

GNOD



GNOD

CASE STUDY

Introduction

You have been hired as a Data Analyst for **Gnod**.

Gnod is a site that provides recommendations for music, art, literature and products based on collaborative filtering algorithms. Their flagship product is the music recommender, which you can try at www.gnoosic.com. The site asks users to input 3 bands they like, and computes similarity scores with the rest of the users. Then, they recommend to the user bands that users with similar tastes have picked.

Gnod is a small company, and its only revenue stream so far are adds in the site. In the future, they would like to explore partnership options with music apps (such as Deezer, Soundcloud or even Apple Music and Spotify). But for that to be possible, they need to expand and improve their recommendations.

That's precisely where you come. They have hired you as a Data Analyst, and they expect you to bring a mix of technical expertise and business mindset to the table.

Jane, CTO of Gnod, has sent you an email assigning you with your first task.

The Challenge

This is an e-mail Jane - CTO of Gnod - sent over your inbox in the first weeks working there.

```
1 Dear xxxxxxxx,
2
3 We are thrilled to welcome you as a Data Analyst for Gnoosic!
4
5 As you know, we are trying to come up with ways to enhance our music recommenda
6
7 - Songs that are actually similar to the ones they picked from an acoustic pair
8 - Songs that are popular around the world right now, independently from their t
```

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```
12  Once the data is collected, we want you to create clusters of songs that are si
13
14  On Friday, you will present your work to me and Marek, the CEO and founder. Ful
15
16  Be open minded about this process: we are agile, and that means that we define
17
18  Lots of luck and strength for this first week with us!
19
20  Jane
```

Have fun and enjoy the ride!

Mark as completed

PREVIOUS



8.01 HTML -
WebScraping -
Beautiful Soup

NEXT

8.01 Checking for
understanding