

Modeling Song Popularity on Musical Aspects

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The Situation

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daily:
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Money paid by Spotify in
2021:

~ **\$7 Billion**



The Problem



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~ 8 Million

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Majority (90%) of money made:

~ 57,000 Artists (0.7%)

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How can artists increase
their likelihood to be a part
of this group?

Who Should be Interested?

Artists:

**Notoriety is key when trying to make it as
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Popular artists always have to figure out
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Any increase in popularity can help
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Labels:

Labels already change music in such ways to increase popularity.

The more popular a song is on Spotify the more money is made for the label.

If a small difference in music can be made to hedge your bets for an increase in profits it is worth it.

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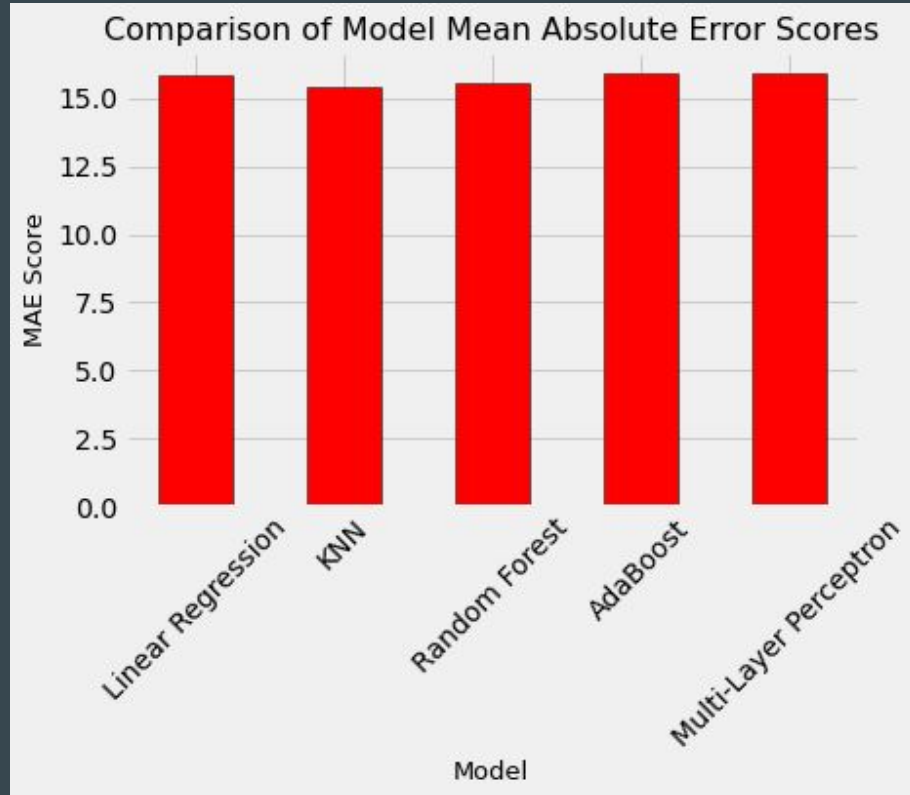
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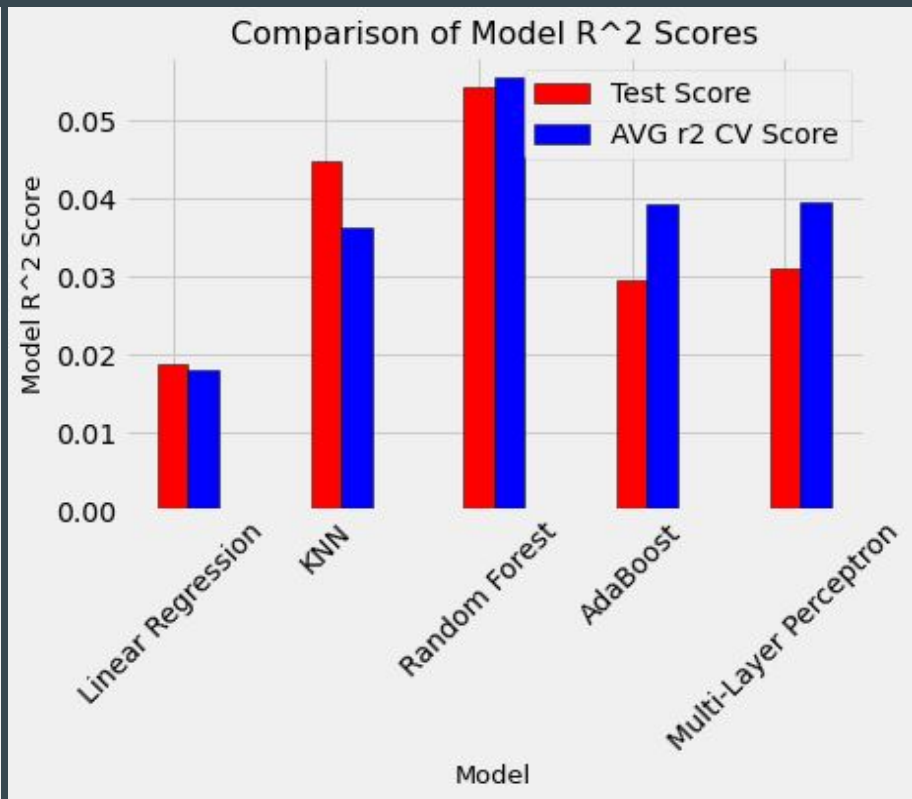
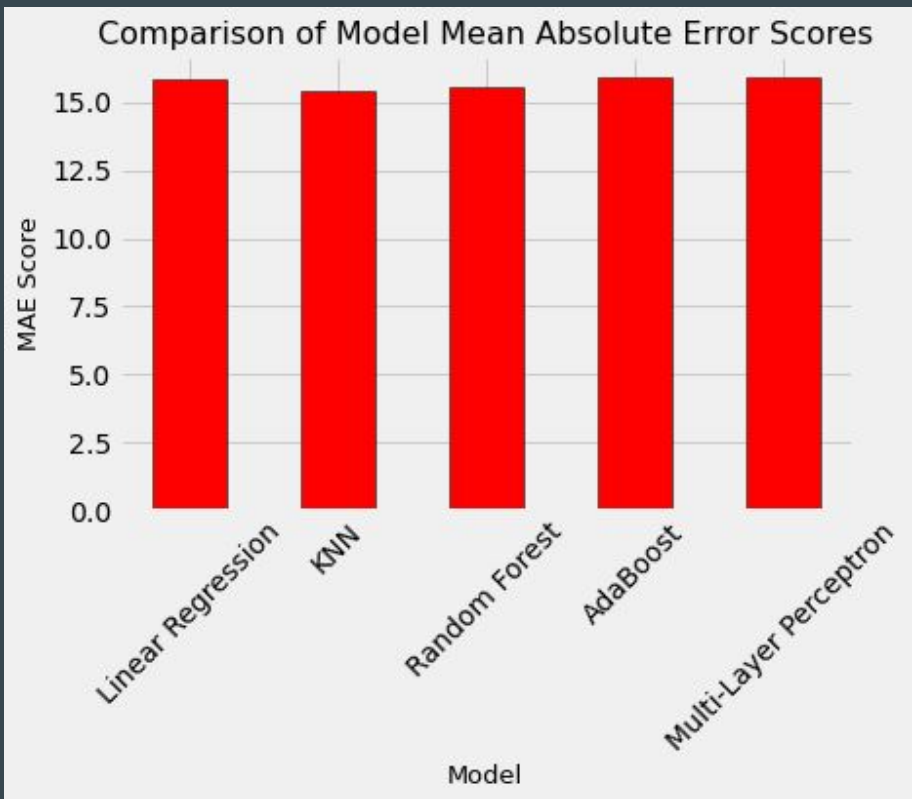
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Major Findings:

