



GROUP 4

MLEY CYRUS'S SPOTIFY CHART PERFORMANCE

DS 164 LABORATORY

CARREON | LUCAS | PERALTA | QUIPIT



INTRODUCTION

MILEY CYRUS AIMS TO **REFINE HER MUSIC STRATEGY** BY ANALYZING HER SPOTIFY PERFORMANCE FROM JANUARY 1, 2017, TO DECEMBER 31, 2021. USING THE SPOTIFY CHARTS DATASET, THIS STUDY EXPLORES THE **FREQUENCY AND RANKING OF HER SONGS**, HIGHLIGHTING SIGNIFICANT TRACKS LIKE 'PRISONER (FEAT. DUA LIPA)' AND NOTABLE REGIONAL SUCCESS IN ITALY. KEY INSIGHTS INTO HER CHART PRESENCE AND STREAMING TRENDS PROVIDE A COMPREHENSIVE VIEW OF **MILEY CYRUS'S GLOBAL IMPACT** AND OFFER STRATEGIC GUIDANCE FOR HER FUTURE MUSICAL ENDEAVORS.

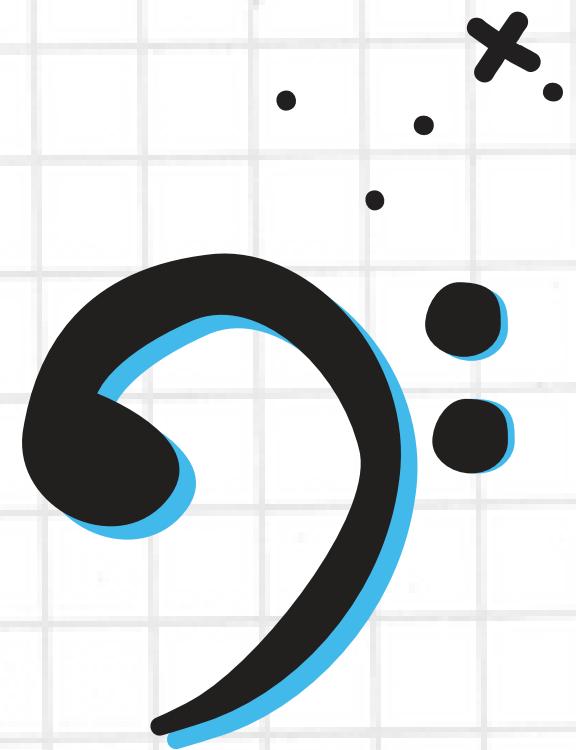
DATA DICTIONARY

Attribute	Description
title	The title of the song.
rank	The rank of the song on the chart. It is an integer where a lower number indicates a higher position (e.g., 1 is the highest rank).
date	The date when the ranking was recorded. The format is YYYY-MM-DD.
artist	The name of the artist or artists performing the song.
url	A URL link to the song on Spotify or another streaming platform.
region	The region or country where the chart ranking was recorded.
chart	The name of the chart the song appears on (e.g., 'top200', 'viral50').
trend	The trend status of the song on the chart, indicating whether the song's rank has stayed the same, moved up, or moved down compared to the previous ranking. Possible values include 'SAME_POSITION', 'MOVE_UP', and 'MOVE_DOWN'.
streams	The number of streams the song received.

