

PROJECT

Analysis on Song Data: 10,000 Apple Music Tracks

Team Name: Music Moguls

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Executive Summary

- Special project for TripleTen: September Code Pudding
- Song data analysis of 10,000 Apple Music Tracks
- Business data analytics + Real life teamwork
- Decline in new music release
- Flourishing genres
- Imminent explicit music



Problem Description

- Relatively limited sample size
- No data on music sales + consumption
- Available kind of songs on the platform
- Current trend

Data Cleaning and Processing

- Data extraction from date row
- Set assumptions to calculate a cleaner row for data processing
- Data conversion for a more suitable time measure
- Binary test for a more convenient data processing

Hypothesis

- Song releases on the platform is decreasing
- Running time is about 3 minutes, no matter the genre
- Top 3 genres: Pop, Country, Rock
- Explicit songs will continue to remain significantly present

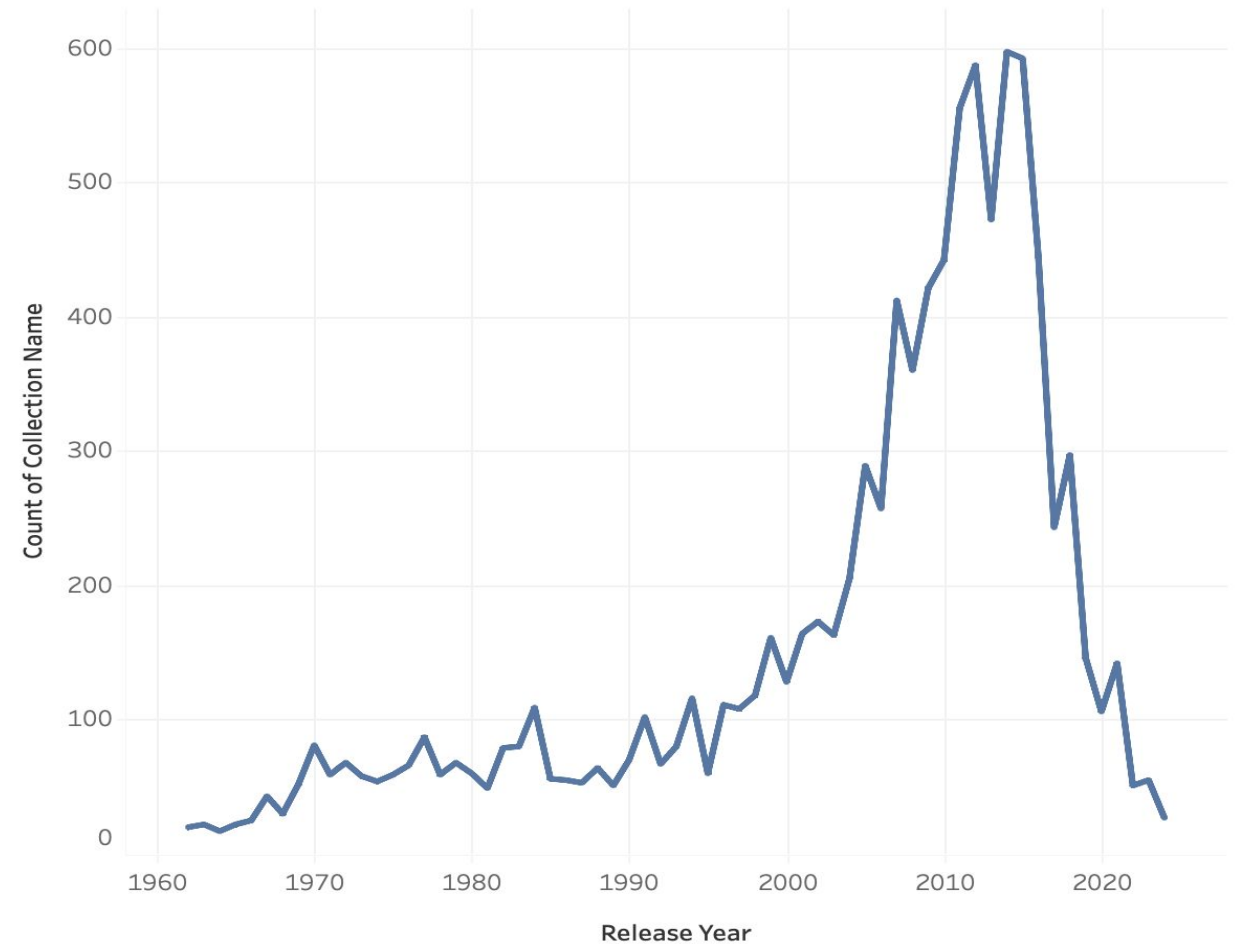
Findings

- New music release is on a decline
- Ave. track time is a little under 4 mins.