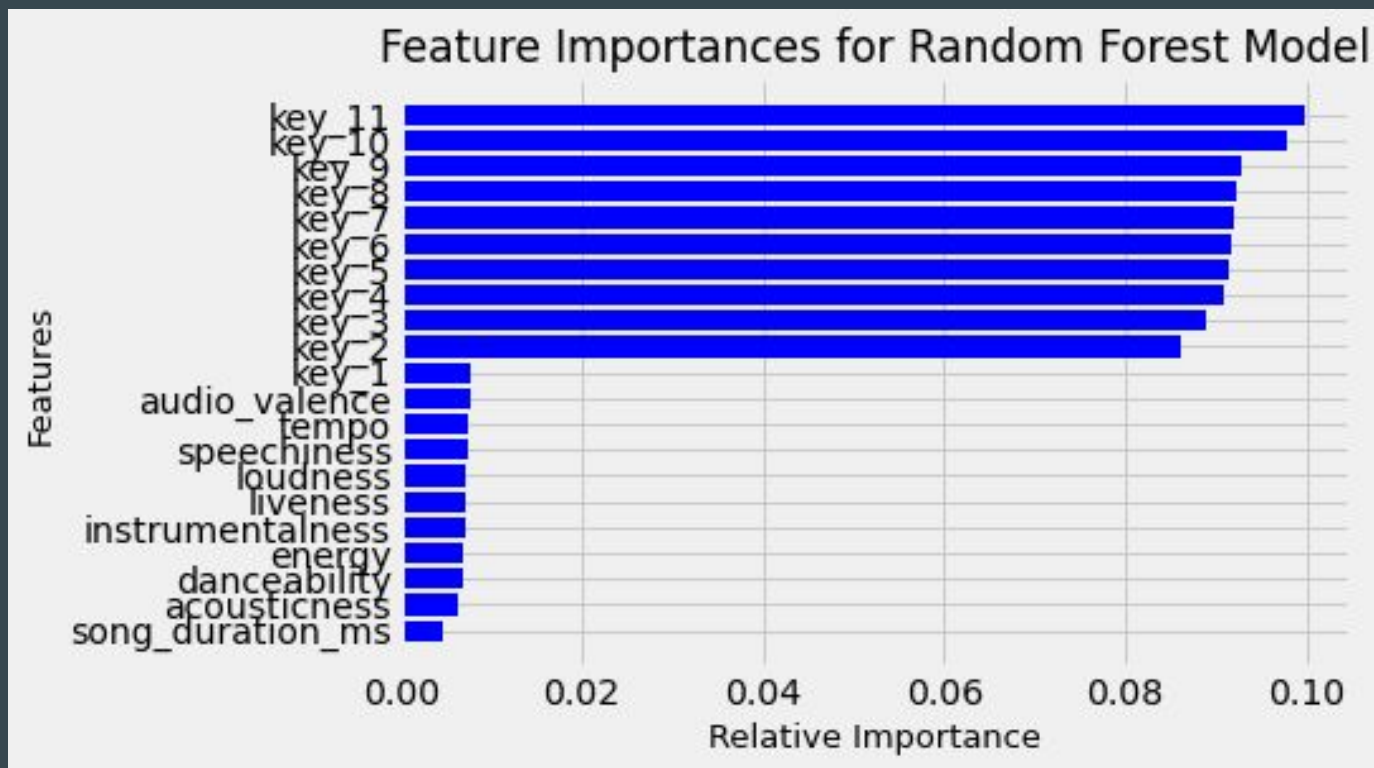
Model Downfalls



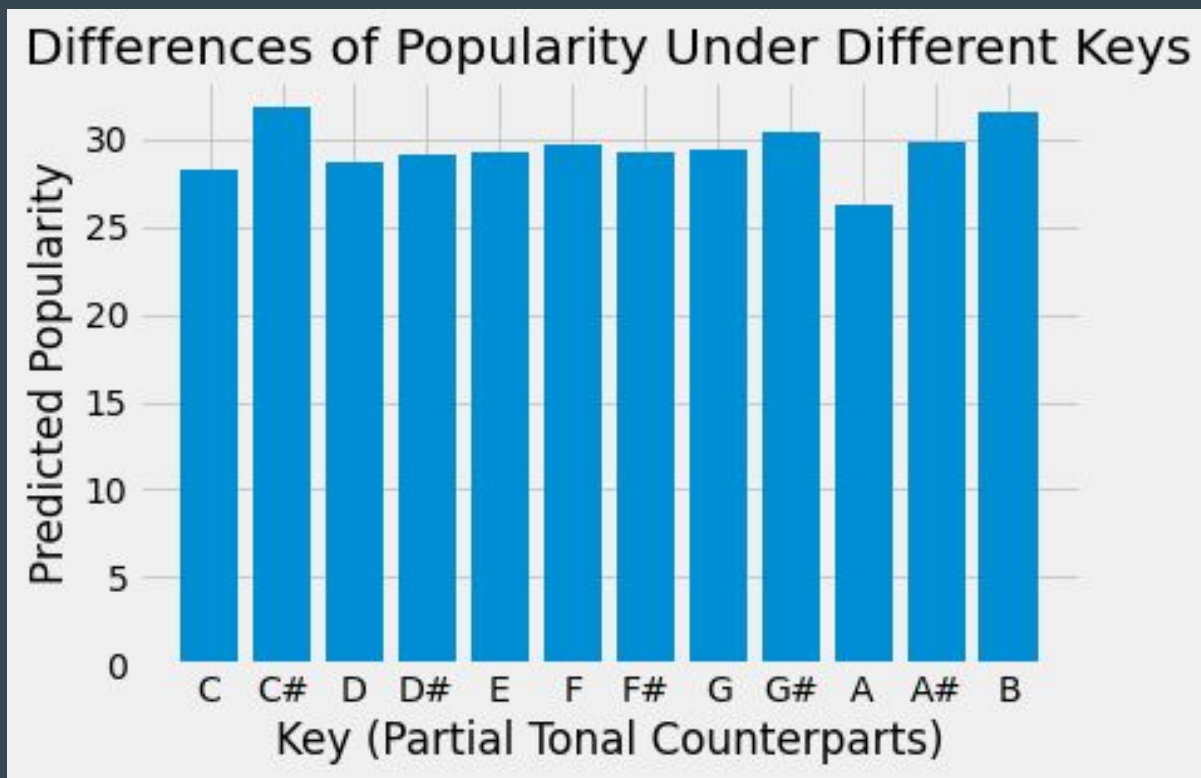
Model Downfalls



Model Findings



“Key” Discovery



Takeaways

Song popularity is not closely associated with the elements of a song.

The element most closely related to song popularity is the key of the song.

The best keys for maximising song popularity are the key of C# and B.

Thank You / QA

Sources:

<https://www.igroovemusic.com/blog/how-many-artists-actually-make-bank-on-spotify.html>

<https://www.forbes.com/sites/marisadellatto/2022/03/24/spotify-says-it-paid-7-billion-in-royalties-in-2021-amid-claims-of-low-pay-from-artists/?sh=17995669a0db>