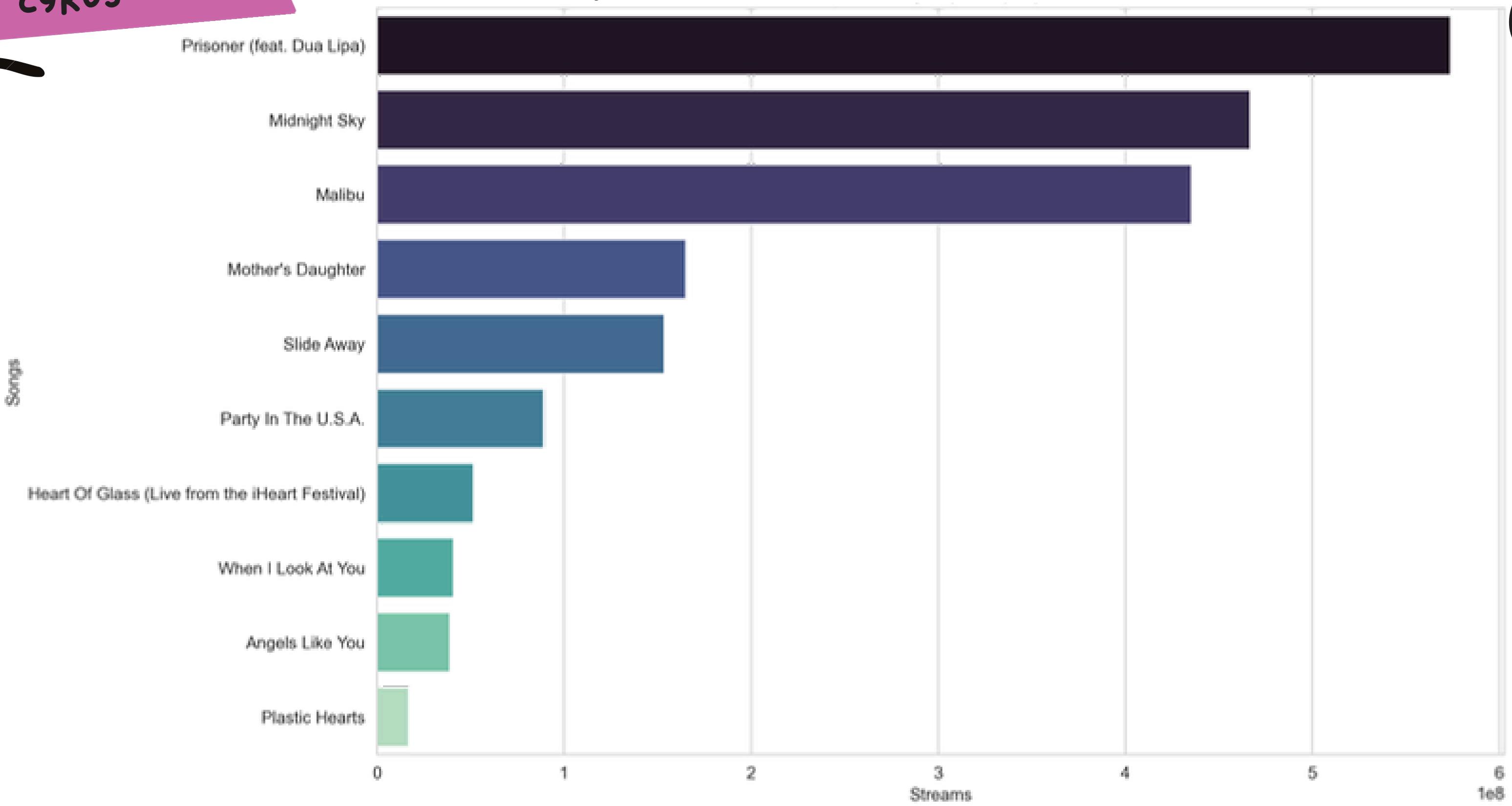


QUESTION

HOW CAN AN ANALYSIS OF MILEY CYRUS'S SPOTIFY CHART RANKINGS, STREAMING NUMBERS, AND REGIONAL POPULARITY FROM 2017 TO 2021 PROVIDE INSIGHTS INTO HER **MUSICAL IMPACT AND CHART SUCCESS** TO INFORM HER FUTURE MUSIC STRATEGY?



