
Apple Music Improvement Strategies



Presented by:
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What do users want in Apple Music?

Posts from subreddits

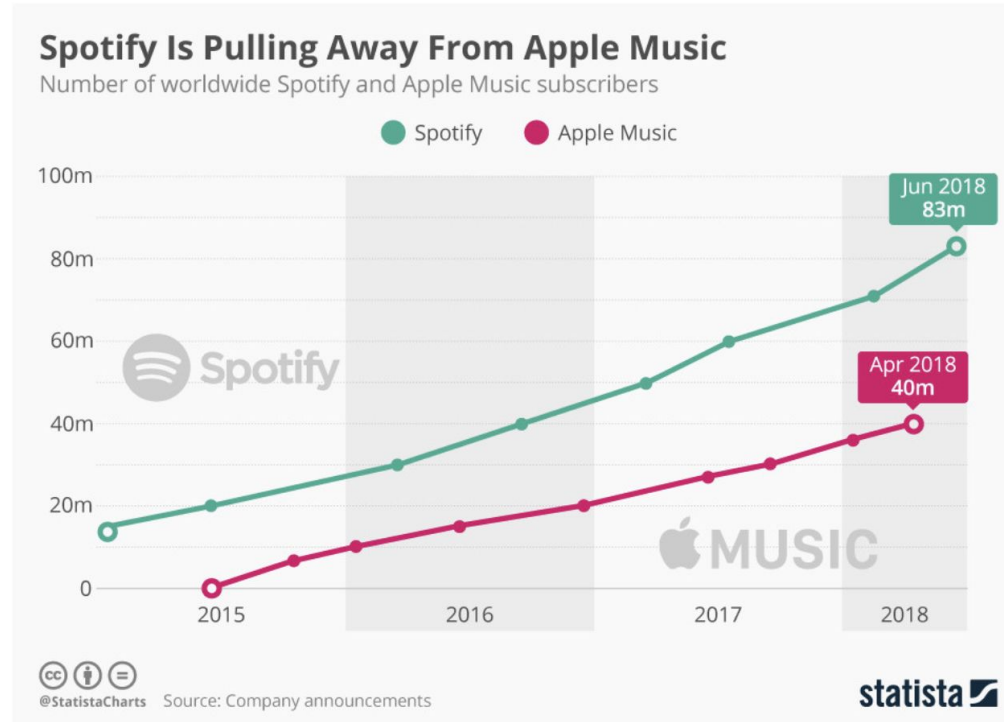


AND

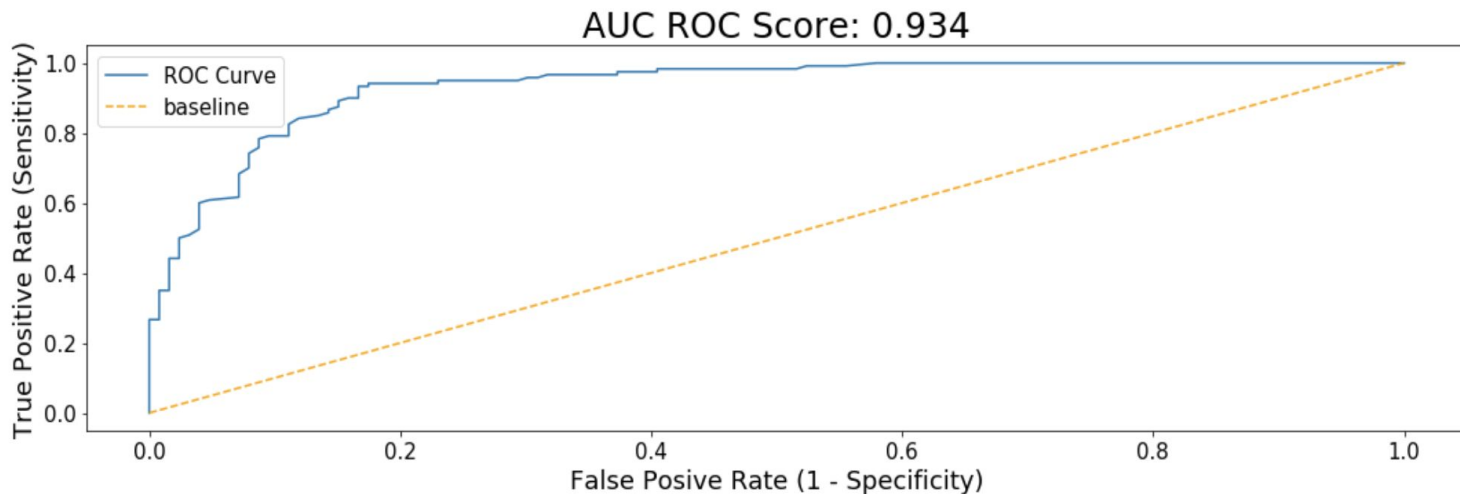


