

Tech Saksham

Capstone Project Report

“Spotify Music RecommendationSystem”

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ABSTRACT

A recommendation system for music and song recommendations is a project that uses machine learning algorithms K-means clustering algorithms to analyze data on user's listening habits and recommend new songs that they may be interested in. Recommendation systems are widely used in the music industry. One of the reasons they have become so ubiquitous is due to the fact that online listener behavior is characterized by cognitive biases - users prefer to take mental shortcuts rather than evaluate a large range of music choices on a daily basis. It provides these mental shortcuts by offering personalized recommendations based on the user's preferences..

1. Problem state.
2. Data collection
3. Existing solution
4. Proposed solution with used models
5. Result

INDEX

Sr. No.	Table of Contents	Page No.
1	Chapter 1: Introduction	4
2	Chapter 2: Services and Tools Required	6
3	Chapter 3: Project Architecture	7
4	Chapter 4: Modeling and Project Outcome	9
5	Conclusion	18
6	Future Scope	19
7	References	20
8	Links	21

25 pages

CHAPTER 1

INTRODUCTION

1.1 Problem Statement

In today's competitive world, understanding customer behavior and preferences is crucial for customer retention and revenue generation. However, Spotify music recommendations system often face challenges in analyzing customer data due to the sheer volume and velocity of data generated. Traditional data analysis methods are time-consuming and often fail to provide real-time insights. This lack of real-time analysis can lead to missed opportunities for customer engagement and customer satisfaction. Furthermore, the complexity and diversity of customer data, which includes customer details and their preferences.

1.2 Proposed Solution

The proposed solution is to develop a Spotify music recommendations system using K-means clustering algorithm. The recommendation system clusters songs by implementing K-Means using sklearn library and generates recommendations according to the clusters. It has the following principal steps:

1. Find optimal number of clusters using the Elbow method
2. Fit the K-means model
3. Add a column with the corresponding clusters
4. Find out the maximum occurring cluster number according to user's favorite track types
5. Sort the cluster numbers and find out the number which occurs the most
6. Get the tracks of that cluster and print the first five rows of the dataframe having that cluster number as their type

1.3 Feature

- **Real-Time Analysis:** The dashboard will provide real-time analysis of customer data.
- **Customer Segmentation:** It will segment customers based on their preference songs
- **Trend Analysis:** The dashboard will identify and display trends in customer behavior.
- **Predictive Analysis:** It will use historical data to predict future customer behavior.

1.4 Advantages

- **Data-Driven Decisions:** Spotify music recommendations system makes decisions based on real-time data analysis.
- **Improved Customer Engagement:** Understanding customer behavior and trends can help Spotify music recommendations system engage with their customers more effectively.
- **Customer Satisfaction:** By listing their preferences songs, customer will get satisfaction.

1.5 Scope

The scope of this project extends to Spotify music recommendation system that aim to leverage data for decision-making and customer engagement. The project can be further extended to incorporate more data sources and advanced analytics techniques, such as machine learning and artificial intelligence, to provide more sophisticated insights into customer behavior. The project also has the potential to be adapted for other sectors, such as online marketing where understanding customer behavior is crucial. Furthermore, the project contributes to innovation, and customer satisfaction.

CHAPTER 2

SERVICES AND TOOLS REQUIRED

2.1 LR - Exiting Models

2.1 Required – System config | Spotify Music Recommendations System

2.1 Services Used

- **Data Collection and Storage Services:** Spotify music recommendations system need to collect and store customer data in real-time. During the Extract phase, PySpark was used to read and extract the relevant data from the datasets. The main dataset has been deployed to HerokuSQL Cloud Database and all model-related files retrieve data from there. Also, Deta Space cloud database is used to store the Bayesian Personalized Ranking model parameters.
- **Data Processing Services:** PySpark was used to transform the extracted data into a suitable format for merging and analysis.
- **Machine Learning Services:** The Bayesian Personalized Ranking (BPR) model has been deployed using FastAPI, Github Actions, and Deta as an API hosted on Heroku..

2.2 Tools and Software used

Tools:

1. Docker Python is an open-source tool and a standard shipping container. This tool is used for automating the deployment of any application inside a software container.
2. Visual Studio Code

Software Requirements:

Python uses the following packages for this project.

1. **requests:** Python requests is a library for making HTTP requests. It provides an easy-to-use interface that makes working with HTTP very simple, which means it simplifies the process of sending and receiving data from websites by providing a uniform interface for both GET and POST methods.
2. **Spotipy:** Spotipy is a lightweight Python library for the Spotify Web API. With Spotipy you get full access to all of the music data provided by the Spotify platform.
3. **Streamlit:** Streamlit is an open-source Python framework for data scientists and AI/ML engineers to deliver dynamic data apps
4. **IPython:** IPython itself is focused on interactive Python, part of which is providing a Python kernel for Jupyter
5. **Pandas:** Pandas is a Python library used for working with data sets. It has functions for analyzing, cleaning, exploring, and manipulating data

For FrontEnd, the below listed are used.

