

BrainGain Analytics: Giving *Madd Dogg Money Records* the Power to Predict Popular Music

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How to Compete in the Music Marketplace?

What will give **Madd Dogg Money Records** an advantage in the extremely competitive music sales marketplace?

- Staying ahead of the industry trends
- Anticipate audience preferences and tailoring promotion and content to those preferences
- Identify new music communities to seek new artists
- Identifying new Artists with potential for popularity and large sales volumes
- Identify popular artists early in their career
- Proactive promotion can maximize investments

Challenges of Market Prediction

How can **Madd Dogg Money Records** compete with larger labels with more resources?

- Accurately predicting new music genre and subgenre trends
- Time-consuming manual classification
- Aggregating industry sales data in a timely fashion

The Power to Predict

Machine learning can identify patterns and relationships, which will allow **Madd Dogg Money Records** to classify, predict, and make decisions.

- Predict the popularity of artist by analyzing historical genre sales trends
- Predict future music trends through Time Series Forecasting (trends over time).
- The ability to make quick decisions

Madd Dogg Money Records will be able to predict the popularity and the rise and fall of music genres over time.

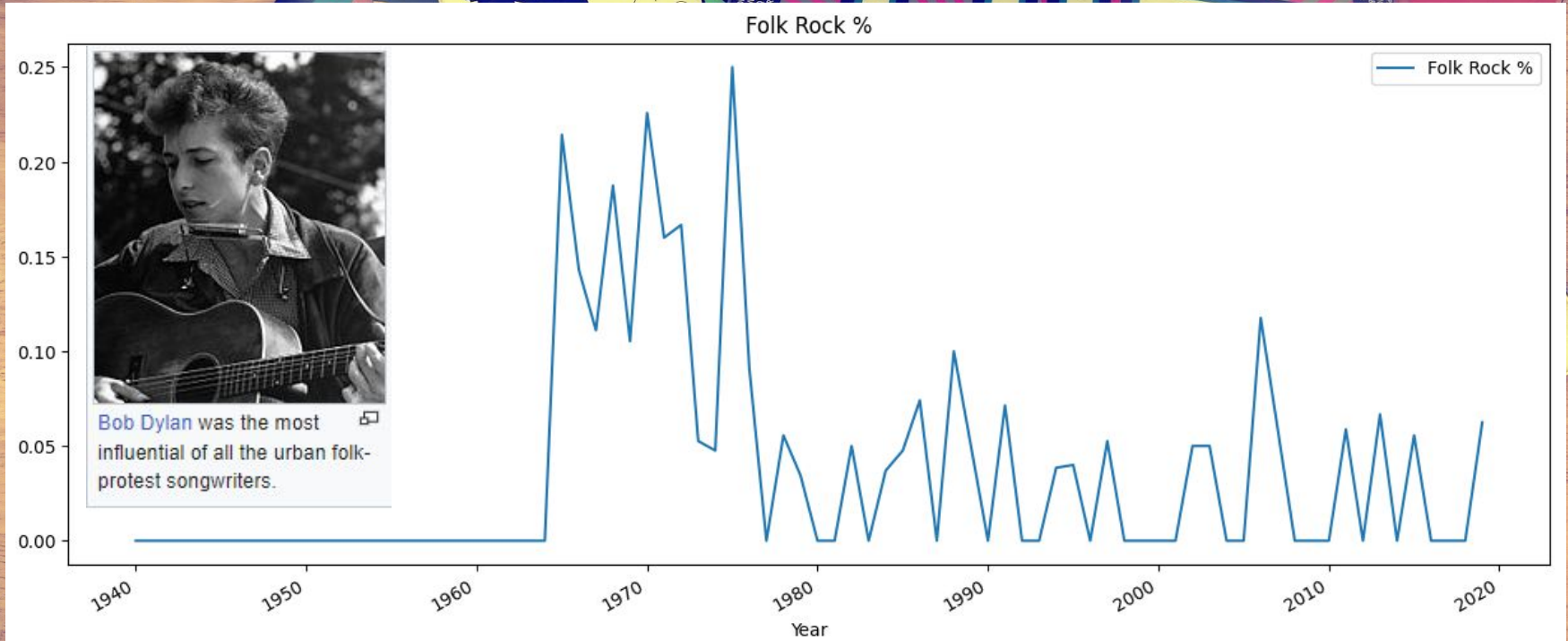
What We Do

We obtained data for the top 3000 albums from years 1940-2019, identifying the most represented genres by year.

