



# The Music 8-ball: A Success Predictability Model

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## OVERVIEW

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THE BIG  
QUESTION

THE PROBLEM

THE METHOD

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THE  
SOLUTION

FUTURE  
ITERATIONS  
OF THE MODEL

QUESTIONS?







# THE BIG QUESTION

**Can we successfully predict an artist's  
potential career trajectory?**

# WHAT ARE THE KEY FACTORS IMPACTING ARTIST SUCCESS?

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Music 8-ball

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- Spotify Monthly Listeners
  - Spotify Followers
  - Cross-Platform performance
  - Music channel performance
  - Audience Size
  - Social Engagement
  - Playlist support
  - Airplay
  - Tv activity
  - General career performance (and the aligned trajectory)
  - Social Engagement
  - Touring presence.



# THE METHOD



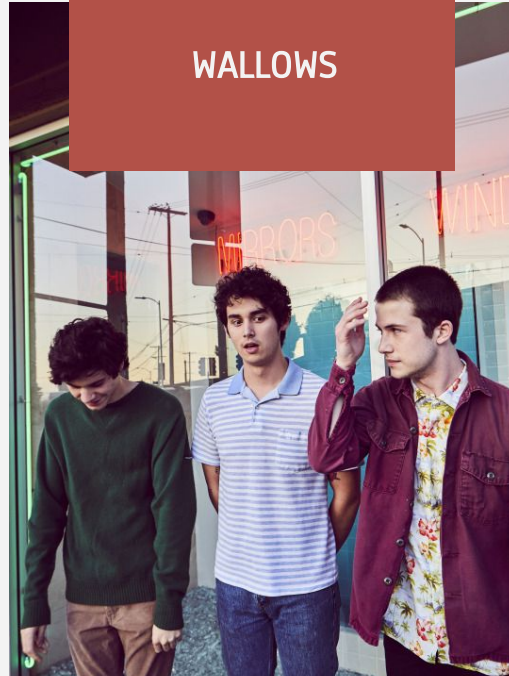
### EMERGING ARTIST EXAMPLE

THE WINTERS



### MID-TIER ARTIST EXAMPLE

WALLOWS



### ESTABLISHED ARTIST EXAMPLE

AEROSMITH







ARTIST TEST  
CASE

MAMMOTH WVH

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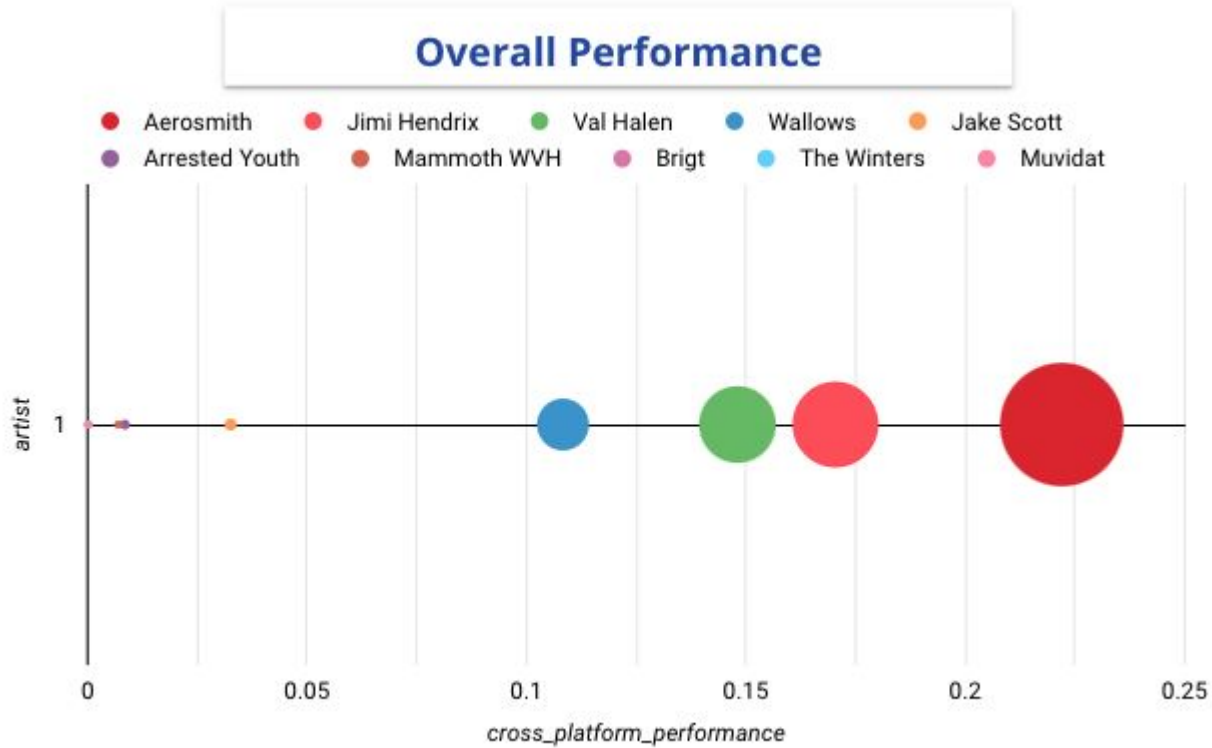


