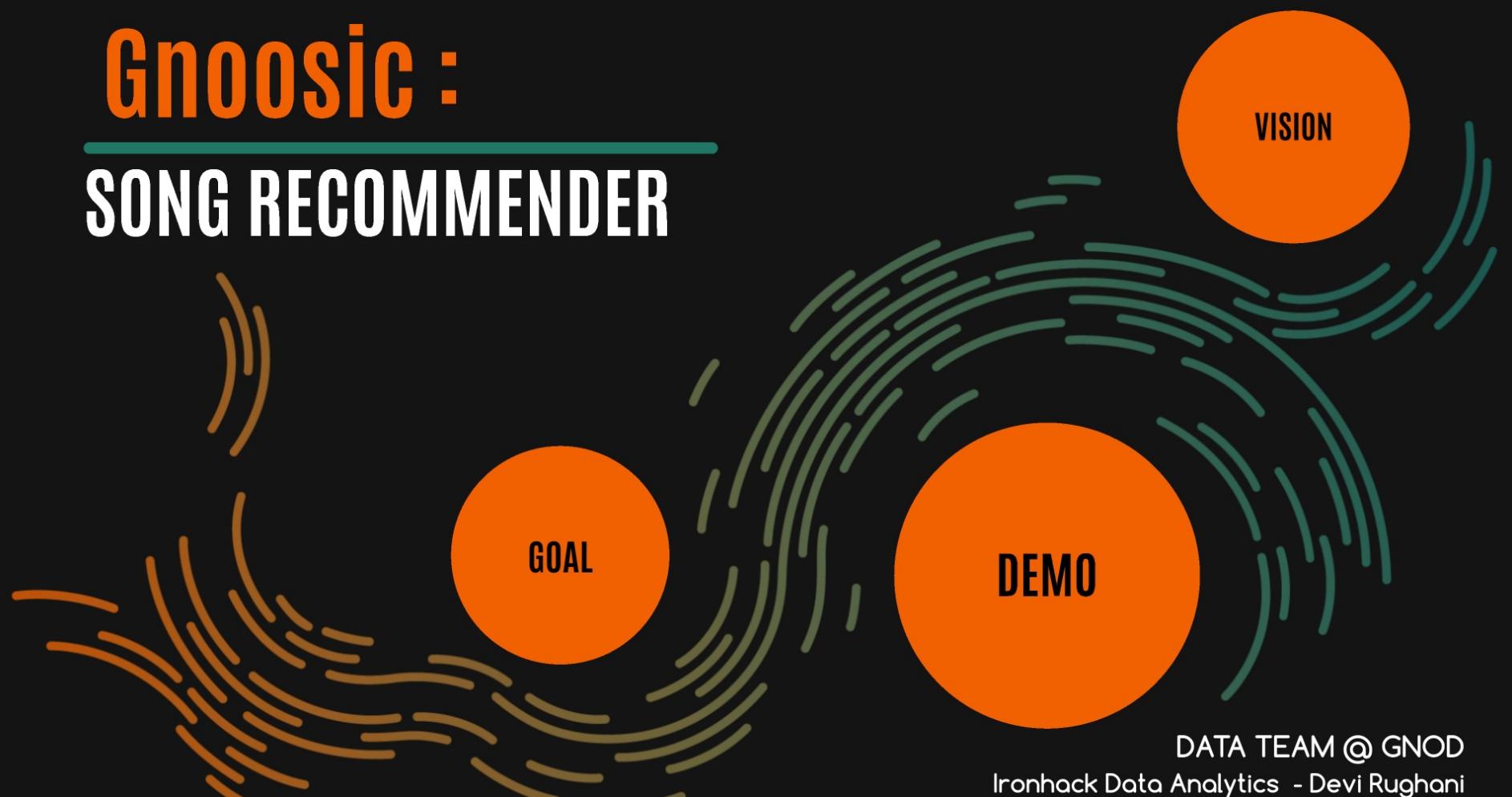


Gnoosic : SONG RECOMMENDER



GOALS

Increase engagement/activity on
Gnoosic music recommender platform:

▼ Reduce
monthly churn
from 30% to 15%
by end of Q2

▲ Increase new
active visitors by
20% at the end of
Q2

PROPOSAL

ADD FEATURES

Give users two new possibilities when searching for recommendations:

1. Discover popular/trending songs around the world
2. Discover songs acoustically similar to the one they select

"Hot" 100 Songs

"Not Hot" Songs

USER
FLOW

HOW?

