



# WHY ARE POPULAR SONGS SO POPULAR?



117k Songs 34k Artists 14 Features

Packages used:  
ggplot2, reshape2,  
arules/arulesViz, ggcormplot



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## Abstract

The dataset provides insights about songs from Spotify's music repository, and is used to identify attribute features which help in evaluating contributions towards making a song popular.

## Target Audience

### Who might be interested in this report?

This report enables artist labels in identifying music dynamics and developing strategies which can lead to better audience engagement, which ultimately leads to profit maximization.

It is also meant for market and academic research professionals in the music and media industry in facilitating development of market share and competitive benchmarking models, which are further used for artist procurement as well as M&A strategy development.

## Which variables affect popularity?

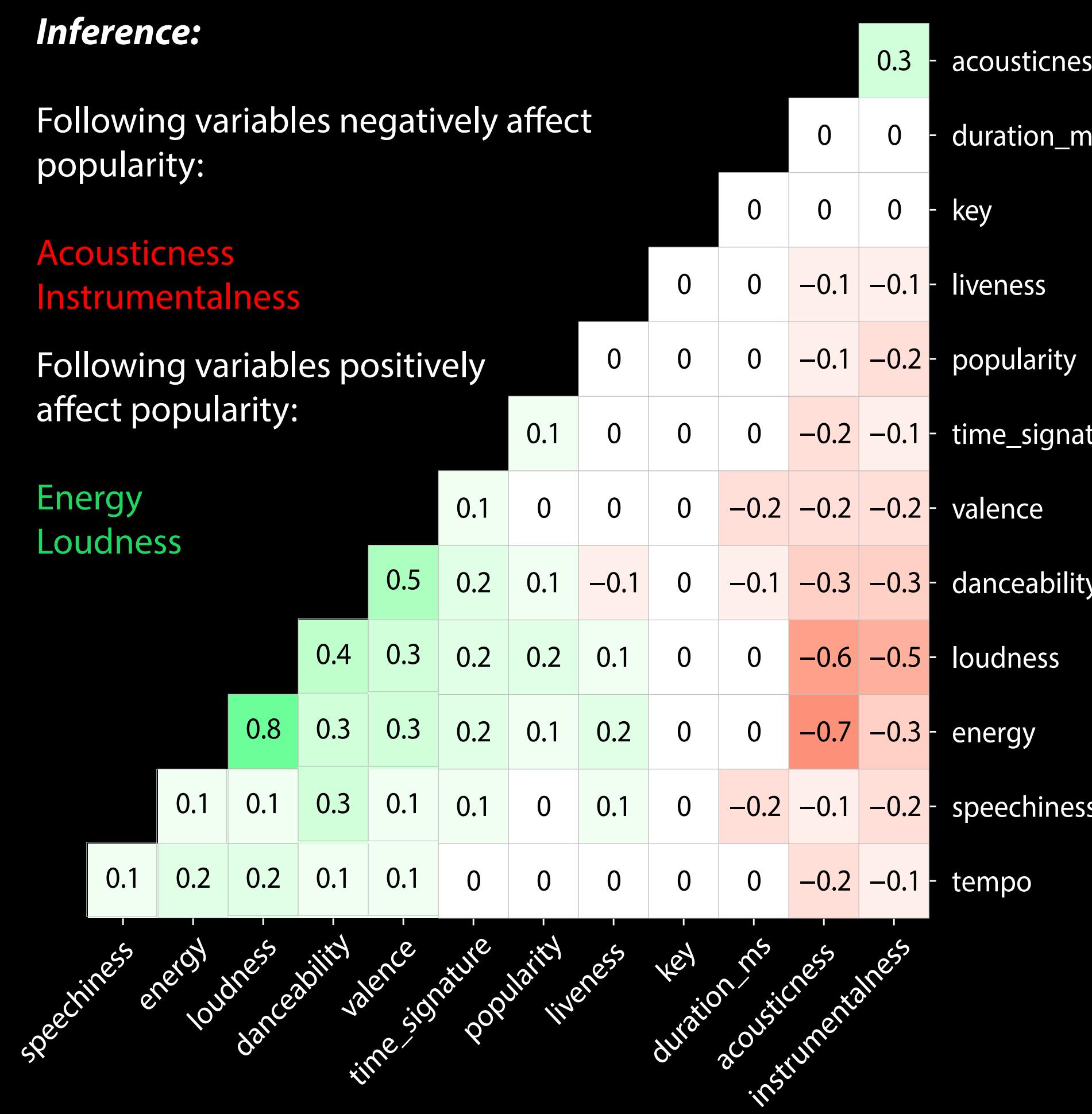
### Inference:

Following variables negatively affect popularity:

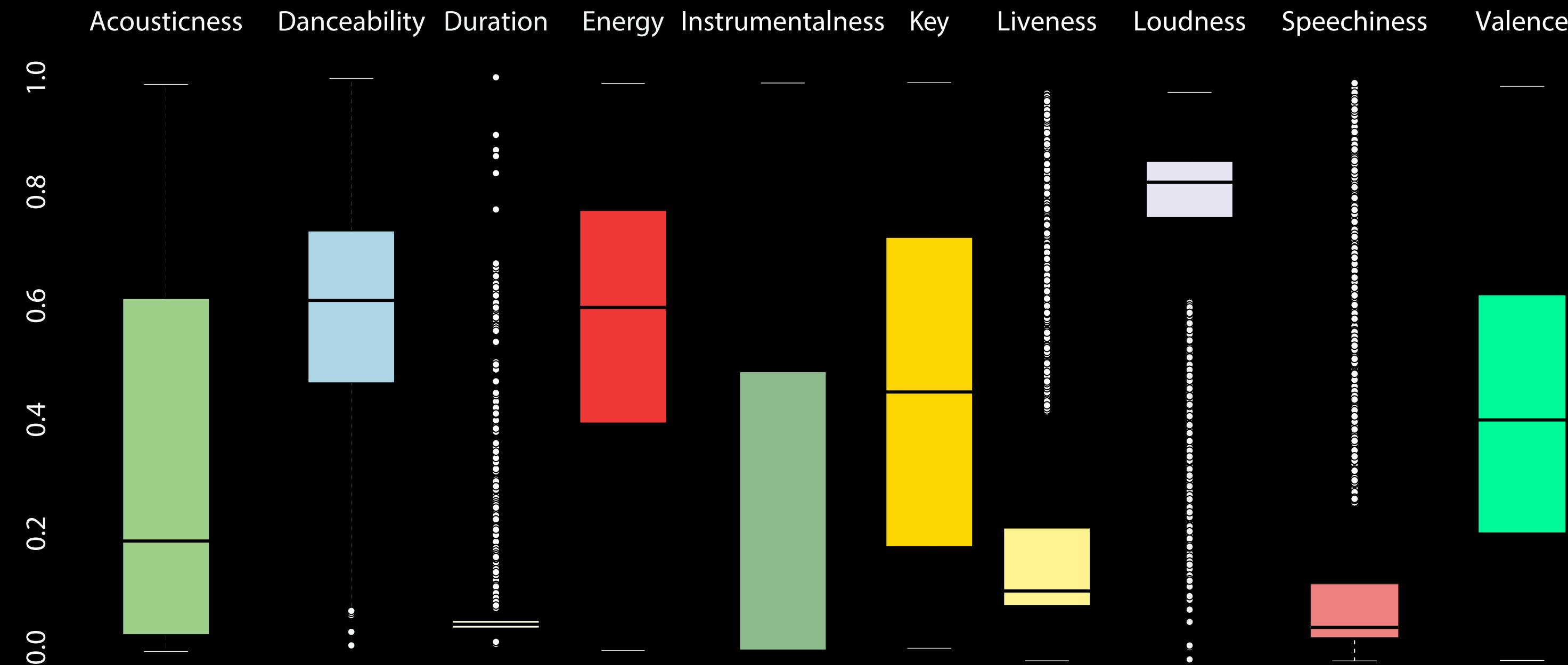
### Acousticness Instrumentalness

Following variables positively affect popularity:

### Energy Loudness



## This Is: Data Spread

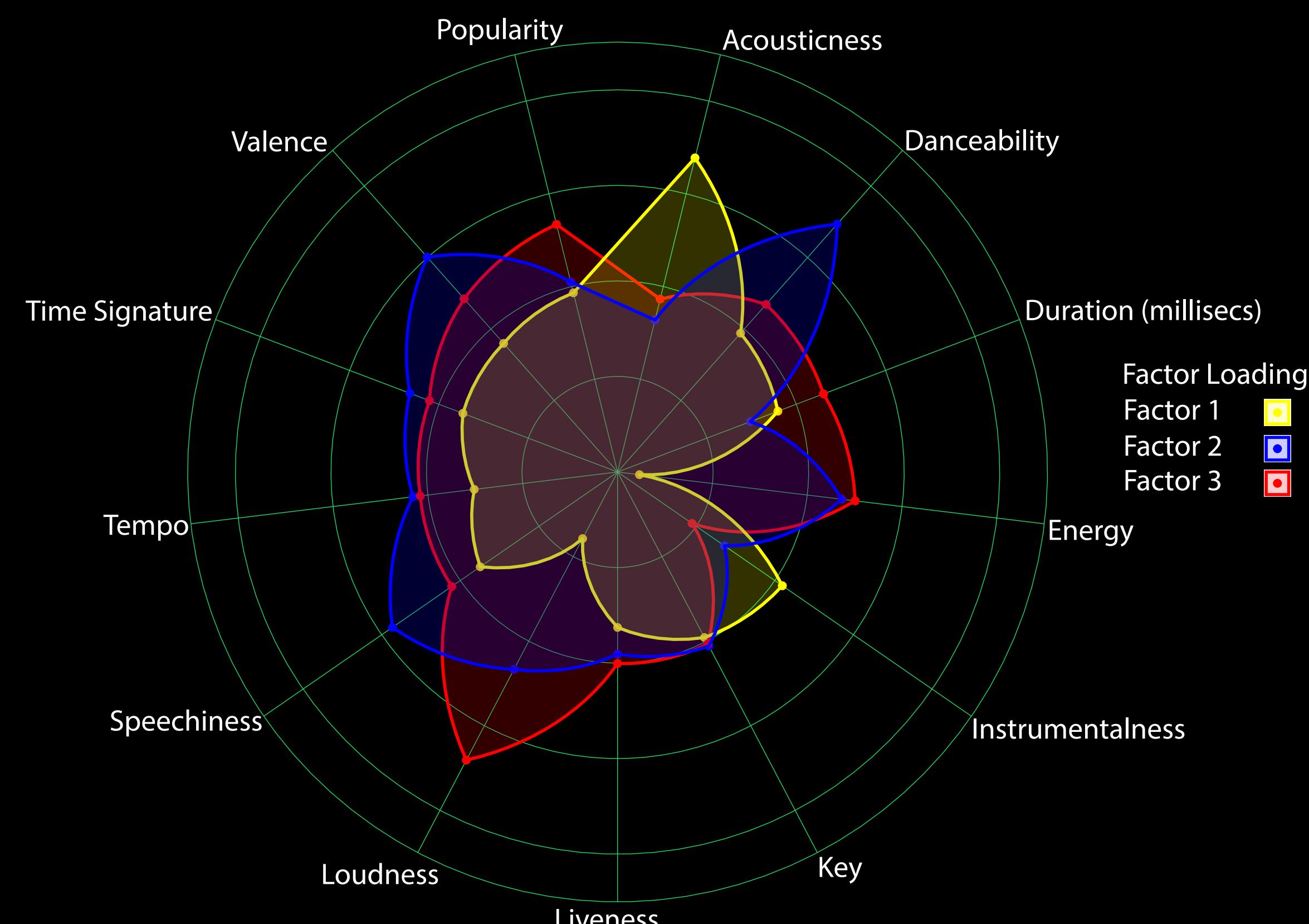


### Inference:

Apart from Loudness, Liveness and Duration, other attributes are spread evenly.

To tackle discrepancies, the outliers have been properly treated for subsequent parts of the analysis.