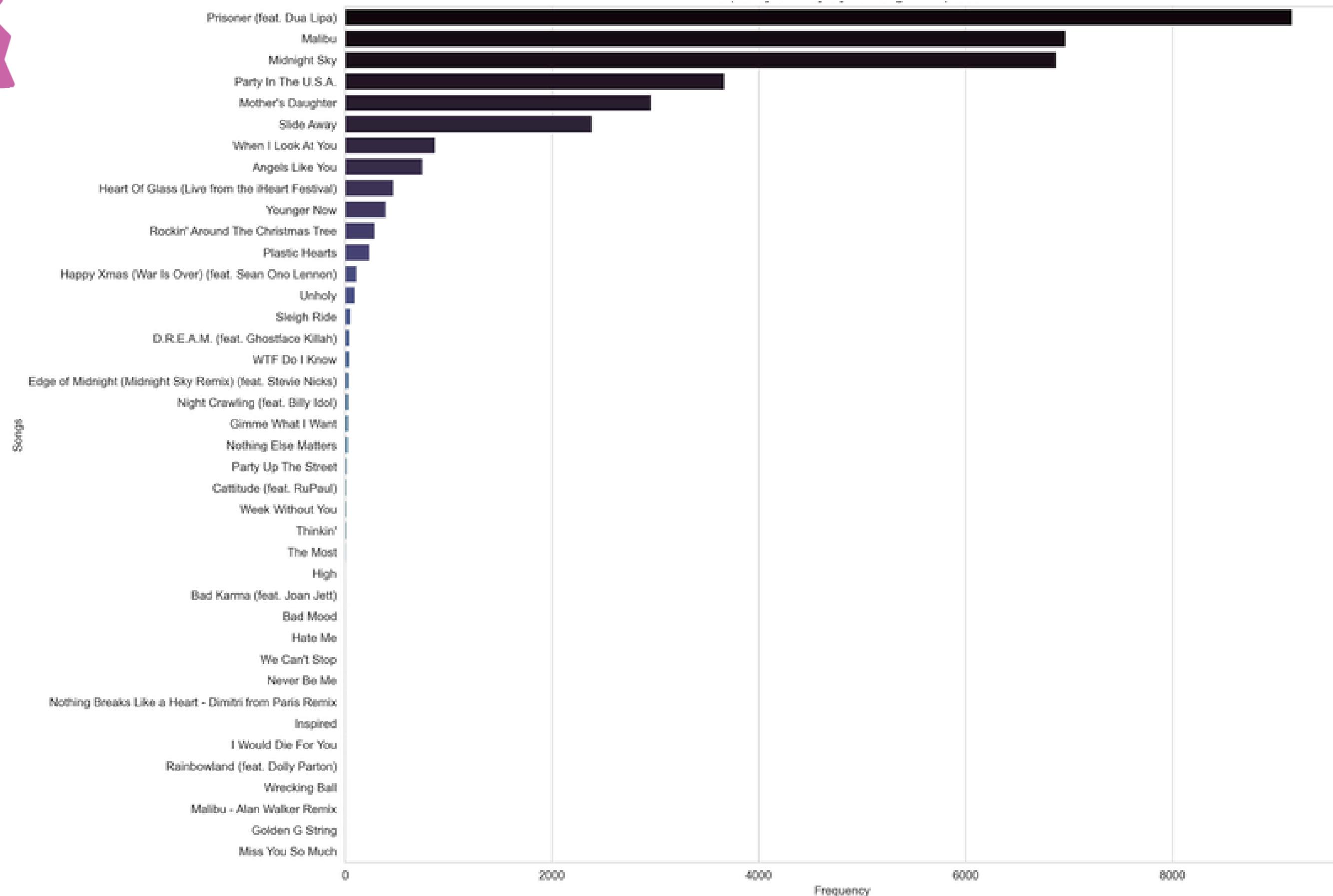
TOP 10 SONGS BY MILEY CYRUS



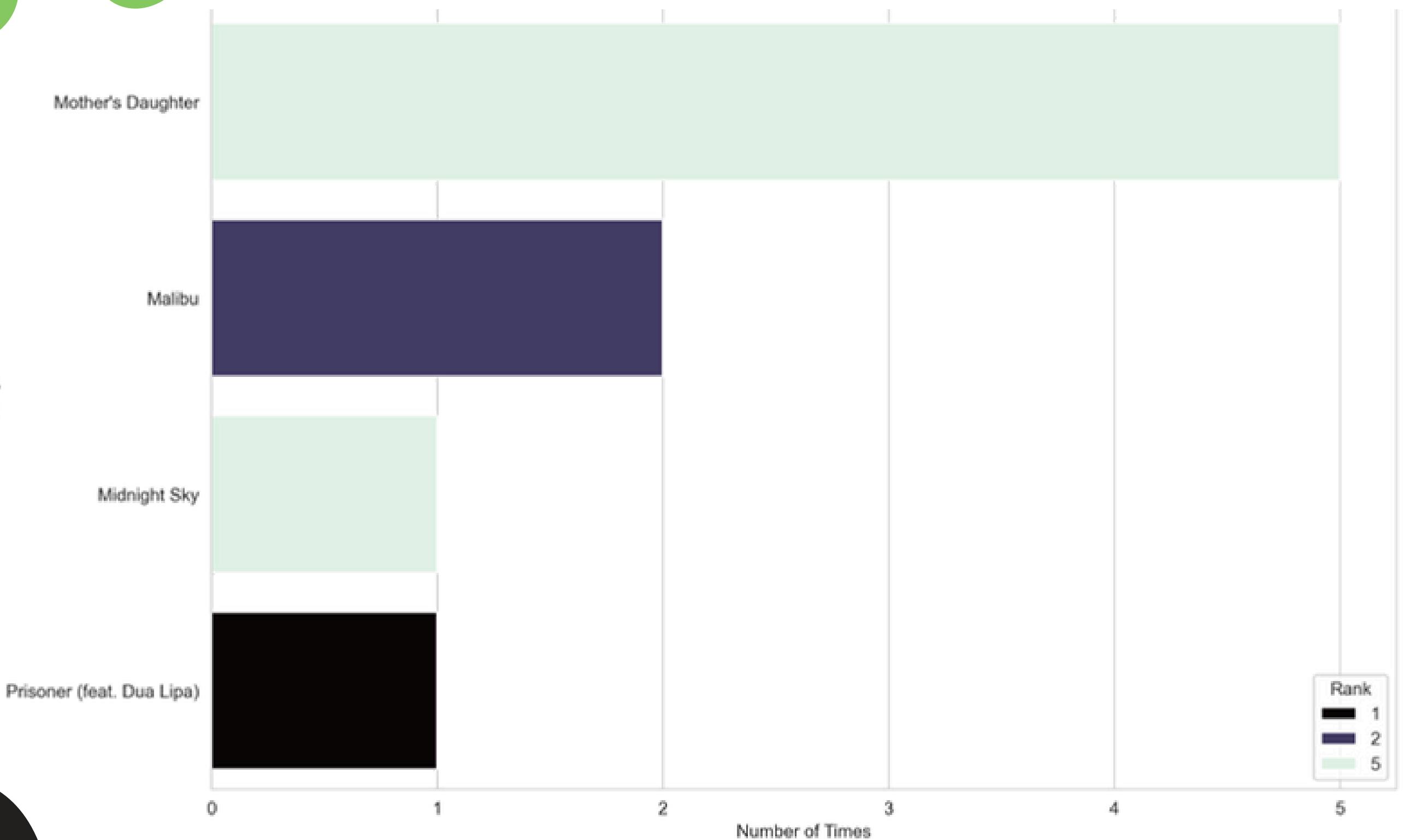
THE BAR GRAPH SHOWS MILEY CYRUS'S TOP TEN SONGS ON THE 200S CHART BY STREAMS, WITH "PRISONER (FEAT. DUA LIPA)" AS THE MOST STREAMED AND "PLASTIC HEARTS" AS THE LEAST, ILLUSTRATING A NOTABLE DIFFERENCE IN LISTENER PREFERENCE.

FREQUENCY OF MILEY CYRUS SONGS IN TOP 200

THE BAR GRAPH SHOWS THE FREQUENCY OF MILEY CYRUS'S SONGS IN THE TOP 200 CHART, WITH "PRISONER (FEAT. DUA LIPA)" HAVING THE HIGHEST FREQUENCY AND "MISS YOU SO MUCH" THE LOWEST, REFLECTING ITS TOP STREAMING STATUS.