1. HTML

2. JavaScript File (.js)

CHAPTER 3

PROJECT ARCHITECTURE

3.1 Architecture

1. System flow diagram

2. Data flow diagram

3. Modules

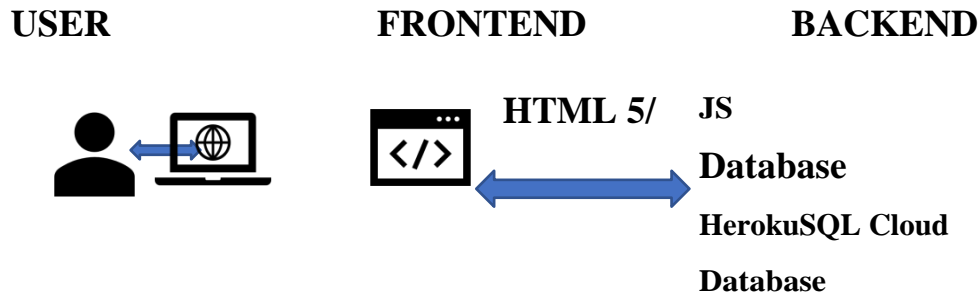
1. User interface

2. Next Module (EDA) flow diagram

3. Training model diagram

4. Predicting model's diagram

5. Model Performance evaluation models



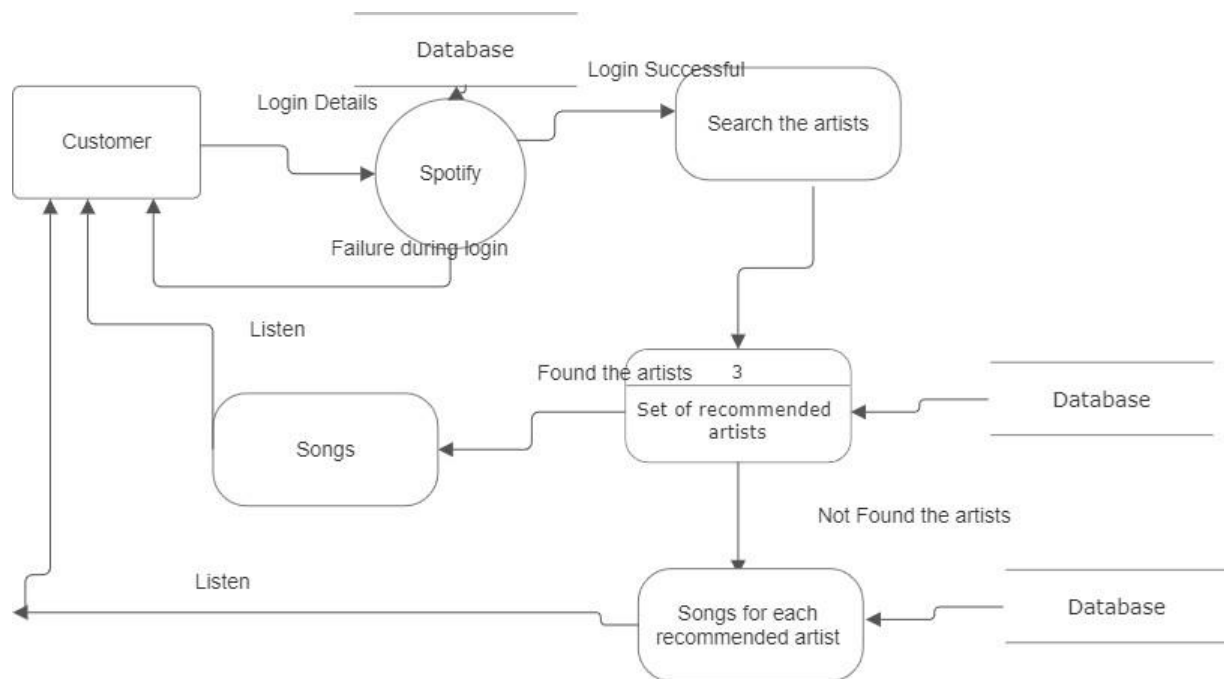
Here's a high-level architecture for the project:

1. **Data Collection:** During the Extract phase, PySpark was used to read and extract the relevant data from the datasets.
2. **Data Storage:** The main dataset has been deployed to HerokuSQL Cloud Database and all model-related files retrieve data from there. Also, Deta Space cloud database is used to store the Bayesian Personalized Ranking model parameters.
3. **Data Processing:** PySpark was used to transform the extracted data into a suitable format for merging and analysis
4. **Machine Learning:** The Bayesian Personalized Ranking (BPR) model has been deployed using FastAPI, Github Actions, and Deta as an API hosted on Heroku.
5. **Data Visualization & Data Access:**
 - Log In to Spotify
 - Search the artist.
 - Get set of recommended artists using Bayesian Personalized Ranking (BPR) model deployed.
 - If artist was not found in the database, recommendation using Spotify recommender is retrieved.
 - For each recommended artists, the most popular songs are provided.
 - User can listen to those songs directly inside the web application.

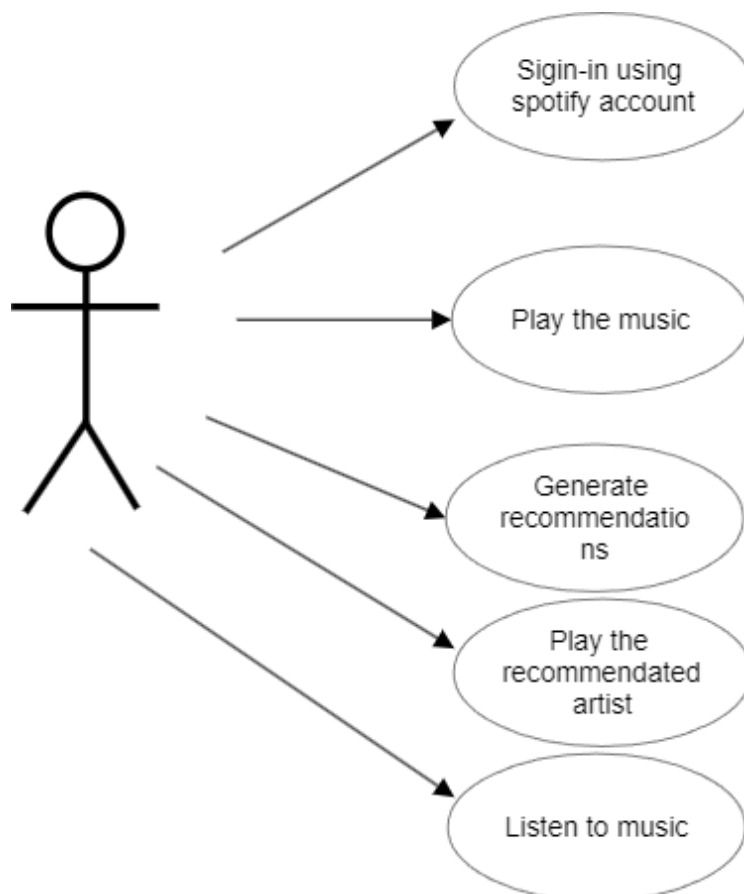
1. System flow diagram:



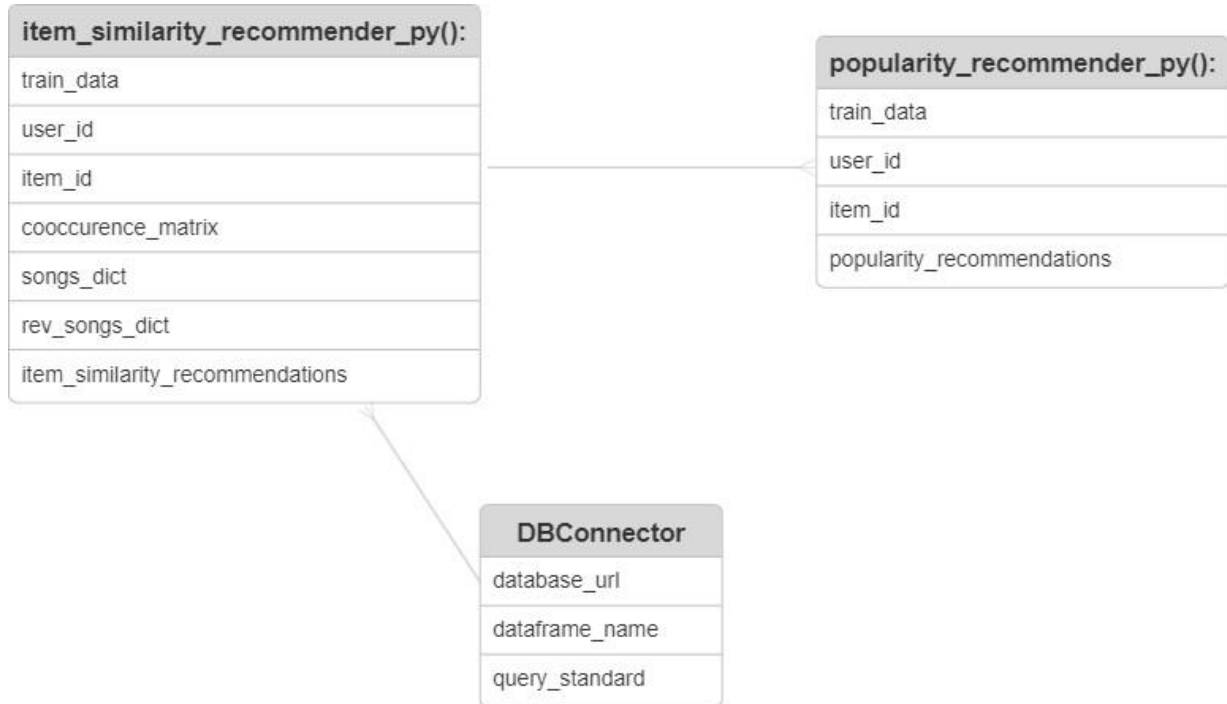
2.Data flow diagrams



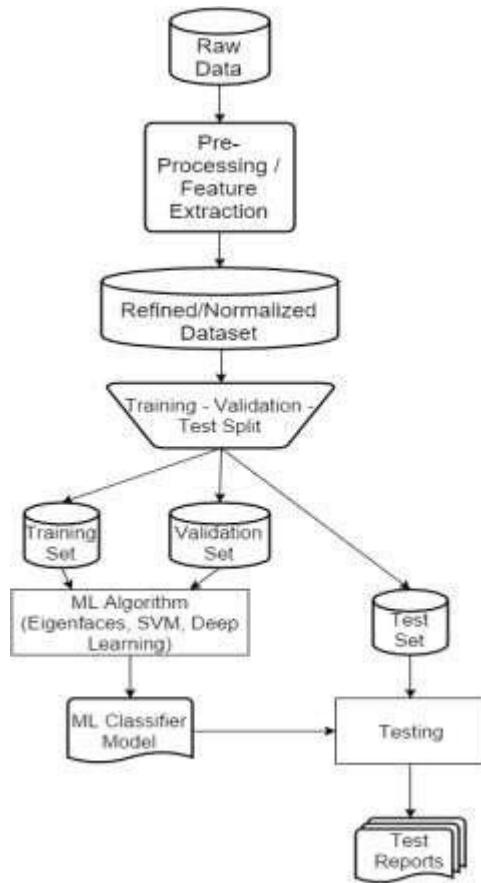
1.User Interface



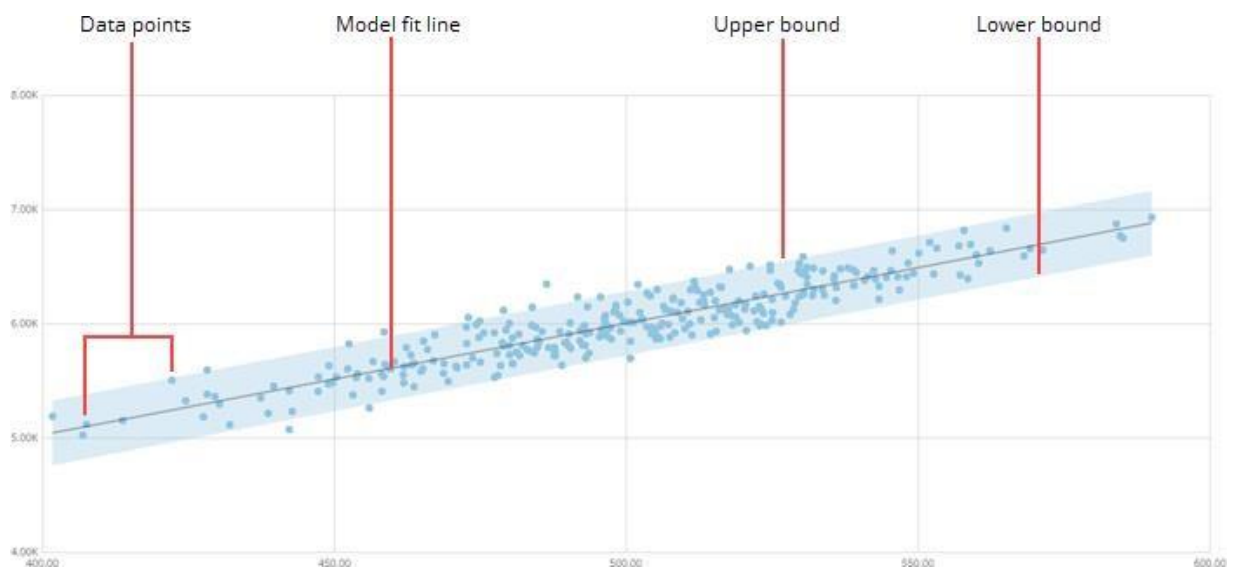
2. Next Module (EDA) flow diagram:



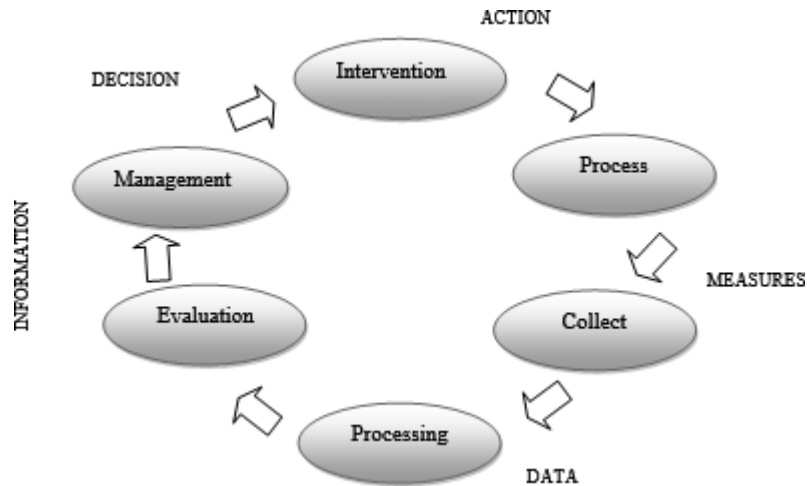
3. Training Model Diagram



4. Predicting model's diagram



6. Model Performance evaluation models



CHAPTER 4

MODELING AND PROJECT OUTCOME

(code& result)

Import libraries:

```
import os
import numpy as np
import pandas as pd
import pandas as pd
import seaborn as sns
import pylab as plt
import plotly.express as px
import matplotlib.pyplot as plt
%matplotlib inline

from sklearn.cluster import KMeans
from sklearn.preprocessing import StandardScaler
from sklearn.pipeline import Pipeline
from sklearn.manifold import TSNE
from sklearn.decomposition import PCA
from sklearn.metrics import euclidean_distances
from scipy.spatial.distance import cdist

import warnings
```

Data load:

Code:

```
data = pd.read_csv("../input/spotify-dataset/data/data.csv")
genre_data = pd.read_csv('../input/spotify-dataset/data/data_by_genres.csv')
year_data = pd.read_csv('../input/spotify-dataset/data/data_by_year.csv')
print(data.info())
```

Output:

RangeIndex: 170653 entries, 0 to 170652
Data columns (total 19 columns):

#	Column	Non-Null Count	Dtype
0	valence	170653 non-null	float64
1	year	170653 non-null	int64
2	acousticness	170653 non-null	float64
3	artists	170653 non-null	object
4	danceability	170653 non-null	float64
5	duration_ms	170653 non-null	int64
6	energy	170653 non-null	float64
7	explicit	170653 non-null	int64
8	id	170653 non-null	object
9	instrumentalness	170653 non-null	float64
10	key	170653 non-null	int64
11	liveness	170653 non-null	float64
12	loudness	170653 non-null	float64
13	mode	170653 non-null	int64
14	name	170653 non-null	object
15	popularity	170653 non-null	int64
16	release_date	170653 non-null	object
17	speechiness	170653 non-null	float64
18	tempo	170653 non-null	float64

dtypes: float64(9), int64(6), object(4)
memory usage: 24.7+ MB

Code:

```
print(genre_data.info())
```

Output:

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 2973 entries, 0 to 2972
Data columns (total 14 columns):

#	Column	Non-Null Count	Dtype
0	mode	2973 non-null	int64
1	genres	2973 non-null	object
2	acousticness	2973 non-null	float64
3	danceability	2973 non-null	float64

4	duration_ms	2973 non-null	float64
5	energy	2973 non-null	float64
6	instrumentalness	2973 non-null	float64
7	liveness	2973 non-null	float64
8	loudness	2973 non-null	float64
9	speechiness	2973 non-null	float64
10	tempo	2973 non-null	float64
11	valence	2973 non-null	float64
12	popularity	2973 non-null	float64
13	key	2973 non-null	int64

dtypes: float64(11), int64(2), object(1) memory usage:
325.3+ KB
None

Code:

```
print(year_data.info())
```

Output:

