Categorizing Music Genres

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Problem Statement

Bassline, a small, up-and-coming company that handles social media management for musicians:

- Categorize Reviews by Genre
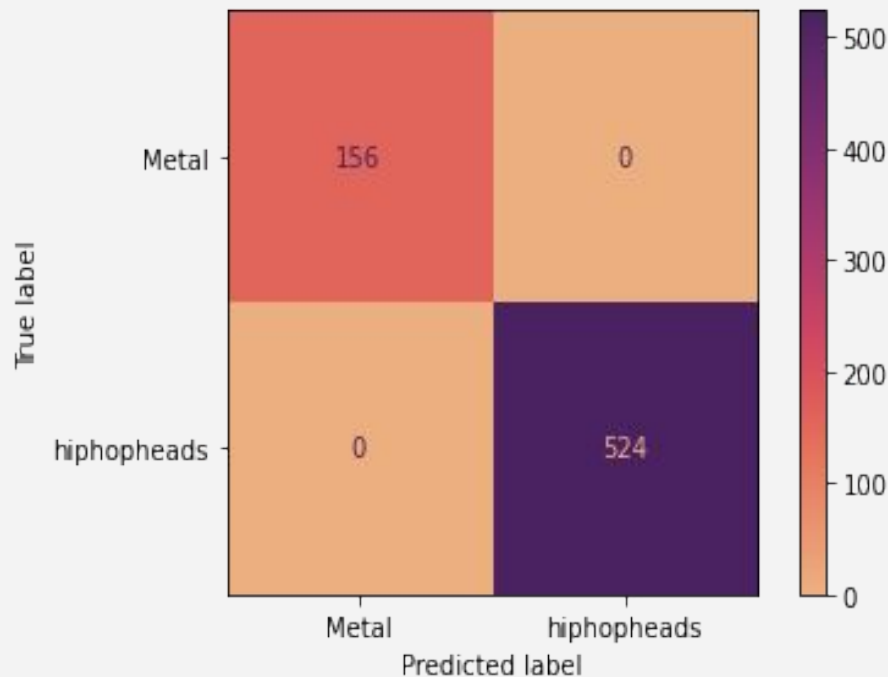 - Metal and Hip Hop

Aim: To reshape their marketing strategy to better reflect their target audience.

Process

Subreddit Posts

20XX

Pulling posts from two different subreddits:

Hiphopheads

Metal

Processing

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Data Cleaning

Processing and Text Classification

Modeling

20XX

Comparing Logistic Regression Models to Naive Bayes

Evaluation

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Evaluating current model on multiple metrics

The Naive Bayes Model

- Outperformed Logistic Regression Models

- Was able to accurately predict which category each post belonged

The Naive Bayes Model: Results

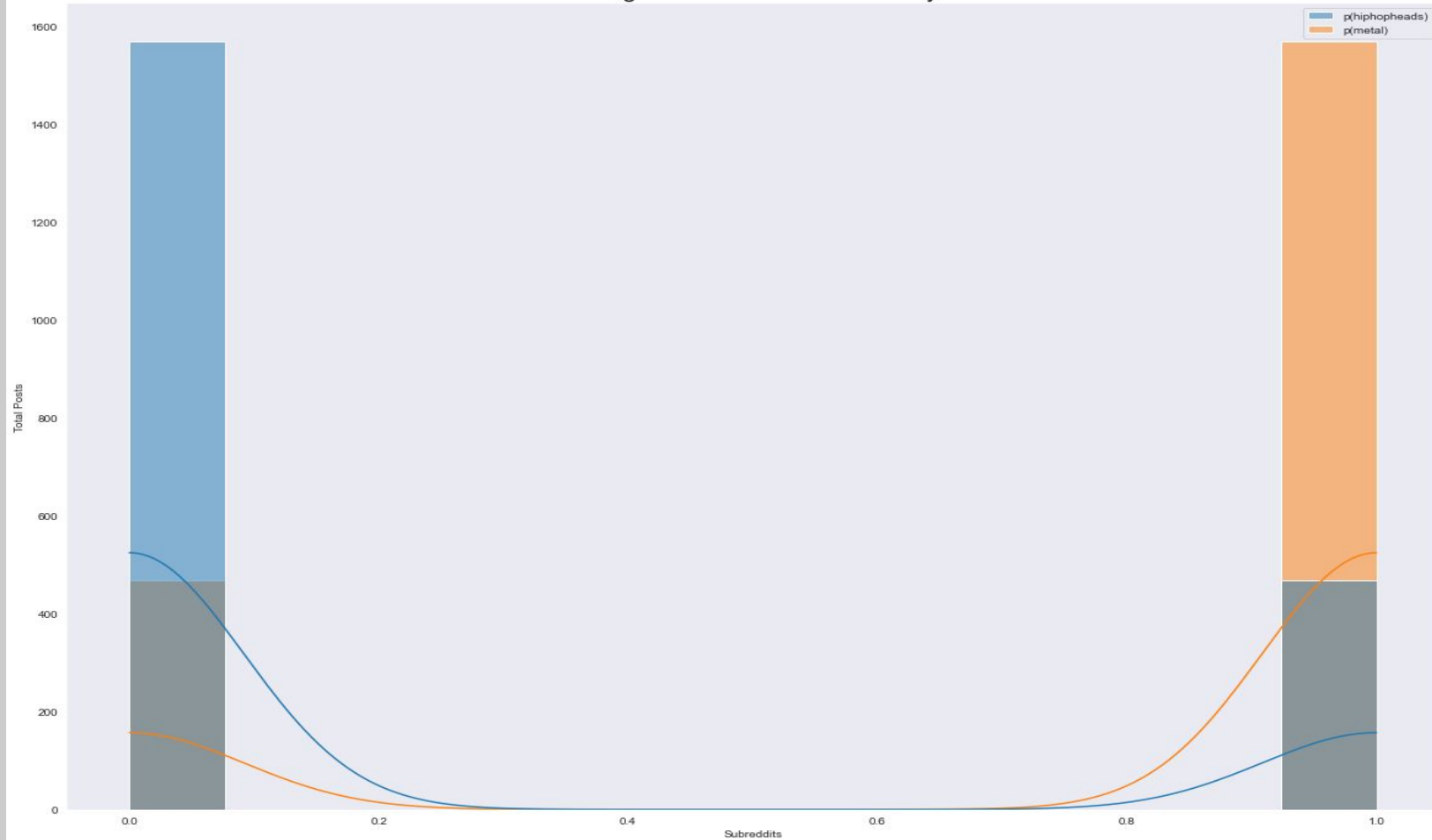| 100%	● Accuracy Score	How many posts did the model correctly predict?
100%	● F1 Score	A balance between sensitivity and precision
100%	● Precision	How many of the correctly predicted posts are actually positive?

Histogram of Predicted Probability

Conclusion and Recommendations:

Benefits

- Fast and effective for this task
- Great with independant features

Drawbacks

- New artist promotion
- Limited to the initial purpose

Recommendations

- Video Marketing Consideration
- URLs and Links
- Music Charts

Thank you

Questions?