

Potential award-winning artists

Strategy > Model > Process > System

What?

Create a community of artists that are pursuing music as their main career. In this space, artists will learn a lot of information regarding previous and current Grammy winners. They will learn about how people became famous, a Grammy nominee, etc., through a broken-into-sections BI system. This BI system will have every piece of information that could be useful to know as a beginner artist who wants to make art their career. My artists will have information available about where the artists came from, at what age they started, and other information that may contribute to their fame, Grammy nomination, and award.

Why?

The artistic world is not only about "I sing well, I have talent, I will do it". Art is really underrated, which makes it difficult to be the primary source of income, and it becomes almost a perfect competition between artists, managers, studios, etc. As much as it impresses non-artists, the success of a singer is not in their technicality. The technique can help a lot, but there is a combination of other factors, such as style, genre, interpretation, lyrics, tempo, melody, etc.

I remember about ten years ago. I thought someone could just write an amazing song, publish it and become famous. I did not know there were other factors like production, editing, studio recording, managers, personal branding, and other things that a singer had to take into account. And in the end, a singular amazing song sitting in your basement is not going anywhere. There are many things I have learned since then, after studying music theory, marketing, vocal techniques, different styles, etc. I figured out it is incredibly helpful to immerse into how other singers have made it far, what their history is, and understand the actual professional singing world.

A lot of brand-new singers do not know what it actually takes to win a Grammy, or how to even start creating that path for themselves. That is why this community will open a space for them to learn the facts and patterns of award-winning singers. In addition, they will understand more in-depth how the field works, what are the roles of each stakeholder, etc.

How?

Key Business Intelligence System Components

- A dashboard/database that the community can access online in either desktop or mobile formats

Tools

- Open-source tools

- Internet (Well know websites)
- Microsoft Office 365

SMPS Research Q and A:

Q1: Existing systems: Do we already have one?

A1: No, I did some research, and there are no similar paths for brand new artists. There are only specific courses, articles, blogs, or books that talk about only one area. For example, articles about production, books for vocal training, etc. But I will create a data warehouse with a wide source of information in different areas for brand new artists.

Q2: Feasibility: Any known data or functionality gaps?

A2: As far as I am in the outline of the data warehouse, I do not see any gaps. I am doing research from reliable sources to create my own database from scratch. I should not have any errors

Q3: Sustainability: Ongoing resource requirements? Cycle?

A3: See below...

Software

- We will need constant available access to the Grammys website
- Internet

People

- I will take care of creating the data warehouse and BI system by myself. Later on, we may need more BA people to assist.

Cycle

- The expectation is that this dashboard in Power BI will be updated within every update there is on the Grammys. The cycle would be based on their updates, which can be about every couple of months.

Q4: Stability: What might threaten the things existence once it is built?

A4: Since we will get all the data from the Grammy's official site, if they have a technical problem or someone hacks them, we will have a problem with the data we are using. In addition, if an artist gets canceled or dies, that would not be added to the Grammys site; we would need to do external extra research and be in danger of getting biased sources.

Q5: Vendor options: Are any being considered?

A5: There is the option of buying a subscription to the Grammys website. This may provide us the data in a table form, which would save us many hours of transcribing their fancy lists to a spreadsheet.

Q6: Horizontal expansion requirements: Any new FTE, hardware, or software resources?

A6: No new FTE, no new server, existing software licenses are sufficient.

Q7: Vertical dependencies: Anyone else involved? Especially someone higher up?

A7: The main page and database of the Grammys Awards. But they are not specifically involved as their data is available for the general public, and we will be giving them their recognition in the references.

Q8: Company growth rate scenarios

A8: If there is a bigger than expected demand, we can expand in many ways. We can implement vocal lessons sources, well-known teachers, well-known production courses, etc. We can use Power BI, SQL, Visual studio, and other tools to expand the data warehouse; especially the many to many relationships that these enhancements would add.