



Sprint 2 - TEAM JOHN **“JEETS RECORDS INC.”**

Eric, Sef, Edward, Tim

Mentored by:
John



LOLA AMOUR



225,186 monthly
listeners

75,539
followers



Years active: 2013-present

Genres: Pinoy Indie, Pinoy Rock

Most Popular Songs

1. Pwede Ba (9,400,987 streams)
2. Sundan Mo Ko (2,706,107 streams)
3. Maybe Maybe (2,699,013 streams)

OBJECTIVES

1. To determine what song features Lola Amour can focus on to improve their chances to penetrate the daily Spotify Top 200 tracks in the Philippines

2. To suggest which artist should Lola Amour collaborate with for their next release



METHODOLOGY



1

Web Scrapping
from Spotify
Charts

2

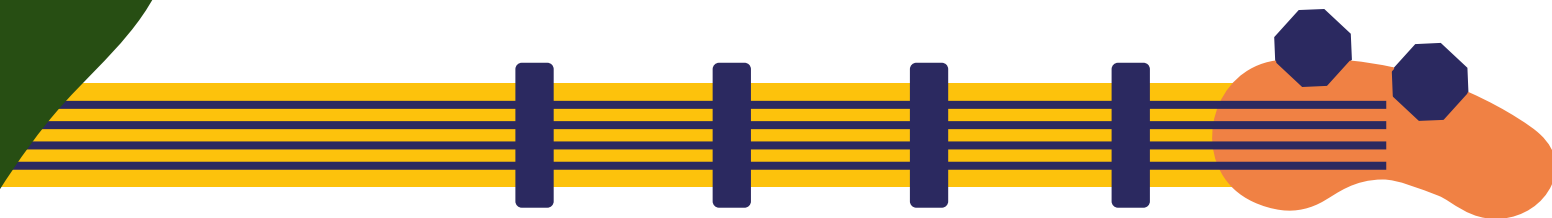
Exploratory
Data Analysis

3

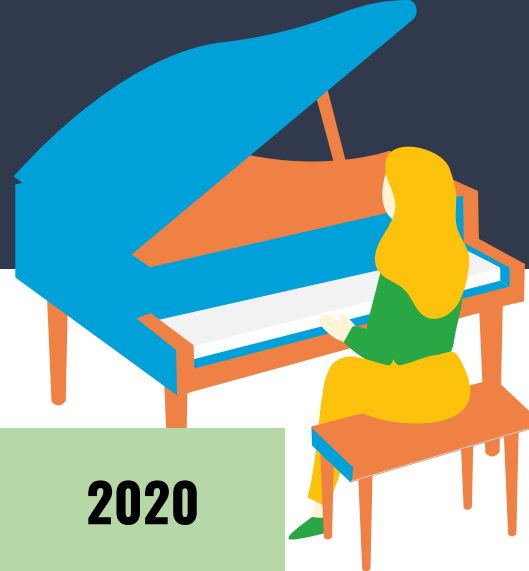
Modelling

4

Recommendations



EXPLORATORY DATA ANALYSIS

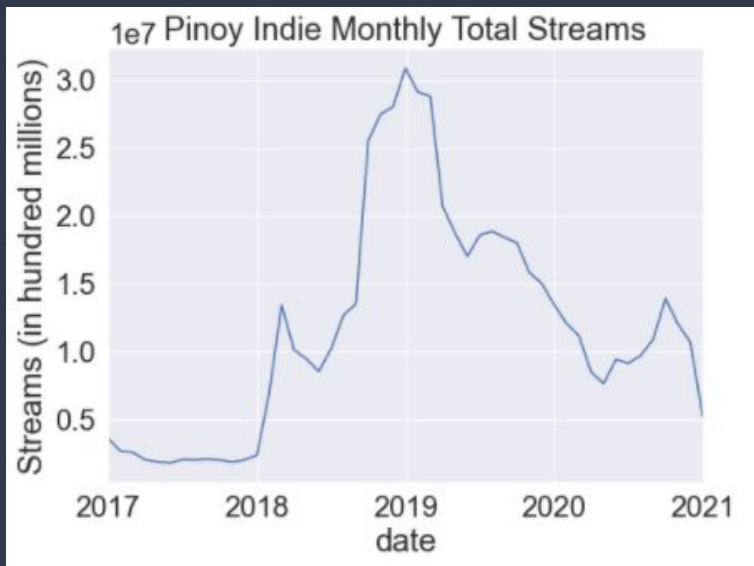


TOTAL STREAMS	2017	2018	2019	2020
Pinoy Indie	26,568,352	168,357,581	249,929,437	128,625,661
Pinoy Rock	165,854,477	266,125,733	332,835,508	173,060,038

