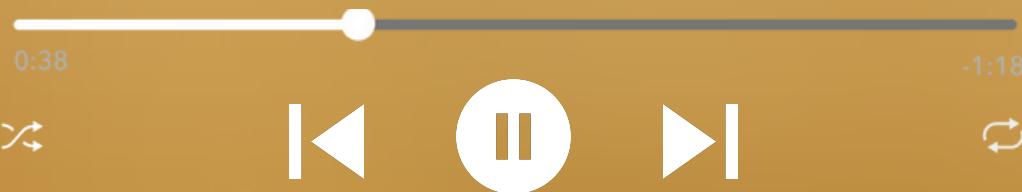




Uhaw (Tayong Lahat)
Dilaw



Harmonizing Success: A Data-Driven Approach to Expanding Dilaw's Reach and Impact

Performed By: Three Beats
Gelo Salvador | Quenie Alaton | Justin Neypes

Featuring: Ron Flores



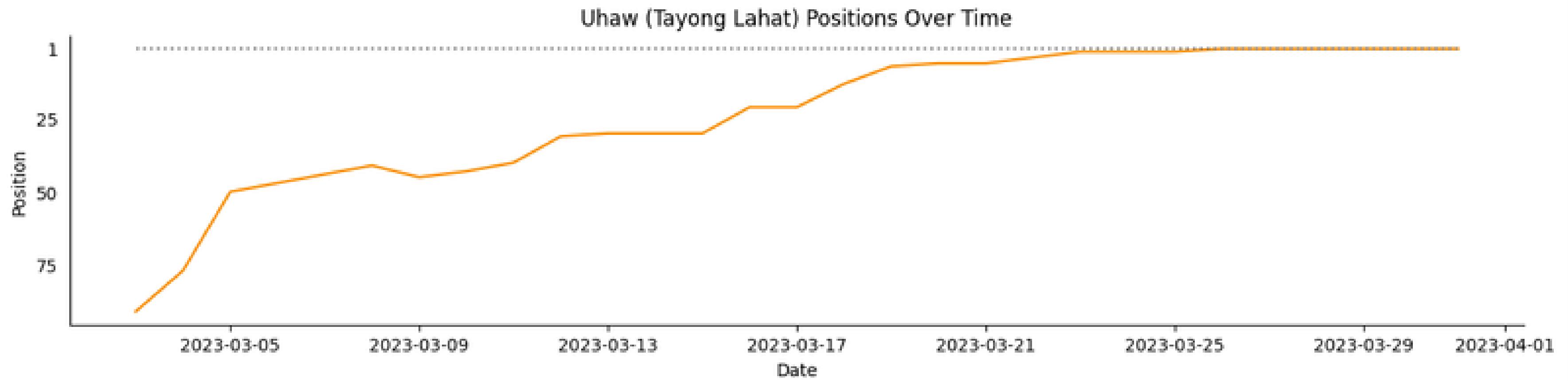
DILAW



Dilaw is a rising indie-alternative OPM rock band from Baguio, which consists of 6 members.

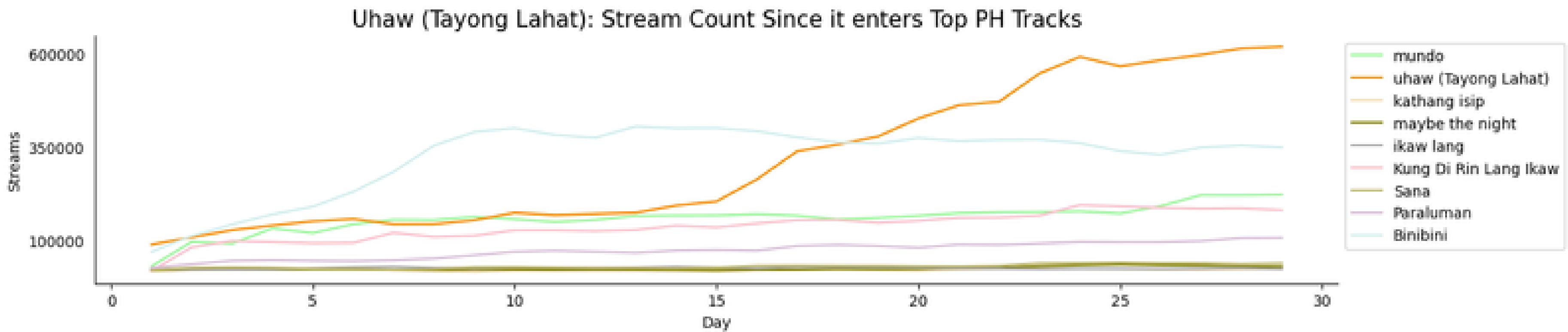
On Spotify, the group currently has 74,537 followers and 4,631,454 monthly listeners.

Uhaw (Tayong Lahat) dominates March 2023 Top Spotify PH Tracks!





