The Mood of Music

Youn Hee Pernling Frödin

Business Case
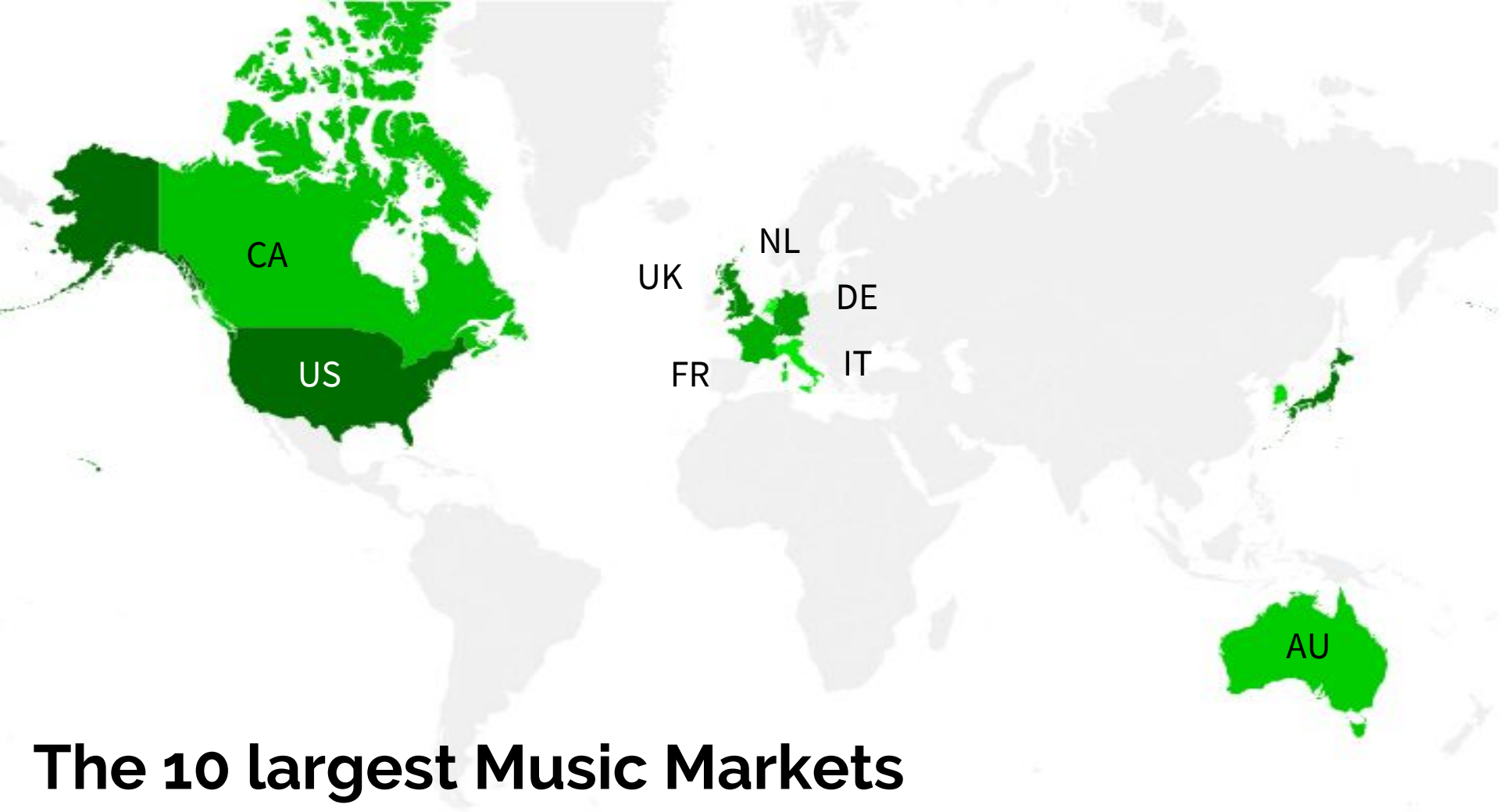
In which of the top 10 music markets should a record label release a new artist?