“with a success predictability  
model in place, what might be  
the capacity for predicting the  
artist revenue”



THE SOLUTION

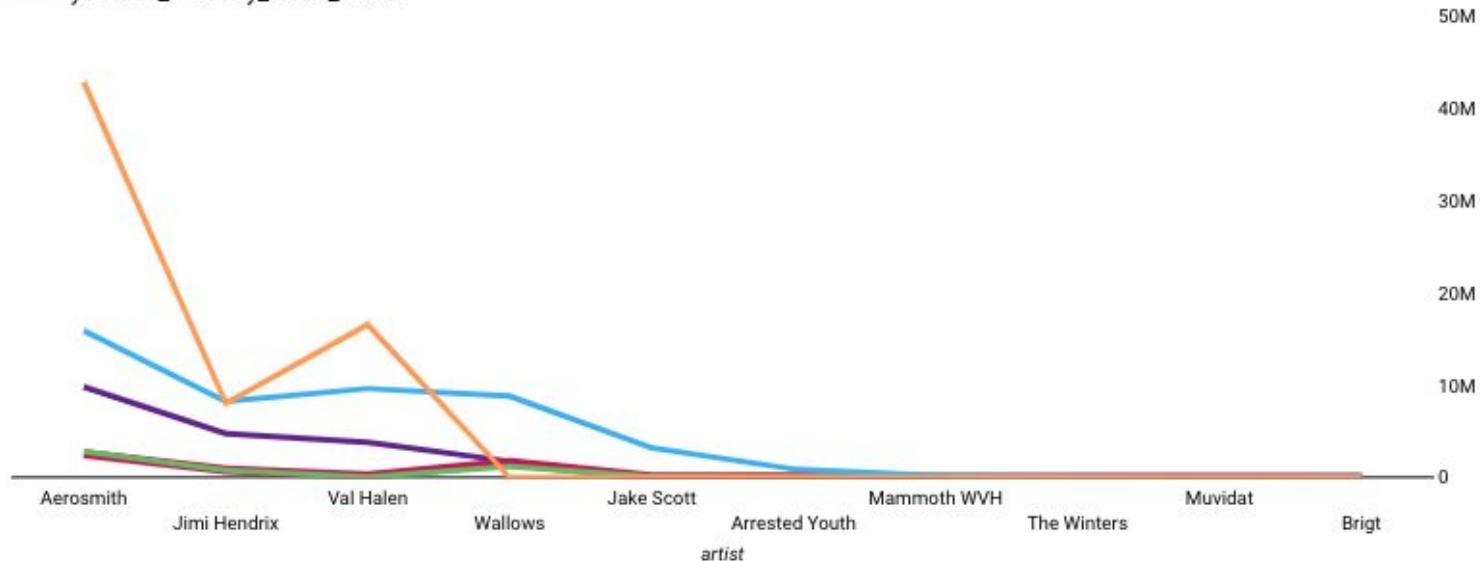
## Music 8-ball



# Music 8-ball

## Overall Performance

spotify\_followers    instagram\_followers    youtube\_subscribers    spotify\_monthly\_listeners  
youtube\_monthly\_video\_views





# FUTURE ITERATIONS OF THE MODEL

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## Music 8-ball

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DETAILED  
TRAJECTORY PROJECTIONS



REVENUE PROJECTIONS



ADDITIONAL DATA POINTS



INFORMED DECISIONS



A man with short dark hair, wearing a tan bomber jacket, is smiling and pointing his right index finger towards a central white-bordered box. His left hand is also pointing towards the box.

WHAT DEFINES ARTIST  
SUCCESS?





**CONCLUSION**



**THANKS**