

# DETERMINING SONG SUCCESS

A Classification and Analysis Project  
Dana Rausch | 2.19.2021

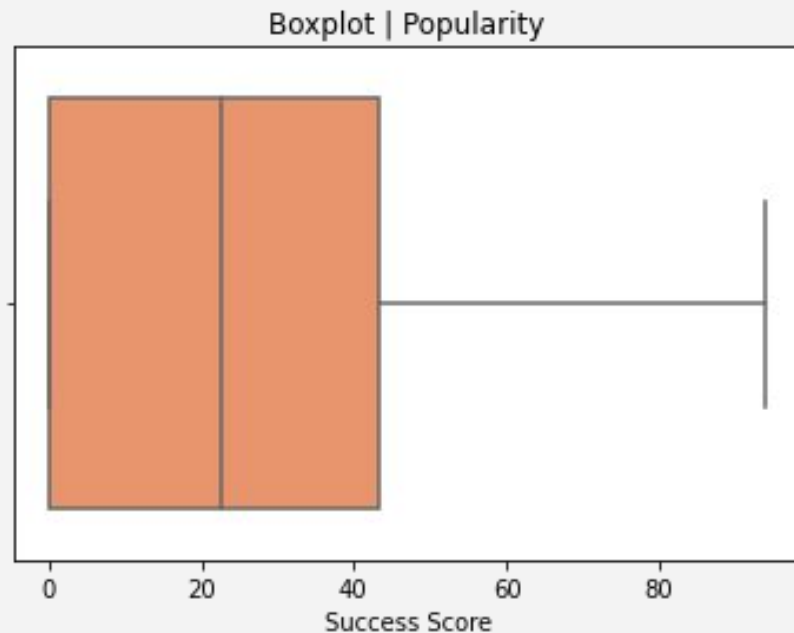
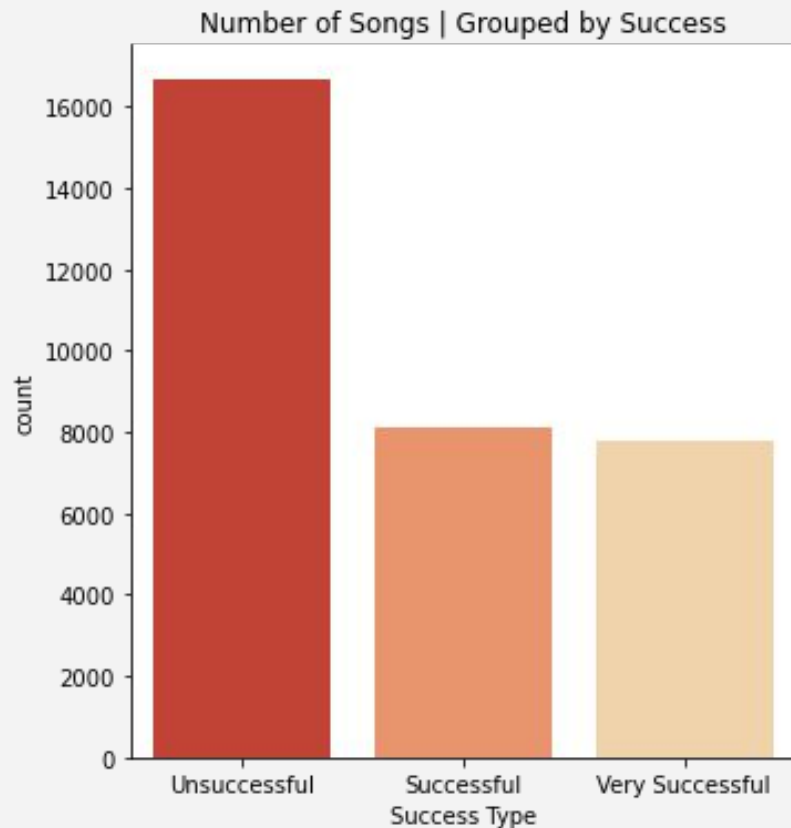