to build a **Classification** model
that predicts which subreddits each posts are from
to study **what users want in Apple Music.**

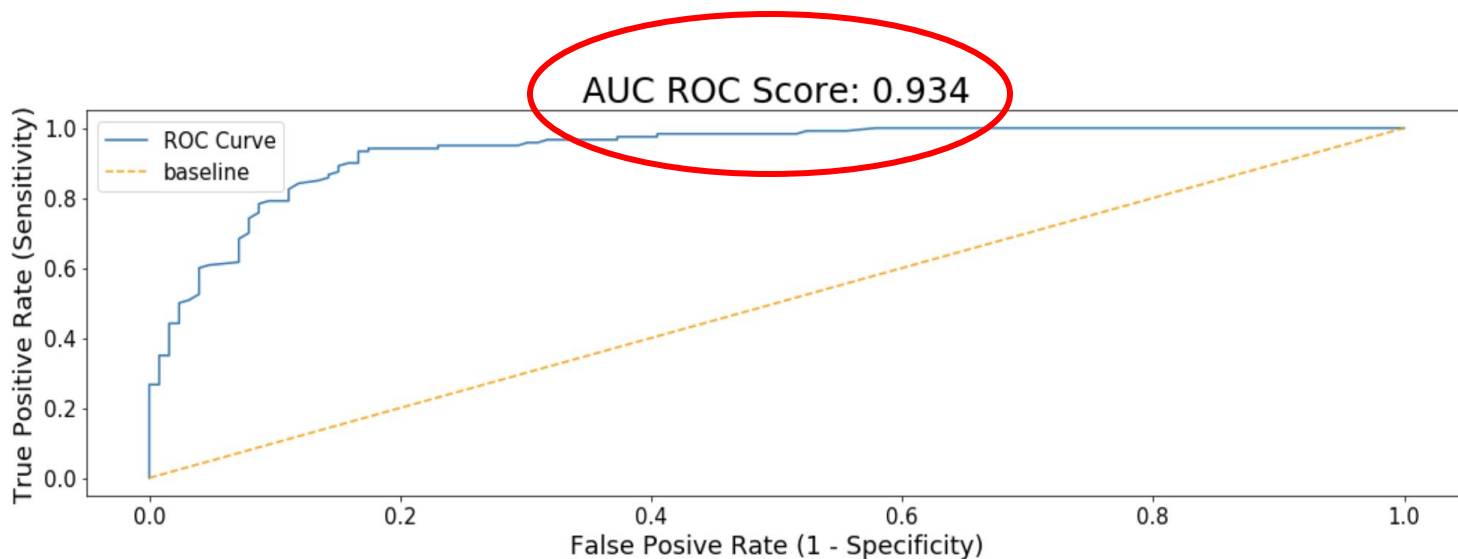
Spotify is rapidly growing but Apple Music?



