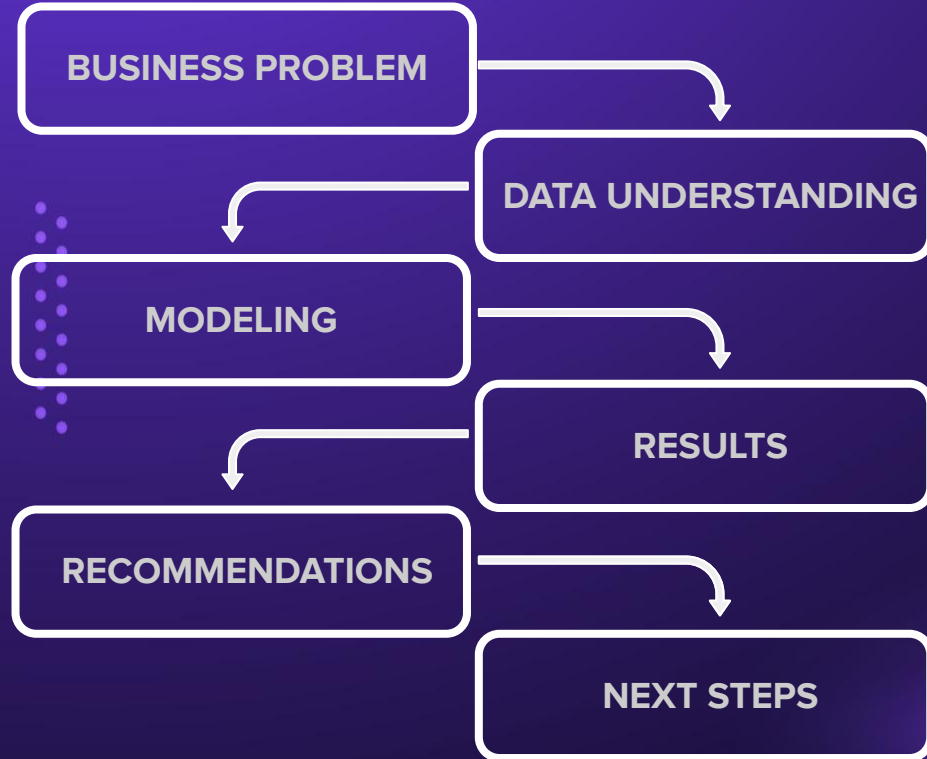


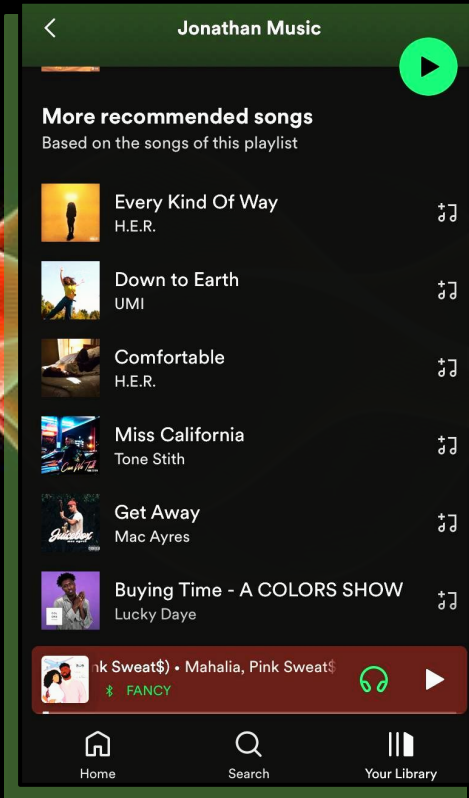
The background of the image is a solid black color, overlaid with a dense, repeating pattern of Spotify logos. Each logo is a green circle containing three horizontal black lines of varying lengths, representing the Spotify 'S' icon. The logos are scattered across the entire frame, with some appearing larger and more prominent than others, creating a textured, music-themed background.

MUSIC RECOMMENDATION SYSTEM

OVERVIEW



BUSINESS PROBLEM



SPOTIFY wants to improve it's music recommendation system that is located under a user's saved playlist.

