

# The Mood of Music

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# Business Case

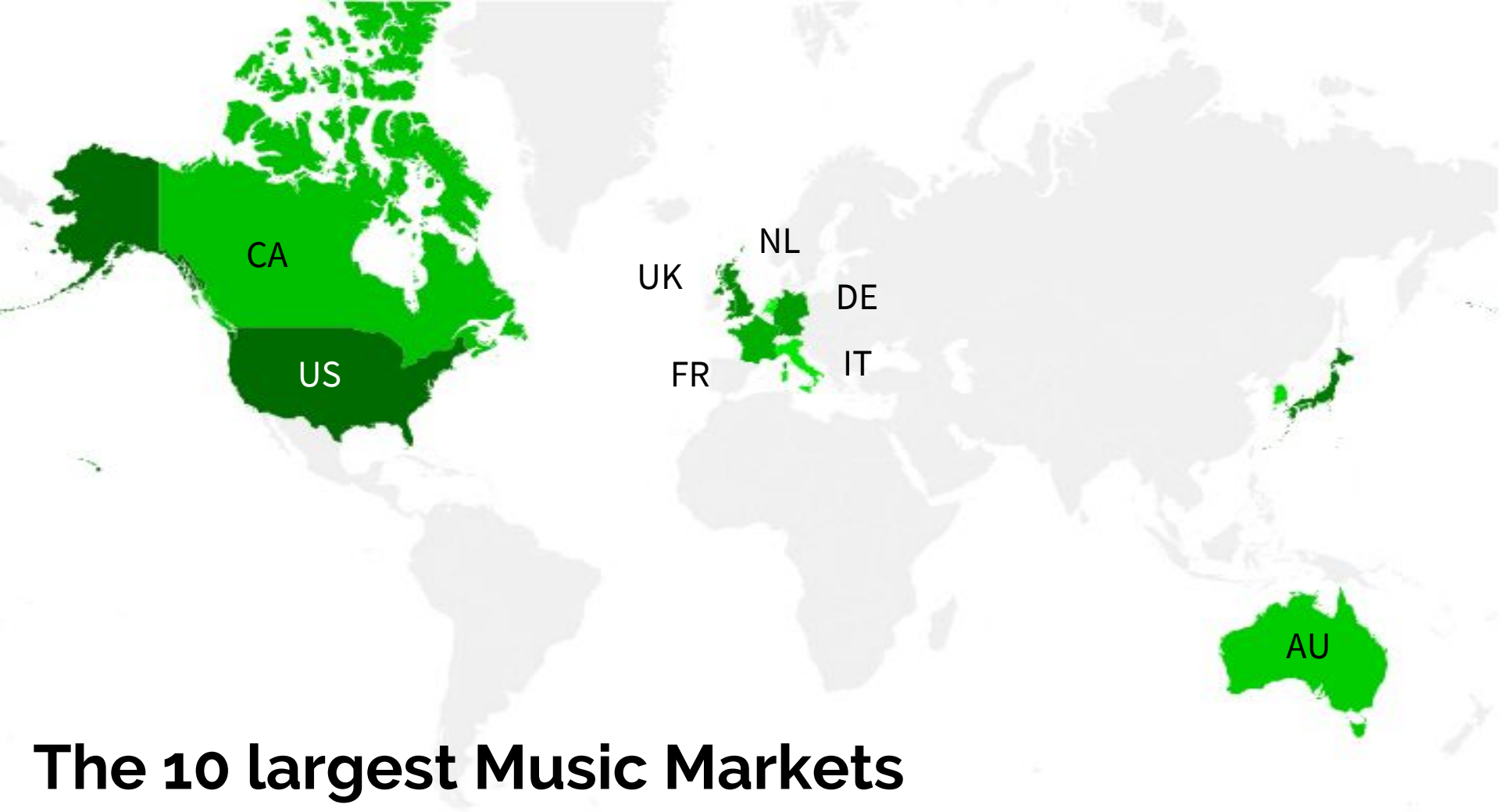
A black and white photograph of a stage microphone on a stand, illuminated by a spotlight against a dark background with smoke. The microphone is positioned on the left side of the frame, angled towards the right. A bright spotlight beam shines down from the upper right, creating a strong contrast and highlighting the microphone and the surrounding smoke. In the upper center, there are two small, out-of-focus light sources. The overall mood is dramatic and focused.

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 Kaggle logo, featuring the word "kaggle" in a light blue, lowercase, sans-serif font, set against a dark gray rectangular background.The Genius logo, featuring the word "GENIUS" in a black, stylized, sans-serif font, set against a bright yellow rectangular background.



