



Spotify®



What we do with
Spotipy



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

AGENDA

Spotipy

Leftover. 7 topics, 14min 4 sec



.

TOPIC ▾

PRESENTER



- | | | |
|------------------------------|----------------------------------|------|
| 1. What we do with Spotipy | Jack@Leftover | 1:12 |
| 2. Business values | Jack@Leftover | 2:03 |
| 3. Data collection | Thomas@Leftover | 1:57 |
| 4. Data processing | Thomas@Leftover | 1:01 |
| 5. Findings | Alvis@Leftover, Jeffery@Leftover | 5:49 |
| 6. Challenges and next steps | Jeffery@Leftover | 1:04 |
| 7. Conclusion | Jack@Leftover | 0:58 |



0:01 ————— 3:13



Leftover





Spotify®



What we do with Spotify



Leftover



What we do with
Spotify



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

Honesty Kanye West for in Charity is dead

The pleasure forgetful chart is now switch soon

Kanye West's artists you start sing and dance

Being Song chart music song's rank may be the best

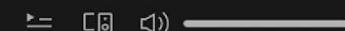


What we do with
Spotify?
Leftover



0:01

3:13





Spotify®



Business values



Leftover



What we do with Spotify



Business values



Data collection



Data processing



Findings



Challenges and next steps



Conclusion

Spotify	Competitors	Producers/ singers	Spotify users/ fans	Commercials
Performance	Streams and growth rate	Factors of a hit song	Identity	Advertising
App layout	Types of Songs Popularity	Predictions for awards ceremony	Tracking	Top artists/songs
Ads placement	Popular music companies/labels		Gossip	

Business values
Leftover

0:01

3:13





Data collection



Leftover

What we do with
Spotify

Business values



Data collection



Data processing



Findings

Challenges and next
steps

Conclusion

	TRACK	STREAMS
1	- 記憶棉 by MC 張天賦	351,564
2	- 反對無效 by MC 張天賦	282,905
3	▲ Call My Name! by COLLAR	252,343
4	▼ 時候不早 by MC 張天賦	244,930
5	▼ 如果可以 - 電影"月老"主題曲 by WeiBird	193,843
6	▼ 在空中的這一秒 by Terence Lam	177,287
7	- 勁浪漫 超溫馨 by Gareth.T	173,824
8	▼ Dear My Friend, by Keung To	172,807
9	▼ 一表人才 by Edan 呂爵安, Feng Ze	159,882

Data collection
Leftover

0:01

3:13





Spotify®



Data collection



Leftover



What we do with
Spotify



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

The screenshot shows the Spotify mobile application interface. On the left, a sidebar menu includes: 首頁 (Home), 搜尋 (Search), 你的音樂庫 (Your Library), 建立播放清單 (Create Playlist), and 已按讚的歌曲 (Liked Songs). At the bottom of the sidebar are links for Cookie and 隱私權 (Privacy). The main content area displays a song card for '記憶棉' by MC 張天賦. The card features a portrait of the artist, the song title in large white characters, and the copyright notice: © 2021 Warner Music Hong Kong Ltd. The bottom right corner of the card shows the current playback progress at 3:13.

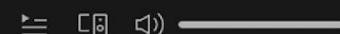


Data collection
Leftover



0:01

3:13





Spotify®



Data collection



Leftover



What we do with
Spotipy



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

Local song list

Time span: 2020-2022

Weekly vs Daily



Data collection
Leftover



0:01

3:13





Spotify®



Data collection



Leftover



What we do with
Spotipy



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

Song name

Singer

Streams

Duration

Music production company



Data collection
Leftover



0:01

3:13





Spotify



Data Processing



Leftover



What we do with
Spotipy



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

Manually input some attributes

Male? Female? Group?

Cantonese? English? Mandarin? Others?