Utilizing Prophet forecasting procedure, we were visualized and analyze past trends, using those to predict future music trends with Time Series Forecasting (trends over time).

The American folk-music revival began during the 1940s; building on the interest in protest folk singers such as Woody Guthrie and Pete Seeger, it **reached a peak in popularity in the mid-1960s** with artists such as Bob Dylan and Joan Baez.

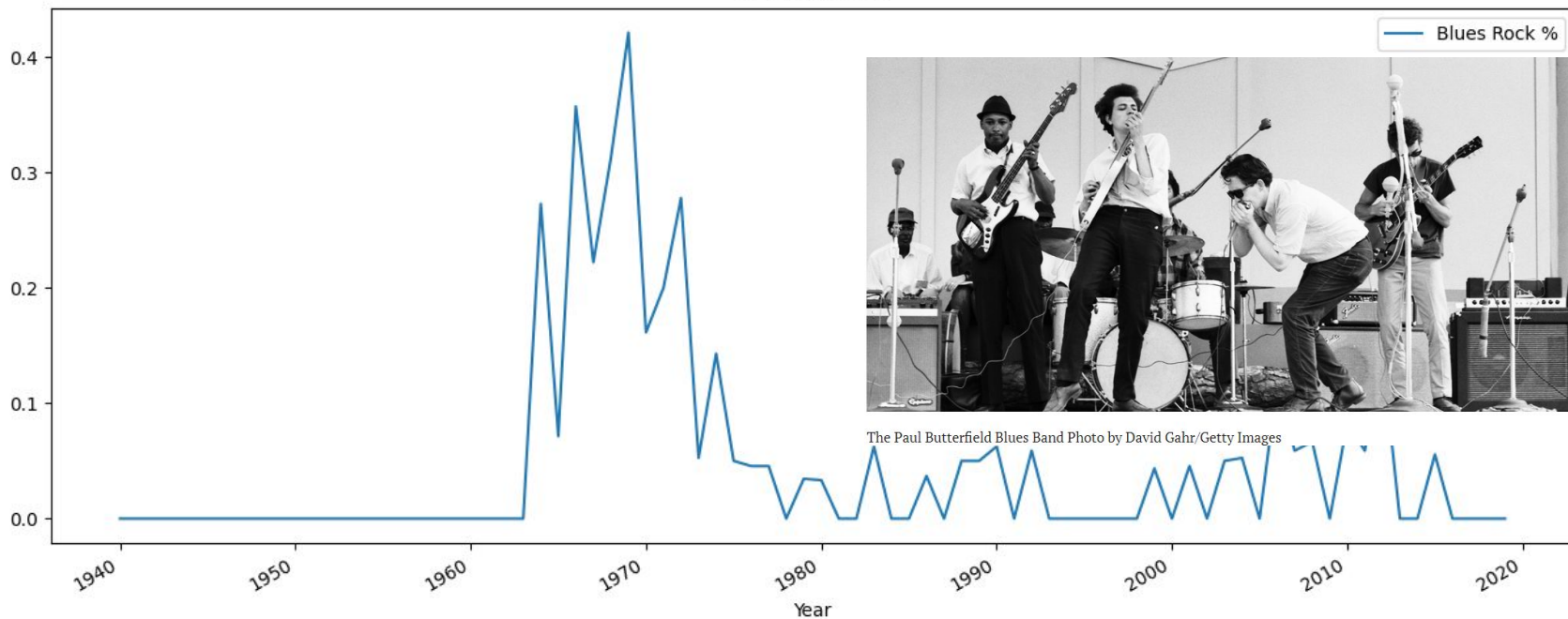
-source: https://en.wikipedia.org/wiki/Folk_rock#:~:text=Folk%20revival



The 1960s was a transformative decade...for the blues rock genre, which saw a surge in popularity and influence.

