



HOME



Group Members



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THANKS!



Team M – Freemium

Here is where your music journey
begins



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The 15th Planet

2:54



3:49



HOME



TABLE OF CONTENTS



PLAYLIST

01

Data Analysis

02

*ML
Algorithm*

03

*Market
Segmentation*

04

Strategy



THANKS!



Table of contents

01

**Data Analysis
& Feature
Selection**

02

**ML
Algorithm**

03

**Market
Segmentation**

04

**Marketing
Strategy**



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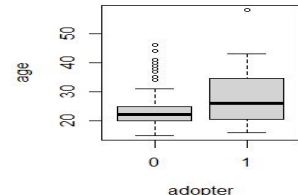
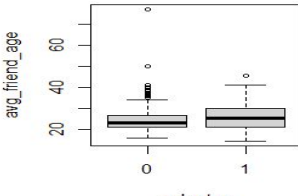
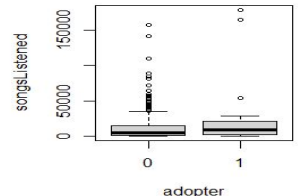
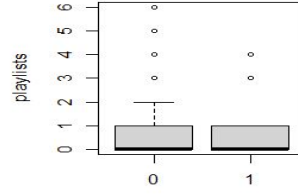
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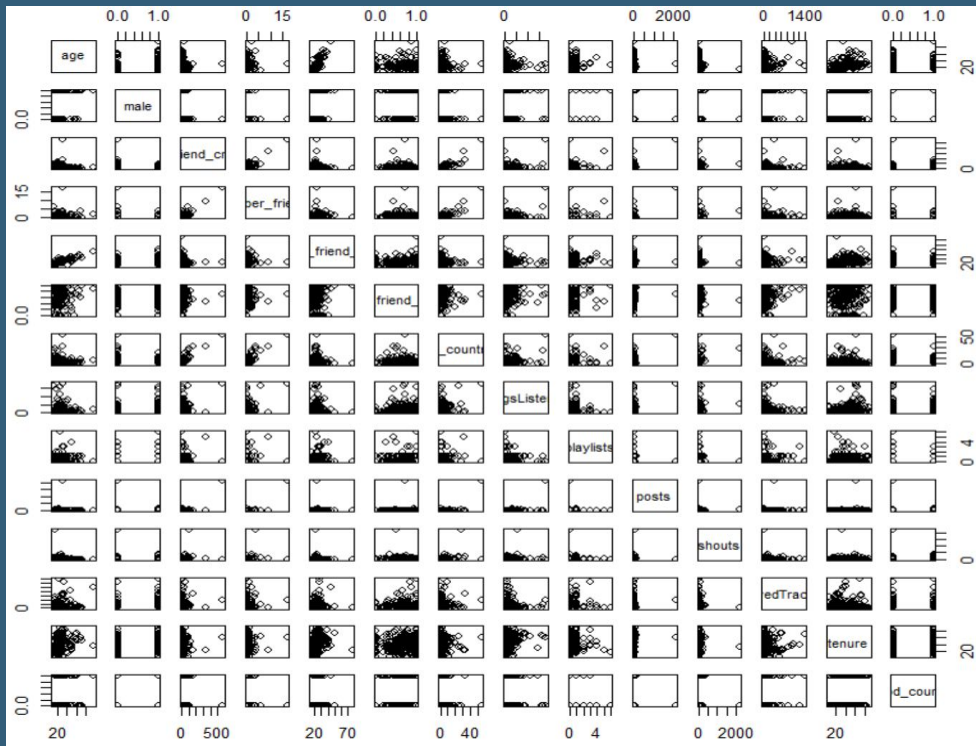
Data Analysis



Feature Name	Feature Inferences	Box Plot
Age	<ul style="list-style-type: none">Our analysis indicates a trend where adopters are generally aged between 20 to 35, while non-adopters skew slightly younger, often in their 20s and 30s, with a broader similarity in age distribution when compared with adopters.	
Average Friend Age	<ul style="list-style-type: none">Looking at the average friend age and the age feature we can derive that both are comparable and follow about the same age range which is 20 to 30.	
Songs Listened	<ul style="list-style-type: none">Adopters (marked as '1') have a higher song listening frequency, indicating greater engagement with our service.Data analysis reveals that our marketing efforts should be directed at users who fall within the 50th to 70th percentile of song consumption, as illustrated in our box plot.This particular group corresponds to listeners who stream upwards of 2500 songs.	
Playlists	<ul style="list-style-type: none">Adopters and non-adopters exhibit comparable levels of social media posting, suggesting a uniformity in social engagement.To incentivize non-adopters, we plan to implement a limit of one playlist, encouraging them to subscribe for premium access should they wish to have more.	

