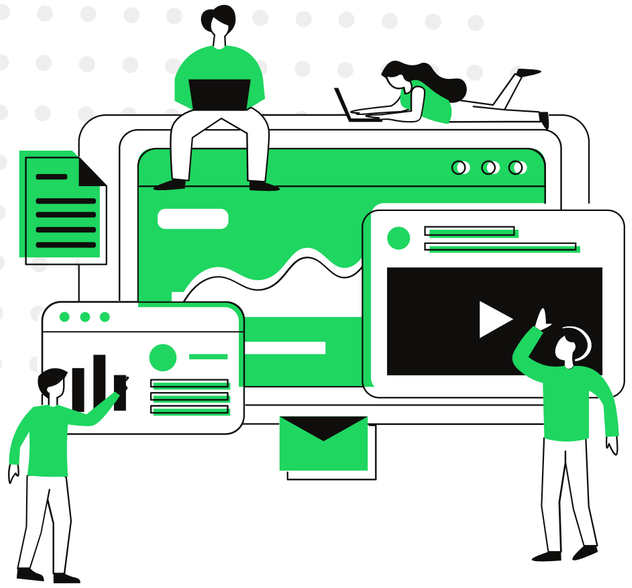
Elston Bell, Jr.

Spotify

The Future of Music



Research Goal

Spotify has revolutionized the way we consume and listen to music. So how can they continue to influence and shape the future of music?

Audience

1. Artists
2. A&R's
3. Record Labels

Insights

The data from this report can:

Help an artist select a successful single

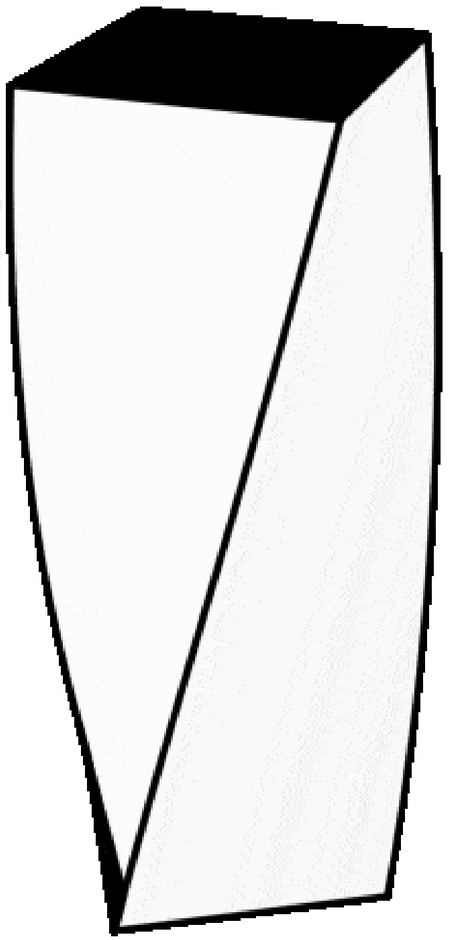
Help A&R's decide which talent to discover & sign

Assist labels in deciding allotment of money for promo

Aid in determining beneficial features, collaborations, etc.