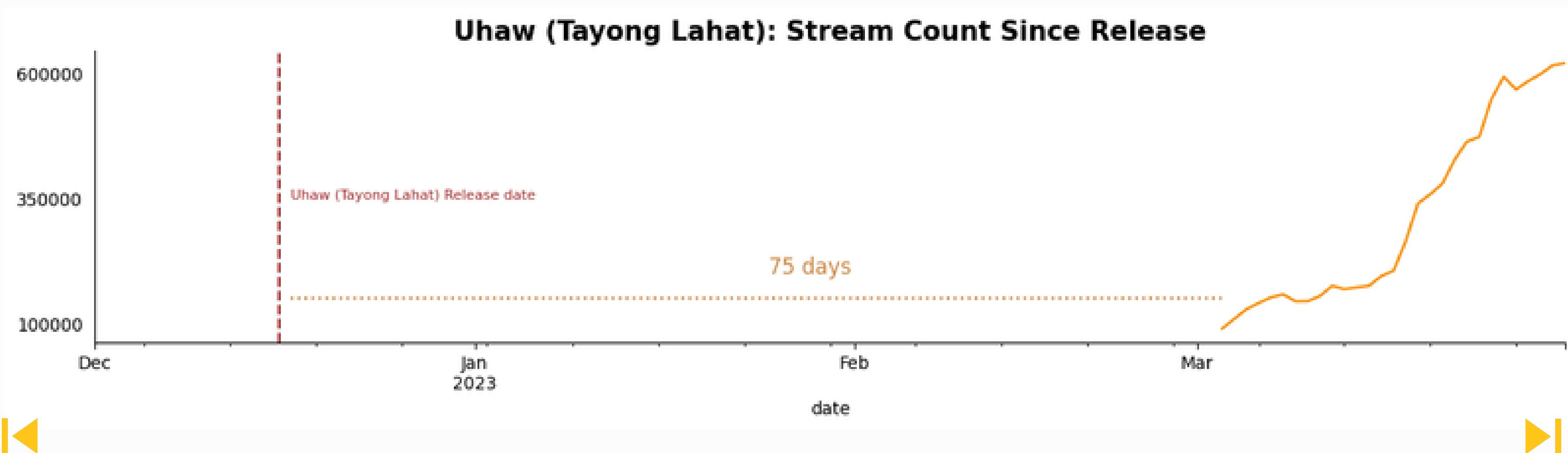
Uhaw (Tayong Lahat) outperforms the most popular Mainstay tracks in first 28 days on Top PH Spotify chart.



× × × ×

Uhaw (Tayong Lahat) made it to the Top Spotify PH track after a 75-day wait since its release, marking the start of its climb up to the charts

75
Days





How to make Dilaw a mainstay artist?

Research Objectives

Diversifying Music Features

We aim to support Dilaw in **producing more hit songs** that can achieve the same level of success as "Uhaw (Tayong Lahat).



02.



03.



Expanding audience reach through collaboration

We aim to help Dilaw **identify and collaborate** with artists who share a similar musical style.

