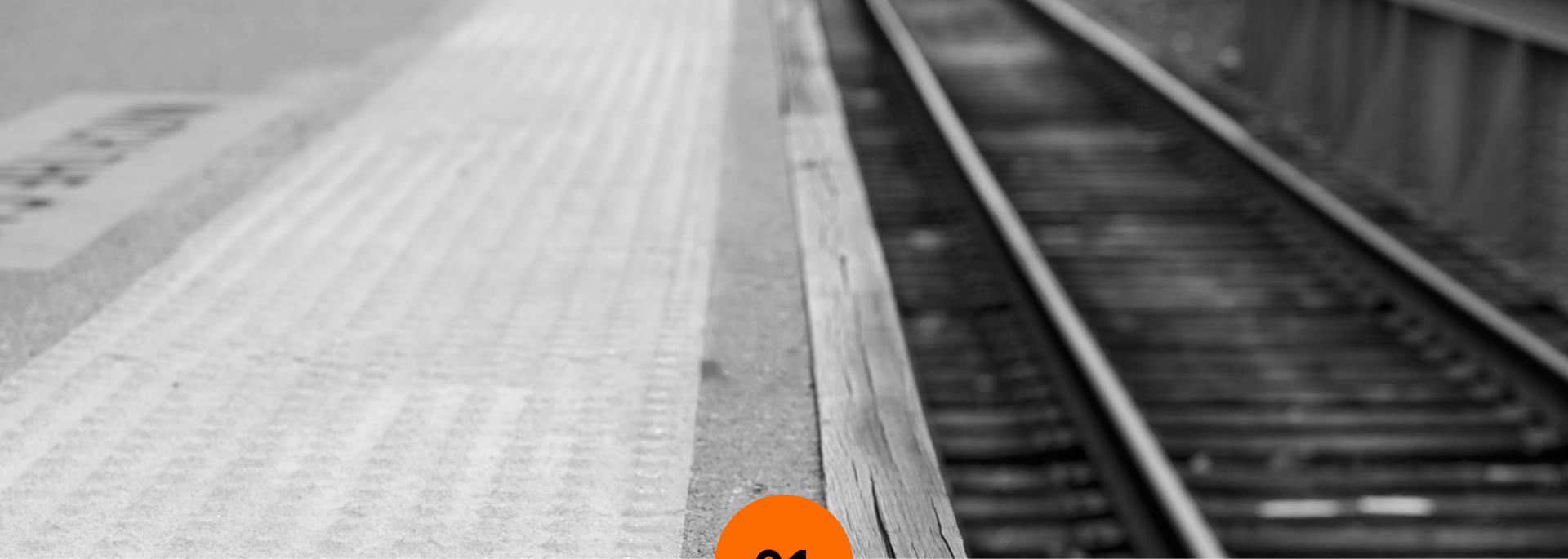


WHAT MAKES A PLAYLIST SUCCESSFUL?

Lei You

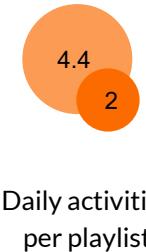
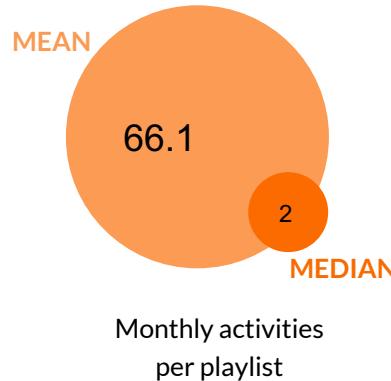
- 01. PRODUCT ANALYSIS AND TARGET**
0.5% playlist brings 90%
monthly active users
- 02. HOW TO DEFINE A GOOD PLAYLIST**
Activities and retention
- 03. MEASURES TO IMPROVE PRODUCT**
Validating good/bad playlist as
quick as possible
- 04. CONCLUSIONS**



