

# Reggaetón Recommendation System

a Capstone Project by **Jose Liquet**  
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Product Dev

Scientist

Story-teller

Data-driven

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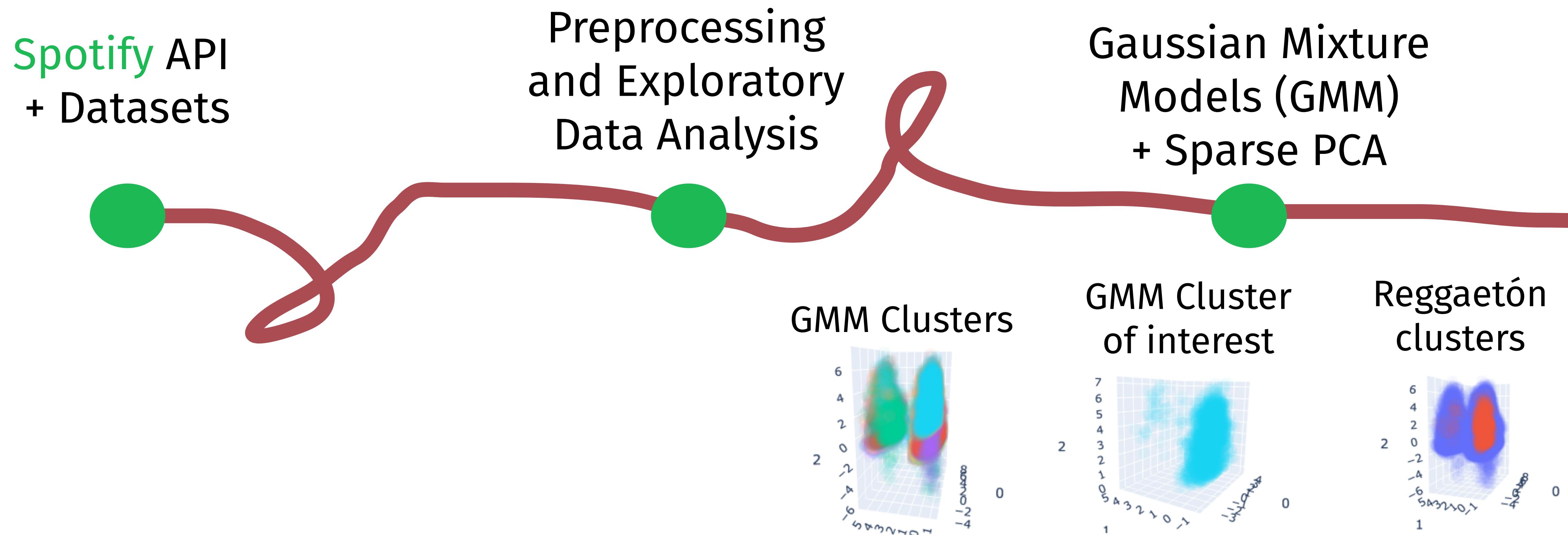




Spotify is not  
listening to you  
anymore

and We must be heard.

# Reggaetón Recommendation System



# Reggaetón Recommendation System

Matrix  
Factorization

Playlist Output

	track_name	song_popularity	artist_name	artists_popularity	era	genres	total
703	Papi Chulo	57	El Chombo	56	2010s	['latin', 'latin hip hop', 'panamanian pop', ...]	1.626040
981	Voy A Beber (Original)	46	Nicky Jam	88	2010s	['latin', 'latin hip hop', 'reggaeton', 'trap ...']	1.620245
1563	Home Is Where the Heart Is	44	Bliss n Eso	61	2010s	['australian hip hop']	1.613321

## Conclusion

Recommendation systems  
are a strong source of new  
content and should be  
applied to the users' needs

## Next steps

- [ ] Improve feature selection
- [ ] Build app

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