GROUP 1

Catapulting Pinoy-Pop to the Top

SB19

INTRODUCING
SB19

MATTHAIOS

- 872k Followers
- 104k Followers
- 153k Followers

927k Monthly Listeners

146M Streams

JUAN CAOILE

- 9k Followers
- 247 Followers
- 8k Followers

365k Monthly Listeners

45M Streams

LIL VINCEYY

- 7k Followers
- 252 Followers
- 1.5k Followers

210k Monthly Listeners

26M Streams

OUR PROPOSAL

Harness the power of data to decode the TikTok sound and inspire SB19's new hit track *designed to top the charts.*

METHODOLOGY

1

UNCOVER TRENDS
Extracting audio features, charts, tracks and artist data using Spotify API & doing an Exploratory Data Analysis on pertinent performance metrics to discover trends and patterns.

2

MODELING
Use machine learning to create concrete recommendations to guide the creation of SB19's next song.
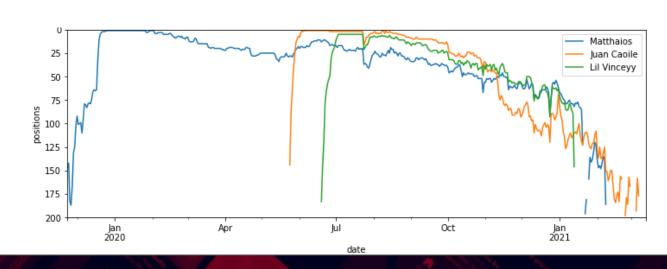
While SB19 songs chart, their songs lack *stickiness*, not being able to sustain their performance over time.

SB-19's Chart Positions

Legend:
- Alab (Burning)
- Go Up
- Hanggang Sa Huli
- Love Goes
- Love Goes - EDM Version
- MAPA
- Tilaluha
- What?

#129
Start of social media presence (Youtube dance video)

#151

#82

#100

#48

TikTok Artists' Chart Performance

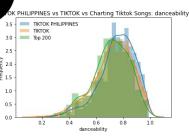**MATTHAIOS**
Binibini

24M Streams

JUAN CAOILE
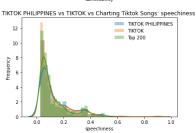Marikit

43M Streams

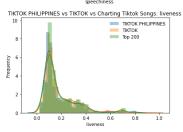**LIL VINCEYY**
Chinita Girl

25M Streams

Analyzing

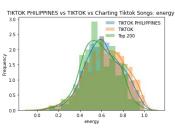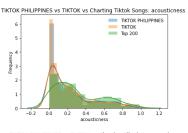## the TikTok Sound

Across TikTok songs, global vs. local vs. charting in Top 200, there is a consistent audio features mold.
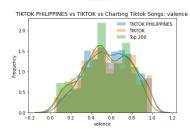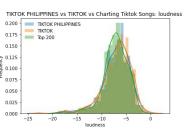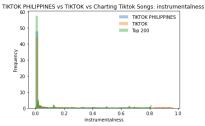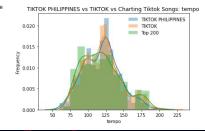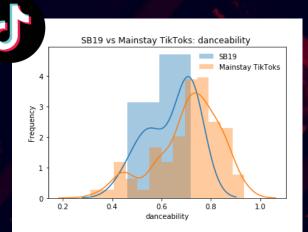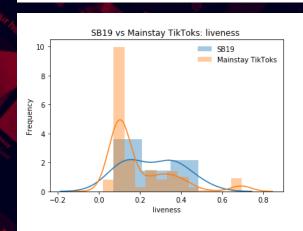
SB19 vs.
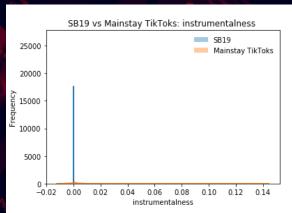
TikTok Mainstays
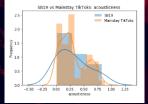
SB19s songs compared to TikTok songs are:
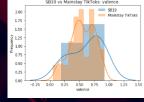
Less Danceable
More Lyrical
More Live