Based on the mood of the songs that an artist is performing and what music that is popular in what country.
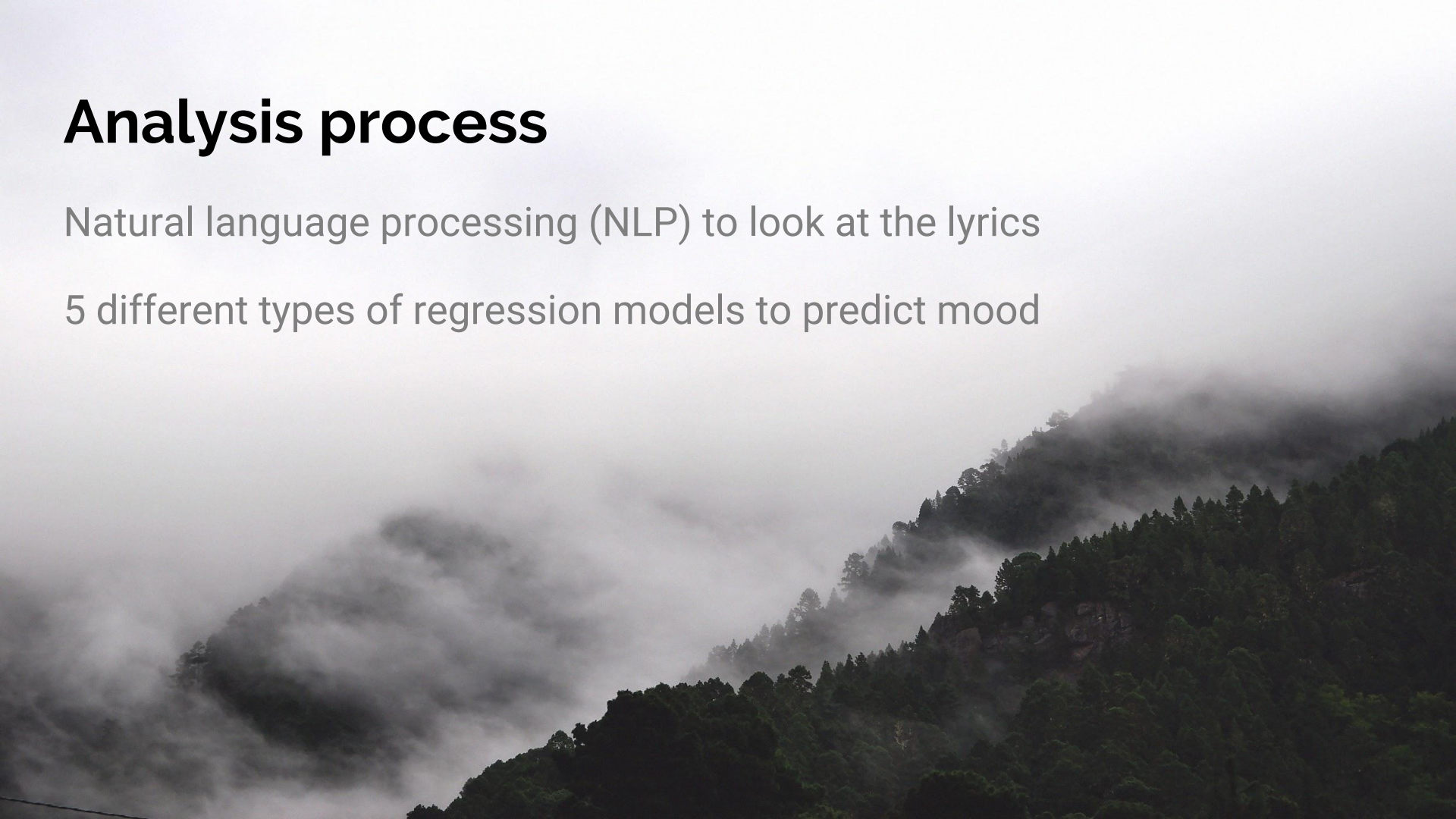
Data

The 10 largest Music Markets
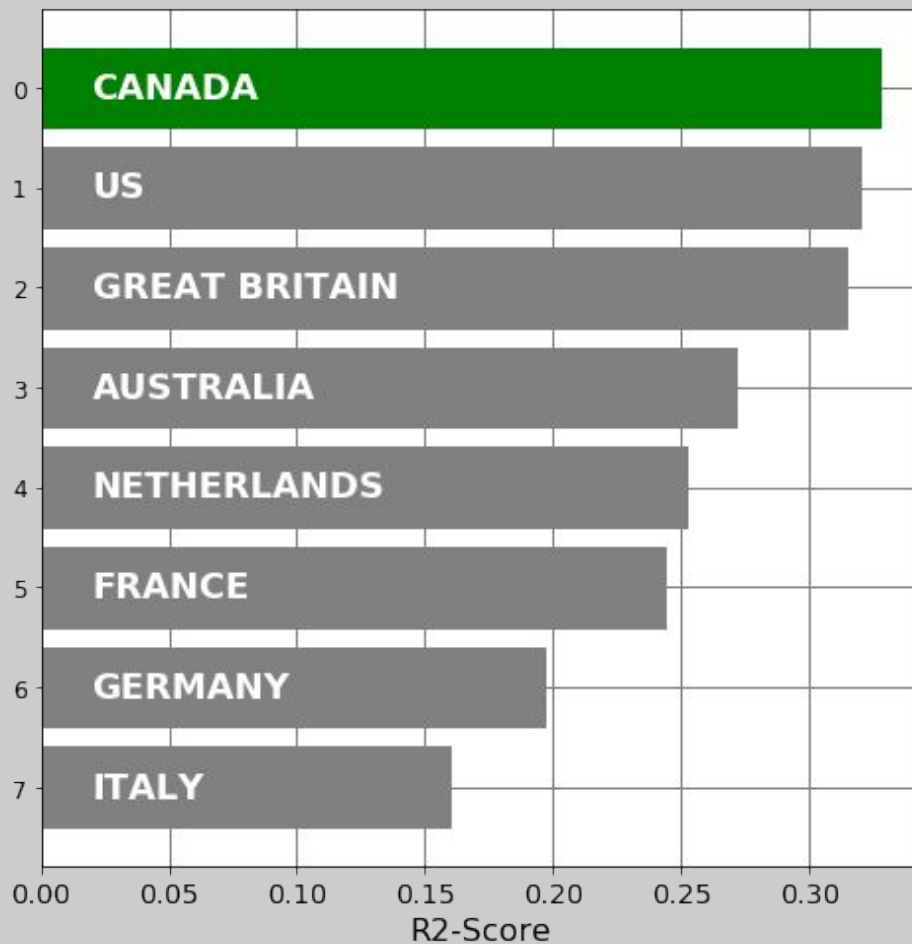
Analysis process

Natural language processing (NLP) to look at the lyrics

5 different types of regression models to predict mood

In what market did the model perform the best?

	R2-Score
0	CANADA
1	US
2	GREAT BRITAIN
3	AUSTRALIA
4	NETHERLANDS
5	FRANCE
6	GERMANY
7	ITALY

Top song US 2017:
Travis Scott - Goosebumps

Takeaways

It turned out that predicting the mood of a song is hard.

I learnt a lot about music popularity in the largest music markets and I want to focus more on the difference between the markets and how you best can make good use of that knowledge as a company connected to the music industry.