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 100 entries, 0 to 99 Data columns
(total 14 columns):
#   Column              Non-Null Count  Dtype
---  -
0   mode                100 non-null   int64
1   year                100 non-null   int64
2   acousticness        100 non-null   float64
3   danceability        100 non-null   float64
4   duration_ms         100 non-null   float64
5   energy              100 non-null   float64
6   instrumentalness     100 non-null   float64
7   liveness            100 non-null   float64
8   loudness            100 non-null   float64
9   speechiness         100 non-null   float64
10  tempo               100 non-null   float64
11  valence             100 non-null   float64
12  popularity          100 non-null   float64
13  key                 100 non-null   int64
```

dtypes: float64(11), int64(3)memory
usage: 11.1 KB
None

EDA – analysis report:

1. Missing

Code:

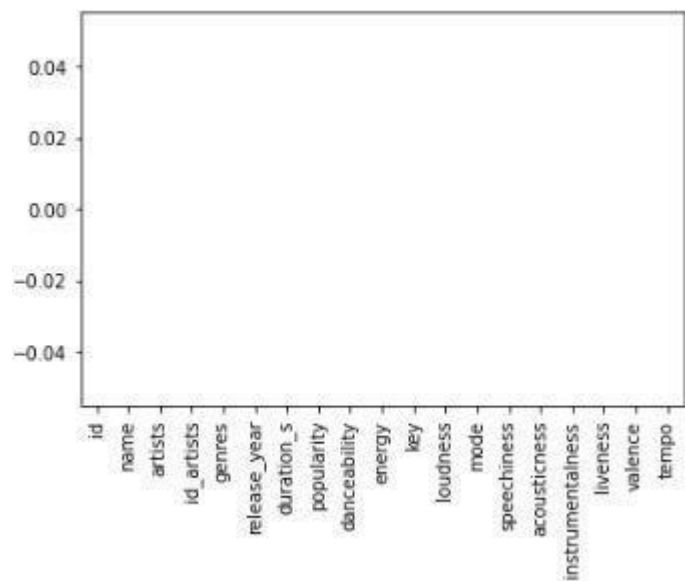
```
tracks.dropna(inplace = True)
```

```
tracks.isnull().sum().plot.bar()
```

```
plt.show()
```

Output:

:



2. Duplicate

Code:

```
tracks['name'].nunique(), tracks.shape
```

Output:

```
Output:
(408902, (536847, 17))
```



```
tracks = tracks.sort_values(by=['popularity'], ascending=False)

tracks.drop_duplicates(subset=['name'], keep='first', inplace=True)
```

The above code removed the duplicate rows.

3. Normalization

Code:

plt.subplots(figsize = (15, 5)) for i,

col in enumerate(floats):

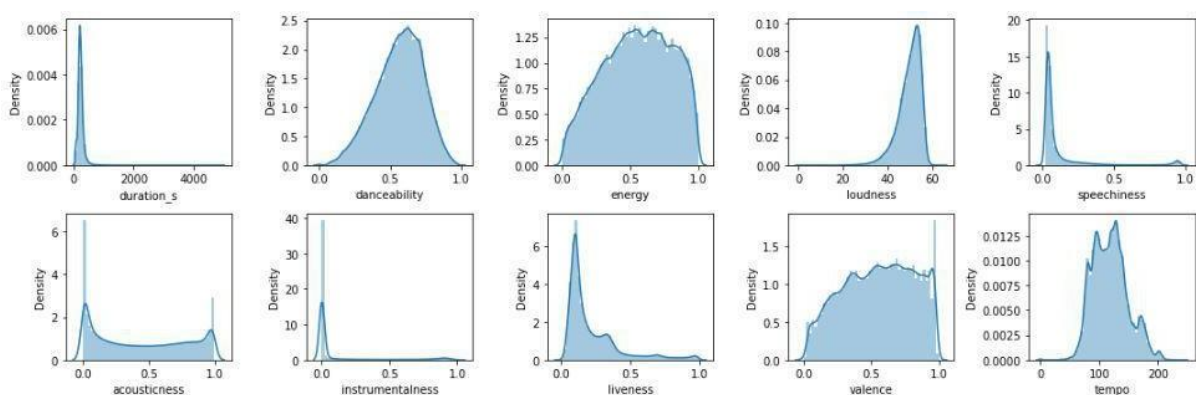
plt.subplot(2, 5, i + 1)

sb.distplot(tracks[col])

plt.tight_layout()

plt.show()

Output:



Some of them have Normal distribution.

4. Correlation

Code:

```
from yellowbrick.target import FeatureCorrelation

feature_names = ['acousticness', 'danceability', 'energy', 'instrumentalness', 'liveness', 'loudness',
                 'speechiness', 'tempo', 'valence', 'duration_ms', 'explicit', 'key', 'mode', 'year']

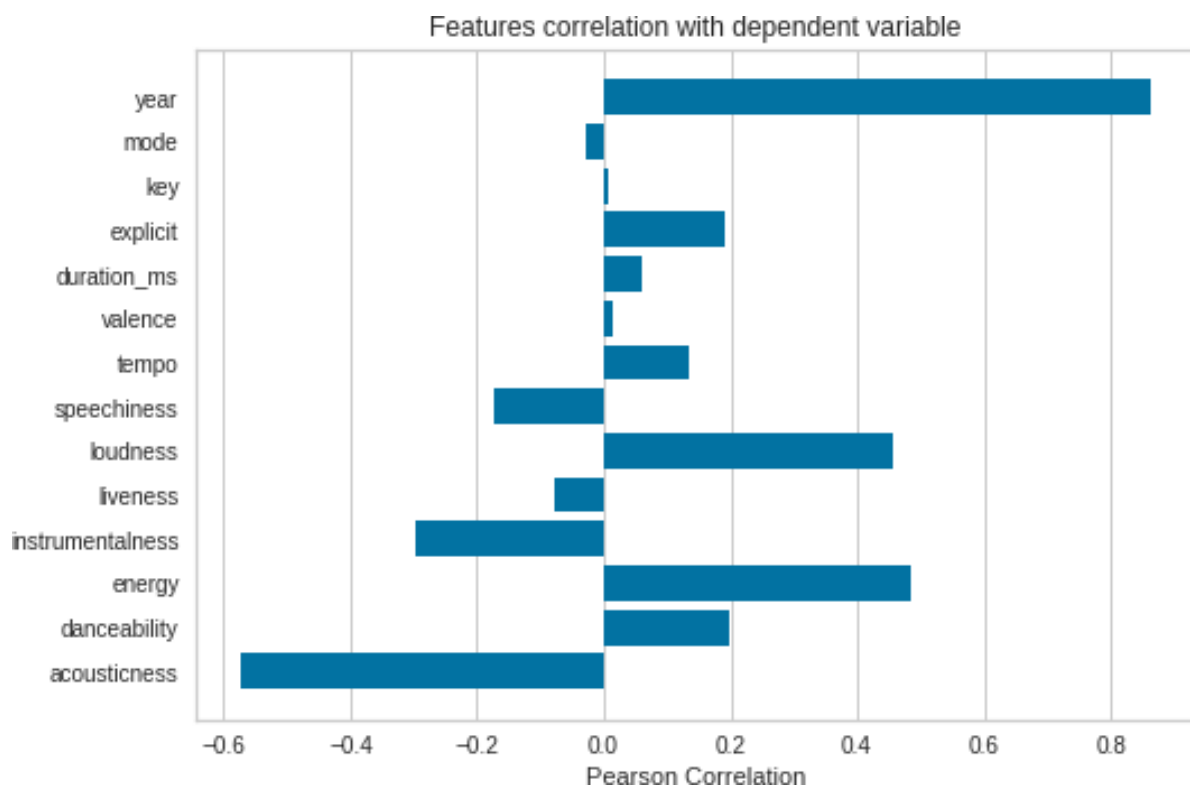
X, y = data[feature_names], data['popularity']

