Music Track Analysis

INTRODUCTION

This dataset presents a comprehensive compilation of the most streamed songs. It provides extensive insights into each track's attributes, popularity, and presence on various music platforms, offering a valuable resource for music analysts, enthusiasts, and industry professionals. The dataset includes track name, artist, release date, ISRC, streaming statistics, and presence on platforms like YouTube, TikTok, and more.

OBJECTIVE

To Analyse the given data based on popularity, production, fondness, explicit content, andtimeeach the conclusion focusing on the music platforms and the artist with their corresponding track. The findings give insight into the statistics of the music platforms along with the tracks.

DATA CLEANING

In Data cleaning

- We have dropped the columns with the greatest number of null values.

- Dropped all rows with null values.
- Eliminated the commas from the numerical values and replaced it with an empty string.
- We have changed the datatype of numbers which were in ***VARCHAR*** into ***INT***.
- Rearranging the column appropriately.

FEATURE ENGINEERING

We have added a new column for the year and updated the values from the release date to year. Modify the column release date.

ANALYSIS

1. . Which is the top 10 Artist with the greatest number of tracks?

```
select artist, count (*) as count from spotify2024
group by artist order by count desc limit 10;
```

2. . Which are the top 10 artists with all-time rank?

```
select artist,Track,All_Time_Rank from spotify2024
 order by All_Time_Rank  limit 10;
```

3. Top 30 artist's track which have highest Tiktok likes

```
create temporary table tiktoklikes as select Track,Artist,
tikTok_likes from spotify2024 order by
tiktok_likes desc limit 30;

select * from tiktoklikes;
```

4. Top 30 artist's track which have highest YouTube likes

```
create temporary table Youtubelikes as select
 Track,Artist,Youtube_likes from
spotify2024 order by Youtube_likes desc limit 30;

select * from Youtubelikes;
```

5. Which is the most liked song across all platforms, and who is the artist of the song?

```
: create temporary table tiktoklikes as select
Track,Artist,tikTok_likes from
spotify2024 order by tiktok_likes desc limit 30;

select * from tiktoklikes;

alter table tiktoklikes rename column Track to Track2;

alter table tiktoklikes rename column Artist to Artist2;

create temporary table Youtubelikes as select
 Track,Artist,Youtube_likes from
spotify2024 order by Youtube_likes desc limit 30;

select * from Youtubelikes;

create temporary table likes select * from
Youtubelikes inner join tiktoklikes on
Youtubelikes.Track=tiktoklikes.Track2;

select * from likes;

select Artist,Track,Youtube_likes + tiktok_likes as
likes_sum from likes order by likes_sum desc ;
```

6. Top 10 Artist with most explicit track

```
select artist,sum(explicit_track) from spotify2024
 group by artist order by
```

```
sum(explicit_track) desc limit 10;
```

7. How many songs are released in each year?

```
select year,count() as count  from spotify2024
 group by year order by count() desc;
```

8. Which is the most used music platform?

```
avg(Spotify_Streams),avg(YouTube_Views),
avg(Tiktok_posts),avg(Apple_Music_Playlist_Count),
avg(AirPlay_Spins),avg(Deezer_Playlist_Reach),
avg(Amazon_Playlist_Count),avg(Pandora_Streams)
,avg(Shazam_Counts)from spotify2024;

select value from (select avg(Spotify_Streams)
as value from spotify2024
union all select avg(YouTube_Views)
as value from spotify2024
union all select avg(Tiktok_posts)
as value from spotify2024
union all select avg(Apple_Music_Playlist_Count)
as value from spotify2024
union all select avg(AirPlay_Spins)
as value from spotify2024
union all select avg(Deezer_Playlist_Reach)
as value from spotify2024
union all select avg(Amazon_Playlist_Count)
as value from spotify2024
union all select avg(Pandora_Streams)
as value from spotify2024
union all select avg(Shazam_Counts)
as value from spotify2024) as all_values
order by value desc;
```

9. Top 10 tracks with their corresponding artists in Spotify streams.

```
select artist,track,spotify_streams from
spotify2024 order by
spotify_streams desc limit 10;
```

10. Top 10 tracks with their corresponding artists in Spotify playlist count.

```
 select artist,track,Spotify_Playlist_Count
 from spotify2024
 order by Spotify_Playlist_Count desc limit 10;
```

11. Categorise the track with their corresponding artists based on the views in YouTube

```
select Artist,Track,YouTube_Views,case when
YouTube_Views<5000000 then 'Less viewed' when
YouTube_Views>=5000000 and
 YouTube_Views<500000000 then 'Average' when
 YouTube_Views>=500000000 and
 YouTube_Views<5000000000 then 'Highly viewed'
  else 'Most viewed' end as
 Remarks  from spotify2024 order by YouTube_Views desc;
```

12. . Which are the top 10 tracks on TikTok views with their corresponding artists?

```
create temporary table TiktokViews as select
artist,track,TikTok_Views from spotify2024 order by
TikTok_Views desc limit 10;select * from Tiktokviews;
```