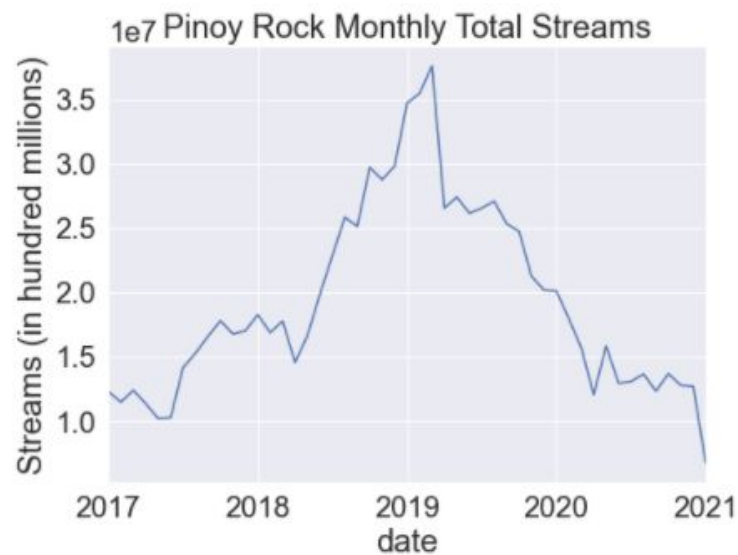
**Most streamed
year**



Monthly Total Streams



PINOY INDIE



PINOY ROCK

Pinoy Indie

(01/01/17 - 01/15/21)

1. IV Of Spades



No. of times in Top 200:
1,604

Total streams:
108,874,780



2. Up Dharma Down



No. of times in Top 200:
1,562

Total streams:
77,975,277

3. I Belong to the Zoo



No. of times in Top 200:
1,518

Total streams:
155,143,287



Pinoy Rock (01/01/17 - 01/15/21)

1. Silent Sanctuary



No. of times in Top 200:
3,800

Total streams:
136,866,048

2. Hale

No. of times in Top 200:
3,033

Total streams:
104,943,404



3. Callalily



No. of times in Top 200:
2,110

Total streams:
77,851,978

113

Number of **Pinoy Rock and Pinoy Indie songs** that made it into the Spotify daily top 200 charts in the Philippines from 2017-present.

3

Songs that made the #1 spot.

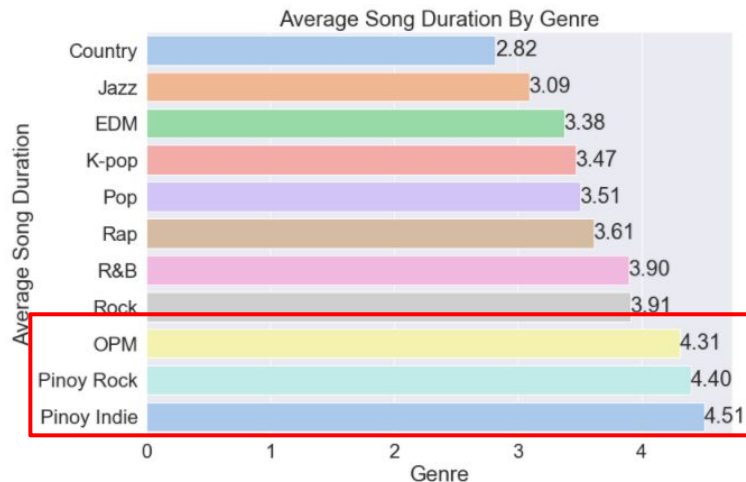
Buwan by Juan Karlos
Mundo by IV of Spades
Sana by I Belong to the Zoo.