Discogs

25 million songs+
"Most collected" with
fantastic mix of genres

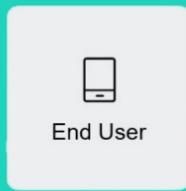


Scraped 3,000 songs

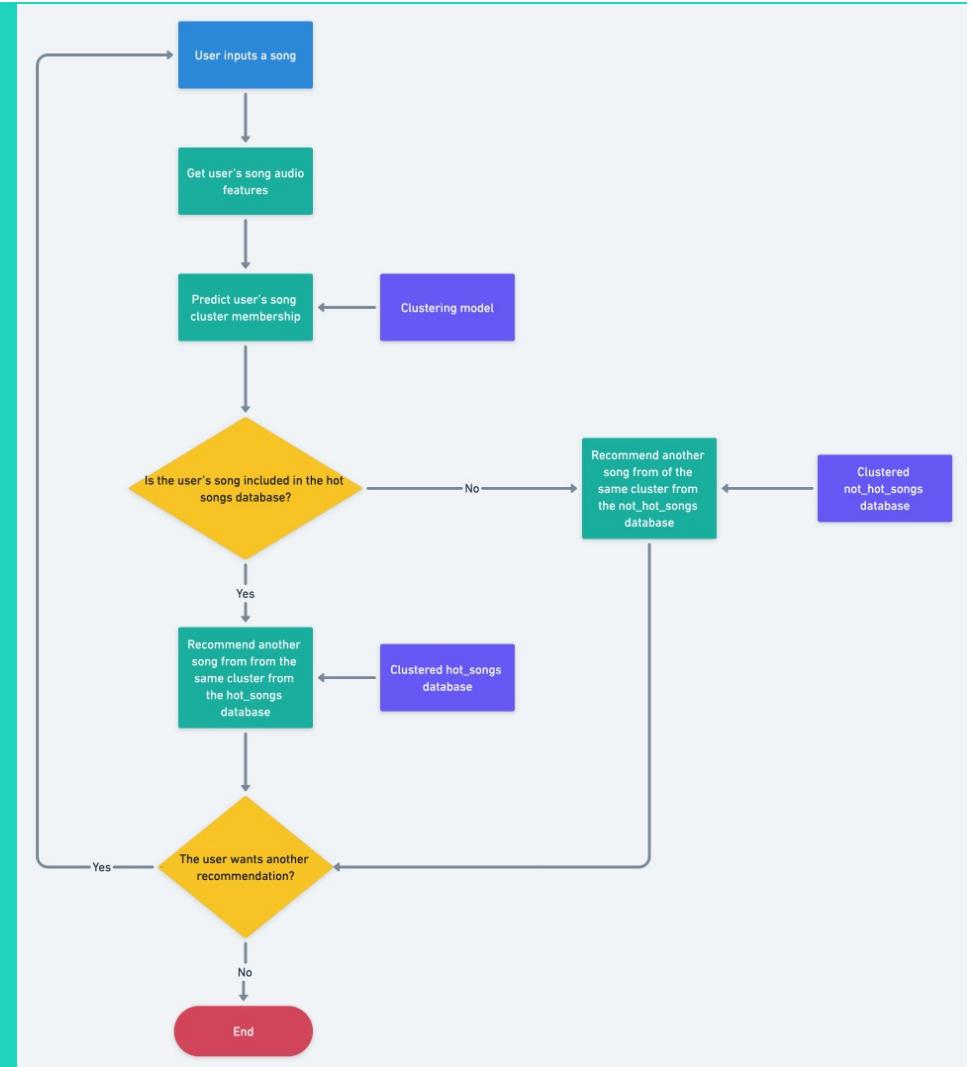


 Spotify for Developers

FINDING A FLOW



End User



ADD FEATURES

Give users two new possibilities when searching for recommendations:

1. Discover popular/trending songs around the world
2. Discover songs acoustically similar to the one they select

"Hot" 100 Songs

"Not Hot" Songs

USER
FLOW

HOW?