Data Cleaning



Data processing
Leftover



0:01

3:13



What we do with
Spotipy

Business values



Data collection



Data processing



Findings

Challenges and next
steps

Conclusion

Combining all the data

Top 200 Weekly List: 2020-2021, 2021-2022

**Song, singer, streams, duration,
music production company, gender, language**

Data processing
Leftover

0:01

3:13





What we do with
Spotify



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

Good afternoon

Top 5

Artists

2020 Top 5 artists

Top 5

Earnings

2020 Top 5 earnings
(Streams)

Top 5

Songs

2020 Top 5 Songs

Top 5

Artists

2021 Top 5 artists

Top 5

Earnings

2021 Top 5 earnings
(Streams)

Top 5

Songs

2021 Top 5 Songs

Your top mixes



Dear Jane Mix

Cantopo, 13,536,077



Blackpink Mix

K-Pop, 11,715,465



Eason Chan Mix

Cantopop, 8,965,995



BTS Mix

K-Pop, 8,004,148

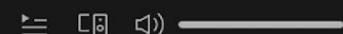


Ed Sheeran Mix

Pop, 7,392,459



0:01 ————— 3:13





What we do with
Spotify



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

Good afternoon

Top 5

Artists

2020 Top 5 artists

Top 5

Earnings

2020 Top 5 earnings
(Streams)

Top 5

Songs

2020 Top 5 Songs

Top 5

Artists

2021 Top 5 artists

Top 5

Earnings

2021 Top 5 earnings
(Streams)

Top 5

Songs

2021 Top 5 Songs

Top streams earnings



Dear Jane

HK\$324,866



Blackpink

HK\$281,171



Eason Chan

HK\$215,184



BTS

HK\$192,100

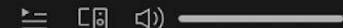


Ed Sheeran

HK\$177,419



0:01 ————— 3:13





What we do with
Spotify



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

Good afternoon

Top 5

Artists

