

Problem Identification

- Problem statement formation

How can a successful record label (RCA Records) and emerging artists leverage the elements of popular songs to increase track's longevity on rankings by 2x in their respective genre for 2024?

- Context

Songs sourced from Spotify are analyzed based on a variety of characteristics. These songs have rankings in well known charts, which is included in the dataset, to give an idea of general performance amongst the public.

- Criteria for success

Understanding the attributes of songs and artists that have thrived in recent years. Gather a fundamental view into what attributes matter and which have little impact towards stream volume.

- Scope of solution space

A field that is highlighted is daily rank. Spotify makes certain recommendations of songs to users based on song rankings, which can be identified using rankings. Other diverse metadata such as liveliness, instrumentality and duration of the songs are also included for added value.

- Constraints

Stream volume is not included. A critical component that illustrates overall popularity is missing for context.

- Stakeholders

President, Creative

President, Strategy

VP, Director of Data Strategy

Artists with less than 2 million monthly streams

- Data sources

Universal Top Songs API CSV

A lookup CSV to supply Artist Genres