# Create a list of the feature names
features = np.array(feature_names)

# Instantiate the visualizer
visualizer = FeatureCorrelation(labels=features)

plt.rcParams['figure.figsize']=(20,20)
visualizer.fit(X, y) # Fit the data to the visualizer
visualizer.show()
```

Output:



5. Outlier

Code:

```
tracks = tracks.drop(['id', 'id_artists'], axis = 1)
```

6. Data Visualizations (5 v)

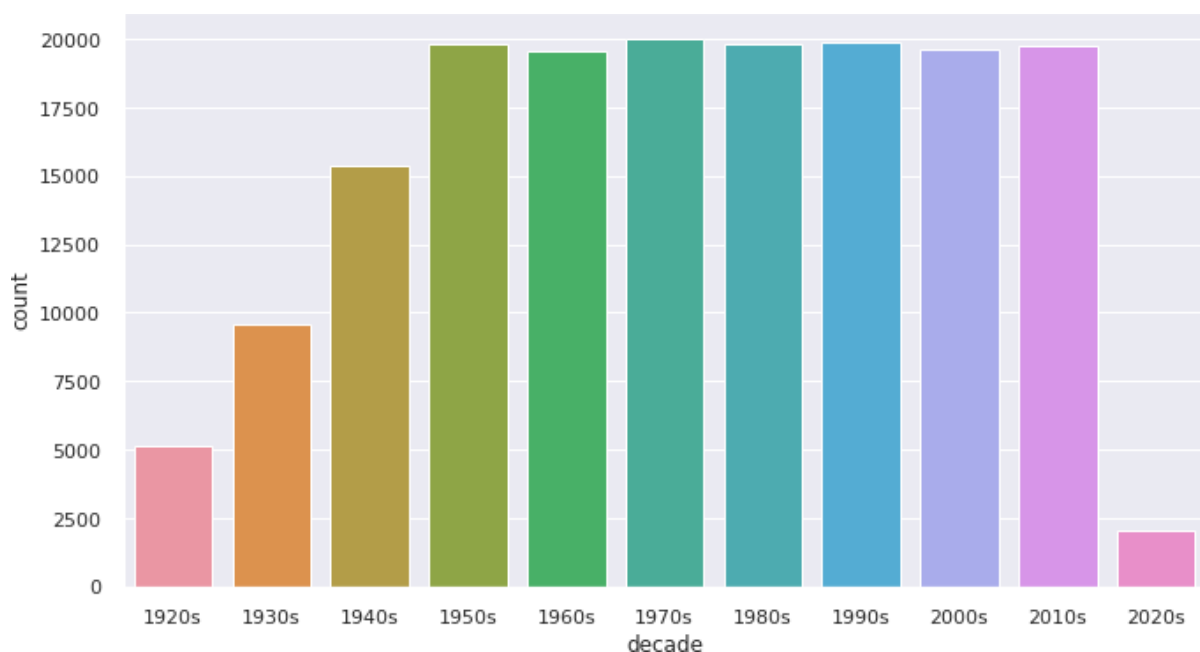
```
def get_decade(year):
    period_start = int(year/10) * 10
    decade = '{}s'.format(period_start)
    return decade

data['decade'] = data['year'].apply(get_decade)

sns.set(rc={'figure.figsize': (11, 6)})
sns.countplot(data['decade'])
```

Code:

Output:





Model Output:

Clustering Genres with K-Means:

Here, the simple K-means clustering algorithm is used to divide the genres in this dataset into ten clusters based on the numerical audio features of each genres.

Code:

```
from sklearn.cluster import KMeans
from sklearn.preprocessing import StandardScaler
from sklearn.pipeline import Pipeline

cluster_pipeline = Pipeline([('scaler', StandardScaler()), ('kmeans', KMeans(n_clusters=10,
n_jobs=-1))])
X = genre_data.select_dtypes(np.number)
cluster_pipeline.fit(X)
genre_data['cluster'] = cluster_pipeline.predict(X)