HOW CAN SB19 USE DATA SCIENCE?
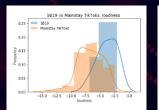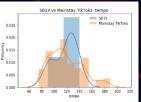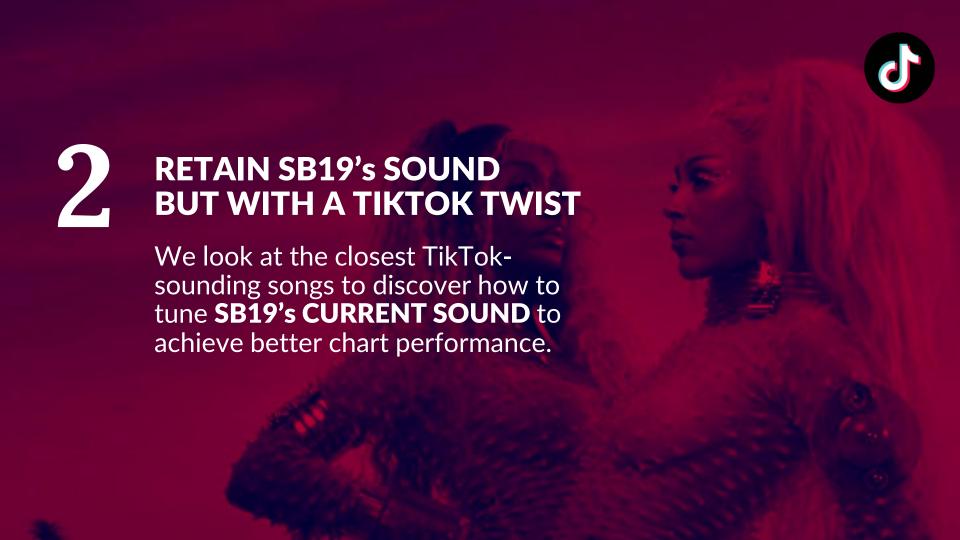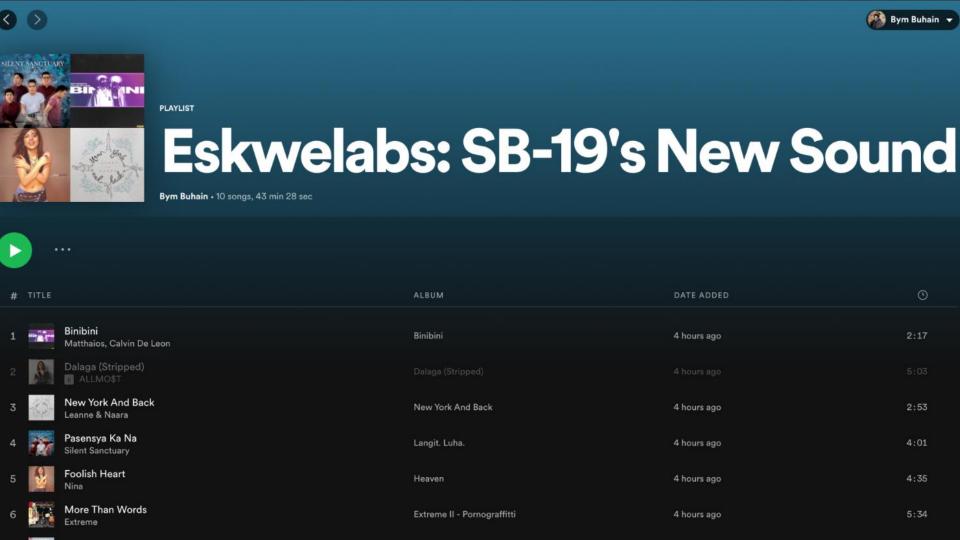
1 DISCOVER THE IDEAL SOUND

Through a recommender engine we find songs to be the inspiration for **SB19's NEW SOUND** inspired by high performing TikTok songs.

2

RETAIN SB19's SOUND BUT WITH A TIKTOK TWIST

We look at the closest TikTok-sounding songs to discover how to tune **SB19's CURRENT SOUND** to achieve better chart performance.