-source <https://bluesrockreview.com/2024/06/10-historic-blues-rock-performances-of-the-1960s.html>

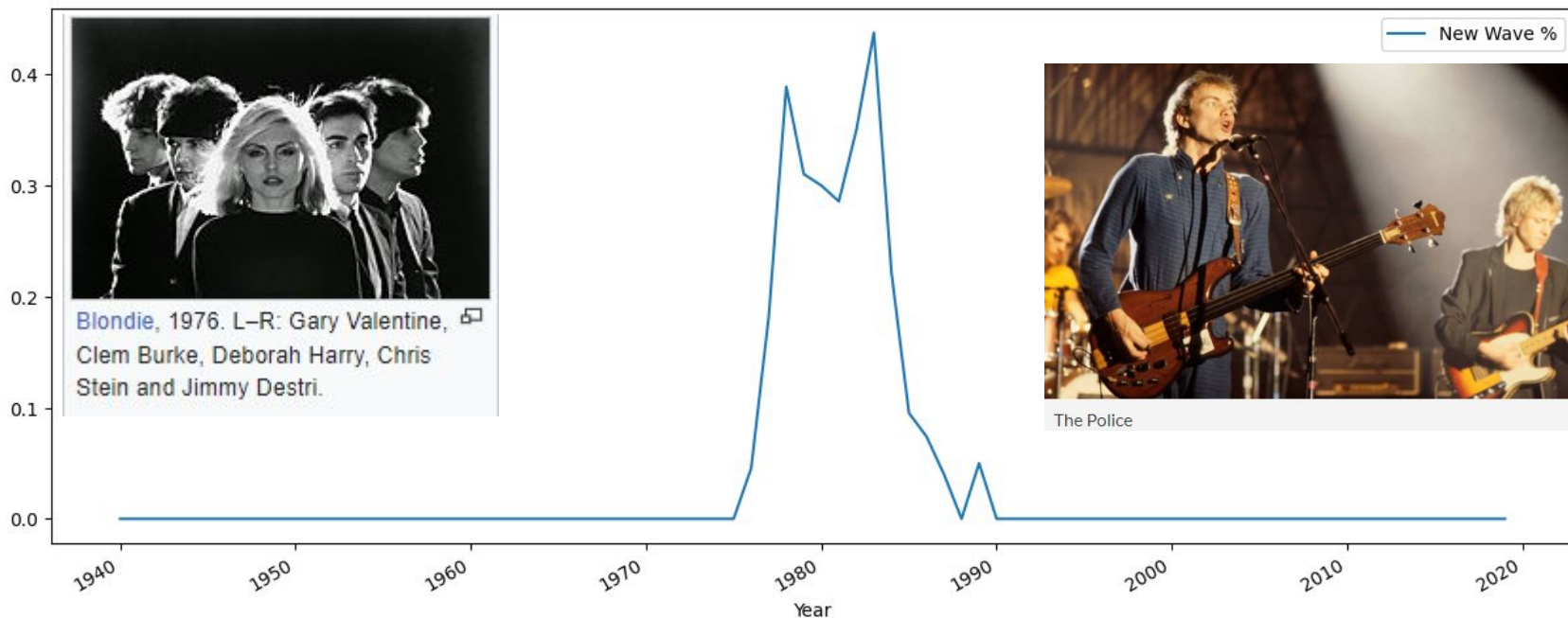
Blues Rock %



New wave commercially peaked from the **late 1970s into the early 1980s** with numerous major musicians and an abundance of one-hit wonders**. MTV, which was launched in 1981, heavily promoted new-wave acts, boosting the genre's popularity in the United States.

