PELOTON
FIRST CLASS

Spotify® | Ⓟ PELOTON
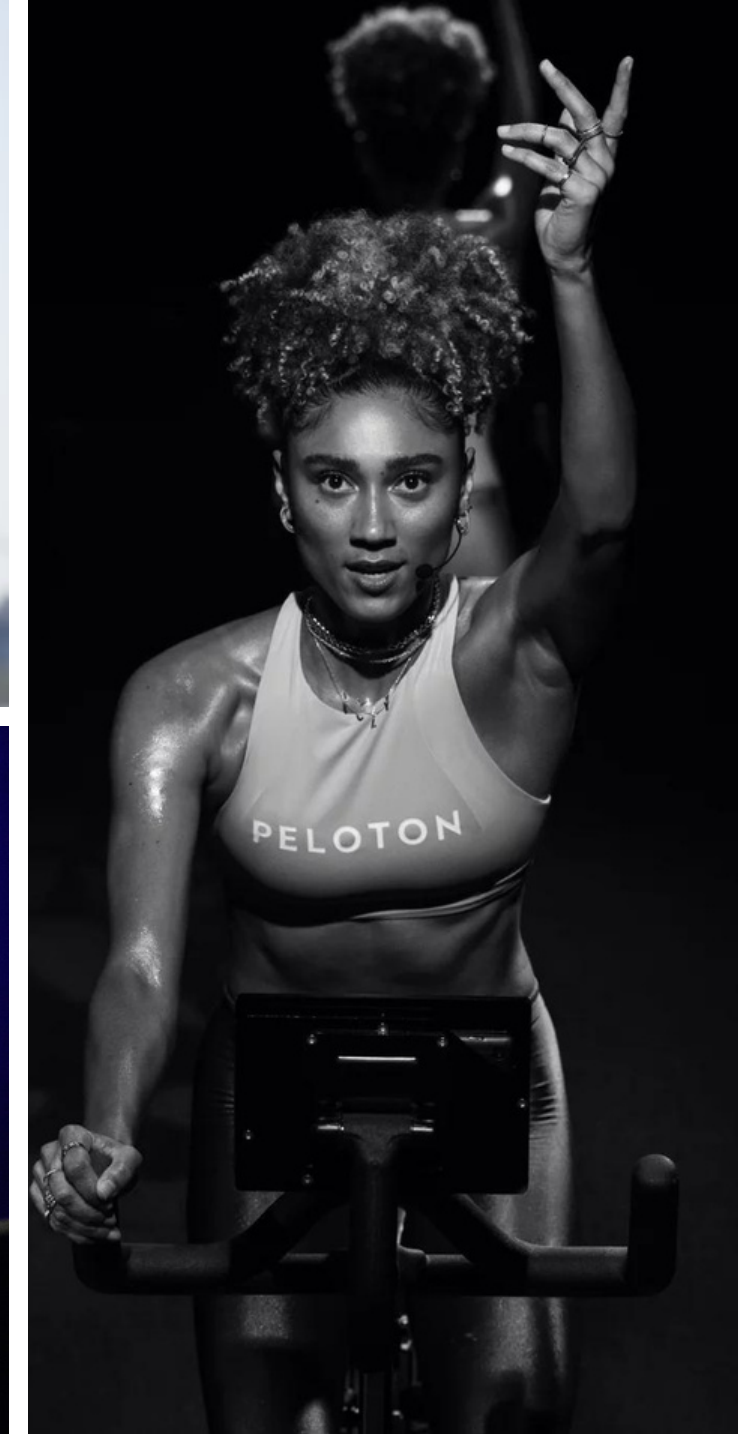