



Why do we care?

■ There are several reasons to predict a track's popularity in Spotify:

- Commercial:
 - Advertisements
 - Design promoting algorithms
- **♦** Financial:
 - Increase revenues from advertisers
 - increase commissions
- Musical:
 - Engineering of a Spotify hit

The Dataset

#	Column	Non-Nu	ll Count	Dtype		
0	acousticness	169909	non-null	float64		
1	artists	169909	non-null	object		
2	danceability	169909	non-null	float64		
3	duration_ms	169909	non-null	int64		
4	energy	169909	non-null	float64		
5	explicit	169909	non-null	int64		
6	id	169909	non-null	object		
7	instrumentalness	169909	non-null	float64		
8	key	169909	non-null	int64		
9	liveness	169909	non-null	float64		
10	loudness	169909	non-null	float64		
11	mode	169909	non-null	int64		
12	name	169909	non-null	object		
13	popularity	169909	non-null	int64		
14	release_date	169909	non-null	object		
15	speechiness	169909	non-null	float64		
16	tempo	169909	non-null	float64		
17	valence	169909	non-null	float64		
18	year	169909	non-null	int64		
dtype	es: float64(9), in	t64(6),	object(4)			
memor	ry usage: <mark>24.6+ MB</mark>					

- Spotify Dataset 1921-2020, 160k+ Tracks: <u>Kaggle</u>, 06/2020, generated by Yamaç Eren Ay with <u>Spotify API</u>
- The goal: predict the popularity (0-100) of a track according to the track's features.
- → > 160,000 tracks
- **◄** 19 features

Preliminary Cleaning

■ From 19 to 16 features.

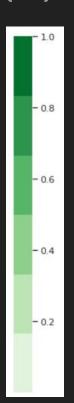
```
id : 169909 unique values
name : 132940 unique values
artists : 33375 unique values
release_date : 10882 unique values
year : 100 unique values
```

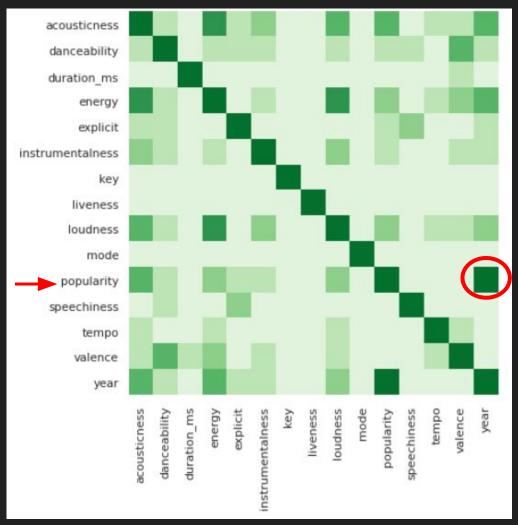
◄ Remove 669 duplicates

```
1    df = df[~df.duplicated()==1]
2    df.shape
(169240, 16)
```

Overview

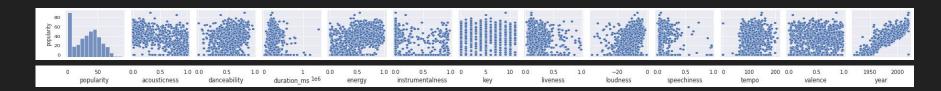
Correlation between numerical features (abs.)





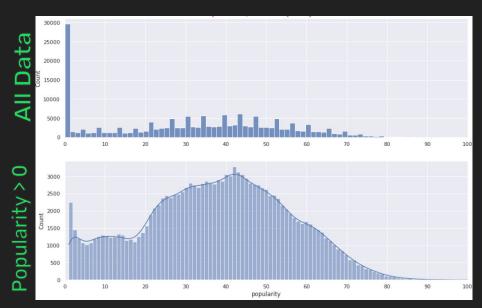
Overview

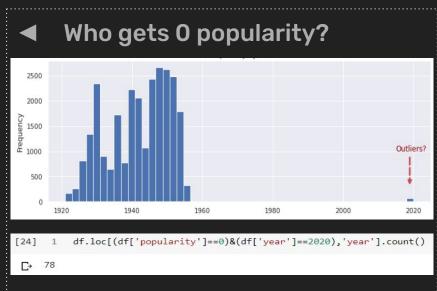
Pairplot of Numerical Features exc. dummies



Popularity: The target

Mean: 31.66 Median: 34 STD: 21.53





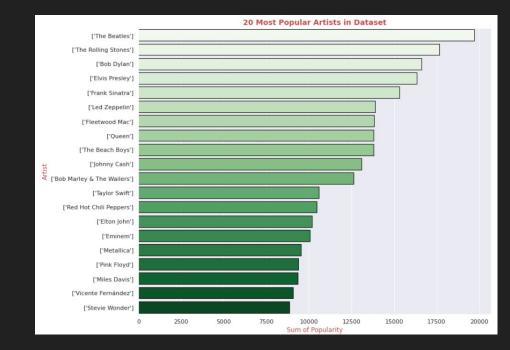
Categorical Features



Artists

- **■** 33375 unique values
- Target Encoding: average the target value by category link