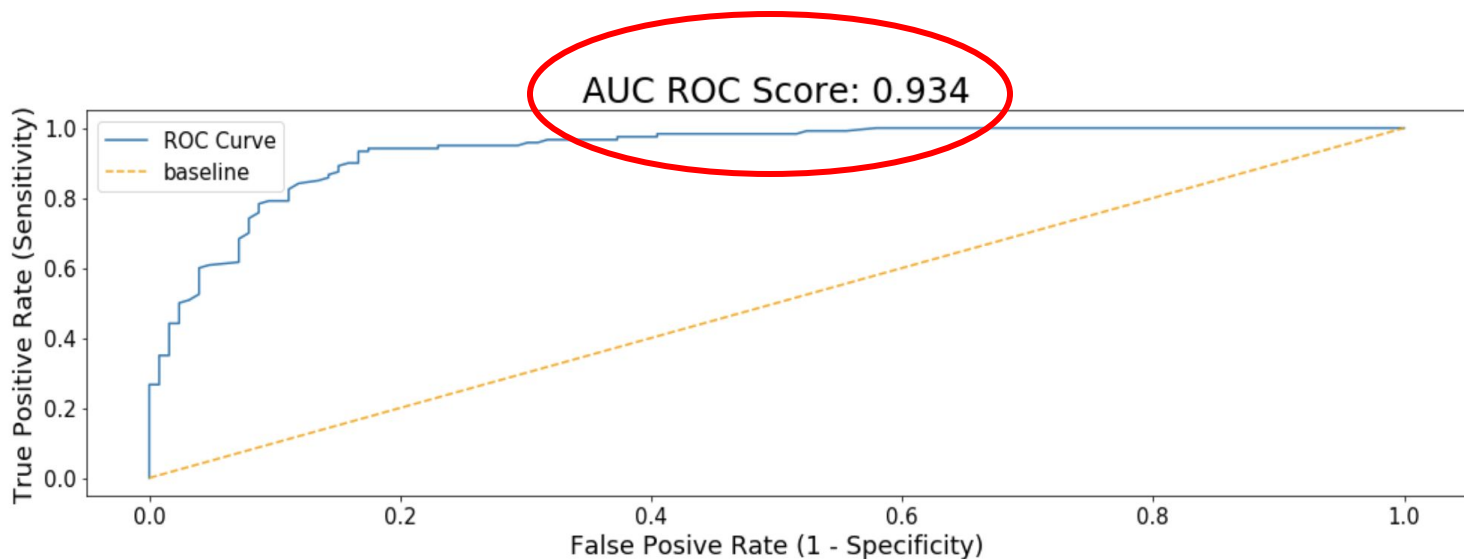
Apple Music and Spotify users talk about different things on Reddit.



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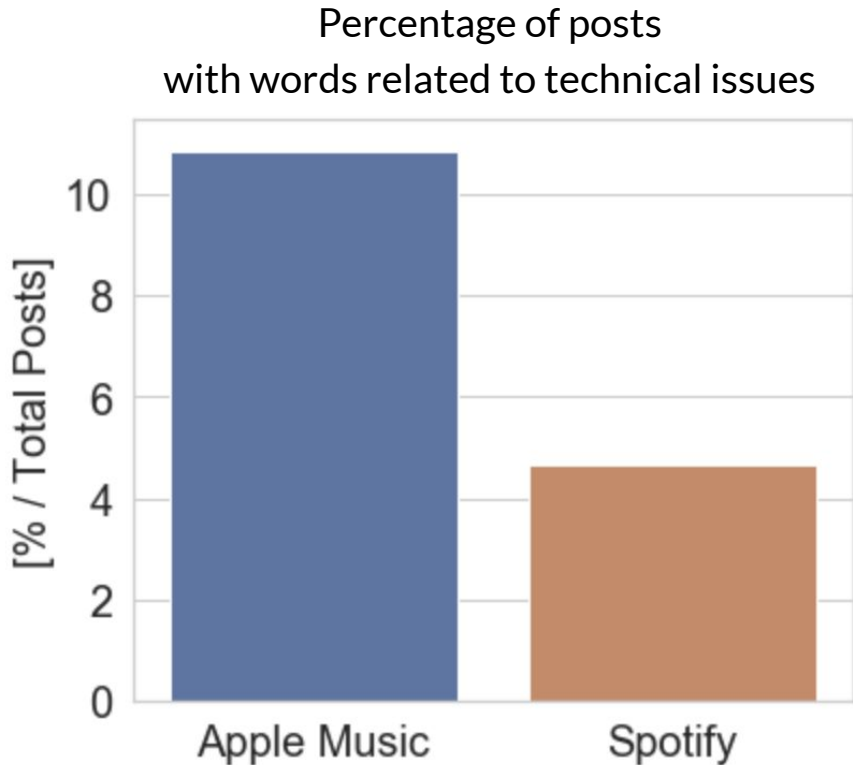
Apple Music and Spotify users talk about different things on Reddit.



