**Statement of Work**

**Name of Company:** Syneos Health

**Project Name:** Syneos Health Technical Exercise (Spotify Analysis Project)

**Prepared By:** Payal Patel

**Date:** February 22, 2020

**Objective:** Recommend a playlist using data collected via Spotify’s Web API. Additionally, share any interest insights found in the data used to create the recommended playlist.

**Data Used:** For this project, audio features and specific track features were collected using the Spotify Web API for each track found on the Spotify playlist “Billboard #1 Hits from 2000-2019” by user “Paul Mattingly”. (<https://open.spotify.com/playlist/06mZvzwge07R64LQNRGnFB>)

**Tools / Technology Used:**

1. Spotify API
2. Python
3. Jupyter Notebook

**Task List:**

1. Define Business Problem / Goal
2. Data Understanding (background research on Spotify API and available data)
3. Data Collection
4. Data Cleaning and Manipulation
5. Exploratory Data Analysis
6. Clustering (K-Means Clustering & Hierarchical Clustering)
7. Create Recommended Playlist
8. Create presentation of findings, results, and overall project summary

**Deliverables:**

1. Statement of Work
2. Slide deck summarizing project work
3. Code used for analysis (shared via GitHub repo)
4. Link to Spotify Playlist generated through this project