SUCCEEDING BACK HOME

TEAM JOHN

DAN, EMER, JB, RAN

MANILA GREY

A Filipino Canadian singer-rapper duo of childhood friends Soliven and Neeko. The pair have been making music for a while but have only been active as MANILA GREY since 2016. They make **West Coast wave** music influenced by their Southeast Asian lineage.

OBJECTIVE

Help Manila Grey land a hit in the PH top 200 daily charts.

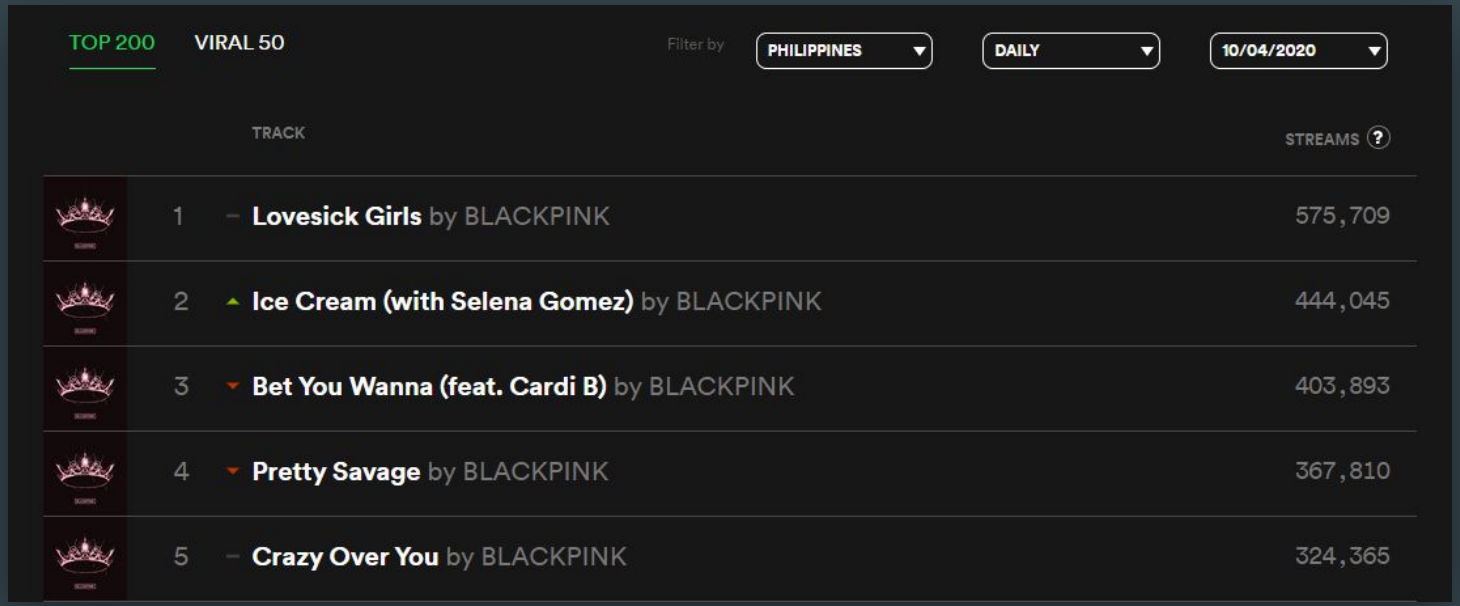
As of 10/15/2020

56 SPOTIFY POPULARITY

246K MONTHLY LISTENERS