Average
Track
time

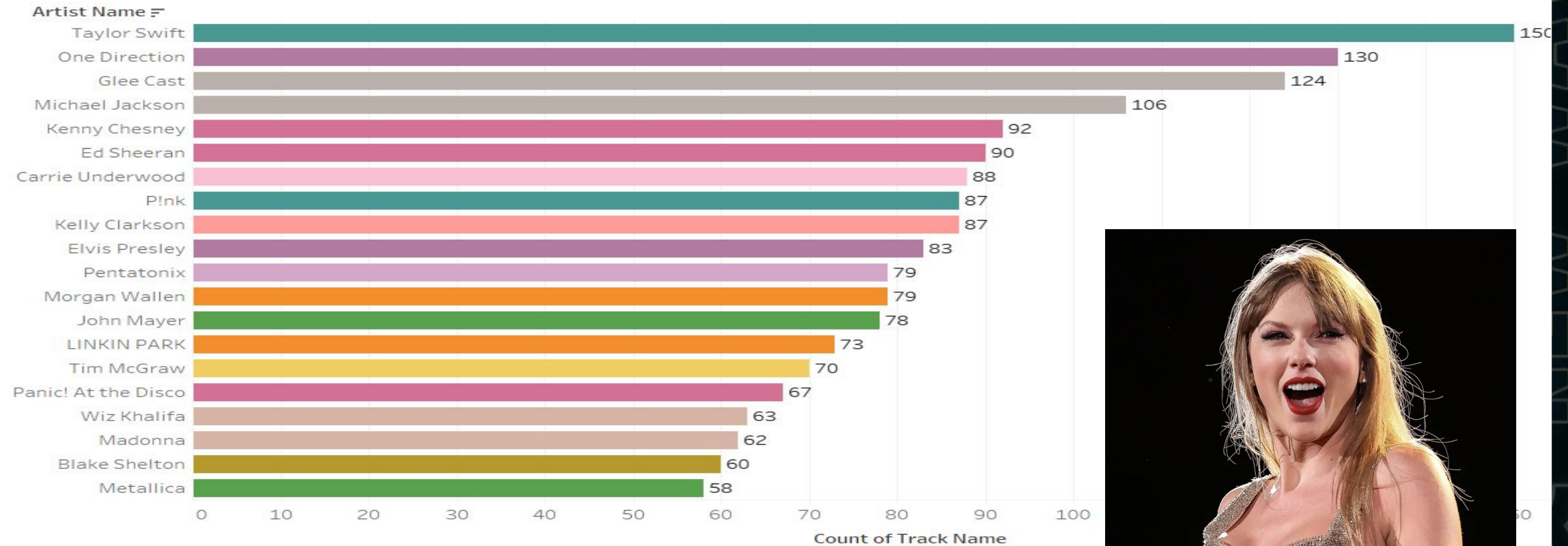
3.882

Peak year of Release