01

PRODUCT ANALYSIS AND TARGET

MARKET PERFORMANCE



63%

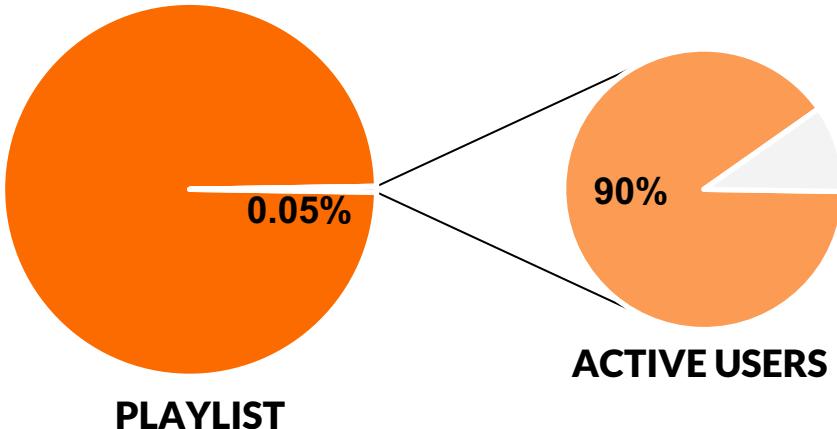
Retention rate between two months

US

Users Group

49%

Daily inactive playlist



COVERAGE OF ACTIVITY

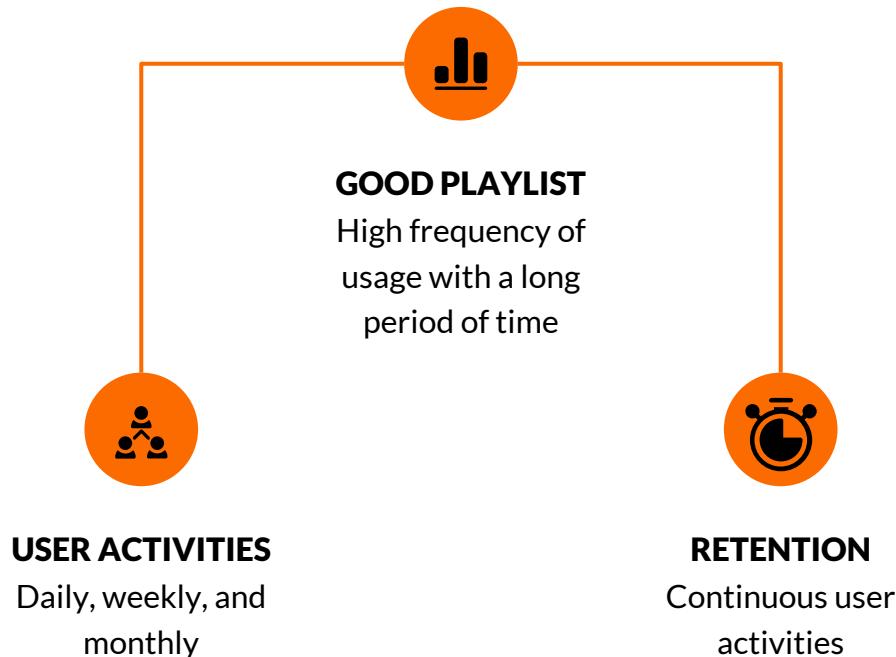
Most user activities are contributed by a very small proportion of playlist.