## Are there any visible clusters?



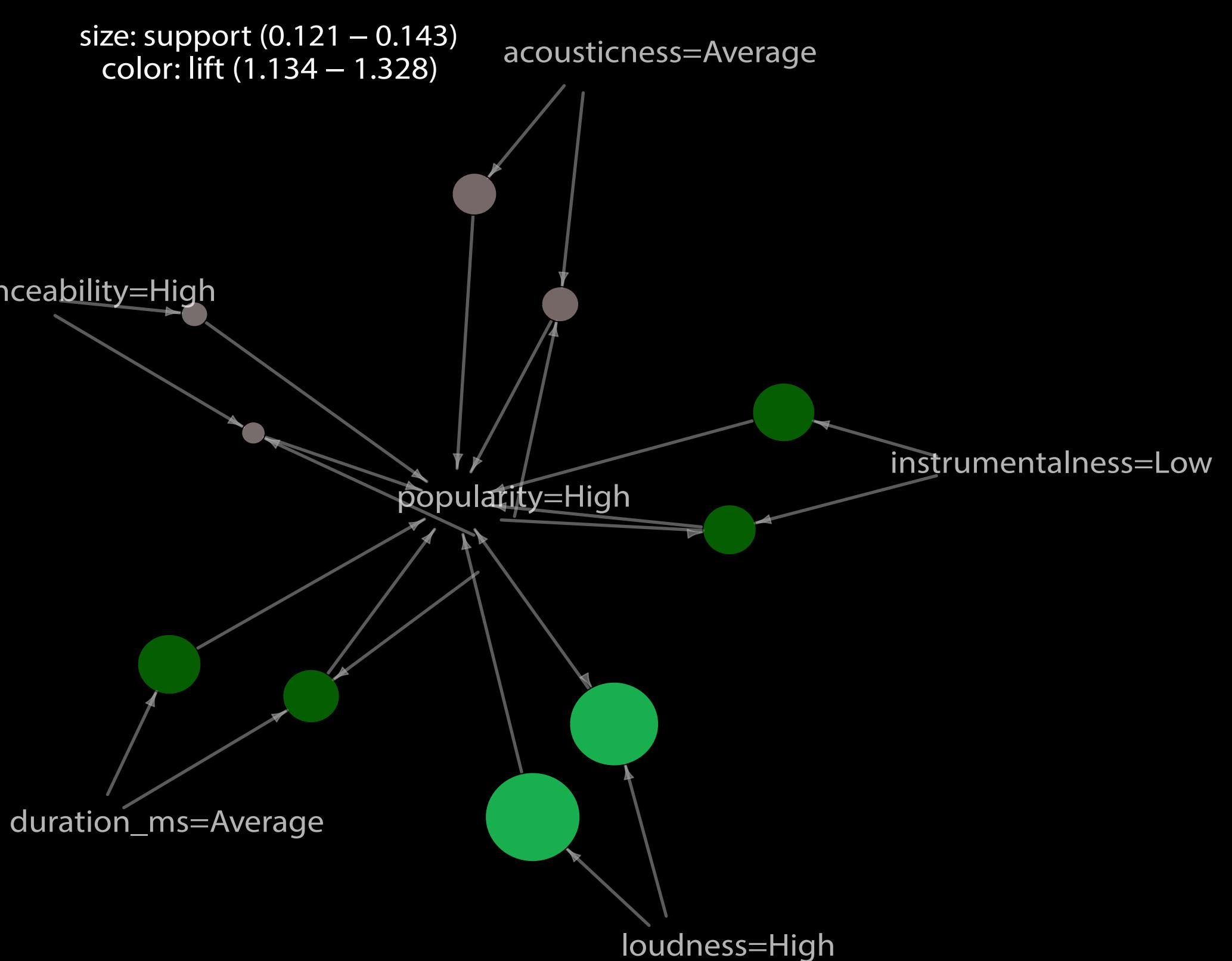
### Inference: Through exploratory factor analysis, clusters are defined:

**Factor 1:** Cluster of classical music listeners

**Factor 2:** Cluster of Hip-Hop and Rap music listeners

**Factor 3:** Cluster for Electronic and Modern Pop music listeners

## How to develop popular songs?



### Inference:

The plot clearly indicates songs with low instrumentalness, high loudness, and average acousticness and duration are more popular among listeners. The music needs to have these attributes to become trending.

Source: