

# Spotify Music Recommendation System

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# Background

- Sad music improves mood
- Prefer sad music when experiencing loss
  - Music therapy
  - Spotify founded in 2006
- #1 audio streaming subscription service



# Overview

- Recommendations based off song features
  - Song Analysis

# Business Objective

- Helps indecisiveness
- Tired of songs on repeat?



Source- [callcentrehelper.com](http://callcentrehelper.com)

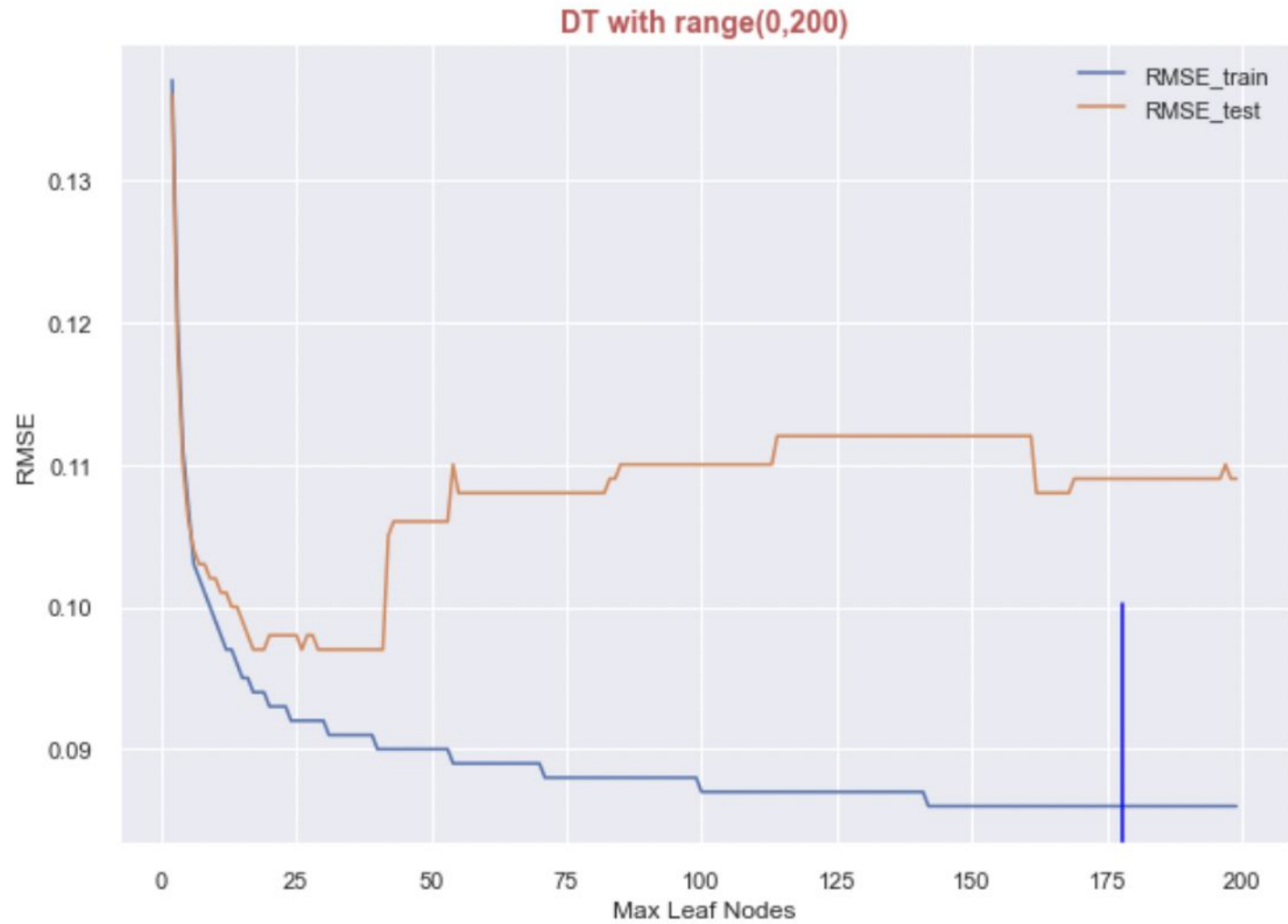
# Spotify

Data

kaggle™



# Results





# Conclusion

- Similar artists
- Similar genres



# Song Recommender



“Hotline Bling” -Drake

|        | artists                  | name                             |
|--------|--------------------------|----------------------------------|
| 57153  | Ariana Grande            | bad idea                         |
| 18125  | P!nk                     | Try                              |
| 108850 | BTS                      | Stay Gold                        |
| 38406  | Lil Nas X                | Old Town Road                    |
| 16407  | Usher, Lil Jon, Ludacris | Yeah! (feat. Lil Jon & Ludacris) |





# Next Steps

- Spotify API (Application Programming Interface)
- Use more data & explore for deeper analysis
- Deploying on web app (Streamlit)



Thank you!

Questions?

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Spotify