

# Spotify Analysis

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# AGENDA

## Data

An overview of the data (the artists included in analysis as well as some variables Spotify's API provides)

## Predictive Model

Random Forest Model built to predict whether or not a song/artist will be on Spotify's top artists of the year

## Next Steps

Recommendations for Future Analysis

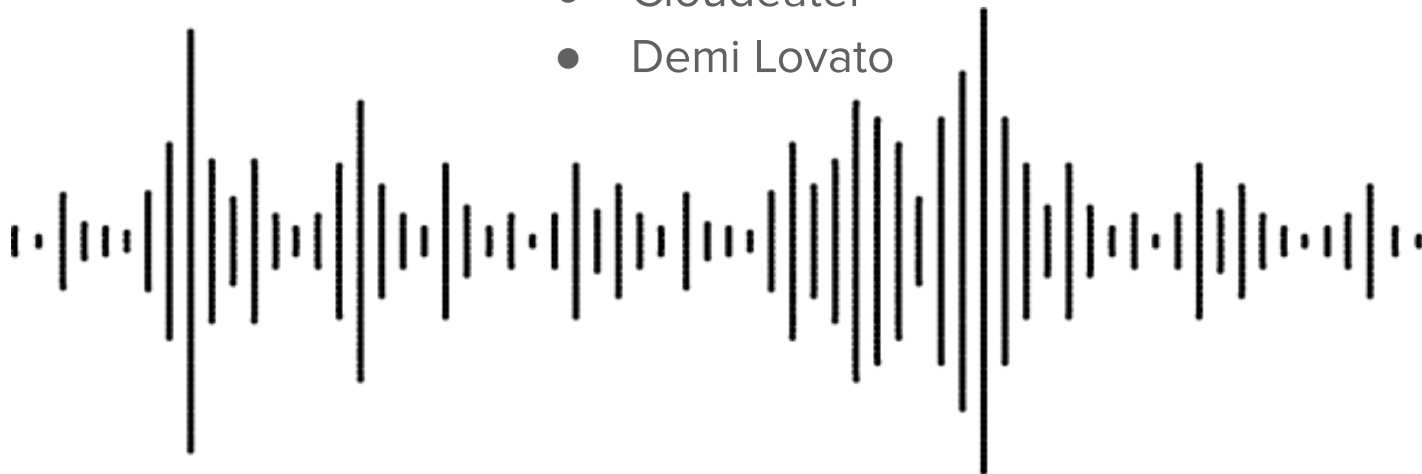
# Data

## Variables

- Valence
- Instrumentalness
- Duration
- Danceability

## Artists Included

- **Drake**
- **Billie Eilish**
- Judah Tha Lion
- Cloudeater
- Demi Lovato



Who is the next big artist?

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Predictive Model

60%

Final Accuracy

# Next Steps

- Recommend songs classified as popular to users that listen to Spotify's top artists
- Cluster analysis on popular songs to find key attributes

