

HIT THE CHARTS



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What music features make songs go brrrr?

Analysing and modelling
Spotify Streaming charts.



ESTABLISHING A NEW ARTIST

MGMT

ARTIST

WHATS
THE FIRST
SINGLE?

LABEL

PR / PUBLICIST

A DECISIVE PICK

- 1 Decisive in establishing a new artist or album
- 2 A single is spearheading the promotional campaign
- 3 It's a very disputed topic between all stake holders
- 4 It is a major financial commitment :
 - music video production
 - spending on social media ads
 - media plugging from online to radio

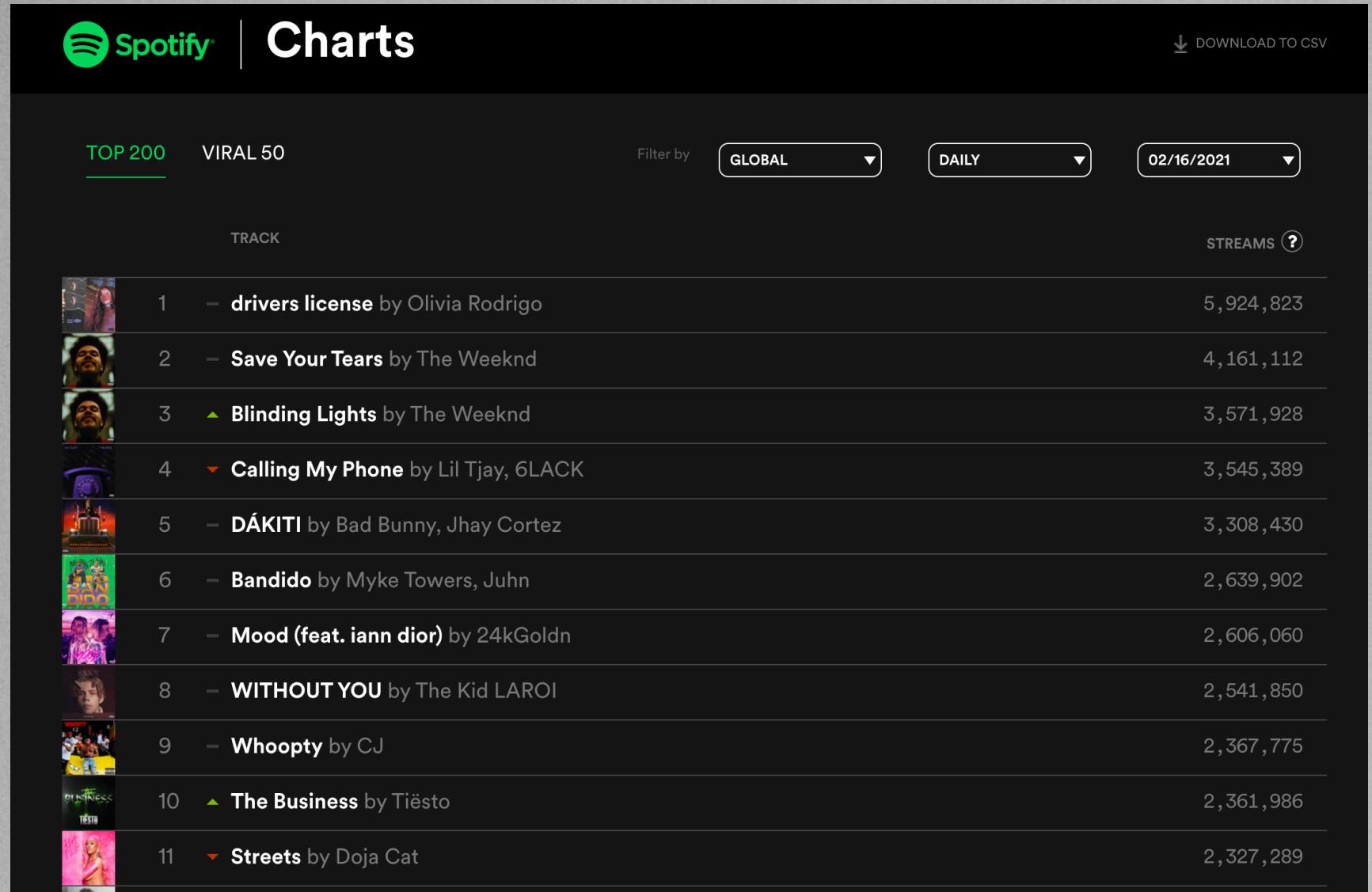
33 COUNTRIES

01/01/2018 -
31/01/2021

TOP 50

EVERY 90 DAYS

9.000
UNIQUE SONGS



The image shows a screenshot of the Spotify Charts interface. At the top, it says "Spotify | Charts". Below that, there are tabs for "TOP 200" (which is selected) and "VIRAL 50". To the right are filters: "Filter by" set to "GLOBAL", "DAILY" (button), and a date range from "02/16/2021" (button). The main area is titled "TRACK" and shows a list of songs with their ranks, artists, and stream counts. The songs listed are:

Rank	Song	Artist(s)	Streams
1	— drivers license	Olivia Rodrigo	5,924,823
2	— Save Your Tears	The Weeknd	4,161,112
3	▲ Blinding Lights	The Weeknd	3,571,928
4	▼ Calling My Phone	Lil Tjay, 6LACK	3,545,389
5	— DÁKITI	Bad Bunny, Jhay Cortez	3,308,430
6	— Bandido	Myke Towers, Juhn	2,639,902
7	— Mood (feat. iann dior)	24kGoldn	2,606,060
8	— WITHOUT YOU	The Kid LAROI	2,541,850
9	— Whoopyt	CJ	2,367,775
10	▲ The Business	Tiesto	2,361,986
11	▼ Streets	Doja Cat	2,327,289

ANALYSIS





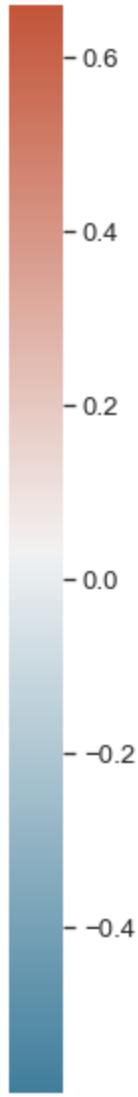
Discover Spotify's Features

With Spotify APIs and SDKs for JavaScript, iOS, and Android — learn how you can develop unique experiences for over 180 million global music fans in as little as a few lines of code.

- Danceability
- Acousticness
- Energy
- Instrumentalness
- Liveness:
presence of an audience

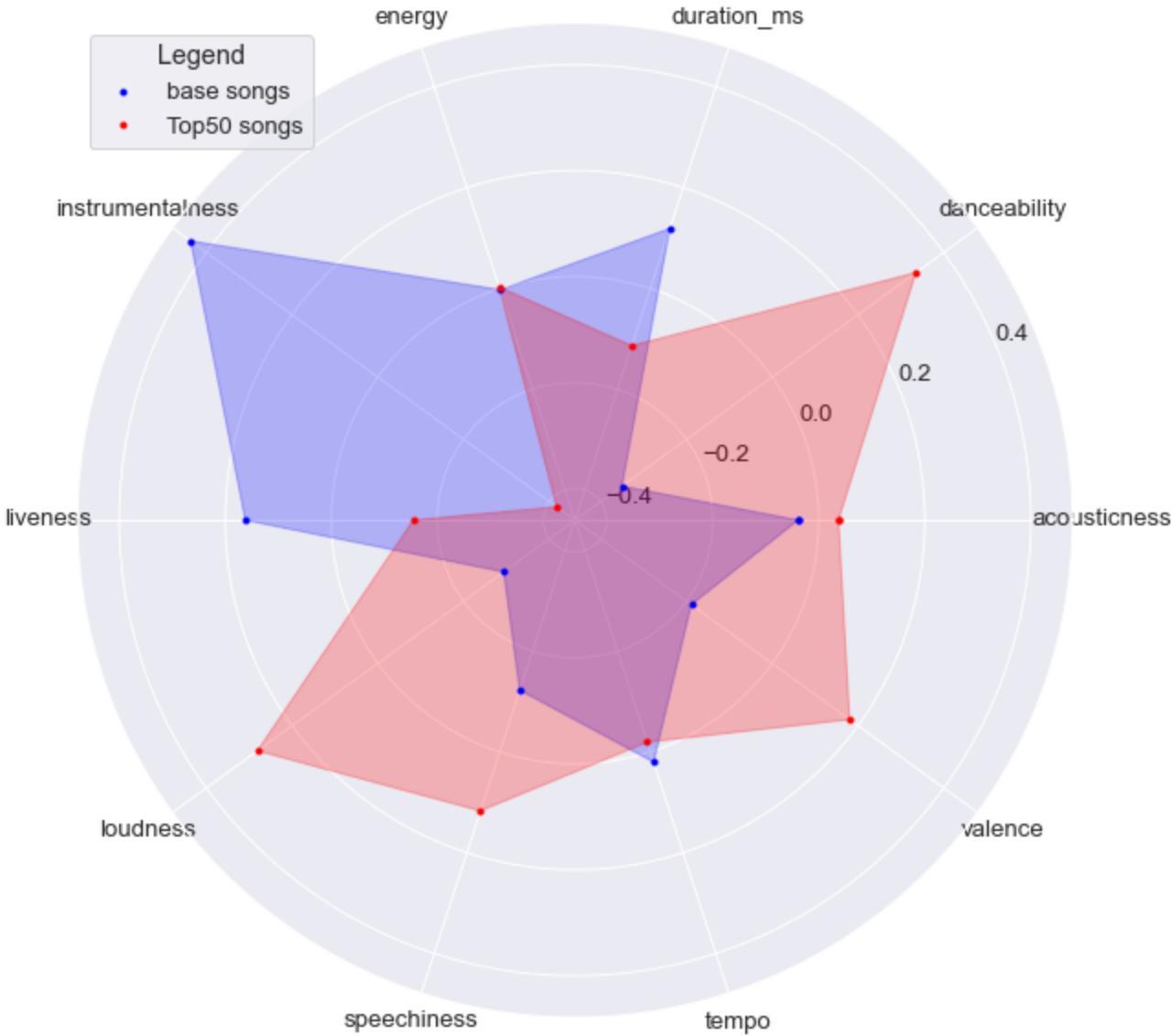
- Tempo: (BPM).
- Valence: positiveness
- Loudness in decibels (dB)
- Speechiness:
presence of spoken words