13. . Which are the top 10 tracks on TikTok post with their corresponding artists?

```
create temporary table Tiktokposts as select
 artist,track,Tiktok_posts
from spotify2024 order by Tiktok_posts desc limit 10;
select * from Tiktokposts;
```

14. Most popular songs in TikTok

```
create temporary table TiktokViews as select
 artist,track, TikTok_Views
from spotify2024 order by TikTok_Views desc limit 10;

alter  table tiktokviews rename column Track to Track2;

alter  table tiktokviews rename column Artist to Artist2;

select * from Tiktokviews;

create temporary table Tiktokposts as select
artist,track,Tiktok_posts
from spotify2024 order by Tiktok_posts desc limit 10;

select * from Tiktokposts;

create temporary table tiktok select * from
TiktokViews  inner join Tiktokposts on
 TiktokViews.Track2=Tiktokposts.Track;

select Artist,Track,Tiktok_Views+Tiktok_posts
as Sum from tiktok order by sum desc;
```

15. Top 10 most popular artist in Deezer.

```
select Artist, Track,Deezer_Playlist_Count from
spotify2024 order by Deezer_Playlist_Count
 desc limit 10;
```

16. Top 10 most popular artist in Pandora.

```
 select Artist, Track,Pandora_Streams from spotify2024
 order by Pandora_Streams desc limit 10;
```

17. Top 10 most popular artist in Shazam.

```
 select Artist, Track,Shazam_counts from
 spotify2024 order by
 Shazam_counts desc limit 10;
```

18. Find the common tracks that are popular on video platforms.

```
create temporary table TiktokViews1 as select
artist,track, TikTok_Views from
spotify2024 order by TikTok_Views desc limit 30;

alter  table tiktokviews1 rename column
 Track to Track2;

alter  table tiktokviews1 rename column
Artist to Artist2;

select * from Tiktokviews1;

create temporary table Youtubeviewes
as select Track,Artist,Youtube_views from
spotify2024 order by Youtube_views desc limit 30;

select * from Youtubeviewes;

create temporary table views select * from
 Youtubeviewes inner join
tiktokviews1 on
Youtubeviewes.Track=Tiktokviews1.Track2;

select * from views;
```

REPORT

Findings:

▼ Bad Bunny is introduced the greatest number of tracks along with artists such as Drake, Taylor Swift, KAROL G, etc

▼ Top 10 ranking of the track along with the corresponding artist

Artist	Track
Tommy Richman	MILLION DOLLAR BABY
Kendrick Lamar	Not Like Us
Artemas	i like the way you kiss me
Miley Cyrus	Flowers
Jack Harlow	Lovin On Me
FloyyMenor	Gata Only
Central Cee	BAND4BAND (feat. Lil Baby)
Billie Eilish	LUNCH
Myke Towers	LALA
Taylor Swift	Fortnight (feat. Post Malone)

▼ Based on our analysis, we can conclude that the artist CKay with the track 'Love Mwantiti (Ah Ah Ah)' and BTS with the track 'Butter' were the fondest track

▼ Spotify is the most used music platform, followed by YouTube, Pandora, Shazam, Deezer, and TikTok.

▼ We have only considered the data from the music platform mentioned above

▼ The popular tracks across all platforms :

PLATFORMS	TRACKS	ARTIST
Spotify	Blinding Lights	The Weeknd
YouTube	Baby Shark	Pink Fong
TikTok	Oh No	Kreepa
Deezer	Don't Start Now	Dua Lipa
Pandora	I'm Yours	Jason Mraz
Shazam	Dance Monkey	Tones And I

▼ No common tracks appear in the top 10 popular track lists across all platforms .

▼ Considerably we can say that **Ed Sheeran's** Shape of you is popular in **3** most popular platforms namely *Youtube* , *Spotify*,*Deezer*.

▼ The greatest number of songs released in the year 2022 was 337 tracks

▼ The artist Drake uses the most explicit words in the track and comparing the popularity and likes of the artist who uses explicit content we could make a generalization that viewers do not prefer explicit tracks, even though they are highly viewed they do not acquire much popularity.

▼ On video platform , we can see that users from different video platforms prefer different songs of interest.

▼ In a comparison of the video platforms, we can say that the likes and views of Youtube are proportionally implying users are satisfied with the popular songs while inTikTokk the condition doesn't apply.

Conclusion

Here the most evident aspect that we should consider is the influence and impact of visualisation on the users. The songs that are popular on video platforms are not as popular on music platforms. That too we can see that on comparing the video platforms they don't share the same songs in popularity. Showcasing the drastic variation of visualization in the video platforms. In most cases we can say that the songs of popular artists do not get to the popularity of weakness, it is mostly the less popular Artist who gets to the peak of popularity as a ***one-time wonder*** and then drops the other tracks. The usage of explicit content is not considered ideal for extreme popularity though it gains some.