-source: https://en.wikipedia.org/wiki/New_wave_music

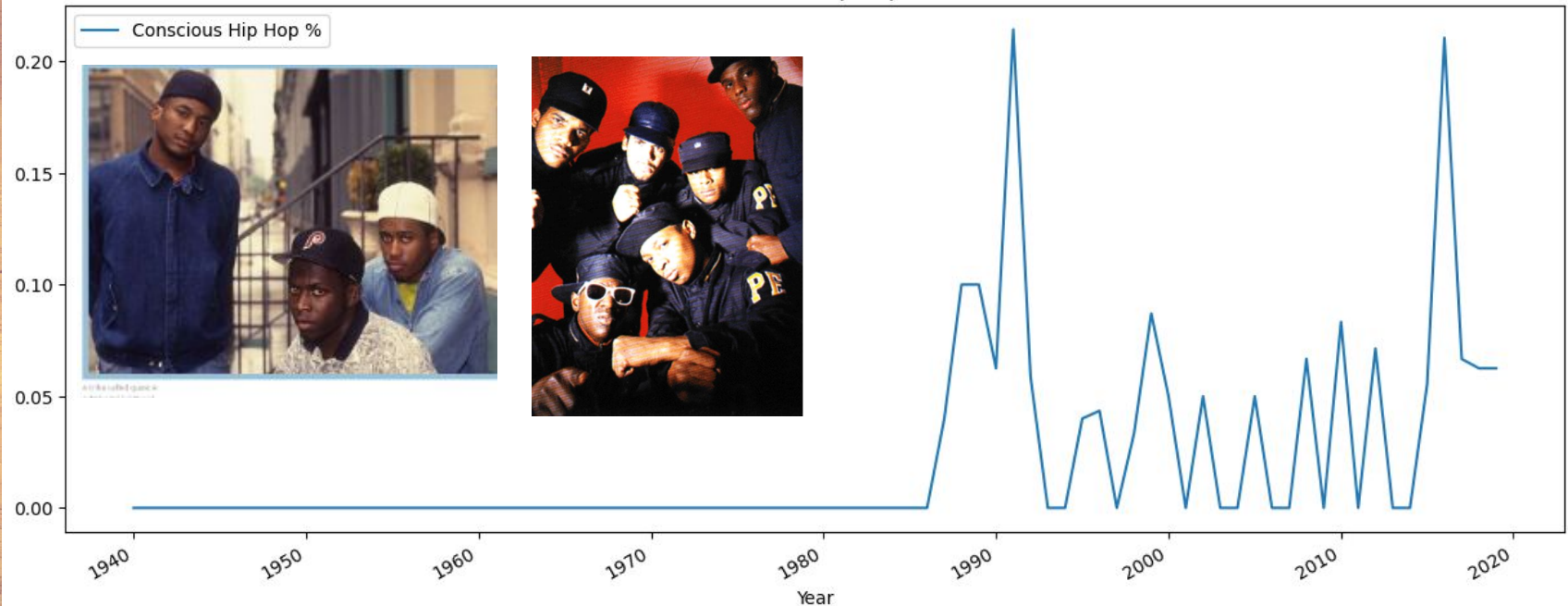
New Wave %



As hip-hop rose in popularity during the 1980s, conscious rap emerged from within. Six years after “The Message”, New York-based hip-hop group Public Enemy made waves with their 1988 album, *It Takes A Nation Of Millions To Hold Us Back*. As the 1990s continued, so did conscious rap’s prevalence.