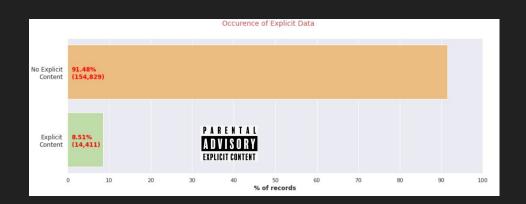
Artists

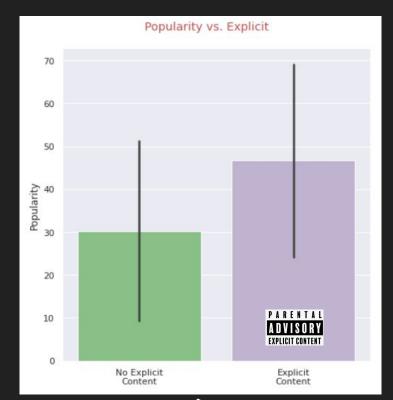
- Target Encoding:
 - <= 3 times = general mean</p>
 - ♦ > 600 times = 0
 - else: unique mean
- MinCnt & MaxCnt set us parameters

```
class ArtistsTransformer():
       """ This transformer recives a DF with a feature 'artists' of dtype object
           and convert the feature to a float value as follows:
           1. Replace the data with the artists mean popularity
           2. Replace values where artists appear less than MinCnt with y.mean()
           3. Replace values where artists appear more than MaxCnt with 0
 8
           PARAMETERS:
 9
           MinCnt (int): Minimal treshold of artisits apear in dataset, default = 3
10
11
           MaxCnt (int): Maximal treshold of artisits apear in dataset, default = 600
12
13
           RERTURN:
14
15
           A DataFrame with converted artists str feature to ordinal floats
16
17
18
       def init (self, MinCnt = 3.0, MaxCnt = 600.0):
19
           self.MinCnt = MinCnt
20
           self.MaxCnt = MaxCnt
21
           self.artists df = None
22
23
       def fit (self, X, y):
24
           self.artists df = y.groupby(X.artists).agg(['mean', 'count'])
25
           self.artists df.loc['unknown'] = [y.mean(), 1]
26
           self.artists df.loc[self.artists df['count'] <= self.MinCnt, 'mean'] = v.mean()</pre>
27
           self.artists df.loc[self.artists df['count'] >= self.MaxCnt, 'mean'] = 0
28
           return self
29
30
       def transform(self, X, y=None):
31
           X['artists'] = np.where(X['artists'].isin(self.artists_df.index), X['artists'], 'unknown')
32
           X['artists'] = X['artists'].map(self.artists df['mean'])
33
           return X
```

Explicit (binary)

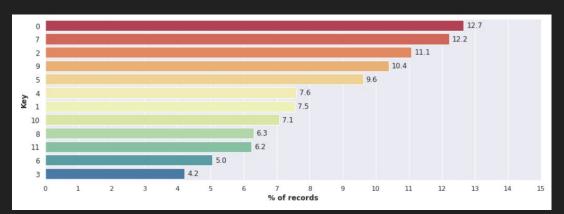
- Warning label (abb. PAL)
- No explicit = 0, Explicit content = 1
- Linear corr. to popularity = 0.2134
- Explicit = higher mean popularity?

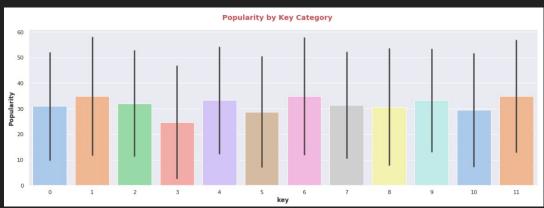






Key (0-11)

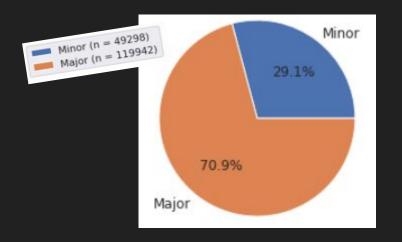


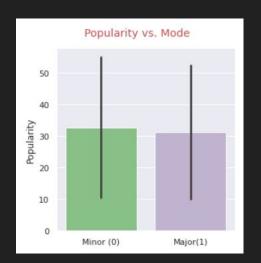


- **◄** 4-13% disposition
- Key's popularity STD is ~ 20,
- Key 3 has the lowest mean (24.67)



- Warning label (abb. PAL)
- Minor = 0, Major = 1
- Linear corr. to popularity = -0.033





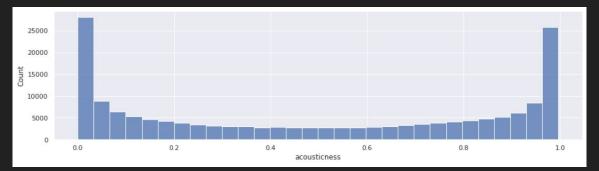


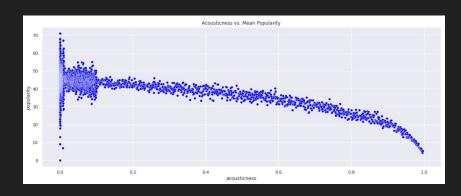
Numerical Features



Acousticness

- Higher acousticness means lower mean popularity (apply for acousitcness > 0.1)
- Linear corr. to popularity = -0.5
- Majority of tracks is either close to 0 or 1



