





Business values



Data collection



Data processing



Findings



Challenges and next steps



Conclusion











#	TOPIC	PRESENTER	(
1.	What we do with Spotipy	Jack@Leftover	1:12
2.	Business values	Jack@Leftover	2:03
3.	Data collection	Thomas@Leftover	1:57
4.	Data processing	Thomas@Leftover	1:01
5.	Findings	Alvis@Leftover, Jeffery@Leftover	5:49
6.	Challenges and next steps	Jeffery@Leftover	1:04
7.	Conclusion	Jack@Leftover	0:58

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Leftover ▼

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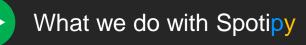


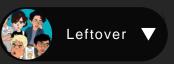
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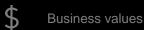














Data collection



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Conclusion

Hiomigeld or hop incers for in Charstoypis pole ad

Phopleurg fargetfalchatismald switch soon

Kheapeis waistsyoobedtent sing and dance

Hoen 60% on goth 20% i'cs carreits ranake I many set the best























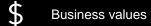
Business values

Competitors

Streams and growth







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Performance

App layout

Spotify

rate

Predictions for awards ceremony

Producers/

Factors of a hit

singers

song

Tracking

Top artists/songs

Ads placement

Popular music companies/labels

Types of Songs

Popularity

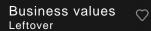
fans

Spotify users/ **Commercials**

Identity Advertising

Gossip





















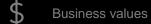












Data collection

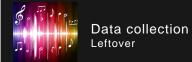
Data processing

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Conclusion

TOP 2	00	VIRAL 50	HONG KONG	•	WEEKLY	•	01/20/2022	•
		TRACK					STREA	мѕ ?
一	1	─ 記憶棉 by M C 張天賦					351	,564
13	2	- 反對無效 by MC 張天賦					282	2,905
ATTITUTE	3	▲ Call My Name! by COLLAR					252	2,343
TR	4	▼ 時候不早 by MC 張天賦					244	1,930
如: 以: 3	5	▼ 如果可以 - 電影"月老"主題曲 by WeiBird					193	3,843
	6	▼ 在空中的這一秒 by Terence Lam					177	7,287
	7	一 勁浪漫 超溫馨 by Gareth.T					173	3,824
*	8	▼ Dear My Friend, by Keung To					172	2,807
	9	▼ 一表人才 by Edan 呂爵安, Feng Ze					159	9,882



















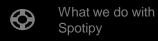


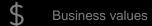


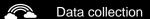


Data collection









Data processing

(Findings

> Challenges and next steps

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搜尋

你的音樂庫

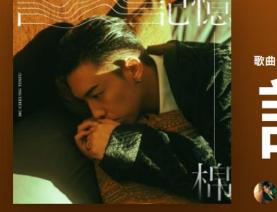
建立播放清單

已按讚的歌曲

Cookie

隱私權





MC 張天賦 • 2021 • 4:33





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Data collection Leftover

















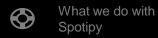












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Local song list

Time span: 2020-2022

Weekly vs Daily













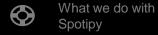












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Song name

Singer

Streams

Duration

Music production company



















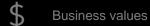




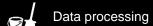




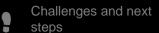


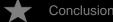












Manually input some attributes

Male? Female? Group?

Cantonese? English? Mandarin? Others?

Data Cleaning

















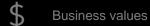




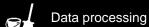






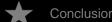












Combining all the data

Top 200 Weekly List: 2020-2021, 2021-2022

Song, singer, streams, duration,

music production company, gender, language















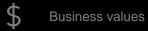








What we do with Spotipy



Data collection



Data processing



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Good afternoon



Top 5

Artists

2020 Top 5 artists

2021 Top 5 artists



Top 5 Earnings

2020 Top 5 earnings (Streams)



2021 Top 5 earnings (Streams)



2020 Top 5 Songs

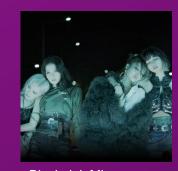


2021 Top 5 Songs

Your top mixes



Dear Jane Mix Cantopo, 13,536,077



Blackpink Mix K-Pop, 11,715,465



Eason Chan Mix Cantopop, 8,965,995



BTS Mix K-Pop, 8,004,148



Ed Sheeran Mix Pop, 7,392,459



Findings Leftover



















0:01 -













What we do with Spotipy



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Good afternoon



2020 Top 5 artists



2021 Top 5 artists



Top 5

Earnings

2020 Top 5 earnings (Streams)

2021 Top 5 earnings

(Streams)



