# Questions

Below are ten questions an audience might ask over this project.

1. Why is this project worth investing in?
   1. The playlist recommendation project is worth investing in because of the value it can provide to everyone who uses the app. Users will have an improved experience when creating playlists which will result in more use of the app. Additionally, artists will get more visibility to new listeners which will result in more people wanting to host their music with Spotify.
2. How will users see this information?
   1. The recommendations will be specific to each user created playlist and will live in the app. It will be viewed on the same page as the current playlist.
3. Why are these predictions trustworthy?
   1. The recommendation system is built off previous user behavior and users with similar playlists. Using these types of features means the recommended songs will fit in with what is already on the playlist, increasing the likelihood of the user liking them and adding the tracks to the playlist.
4. How can we protect customer data?
   1. Customer data will be protected by extensive cyber security measures taken by the IT team. No customer data will be shared outside of the model.
5. How will we know when the model needs to be retrained?
   1. We can track changes we see in the playlists and model performance metrics. As metrics drop off, or new music is added, we can retrain the model on a regular basis to be sure it stays as accurate as possible.
6. What will be done is users dislike all suggested songs?
   1. Users can designate if they dislike the suggested songs by generating new suggestions. We will track which songs they don’t like and which they add to their playlists so that information can be fed back into the model.
7. How will this model work when new songs are released?
   1. New songs will be added to the suggestion pool and will be matched up with users who enjoy similar songs based on tracked attributes.
8. How could this negatively affect customers?
   1. If a customer did not like any of the recommendations it could warrant a frustrated response, but we are confident that will not happen as each playlist will have numerous suggestions which will be based on their previous likes.
9. What resources are required for this project?
   1. This project will need the backend support to run this model in a way that can deliver real time predictions to our app. It will also require tools for regular tracking and maintenance.
10. How can we be sure the results are not biased?
    1. The most common bias in recommendation systems is popularity bias which would result in the model suggesting the more popular artists and songs. This model will not take into account popularity which should help avoid this from coming up.