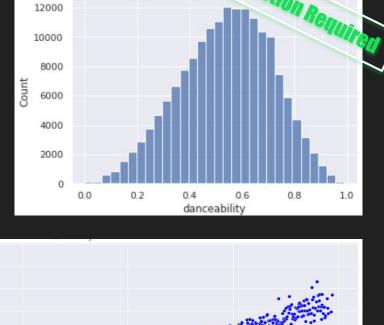


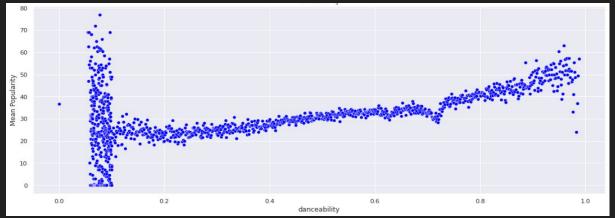


Dancebility

- ✓ Is the song danceable based on the combination of tempo, rhythm and beat strength
- Linear corr. to popularity = 0.22

count	169240.000000
mean	0.538717
std	0.175194
min	0.000000
25%	0.418000
50%	0.549000
75%	0.668000
max	0.988000





Duration_ms

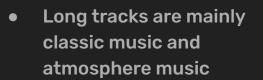
- duration_min = duration_ms / 60,000
- Some tracks are unexpectedly long...
- to understand the data it was divided to long tracks and short tracks:

```
long_tracks = df.loc[df['duration_min']>20]
short tracks = df.loc[df['duration min']<=20]</pre>
```

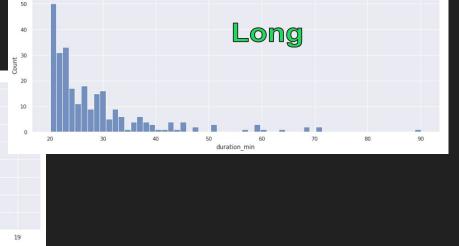
count	169240.000000
mean	3.857319
std	2.018018
min	0.085133
25%	2.852946
50%	3.477333
75%	4.382450
max	90.058333

Duration_ms

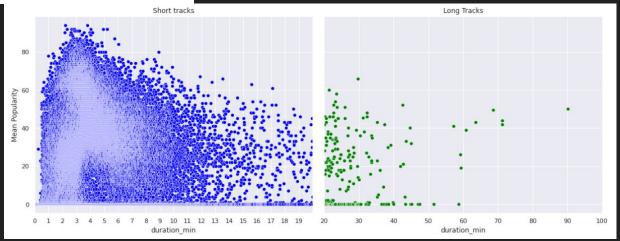




 There are not enough samples of tracks longer than 45 minutes



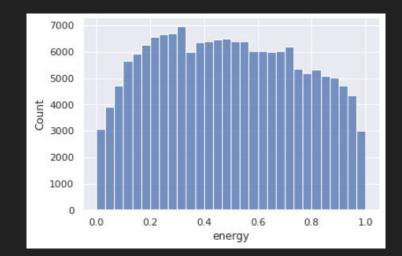
Long Tracks (>20 min): 265 tracks

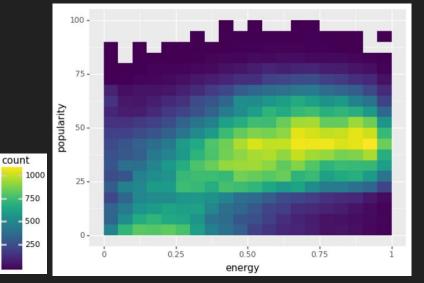


Energy

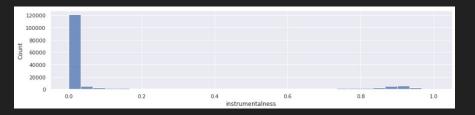
- Measure the intensity and activity, energetic track feels more fast loud and noisy
- Linear corr. to Popularity = 0.495

	count	169240.000000
	mean	0.489632
	std	0.267099
	min	0.000000
^	25%	0.264000
	50%	0.482000
MOACH	75%	0.711000
ON ROOM	max	1.000000
requiren	7	

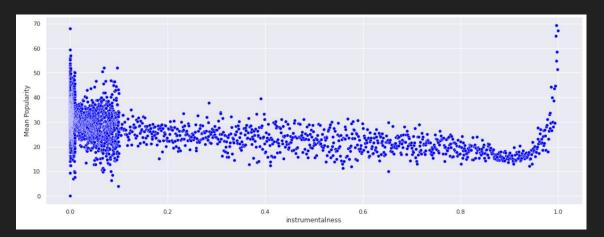


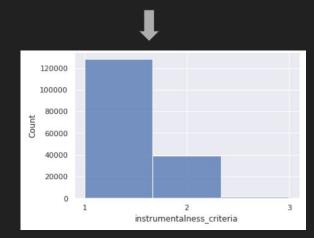


Instrumentalness



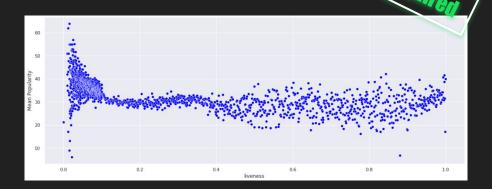
- The closer to 1 the greater likelihood the track contain NO vocals
- Linear corr. to popularity = -0.29