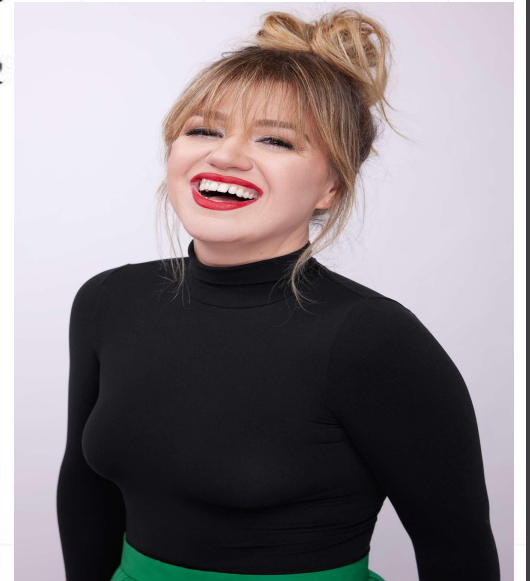
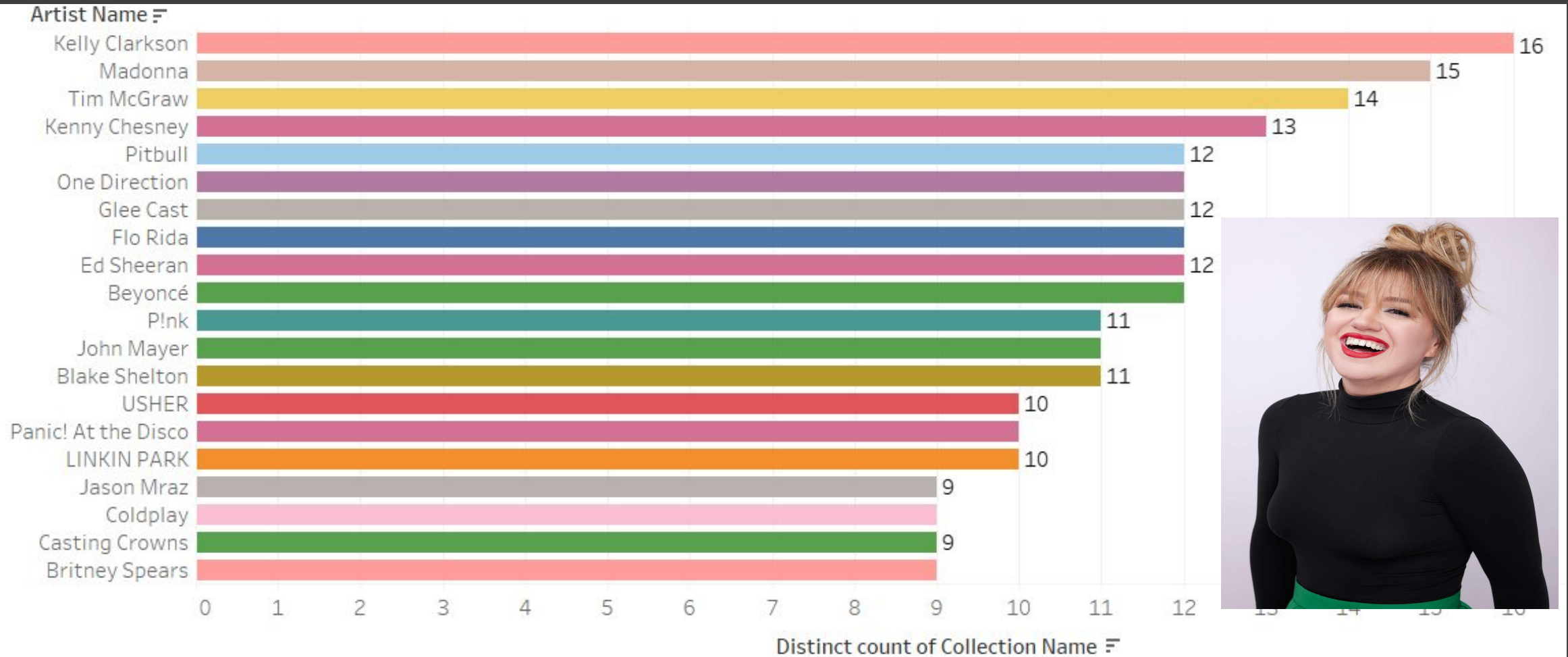