Feature Name	Feature Inference	Box Plot
Shouts	<ul style="list-style-type: none"> Adopters and non-adopters display similarly low activity concerning 'shouts,' showing no notable distinction in their usage patterns. To cater to users seeking more engagement, we plan to offer a maximum of 50 'shouts' as a benefit upon registration. 	
Loved Tracks	<ul style="list-style-type: none"> Adopters tend to mark more tracks as favorites compared to non-adopters, potentially indicating higher engagement levels with our service. We can plan to put a limit of 100 on Non-adopters to love tracks. 	
Tenure	<ul style="list-style-type: none"> Adopters typically have a longer history with our service than non-adopters, displaying varied durations of use. Looking at this data, we can infer that our focus can be on non-adopters who have engaged with the app for over 30 months and aim to convert them into adopters. 	
Posts	<ul style="list-style-type: none"> Adopters and non-adopters have comparable posting frequencies on social media, reflecting similar activity levels. The aim is to encourage non-adopters to become premium users by allowing them to create one playlist, with the option to create more upon upgrading. 	

Feature Selection



- After analyzing the data, we have decided to move forwards with these selected features: Age, Avg_friend_age, songsListened, playlists, posts, shouts, lovedTracks, tenure
- We meticulously chose these features by analyzing the correlation matrix and studying scatter plots to comprehend their relationship with the target variable.
- These features aid in uncovering underlying patterns within the data and are instrumental in producing accurate results, facilitating us in targeting the appropriate audience.



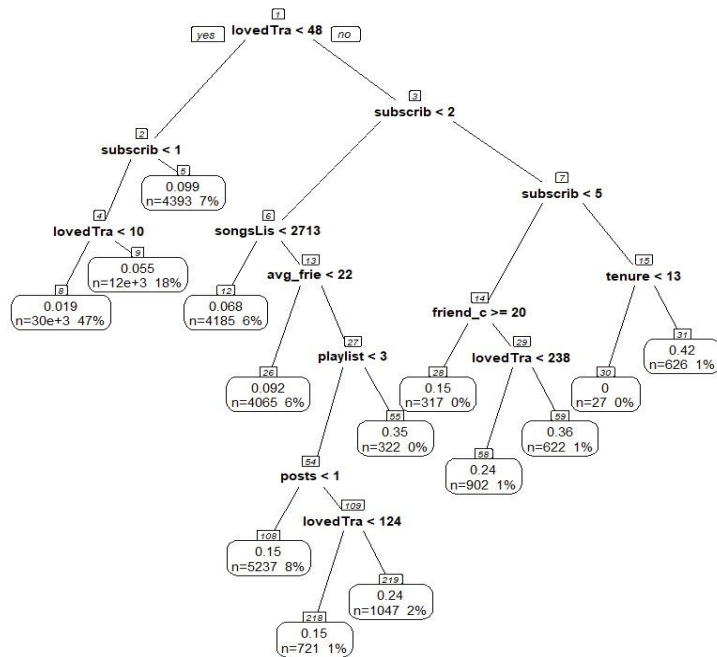
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2:54