Discogs

25 million songs+
"Most collected" with
fantastic mix of genres



Scraped 3,000 songs



 Spotify for Developers

GOALS

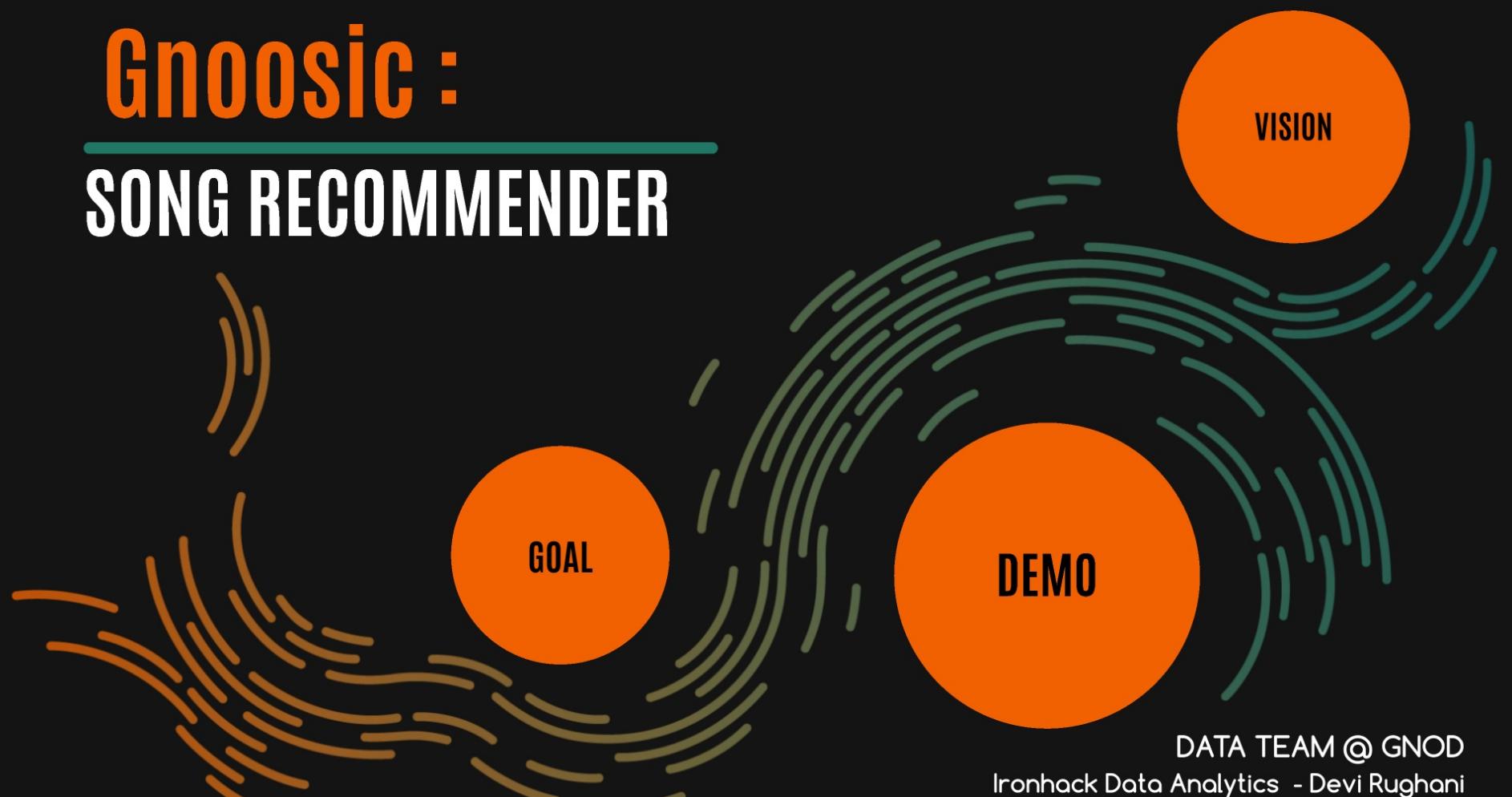
Increase engagement/activity on
Gnoosic music recommender platform:

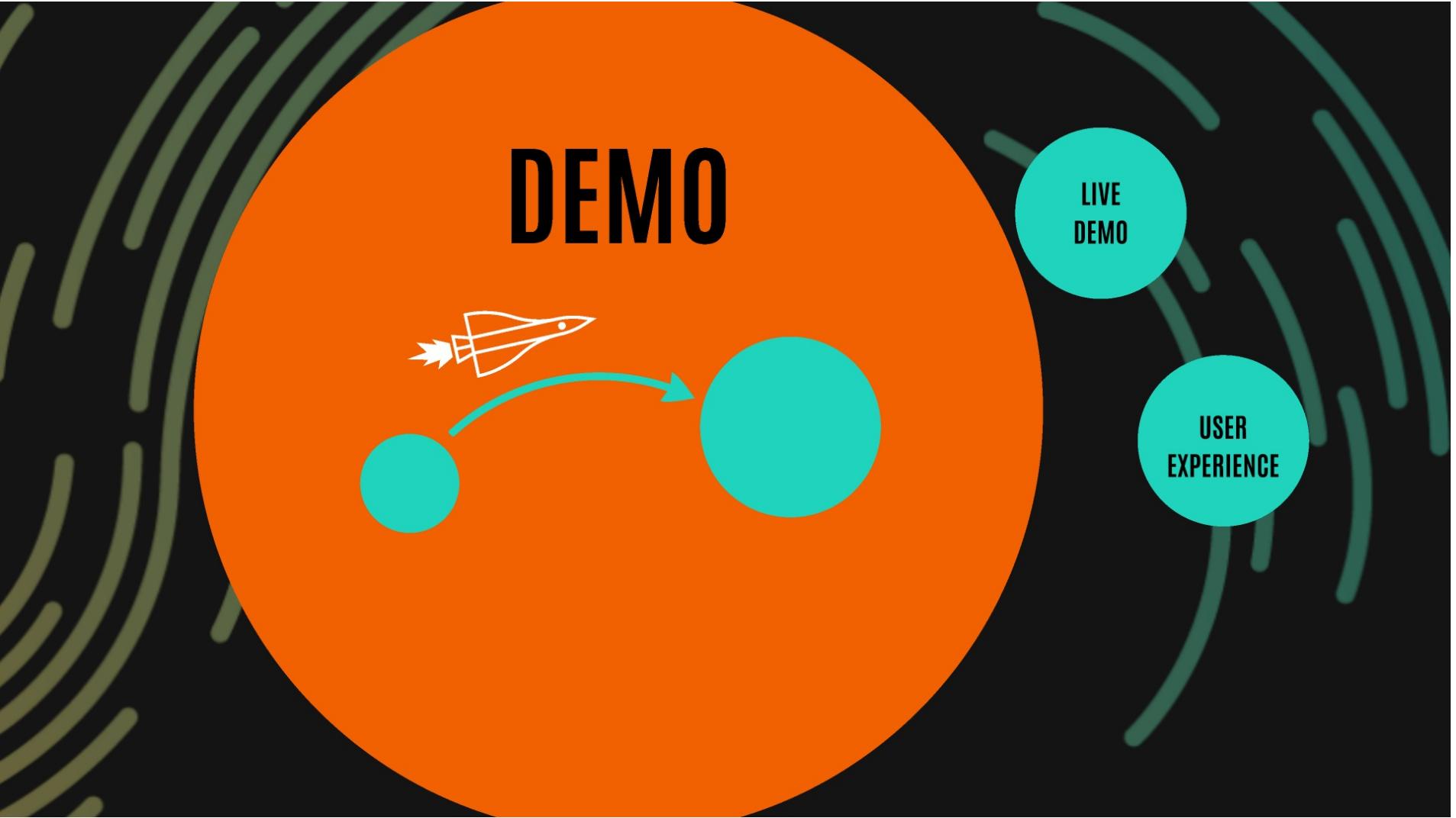
▼ Reduce
monthly churn
from 30% to 15%
by end of Q2