In [11]:
linkcode
# Visualizing the Clusters with t-SNE

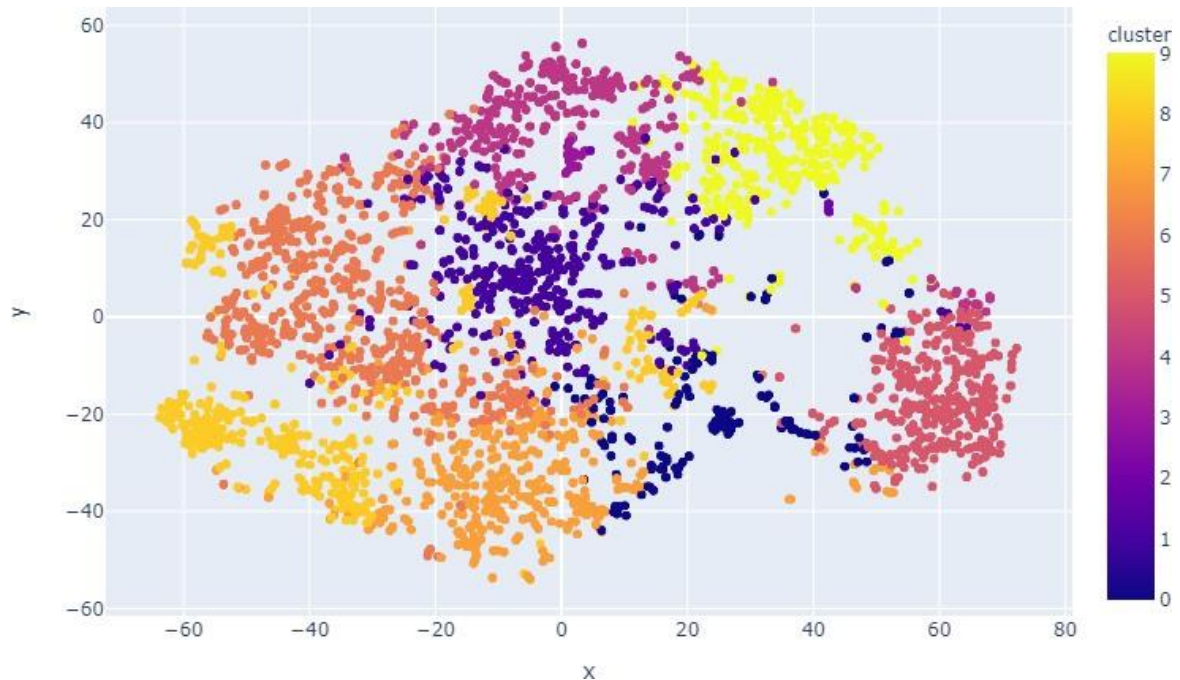
from sklearn.manifold import TSNE

tsne_pipeline = Pipeline([('scaler', StandardScaler()), ('tsne', TSNE(n_components=2,
verbose=1))])
genre_embedding = tsne_pipeline.fit_transform(X)
projection = pd.DataFrame(columns=['x', 'y'], data=genre_embedding)
projection['genres'] = genre_data['genres']
projection['cluster'] = genre_data['cluster']

fig = px.scatter(
projection, x='x', y='y', color='cluster', hover_data=['x', 'y', 'genres'])
fig.show()
```

Output:

```
[t-SNE] Computing 91 nearest neighbors...[t-SNE]
Indexed 2973 samples in 0.005s...
[t-SNE] Computed neighbors for 2973 samples in 0.322s...
[t-SNE] Computed conditional probabilities for sample 1000 / 2973 [t-SNE] Computed
conditional probabilities for sample 2000 / 2973 [t-SNE] Computed conditional
probabilities for sample 2973 / 2973 [t-SNE] Mean sigma: 0.777516
[t-SNE] KL divergence after 250 iterations with early exaggeration: 76.115768 [t-SNE] KL divergence
after 1000 iterations: 1.392461
```



Clustering Songs with K-Means

Code:

```
song_cluster_pipeline = Pipeline([('scaler', StandardScaler()),
                                   ('kmeans', KMeans(n_clusters=20,
                                                       verbose=False, n_jobs=4))
                                   ], verbose=False)
```

```
X = data.select_dtypes(np.number)
number_cols = list(X.columns)
song_cluster_pipeline.fit(X)
song_cluster_labels = song_cluster_pipeline.predict(X)
data['cluster_label'] = song_cluster_labels
```

```
# Visualizing the Clusters with PCA
```

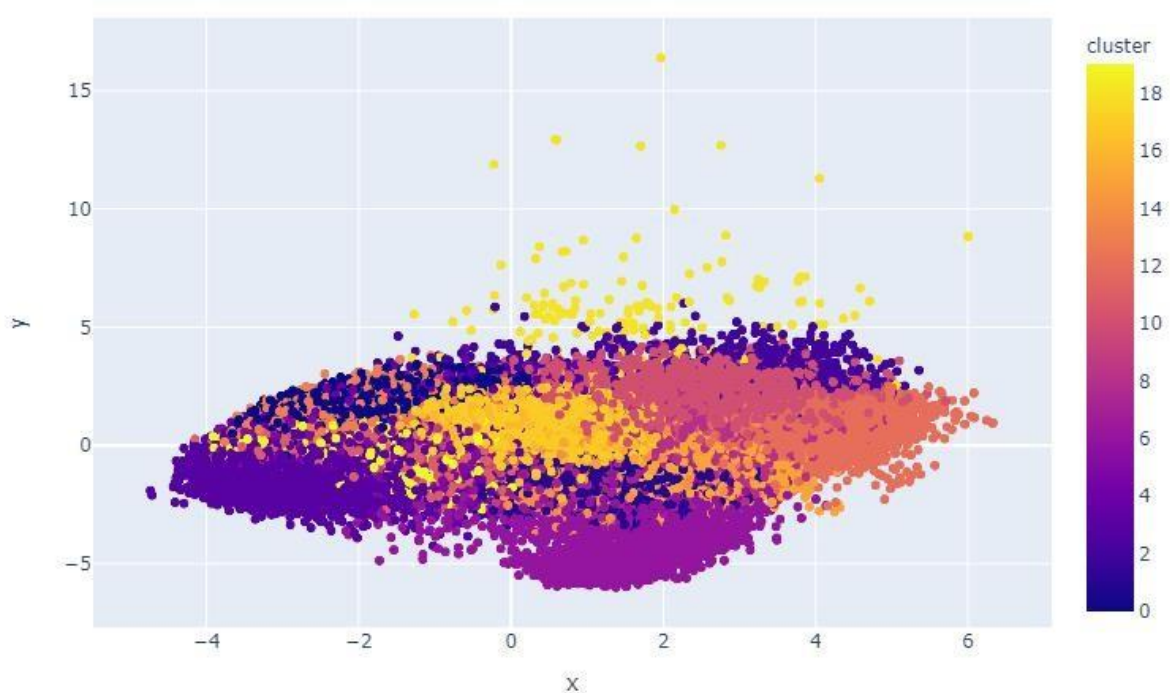
```
from sklearn.decomposition import PCA
```