2020 Top 5 Songs



2021 Top 5 Songs

Top streams earnings



Dear Jane HK\$324,866



Blackpink HK\$281,171



Eason Chan HK\$215,184



BTS HK\$192,100



Ed Sheeran HK\$177,419



Findings Leftover





















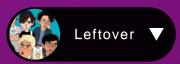
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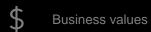




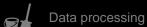




What we do with Spotipy













Good afternoon









Top streams earnings



銀河修理員 Dear Jane, 4,177,287, Can



Shawn Mendes, Camila Cabello, 3,621,541, Eng



想見你想見你想見你 831, 3,523,972, Man



Memories Maroon 5, 3,386,878, Eng



Binding Lights The Weekend, 3,026,787, Eng

















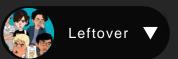












Business values

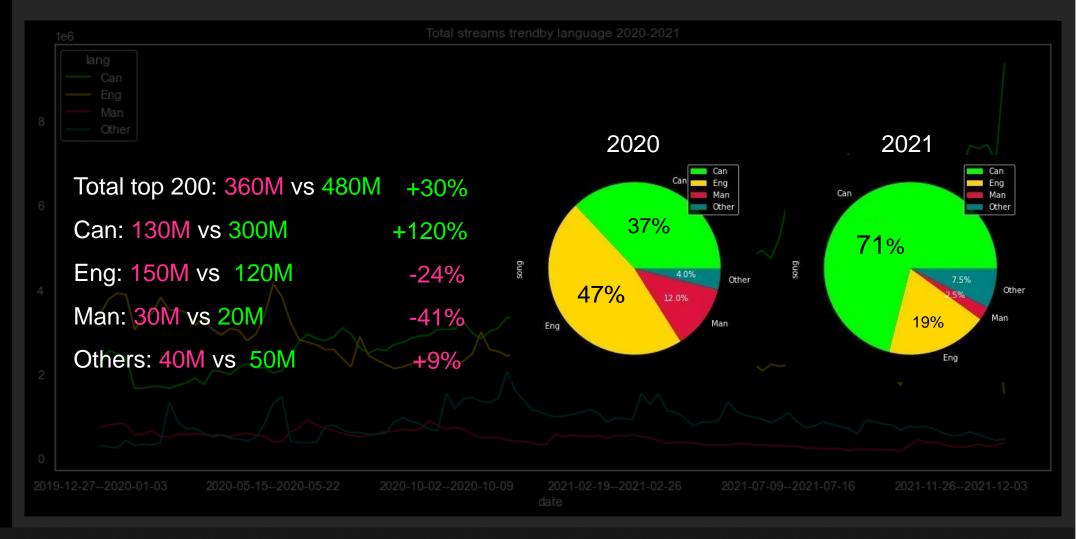
Data collection

Data processing

@ Findings

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Data collection

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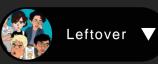
Challenges and next steps