2020 Top 5 artists

Top 5

Earnings

2020 Top 5 earnings
(Streams)

Top 5

Songs

2020 Top 5 Songs



Top 5

Artists

2021 Top 5 artists

Top 5

Earnings

2021 Top 5 earnings
(Streams)

Top 5

Songs

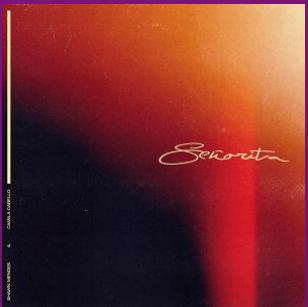
2021 Top 5 Songs

Top streams earnings



銀河修理員

Dear Jane ,
4,177,287, Can



Señorita

Shawn Mendes, Camila
Cabello, 3,621,541, Eng



想見你想見你想見你

831, 3,523,972, Man



Memories

Maroon 5, 3,386,878,
Eng



Binding Lights

The Weekend,
3,026,787, Eng



0:01

3:13



Findings
Leftover



What we do with
Spotipy

Business values



Data collection



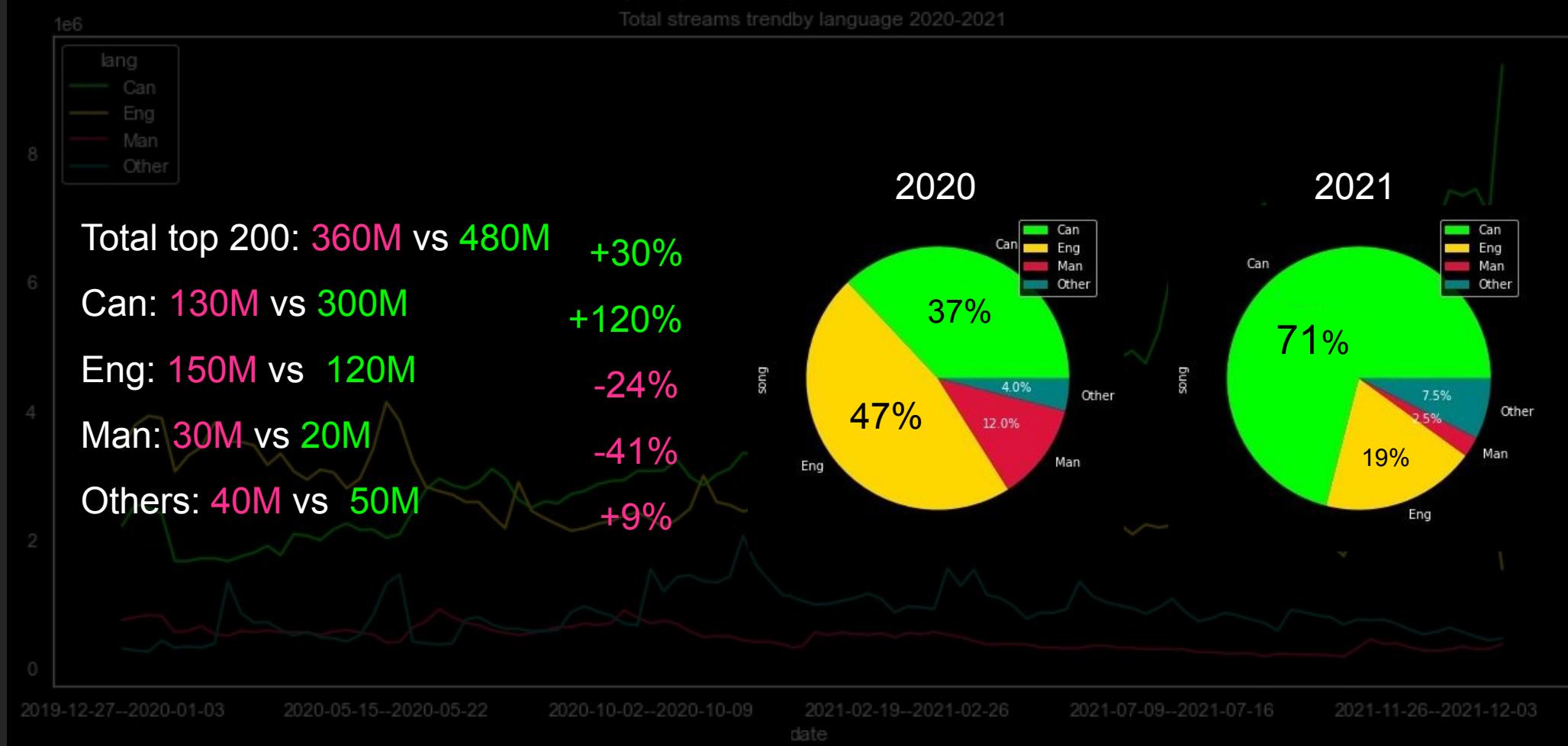
Data processing



Findings

Challenges and next
steps

Conclusion





Findings



Leftover

What we do with
Spotify

Business values



Data collection



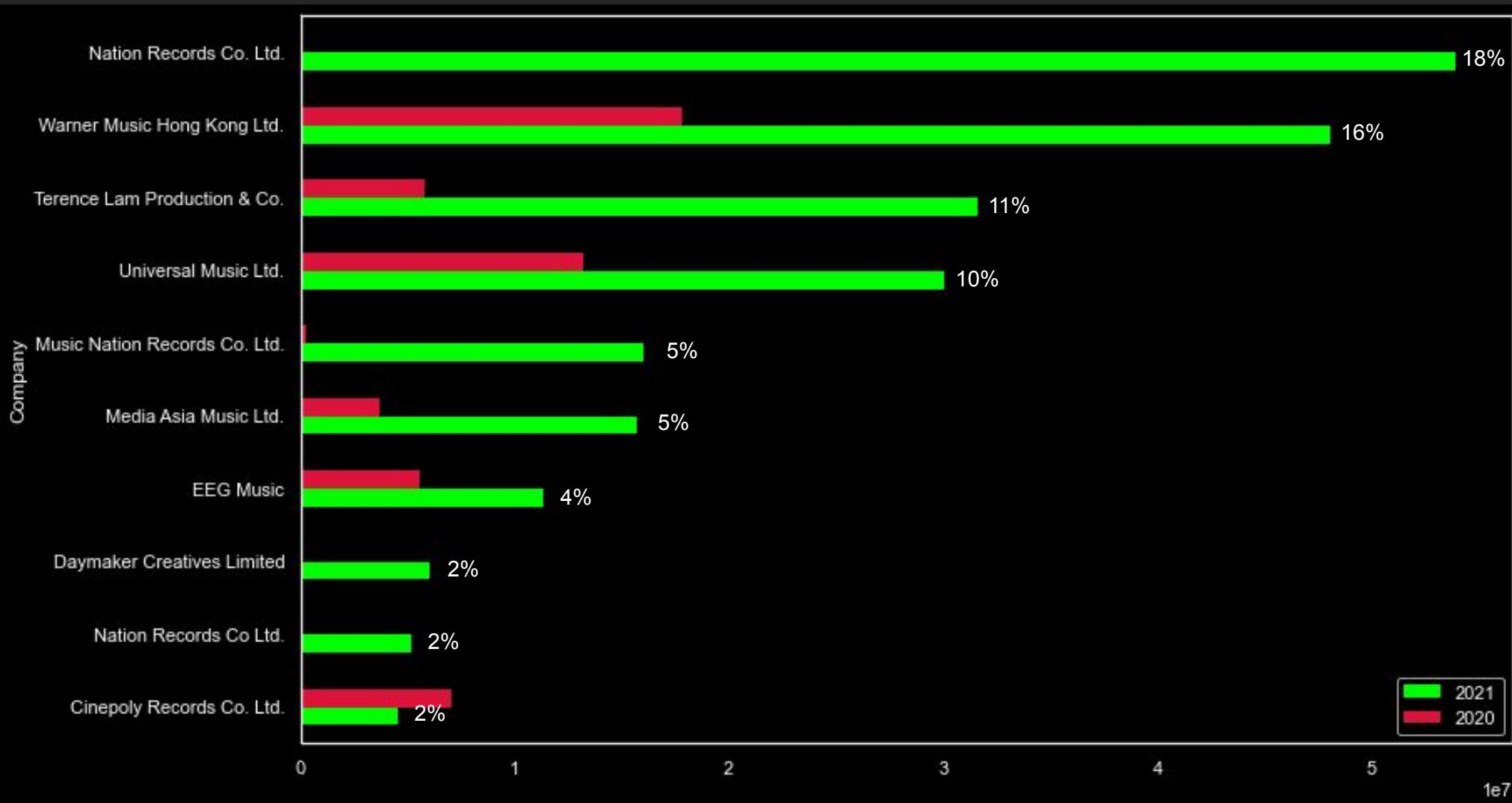
Data processing



Findings

Challenges and next
steps

Conclusion

Findings
Leftover

0:01 3:13





Findings



Leftover



What we do with
Spotipy



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

Good afternoon

Top 5

Artists

2020 Top 5 artists

Top 5

Earnings

2020 Top 5 earnings
(Streams)

Top 5

Songs

2020 Top 5 Songs

Top 5

Artists

2021 Top 5 artists



Top 5

Earnings

2021 Top 5 earnings
(Streams)

Top 5

Songs

2021 Top 5 Songs

Your top mixes



Terence Lam Mix

Cantopo, 31,638,161



Dear Jane Mix

Cantopop 21,988,050



陳卓賢 Ian Mix

Cantopop, 15,470,508



Jer 柳應廷 Mix

Cantopop, 13,238,839



Edan 呂爵安 Mix

Cantopop, 12,974,668

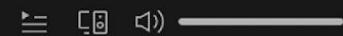


Findings
Leftover



0:01

3:13





What we do with
Spotipy