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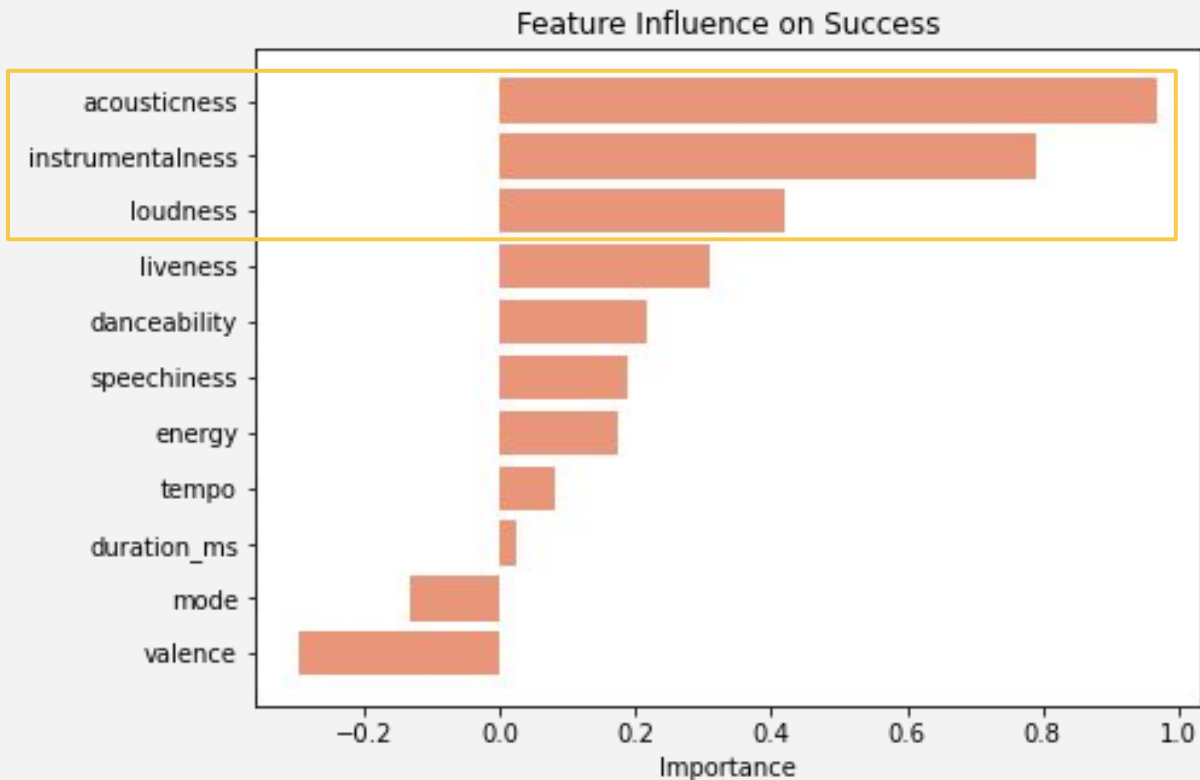
- Business Problem
- Business Value and hypothesis
- Methodology
- Results
- Recommendations | Conclusions
- Future Work
- Appendix