3.44%

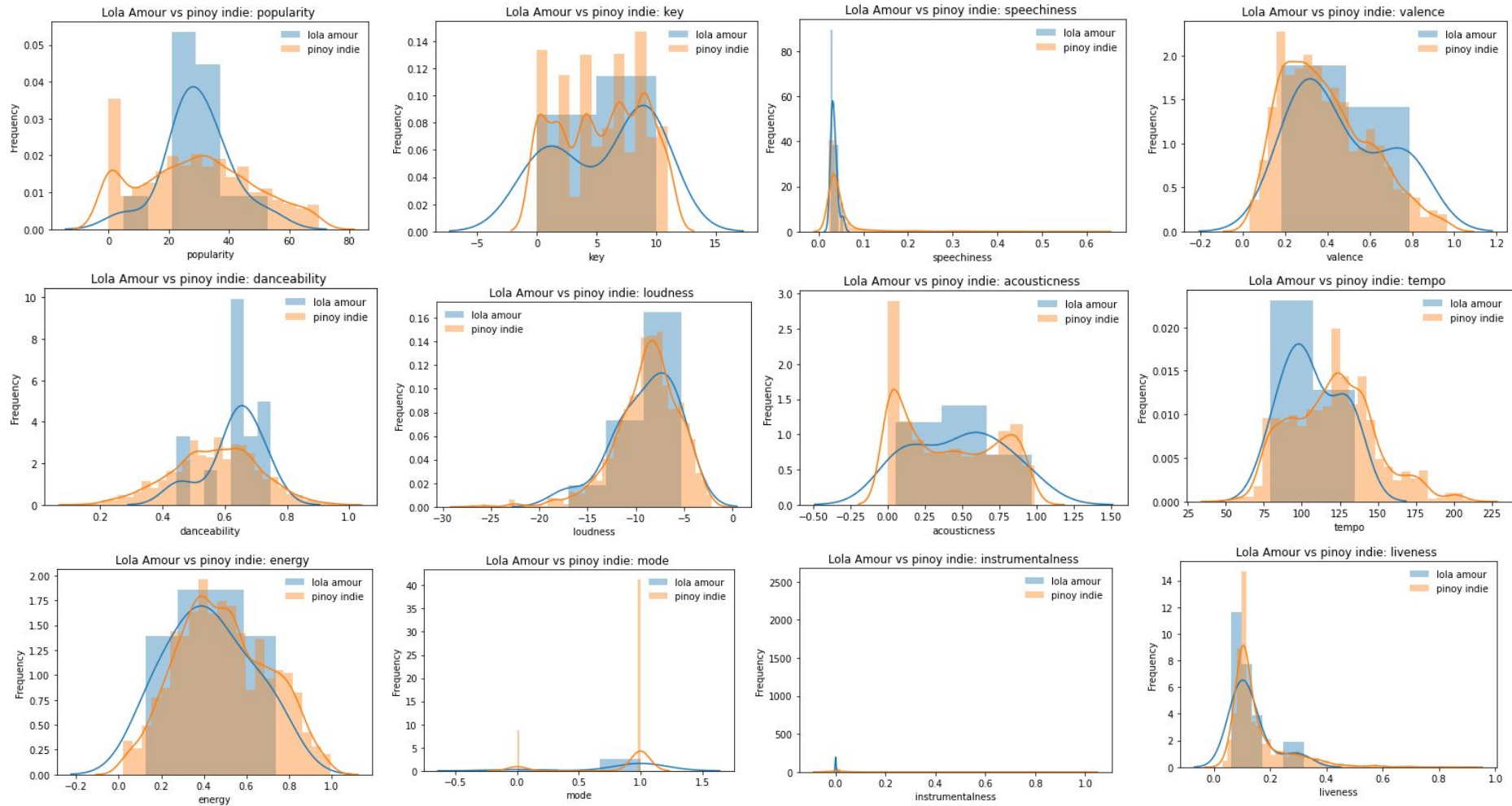
Percentage of the songs in the charts that are either Pinoy Rock or Pinoy Indie.

0

Songs of Lola Amour have made the top 200 charts so far.

