

ONLY Uses Musical Data To Connect People Based On 100+ Data Points

How AI and Data Science Could Improve Music Industry?



Los Angeles, Feb 17, 2020 ([Issuewire.com](https://www.issuewire.com)) - If you spent this Valentine alone, you won't do it by next year and thanks to Mohil Sheth, Founder & CEO at [Onely](https://onelyapp.com) who time-travelled 40,000 years back to find out that music is the only thing that can make fruitful human connections. Onely is a mobile app that collects data based on individual's music preferences and listening history; and further churns this data to gather 100+ data points including individual's personality profile, likings/dislikings, moods to political interests. This data is further used to make better social connections.

During the last decade, a lot of things have changed on how we have evolved socially with a number of social networking and dating apps; but none can guarantee the match of soulmates. While the recent Bumble wanted to empower woman, to Tinder who wants you to have more night-stands; and the good old Coffee Meets Bagel who will only allow you to connect with other if you have a mutual friend; none could solve the problem fully in bringing together two like-minded people effectively. Given the circumstances, we're not sold to Onely if they will be able to make this happen successfully, but we definitely take a chance to agree that music is connected to humans like no other thing on this earth.

This led us to get in conversation with [Mohil Sheth](https://www.issuewire.com) to know more about how ONLY will change the way we have been connecting:

Q: How did you come across this idea?

- As a fan of music, I have known [how music is connected to humans for more than 40,000 years](https://www.issuewire.com). I have

always imagined a better way to meet new people when I was travelling, or just wanted to grab a coffee but it was rare that I could meet someone who has a similar personality as mine. This thought kept living in my mind, and one night I got my answer - Music connects people. I was quite convinced but still validated my idea through research and came across hundreds of white-papers written by scholars on how music is a language of emotion in that it can represent different feelings and barge into the soul with no boundaries or limitations. And that's how I envisioned ONELY.

Q: Why Music? Can you elaborate a bit more?

- Ever been a bit judgey when you hear someone's taste in music? Of course, you have. And you were right — music tells you a lot about someone's personality, including their political preferences and it doesn't end there, but the kind of music that you're listening right now can say what kind of experiences you must be going through in your life. Happy, Sad, Angry, Depressed, Frustrated, Romantic, Energetic, Calm and all similar stages of life can be predicted well through music, and when such things get common between two humans; it's a match of souls.

Q: So how do you recognise personality using music?

- We collect data based on individual's music preferences and listening history; and further churns this data via a proprietary algorithm to gather 100+ data points including individual's personality profile, likings/dislikings, and moods. This data is further used to connect people.

Q: What else can you do in [Onely](#)?

- Well, you can connect with like-minded people and listen to songs. We wanted to keep our user experience to minimal and hence didn't come across with a hundred things, but yes we're still working extensively on our user experience among 10000s of users before we launch on the coming World Music Day.

Interested in knowing more about Onely? Get more information through [Onely's website](#).



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