Sony Music

Executive Summary Draft

7/22/19

As musicians increasingly build their profile online using social media, Sony Music is interested in supporting their current and future artists with insights about how to engage fans and build a successful personal brand. To that end, Sony has requested that the CMU Capstone team analyze their artist’s social media activity to determine what factors drive social media engagement, how activity differs by platform, and how we can make recommendations on when, where and how artists should engage on social media.

To address this business problem, the team has acquired post-level data from Facebook, Instagram, Twitter, and Youtube. It has also leveraged track release dates from MusicBrainz, artist information from Wikipedia and streaming data from Spotify. During the first phase of the project, the team cleaned, merged and performed exploratory data analysis. In the second phase of the project, the team employed supervised and unsupervised learning techniques to extract insights and attributes that lead to social media success.

With these tools, we are working on providing targeted recommendations for each sub-group of artists on how they might alter their behavior on social media to ensure greater success. The client will be able to leverage these insights to provide suggestions to their artists who are either looking to start a social profile or improve their current one. This research will continue with future Capstone teams and PhD researchers at CMU. One future area of research is helping Sony Music identify unsigned artists with strong potential for success.