

# **SpotiFlo: Application of ML to Enhance User Experience Through Spotify Audio Features**

## **Data**

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**Why did you select the job?**

We felt the job description was a good fit for our current technical skills, and working with music data also presents the challenge of working with unstructured data.

**The problem you plan to solve. The problem should be directly relevant to the job description.**

The recommendation systems in Spotify are not always ideal, contributing to higher skips rates for some users and lower user satisfaction.

**How you plan to solve the problem with each of the data toolkit items below:**

Descriptive Analytics Dashboard - Use a dashboard with listening trends for genres and artists for various demographic groups to track listening habits across different groups of users or even individual users.

Diagnostic Analytics Dashboard - Utilizing a dashboard to track factors relating to system health and user satisfaction in order to diagnose potential problems with our predictive system

Automated Data Pipeline - Use batching to update curated playlists each week

Predictive Model - Assign songs to a set of pre-defined playlists based on audio features of the song

**Identify the OMTM (One Metric That Matters)**

Average Skip Rate