▲ Increase new
active visitors by
20% at the end of
Q2

PROPOSAL

Gnoosic : SONG RECOMMENDER

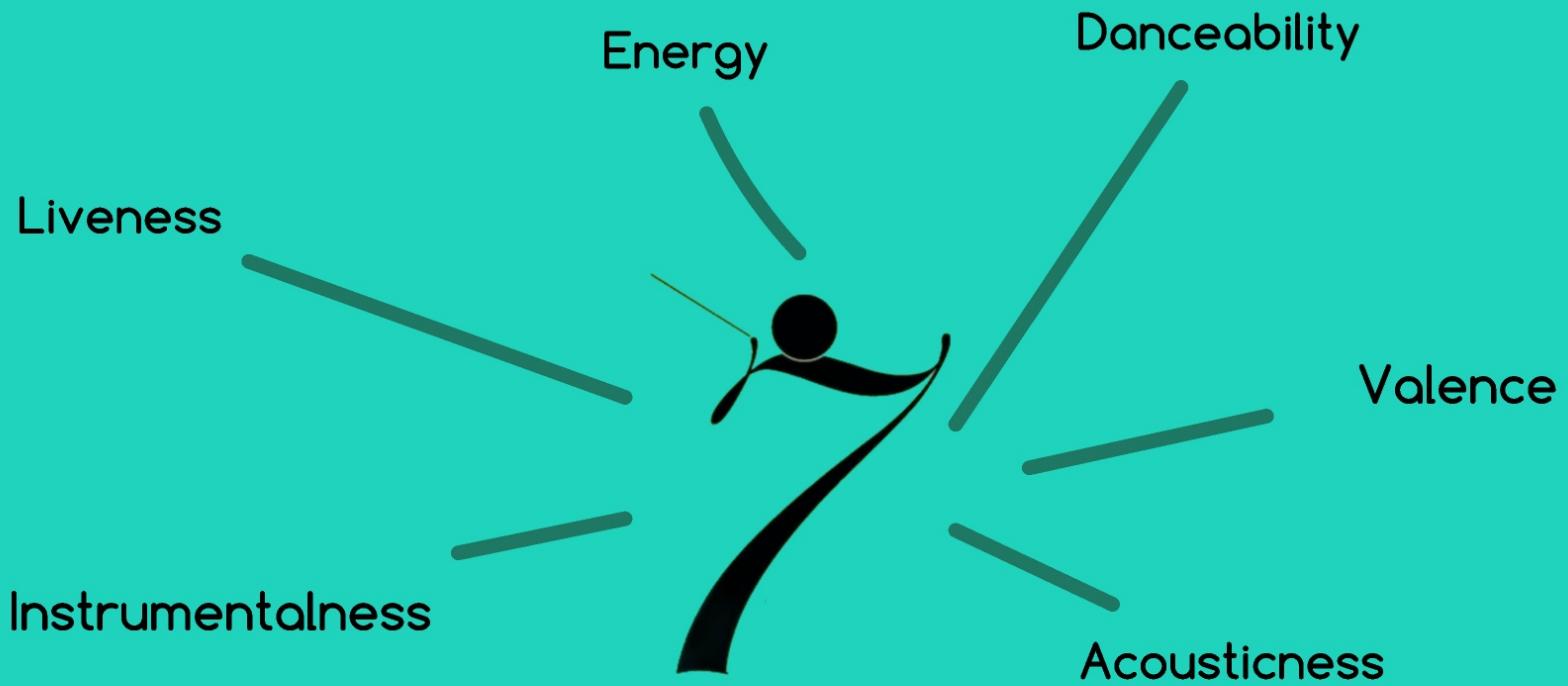




DEMO

LIVE
DEMO

USER
EXPERIENCE

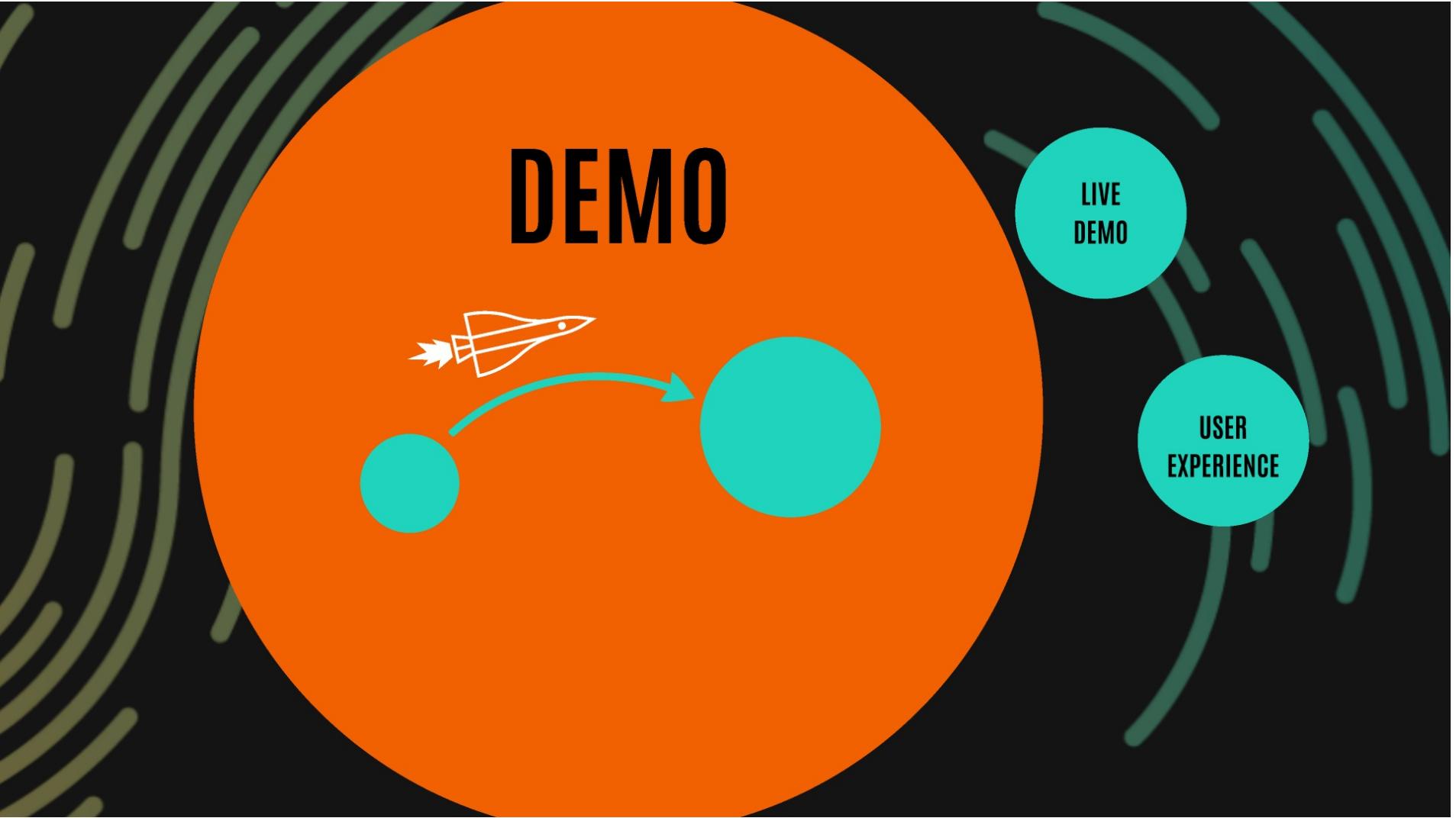


WHAT IS ACOUSTICALLY SIMILAR?

See source for spotify audio feature analysis: <https://towardsdatascience.com/what-makes-a-song-likeable-dbfdb7abe404>

LIVE DEMO

```
Enter song name:  
here comes the sun  
0 I am thinking of this song: 'Here Comes The Sun - Remastered 2009' by 'The Beatles' and the url is:  
https://open.spotify.com/track/6dGnYIeXmHdcikdzNNDMm2  
1 I am thinking of this song: 'Borderline' by 'Tame Impala' and the url is:  
https://open.spotify.com/track/5hM5arv9KDbCHS0k9uqwjr  
2 I am thinking of this song: 'Here Comes The Sun' by 'Richie Havens' and the url is:  
https://open.spotify.com/track/0hzJEusz6r7f0eLlUc8kw  
3 I am thinking of this song: 'Hurricane' by 'Bridgit Mendler' and the url is:  
https://open.spotify.com/track/7gQ5c5HY6zM5ick6QLY9dJ  
4 I am thinking of this song: 'Here Comes The Sun - Piano Instrumental' by 'Box of Music' and the url  
is: https://open.spotify.com/track/4JGf8gER6L64VfnhqRz1x  