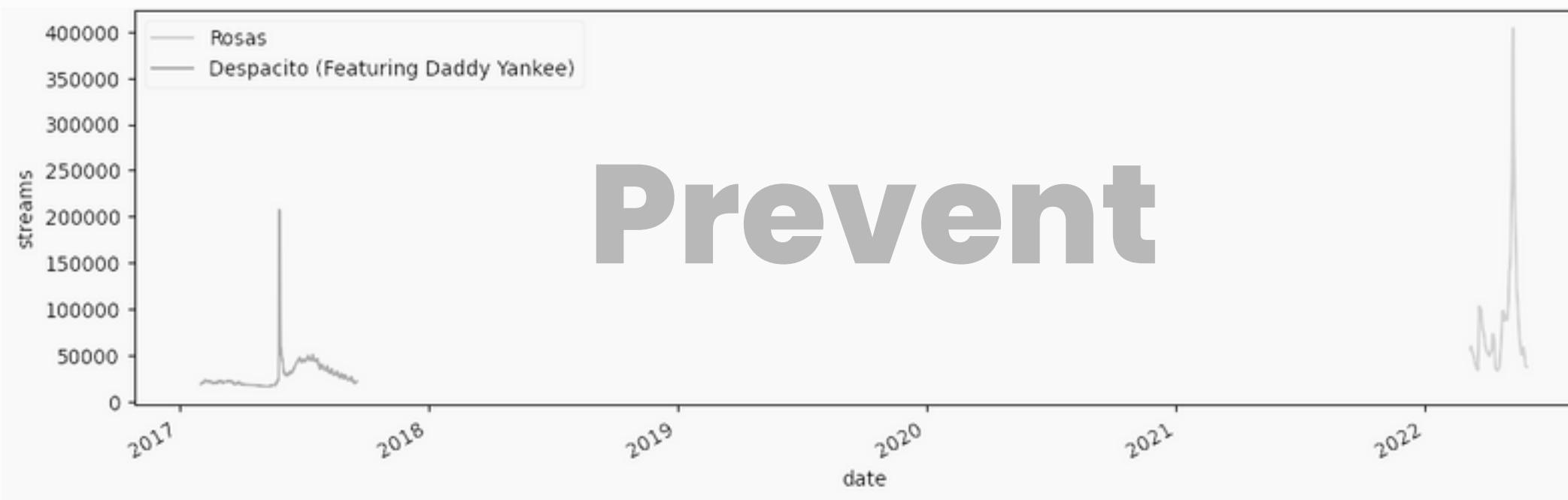
Providing strategic release dates

We aim to optimize the release dates for Dilaw's future tracks to **maximize exposure and audience engagement**.



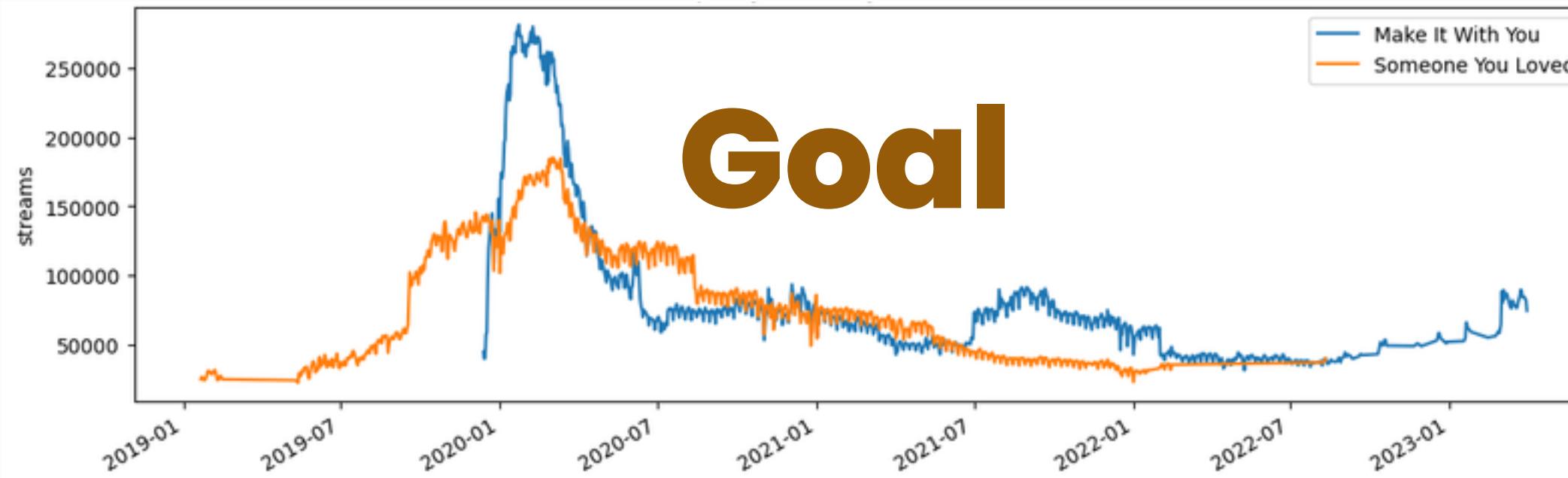


Viral



Viral is defined as those tracks that achieve a minimum of **50,000 daily streams** and exhibit a significant decrease in popularity, as demonstrated by a minimum daily **rank drop of 35 positions** and a **daily stream decrease of at least 10,000**.