3:49

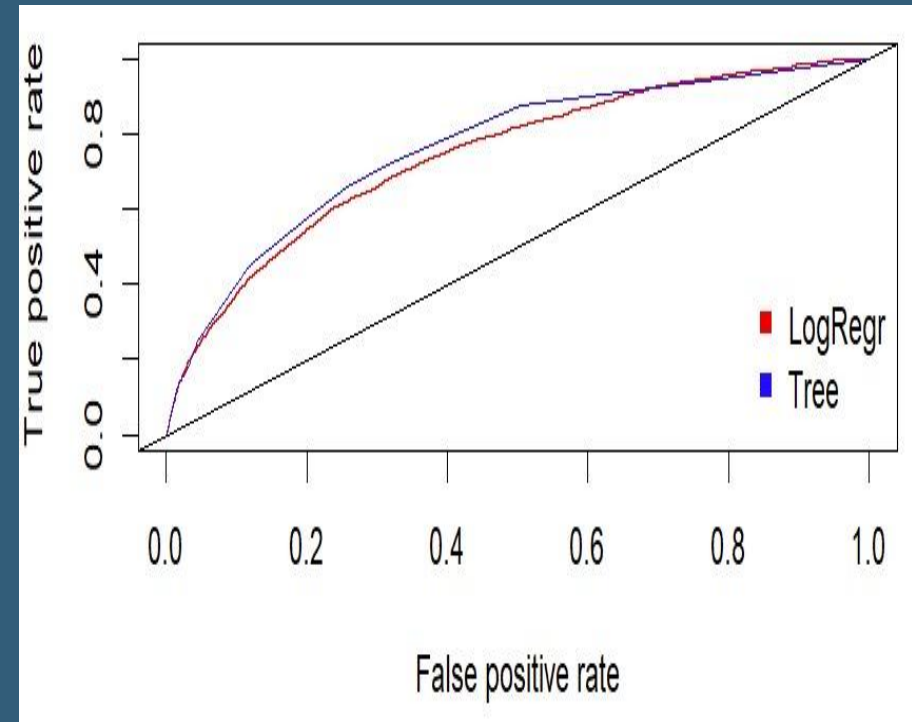
ML Algorithm



- We experimented with two algorithms on this dataset: Decision Tree and Logistic Regression. The decision tree representation on the left indicates that "LovedTrack" is a significant determining factor, consistent with our data analysis.
- Moreover, this finding aligns with our analysis of other features.
- Examining the results from Logistic Regression, we arrive at similar conclusions, further reinforcing our analysis.



Finalized Algorithm



- **Algorithm Comparison:** After comparing the AUC curve results, we find that both algorithms perform comparably. Nevertheless, our decision leans towards Logistic Regression for several reasons.
- **LR features:** Logistic Regression offers nuanced features such as interpretability, linear separability, reduced susceptibility to overfitting, and efficiency with large datasets.
- **Outlier's Impact:** While both models perform well based on the AUC plot and are resilient to outliers, the potential impact of outliers may increase as the dataset grows.
- **Explainable AI:** Given our focus on developing a market strategy, the interpretability of the model is crucial for justifying why certain groups of users receive favorable terms compared to others.
- Furthermore, as the company expands and accumulates more data, Logistic Regression proves to be better equipped for handling large datasets.



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Market Segmentation



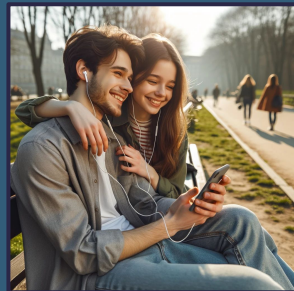
Melody Lovers

Customers who have listened to more than 2500 songs and have over 100 loved tracks



Loyal Customers

Customers who have been on the platform for more than 30 months



Beat Buddies

Young listeners aged 22+ who also have friends who like to listen to music



Music Influencers

Customers who want to use the platform to gain more traction through posts and shouts



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Marketing Strategy



Melody Lovers

1. **Annual Subscription Offers:** For users who listen a lot, a discounted annual subscription can be appealing.
2. **Exclusivity:** Certain albums, tracks exclusive to only premium members for a certain period.
3. **Tiered Pricing:** Offer different subscription prices for varying levels with varying features and benefits.



Loyal Customers

1. **Exclusive Merchandise Collaboration:** Partner with artists to produce unique merchandise only available to loyal customers.
2. **Annual "Thank You" Gifts:** Send personalized, music-themed gifts to loyal customers every year as a token of appreciation for their continuous support of the platform.
3. **Interactive Music Experience:** Develop an AR or VR experience that allows loyal customers to immerse themselves in a virtual concert, music video, or studio session.



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Marketing Strategy



Beat Buddies

1. **Social sharing features:** Allows users to share their love for music with friends by offering premium features like collaborative playlists or social listening parties.
2. **Referral Programs:** Rewards given to both referrer and referee with benefits like discounts and premium trials.
3. **Social Listening Rooms:** Launch dedicated virtual "listening rooms" where friends can join, listen to music in real-time together, vote on the next songs, and chat within the app, replicating a social gathering centered around music.



Music Influencers

1. **Content Creation Features:** Provide enhanced playlist creation tools, host live listening parties, advanced editing capabilities and platform for podcasts
2. **Rewards:** Loyalty program where the more number of followers create playlists from their loved tracks can earn points which can be redeemed for premium subscription
3. **Influencer Toolkit:** Offer access to advanced analytics on their followers' listening preferences and engagement metrics.



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