```
pca_pipeline = Pipeline([('scaler', StandardScaler()), ('PCA',
                                                           PCA(n_components=2))])
song_embedding = pca_pipeline.fit_transform(X)
projection = pd.DataFrame(columns=['x', 'y'], data=song_embedding)
projection['title'] = data['name']
projection['cluster'] = data['cluster_label']
```

```
fig = px.scatter(
```

```
projection, x='x', y='y', color='cluster', hover_data=['x', 'y', 'title'])
fig.show()
```

OutPut:



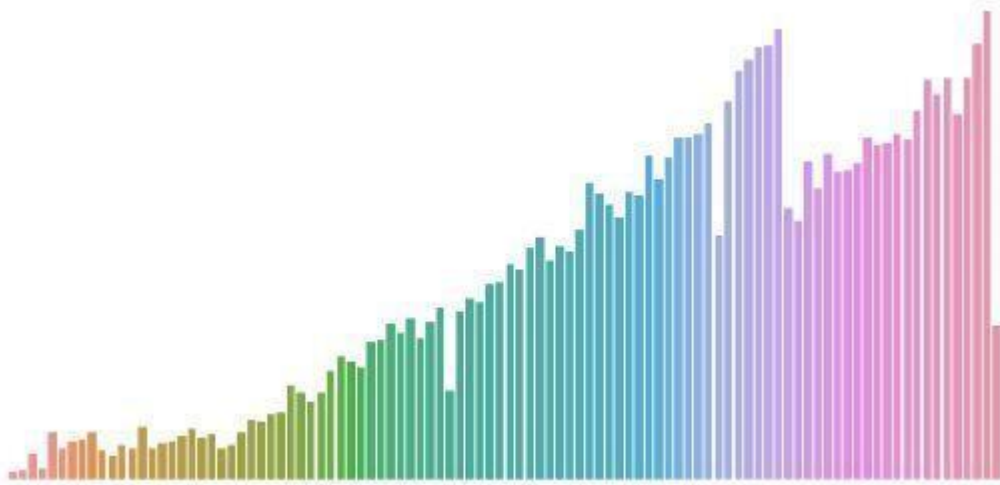
Let's visualize the number of songs released each year.Code:

```
plt.figure(figsize = (10, 5)) sb.countplot(tracks['release_year'])

plt.axis('off')

plt.show()
```

OutPut:



Code:

recommend_songs('Shape of You')

Output:

	name	artists
90082	Supermarket Flowers	Ed Sheeran
91939	Bruises	Lewis Capaldi
91899	Before You Go	Lewis Capaldi
90741	What Do I Know?	Ed Sheeran
119306	Hearts Don't Break Around Here	Ed Sheeran

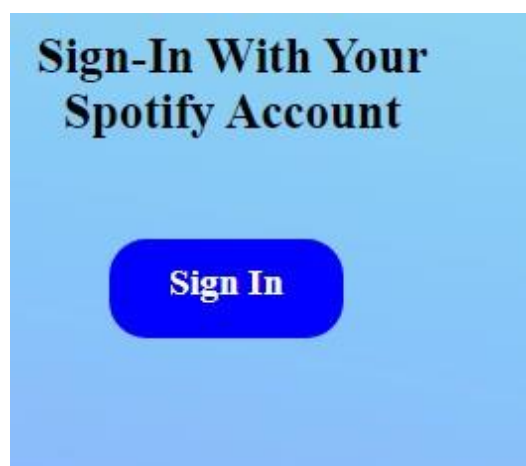
Code:

recommend_songs('Love me like you do')OutPut:


This song is either not so popular or you have entered invalid_name.
Some songs you may like:

Eu Tenho Medo
Alaz Alaz
Crimen
Red Lights
Lonely Together (feat. Rita Ora)

App interface / project result



Now Playing**Recommendations***



Previous

Next

Sign out

```
This song is either not so popular or you have entered invalid_name.  
Some songs you may like:
```

```
Eu Tenho Medo  
Alaz Alaz  
Crimen  
Red Lights  
Lonely Together (feat. Rita Ora)
```

CONCLUSION

The project “Spotify Music Recommendations System” has successfully demonstrated the potential of data analytics in the recommendations system. The real-time analysis of customer data has provided valuable insights into customer behavior, preferences, and trends, thereby facilitating informed decision-making. The interactive dashboards and reports have offered a comprehensive view of customer data, enabling the identification of patterns and correlations. This has not only improved the efficiency of data analysis but also enhanced the recommendation’s ability to provide personalized services to its customers. The project has also highlighted the importance of data visualization in making complex data more understandable and accessible. The use of Jupiter Notebook has made it possible to present data in a visually appealing and easy-to-understand format, thereby aiding in better decision-making.

FUTURE SCOPE

The future scope of this project is vast. With the advent of advanced analytics and machine learning can be leveraged to predict future trends based on historical data. Integrating these predictive analytics into the project could enable the recommendations system to anticipate customer needs and proactively offer solutions. Furthermore, It has the capability to integrate with various data sources opens up the possibility of incorporating more diverse datasets for a more holistic view of customers. As data privacy and security become increasingly important, future iterations of this project should focus on implementing robust data governance strategies. This would ensure the secure handling of sensitive customer data while complying with data protection regulations. Additionally, the project could explore the integration of real-time data streams to provide even more timely and relevant insights. This could potentially transform the way Spotify music recommendations system interact with their customers, leading to improved customer satisfaction and loyalty.

REFERENCES

- <https://github.com/Senthilkumar90801/Spotify/tree/main/code>
 - <https://github.com/Senthilkumar90801/Spotify/tree/main/video>
 - <https://github.com/Senthilkumar90801/Spotify/tree/main/project>
- Report
- <https://medium.com/analytics-vidhya/analysis-of-bank-customers-using-dashboard-in-power-bi-a366f2b3e563>

GIT Hub Link of Project Code:

<https://github.com/githubtraining/hellogitworld.git>