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Predicting hit songs: multimodal and data-driven approach

Audio properties and attributes cannot explain music appeal on their own. So far, I've discovered that including indicators of public interest in a song or an artist can help predict the success of a music track. I recently used Google Trends data in conjunction with audio features to forecast the outcomes of the Eurovision Song Contest.

A song must capture the attention of the audience in order to become a hit with the public. What qualities does a song need to have to accomplish this? I am interested in developing a deeper understanding of musical and lyrics features that are more descriptive of conveyed sentiments, evoked emotions and 'catchiness'.