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

Good afternoon

Top 5**Artists**

2020 Top 5 artists

Top 5**Earnings**2020 Top 5 earnings
(Streams)**Top 5****Songs**

2020 Top 5 Songs

Top 5**Artists**

2021 Top 5 artists

Top 5**Earnings**2021 Top 5 earnings
(Streams)**Top 5****Songs**

2021 Top 5 Songs

Top streams earnings



Terence Lam
HK\$759,316



Dear Jane
HK\$527,713



陳卓賢 Ian
HK\$371,292



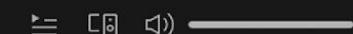
Jer 柳應廷
HK\$317,732



Edan 呂爵安
HK\$311,392



0:01 ————— 3:13



Findings
Leftover





What we do with
Spotify



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

Good afternoon

Top 5

Artists

2020 Top 5 artists

Top 5

Earnings

2020 Top 5 earnings
(Streams)

Top 5

Songs

2020 Top 5 Songs

Top 5

Artists

2021 Top 5 artists

Top 5

Earnings

2021 Top 5 earnings
(Streams)

Top 5

Songs

2021 Top 5 Songs



Your top mixes



E先生 連環不幸事件

Edan 呂爵安,
7,414,343, Can



一人之境 in C major

Terence Lam,
6,638,550, Can



時光倒流一句話

Terence Lam,
5,736,137, Can



反對無效

MC 張天賦,
4,967,588, Can

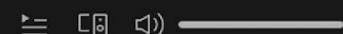


隔離 - Studio Live Duet

Jace Chan, Terence
Lam, 4,909,156, Can



3:13



Findings
Leftover



0:01

3:13

What we do with
Spotipy

Business values



Data collection



Data processing



Findings

Challenges and next
steps

Conclusion



KKBOX 2021 HITS

Cantopop, 10 songs, 39min 13sec

1		E先生 連環不幸事件	Edan 呂爵安	4:28
2		Dear My Friend,	Keung To	3:52
3		不可愛教主	Anson Lo 盧瀚霆	3:49
4		小諧星	Edan 呂爵安	4:37
5		Master Class	Keung To	3:33
6		俏郎君	Hins Cheung	4:40
7		DWBF	陳卓賢 Ian	3:18
8		反對無效	MC 張天賦	3:48
9		神隊友	Anson Lo 盧瀚霆	3:01
10		Warrior	MIRROR	4:07





