Summary of Spotify Data

Group 1

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Our data is comprised of music on Spotify’s music platform over a 23 year period. We have compressed this data to look at the years 2010-2023 and viewing popular songs over a popularity index score of 85.

The main things we want to address are what is the relationship of genres vs popularity, popularity vs years and what correlation is there (if any) of song attributes over years.

When looking at the most popular genres appear to be pop, hip hop and dance.

When looking at the bottom 5 genres we see that the lowest three are songwriter, rock and Detroit-techno. However, the lower 15 genres all fall within the same level. This could be that since these genres are very niche. While they could be very popular to fans of those groups looking at a larger scale makes it fall short.

Moving onto the average popularity score, looking specifically at those with a popularity score over 85, shows some fluctuations as these are based on the number of plays that are done on Spotify vs. their popularity during its release.

It is important to take into consideration “timeless hits” as these songs can rise in popularity depending on users’ play or its relevance in social media/culture. To make these distinctions it would be helpful to look at music events over the years to see if those can cause a rise in playtime.

When looking at attributes of songs over the years we can see that they all mesh and vary over years/songs. However, there are certain attributes that maintain a higher weight and could contribute to a song’s popularity. Given the large amount of data we are manipulating when trying to find a correlation between all songs we found danceability had the largest positive correlation and instrumental had the most negative correlation.

Overall, our data limits us to what is being played on Spotify and does not look into any outside factors that may influence songs rise in play, Spotify’s algorithm for pushing songs, or overall popularity of a song (on other platforms or per Billboards charts).

While we could use the current data to help us curate a popular song this song would be limited to Spotify’s platform, and it would be difficult to know for certain if the song would do well outside of Spotify.