



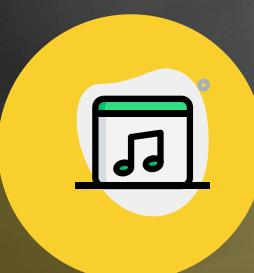
SPOTIFY ARTISTS GENRES ANALYSIS

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THE DATA SET



1. API
Integration
2. Spotify
Library



Spotify
Generated
Playlists



Music Genres



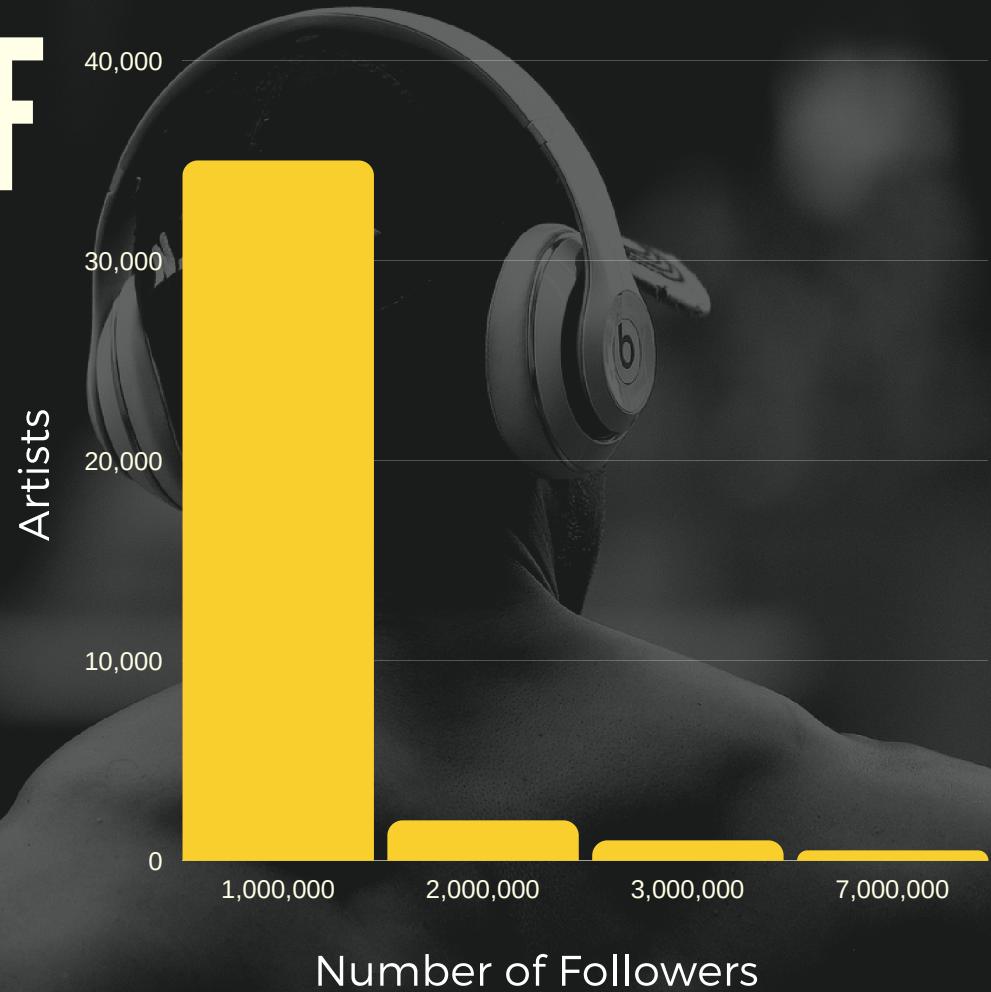
Artists
Popularity

Exploratory Data Analysis

- Identifying the number of followers per artist
- Identifying and removing 168 duplicate artists