The company should focus on identifying top performance playlists quickly



02

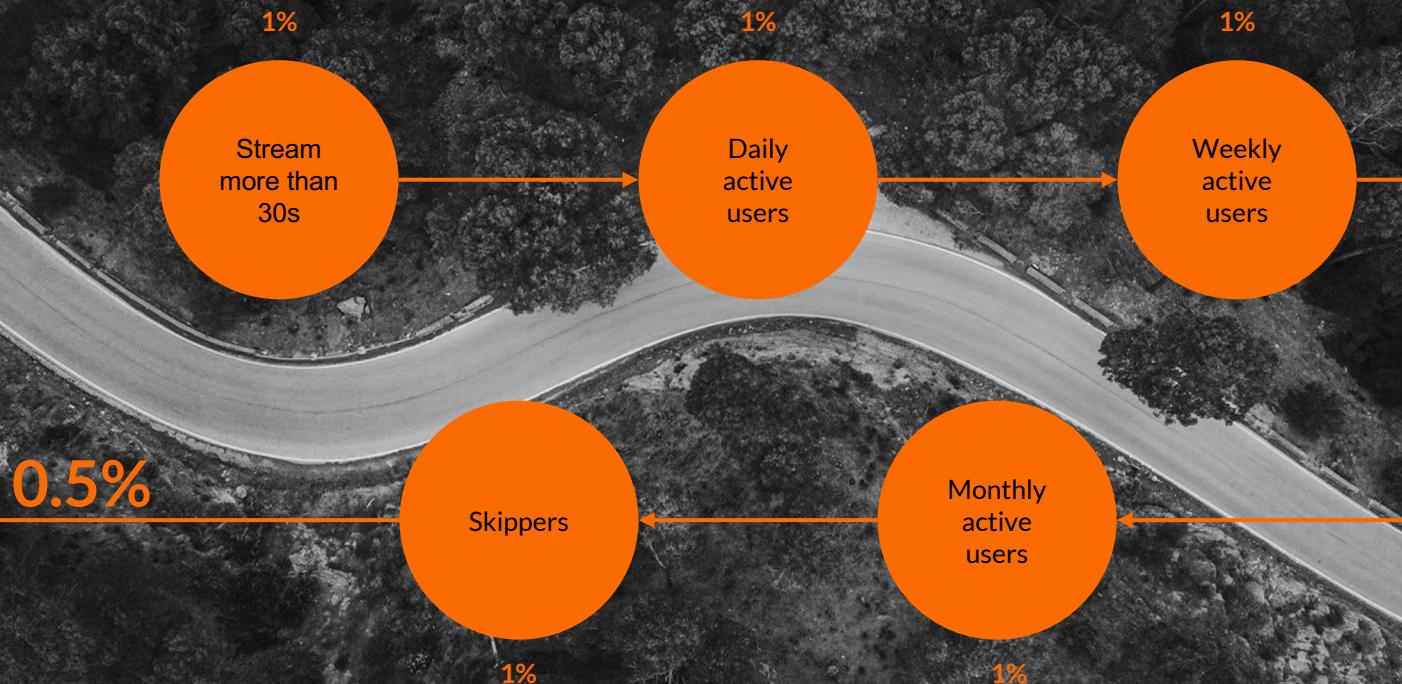
HOW TO DEFINE A GOOD PLAYLIST



CORRELATION ANALYSIS

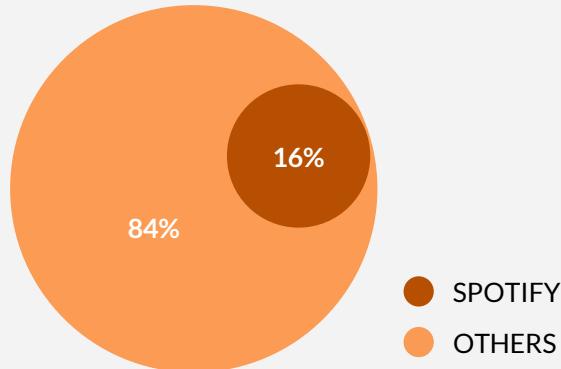
	Daily	Weekly	Monthly	2 Months
Tracks num/changes	0	0	0	0
Artists/albums num	0	0	0	0
Stream 30s	0.99	0.97	0.96	0.96
Skippers	0.98	0.98	0.98	0.95
Owner stream 30s	0	0	0	0

