


Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, August 2020

Course: Social Analytics Program: B.Tech. CSE (CCVT, MFT, OSS, TI, BAO, BFSI) Course Code: CSIB480	Semester: VIII Time : 03 hrs. Max. Marks: 100
---	--

Instructions: Attempt all questions, however internal choices are mentioned in Question 11 and 12.

SECTION A (Multiple Choice Questions)

S. No.		Marks	CO
Q 1	Online payment system “Paytm” is an example of? a) Web 2.1 b) Web 2.0 c) Web 1.0 d) Both a and b	5	CO1
Q 2	Social Analytics can be run on different levels a) based on social campaigns across all platforms b) drill-downs into specific platform performance per campaign c) both a and b d) none	5	CO2
Q 3	Which of the following can be considered as a “Page view”? a) Mouse Click b) Moving the cursor on screen c) Pressing ‘Q’ on keyboard d) Both a and c	5	CO3
Q 4	You are determined to achieve about 8 CGPA in your course and finally you achieved that after securing 6 GPA in first year and 10 GPA in second year. What will it account for in social media analytics? a) KPIs goal achieved b) 100% conversion c) Average session hit d) None of the above	5	CO4
Q 5	Among the currently online adults on Amazon’s Diwali Dhamaka day, 25% are looking for Oneplus 7T and 46% are referring to Galaxy Note 10+ is an example of? a) Social network Demographics b) Social network monitoring c) Trend Analysis d) Sentiment Analysis	5	CO5

Spotify is the largest music streaming service available. With more than 35 million songs and 170 million monthly active users, it is the ideal platform for musicians to reach their audience. On the app, music can be browsed or searched via various parameters — such as artists, album, genre, playlist, or record label. Users can create, edit, and share playlists, share tracks on social media, and make playlists with other users. One of Spotify’s best original features, “This Is” delivers on a major promise of the streaming revolution — the canonization and preservation of great artists’ repertoires for future generations to discover and appreciate.

Each one is dedicated to a different legendary artist, chronicling the high points of iconic discographies. “This is: Kanye West”. “This is: Maroon 5”. “This is: Elton John”. Spotify has provided a shortcut, giving us curated lists of the greatest songs from the greatest artists.

Your aim is to analyze the music that different artists on Spotify produce. The focus should be placed on disentangling the musical taste of 50 different artists from a wide range of genres. Throughout the process, You also have to identify different clusters of artists that share a similar musical style.

Here’s a quick summary of what should be your approach:

- a) Get the data from Spotify API. **Explain your steps.**
- b) Process the data to extract audio features for each artist. **What data processing you can do here?**
- c) Visualize the data using D3.js. **How D3.js works? Explain in steps.**
- d) Apply k-means clustering to separate the artists into different groups. **Any other clustering technique that you can use? How can you compare your clustering result with that of k-means?**
- e) Analyze each feature for all the artists. **Can you think of some other features?**

Note: No need to draw any diagrams. Explain your steps with sentences.

4*5