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# Smart Song Recommender

Presented by

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# The situation

"The Show Must Go On"—Queen

# Up, up and away..

**Increase Ad Revenue**

**Partnership Options**

**Brand Equity**

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# Our Challenges

"Hands on the Wheel"—Beth Sass

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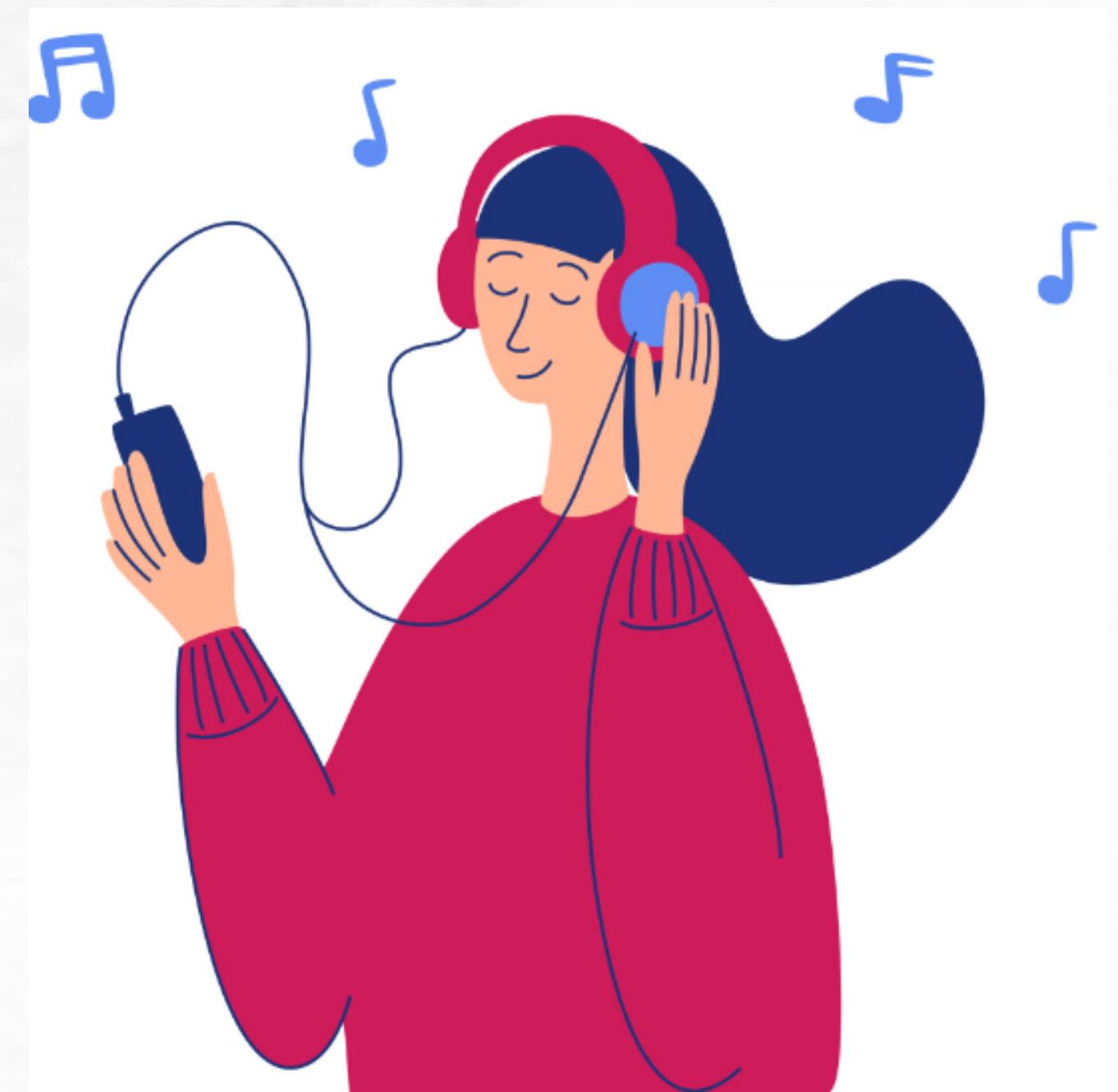
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# Recommend songs..