RECOMMENDER ENGINE 1

Seed Track: Matthaios' Vibe With Me
Recommender Pool: Top 200 Tracks
Similarity Metric: Cosine Distance

PLAYLIST

Eskwelabs: SB-19's New Sound

Bym Buhain • 10 songs, 43 min 28 sec

#	TITLE	ALBUM	DATE ADDED	🕐
1	**Binibini** Matthaios, Calvin De Leon	Binibini	4 hours ago	2:17
2	Dalaga (Stripped) E ALLMO$T	Dalaga (Stripped)	4 hours ago	5:03
3	**New York And Back** Leanne & Naara	New York And Back	4 hours ago	2:53
4	**Pasensya Ka Na** Silent Sanctuary	Langit. Luha.	4 hours ago	4:01
5	**Foolish Heart** Nina	Heaven	4 hours ago	4:35
6	**More Than Words** Extreme	Extreme II - Pornograffitti	4 hours ago	5:34

PLAYLIST

Eskwelabs: SB-19's New Sound

Matthaios
Binibini

Cosine Dist: 0.003

Allm0$t
Dalaga

Cosine Dist: 0.005

Leanne & Naara
New York and Back

Cosine Dist: 0.005

#	TITLE			⏱
1	Binibini Matthaios, Calvi			2:17
2	Dalaga (Stripped) ALLMO$T	Dalaga (Stripped)	4 hours ago	5:03
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6	More Than Words Extreme	Extreme II - Pornograffitti	4 hours ago	5:34

GENRE CLASSIFICATION

Genres: Pop, K-Pop, Lo-Fi, Classical, R&B, TikTok

Audio Features: Energy, Key, Loudness, Mode, Speechiness, Acousticness, Instrumentalness, Valence, Tempo

KNN Optimal K = 46
SVM Kernel = Polynomial

70% KNN Accuracy

75% SVM Accuracy

RECOMMENDER ENGINE 2

Seed Track: Love Goes - EDM Version

Recommender Pool: Top 200 Tracks
with Predicted Genres

Similarity Metric: Cosine Distance,
Genre Probability

PLAYLIST

Eskwelabs Sprint 2: SB19's Signature TikTok Sound

Romeo Ben Manangu • 10 songs, 36 min 6 sec

#	TITLE	ALBUM	DATE ADDED	🕐
1	**Right Now** Nick Jonas, Robin Schulz	Right Now	1 hour ago	3:21
2	**Hymn for the Weekend - Seeb Remix** Coldplay, Seeb	Hymn for the Weekend (Seeb Remix)	1 hour ago	3:32
3	**Get Low (with Liam Payne)** Zedd, Liam Payne	Get Low (with Liam Payne)	1 hour ago	3:24
4	**From the Inside** Linkin Park	Meteora	1 hour ago	2:53
5	**Spring Day** BTS	You Never Walk Alone	1 hour ago	4:34

PLAYLIST

Eskwelabs Sprint 2: SB19's Signature TikTok

...gu · 10 songs,

#	TITLE		DAT	
1	Right Now — Nick Jonas, Robin Schulz	Right Now	1 hour ago	3:21
2	Hymn for the Weekend - Seeb Remix — Coldplay	Hymn for the Weekend (Seeb Remix)		3:32
3	Get Low (with Liam Payne) — Zedd, Liam Payne	Get Low (with Liam Payne)	1 hour ago	3:24
4	From the Inside — Linkin Park	Me	1 hour ago	2:53
5	Spring Day — BTS	You Never Walk Alone	1 hour ago	4:34
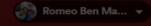
Zedd & Liam Payne
Get Low (with Liam Payne)

TikTok Prob.: 0.253
Cosine Dist: 0.010

Nick Jonas & Robin Schultz
Right Now

TikTok Prob.: 0.235
Cosine Dist: 0.008

KREAM & Clara Mae
Taped-Up Heart (feat. Clara Mae)

TikTok Prob.: 0.203
Cosine Dist: 0.011

TAPED UP HEART
FEAT. CLARA MAE

THE GAME PLAN

1 Use playlists as inspiration for SB19's next song.

2 Design the next song following the optimal audio features: More Danceable, Less Lyrical, Less Live.

3 Collaborate with top TikTok artists provided by the recommender engine.

NEXT STEPS

1 Factor in other sources of data like social media and external publications.

2 Analyze lyrical content of songs and study how best to optimize for SB19.

3 Adapt other ML algorithms to discover best-performing configurations.

SB19 Teases New Song on TikTok

By CNN Philippines Staff

Published Jun 4, 2021 7:07:18 PM

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SB19 Tops the Charts With New Single

By CNN Philippines Staff

Published Jun 4, 2021 7:07:18 PM

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WHEN DO
WE START?

Recommender Engine 1 Playlist

Recommender Engine 2 Playlist