* Playlist Popularity Prediction: Can we develop a model to predict the popularity of playlists based on features such as the number of tracks, number of followers, duration, and number of edits? This could help identify key factors that contribute to playlist success and guide playlist curation strategies.
* Playlist Similarity and Recommendation: Can we build a recommendation system that suggests playlists similar to a given playlist based on track features, such as artist, album, and genre? This could enhance user engagement by providing personalized playlist recommendations tailored to individual preferences.
* Playlist Content Analysis: Can we analyze the content of playlists to identify popular tracks, albums, and artists across different genres or time periods? This could provide insights into emerging trends, user preferences, and opportunities for content promotion or partnership.
* User Engagement Prediction: Can we develop a model to predict user engagement metrics, such as the number of followers or edits, based on playlist features and user behavior? This could assist in targeting marketing efforts, identifying high-value users, and optimizing playlist promotion strategies.
* User Segmentation based on Playlist Preferences: Can we segment users based on their playlist preferences and behavior, such as frequent collaborators, genre preferences, or playlist creation frequency? This could enable targeted marketing campaigns, personalized recommendations, and tailored user experiences to different user segments.