Main stay



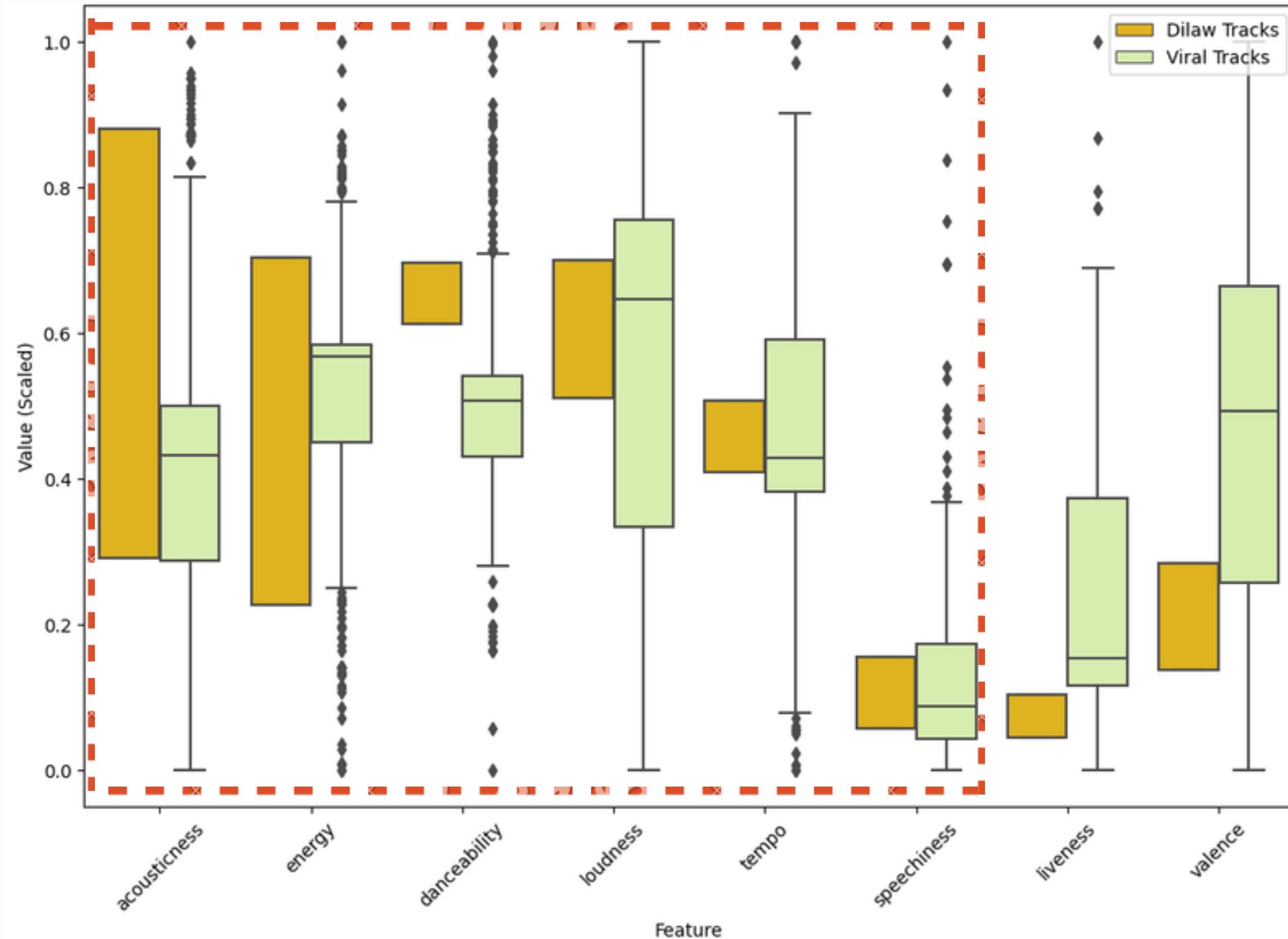
Mainstay is defined as those tracks that achieve a minimum of **41,000 daily streams** and maintain a spot within the **Top 100 for at least 330 days**.





Dilaw Tracks vs. Viral Tracks

(Audio Features)



The comparison reveals that Dilaw may have a unique music style and sound.

Therefore, it may be more beneficial for Dilaw to continue experimenting and refining their own unique music styles and sounds.