5 I am thinking of this song: 'Here Comes the Sun' by 'JJ Heller' and the url is:  
https://open.spotify.com/track/2MV6Kpwno9JswT5t5JM06a  
6 I am thinking of this song: 'A Warrior's Call' by 'Volbeat' and the url is:  
https://open.spotify.com/track/4o6k1XHlrIZay8vIm5VU83  
7 I am thinking of this song: 'Here Comes The Sun - Instrumental' by 'Emerald Empire Band' and the url  
is: https://open.spotify.com/track/470CaZuMhBZLatdD39cwmp  
8 I am thinking of this song: 'Here Comes the Sun' by 'Imaginary Future' and the url is:  
https://open.spotify.com/track/4h9DsTf9n0cizUc0x3ljHP  
9 I am thinking of this song: 'Borderline' by 'Tame Impala' and the url is:  
https://open.spotify.com/track/4NsAVrhJvbgyKIAYcgTvu  
. I am thinking of (Enter the song number):  
0  
Browsing for songs  
Gnoosic recommends: Kilroy Was Here  
by: Styx  
The link to the song is: https://open.spotify.com/track/7C0rG4oW07VeZcffyWlsK9  
Would you like another song recommendation based on the same song? [Yes = 1, No = 0]No  
Would you like another song recommendation based on a different song? [Yes = 1, No = 0]Yes  
Enter song name:  
Magic
```



