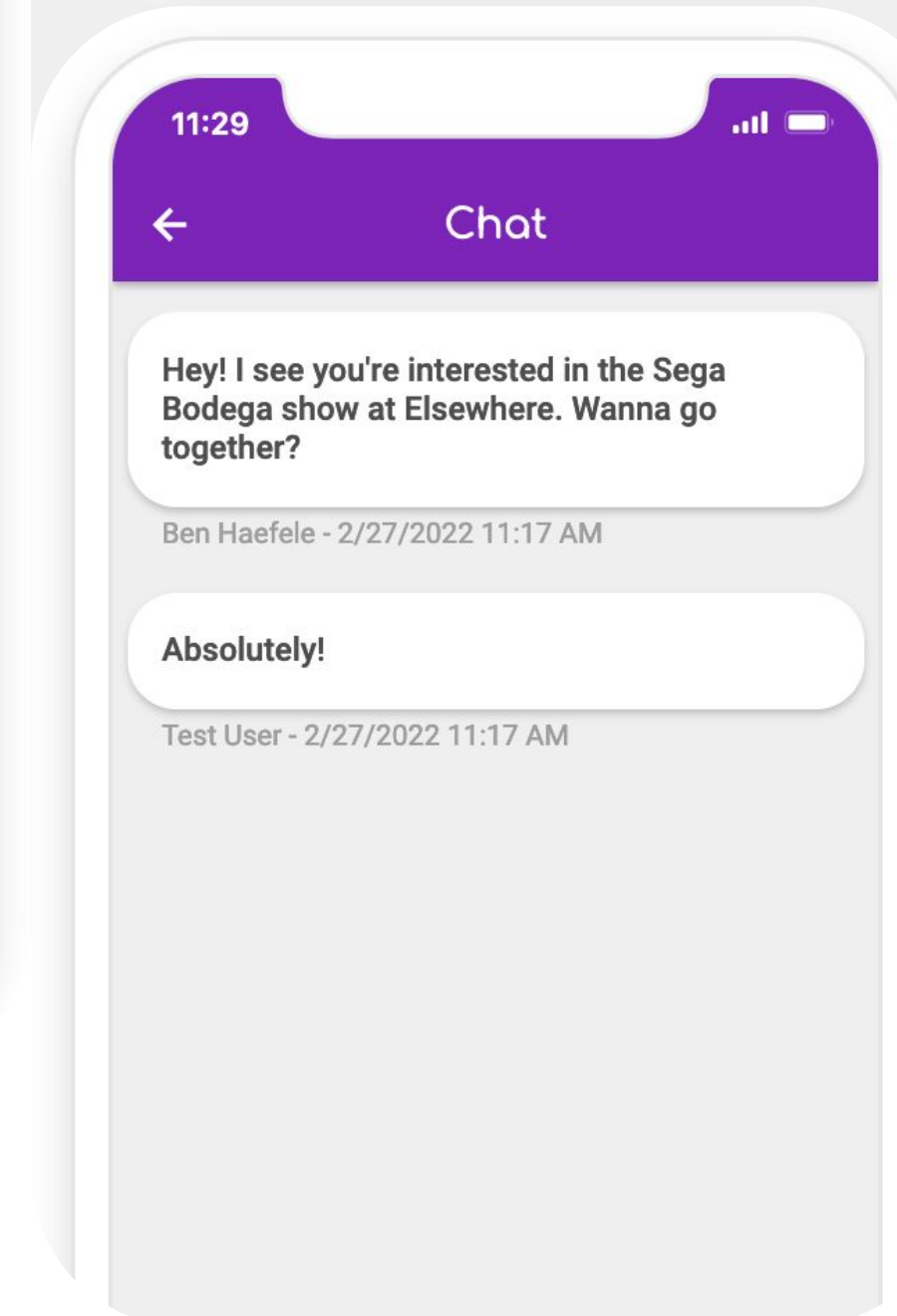
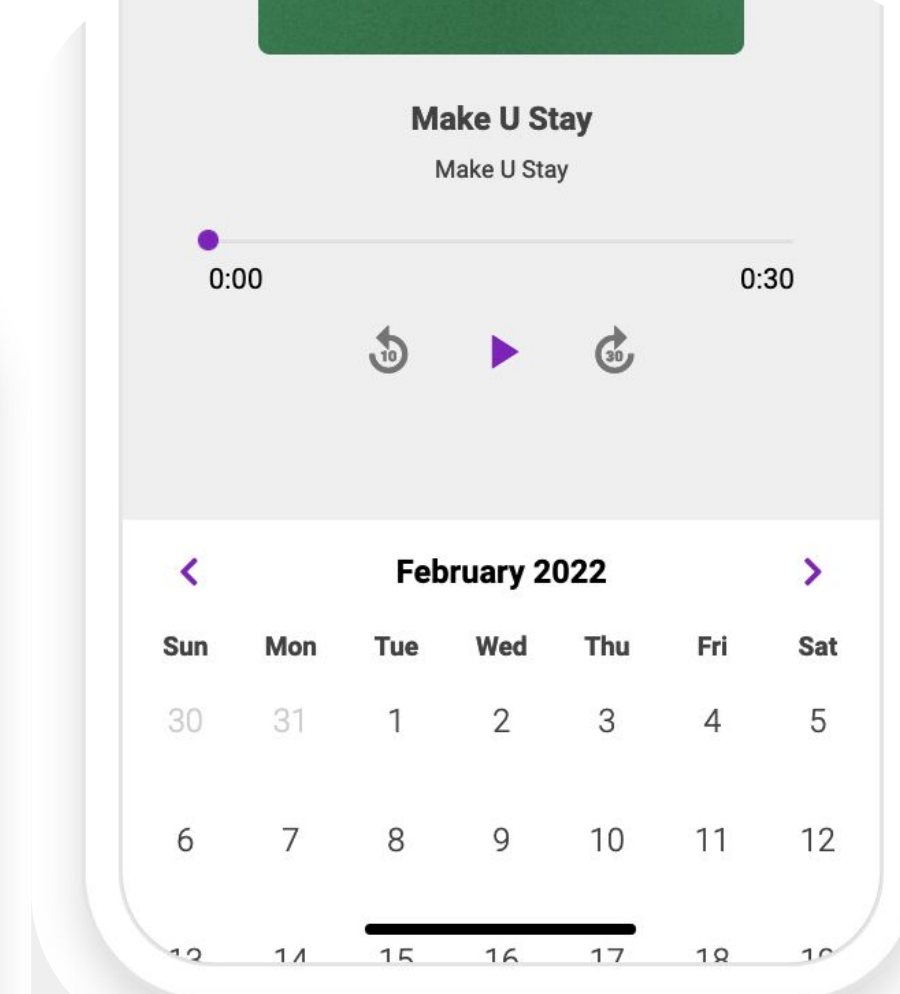
