

SAC Spring Datathon - Bandcamp.com Data Insight

Team 8

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Overview

- **Analysis across TOP 5 Revenue Grossing Countries (US, UK, Germany, Canada, Australia)**
 - Revenue Analysis
 - Revenue Projection
 - Most Popular Items
- **Determining Undervalued Item in the US and Developing Marketing Strategy**
- **Net-new Target Market**

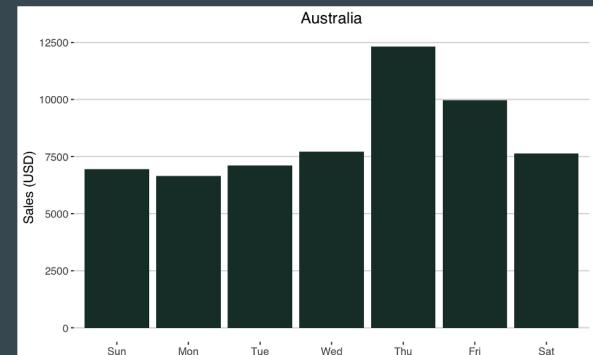
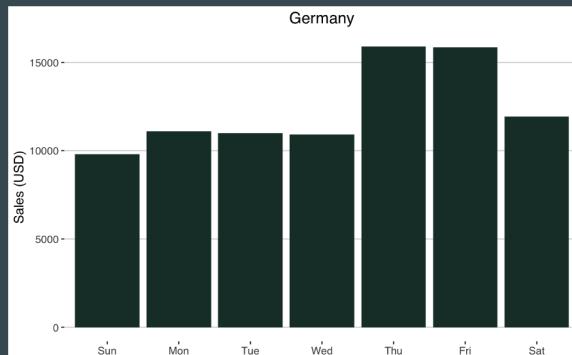
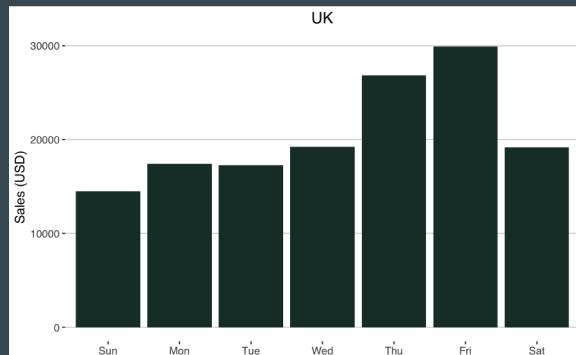
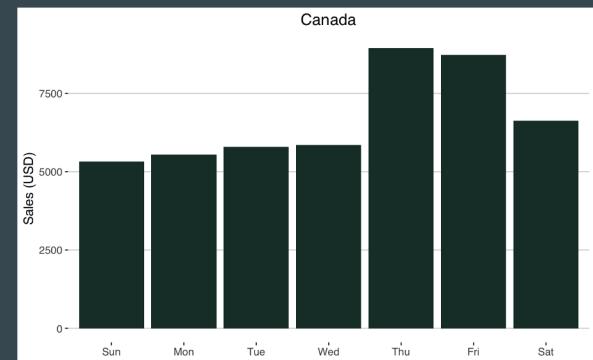
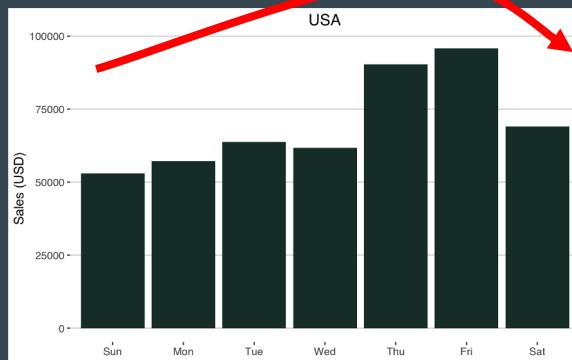
Data Processing:

1. Mainly using sales dataset to analyze
2. Remove data of 2020/10/2 when executing revenue-related analysis
3. Commission rate: 10-15%

Analysis of Bandcamp sales in Sep & Oct 2020

For the Top-5 revenue grossing countries, their sales all peaked around Thursday and Friday.