Spotify®



Findings



Leftover



What we do with
Spotipy



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

Cantopop +120% vs 2020, with 71% in 2021

Shift value proposition to Cantopop

Compare top labels, singers, songs

performance across platforms

Commercials based on target audience



Findings
Leftover



0:01

3:13



Total top 200: 32.6k vs 50.2k



Spotify®

Male: 32.1k vs 58.3k



Findings



Leftover



Female: 31.9k vs 37.1k



What we know
Spotify

Group: 34.5k vs 48.8k



Business values

Data collection

Data processing

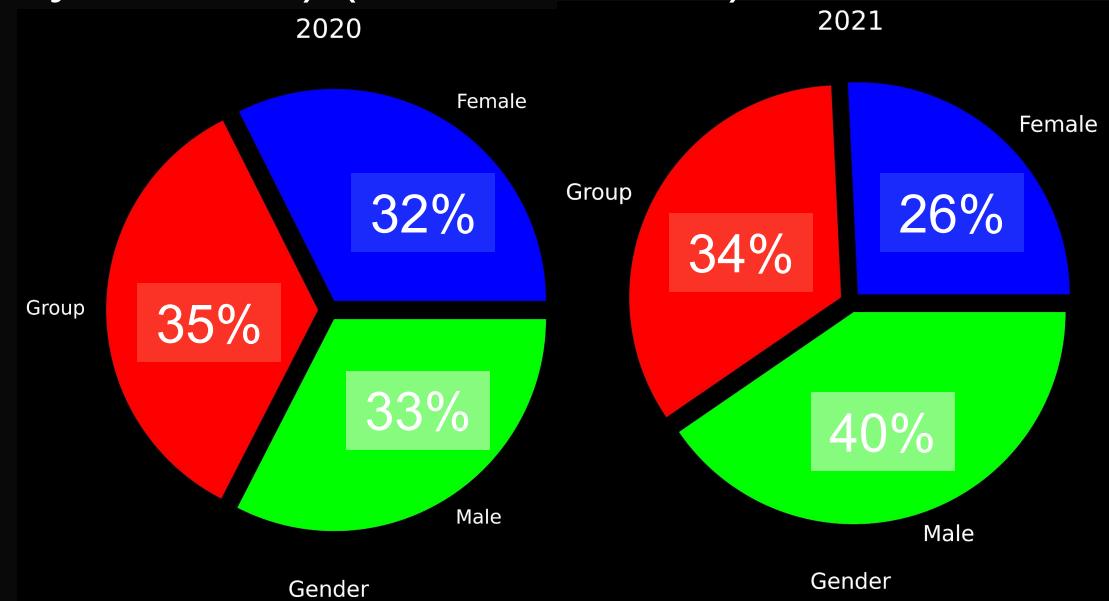
Findings

Challenges and next steps

Conclusion

No. of Stream Average (Group by Gender) (2020 vs 2021)

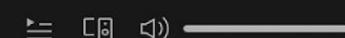
+54%
+182%
+16%
+41%



Findings
Leftover



0:01 3:13



What we do with
Spotipy

Business values



Data collection



Data processing



Findings

Challenges and next
steps

Conclusion

Song Duration Average (Group by Language) (2020 vs 2021)