# THE PROBLEM: HOW TO DETERMINE IF A NEW SONG WILL BE SUCCESSFUL



# TECHNICAL FEATURES



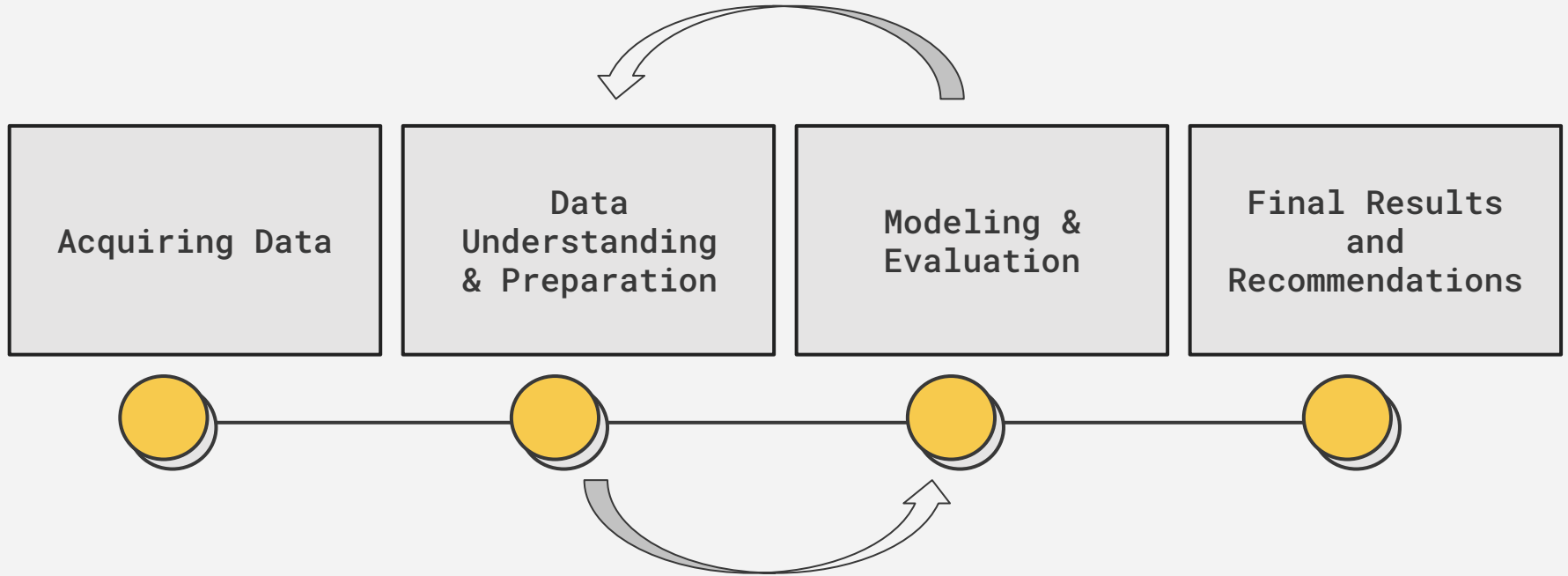
**Features with most impact  
on success:**