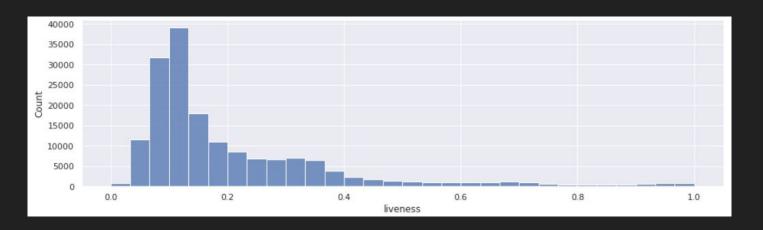




Liveness

- Detect the presence of audience, high livness represent that the track was live
- ✓ Linear corr. to popularity =-0.076





Loudness

- Loudness is the quality of a sound that is the primary psychological correlate of amplitude.
- Linear corr. to popularity = 0.463

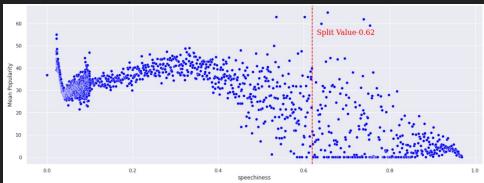


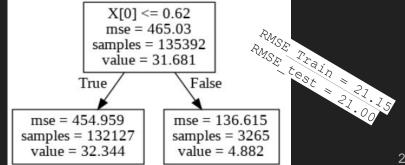
count	169240.000000
mean	-11.342179
std	5.642759
min	-60.000000
25%	-14.430000
50%	-10.453000
75%	-7.109000
max	3.855000

Speechiness



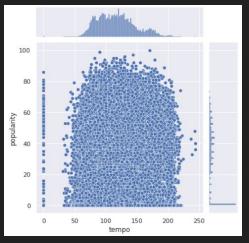
- Due to an obvious change in in speechiness trend vs. popularity, we decided to divide the records into two sub-groups.
- The cut-off point is based on a decision tree model.
- Linear corr. to popularity = -0.14

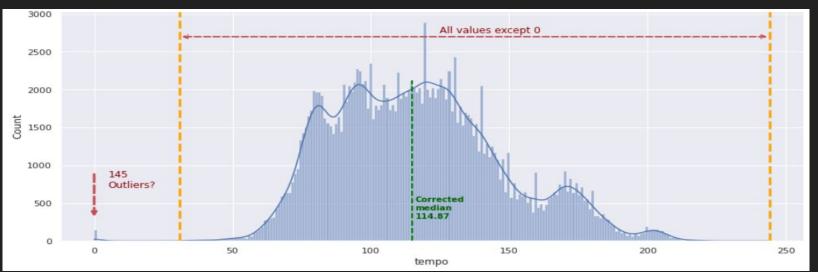




Tempo

- The speed or pace of a given piece. Derives directly from the average beat duration.
- Linear corr. to popularity = 0.13

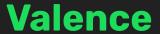




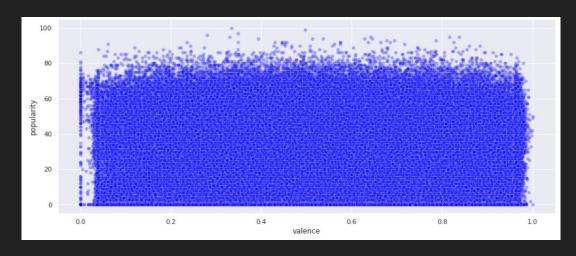
Tempo

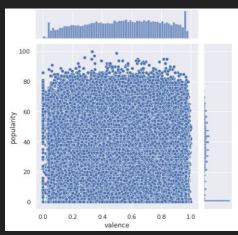
◄ Self made imputer with median or mean

```
class ReplaceZeroTransformer():
         """Eliminates Zero values from tempo columns and replace it
            with the median or mean of non-zero values as specified.
            defaut is set to 'median'.
 5
         11 11 11
 6
         def init (self, method='median'):
             self.method = method
 8
9
10
         def transform(self, X):
11
             if self.method == 'median':
12
                 X.loc[X['tempo']==0, 'tempo'] = X.loc[X['tempo']>0, 'tempo'].median()
13
             elif self.method == 'mean':
14
                 X.loc[X['tempo']==0, 'tempo'] = X.loc[X['tempo']>0, 'tempo'].mean()
15
             else:
16
                 raise Exception("Method can be 'median' or 'mean' only!")
17
             return X
```

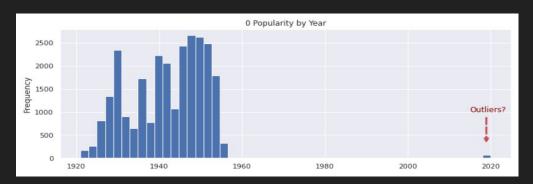


- No Action Required
 d by a
- A measure describing the musical positiveness conveyed by a track
- **■** Linear corr. = 0.01