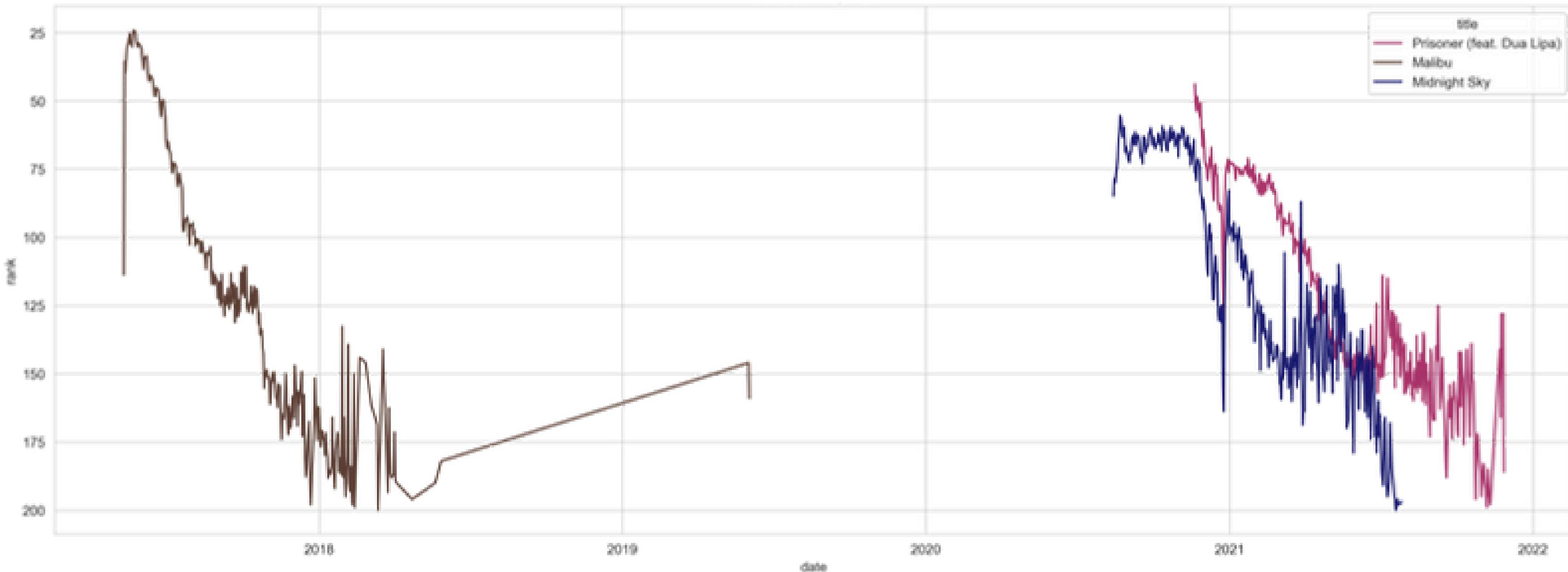
HIGHEST RANKS ACHIEVED BY MILEY CYRUS SONGS



THE BAR GRAPH DISPLAYS MILEY CYRUS'S HIGHEST CHART RANKS, SHOWING "PRISONER (FEAT. DUA LIPA)" RANKED 1ST MOST FREQUENTLY, "MALIBU" 2ND, "MOTHER'S DAUGHTER" 5TH, AND "MIDNIGHT SKY" ONLY ONCE AT 5TH.