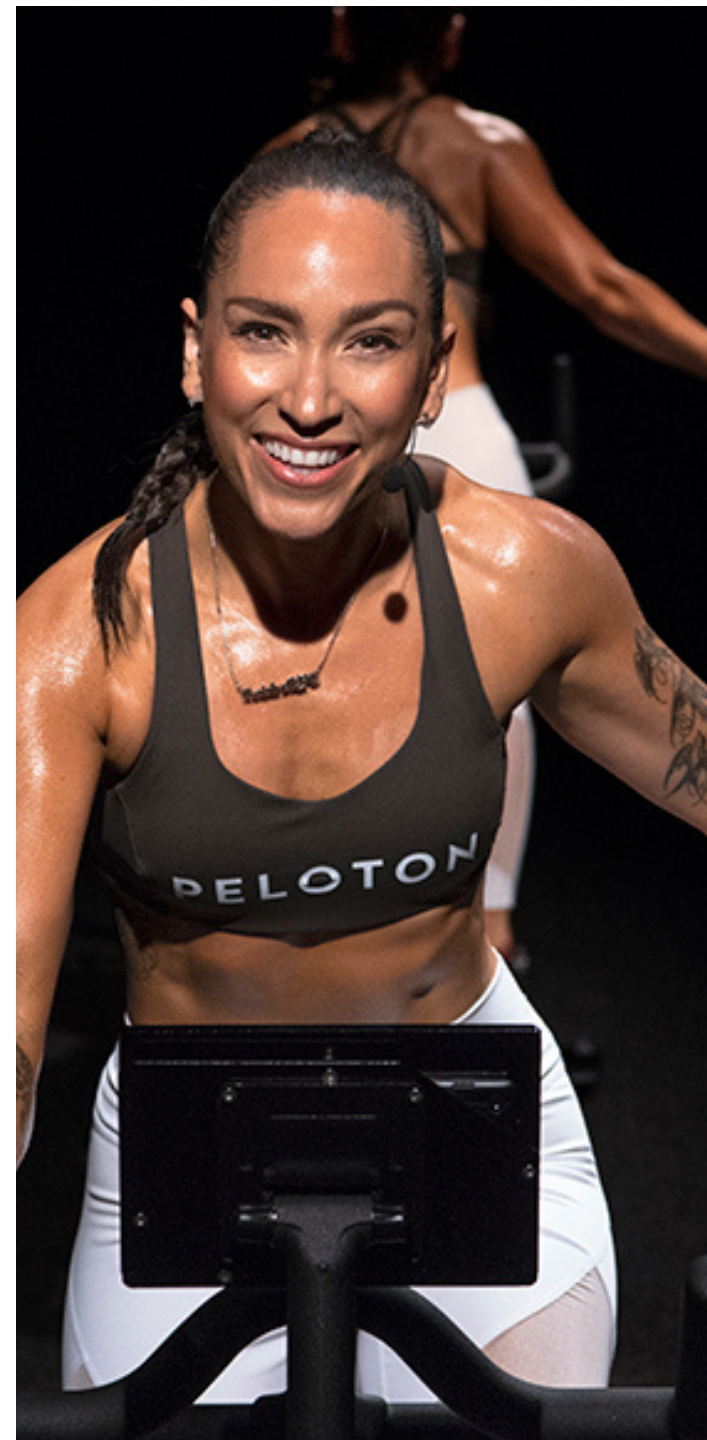
Agenda