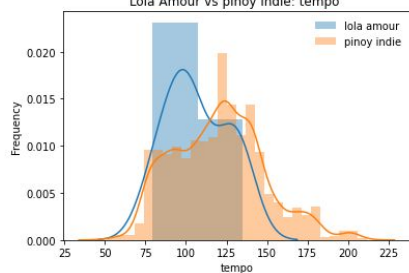
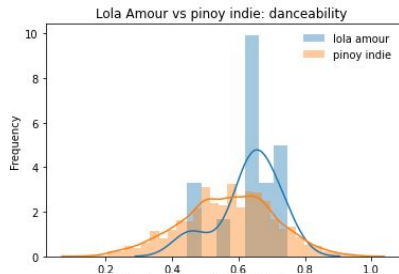


Audio Feature Comparison: Lola Amour vs Pinoy Indie Playlists

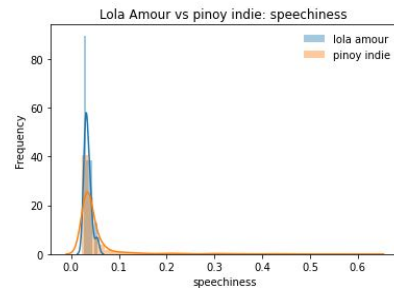
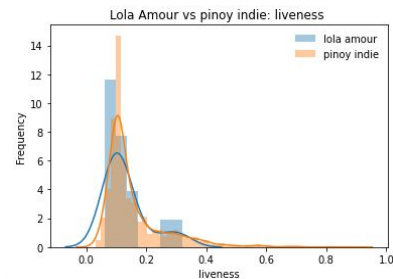
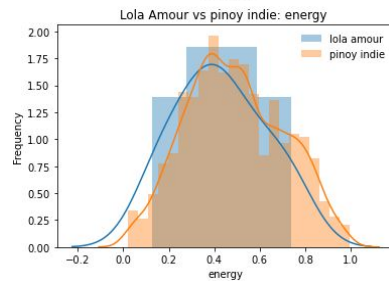
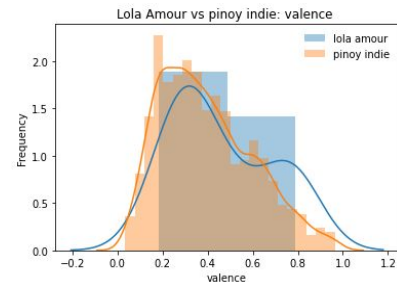
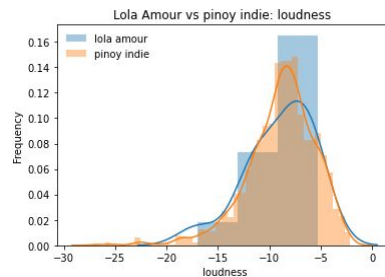


Audio Feature Comparison: Lola Amour vs Pinoy Indie Playlists

They differ in:



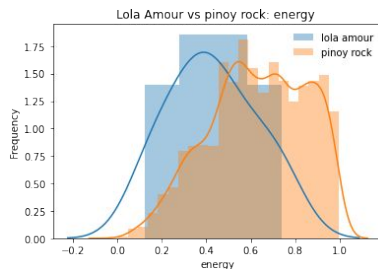
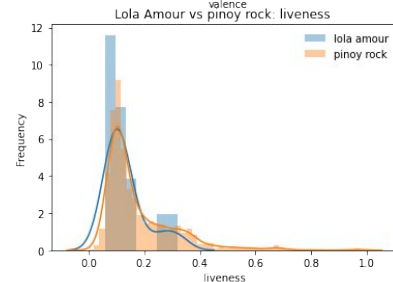
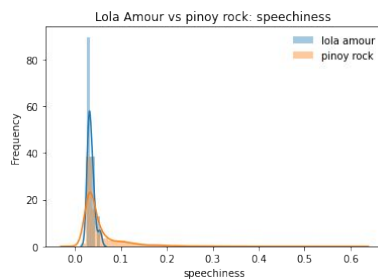
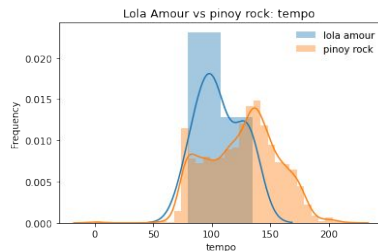
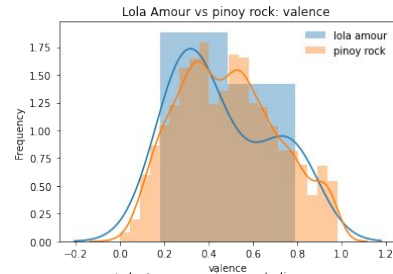
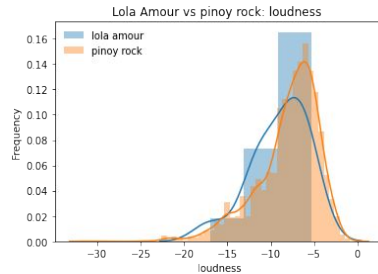
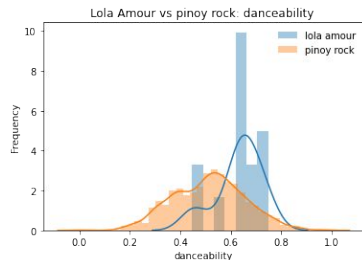
They fit in:



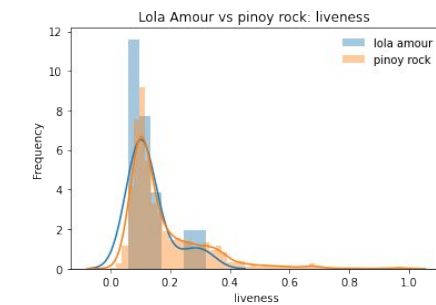
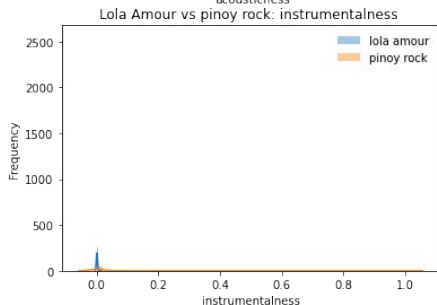
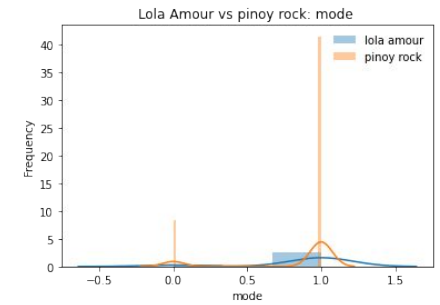
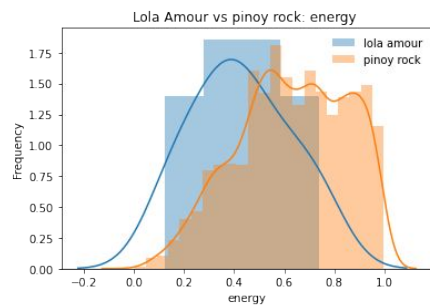
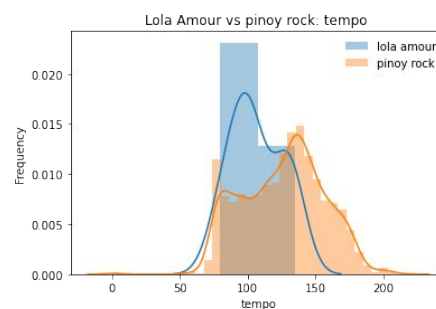
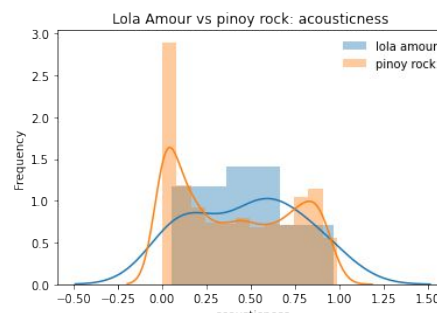
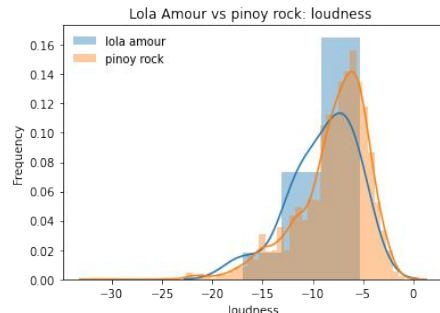
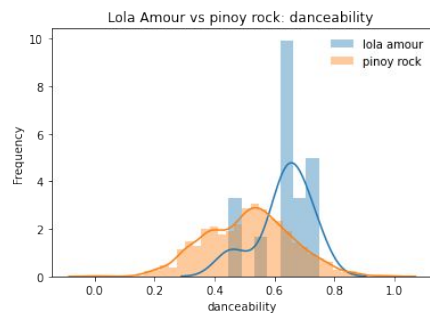
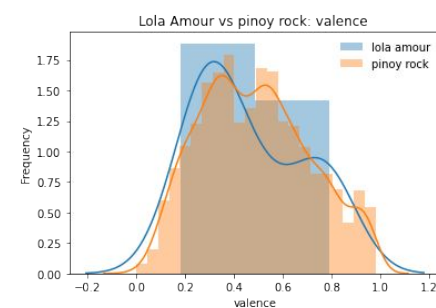
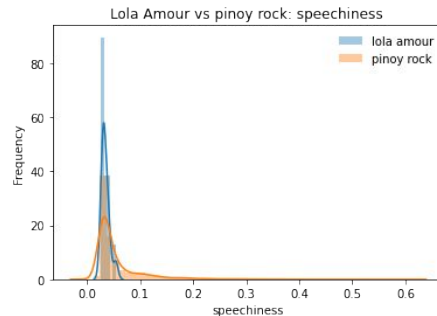
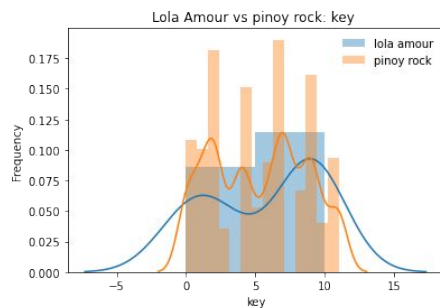
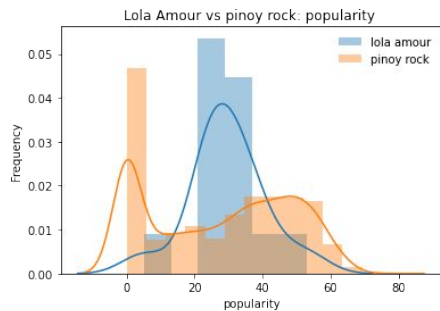
Audio Feature Comparison: Lola Amour vs Pinoy Rock Playlists