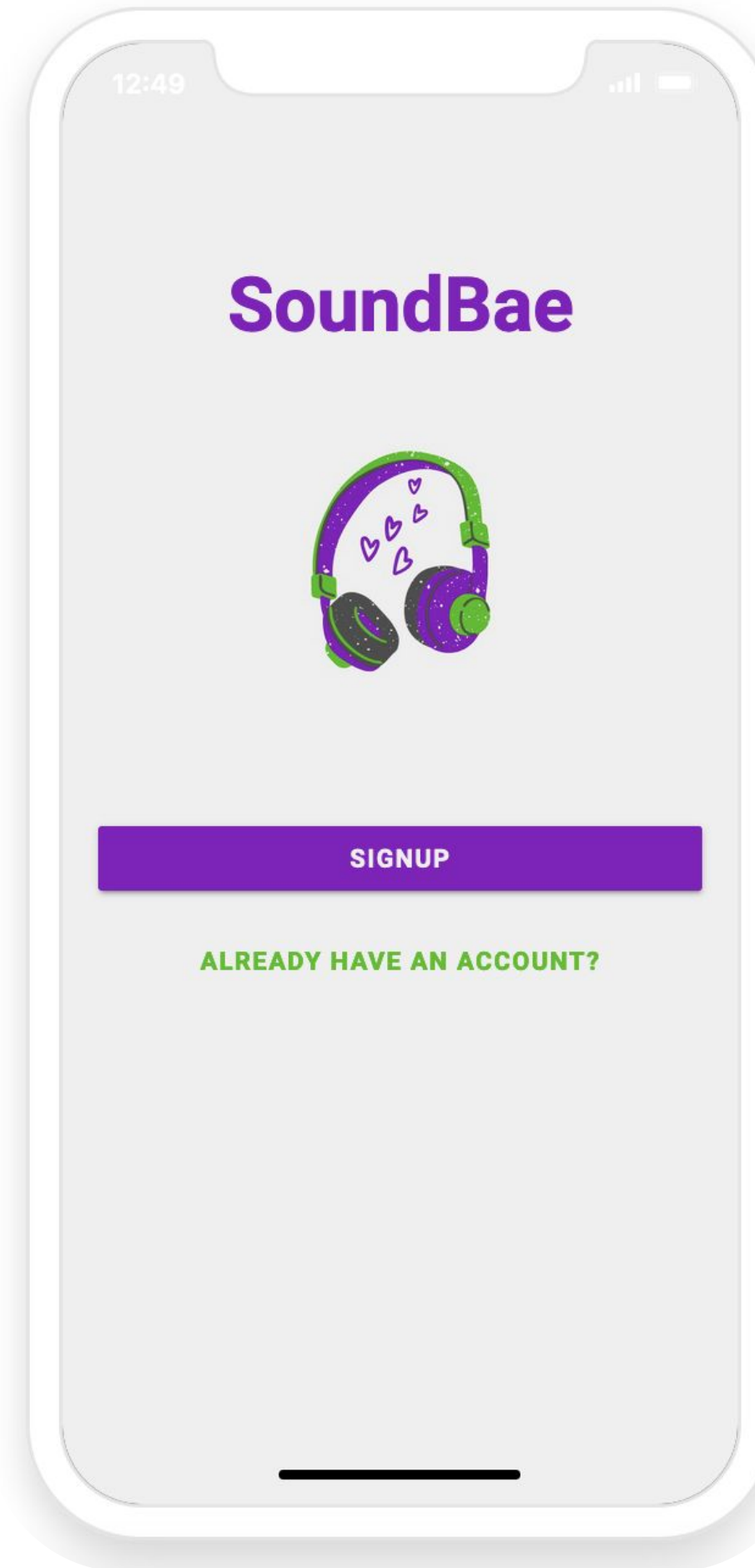


SoundBae:

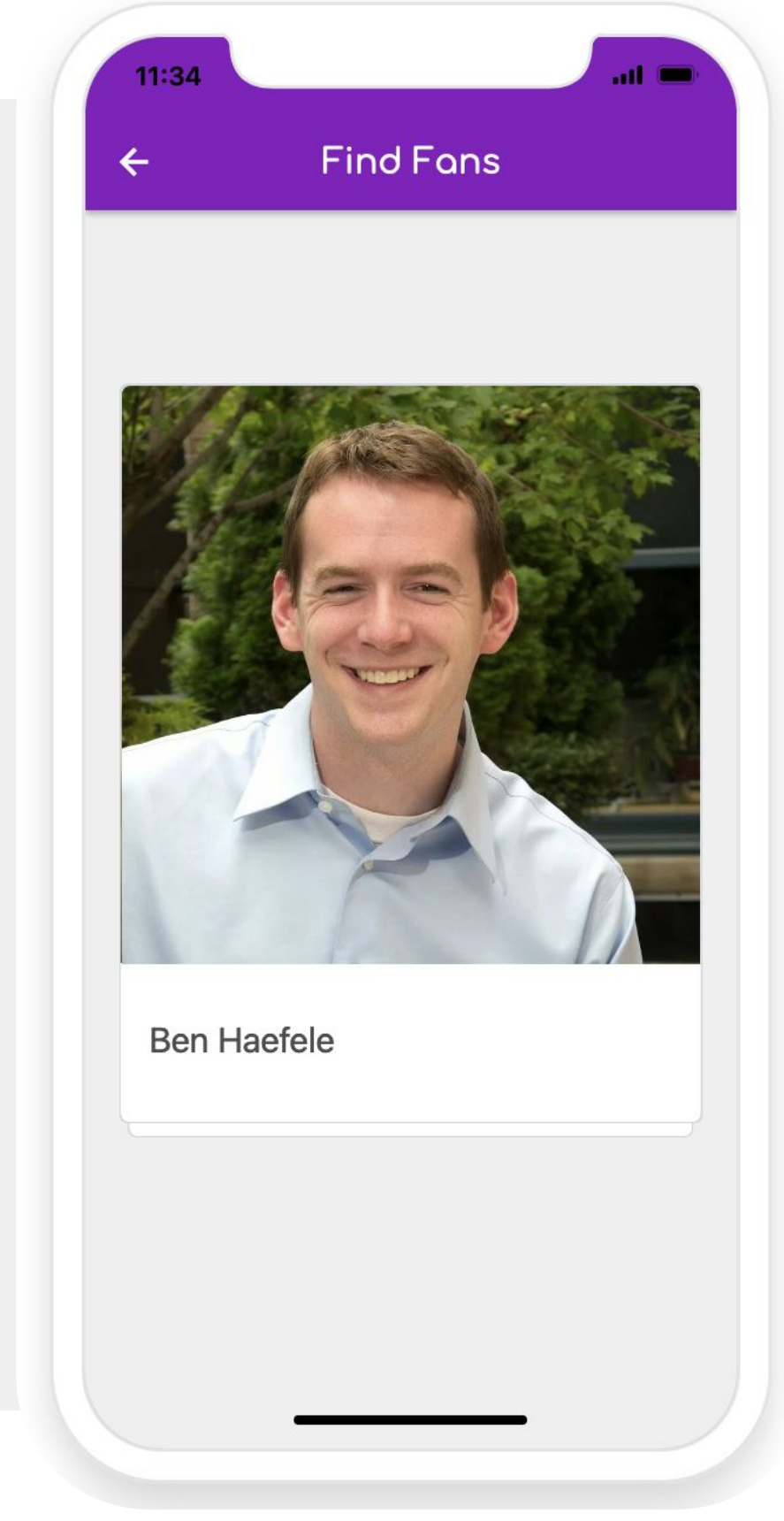
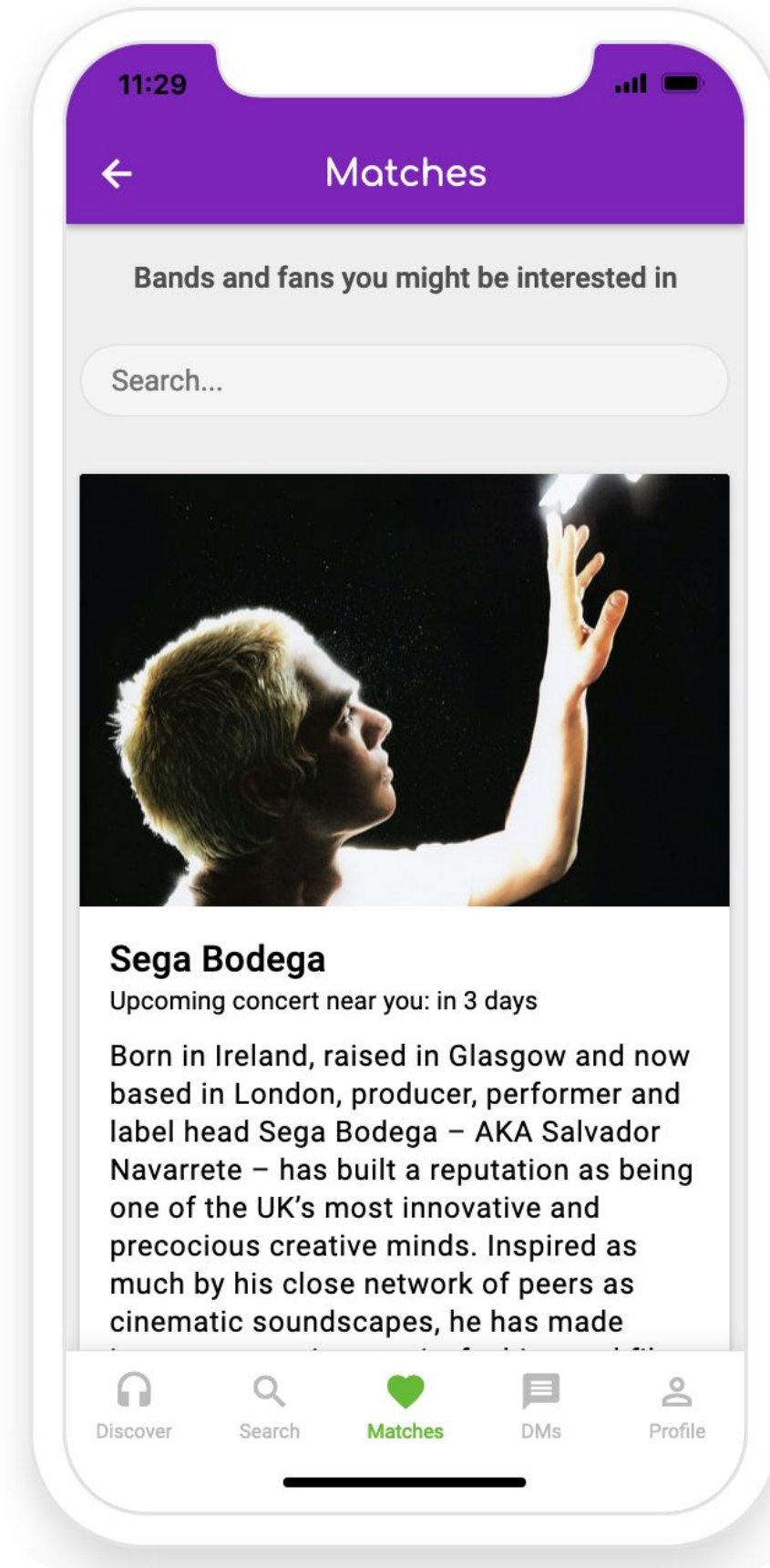
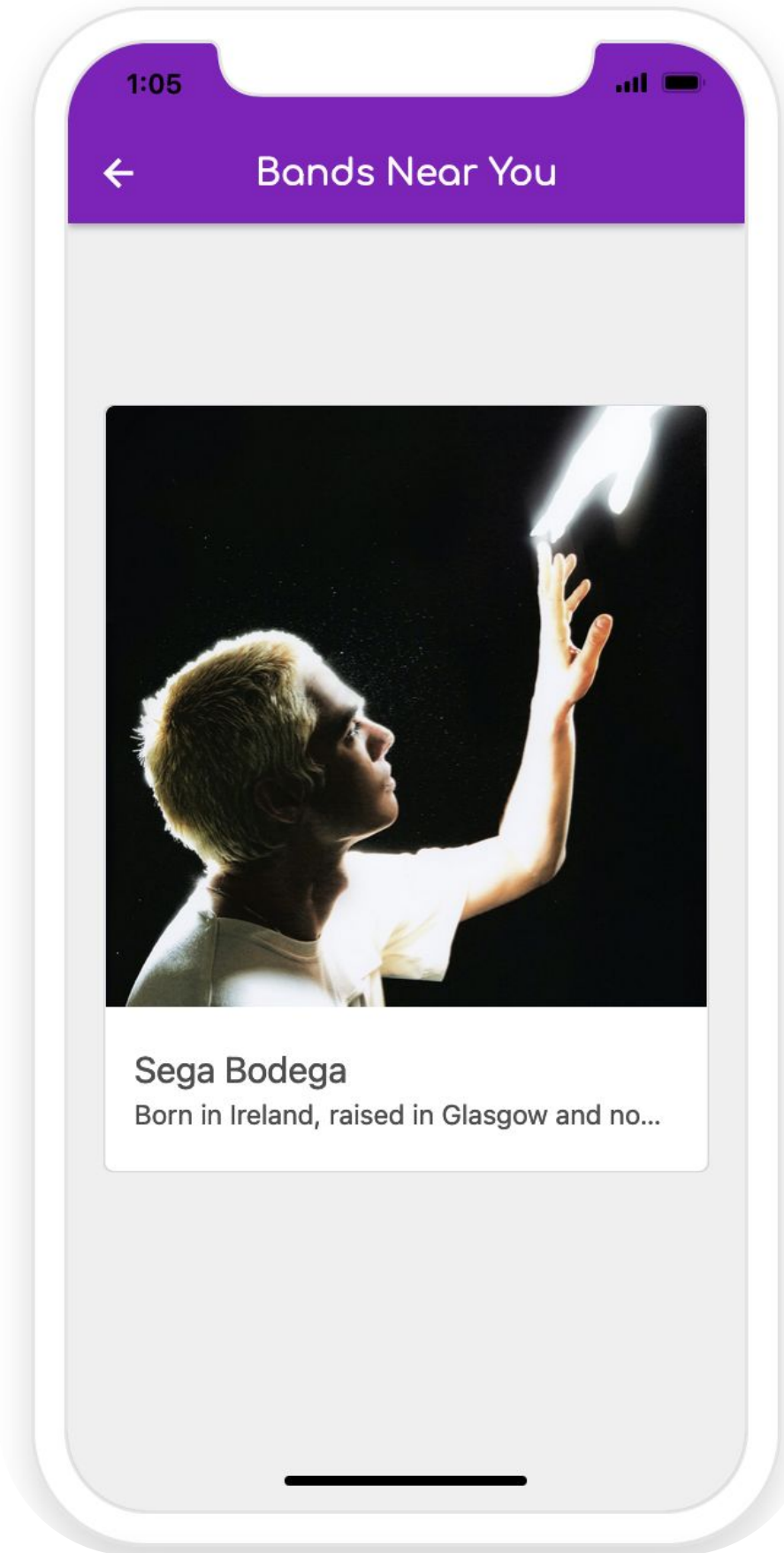
Find Your Musical Match