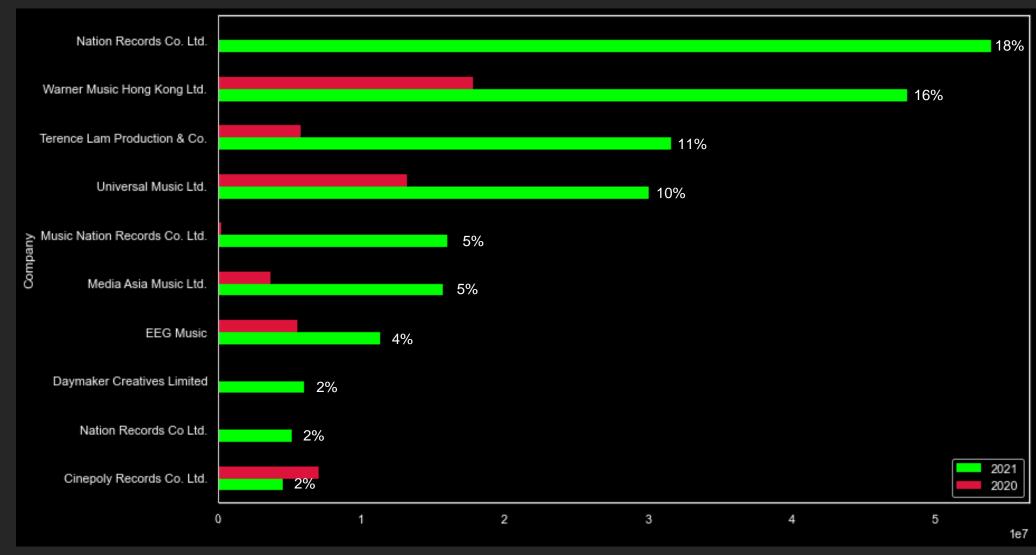
Conclusion



















0:01 -













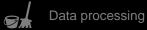






Business values







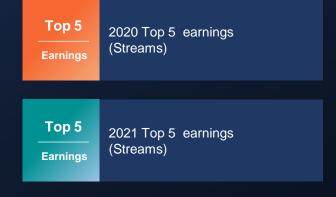


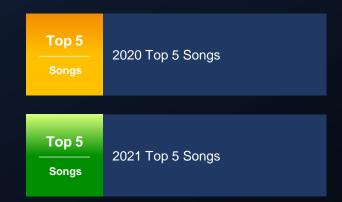


Good afternoon









Your top mixes



Terence Lam Mix Cantopo, 31,638,161



Dear Jane Mix Cantopop 21,988,050



陳卓賢 Ian Mix Cantopop, 15,470,508



Jer 柳應廷 Mix Cantopop, 13,238,839



Edan 呂爵安 Mix Cantopop, 12,974,668





















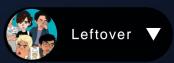
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What we do with Spotipy



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Top 5

Artists

2020 Top 5 artists

2021 Top 5 artists



Top 5 Earnings

Top 5

Earnings

2020 Top 5 earnings (Streams)



2020 Top 5 Songs

2021 Top 5 earnings (Streams)



Top 5 Songs

2021 Top 5 Songs

Top streams earnings



Terence Lam HK\$759,316



Dear Jane HK\$527,713



陳卓賢 lan HK\$371,292



Jer 柳應廷 HK\$317,732



Edan 呂爵安 HK\$311,392

































What we do with Spotipy



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Good afternoon



2020 Top 5 artists



Artists

2021 Top 5 artists



2020 Top 5 earnings (Streams)



2021 Top 5 earnings (Streams)



2020 Top 5 Songs



2021 Top 5 Songs



Your top mixes



E先生 連環不幸事件 Edan 呂爵安, 7,414,343, Can



一人之境 in C major Terence Lam, 6,638,550, Can



時光倒流一句話 Terence Lam, 5,736,137, Can



反對無效 MC 張天賦, 4,967,588, Can



隔離 - Studio Live Duet Jace Chan, Terence Lam, 4,909,156, Can



Findings Leftover



















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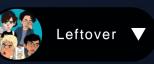
