Support artists with a creative strategy for marketing

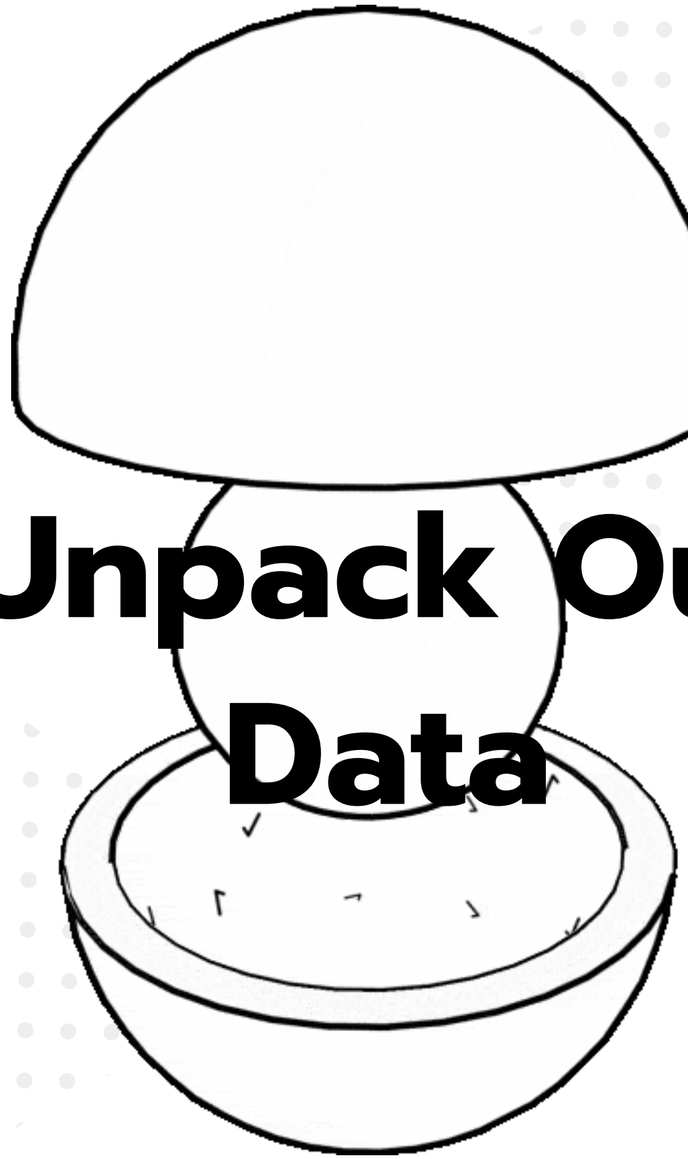
Give labels an understanding of how product will perform



Quotes

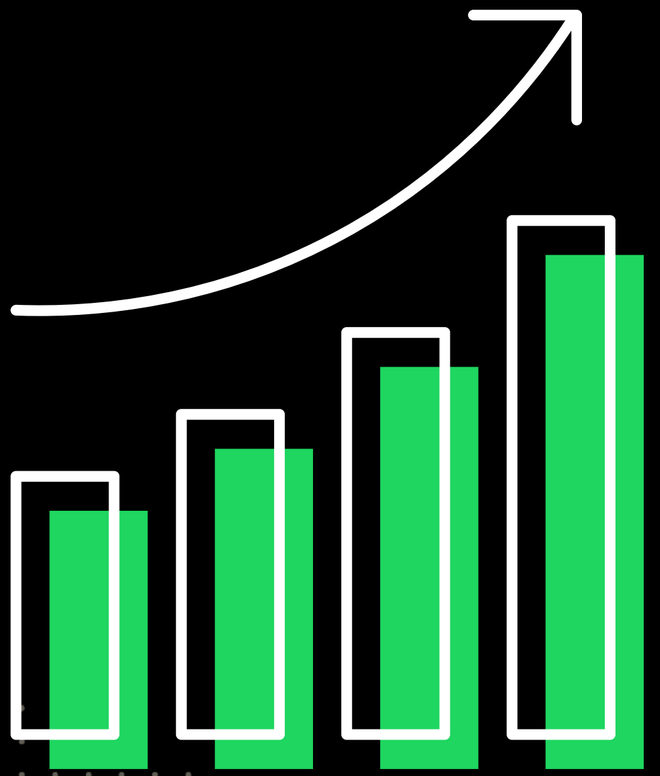
"The internet has also changed the way A&R departments scout promising new artists. Data metrics and analytics now play a significant role in driving decisions. A&R reps are increasingly relying on data to measure an artists' potential more than traditional methods"

"All our business units must now leverage data and analytics in innovative ways to dig deeper than ever for new talent. The modern-day talent-spotter must have both an artistic ear and analytical eyes."