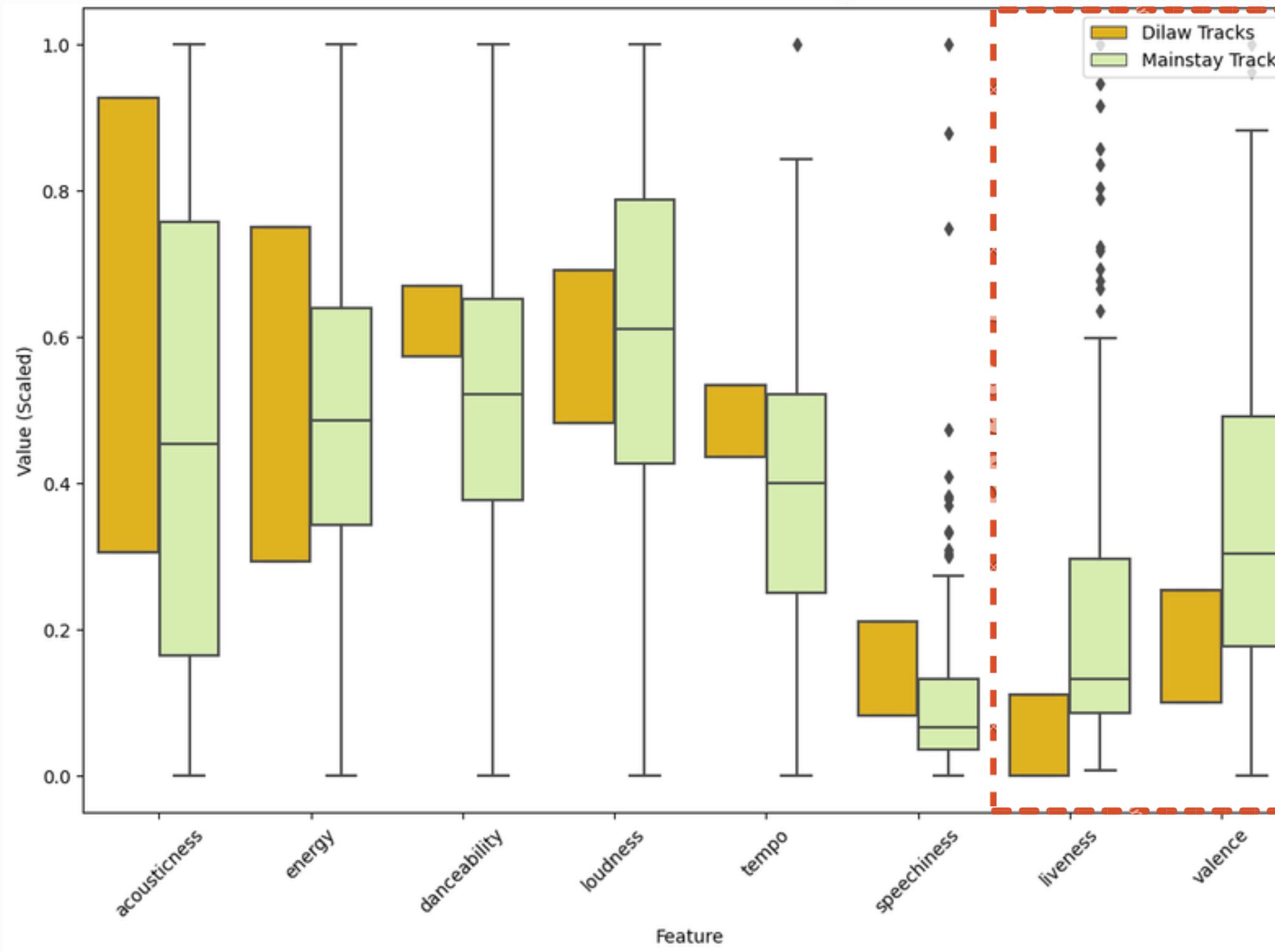
*Dilaw Tracks: Uhaw & Uhaw (Tayong Lahat)





Dilaw Tracks vs. Mainstay Tracks

(Audio Features)



Dilaw can consider incorporating the elements of live performance and emotional positivity in to their music.

Dilaw's music style and sound can be further enhanced by exploring and incorporating different styles to provide variations and avoid predictability in their tracks.



