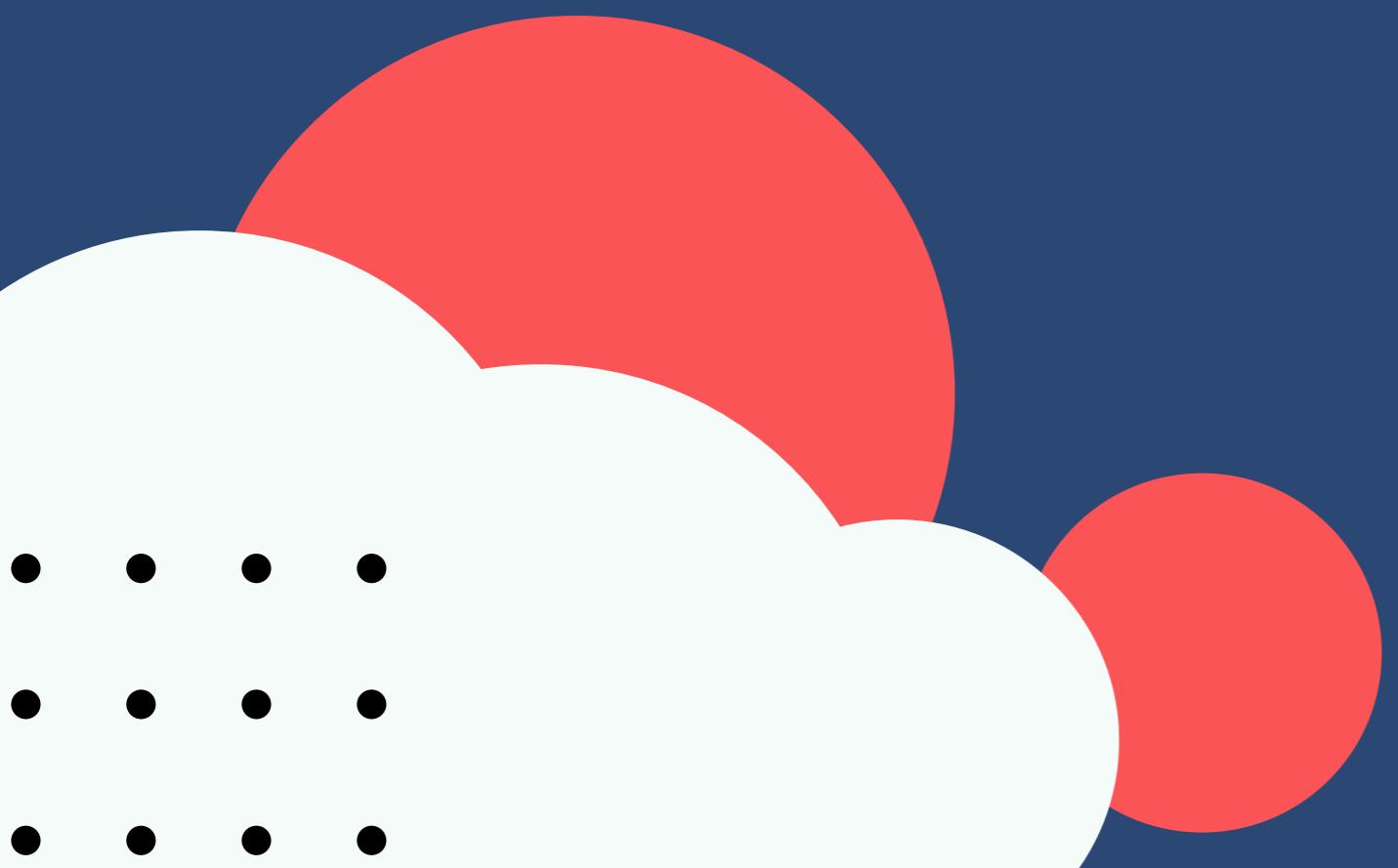


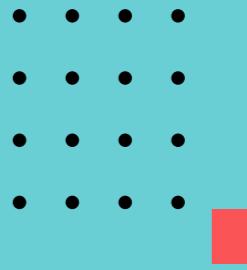
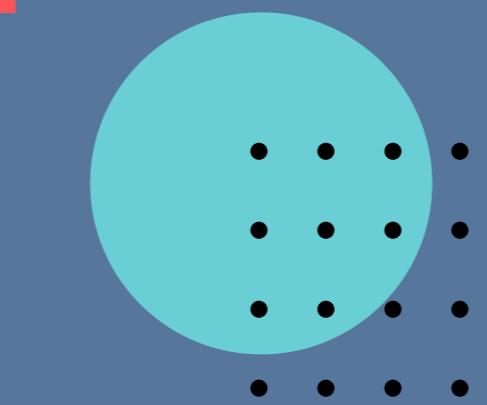


ABRA

THE COMEBACK



2FUSE





Abra

16,186 monthly listeners



FOLLOW

...

- Full name: Raymond Abracosa
- Well-known battle emcee in the FlipTop Battle League
- Uses compelling lyrical style coupled with witty antics
- Owns Artifice Records
- Most of his singles feature other recording artists
- Genre: Pinoy Trap



Verified Artist

Abra

16,186 monthly listeners



Abra & Chito Miranda sing "Diwata" on ASAP



Watch later

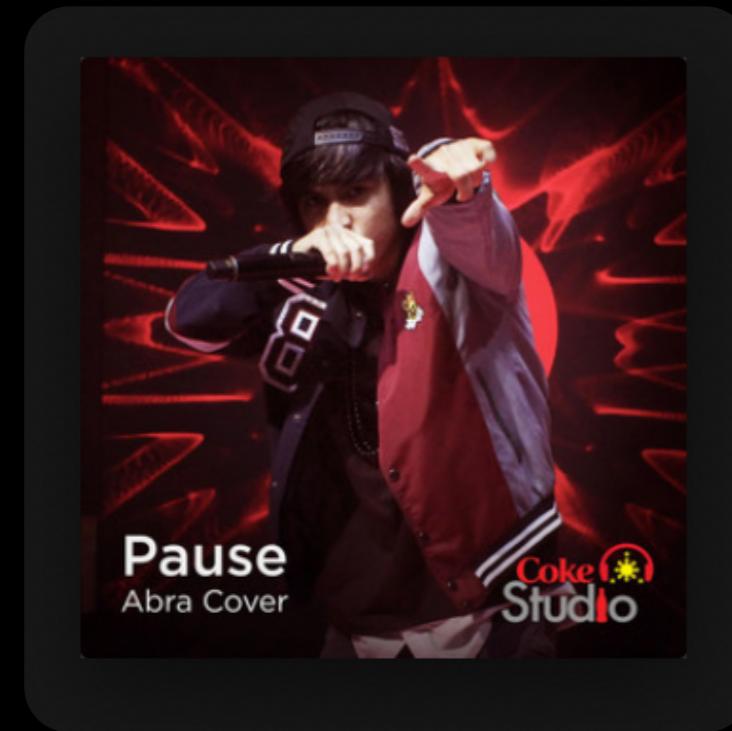


Share



Watch on YouTube

1		Dedma	1,043,778	3:47
2		Apoy	712,810	4:11
3		Nadarama	244,927	4:12
4		Tirador	133,858	3:24
5		Alab Ng Puso	209,991	3:29
6		Pause	168,439	3:31
7		Shabugg	68,913	3:13
8		Stargazer	308,678	4:20
9		We Wish You A Merry Chr...	57,856	3:25
10		Stargazer	25,642	4:14



Objectives

ABRA The Comeback

To help Abra make a comeback by:

- Assessing the current market trend of Pinoy hip hop genre
- Recommending popular songs as inspiration for his new set of compositions
- Recommending artists he can collaborate with to boost his streaming

 Verified Artist

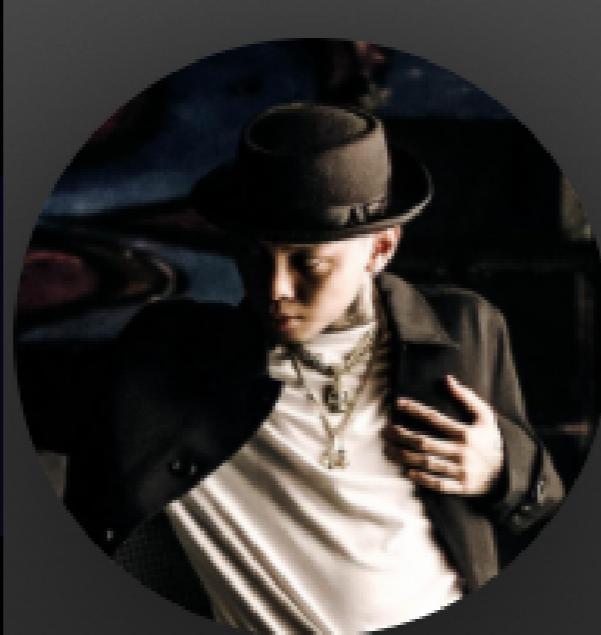
Abra

16,186 monthly listeners



FOLLOW

...



 Verified Artist

Skusta Clee

1,921,727 monthly listeners



 Verified Artist

Flow G

957,003 monthly listeners

 Verified Artist



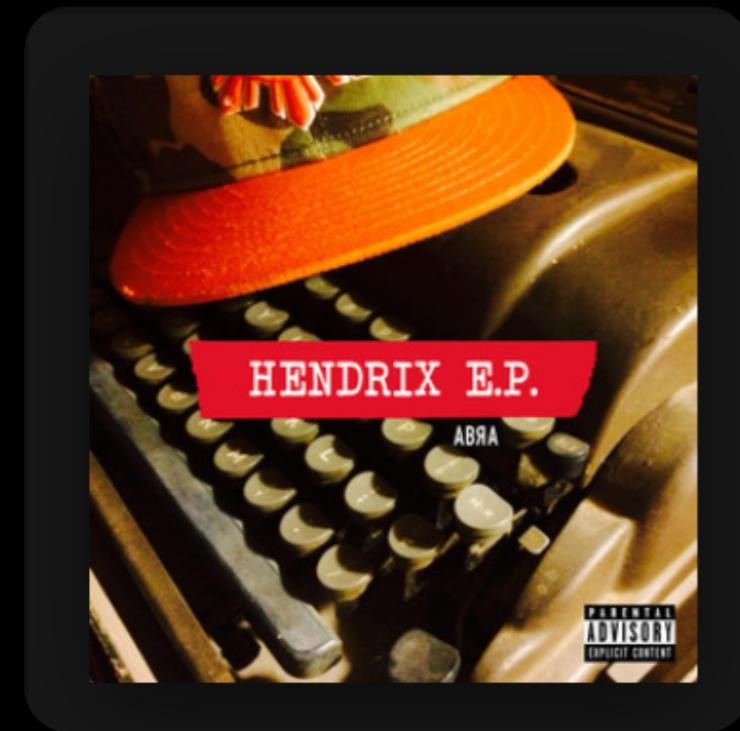
Matthaios

960,777 monthly listeners

 Verified Artist

Gloc 9

870,213 monthly listeners



Forecasting

ABRA The Comeback

PLAY FOLLOWING ...



DATA

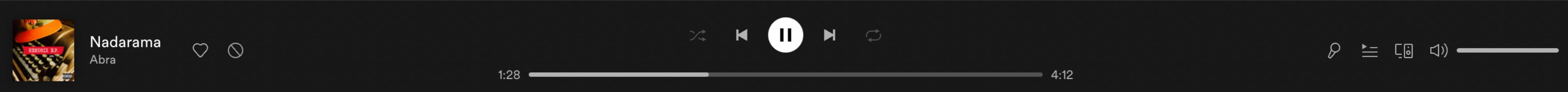
- Spotify PH Daily Top 200 (2017-2021) - Hip Hop



Time Series Data Analysis



Forecasting via Walk-Forward Validation





Recommender Engine

ABRA The Comeback

PLAY

FOLLOWING

...

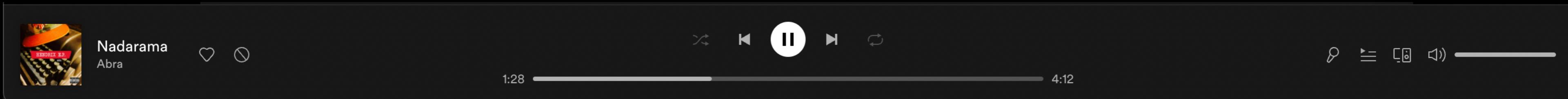
Filter **Genre**
from seed track



Use similar songs
based on **cosine similarity**



List of
Songs / Artist



RESULTS

Forecasting and
Recommender Engine

NEXT



Forecasting

SMAPE: 20.66%

ABRA The Comeback

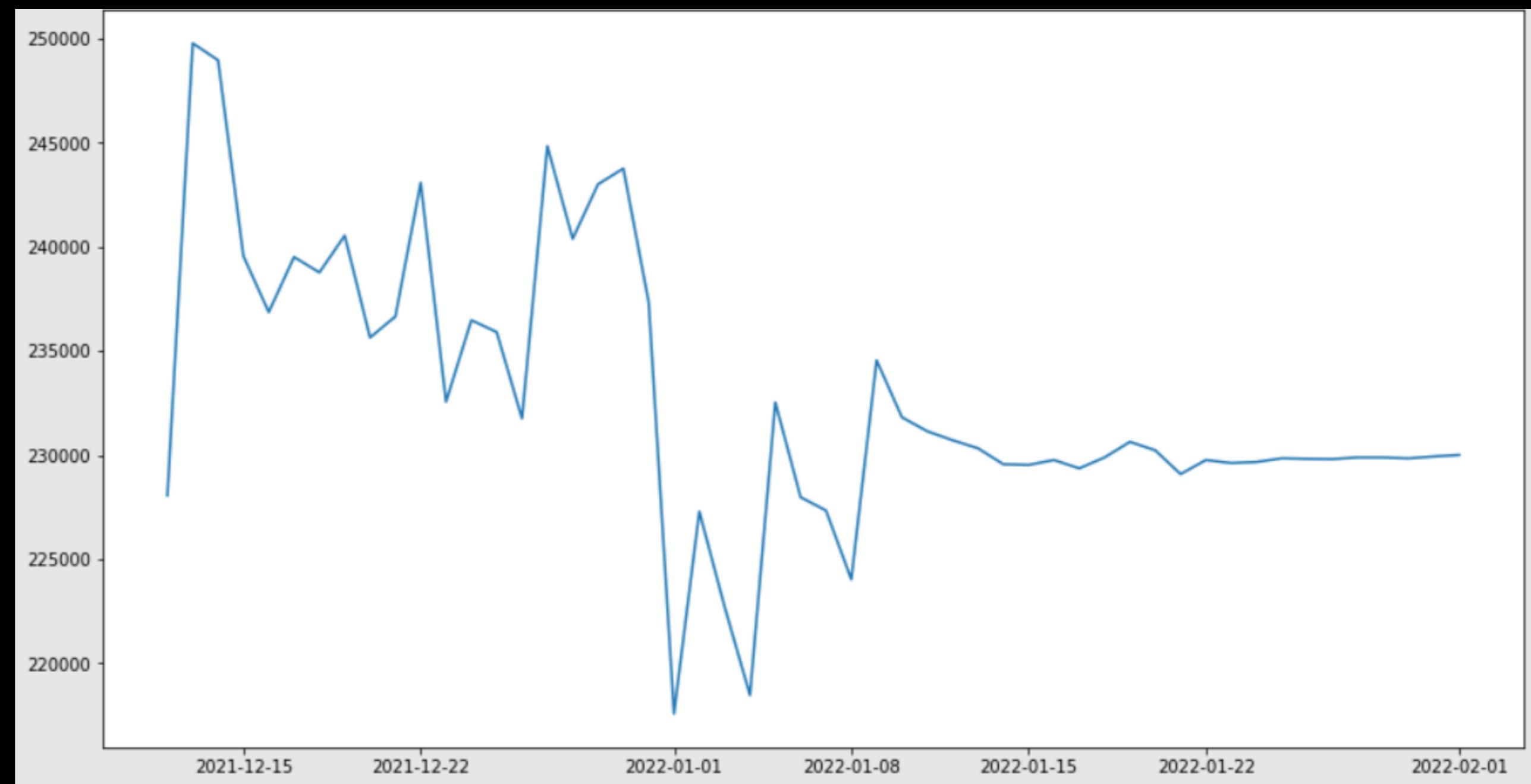


A screenshot of a music player interface. At the top, it says "Taste the sounds of Pinoy music". Below that is the album cover for "Stargazer" by "Gracenote, Abra". The track name "Stargazer" is displayed, along with the artists "Gracenote, Abra". There are icons for a heart and a play/pause button. The play/pause button is currently active. Below the player are the song duration "2:23" and the current playback position "4:20". At the bottom right, there are volume and other control icons.



Forecast for 2022

ABRA The Comeback





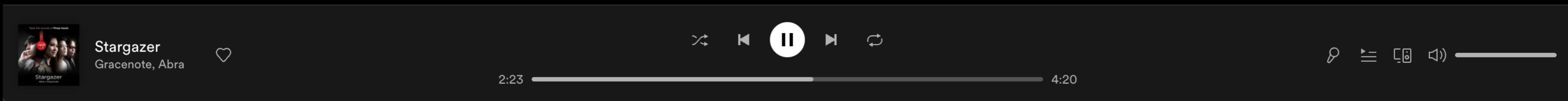
Classification Models

ABRA The Comeback

	F-1 Score
KNN	61%
SVM	62%
Random Forest	66%
XGBoost	66%

Genres classified: R&B,
hiphop, funky, hard rock,
pop

The XGBoost Classifier is
one of the best models
given an F-1 score of 66%.

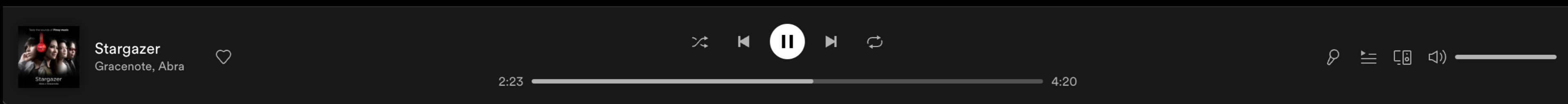
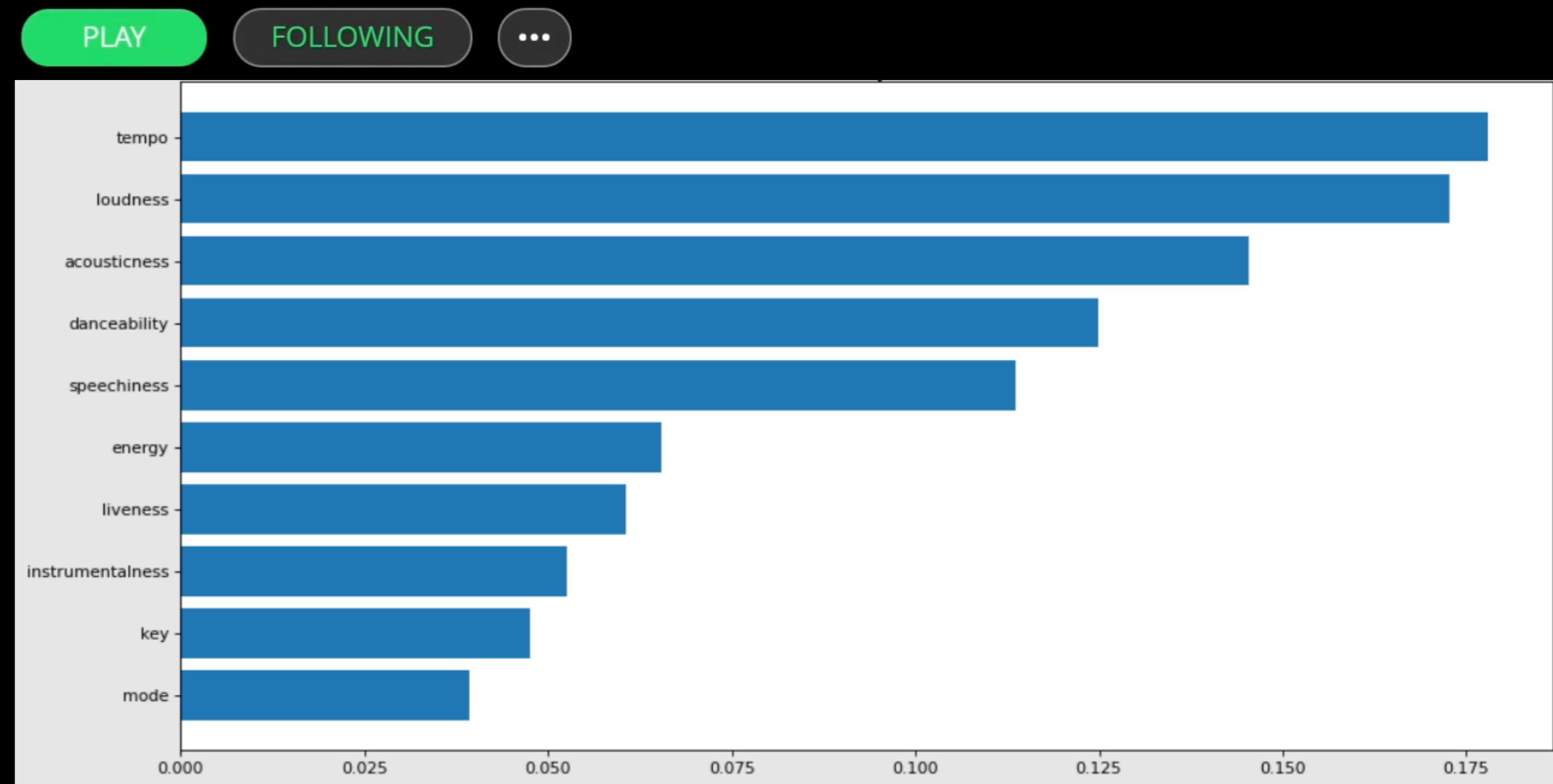




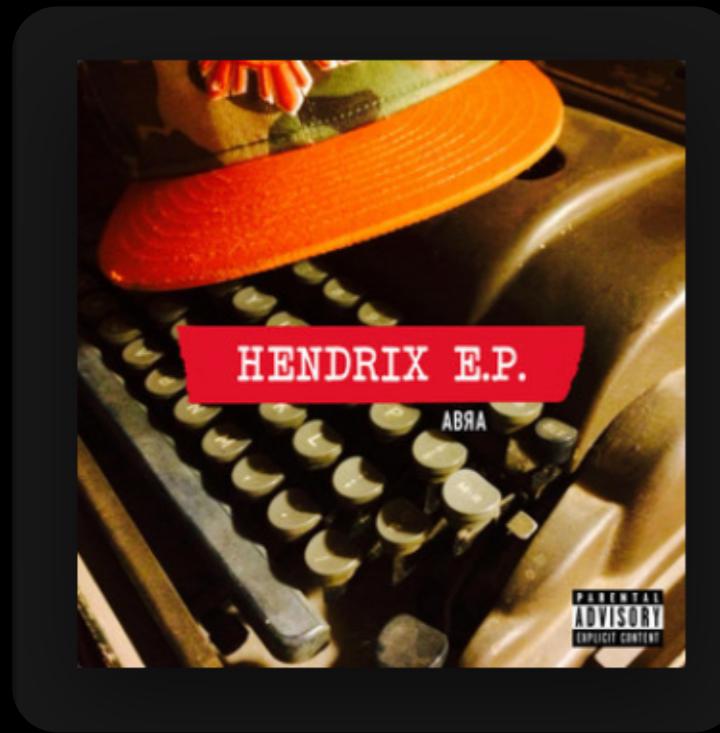
tempo,
loudness,
acousticness

Feature Importance

ABRA The Comeback



Recommended Songs



ABRA The Comeback

PLAY FOLLOWING ...

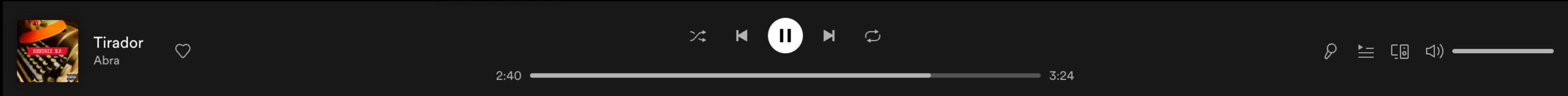
PLAYLIST

Eskwelabs: Recommendations for seed track DEDMA

MaCrisZap • 10 songs, 36 min 13 sec

<https://open.spotify.com/playlist/5gbaOZOo7Qq5tmPTAP2nrd>

Eskwelabs: Recommendations for seed track DEDMA	
	Artist / Song
1	Russ - Psycho, Pt. 2
2	Adele - Cry Your Heart Out
3	Ed Sheeran - Bibia Be Ye Ye
4	Red Velvet - Future
5	Ex Battalion, O.C. Dawgs - Hayaan Mo Sila
6	MYMP - Tell Me Where It Hurts
7	Kehlani, Ty Dolla \$ign - Nights Like This (feat. Ty Dolla \$ign)
8	Kehlani, Ty Dolla \$ign - Nights Like This (feat. Ty Dolla \$ign)
9	The Company - You Just Know It's Christmas

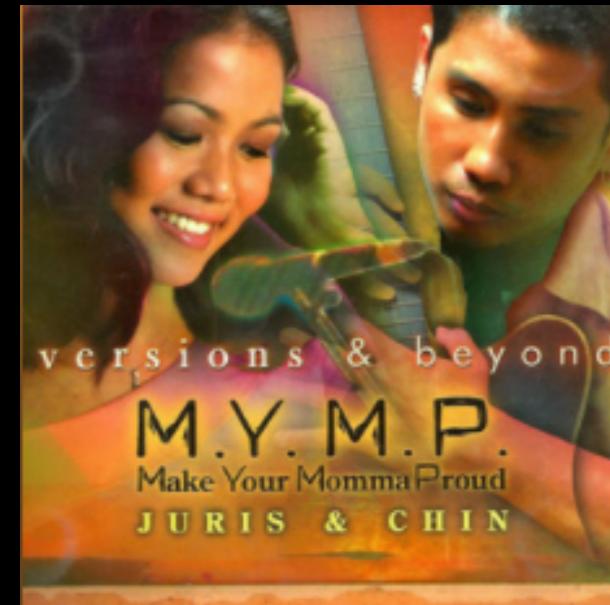




Recommended Artists & Genre

ABRA The Comeback

PLAY FOLLOWING ...



M.Y.M.P.
990,002 monthly listeners



Ex Battalion
782,189 monthly listeners

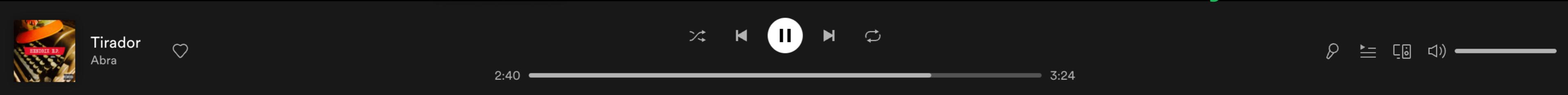


The Company
154,208 monthly listeners

predicted_genre	danceability	energy	loudness	acousticness	instrumentalnes
r_b	0.728288	0.517314	0.629642	0.248725	0.00003
pop song	0.728288	0.832109	0.778383	0.059122	0.00000
pop song	0.728288	0.772298	0.758608	0.250763	0.00000
hiphop	0.728288	0.907660	0.871198	0.212027	0.00000
hiphop	0.728288	0.587618	0.695926	0.067684	0.00000
r_b	0.728288	0.524659	0.710338	0.448521	0.00000
r_b	0.728288	0.646380	0.748332	0.032618	0.00000
r_b	0.728288	0.378804	0.740716	0.361875	0.00000
funky	0.728288	0.476390	0.764626	0.562690	0.00000
pop song	0.727047	0.689402	0.729130	0.062791	0.00000



R&B, Pop, &
Funky



CONCLUSION & RECOMMENDATIONS

NEXT

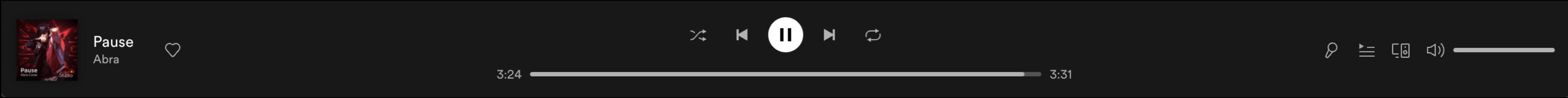


Conclusion

ABRA The Comeback

PLAY FOLLOWING ...

- The recommendation engine allowed us to identify different strategies that Abra can pick with or focus on to promote his comeback.
 - Foreign artist styles: Post Malone, Drake, Lil Uzi Vert
 - Genres: R&B, Pop, Funk
- Our forecasting reveals that the popularity of Hip Hop in the PH will stay constant from its status during 2020.





Recommendations

ABRA The Comeback

PLAY FOLLOWING ...

- Consider other **external factors** to promote Abra and his songs, e.g. additional promotional materials & event (Movies Soundtrack, Gigs, etc.)
- It would be helpful to recommend the **release date of the songs** through a time series model as another marketing strategy for the artist.
- Given the possibility of constant popularity of Hip Hop in the PH, one suggestion is to venture into other **recommended genres**.



2FUSE



Paolo

Rapper

[FOLLOW](#)



Macris

Rapper

[FOLLOW](#)



Kui

Rapper

[FOLLOW](#)



Selin

Rapper

[FOLLOW](#)



Ale

Rapper

[FOLLOW](#)



Aaron

Lead Rapper

[FOLLOW](#)