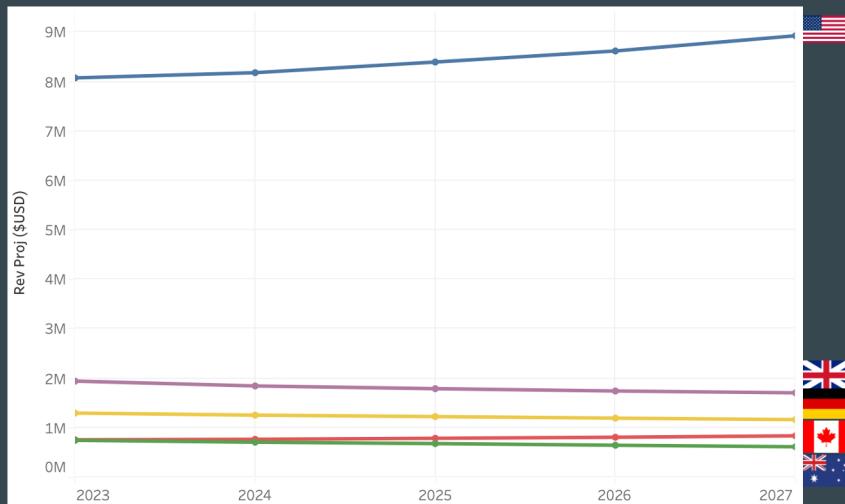
1. Global release day
2. Weekly routine



Revenue Projection 2023 - 2027

- Step 1: Identify and estimate yearly growth rate in each country.
- Step 2: Use estimated growth rate to project revenue

** Bandcamp belongs to segments of digital download and physical in recorded music industry.



	USA	UK	Germany	Canada	Australia
2023	8.08	1.95	1.30	0.76	0.75
2024	8.18	1.85	1.26	0.77	0.71
2025	8.40	1.79	1.23	0.79	0.68
2026	8.62	1.75	1.20	0.81	0.65
2027	8.93	1.71	1.17	0.84	0.62

unit: \$US million

Bandcamp's Most Popular Items Sold

Country Rank	United States	United Kingdom	Germany	Australia	Canada
1	Good Music to Avert the Collapse of American Democracy Volume 2 / Album	Untitled (Rise) / Album	Untitled (Rise) / Album	Demons Vol1 + Vol2 / T-shirt	Good Music to Avert the Collapse of American Democracy Volume 2 / Album
2	Shore / Album	Untitled (Black Is) / Album	Djinn / Album	Automatic / Album	Shore / Album
3	Untitled (Rise) / Album	Your Sound / Album	Flygod is an Awesome God Cover 2 / Album	State of Mind / Album	Over the Top / Album
4	G O D / Album	Good Music to Avert the Collapse of American Democracy Volume 2 / Album	Hasta la Victoria / Track	Demons Vol1 + Vol2 / Album	Moon Musings 162 / Track
5	Moon Musings 162 / Track	When I Die Will I Get Better 2 / Album	Viper Diva Hoodie / Cloth	Live in Asheville '19 / T-shirt	A Confluence of Chaos / Track



Untitled (Rise)

Good Music to Avert the Collapse of American Democracy Volume 2

Both are for **charitable purposes**:

- **Untitled:** support Black Lives Matter movement and protest against the murder of George Floyd
- **Good Music:** support and defend voting rights (for 2020 Presidential Election)

Opportunities: create a “for charities” section; a proportion of the revenue will be donated directly to the charities selected by the artists.

“Undervalued” Items - How to Increase Revenue?

Selecting Criteria:

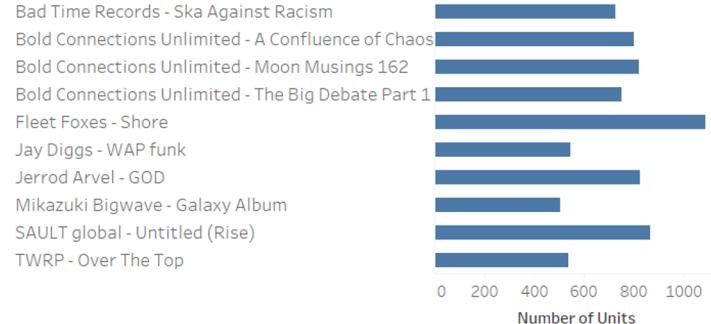
1. **High unit sold**
2. **High percentage of buyers overpaying**
3. **High average overpaid amount**