**Collaboration can increase
the potential audience size
significantly through
hybrid songs.**



× × × ×



Potential Collaborator Criteria

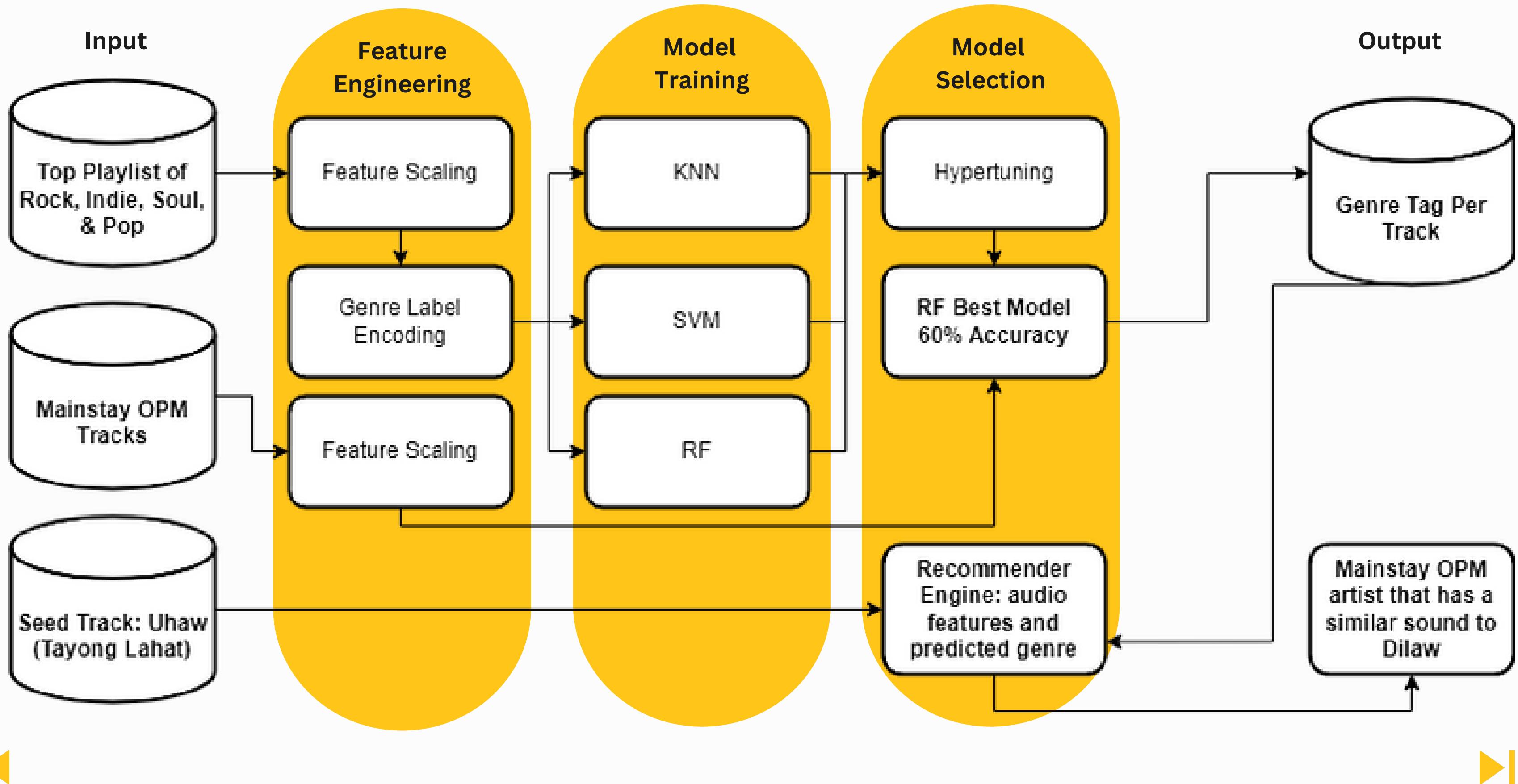
OPM
Artist

Mainstay
Tracks

Uhaw (Tayong Lahat)
Mainstay track should have
similar audio feature



Machine Learning Data Pipeline





Potential Collaborators



Hale

*The Day You Said
Goodnight*
Cosine distance: 0.000005



Moonstar88

Migraine
Cosine distance: 0.000005



SUD

Sila
Cosine distance: 0.000005



Zack
Tabudlo

Habang Buhay
Cosine distance: 0.000007



Moira dela
Torre

Babalik Sa'yo
Cosine distance: 0.000007



Ben&Ben

*Sa Susunod na
Habang Buhay*
Cosine distance: 0.000012





× × × ×

Potential Competitor Criteria

Must be an
OPM Band

Must have
Mainstay Tracks



Potential Competitors

Ben&Ben



December Avenue



NOBITA



8 mainstay tracks

4 mainstay tracks

2 mainstay tracks





Strategic Release

AVOID HIGH COMPETITION:

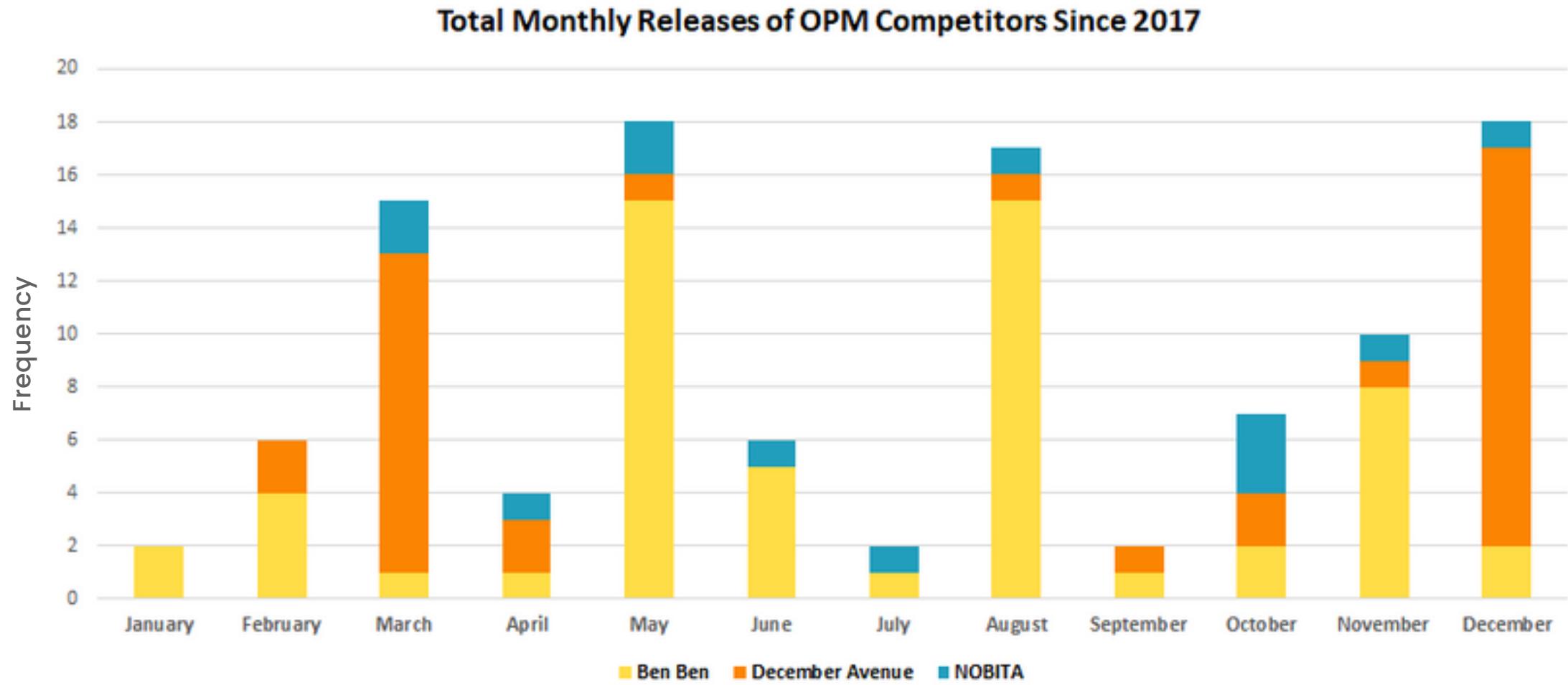
- Release dates must be within the competitors' off-peak releases (lowest frequency)