Artist with most songs

Artists with most songs

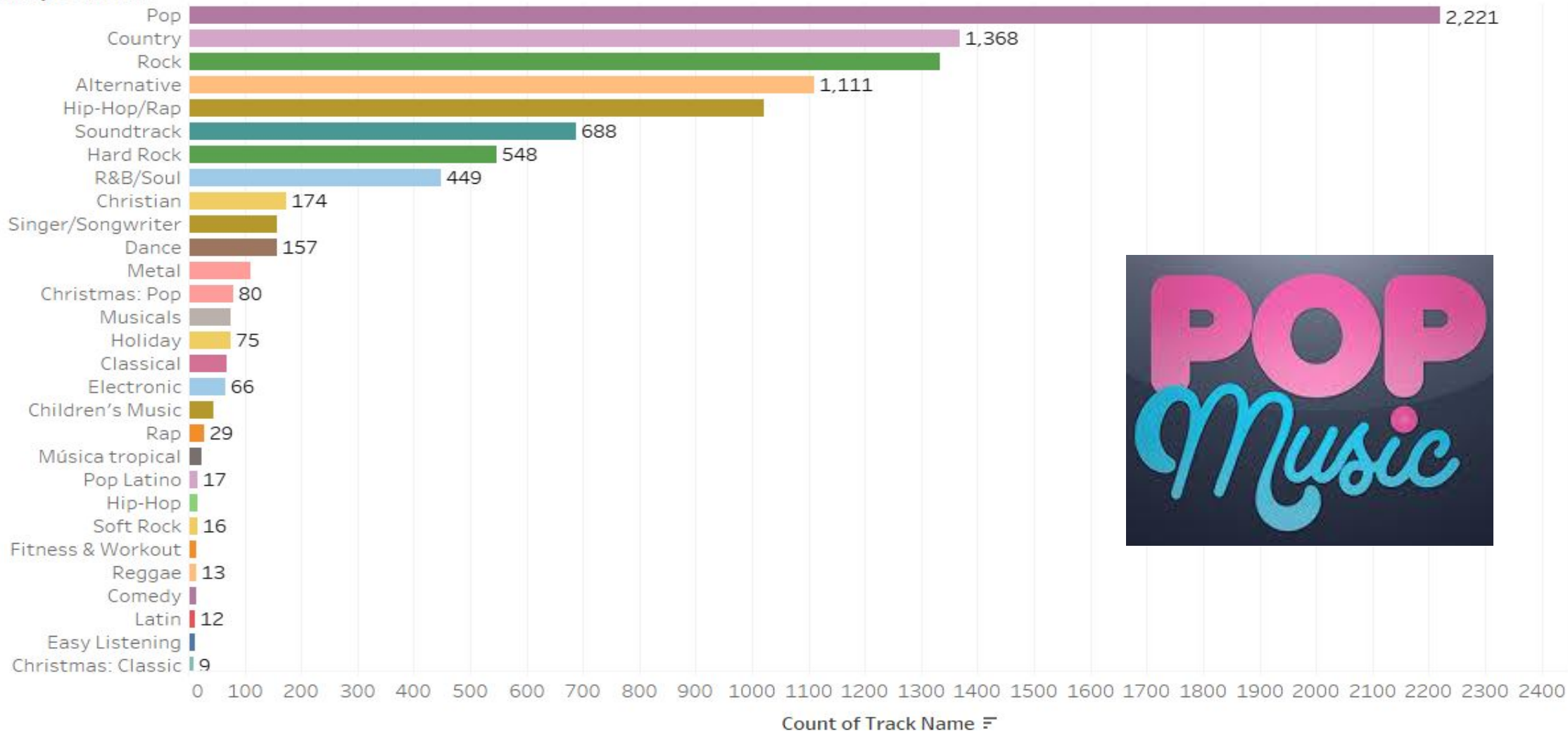


Artist with most Albums



Genre with most songs

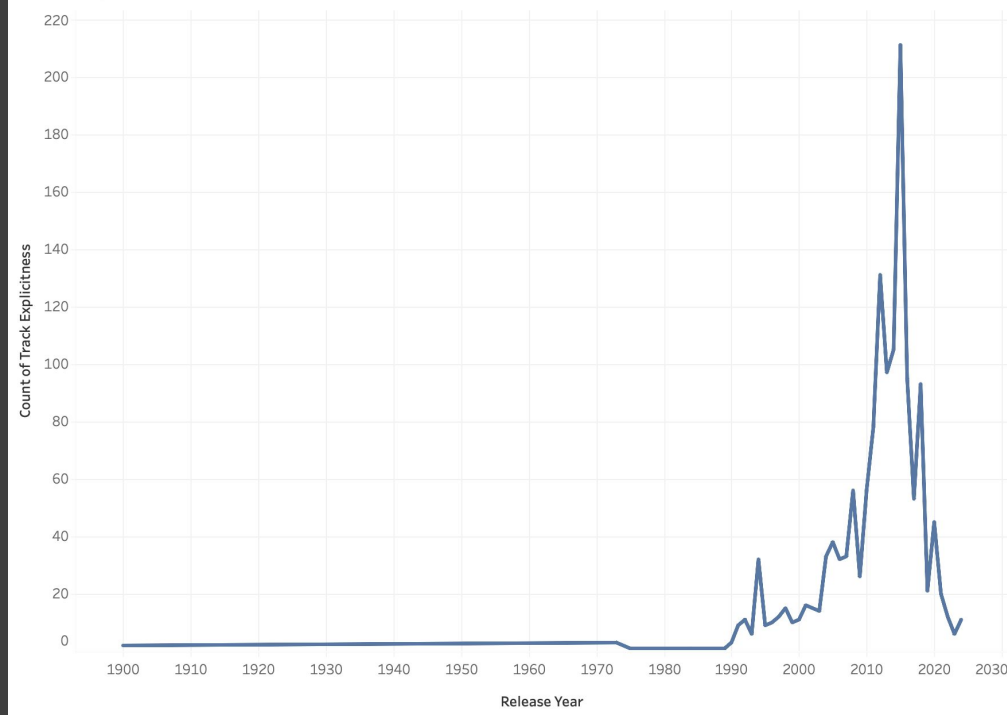
Primary Genre N..



Findings

2015: Peak release of explicit music

Track Explicitness over the Years



whi

1,246
EXPLICIT SONGS



Conclusion

- Analysis on song data remains valuable and has great potential across stakeholders
- Sample size is important
- Possible further analysis:
 - Factors to decline on new song releases
 - Most ideal length/genre of song
 - Combine and compare to sales and consumption data
 - Utilization of genre to influence popularity
 - Further analysis on explicit music: factors, influence and trend

Resources

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Thank You