TOP 50 SONGS

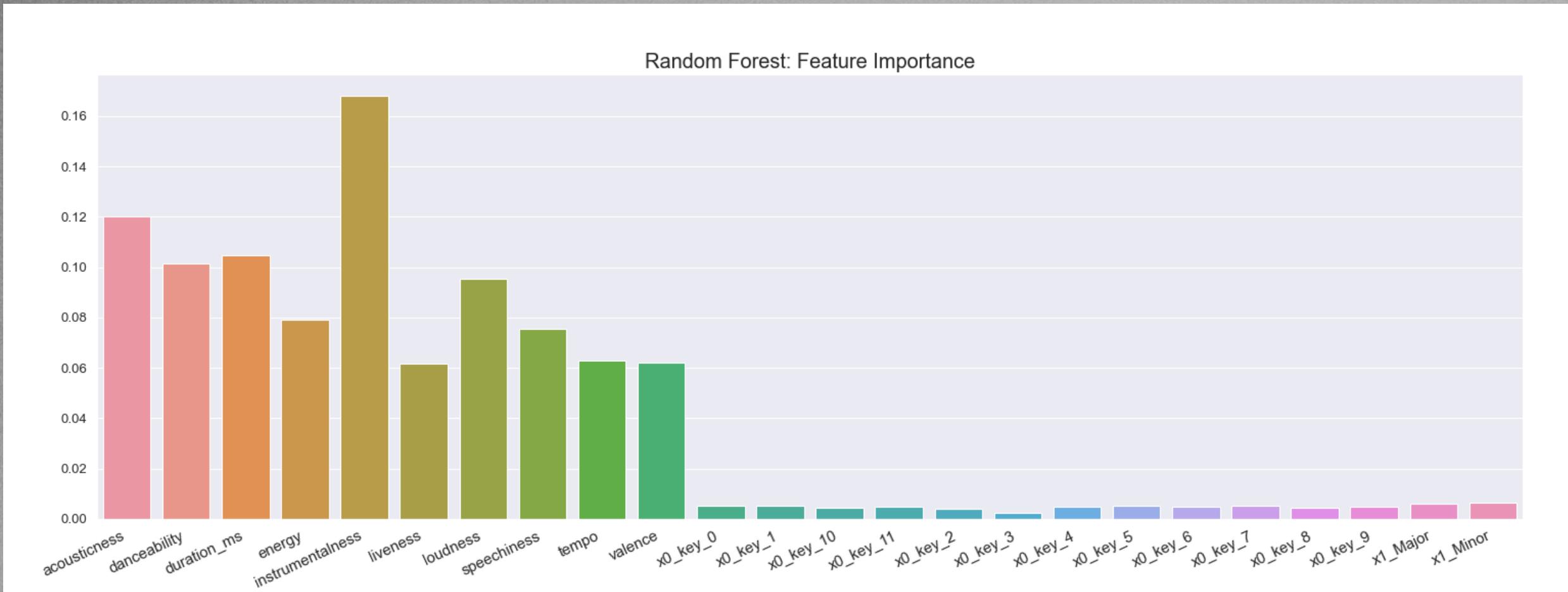


COMPARISON

TOP 50 SONGS vs BASELINE SONGS



FEATURE IMPORTANCE



MODEL COMPARISON

MODEL SCORE COMPARIOSN

	Model	Score	Precision	Recall	F1-Score
0	KNeighborsClassifier(n_neighbors=4)	0.720507	0.731228	0.712890	0.721942
1	DecisionTreeClassifier()	0.723229	0.728651	0.726904	0.727776
2	Random Forest	0.800563	0.766139	0.875346	0.817110
3	SVC(probability=True)	0.780760	0.727890	0.909091	0.808462

Forest Tree : CONFUSION MATRIX