Peloton had ==explosive growth== in 2020

Peloton doubled its revenue YoY to $1.8Bwith people investing in at-home fitness during Covid-19.

The brand is known for its variety of class types on and off the bike, tight-knit online community, and delightful customer experience.

Peloton's motivating instructors curate intentional playlists to accompany each class.

What class should I take first?

As excited customers wait for delivery, this is a repeated question posted in online forums.
Model classifies a Peloton class difficulty based on class and playlist features.
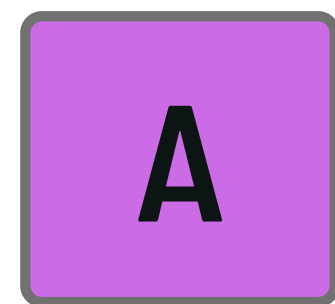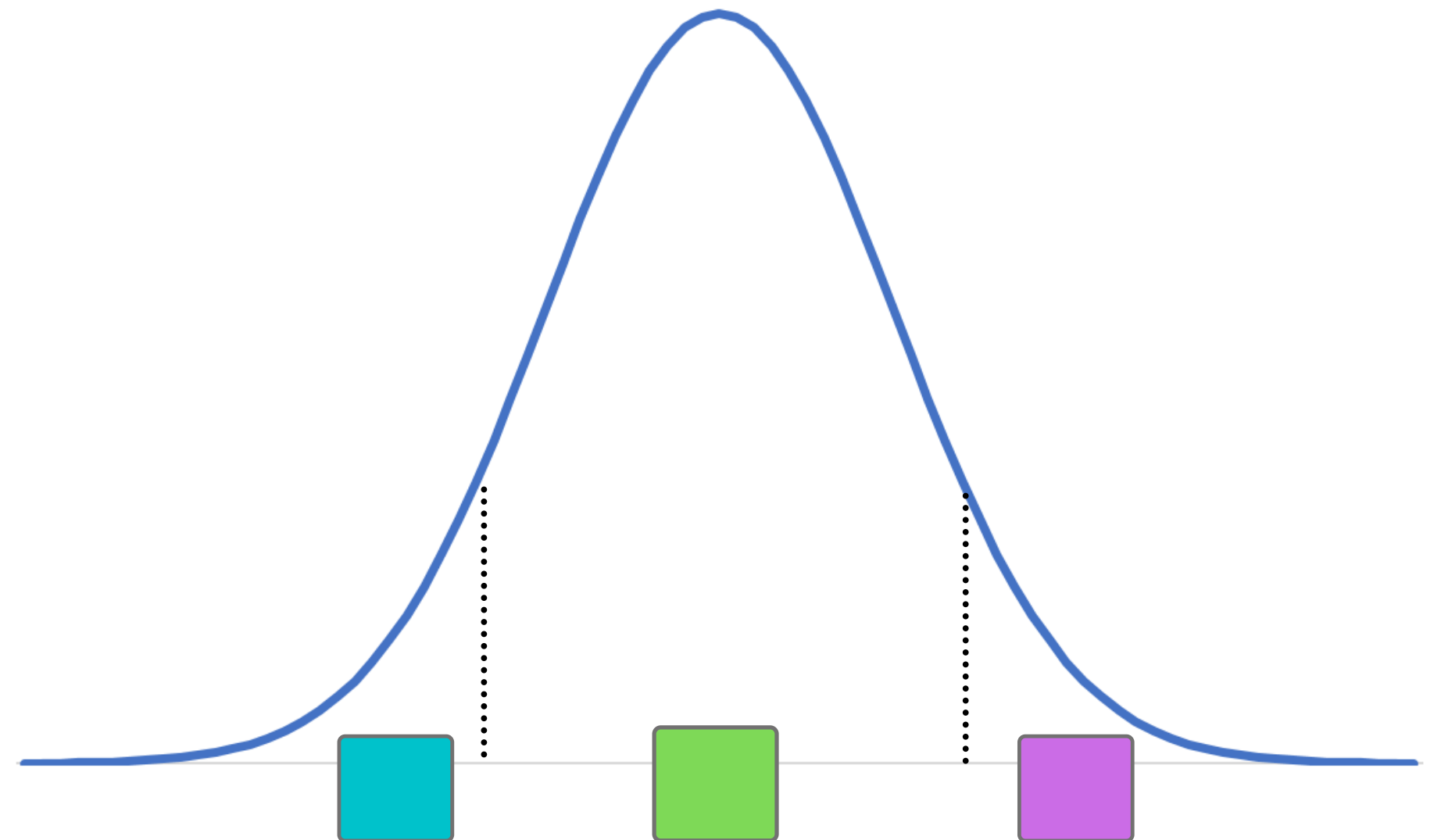Classes are rated on a scale of 1-10 with 10 being the most difficult.