RELEASE TRACKS 3-4 MONTHS EARLIER THAN THE OFF-PEAK

- It takes an average of 120 days or 4 months for tracks to enter the charts right after the release date

Goal:

release tracks during off-peak
top the chart during off-peak



Off-peak releases:

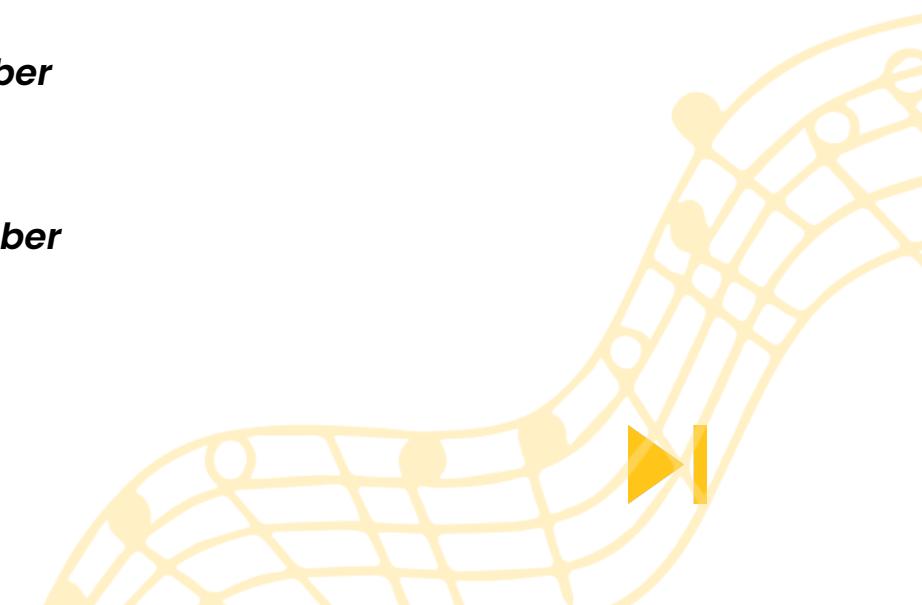
January, April, July, September

Highly encouraged to avoid release:

March, May, August, December

Most Active OPM Band:

Ben&Ben





Ideal Months for Album Release

January, April, September

off-peak releases

3-4 months before

still at off-peak

January



September

April



January

July



April

September



On-peak:

March, May, December
June, October



How to make Dilaw a mainstay artist?



01. Diversifying Music Features

After using **exploratory data analysis**, it is recommended for Dilaw to:

- stick to their sound features and music styles
- explore releasing tracks with similar audio features as mainstays

Conclusion





How to make Dilaw a mainstay artist?



Conclusion

02. Expanding audience reach through collaboration

Based on the **random forest** algorithm with an accuracy of **60%**, the recommender engine suggests that the band should consider collaborating with





How to make Dilaw a mainstay artist?



03. Providing strategic release dates

Preferred album release based on **time series analytics** of competitors' total monthly releases and success after track release:

Conclusion

January, April & September





Recommendation

Exploring cross-media promotions

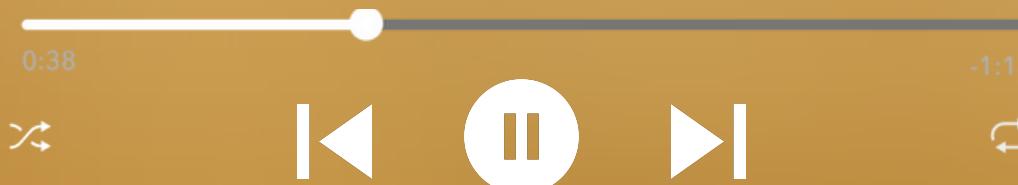
The track *Uhaw (Tayong Lahat)* rose to fame because of a TikTok trend. By exploring cross-media promotions, Dilaw can increase exposure to a wider range of audience and increase fan engagement through social media platforms.



