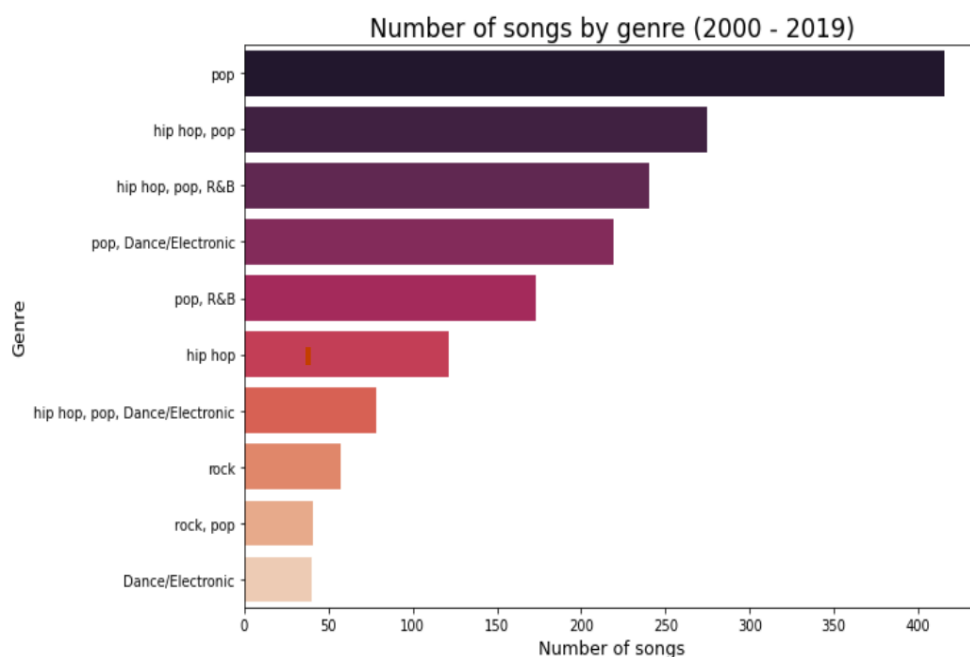


Genre Popularity based on Spotify Top Hits (2000-2019) Dataset

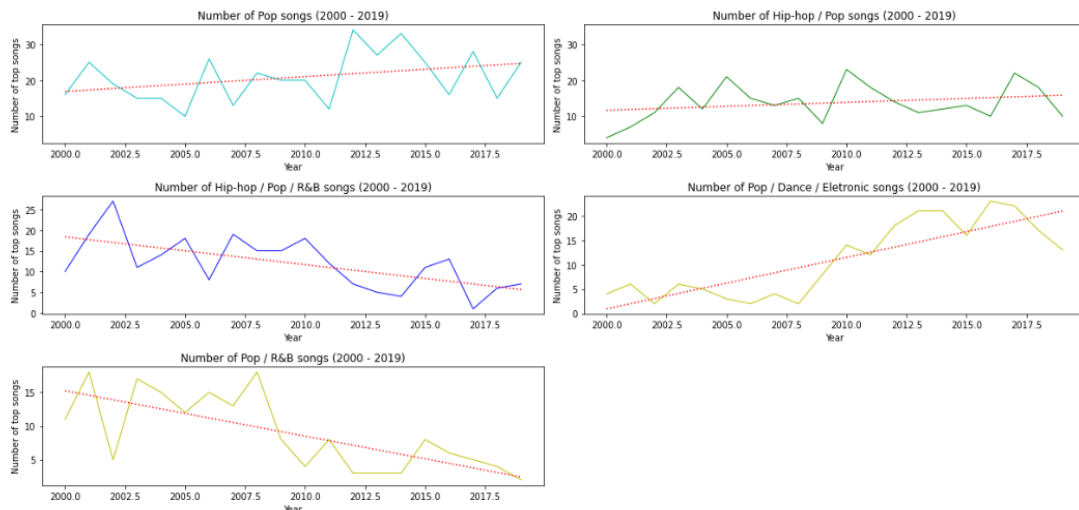
The key message this article conveys is about the top hit's genre between the period of (2000 – 2019) using Spotify Top Hits Dataset. The primary audience who would be interested in this data visualization is Record Labels/Music Producers, industry analysts would find these insights valuable for understanding evolving consumption patterns, genre preferences, and market dynamics. This article can be referred to identify which is the most popular genre.