B — *Beginner (25% of data)*

I — *Intermediate (50% of data)*
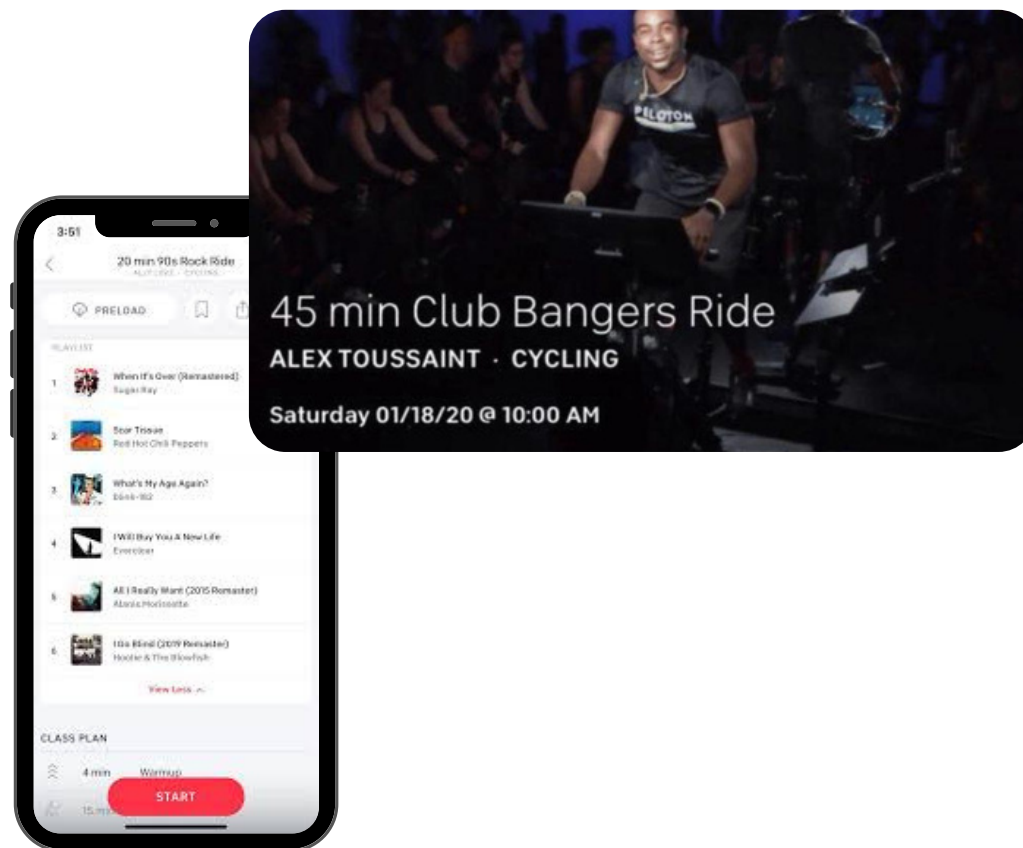
A — *Advanced (25% of data)*
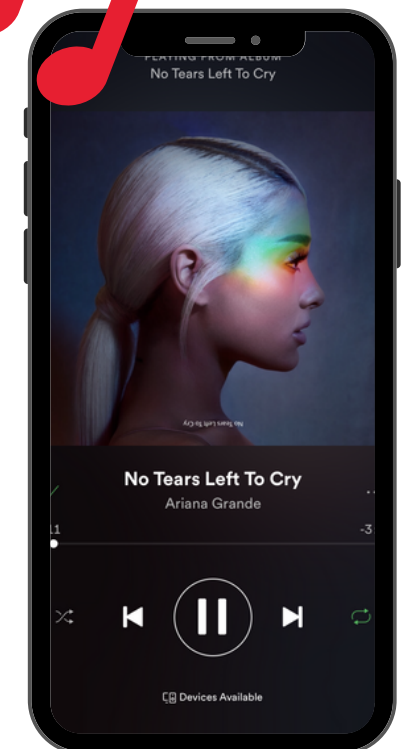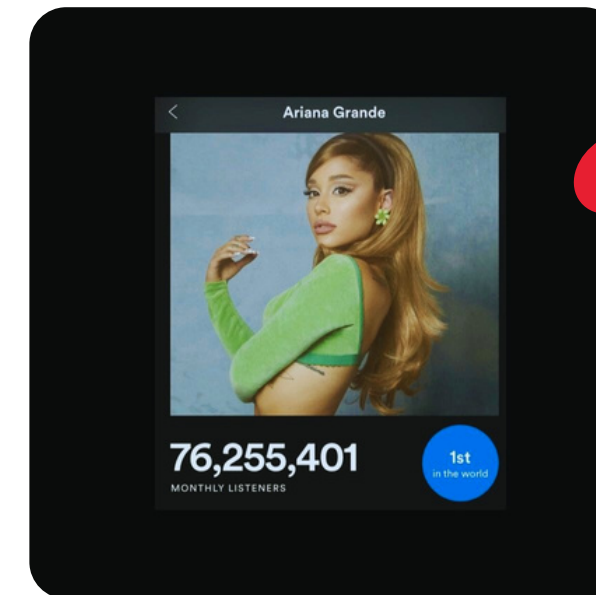
Peloton + Spotify data