Cantonese: **252.6s** vs **244.0s** -8.6s

English: **199.1s** vs **203.4s** +4.3s

Mandarin: **255.9s** vs **271.1s** +15.2s

Others: **209.6s** vs **205.6s** -4.0s

Z-Test : P-value of 0.00083



What we do with
Spotipy

Business values



Data collection



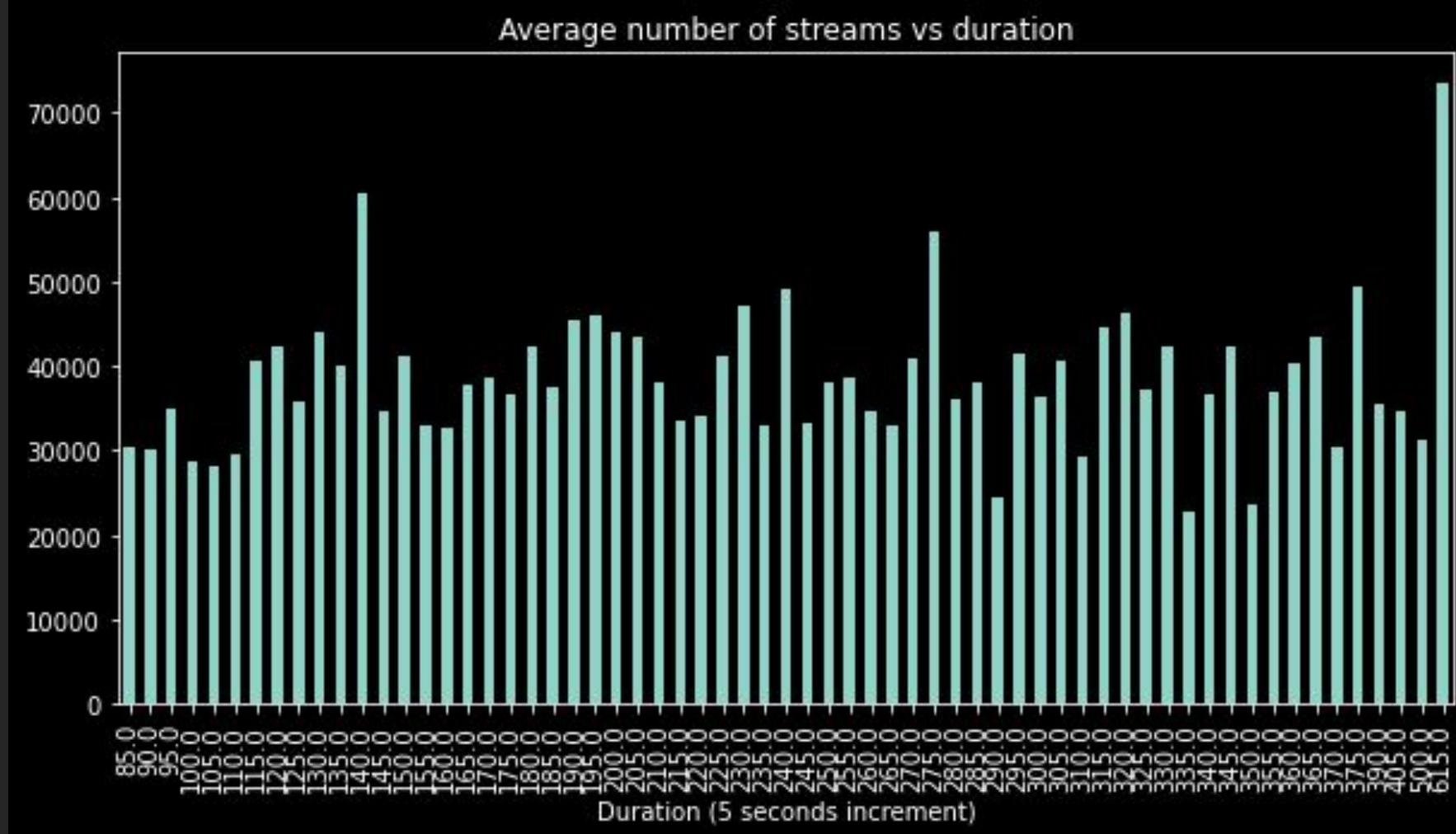
Data processing



Findings

Challenges and next
steps

Conclusion

Findings
Leftover

0:01

3:13





Findings



Leftover

What we do with
Spotipy

Business values



Data collection



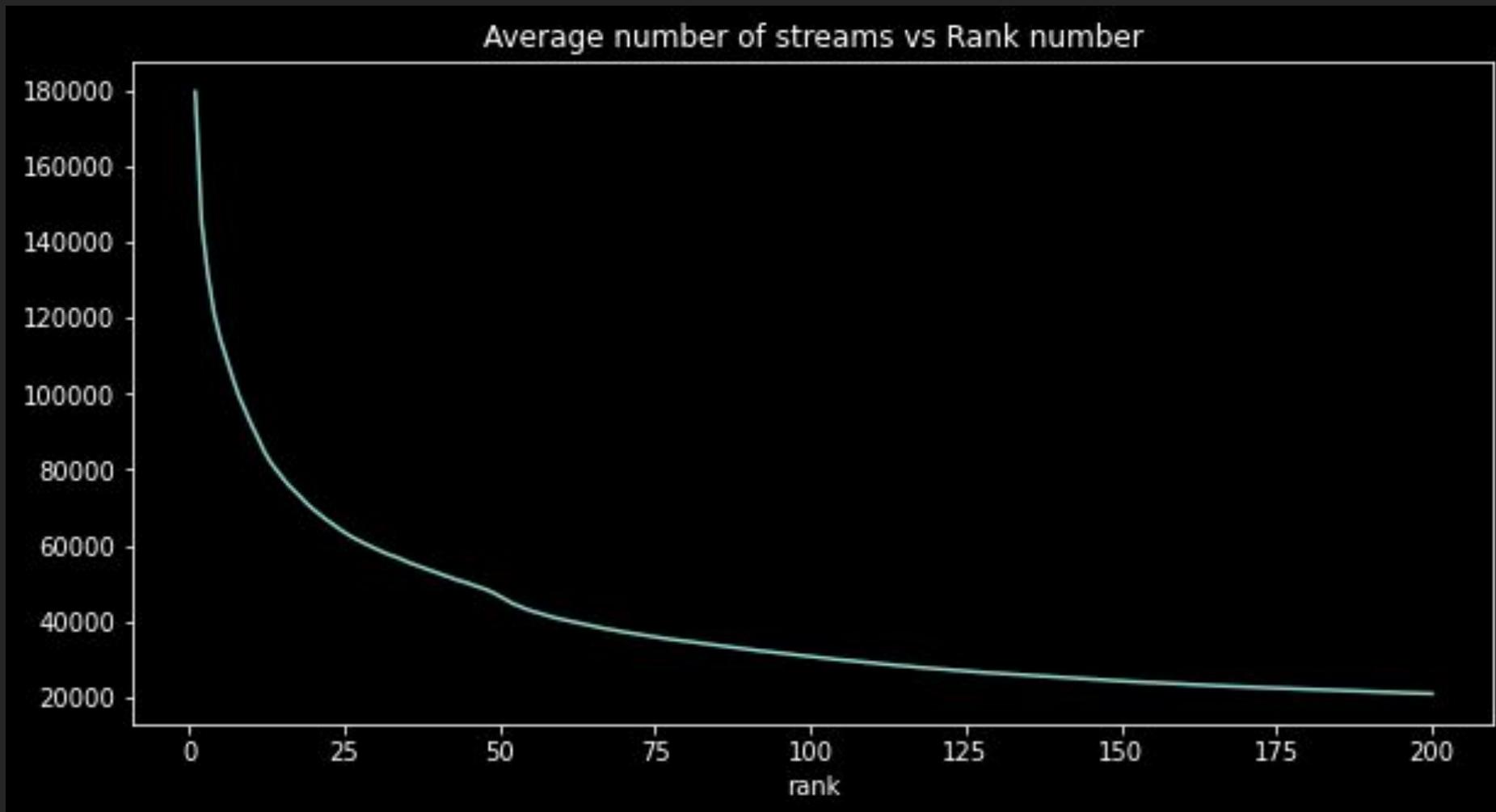
Data processing



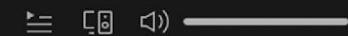
Findings

Challenges and next
steps

Conclusion

Findings
Leftover

0:01 ▶ 3:13



What we do with
Spotipy

Business values