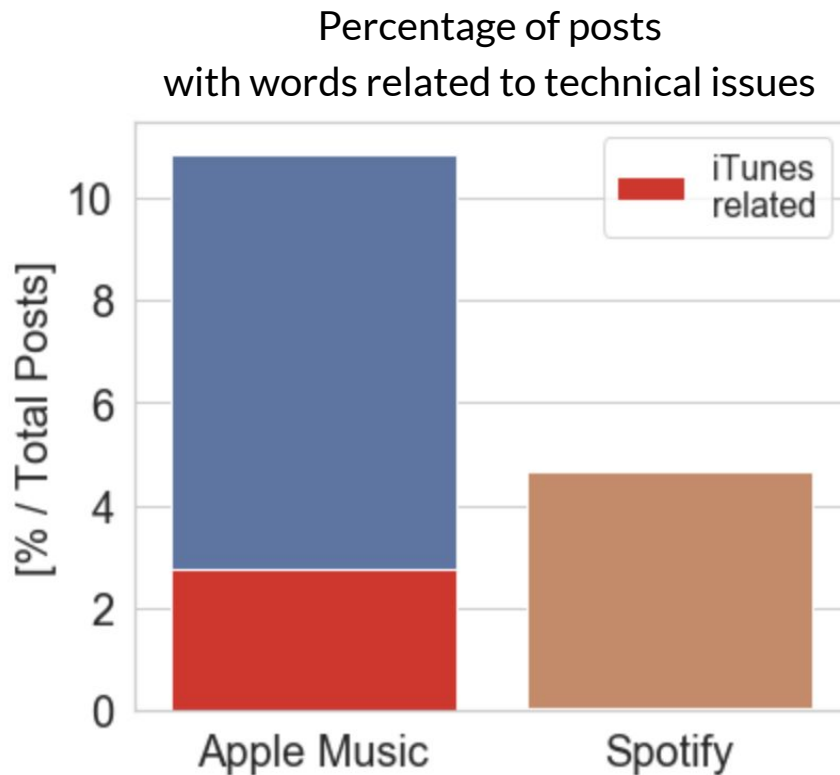
The model classified **84 percent** of the new posts to the correct subreddit.

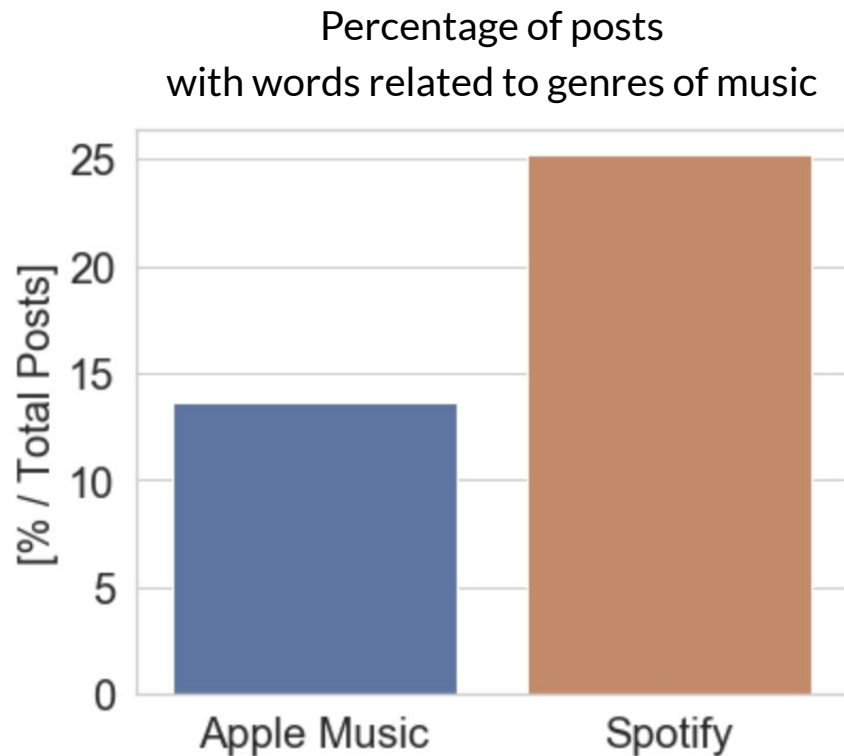
**Apple Music
users talk about
technical issues
6 percent more
than Spotify
users.**