They differ in:

They fit in:



Audio Feature Comparison: Lola Amour vs Pinoy Rock Playlists



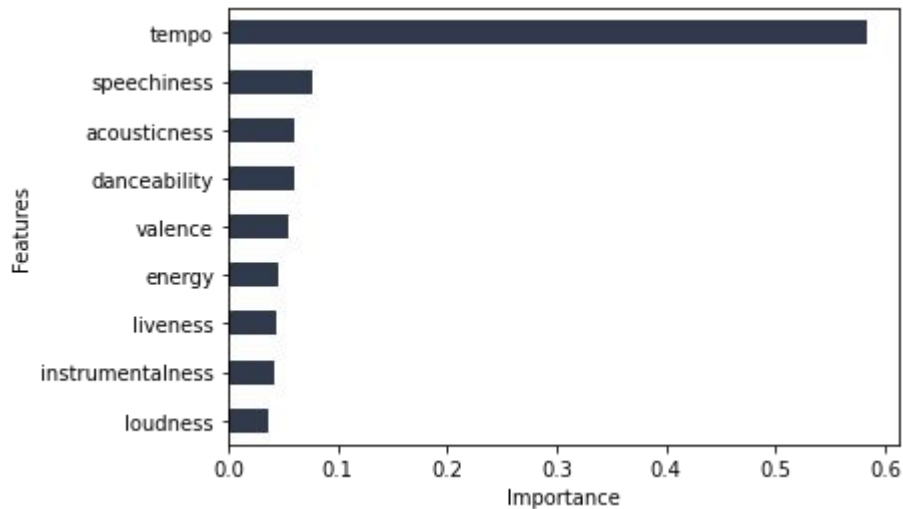
RESULTS



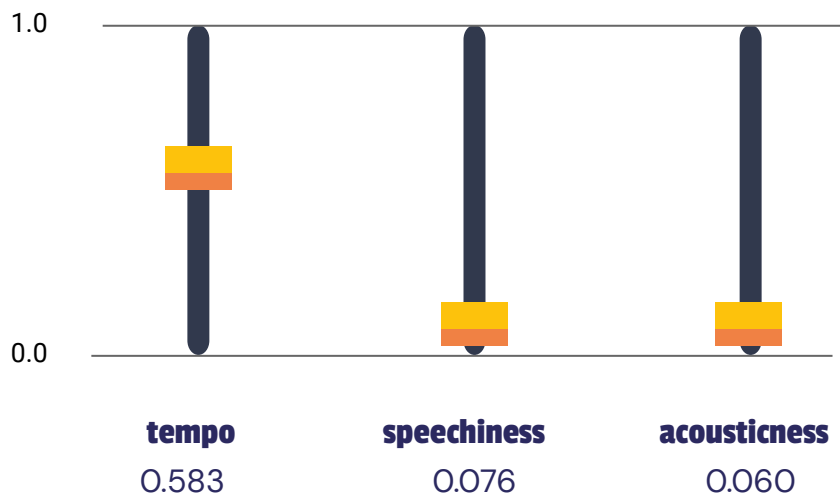
Classification	Accuracy
kNN	0.911
Random Forest	0.933

	precision	recall	f1-score
0	0.88	1.00	0.94
1	1.00	0.87	0.93
accuracy			0.93
macro avg	0.94	0.93	0.93
weighted avg	0.94	0.93	0.93

Feature Importance



RESULTS

