

Spotify Top 10,000 Songs from 1960-Now: Project Write-Up

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Introduction:

In the dynamic music industry, where artists, genres, and audience preferences intertwine, data-driven insights have become fundamental. This project leverages data analytics to unveil patterns in artist-genre associations, user preferences, and track statistics. Exploring a diverse dataset of artists, albums, tracks, and genres, our goal is to gain strategic insights on the evolution of the music industry.

Business Problem:

The music industry has undergone a change in the digital era, with the rise of digital streaming platforms, such as Spotify and Apple Music. Artists and labels now have to navigate this landscape on understanding audience preferences, and predicting trends. To address these challenges, we aim to tackle key issues:

Genre-Artist Relationship: Identify and quantify relationships between artists and genres.

User Engagement: Analyze user preferences and engagement patterns.

Track Performance: Evaluate individual track performance based on various statistics.

Album-Artist Associations: Explore associations between albums and artists.

By addressing these issues, we have gained actionable insights on the music industry and evolution of time.

Table Design/Relationships:

- Track – Copyright: many-to-many
- Track – Statistic: one-to-many
- Track – User: one-to-many
- Track – Artist: many-to-many
- Track - Album: one-to-many
- Artist – Genre: many-to-many
- Artist – Album: many-to-many
- Album - Genre: one-to-many