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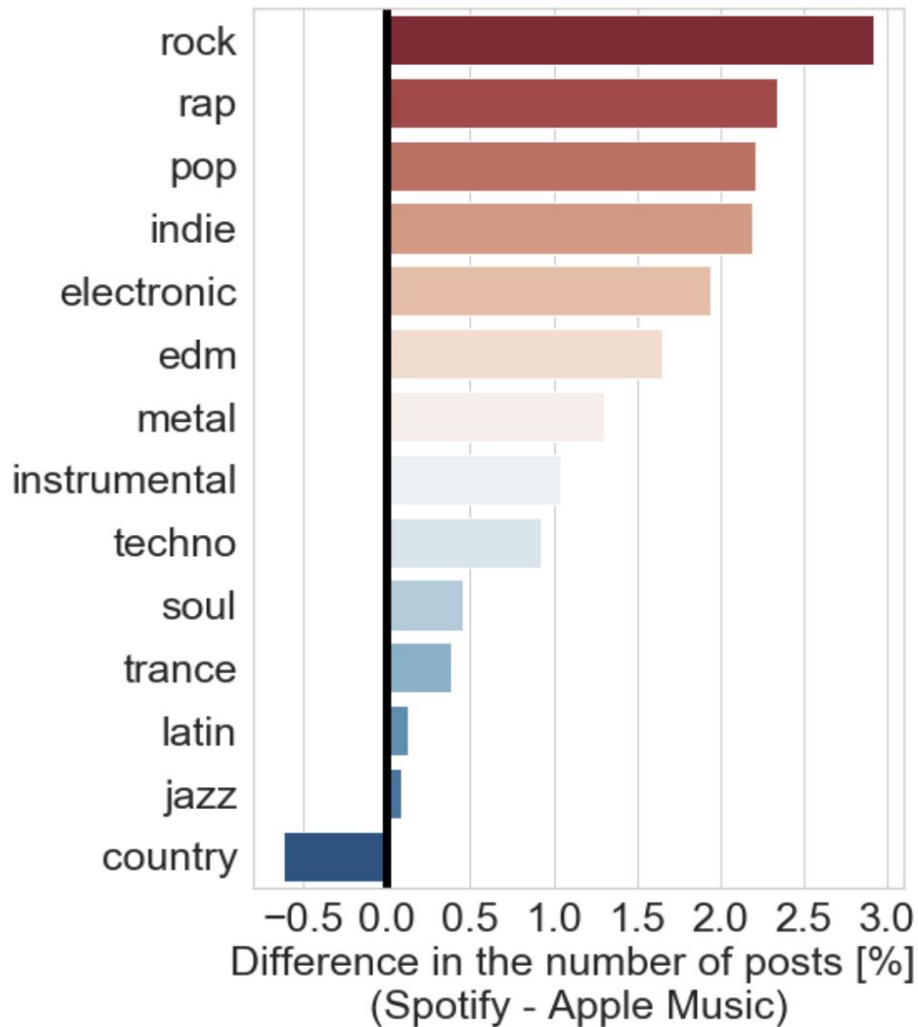
Quarter of the posts about technical issue on Apple Music subreddit are iTunes related.