Data gathered via Peloton and Spotify APIs to create a base dataset for modeling

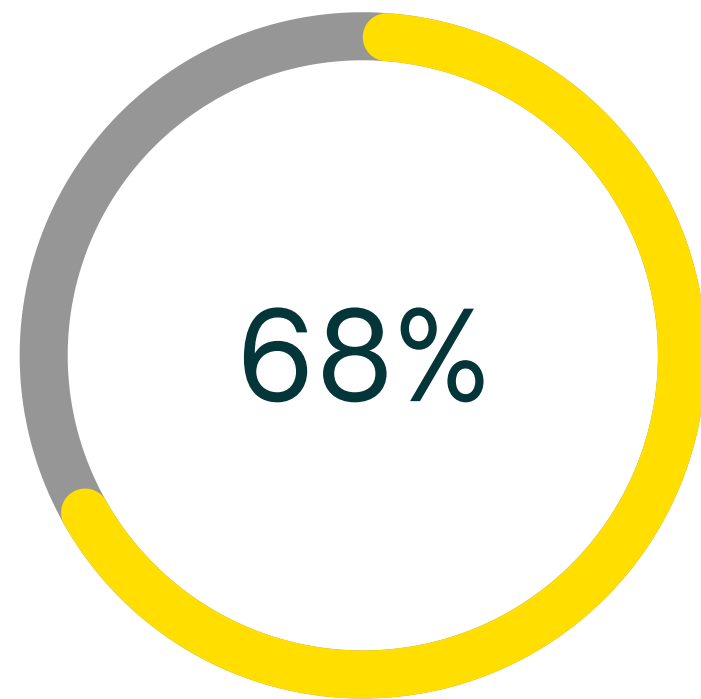Peloton class features including playlist and class difficulty rating

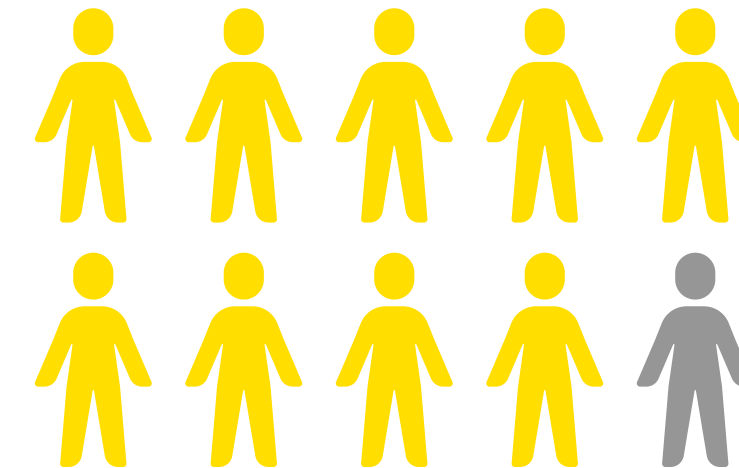Spotify artist and track specific features

Decision Tree model

Model is best at identifying Beginner and Intermediate class difficulty as these difficulty categories scored the highest recall and precision scores, respectively.

68%

Model Accuracy and F1-score improves model baseline by 18%

Peloton is introducing cycling and spin to those who were not cyclists before.* This signals that majority would be Beginner or Intermediate; thus it is acceptable for Advanced difficulty to not be a priority
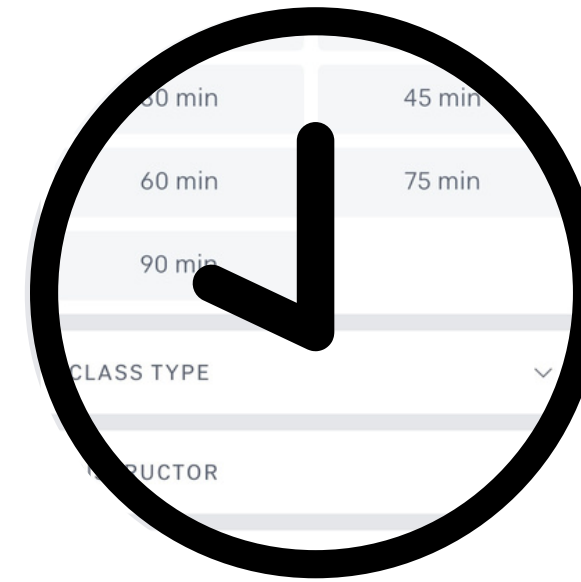.

Decisive Peloton class features

The following features are the most important in predicting Peloton cycling class difficulty:

Class Category

Low Impact classes were more likely Beginner level.

Interval classes were more likely to be Advanced.

Class Duration

Classes less than 30 mins were more likely Beginner or Intermediate.