Boris Doosey, Amandis S. L. Hnarakis,
Brennan Jennings, Ashley Meza-Wong,
Sabrina Pereira da Silva, Kelly Qi



How can I find new, up and coming artists that are performing in my area, as well as fellow fans to go to their shows with?

SoundBae



Data Methodology



Pull list of user's top 30 most listened to artists, and each artists' list of similar acts that "fans also like"



Cross-reference with Chartmetric's Spotify monthly listeners to remove all artists with over 300k listeners



Identify if any of those artists are performing in the user's area per Songkick show data



Selected Artist: **Arca**

Spotify Related Artists:

```
"name": "Sega Bodega",
"popularity": 51,
"type": "artist",
"uri": "spotify:artist:1ZvF4Sgnre3Rk2CpiNy077"
```

```
"name": "Eartheater",
"popularity": 50,
"type": "artist",
"uri": "spotify:artist:18ca9d5EU5R1AhVKPR1cm0"
```

```
"name": "COUCOU CHLOE",
"popularity": 47,
"type": "artist",
"uri": "spotify:artist:5xmw3tD4MbvHA1ay1U0HEC"
```



Data Methodology



Followers	52K (24,769th)
Monthly Listeners	283.9K (24,465th)
Popularity	51/100 (21,419th)
Playlist Reach	2.3M
Fan Conversion Rate	18.33%
Reach / Followers Ratio	44.26x



Followers	72.8K (19,717th)
Monthly Listeners	232.1K (28,812th)
Popularity	50/100 (24,726th)
Playlist Reach	2.3M
Fan Conversion Rate	31.38%
Reach / Followers Ratio	32.18x



Followers	44.1K (27,756th)
Monthly Listeners	190.9K (33,690th)
Popularity	47/100 (33,363rd)
Playlist Reach	1.9M
Fan Conversion Rate	23.09%
Reach / Followers Ratio	42.41x



Suggested Related Artist:

Sega Bodega

User location: **NYC**

Upcoming concerts (17)