Harmonizing Success: A Data-Driven Approach to Expanding Dilaw's Reach and Impact



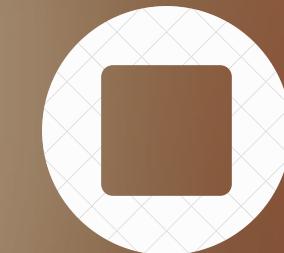
Uhaw (Tayong Lahat)
Dilaw



Through a data-driven approach, Dilaw can continue to create music that not only captures hearts but also breaks boundaries and reaches new heights of success.

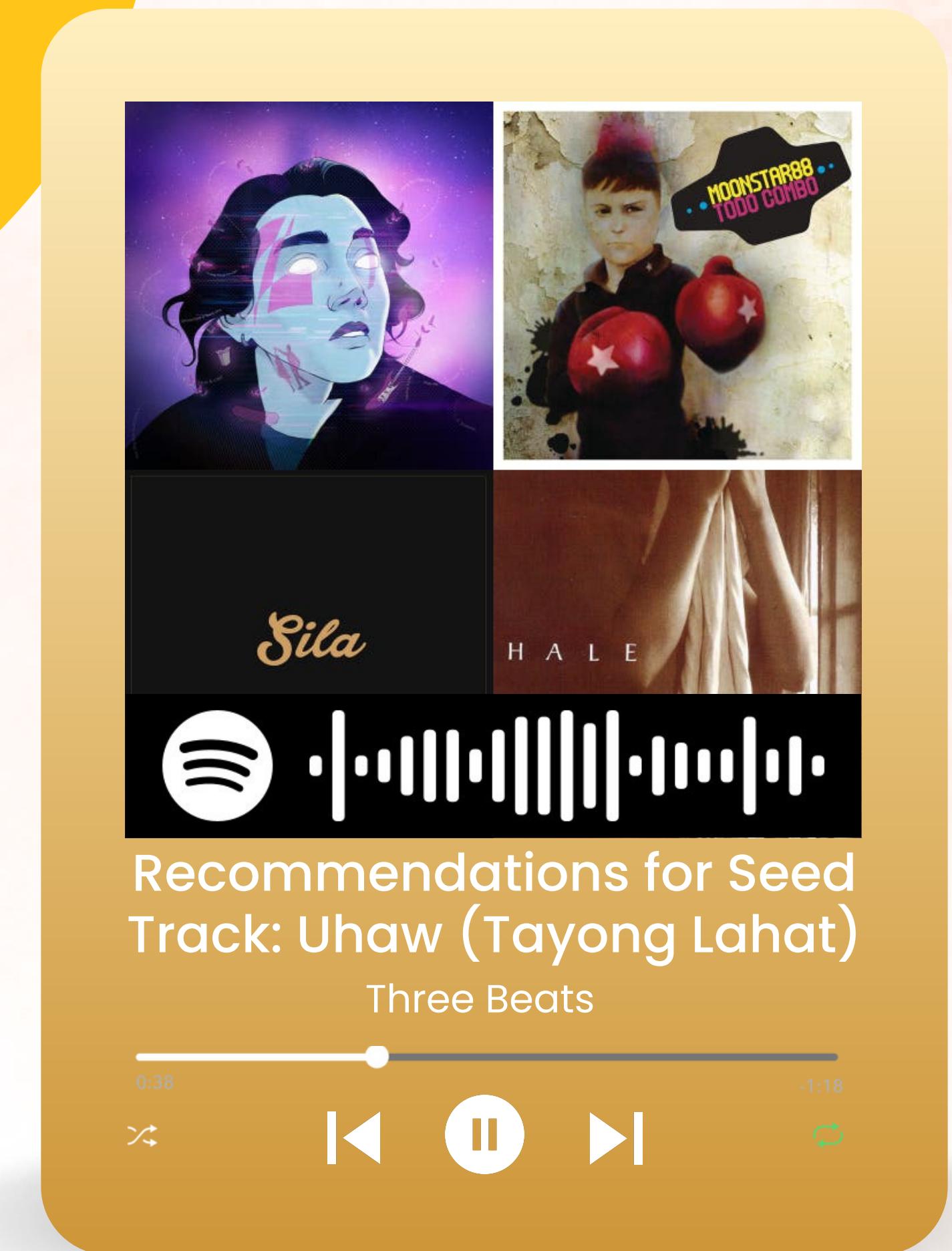
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Appendix





Deployment



<https://three-beats-music-recommender.streamlit.app/>