Business values



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KKBOX 2021 HITS

Cantopop, 10 songs, 39min 13sec

garija 🧆

E先生 連環不幸事件

Edan 呂爵安

4:28

2

1

Dear My Friend,

Keung To 3:52

不可愛教主

Anson Lo 盧瀚霆

3:49



小諧星

Edan 呂爵安

4:37

5



Master Class

Keung To

3:33

6



俏郎君

Hins Cheung

4:40



DWBF

陳卓賢 lan

3:18

8



反對無效

神隊友

Anson Lo 盧瀚霆

MC 張天賦

3:01

3:48

10

9



Warrior

MIRROR

4:07



Findings Leftover





















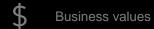








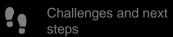


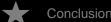












Cantopop +120% vs 2020, with 71% in 2021

Shift value proposition to Cantopop

Compare top labels, singers, songs

performance across platforms

Commercials based on target audience











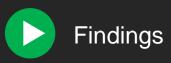














2021



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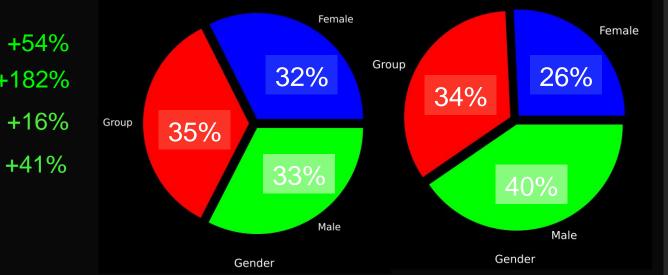


Conclusion

No. of Stream Average (Group by Gender) (2020 vs 2021)

Total top 200: 32.6k vs 50.2k +54%
Male: 32.1k vs 58.3k +182%
Female: 31.9k vs 37.1k

Group: 34.5k vs 48.8k















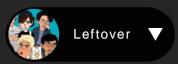
















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Song Duration Average (Group by Language) (2020 vs 2021)

Cantonese: 252.6s vs 244.0s

English: 199.1s vs 203.4s

Mandarin: 255.9s vs 271.1s

Others: 209.6s vs 205.6s

Z-Test : P-value of 0.00083

-8.6s

+4.3s

+15.2s

-4.0s







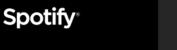


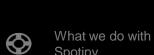




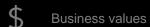








Spotipy



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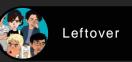
> Challenges and next steps