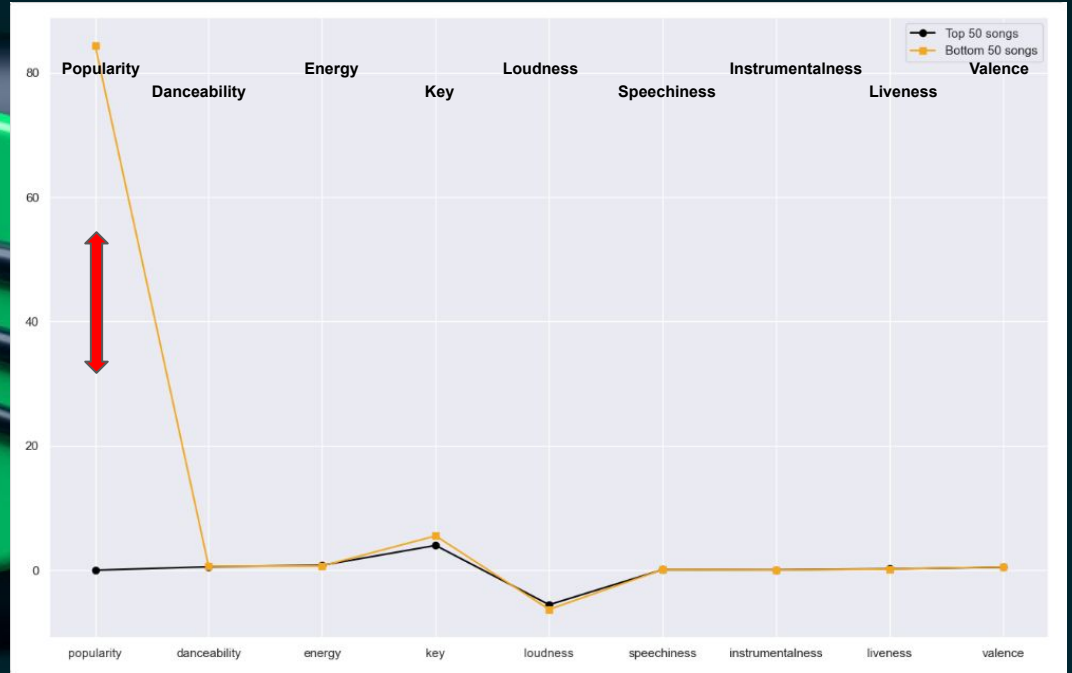
The goal is to take a song and recommend other songs based off of the music that they listen to.

This may save the user time in scrolling through the app and promote an additional way of engagement with the app.

DATA UNDERSTANDING

The dataset was from the spotify API
and the Meek Music Mouse playlist.

The dataset contained:
6514 rows/songs
17 columns



MODELING

CLUSTERING (MiniBatchKMeans)

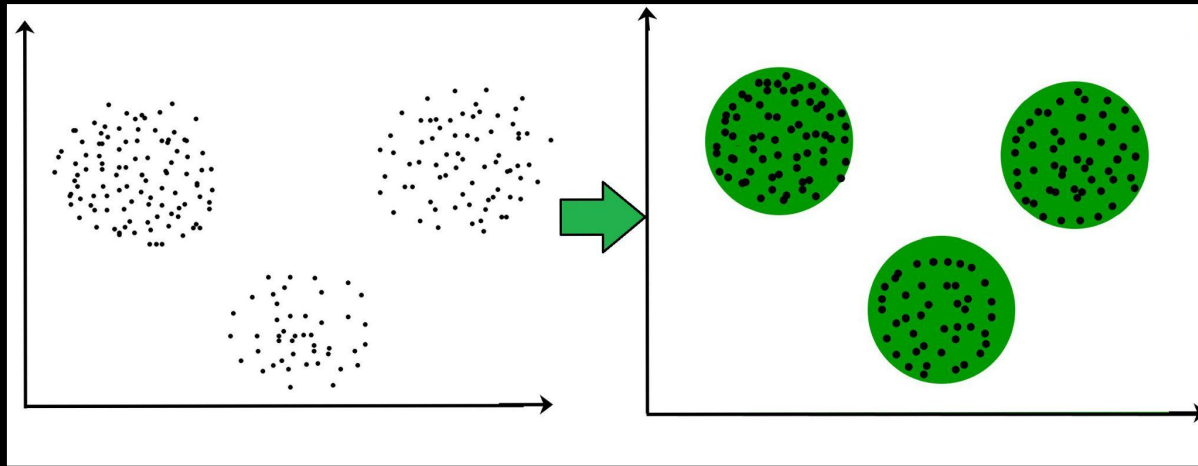


Image source: <https://www.geeksforgeeks.org/clustering-in-machine-learning/>

RESULTS



SCORES

Silhouette Score
~0.06

1 = Clusters are clearly defined
0 = Clusters are overlapping
-1 = Clusters are assigned incorrectly

RECOMMENDATIONS

- Quantify more defining characteristics of music such a beats per minute(BPM), color, harmony, melody, etc.
- Build a mood scale
- Include a numeric genre association metric



NEXT STEPS

- Congregate genre data to predict better clusters
- Gather follower data to recommend both popular and indie artists
- Capture lyric data to provide listeners with similar messaged music



THANK YOU!

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