

UTILIZING DATA ANALYTICS FOR MUSIC SUCCESS: DATA-DRIVEN DECISION MAKING IN MUSIC TECHNOLOGY VENTURES FOR FRENCH ARTISTS

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Abstract

During recent years, the music industry has experienced huge changes in a lot of different forms. Not only did the market change its business model drastically, but a lot of new actors emerged. The world and French music market became both extremely easy to enter to newcomers but also extremely competitive. To be popular, new artists need to put a lot of effort into being noticed and make their popularity bigger. In this thesis, we will try to find ways to help those new artists to enter the online world and spread their music to many. By exploring market data with concrete examples from Spotify and YouTube market from 2022, we will be performing several data analysis and try to find useful insights of the market that could help new French artists in their quest of being more known.