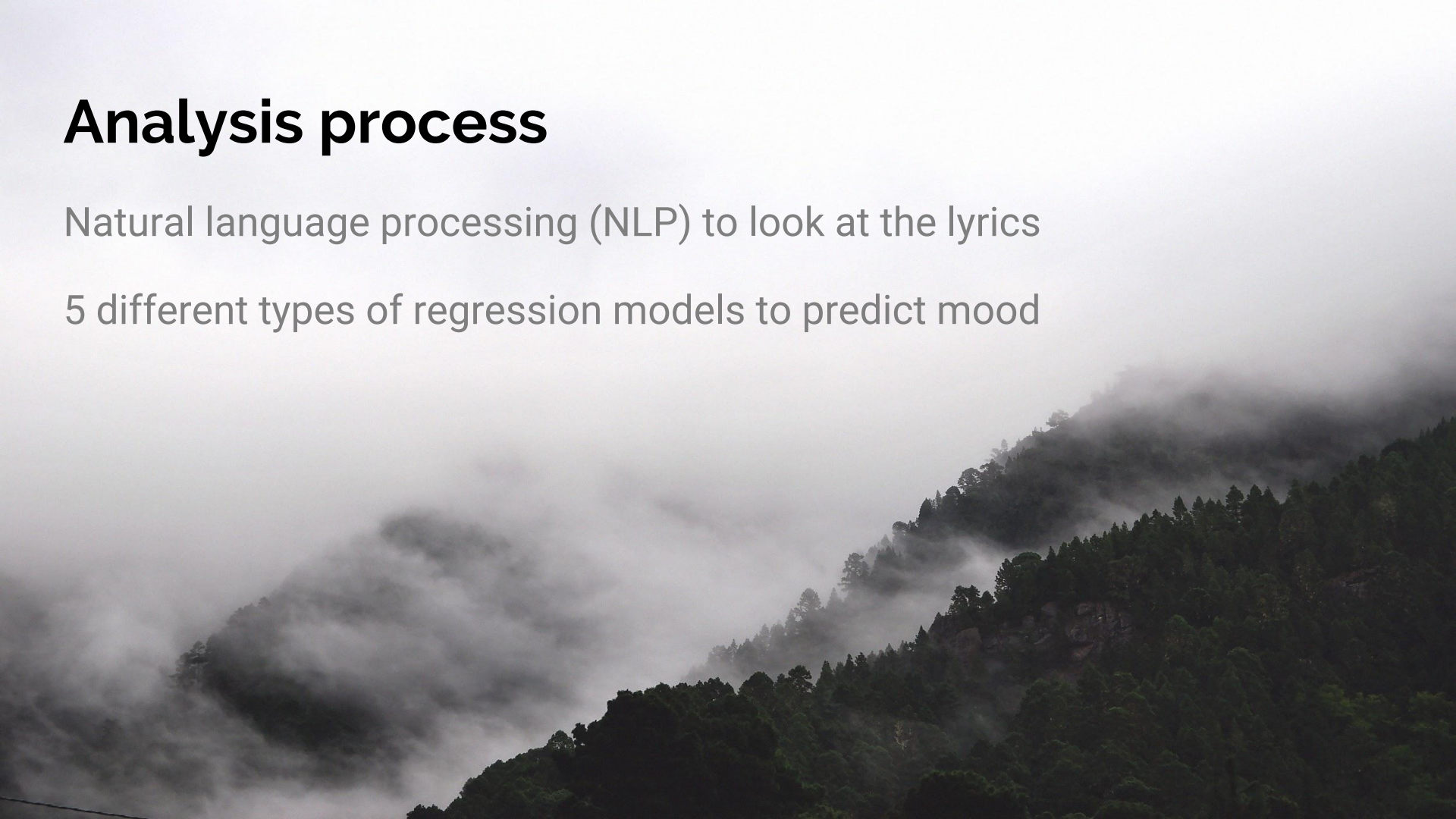
## The 10 largest Music Markets



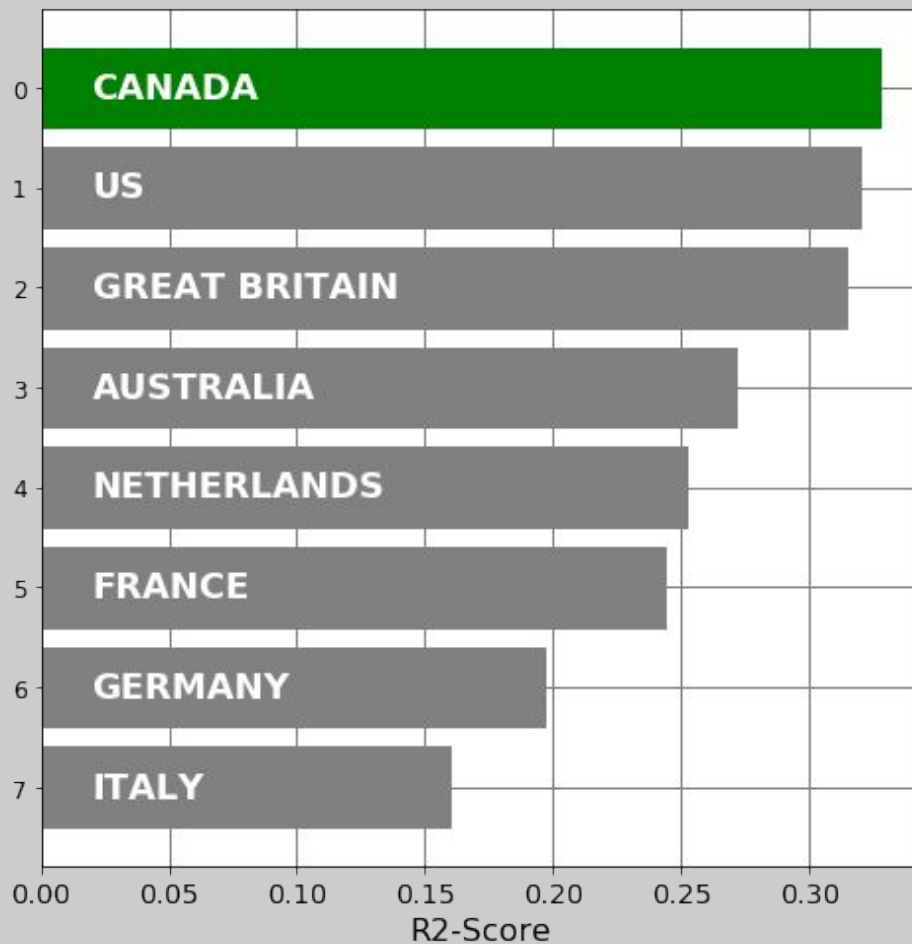
# Analysis process

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?**



# 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.