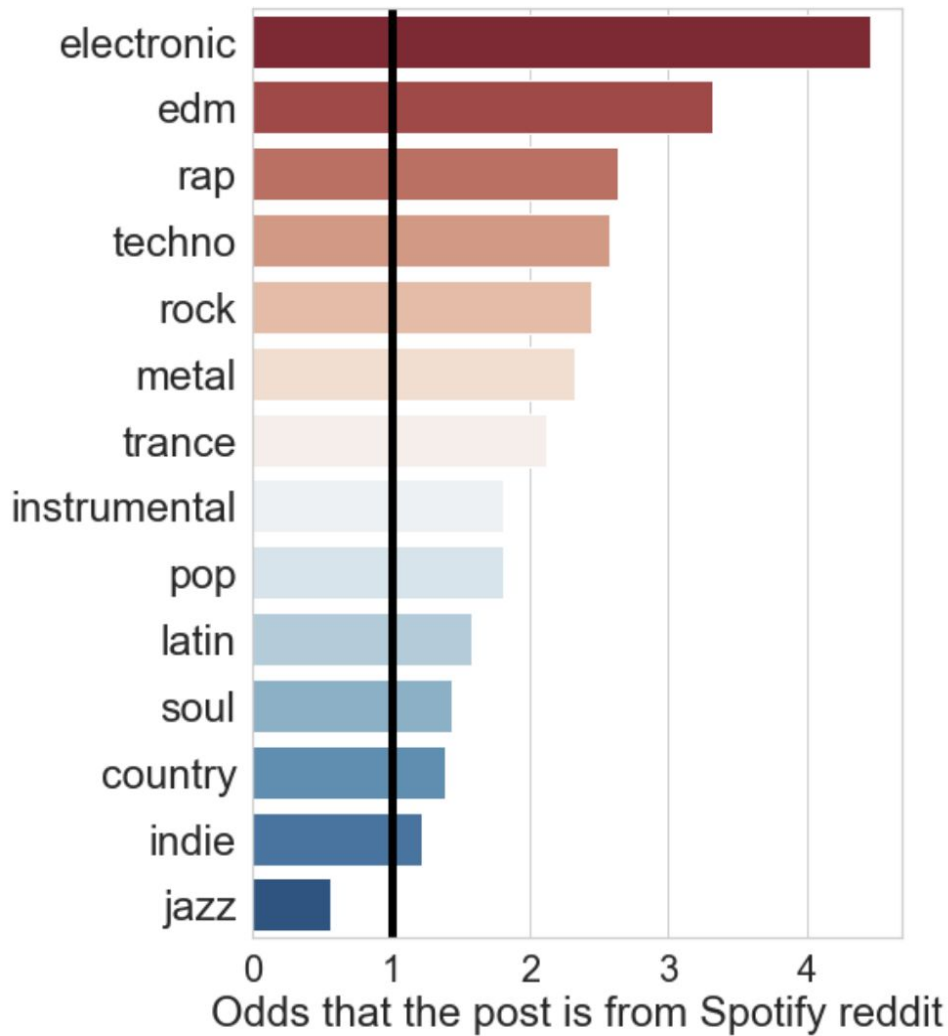
**Music related
conversations are
10 percent more
frequent in Spotify
subreddit.**





**Apple Music users
are interested in
different genres
of music than
Spotify users.**





Apple Music users
talk about Jazz
musics in depth.

Spotify users talk
about electronic
musics in depth.



Conclusion

What do users want in Apple Music?

- Apple Music users need help with technical issues.
- Current Apple Music users enjoy Jazz and Country.
- Electronic and rock music fans prefer Spotify to Apple Music.



Source:

1. <https://www.apple.com>
2. <https://www.spotify.com>
3. <https://www.statista.com>