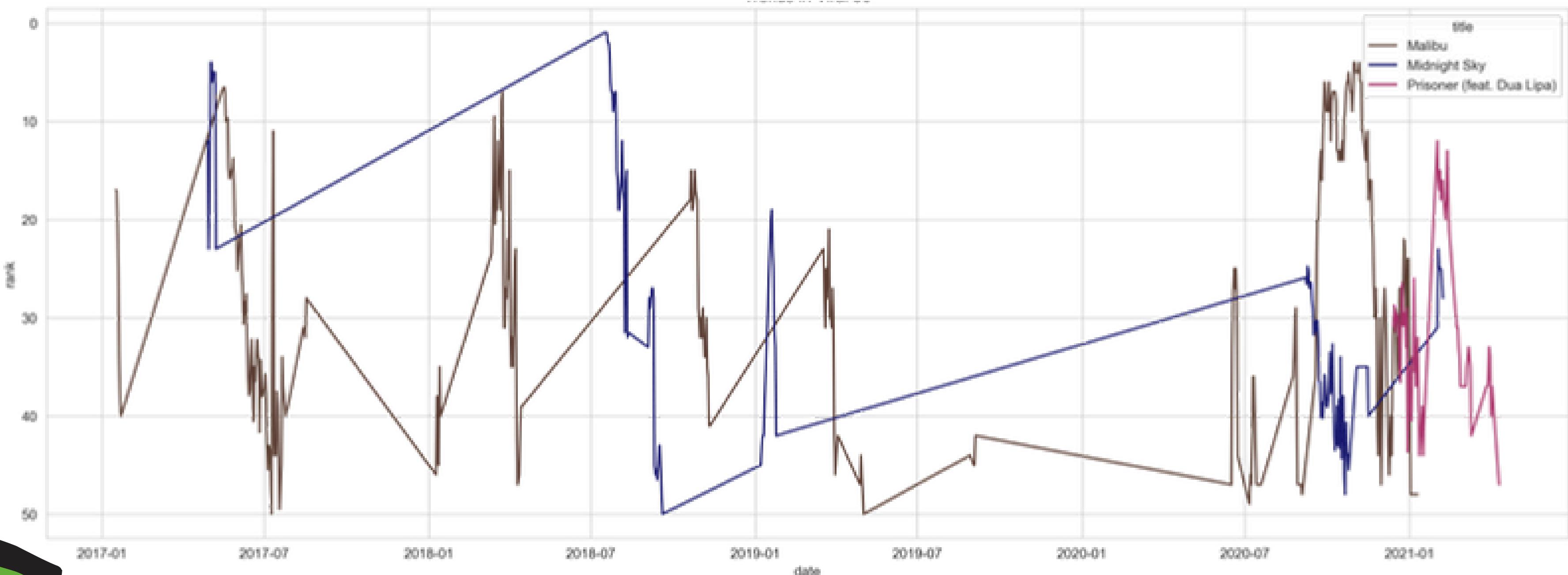
TRENDS IN TOP 200

THE BAR GRAPH SHOWS THE RANKING TRENDS OF MILEY CYRUS'S SONGS FROM 2017 TO 2021, WITH "MALIBU" FLUCTUATING AND DECLINING OVER TIME, "PRISONER (FEAT. DUA LIPA)" PEAKING IN EARLY 2021 BEFORE DROPPING, AND "MIDNIGHT SKY" PEAKING IN MID-2020 BUT DECLINING TOWARDS 2021.