1. Acoustic audio features

2. Independent of the taste



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# Product Goal

"Dream On" - Aerosmith

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# The models

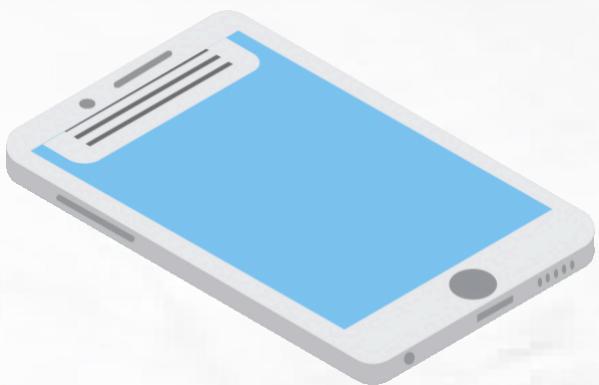
"Dream these boots are made for walkingOn" - Nancy Sinatra

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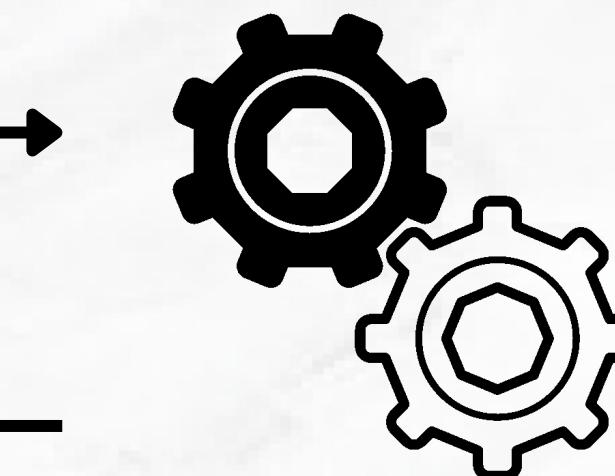
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# Existing model



User

Search Song



3 recomendations

random picking \*

Sponsored Long list



Song Database

Machine learning with  
clustered data

random picking \*



Top 100 songs

random picking from the clustered ML models \*

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# Audio Features

Danceability

Energy

Key

Loudness

Speechiness

Acousticness

Instrumentalness

Liveness

Valence

Tempo

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# Example

**Input Song:**

**Energy above 0.95  
and in the same cluster:**

**Recommendations:**

**Livin' La Vida Loca (Rick Martin)  
Born in the USA (Bruce Springsteen)  
Spice Up Your Life(Spice Girls)**

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# Our product

Input song:

**Energy above 0.95 and in the same cluster**

Recommendation:

**Hey Ya! (Outkast)**

**A Little Less Conversation (Elvis Presley & JXL)**

**Sweet Child O' Mine (Guns n' Roses)**

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# Next Steps

"Every little step" - Bobby Brown

# Next Steps

Combine the recommendations from our Efficient models

Define playlists according to the mood (using the features) and providing a list for the user to choose