PLAYLISTS FILTER



TOP PERFORMED PLAYLIST

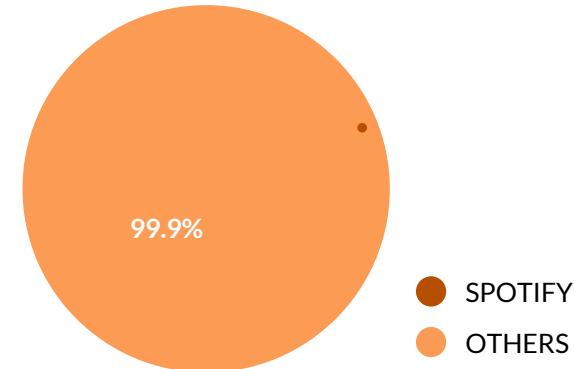
TOP PERFORMANCE PLAYLIST OWNERS



85%

Activity coverage by Spotify owned playlist

ALL PLAYLIST OWNERS

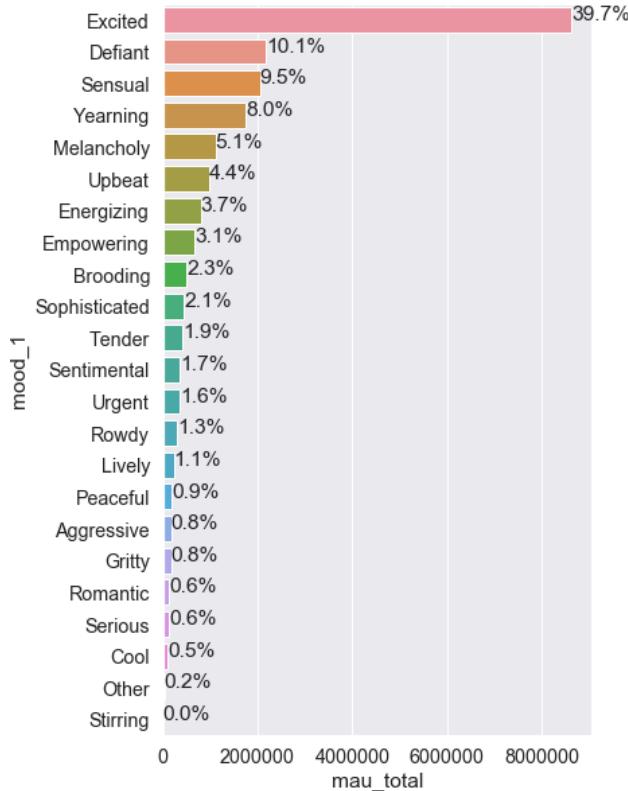


78%

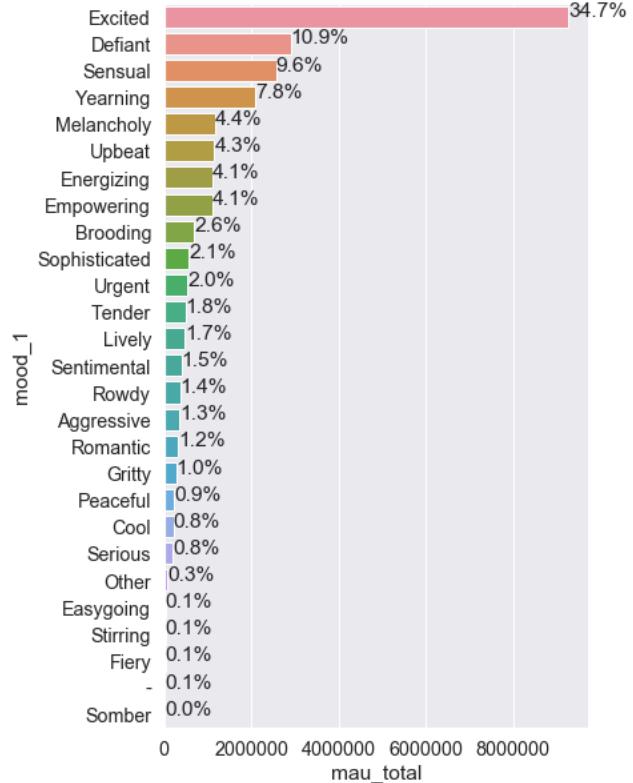
Activity coverage by Spotify owned playlist

