



Hong Wu <hongwu.work@gmail.com>

A@S Confirmation: Onsite Interview, 7/21 @ 10:45 am EDT

1 message

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To: Hong Wu <hongwu.work@gmail.com>
Cc: Joseph Ortiz <josepho@spotify.com>

Tue, Jul 11, 2017 at 5:18 PM



We are excited to see you!

Here's what you need to know for your interview. Please confirm at your earliest convenience.

[ABOUT US](#)

Details:

- Your interview will take place on **Friday July 21st at 10:30 am EDT.**
- Our office is located at **45 West 18th Street, between 5th and 6th Avenue.**
- It is a casual work environment, so you don't have to dress up!

[OUR CULTURE](#)

What to Expect:

- You can expect to be at our office for up to **3.5 hrs.**
- Please ask for **John Bonten** upon arrival.
- We have snacks and drinks available if you need to refuel before or after your interview.

IN THE NEWS

Please find the Data assignment below for your reference:

Playlist Data Set Analysis Exercise

****Please send over your presentation prior to coming onsite**

The Task

Using the dataset provided, we'd like you to answer this question:

“What makes a playlist successful?”

Please evaluate the data and prepare a 15-20 minute presentation of your findings, aimed at a business-focused, non-technical audience.

You will present your findings to a mixed panel, including at least one Data Scientist. Be prepared to discuss your methodology in detail, as well as your findings. We want to assess your technical and analytical skills as well as your ability to present findings to stakeholders

How you define and plan the analysis is up to you, and you are free to use any tools you want to complete the task.

The Data

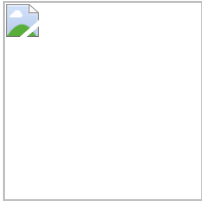
Download link: <https://drive.google.com/file/d/0ByaWgXKibc1MUWhleWVBc2IHSHM/view?usp=sharing>

The data set contains simulated data for a sample of Spotify playlists, but the patterns within are similar to real data. The following table describes the fields available in the data set.

Column Name	Description
playlist_uri	The key, Spotify uri of the playlist
owner	Playlist owner, Spotify username

streams	Number of streams from playlist today
stream30s	Number of streams over 30 seconds from playlist today
dau	Number of Daily Active Users, i.e. users with a stream over 30 seconds from playlist today
wau	Number of Weekly Active Users, i.e. users with a stream over 30 seconds from playlist in past week
mau	Number of Monthly Active Users, i.e. users with a stream over 30 seconds from playlist in past month
mau_previous_months	Number of Monthly Active Users in the month prior to this one
mau_both_months	Number of users that were active on the playlist both this and the previous month
users	Number of users streaming (all streams) from this playlist this month
skippers	Number of users who skipped more than 90 percent of their streams today
owner_country	Country of the playlist owner
n_tracks	Number of tracks in playlist
n_local_tracks	Change in number of local file tracks on playlist since yesterday
n_artists	Number of unique artists in playlist
n_albums	Number of unique albums in playlist
monthly_stream30s	Number of streams over 30 seconds this month
monthly_owner_stream30s	Number of streams over 30 seconds by playlist owner this month
tokens	List of playlist title tokens, stopwords and punctuation removed
genre_1	No. 1 Genre by weight of playlist tracks, from Gracenote metadata
genre_2	No. 2 Genre by weight of playlist tracks, from Gracenote metadata
genre_3	No. 3 Genre by weight of playlist tracks, from Gracenote metadata
mood_1	No. 1 Mood by weight of playlist tracks, from Gracenote metadata
mood_2	No. 2 Mood by weight of playlist tracks, from

	Gracenote metadata
mood_3	No. 3 Mood by weight of playlist tracks, from Gracenote metadata



Get Pumped Playlist!
To help you get in the zone.



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