Acousticness: 0.98

Instrumentalness: 0.79

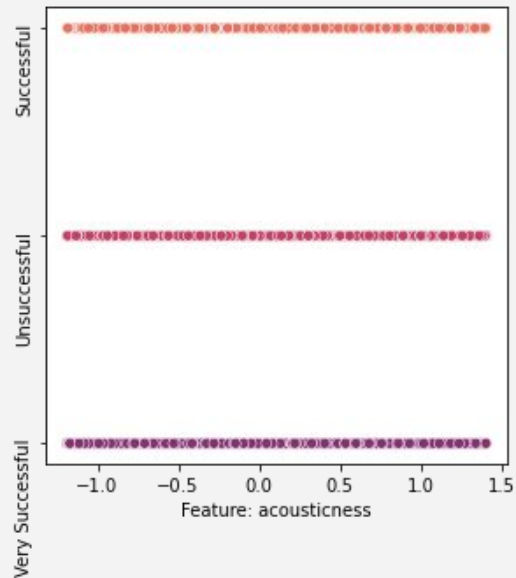
Loudness: 0.42

# METHODOLOGY

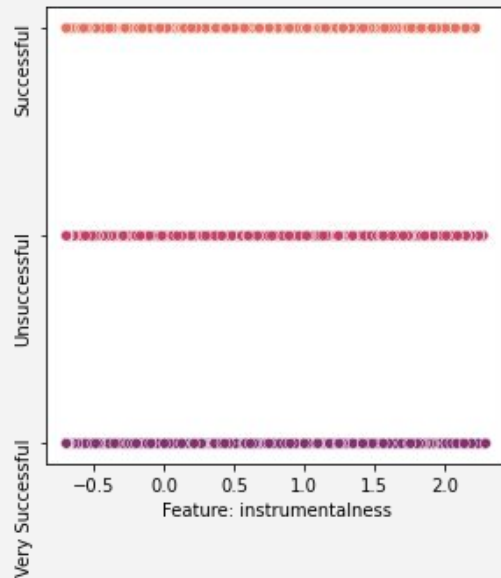


# DISTRIBUTION OF SUCCESS

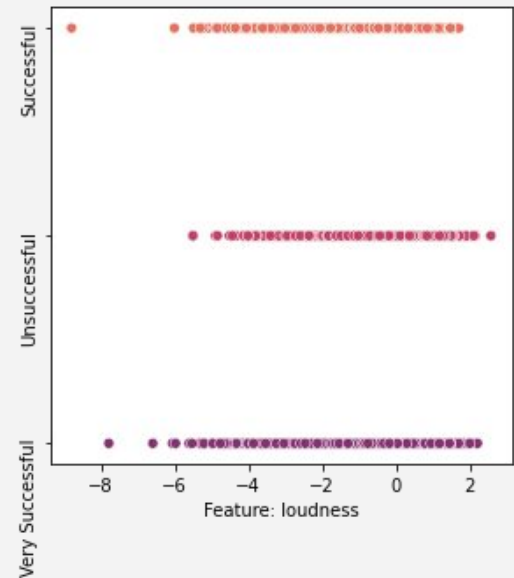
Distribution of Success Across Influential Features



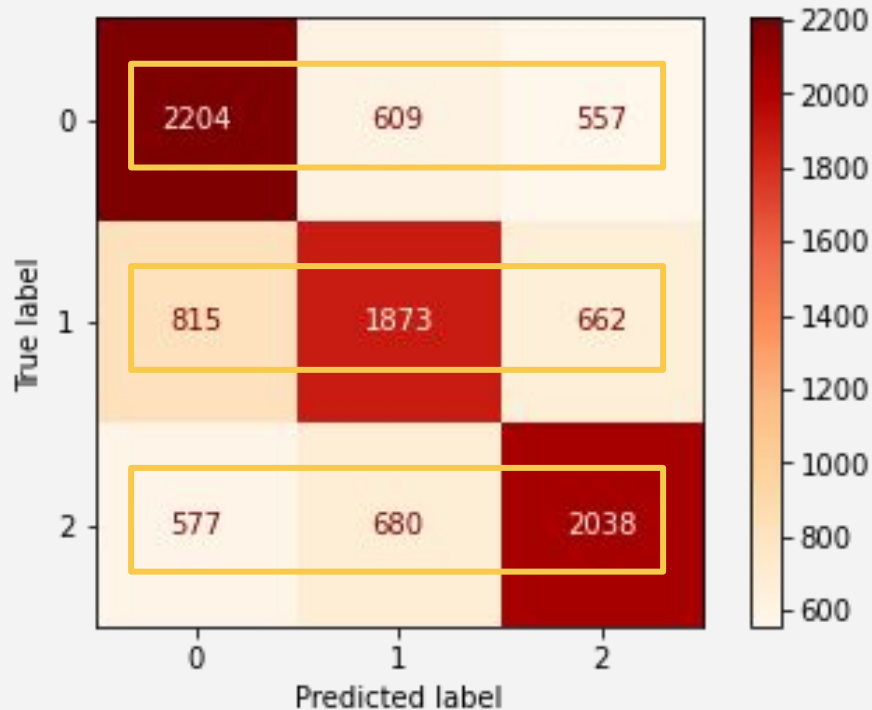
Distribution of Success Across Influential Features



Distribution of Success Across Influential Features



# RESULTS: SENSITIVITY



○ Unsuccessful: 65%

○ Successful: 56%

○ Very Successful: 62%

# **RESULTS: OVERALL PERFORMANCE**



# RECOMMENDATIONS

1.

## MARS

Despite being red, Mars is actually a very cold place

2.

## JUPITER

It's a gas giant and the biggest planet in the Solar System

3.

## SATURN

It's a gas planet, composed mostly of hydrogen and helium

# FUTURE WORK

**1 .**

Focus on genre-specific  
models

**2 .**

Adjust decision thresholds

# THANK YOU!

Questions?  
Reach out!



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