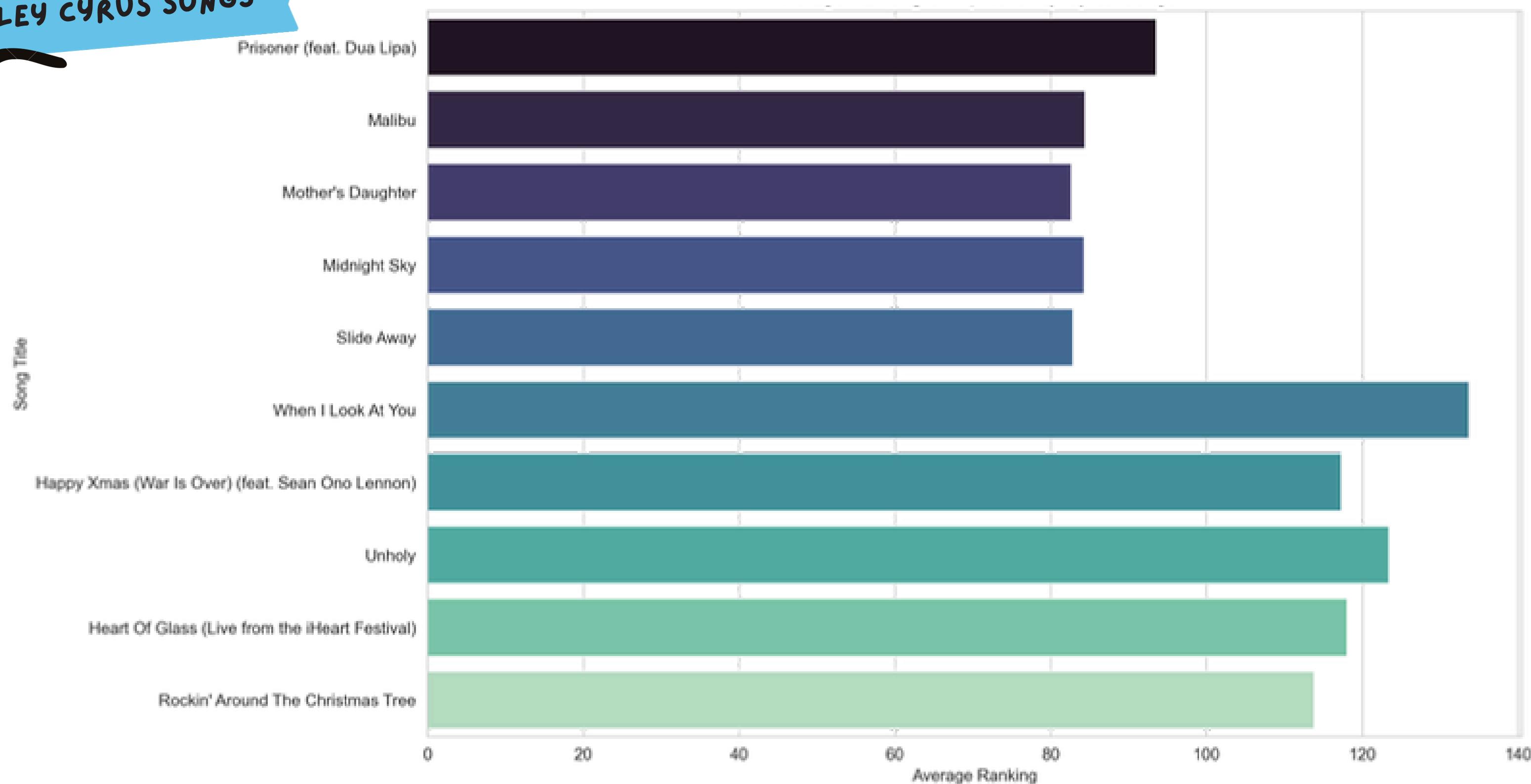


TRENDS IN VIRAL 50

THE BAR GRAPH SHOWS MILEY CYRUS'S SONG RANKINGS IN THE VIRAL 50 CHART FROM 2017 TO 2021. "MALIBU" PEAKED IN MID-2017 AND FLUCTUATED BETWEEN RANKS 10 AND 50, WHILE "MIDNIGHT SKY" HAD HIGH RANKINGS IN 2017-2018 BUT FLUCTUATED LATER. "PRISONER (FEAT. DUA LIPA)" INITIALLY RANKED LOWER IN 2020 BUT ROSE TO 10 IN EARLY 2021 BEFORE FALLING AGAIN.



TOP 10 RANKING STATISTICS FOR MILEY CYRUS SONGS



THE BAR GRAPH SHOWS THE AVERAGE RANKING OF MILEY CYRUS'S TOP 10 SONGS ON THE 'TOP 200' CHART. "**MOTHER'S DAUGHTER**" AVERAGES AROUND 83RD PLACE, INDICATING STRONG PERFORMANCE. "**WHEN I LOOK AT YOU**" AVERAGES AROUND 134TH, SHOWING WEAKER PERFORMANCE. DESPITE BEING A TOP PERFORMER, "**PRISONER (FEAT. DUA LIPA)**" AVERAGES AROUND 94TH PLACE.



CONCLUSION



MILEY CYRUS HAS DEMONSTRATED STRONG AND CONSISTENT PERFORMANCE ON SPOTIFY, WITH HITS LIKE "PRISONER" AND "MALIBU" LEADING THE CHARTS AND A NOTABLE FANBASE IN ITALY. TO BUILD ON THIS SUCCESS, FOCUS ON PROMOTING THESE TOP TRACKS AND TARGET MARKETING AND LIVE PERFORMANCES IN ITALY. USING CHART PERFORMANCE INSIGHTS WILL GUIDE FUTURE RELEASES AND PROMOTIONAL STRATEGIES. EXPANDING HER REACH TO OTHER RECEPTIVE REGIONS CAN FURTHER ENHANCE HER GLOBAL PRESENCE AND FAN ENGAGEMENT.

THANK YOU!

AND THAT'S A WRAP.