-source: <https://www.soundoflife.com/blogs/mixtape/conscious-rap-origin>

Conscious Hip Hop %

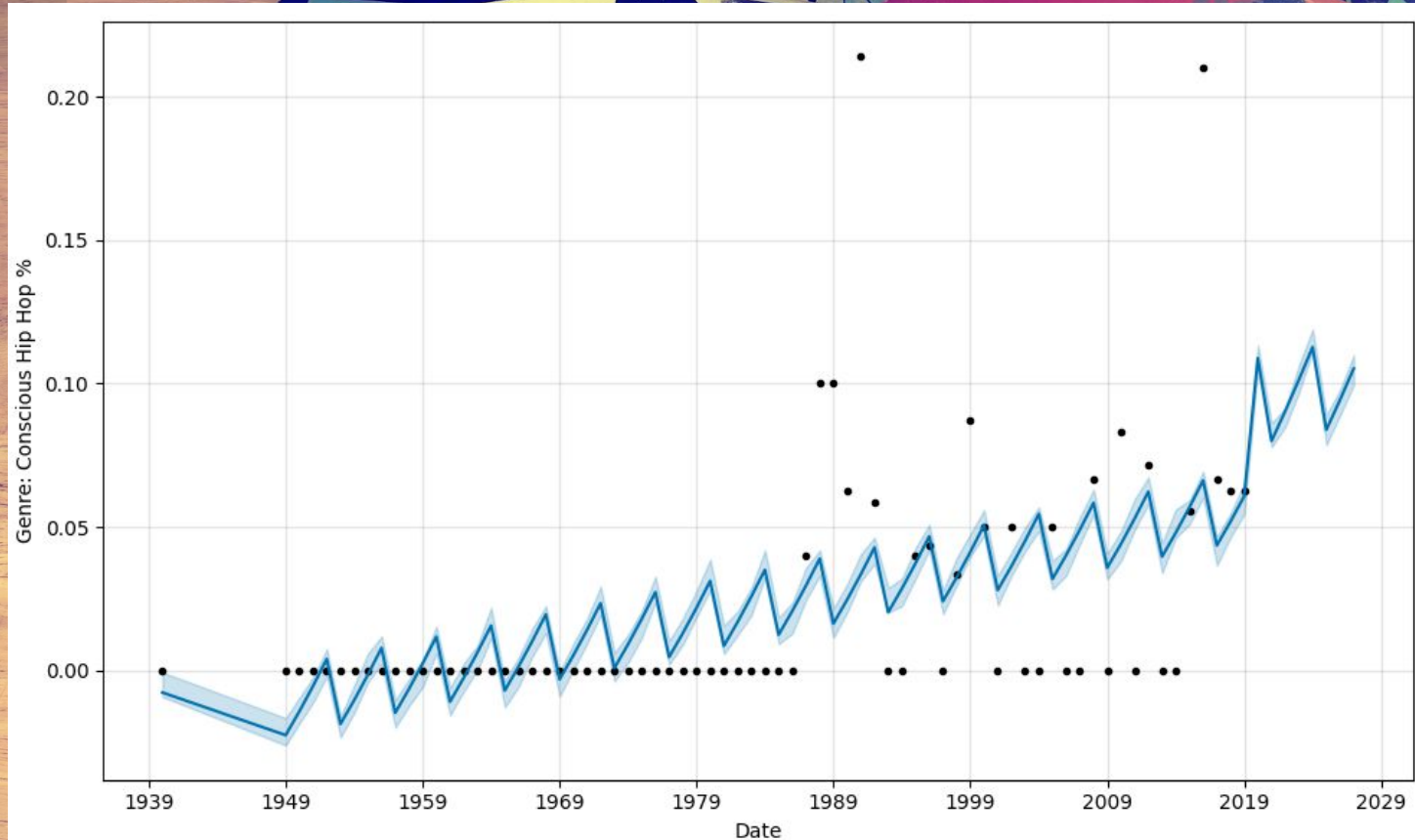


In the mid-1990s, **chamber pop** developed as a subgenre of **indie rock**^[4] or **indie pop**^[5] in which musicians opposed the **distorted** guitars, **lo-fi** aesthetic, and simple arrangements common to the **alternative** or "**modern rock**" groups of that era.