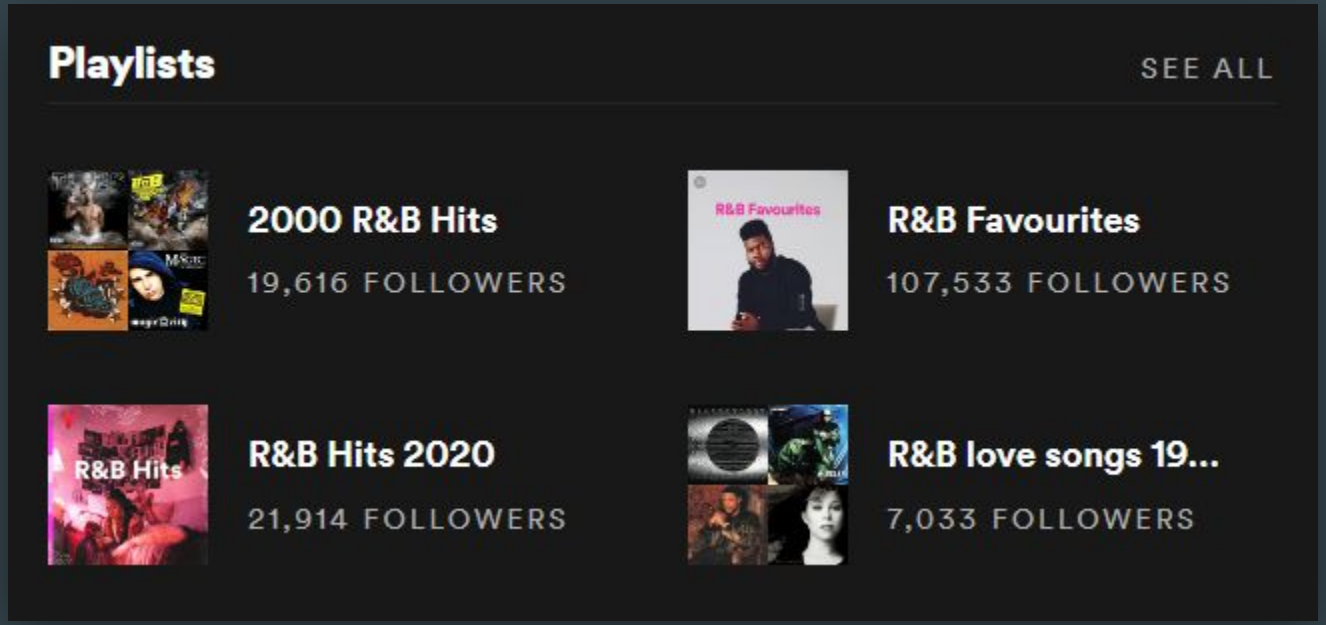
67,077 TOTAL FOLLOWERS

Spotify



1. DOWNLOADED PH DAILY TOP 200 CHARTS DATA FROM 2018-2020 USING PYTHON
2. EXTRACTED AND MERGED AUDIO FEATURES & ARTIST DATA FOR TOP 200 SONGS USING SPOTIFY'S API

Spotify



1. GOT TOP 100 'R&B' PLAYLISTS USING SPOTIFY'S API
2. EXTRACTED AUDIO FEATURES FOR SONGS IN SEARCHED PLAYLISTS

HOW CAN WE HELP MANILA GREY?

1. WHAT DOES THE MARKET LOOK LIKE?
2. WHAT CAN WE LEARN FROM SIMILAR ARTISTS?
3. WHAT DID TOP SONGS DO RIGHT?
4. WHAT ARE THE EXTERNAL FACTORS?

