

TELLING STORIES WITH DATA

Part – 2

Creative Brief

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Taylor Swift Spotify Analysis

Overview:

Taylor Alison Swift is an American pop and country music singer-songwriter who debuted with the self-titled album “Taylor Swift” in 2006. Since then, her career has taken over the world with 114 million albums units sold worldwide and 11 Grammys in her bag. The main story of the visualization is to portray the **various trends** seen in Taylor’s 13-year long career which has seen numerous ups and downs. It should be made clear that this visualization is not a critique of her musical talent or the quality of the albums released.

Drivers:

The aim of the visualization is to inform fans and non-fans alike of the trends seen in Taylor’s albums and songs. The objective is to deliver data to both fans and non-fans alike without the infographic becoming too boring.

Audience:

The audience for this visualization mainly caters to Taylor Swift fans known as Swifties and **Spotify users**. Since Taylor Swift is currently the **second most-streamed artist** in the world on Spotify, a majority of Spotify users might be intrigued as to what are the most recognizable elements of her discography are.

Tone:

The tone of the visualization is **impersonal**. It is of most importance to display the data without any personal bias when presenting the highlights of one's career. Since the data has been compiled from the Spotify API, the colour scheme and typography included resembles **Spotify Wrapped**. Spotify Wrapped is a viral marketing campaign by Spotify, that allows Spotify users to view a compilation of data about their activity on the platform over the past year. The same has been done with Taylor's data to view the trends in her discography. Therefore, the infographic illustrates factually accurate large numbers, comparisons and disparities present in the data while maintaining a **stylish theme that captures the reader's attention**.

Message:

With the ongoing re-recording album releases and currently being one of the most popular musicians, Taylor Swift is a well-known individual. She has shifted through genres of country, pop, indie and folk but her popularity never seems to die out. With the help of this visualization, people can either confirm their preconceived notion of what her most popular music looks like or do the opposite. Non-fans would also gain insight into her music.

Details:

In order to make the infographic easier to understand, providing the data in the form of **icons, images** would prove to be more effective than using blocks of text. Using vivid imagery holds the reader's attention for longer. The main visualization focuses on providing the reader with the **most popular songs and albums** used along with their respective album covers. The 3 most popular and least popular songs have also been listed. The features of "valence" that describes the musical positiveness/happiness and "acousticness" have been sorted for analysis of the trends. Lastly, the album with the largest number of tracks has been visualized with the help of a graph. Adding more information such as the most recent album, feature correlations to the infographic might make it seem too cluttered and draw the attention away from the key takeaways.