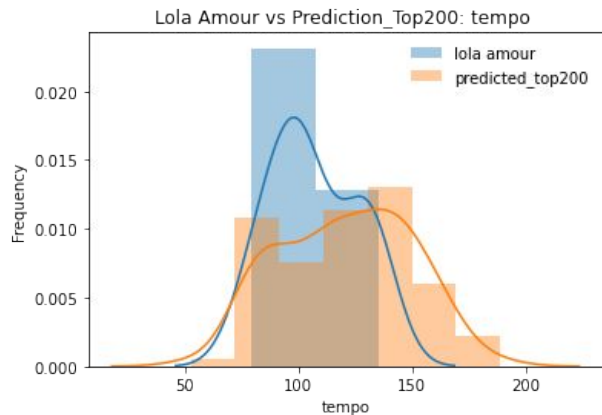


Key Features

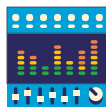
Algorithm	Accuracy
kNN	0.911
Random Forest	0.933

	precision	recall	f1-score
0	0.88	1.00	0.94
1	1.00	0.87	0.93
accuracy			0.93
macro avg	0.94	0.93	0.93
weighted avg	0.94	0.93	0.93

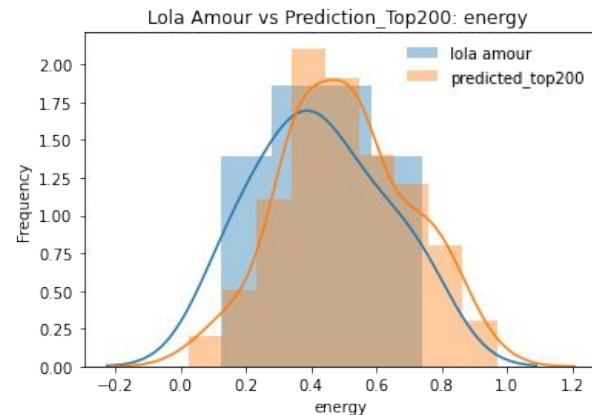
What made the Top 200 tracks succeed?



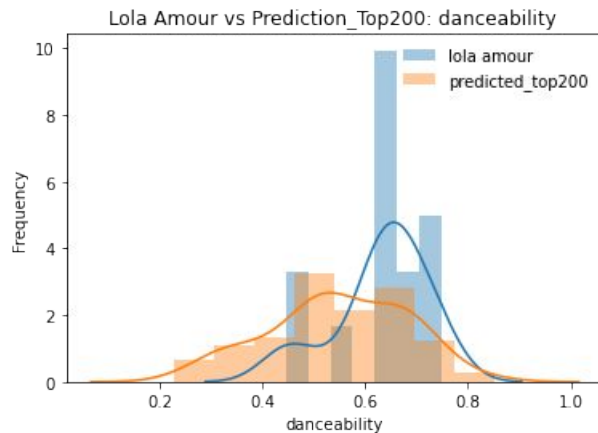
Seeded tracks mean **tempo** is 120.6 bpm