Feb 28 **Montreal, QC, Canada**
Théâtre Fairmount

Mar 2 **Brooklyn, NY, US**
Elsewhere

Mar 4 **Miami, FL, US**
ICA Miami

Mar 6 **Atlanta, GA, US**
Aisle 5

May 1 **Dublin, Ireland**
The Grand Social

May 2 **Glasgow, UK**
Stereo

Feasibility & Value

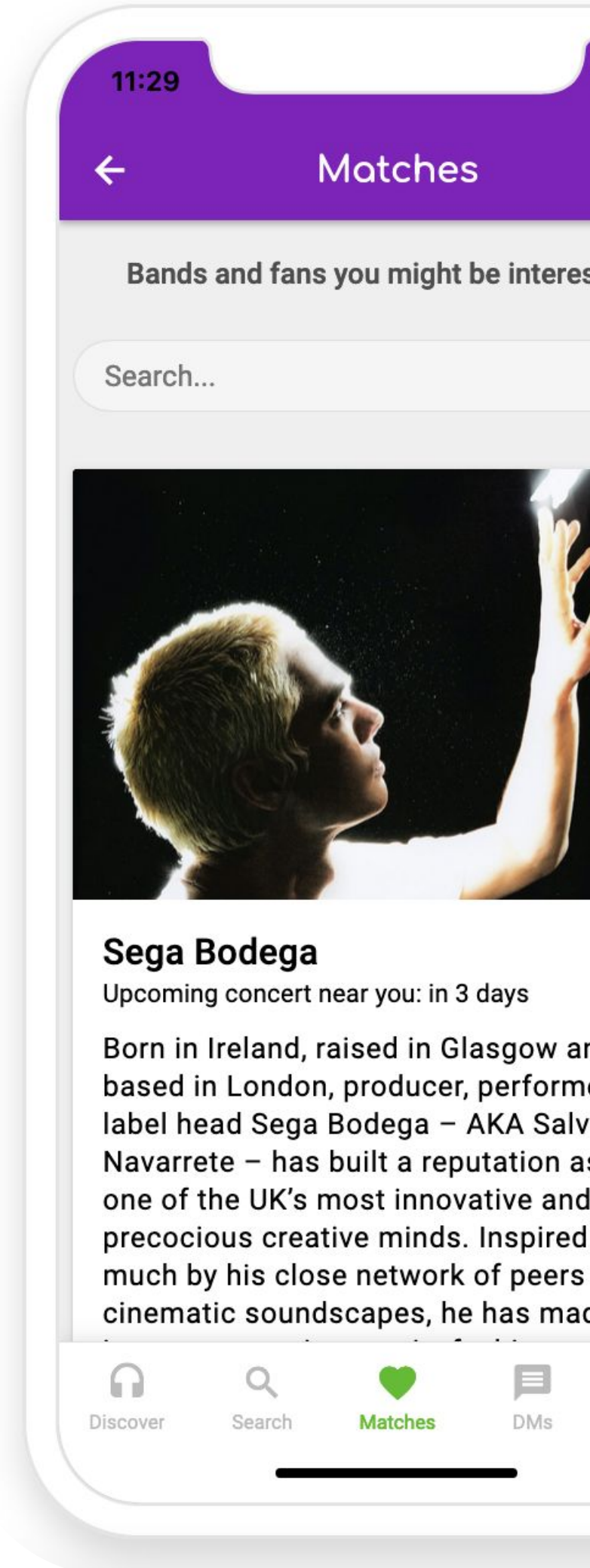
Highlight smaller artists

Helping fans find new concert experiences

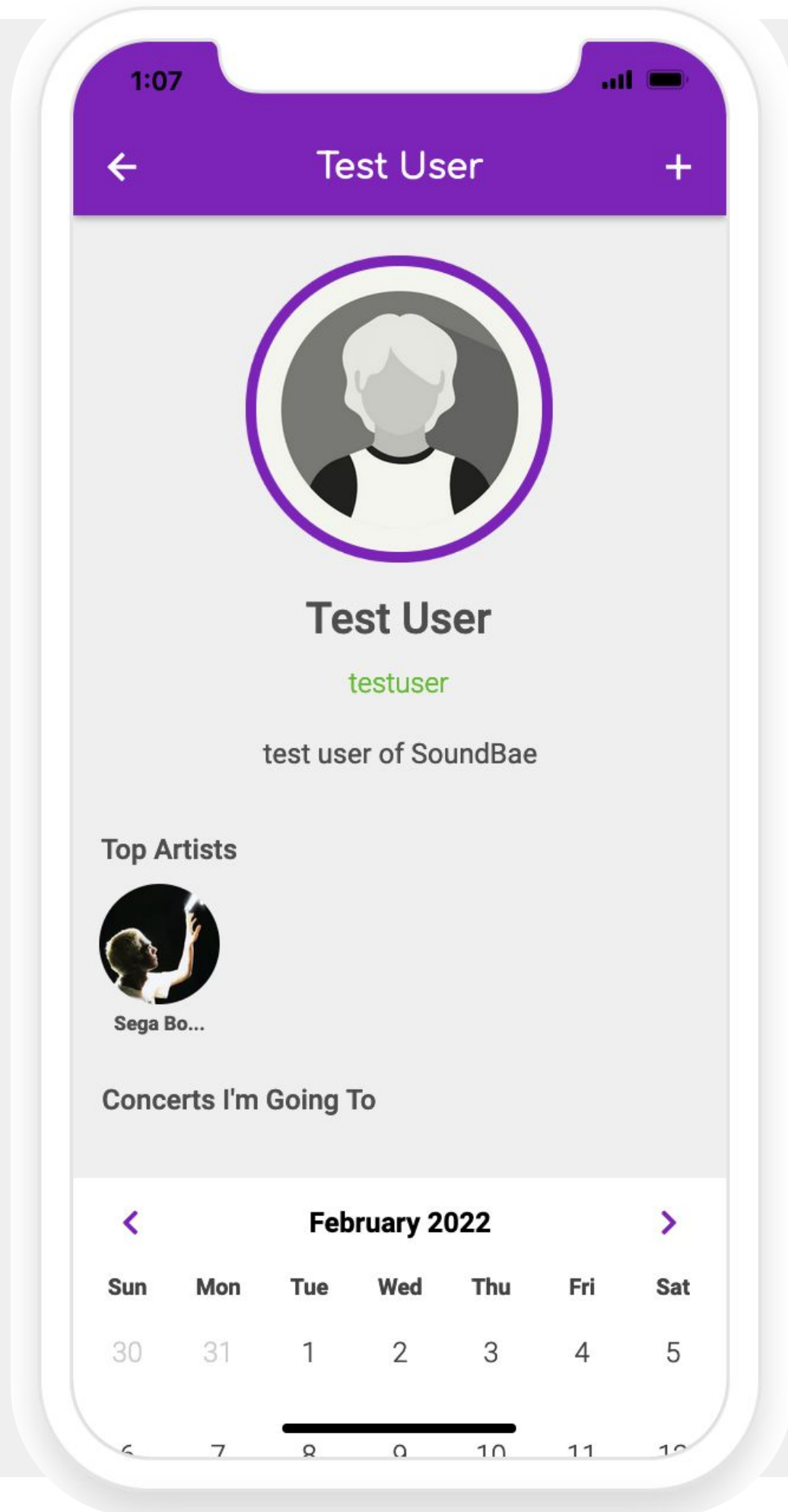
Connect and create community around artist discovery

Partnerships with ticketing platforms for promoting their events

Over time, develop a database of geographic fan data, similar artists and genre tastes, etc. to provide to other companies and even artists



Weaknesses & Limitations



Asking users to
adopt a new app

Need to develop
definition of what is
a 'small' artist

Possible limited
usability in a
'concert desert'

Thank You!

SoundBae

Team 3

Boris Doosey, Amandis S. L. Hnarakis,
Brennan Jennings, Ashley Meza-Wong,
Sabrina Pereira da Silva, Kelly Qi

Questions?

1

Opportunities

Opportunity to add virtual (Metaverse) events and livestreams to the calendar in the future

Possibility of adding other DSP APIs in the future, for better artist discovery and broader audience base

Become known as launching point for discovering trending artists