Partnership

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# TO DO

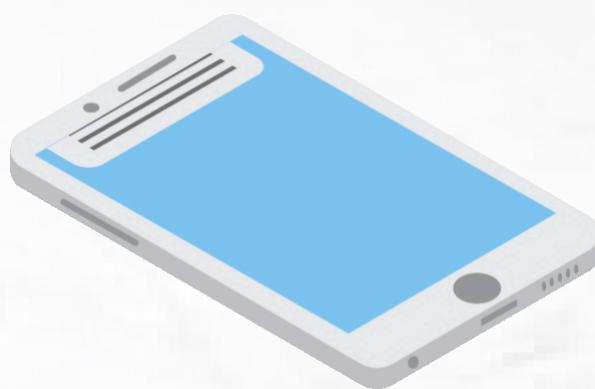
Define User persona

UX + Frontend

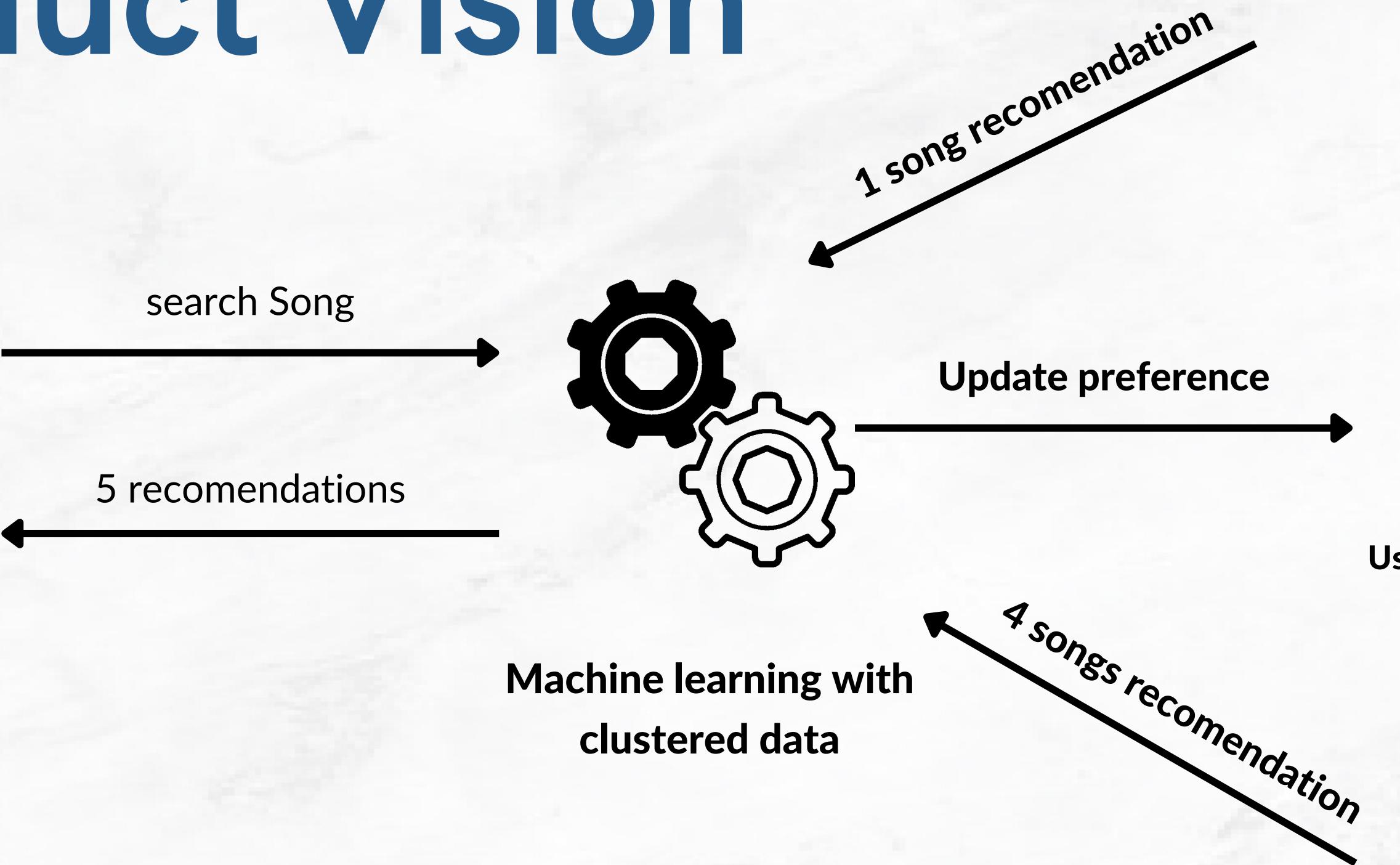
Market Research



# Product Vision



User



Sponsored Long list



User's song Database



Top 100 songs

# Demonstration

"Every little step" - Bobby Brown

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# Thank you!

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