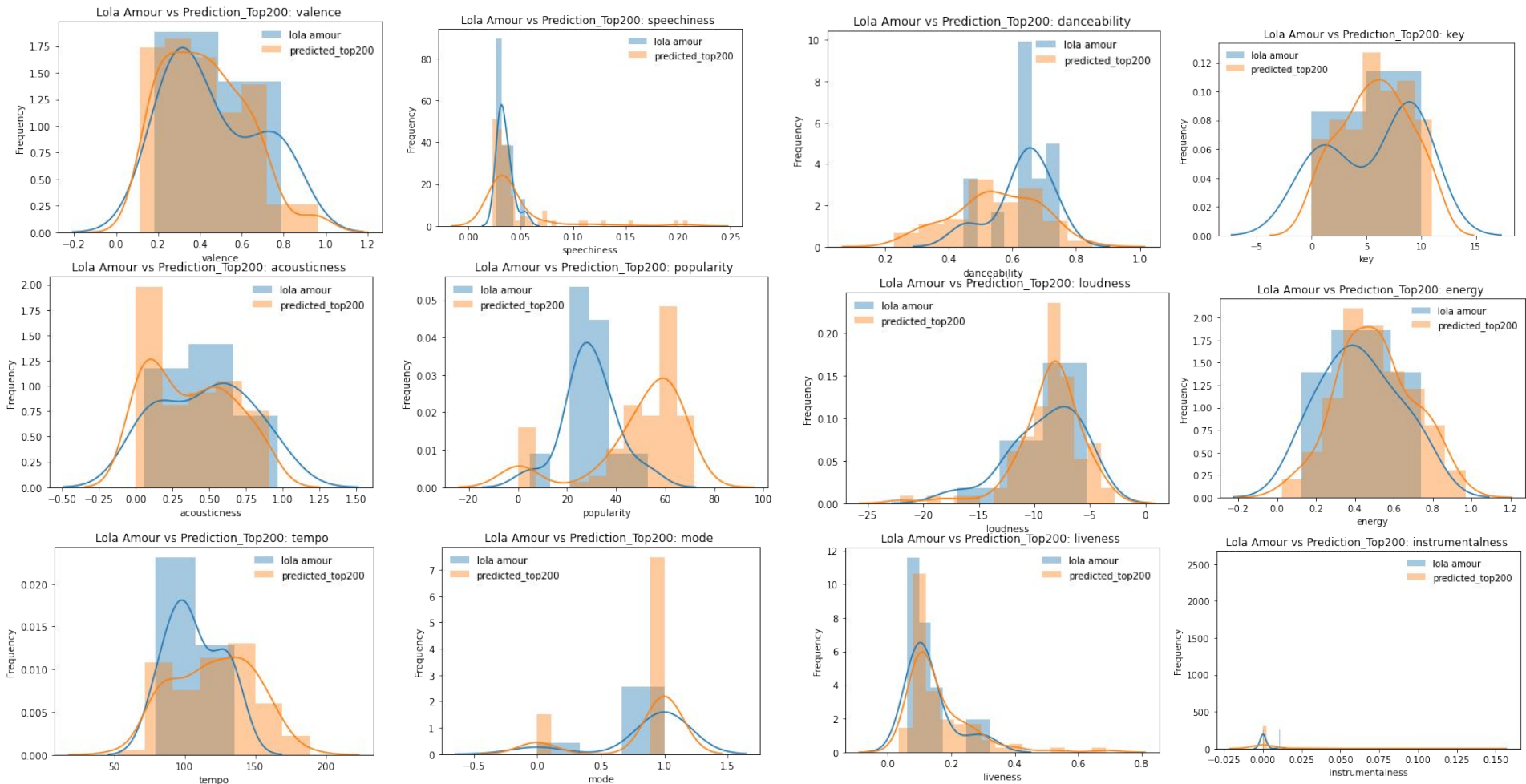
Seeded tracks mean **danceability** score is 0.55.



Seeded tracks mean **energy** score is 0.50.



Post EDA



RECOMMENDATIONS

1

Compose songs with **high tempo**, **low danceability**, and **energetic**.

2

Collaborate with ...





Thank you!

Presented by:
Eric, Sef, Edward, Tim

Mentored by:
John