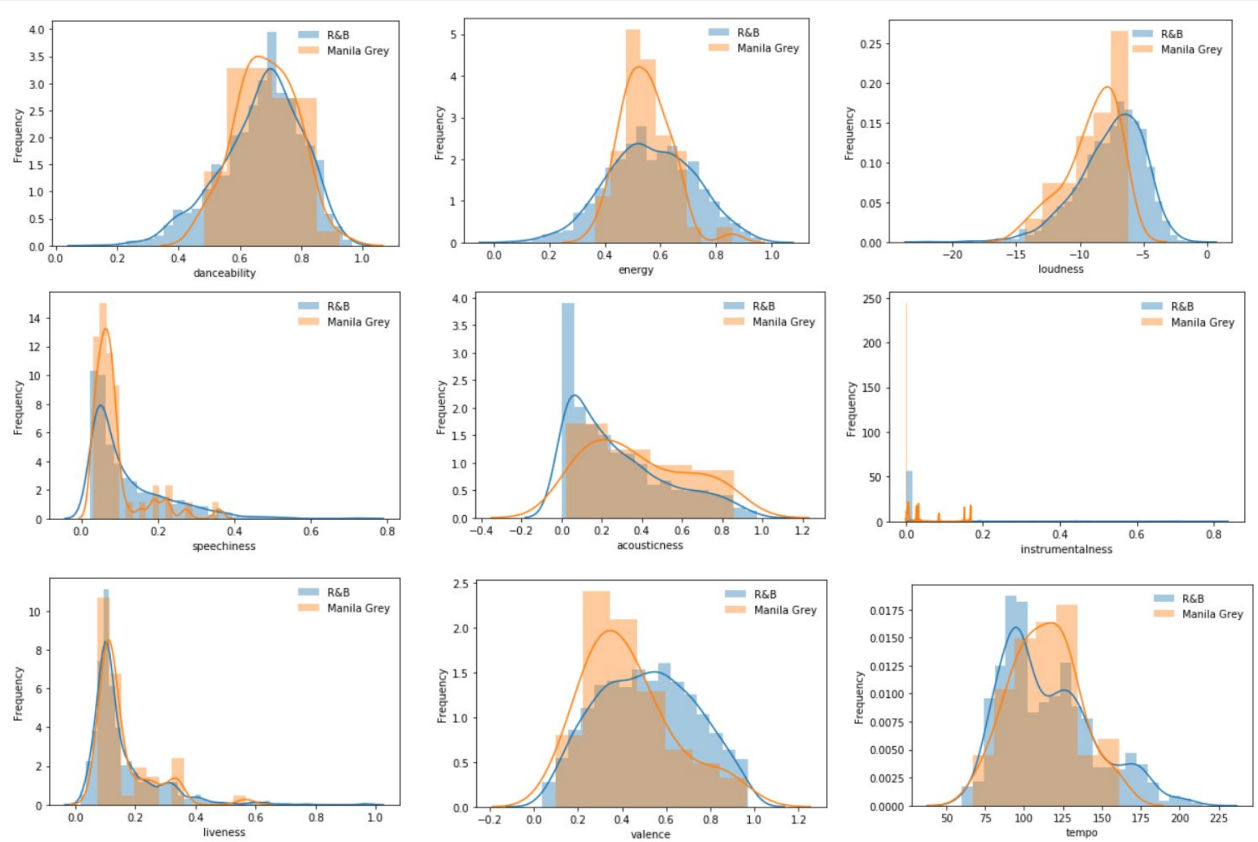
TOUGH MARKET!

R&B

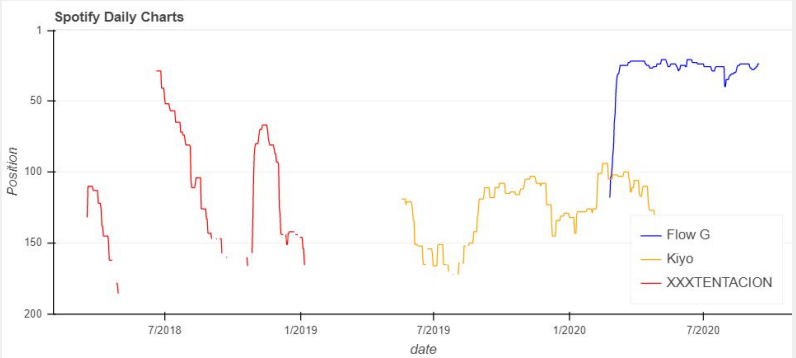
seems to be the best genre that describes Manila Grey's music based on audio features.

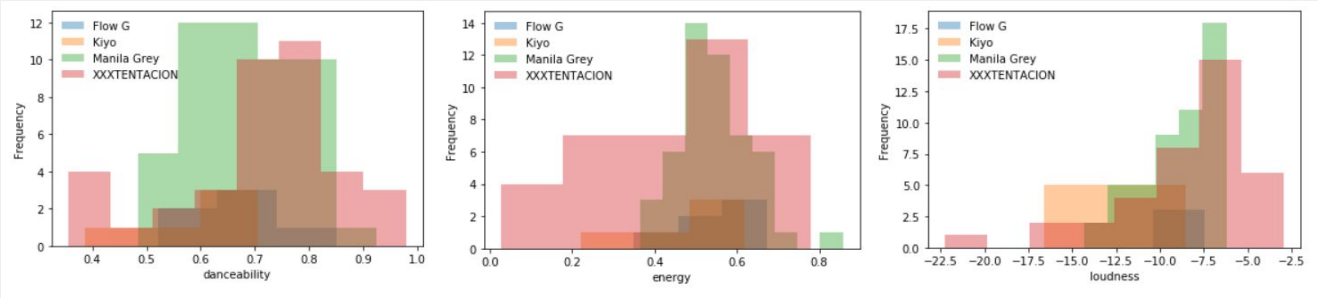
1.6%

of the Top 200 dataset were classified as R&B.



WHAT CAN WE LEARN FROM SIMILAR ARTISTS?