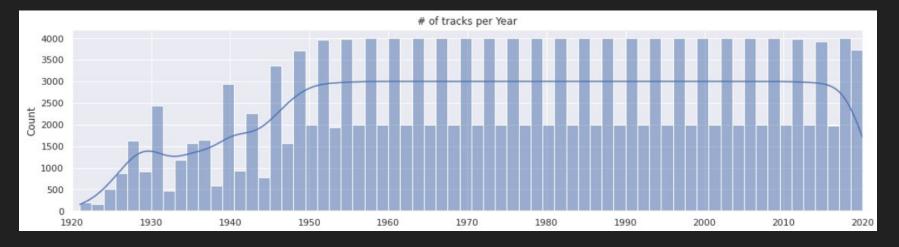




Year



- **■** Linear corr. to popularity = **0.88**
- Most of the years are 2000 or 4000, due to the 2000 maximal batch limit in the Spotify's API.



Pre-Processing



Pre-Processing

- Import data with relevant columns only
- **◄** Remove duplicates
- Split data to train & test
- ▼ For KNN only: sample data (frac = 0.3)

```
# Read column names from file
cols = list(pd.read_csv('data.csv', nrows =1))
df = pd.read_csv('data.csv', usecols=[i for i in cols if i not in ['id', 'name', 'release_date', 'year']])

# Remove duplicated
df = df[~df.duplicated()==1]
df = df.sample(frac=0.3)
#Split the data to train and test
X_train, X_test, y_train, y_test = split(df.drop('popularity', axis=1), df['popularity'], test_size = 0.33, random_state = 12345)
```

Transformers

- Unique feature transformers
- OneHotEncoder
- MinMaxScaling
- Target Scaling

Unique Feature Transformers

```
# Apply AritistsTransformer on train and test seperatly
artists_transformer = ArtistsTransformer(MinCnt=2)

X_train = artists_transformer.fit(X_train, y_train).transform(X_train, y_train)

X_test = artists_transformer.transform(X_test, y_test)
```

```
def instrumentalness_criteria(X):
    X['instrumentalness'] = list(map((lambda x: 1 if x < 0.1 else (3 if x > 0.95 else 2)), X.instrumentalness))

instrumentalness_tranformer = FunctionTransformer(instrumentalness_criteria)
instrumentalness_tranformer.transform(X_train)
instrumentalness_tranformer.transform(X_test)
```

Unique Feature Transformers

```
def speech_criteria(X):
    X['speechiness'] = list(map((lambda x: 1 if x > 0.62 else 0), X.speechiness))

speech_tranformer = FunctionTransformer(speech_criteria)
speech_tranformer.transform(X_train)
speech_tranformer.transform(X_test)
```

```
tempo_transformer = ReplaceZeroTransformer()
X_train = tempo_transformer.transform(X_train, 'median')
X_test = tempo_transformer.transform(X_test, 'median')
```

OneHotEncoder

```
ohe = OneHotEncoder(categories='auto', drop='first')
     # Train
     feature_arr = ohe.fit_transform(X_train[['instrumentalness','key']]).toarray()
     columns key = ['key '+str(i) for i in list(set(X train['key'].values))[1:]]
     instrumentalness_key = ['ins_'+str(i) for i in list(set(X_train['instrumentalness'].values))[1:]]
     feature_labels = columns_key + instrumentalness_key
     feature labels = np.concatenate((feature labels), axis=None)
     features = pd.DataFrame(feature_arr, columns = feature_labels, index = X_train.index)
     X train = pd.concat([X train, features], axis=1).drop(['key','instrumentalness'], axis=1)
10
11
12
     # Test
     feature arr = ohe.fit transform(X test[['instrumentalness','key']]).toarray()
13
     columns key = ['key '+str(i) for i in list(set(X test['key'].values))[1:]]
14
     instrumentalness key = ['ins '+str(i) for i in list(set(X test['instrumentalness'].values))[1:]]
15
     feature labels = columns key + instrumentalness key
16
     feature labels = np.concatenate((feature labels), axis=None)
17
     features = pd.DataFrame(feature arr, columns = feature labels, index = X test.index)
18
19
     X test = pd.concat([X test, features], axis=1).drop(['key', 'instrumentalness'], axis=1)
```

MinMaxScaler

```
scaler = MinMaxScaler()
cols = ['artists','duration_ms','loudness','tempo']
X_train[cols] = scaler.fit_transform(X_train[cols])
X_test[cols] = scaler.fit_transform(X_test[cols])
```

Target Scaling

```
# Divide the popularity by 100
y_train = y_train / 100
y_test = y_test / 100
```

Prepared Data

muhiche democratility dumation we

```
X_train shape is: (113216, 25)
y_train shape is: (113216,)
X_test shape is: (55764, 25)
y_test shape is: (55764,)
```

```
1 y_train.describe().drop(['count','25%', '50%', '75%'])
mean     0.317545
std     0.215262
min     0.000000
max     0.990000
Name: popularity, dtype: float64
```