Data collection



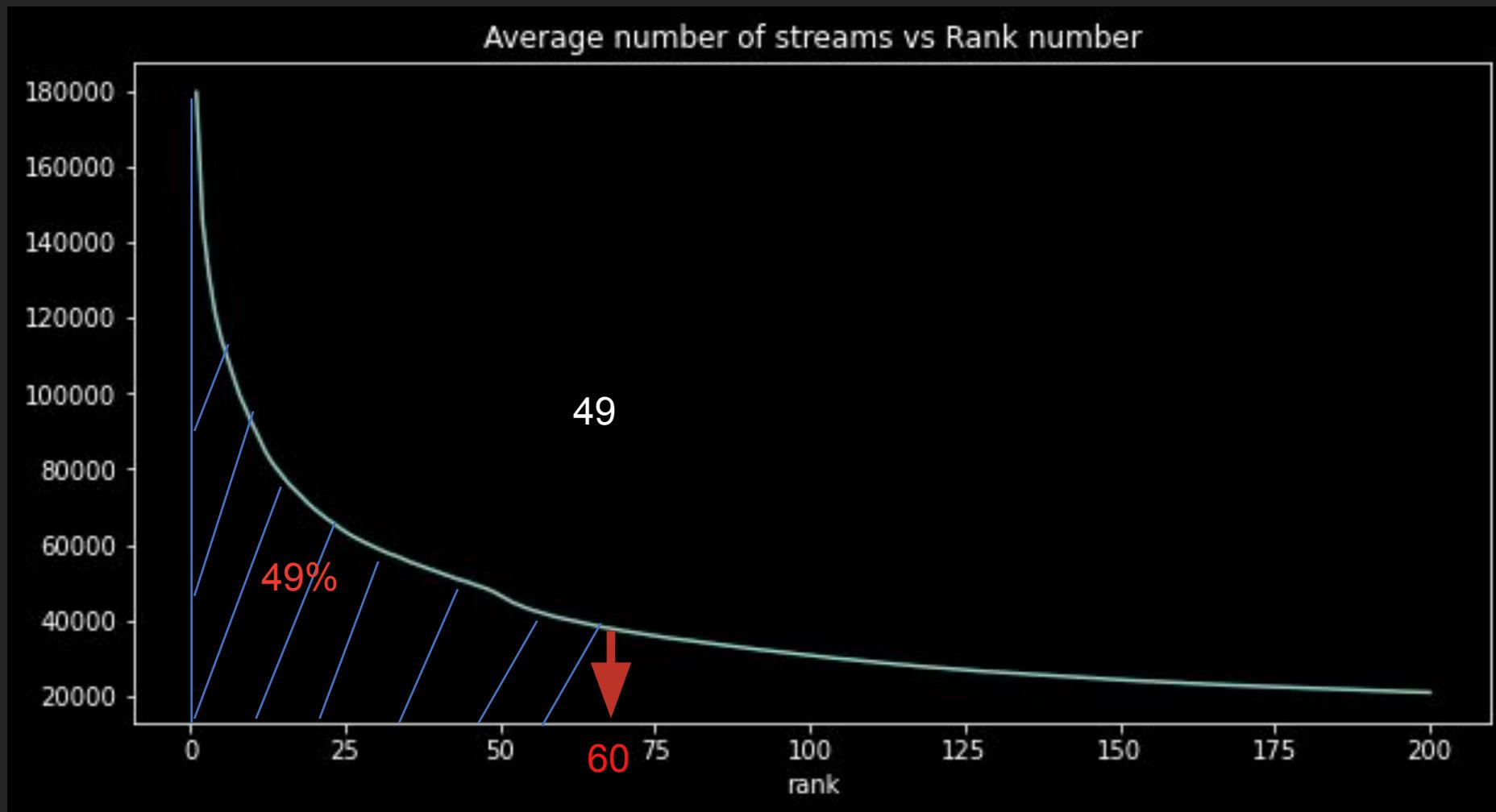
Data processing



Findings

Challenges and next
steps

Conclusion

Findings
Leftover

0:01 3:13





Spotify®



Findings



Leftover

What we do with
Spotipy

Business values



Data collection



Data processing



Findings

Challenges and next
steps

Conclusion

Average First Ranking of Cantonese Song Reaching Top 10:

10.0

7.5 to 12.6 (95% Confidence Interval)

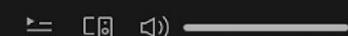
Average Staying Time in Top 60 after Reaching Top 10:

13.4 weeks

11.1 to 15.7 weeks (95% Confidence Interval)

Findings
Leftover

0:01 ————— 3:13





Spotify®



Challenges and next steps



Leftover



What we do with
Spotipy



Business values



Data collection



Data processing



Findings



Challenges and next
steps



Conclusion

403 error

Manual input attributes

Next steps:

User demographics

Cross platform comparison

Machine learning recommendations



Challenges and
next steps
Leftover



0:01

3:13





Conclusion



Leftover

What we do with
Spotify

Business values



Data collection



Data processing



Findings

Challenges and next
steps

Conclusion

Cantopop +120% LY, expect to grow further TY

4 parties occupied 50% share in Spotify, while

performance varies across platforms across platforms

To close gap vs male, look for more female/groups

Good songs stay for 3 months, hope to see at least 4

good songs annually

Conclusion
Leftover

0:01

3:13