KIYO

Ikaw Lang

FLOW G

Araw-Araw Love

XXXTENTACION

SAD!

THERE DOESN'T SEEM TO BE AN OBVIOUS FORMULA FOR R&B SONG SUCCESS

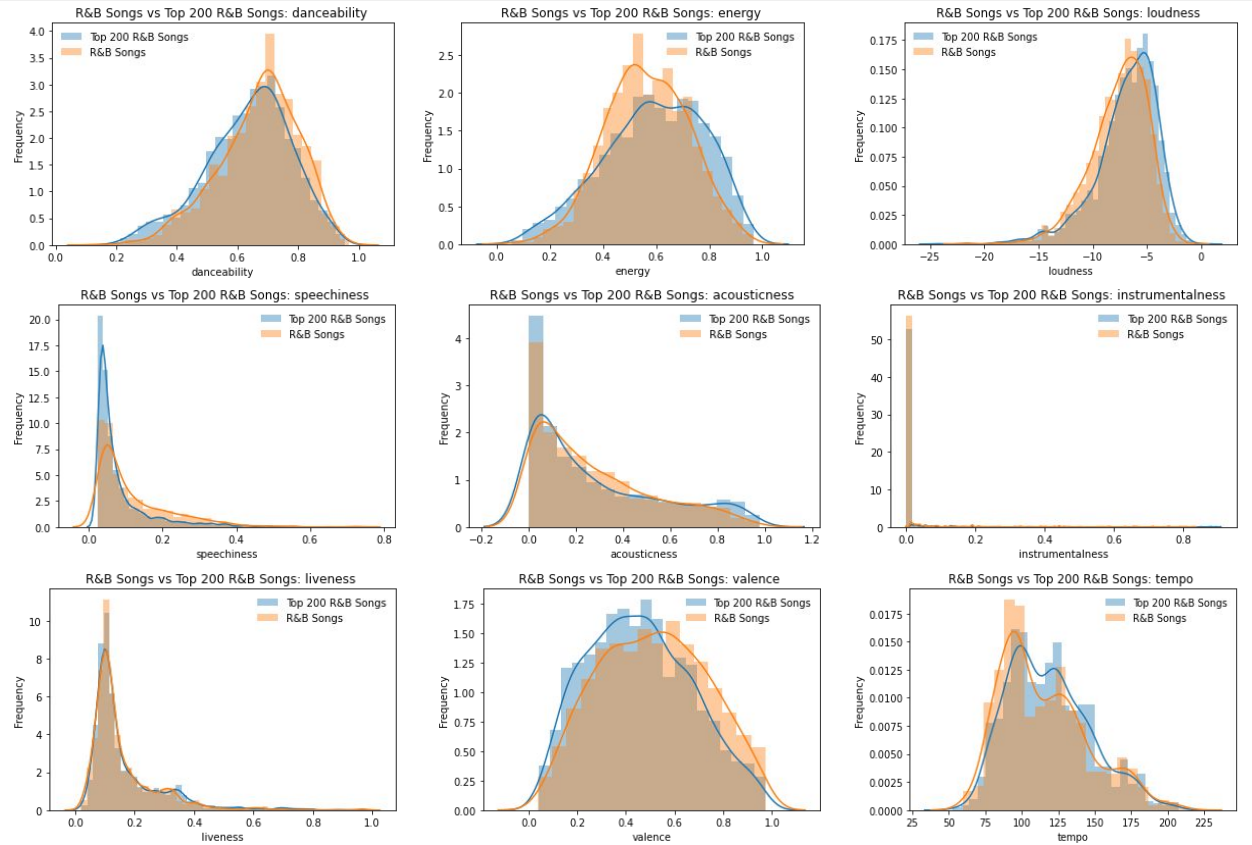
SOME OPPORTUNITIES!

85%

of the artists in the Top 200 dataset are international artists.

83%

of the tracks in the Top 200 dataset are from international artists.