-naachi naac

	acousticnes	s artists	danceab	ility du	ration_ms	energy	explicit	liveness	loudness	mode	speechiness	tempo	valence
mean	0.49051	0 0.376646	0.5	38910	0.041969	0.488863	0.086066	0.206873	0.774618	0.708813	0.024361	0.404491	0.532166
std	0.37578	7 0.202948	0.1	75158	0.022925	0.267015	0.280462	0.177242	0.089876	0.454311	0.154166	0.143558	0.261987
min	0.00000	0.000000	0.0	00000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000
max	0.99600	0 1.000000	0.9	86000	1.000000	1.000000	1.000000	1.000000	1.000000	1.000000	1.000000	1.000000	1.000000
	key_1	key_2	key_3	key_4	key_5	key_6	key_7	key_8	key_9	key_10	key_11	ins_2	ins_3
mean	,		key_3 0.075908	key_4 0.111398	key_5 0.042167		key_7 0.095066				11105/-	ins_2 0.070600	ins_3 0.062509
mean std	0.232591	0.009318			III III III		0.095066	0.050187		0.063286	0.103934	0.070600	0.062509
6300036036	0.232591 0.422485	0.009318	0.075908	0.111398	0.042167	0.075537	0.095066 0.293307	0.050187	0.123233	0.063286	0.103934 0.305176	0.070600	0.062509

anaugy avaliant liveness laudeses

Regression Models

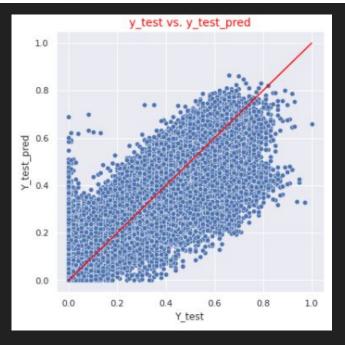


Linear Regression

Score Train	Score Test	Validation	Parameters
0.129	0.133	96.99%	All data mincnt = 3, test size = 0.33
0.127	0.132	96.21%	All data mincnt = 3, test size = 0.2
0.206	0.206	100%	corr > 0.2, mincnt = 3
0.124	0.131	94.65%	All data, mincnt = 2, test size = 0.33
0.123	0.129	95.34%	All data, mincnt = 2, test size = 0.2

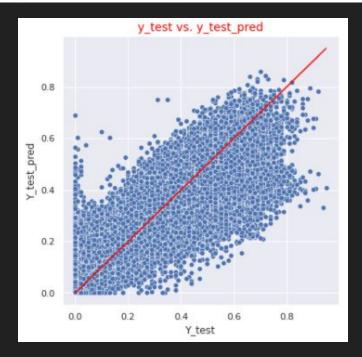
Linear Regression (test size = 0.33, MinCnt = 2)

```
y = 0.04 + -0.10 a coustioness + 0.62 a r t ists + 0.14 d a n ceability + 0.04 d u r a t ion_m s + 0.03 e n e r gy + 0.05 e x p licit + -0.05 l iveness + 0.08 l o u d n e s s + -0.00 mode + -0.11 s p e e chi n e s s + 0.03 t e m p o + -0.10 v a l e n ce + -0.02 k e y_1 + 0.04 k e y_2 + 0.01 k e y_3 + -0.00 k e y_4 + -0.01 k e y_5 + 0.00 k e y_6 + 0.00 k e y_7 + 0.01 k e y_8 + -0.00 k e y_9 + 0.00 k e y_1 0 + -0.00 k e y_1 1 + -0.00 i n s_2 + -0.00 i n s_3
```



Linear Regression (test size = 0.2, MinCnt = 2)

```
y = 0.03 + -0.10 a cousticness + 0.63 a r t ists + 0.14 d a n ceability + 0.05 d u r a t ion_m s + 0.03 e n ergy + 0.05 e x p licit + -0.05 liveness + 0.08 loudness + -0.00 mode + -0.10 s p e e chiness + 0.03 t empo + -0.10 v a lence + -0.02 key_1 + 0.03 key_2 + 0.01 key_3 + -0.00 key_4 + -0.01 key_5 + 0.00 key_6 + 0.00 key_7 + 0.01 key_8 + -0.00 key_9 + 0.00 key_1 0 + -0.00 key_1 1 + -0.00 ins_2 + -0.00 ins_3
```