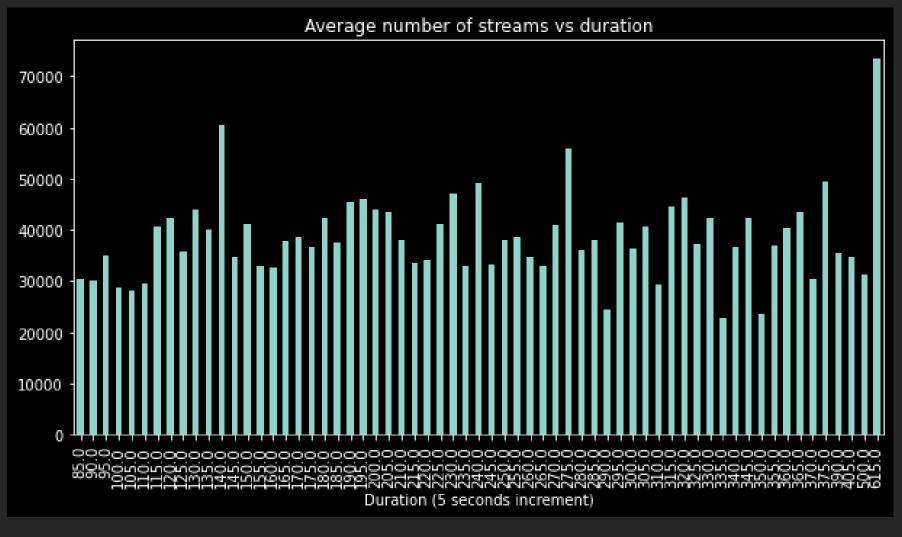
Conclusion

























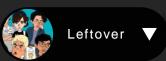












\$ Business values

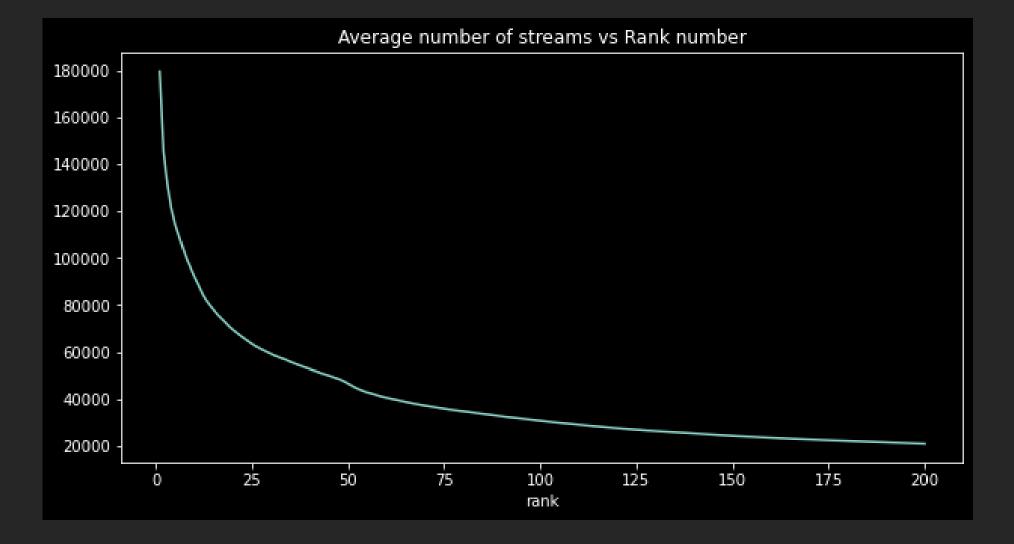
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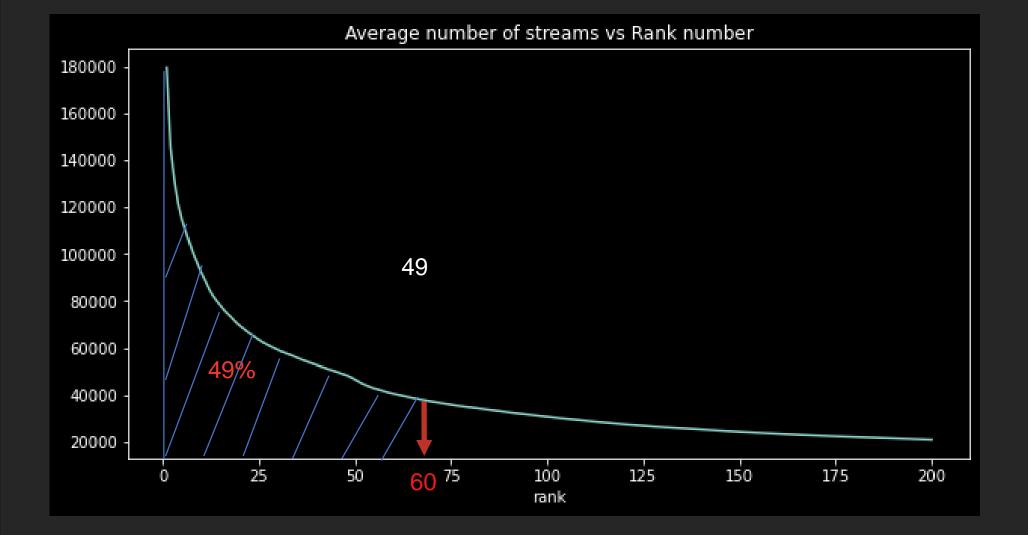
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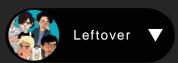
















Business values



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Challenges and next



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Average First Ranking of Cantonese Song Reaching Top 10:

10.0

7.5 to 12.6 (95% Confidence Interval)

Average Staying Time in Top 60 after Reaching Top 10:

13.4 weeks

11.1 to 15.7 weeks (95% Confidence Interval)













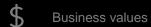








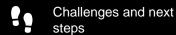




















Challenges and next steps



403 error

Manual input attributes

Next steps:

User demographics

Cross platform comparison

Machine learning recommendations



























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Conclusion

Cantopop +120% LY, expect to grow further TY

4 parties occupied 50% share in Spotify, while

performance varies across platforms across platforms

To close gap vs male, look for more female/groups

Good songs stay for 3 months, hope to see at least 4

good songs annually