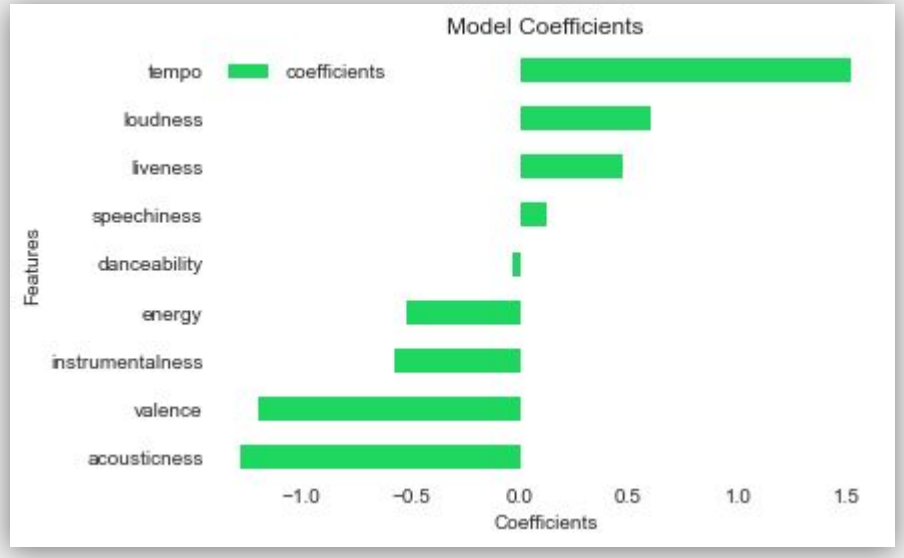
WHAT DID TOP SONGS DO RIGHT?

Method	Accuracy
Logistic Regression	0.6667
KNN Model	0.7778

KEY FEATURES

Tempo : 1.5164
Acousticness : -1.2771
Valence : -1.5164

MODEL COEFFICIENTS



WHAT ARE THE EXTERNAL FACTORS?

56 POPULARITY
67,077 TOTAL FOLLOWERS

65.8K FACEBOOK
56.7K INSTAGRAM

KIYO

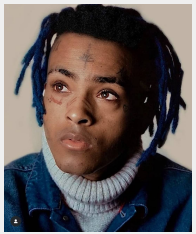
Popularity: 59
Followers: 127.8k

FB: 337.8k
IG: 108k

FLOW G

Popularity: 67
Followers: 198.9k

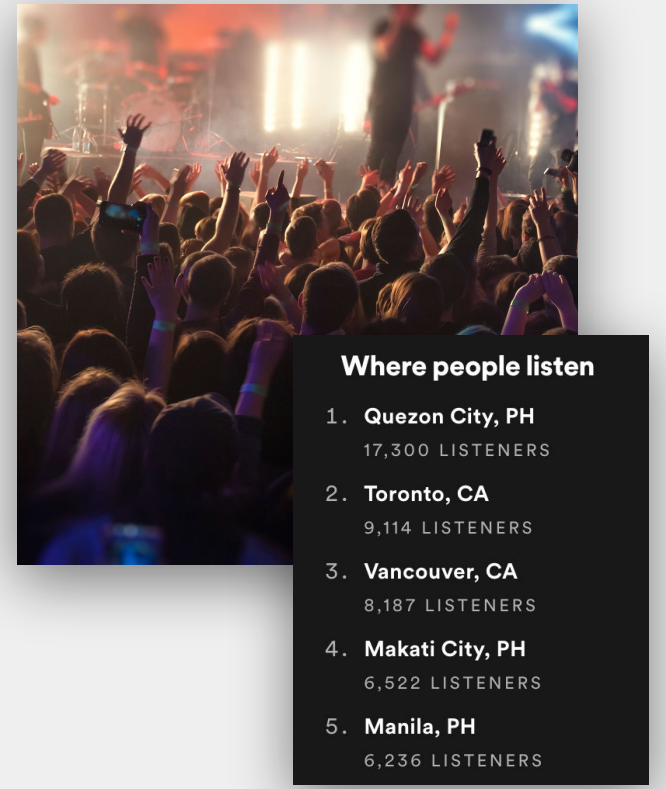
FB: 210.3k
IG: 763k



XXXTENTACION

Popularity: 93
Followers: 22.4m

FB: 2.5m
IG: 18.2m



RECOMMENDATIONS

Manila Grey can be more formulaic about their song composition and establish themselves more in the Philippines.

1 COMPOSE SONGS WITH HIGH TEMPO, LOW ACOUSTICNESS, AND LOW VALENCE

2 COLLABORATE WITH LOCAL ARTISTS

IMPROVEMENTS

1. Incorporate other sources of data such as social media activity
2. Recommend the best local artists to collaborate with
3. Try other machine learning algorithms
4. Analyze song lyrics if we want to focus on audio features
5. Find data with genres attached to tracks and not artists