MOOD

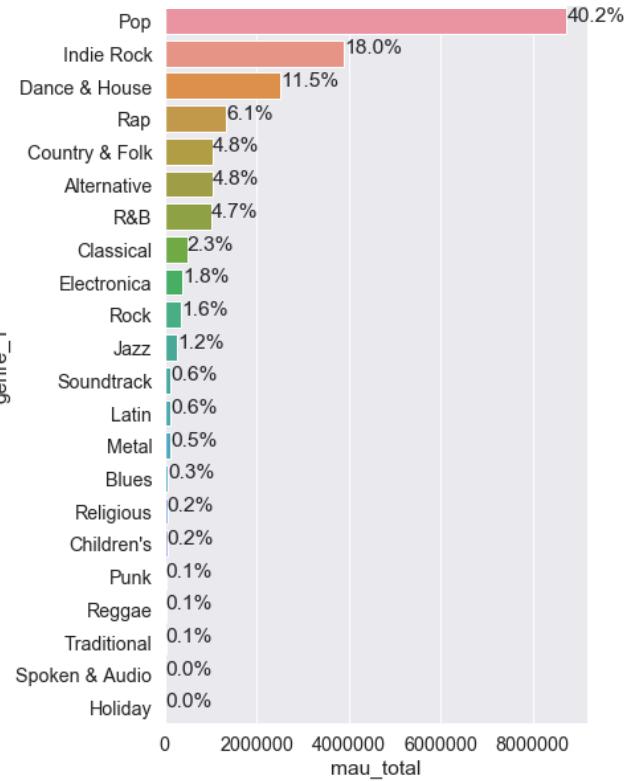
TOP-PERFORMED PLAYLIST



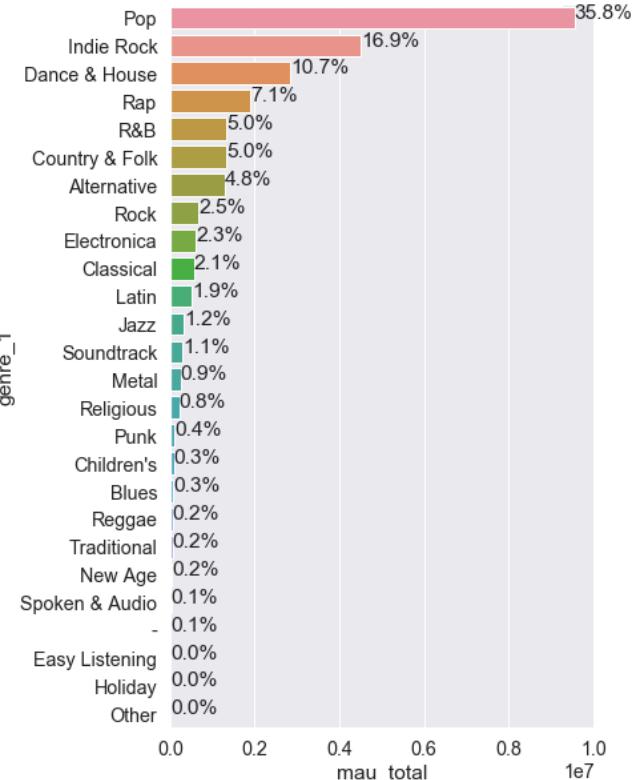
ALL PLAYLIST



TOP-PERFORMED PLAYLIST



ALL PLAYLIST



TOKENS



TOP PERFORMED PLAYLIST

More specific



ALL PLAYLIST

More general



IDENTIFY A
GOOD
PLAYLIST
QUICKLY

A COMPREHENSIVE METRIC

SCORE

0.6

0.3

0.1

ACTIVITIES IN BOTH MONTH

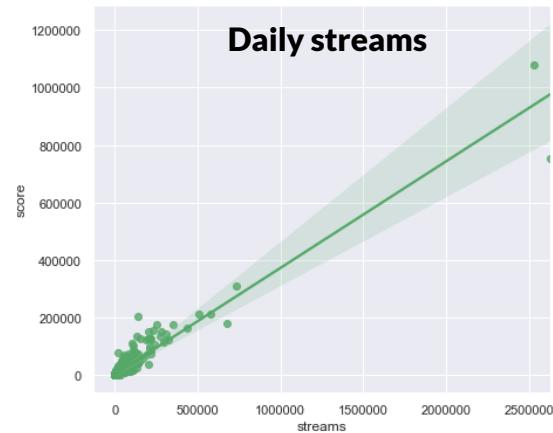
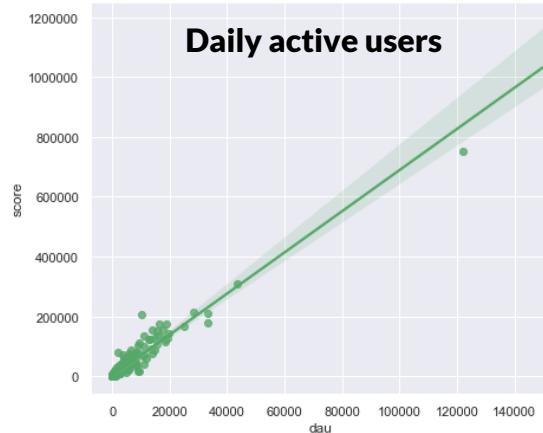
Jupiter is a gas giant and the biggest planet in our Solar System

ACTIVITIES IN CURRENT MONTH

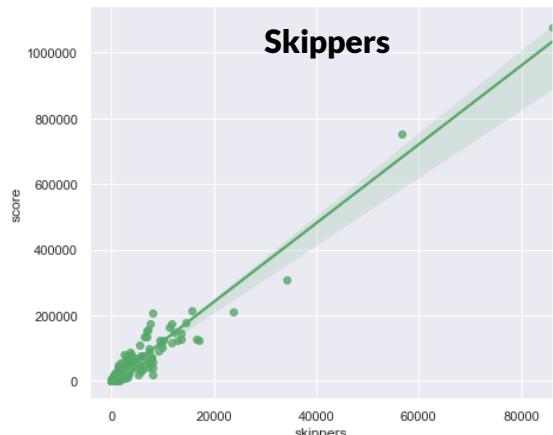
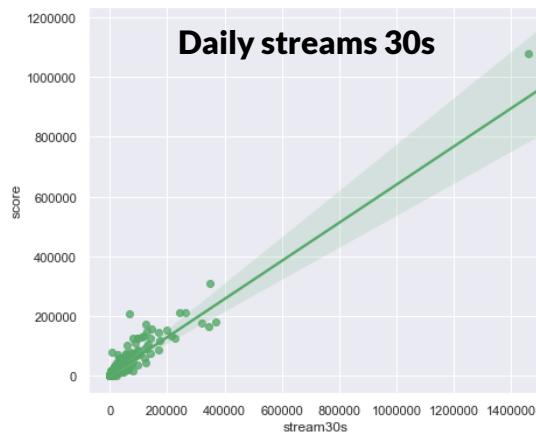
Despite being red, Mars is a cold place. The planet is full of iron oxide dust

ACTIVITIES IN PREVIOUS MONTH

Saturn is the ringed one. It's composed mostly of hydrogen and helium



OUR PARTNERS



Conclusions

- Market performance is dominated by a very small proportion of high-quality playlists
- No strong correlation found between number of artists/albums and the quality of playlists
- Playlists created by Spotify matter (Good job there! ☺)
- Users do not show special preference on Grene/Mood; However a good playlist usually has tokens precisely describe its Grene/Mood
- High-quality playlists can be identified quickly based on daily activities