DEMO



LIVE
DEMO

USER
EXPERIENCE

Store user feedback

Improve song
search:

1. Include Artist
2. Improve accuracy

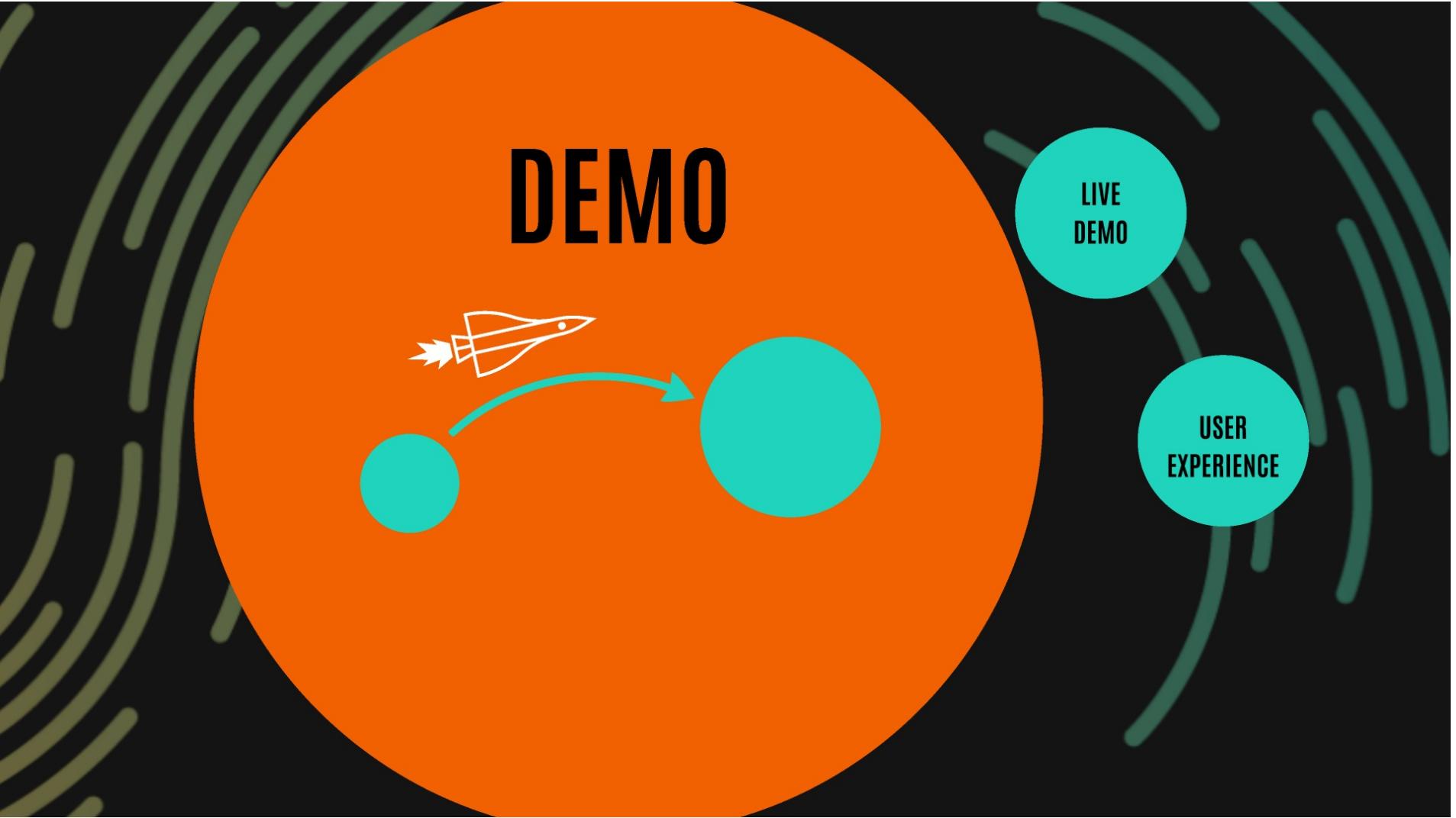
Regular automated updates of
Global Hot 100