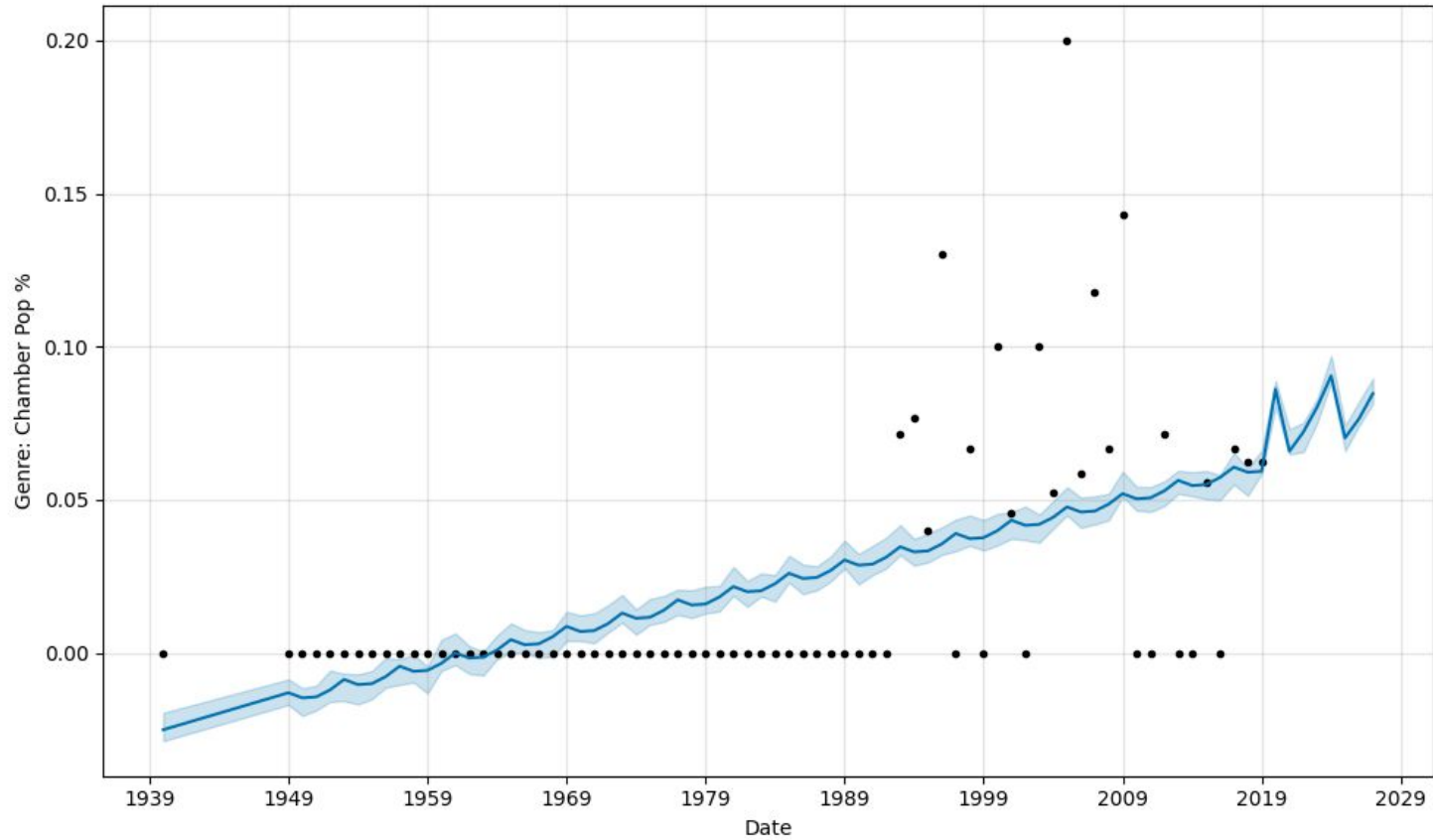
-source: https://en.wikipedia.org/wiki/Chamber_pop



Using the Prophet forecasting procedure, the next five years suggests an increased % in records in the Conscious Hip-Hop genre.



Chamber Pop



What does Madd Dogg Money want to be when it grows up?

- What are the leading names in music?
- Who are the top artist in the industry?
- How will you find the next John, Paul, George and Ringo or Taylor Swift?
- Will the next hottest genre be pop, New Wave, Blues Rock, Folk Rock, Chamber Pop, Conscious Hip Hop? Who Knows?
- Why sign with BrainGain-Analytics?

Questions?