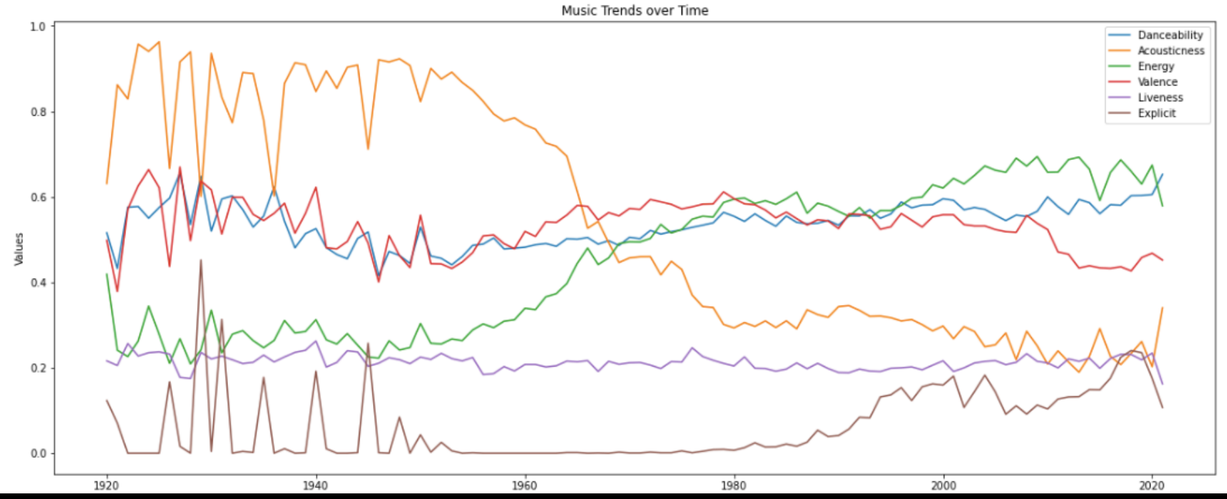
Unpack Our Data

Jupyter Notebook



In [18]:

```
fig,ax = plt.subplots(figsize=(20,8))
ax.set_title('Music Trends over Time')
ax.plot(music_trends_by_year.year, music_trends_by_year.danceability, label = 'Danceability')
ax.plot(music_trends_by_year.year, music_trends_by_year.acousticness, label = 'Acousticness')
ax.plot(music_trends_by_year.year, music_trends_by_year.energy, label = 'Energy')
ax.plot(music_trends_by_year.year, music_trends_by_year.valence, label = 'Valence')
ax.plot(music_trends_by_year.year, music_trends_by_year.liveness, label = 'Liveness')
ax.plot(music_trends_by_year.year, music_trends_by_year.explicit, label = 'Explicit')
ax.legend()
plt.xlabel('Year')
plt.ylabel('Values')
plt.show()
```

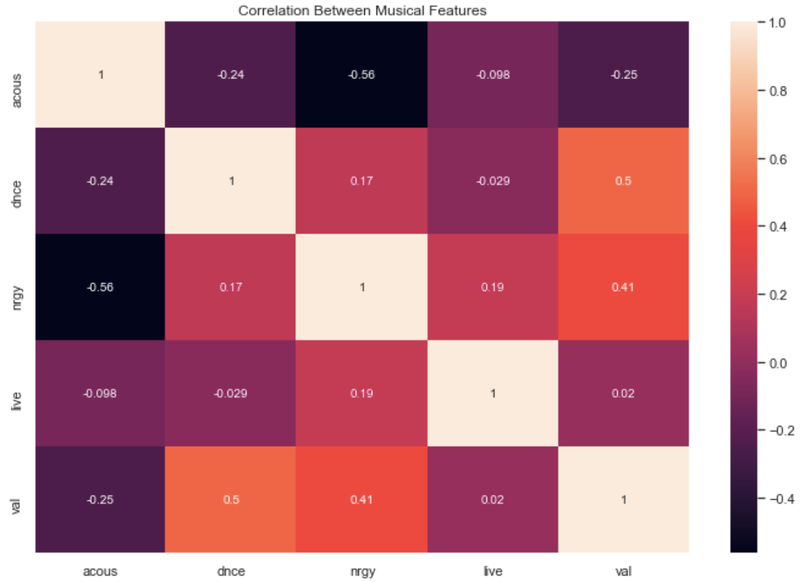


A look at music trends of the over time based on musical elements

A look at the correlation of music elements. Danceability, valence and energy are closely related for trending music.

```
plt.figure(figsize=(12,8))
plt.title('Correlation Between Musical Features')
sns.heatmap(corr, annot=True)
```

Out[30]: <AxesSubplot:title={'center':'Correlation Between Musical Features'}>



A Look at Our Competitors

billboard

UnitedMasters Raises $50M in Series B Investment Round Led by Apple

billboard

Square Is Acquiring a Majority Stake in Tidal for $297M

Spotify x Genius: "Story Behind The Numbers"

Artists are invited to talk about their relationship with numbers both personally and professionally, play trivia games to learn about their data analytics in real time.

Spotify Unwrapped

Spotify Unwrapped will include a new feature "favorite lyric" from listeners' data.

Spotify x Masterclass