

Link To Strategic Goal

What is the strategic business goal that this data use case will support.

The strategic business objective that using artist data to better increase marketing would help to increase music sales. This can be done by personalizing the marketing messaging and improving the effectiveness of marketing campaigns by focusing on the right audience. It can be accomplished by looking at the data to determine the demographics and tastes of the artist's followers, then using that data to develop more successful marketing initiatives and promotional plans. A further benefit of data analysis is the ability to spot trends and patterns that may be utilized to forecast future music sales and modify business plans accordingly.

Objective and Business Questions

What is the objective of this data use case? Can you articulate any business questions this data use case will help you answer?

Gaining knowledge of the tastes, habits, and demographics of music customers will enable more precise targeting and interaction with them, which will improve marketing and music sales. Many business questions, including the following, can be addressed with this data use case:

- Who are the most well-known musicians among our target market?
- What traits do our target audience members share the most frequently?
- What are the best marketing channels to use to reach our target market?
- How can we make our musicians and their music more well-known?
- What marketing initiatives have been most effective in promoting our artists and their music?

Measures of Success (KPIs)

How will success be measured? What business metrics will this initiative impact? What will be the key results?

A range of business measures will be used to assess success in using artist data to improve marketing and music sales, including:

- Increase in music sales: To ascertain whether the usage of artist data has resulted in an increase in revenue, the number of album and single sales will be monitored.
- Rise in streaming figures: To determine whether the usage of artist data has resulted in an increase in popularity, the number of streams on websites like Spotify and YouTube will be tracked.

1. Required Data

What data will be required? [internal-external; new-existing; data diversity; structured-unstructured]

To determine the artist's present audience and level of success, internal data will be needed, such as artist performance measurements, fan engagement statistics, and album sales figures. The identification of prospective new audiences and the development of strategies for reaching them will require the use of external data, such as market trends, competitor analysis, and consumer demographics.