Linear Regression

Covariance Type: nonrobust

```
import statsmodels.api as sm
     model = sm.OLS(y_train, X_train).fit()
     model.summary()
                         OLS Regression Results
  Dep. Variable:
                 popularity
                                    R-squared (uncentered):
                                                              0.895
     Model:
                 OLS
                                 Adj. R-squared (uncentered): 0.895
    Method:
                 Least Squares
                                          F-statistic:
                                                              3 847e+04
      Date:
                 Thu. 15 Oct 2020
                                       Prob (F-statistic):
                                                              0.00
                 07:58:03
                                                              75239
      Time:
                                        Log-Likelihood:
No. Observations: 113216
                                              AIC:
                                                              -1.504e+05
  Df Residuals:
                 113191
                                              BIC:
                                                              -1.502e+05
    Df Model:
                 25
```

```
coef std err
                                  P>|t| [0.025 0.975]
acousticness -0.0996 0.002 -60.610 0.000 -0.103 -0.096
            0.6236 0.002 263.162 0.000 0.619 0.628
danceability 0.1417 0.003 49.197 0.000 0.136 0.147
duration ms 0.0633 0.016 3.839
                                  0.000 0.031 0.096
                          7.311
                                  0.000 0.015 0.027
            0.0210 0.003
                          32.408 0.000 0.045 0.051
  explicit
            0.0479 0.001
            -0.0513.0.002 -23.676.0.000 -0.056 -0.047
  liveness
 loudness 0.1246 0.004 29.688 0.000 0.116 0.133
            -0.0032 0.001 -3.816 0.000 -0.005 -0.002
   mode
speechiness -0.1058 0.003
                          -40.035 0.000 -0.111 -0.101
            0.0317 0.003 11.897 0.000 0.027 0.037
   tempo
  valence
            -0.0999 0.002
                          -50 679 0 000 -0 104 -0 096
   key 1
            -0.0198.0.001
                          -20.962 0.000 -0.022 -0.018
            0.0423 0.004 10.869 0.000 0.035 0.050
   key 2
   key 3
            0.0076 0.002 4.487
                                  0 000 0 004 0 011
             -0.0011.0.002 -0.746 0.456 -0.004.0.002
   kev 4
                          -2.954 0.003 -0.010 -0.002
   key 5
             -0.0062 0.002
   key 6
            0.0036 0.002 2.106
                                  0.035.0.000.0.007
            0.0019 0.002 1.216 0.224 -0.001 0.005
   key 7
            0.0077 0.002 3.932
                                 0.000 0.004 0.012
   key 8
            0 0014 0 001 0 984 0 325 -0 001 0 004
   key 9
  key 10
            0.0042 0.002 2.358
                                  0.018 0.001 0.008
            -0.0007 0.002 -0.444 0.657 -0.004 0.002
   key 11
   ins 2
            -0.0004.0.002 -0.216 0.829 -0.004.0.003
   ins 3
            0.0003 0.002 0.165
                                 0.869 -0.003 0.004
               4560 460 Durbin-Watson: 1 993
  Omnibus:
Prob(Omnibus): 0.000
                       Jarque-Bera (JB): 6698.732
                            Prob(JB):
    Skew:
               0.390
                                         0.00
               3 901
                           Cond. No.
                                         736
   Kurtosis:
```

Warnings:

[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.

KNN

Due to long running time, this model used a sampled data (frac = 0.3)

- MinCnt = 2
- 2 loops with different n_neighbors
 - ◆ 0-101, 100-201 with 5's step
- Results stored in lists
- The smallest train-test gap is n = 170

```
1 RMSE_train, RMSE_test = [], []
2
3 for i in range(100,201,5):
4    knn = KNeighborsRegressor(n_neighbors=i)
5    knn.fit(X_train,y_train)
6    y_train_pred = knn.predict(X_train)
7    knn_train_rmse = np.sqrt(mse(y_train, y_train_pred))
8    RMSE_train.append(knn_train_rmse.round(3))
9    y_test_pred = knn.predict(X_test)
10    knn_test_rmse = np.sqrt(mse(y_test, y_test_pred))
11    RMSE_test.append(knn_test_rmse.round(3))
```

KNN





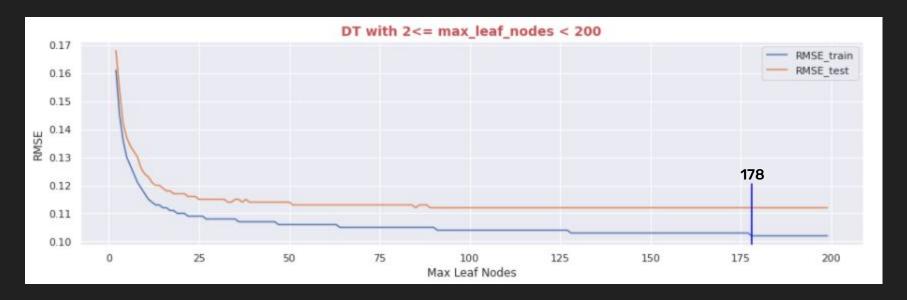
Decision Tree (test size = 0.2)

Score Train	Score Test	Validation	Parameters
0.121	0.127	95.27%	max_leaf_nodes=10, mincnt = 3, test_size = 0.2
0.116	0.121	95.86%	max_leaf_nodes=15, mincnt = 3
0.114	0.119	95.80%	max_leaf_nodes=20, mincnt = 3
0.106	0.115	92.17%	max_leaf_nodes=139, mincnt = 3
0.106	0.114	92.98%	max_leaf_nodes=183, mincnt = 3
0.107	0.114	93.86%	mincnt = 2, max_leaf_nodes = 41, min_samples_split=2000
0.102	0.112	91.07%	max_leaf_nodes = 178, mincnt = 2
0.136	0.142	95.77%	max_leaf_nodes = 4, mincnt = 2

(test size = 0.2)