Expand the database of songs
+ diverse acoustics + top 3 languages

Test models
with different combination
of audio features

Test multiple clustering
techniques

NEXT STEPS TO IMPROVE USER EXPERIENCE



DEMO

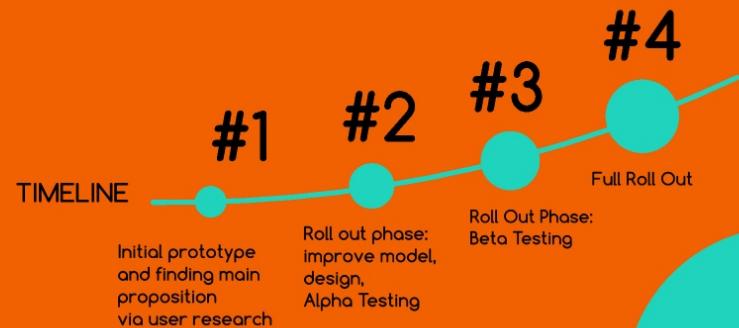
LIVE
DEMO

USER
EXPERIENCE

Gnoosic : SONG RECOMMENDER



STRATEGY



MEASURES

FUTURE
VISION

MEASURES OF SUCCESS

#1

KPI: 70% monthly active users
use the song recommender

#2

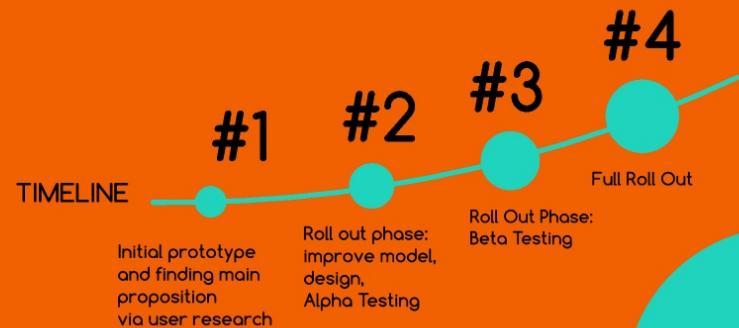
KPI: Reduce churn on music
recommender by 10%

#3

KPI: increase number of new
active users by 10%

Confident we can meet these joining forces with our Marketing team and
Engineers

STRATEGY



MEASURES

FUTURE
VISION

VISION

Gnoosic as the "go-to" starting point for music discovery



Stage 1:
Initiate Spotify Partnership

Stage 2:
Introduce new algorithms based
on product analytics

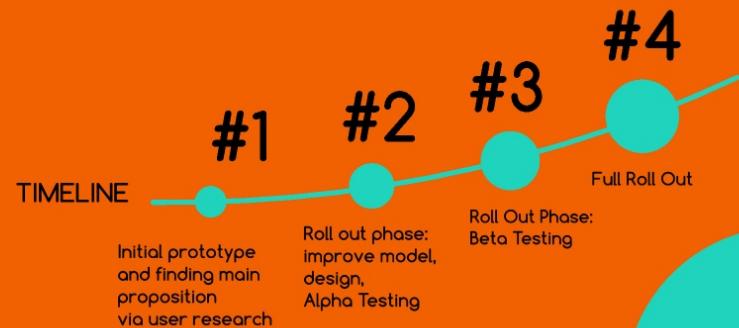
Stage 3: Find product fit/niche.
Discover solely new and
upcoming artists?

LET'S RAISE THE ROOF

@ GNOOSIC ☀



STRATEGY



MEASURES

FUTURE
VISION

Gnoosic : SONG RECOMMENDER