The visualisation above depicts the genre distribution and the number of songs produced in different genre in the period from 2000 – 2019 using a horizontal bar chart, which is well justified for this dataset as it excels at displaying and comparing distinct categorical values, making them an ideal choice for representing different genres. The lengths of the bars provide a natural and visually fascinating representation of the varying quantities associated with each genre. The visualisation above is a good as it also satisfies the below given points.

- **Clarity and Simplicity:** One of the primary strengths of this visualization is its clarity and simplicity. The horizontal bars quickly show the sizes of genres making it easy for viewers to understand the values briefly.
- **Effective Use of Colour:** The careful selection of colours, on the chart boosts its ability to convey information effectively. Different colours are used to represent each type of music making it easier to recognize and distinguish between genres. By using red shades, for similar genres like pop, hip hop and R&B viewers can quickly understand the connections, between them and identify genre groupings more easily.

- **Clear Labelling and Annotations:** The labels and notes, on the chart play a role in enhancing its impact. The genre categories on the axis are clear and informative leaving no room for confusion about the types of data being shown. By including the time frame (2000-2019), in the title the context and range of the information are effectively conveyed.
- **Logical Ordering and Grouping:** The ordering of genres within the chart is logical and purposeful. By arranging the bars in descending order of number of songs, the visualization immediately highlights the most prominent genres, enabling viewers to prioritize their focus.
- **Scalability and Adaptability:** While the current chart effectively communicates the provided data, its design is scalable and adaptable to accommodate potential future expansions or modifications. Additional genres or time periods could be seamlessly integrated without compromising the clarity or legibility of the visualization.



This visualization above presents a set of line charts that effectively communicate the trends in top 5 music genre categories over the 2000 - 2019 period. The chart displays the number of hit songs in different genre using the red line. The Pop and Hip-hop genres have maintained relative stability in terms of number of hit songs over time. On the other hand, when these two genres are added by the R&B style, it loses some ground. The most interesting observation is about the Pop style mixed with dance and electronic music, which had a significant increase in popularity between the analysed period, mainly after 2007.

The key strengths of this data visualization are:

- **Clarity of Genre Representation:** The charts are organized into distinct categories - "Number of Pop songs", "Number of Hip-hop / Pop / R&B songs", "Number of Pop / Dance / Electronic songs" - which allows the audience to clearly differentiate and track the trends within each genre.
- **Consistent Visual Encoding:** The use of line charts across all the genre categories creates a cohesive visual language that enables the audience to easily compare the trends. The consistent use of colour coding (blue, purple, green, yellow) further strengthens the distinction between the genre groups.
- **Temporal Comparison:** By plotting the data points over the 2000-2019 period, the visualization allows the audience to observe the evolving dynamics and changes in the popularity of the different music genres. The x-axis provides a clear temporal context for interpreting the trends.
- **Quantitative Insights:** The y-axis displays the actual numerical values for the "Number of songs", providing the audience with quantitative insights into the scale and magnitude of the genre popularity. This level of detail complements the visual comparisons.
- **Efficient Use of Space:** The layout of the charts, with each genre group occupying a dedicated section, ensures efficient use of the available space without overwhelming the viewer. The compact yet distinct presentation makes it easy for the audience to focus on and interpret each genre trend.

Overall, set of line charts and bar chart is an effective data visualization for communicating the evolving trends in music genre popularity over the period from (2000 – 2019). The clear genre categorization, consistent visual encoding, temporal context, and quantitative details work together to create a coherent and insightful presentation of the data.