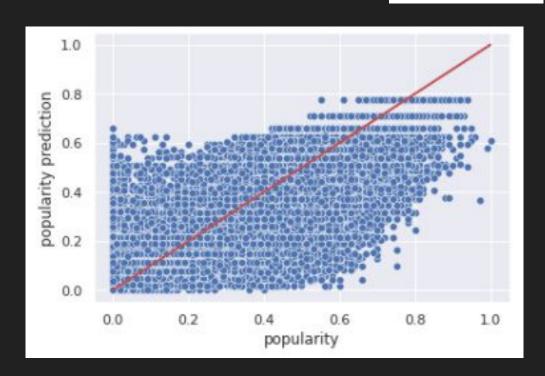
```
RMSE3_train, RMSE3_test = [], []

for i in range(2,200):
    tree = DecisionTreeRegressor(random_state = 15, max_leaf_nodes=i)
    tree.fit(X_train, y_train)
    y_train_pred = tree.predict(X_train).clip(0, 1)
    train_rmse = np.sqrt(mse(y_train, y_train_pred))
    RMSE3_train.append(train_rmse.round(3))
    y_test_pred = tree.predict(X_test).clip(0, 1)
    test_rmse = np.sqrt(mse(y_test, y_test_pred))
    RMSE3_test.append(test_rmse.round(3))
```



(test size = 0.2)

artists <= 0.288 mse = 0.046 samples = 135184 value = 0.318



Feature importances: acousticness: 0.087 artists : 0.856 danceability: 0.003 duration ms : 0.006 energy : 0.003 explicit : 0.006 liveness : 0.004 loudness : 0.025 mode : 0.000 speechiness: 0.000 tempo : 0.001 valence : 0.007 key 1 : 0.001 key 2 : 0.000 key 3 : 0.000 : 0.000 key 4 : 0.000 key 5 key 6 : 0.000 : 0.000 key 7 : 0.000 key 8 key 9 : 0.000 key 10 : 0.000 key 11 : 0.000 ins 2 : 0.000 ins 3 : 0.000

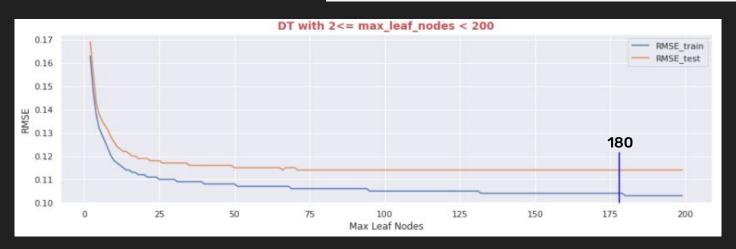
Decision Tree (test size = 0.33)

Score Train	Score Test	Validation	Parameters
0.124	0.129	96.12%	max_leaf_nodes=10, mincnt = 3, test_size = 0.33
0.119	0.125	95.20%	max_leaf_nodes=15, mincnt = 3
0.117	0.122	95.90%	max_leaf_nodes=20, mincnt = 3
0.108	0.116	93.10%	max_leaf_nodes=139, mincnt = 3
0.107	0.117	91.45%	max_leaf_nodes=183, mincnt = 3
0.108	0.116	93.10%	mincnt = 2, max_leaf_nodes = 41, min_samples_split=2000
0.103	0.114	90.35%	max_leaf_nodes = 180, mincnt = 2
0.138	0.143	96.50%	max_leaf_nodes = 4, mincnt = 2

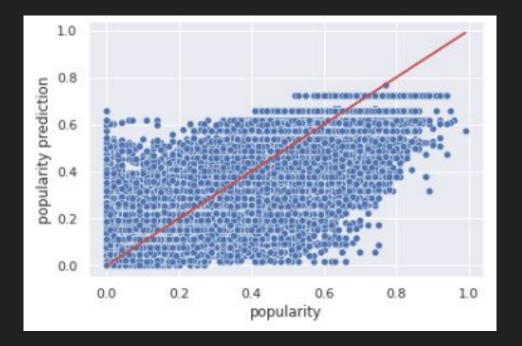
(test size = 0.33)

```
RMSE3_train, RMSE3_test = [], []

for i in range(2,200):
    tree = DecisionTreeRegressor(random_state = 15, max_leaf_nodes=i)
    tree.fit(X_train, y_train)
    y_train_pred = tree.predict(X_train).clip(0, 1)
    train_rmse = np.sqrt(mse(y_train, y_train_pred))
    RMSE3_train.append(train_rmse.round(3))
    y_test_pred = tree.predict(X_test).clip(0, 1)
    test_rmse = np.sqrt(mse(y_test, y_test_pred))
    RMSE3_test.append(test_rmse.round(3))
```



(test size = 0.33)



artists <= 0.29 mse = 0.046 samples = 113216 value = 0.318

Feature importances: acousticness: 0.096 artists : 0.841 danceability: 0.004 duration ms : 0.007 energy : 0.004 explicit : 0.007 liveness : 0.004 loudness : 0.026 mode : 0.000 speechiness: 0.000 tempo : 0.001 valence : 0.008 : 0.001 key 1 key 2 : 0.001 key 3 : 0.000 key 4 : 0.000 key 5 : 0.000 key 6 : 0.000 key 7 : 0.000 key 8 : 0.000 key 9 : 0.000 key_10 : 0.000 key 11 : 0.000 ins 2 : 0.000 ins 3 : 0.000

Thanks