dancing and nice loud track

Encore - What's next:

- Training the Madonna model for specific user's taste and then running it over many other playlists to filter it to their taste

- Trying different genres that do not make to the Billboard Hot 100

Wrapping It Up - Recommendations:

- If you want make hit, vocals and loudness matter, little instrumentals parts

- Training models on user's data and filtering already made playlist

Backstage Autographs - Recommendations:

ABBA - Take a Chance On Me