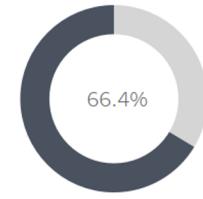
SKA Against Racism

- **Bandcamp will ask artists to increase their unit price**
- **Create incentives: if artist increase unit price, Bandcamp donate a proportion of that additional revenue to the charities selected by the artists**
- **Bandcamp will boost item visibility**

Top 10 Best Selling Items in the United States

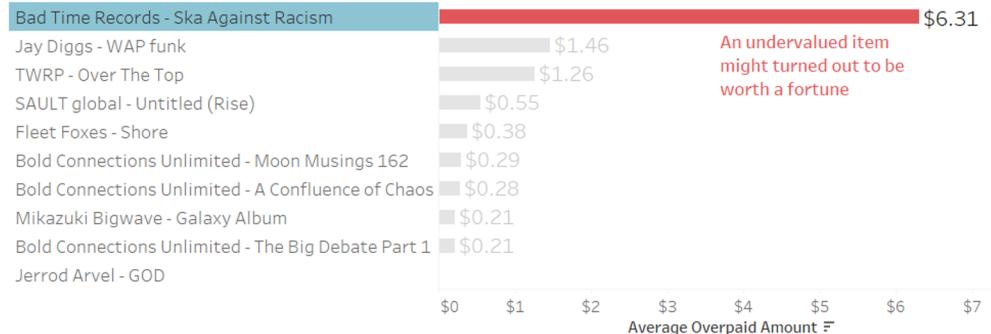


SKA Against Racism sales volume



Overpaid

Average Amount Voluntarily Paid over the Item Price



An undervalued item might turned out to be worth a fortune

What's Next?

Visualization

- **Online Concert**
 - Producers, Photographers, Visual artists
 - Business model: Pay-to-view
- **Music Video**
 - Indie directors, Animators, Performers
 - Business model: Collaboration, Donation



Supplementary

Revenue Projection Methodology - example of USA

** Bandcamp belongs to segments of digital download and physical in recorded music industry **

Step 1: Find out yearly growth rate in each country.

	Record Music Market_Regional (B)	GR Regional	Percentage of downloaded digital		Downloaded digital (B)	Percentage of physical		Physical (B)	Combined	Growth rate of Combined
2017	5.92	0.13	0.15		0.90	0.31		1.81	2.71	
2018	6.68	0.14	0.12	-0.21	0.80	0.25	-0.20	1.64	2.44	-0.10
2019	7.61	0.10	0.07	-0.40	0.55	0.22	-0.12	1.64	2.19	-0.10
2020	8.40	0.07	0.06	-0.19	0.49	0.20	-0.10	1.64	2.13	-0.03
2021	9.03	0.22	0.04	-0.26	0.39	0.19	-0.02	1.73	2.12	0.00
2022	11.01	0.13	0.03	-0.27	0.35	0.17	-0.11	1.89	2.23	0.05
2023	12.48	0.13	0.02	-0.28	0.28	0.16	-0.09	1.96	2.24	0.00
2024	14.15	0.13	0.02	-0.25	0.24	0.14	-0.08	2.05	2.29	0.02
2025	16.04	0.14	0.01	-0.26	0.20	0.13	-0.07	2.16	2.36	0.03
2026	18.27	0.15	0.01	-0.26	0.17	0.12	-0.09	2.25	2.41	0.02
2027	21.04	0.14	0.01	-0.26	0.14	0.11	-0.08	2.38	2.52	0.05

Source: IFPI Global music report, Goldman Sach

Step 2: Use estimated growth rate to project revenue

Yearly growth rate								
Year	2020	2021	2022	2023	2024	2025	2026	
GR(yearly)	-0.030	-0.002	0.053	0.002	0.023	0.029	0.024	0.045



Monthly growth rate							
Year	2020	2021	2022	2023	2024	2025	2027
GR(monthly)	-0.003	0.000	0.004	0.000	0.002	0.002	0.004



Time	2020-09	2020-10	2020-11	2020-12	2021-01
Rev	669076.072	667370.375	665669.027	663972.015	663838.461

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	2027-07	2027-08	2027-09	2027-10	2027-11	2027-12
Rev	773569.925	776430.5	779301.653	782183.424	785075.85	787978.973