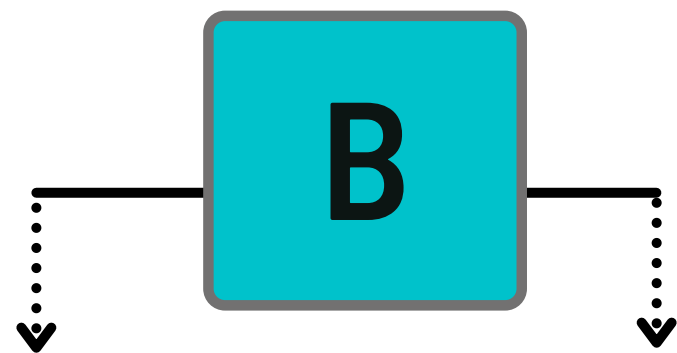30+ classes were Intermediate or Advanced, with 75-90 mins as Intermediate

Instructor

Hannah Corbin's classes were most likely to be Beginner level.

Classes with Robin Arzon or Olivia Amato were more likely to be Advanced.
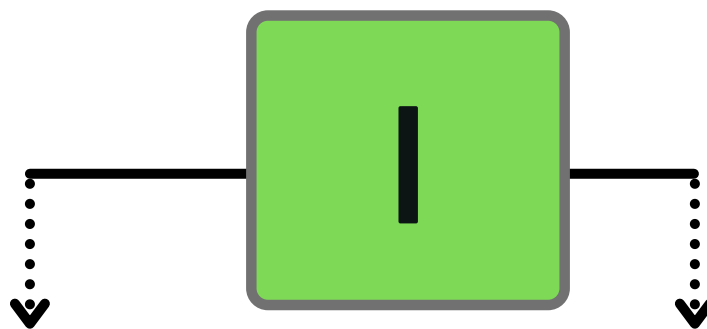
Artists by difficulty

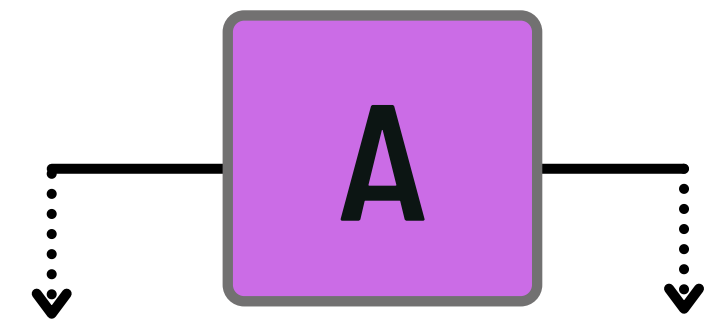These artists are most likely to be found on playlists in a given difficulty level.

B

Gavin Degraw

Barry White

I

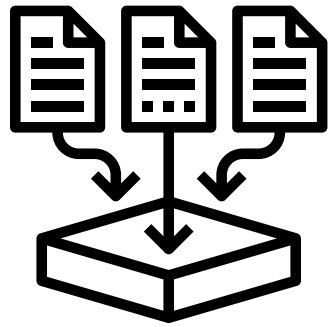Whitesnake

Little Mix

A

Yelawolf

Rage Against the Machine

Next Steps

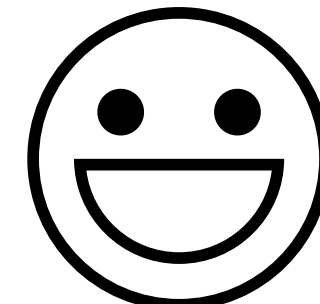The model is performing, but there is further opportunity for improvement.

Update Class Data Ongoing via Peloton and Spotify API

Model was created utilizing Peloton data from March 2021. As Peloton refreshes their classes a regular basis, it would be a priority to utilize the Peloton API in supporting this model ongoing. Class library evolution may bring revisitation to the model longer term.

Playlist Formatting and Music Data Accuracy

Song and artist list for a single class' playlist is separate, which made it difficult to find the exact song when more than one artist was on a track. Further iterations should have songs paired with their artists for the most accurate Spotify search results.

Score Improvement and Beta Testing

Exponential opportunity to advance model performance to where it can be implemented at Peloton and beta tested with users. Contributes to positive customer experience overall as the first ride on the bike is a key moment in the users relationship with the brand .