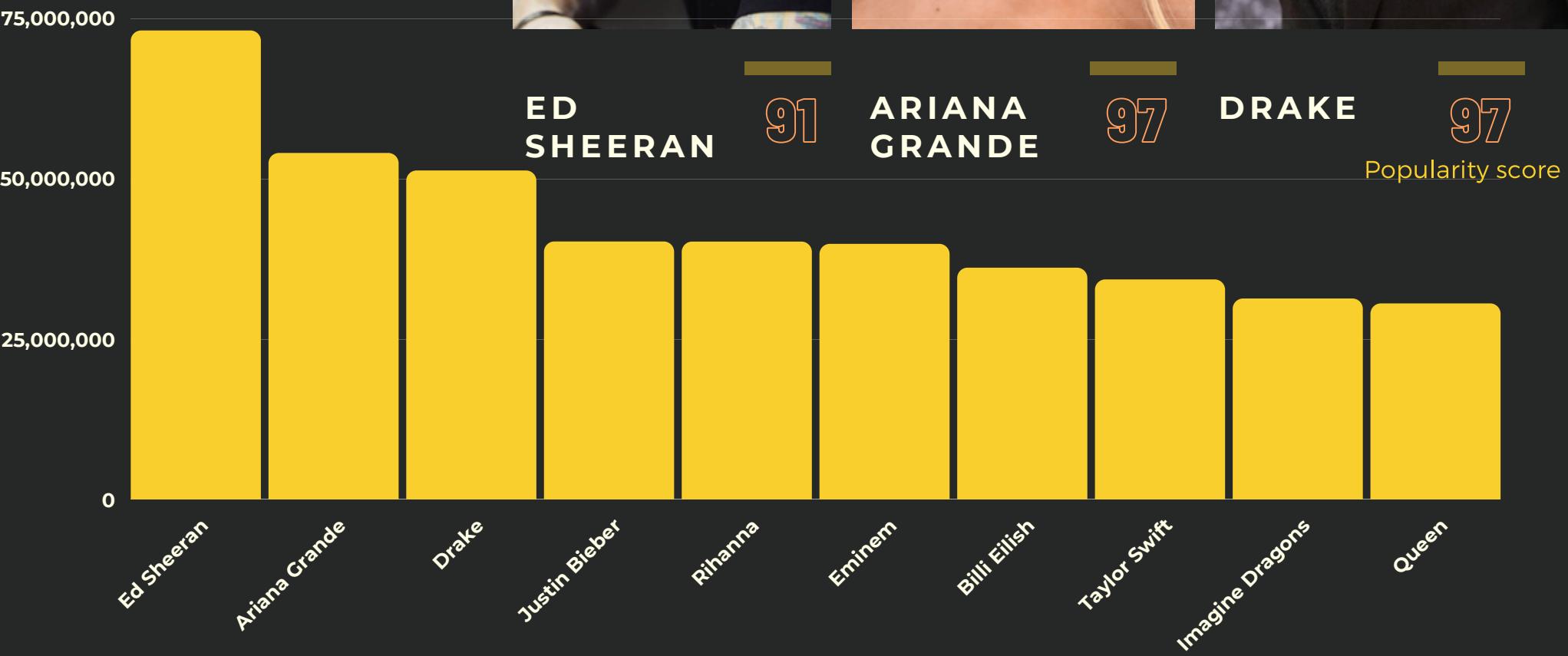


DISTRIBUTION OF FOLLOWERS FOR ALL ARTISTS



Majority of the artists have up to 1,000,000 followers

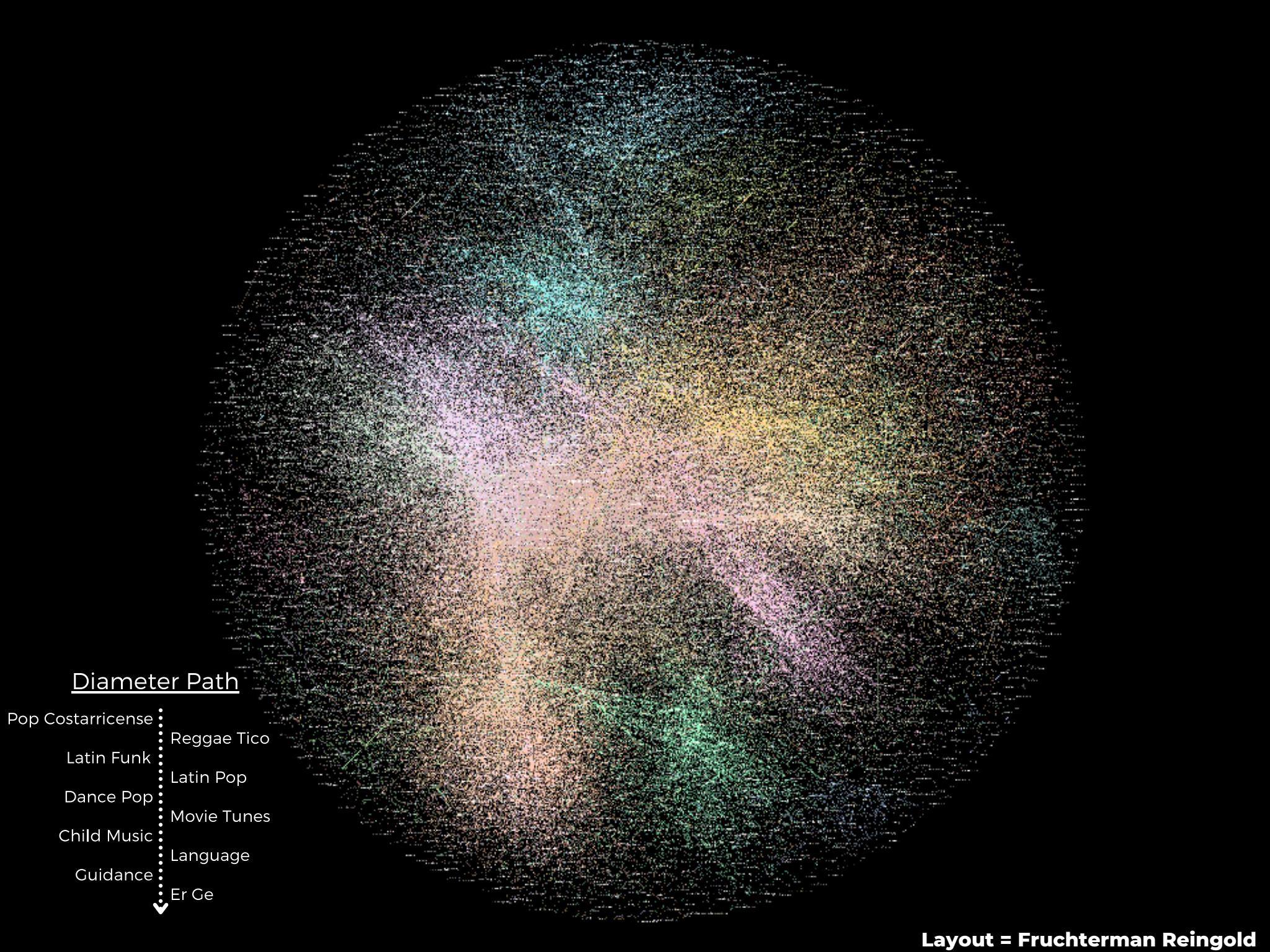
ARTISTS WITH TOP FOLLOWERS



ARTIST DEGREE DISTRIBUTION



There are 2 distribution peaks at 1 degree and 19



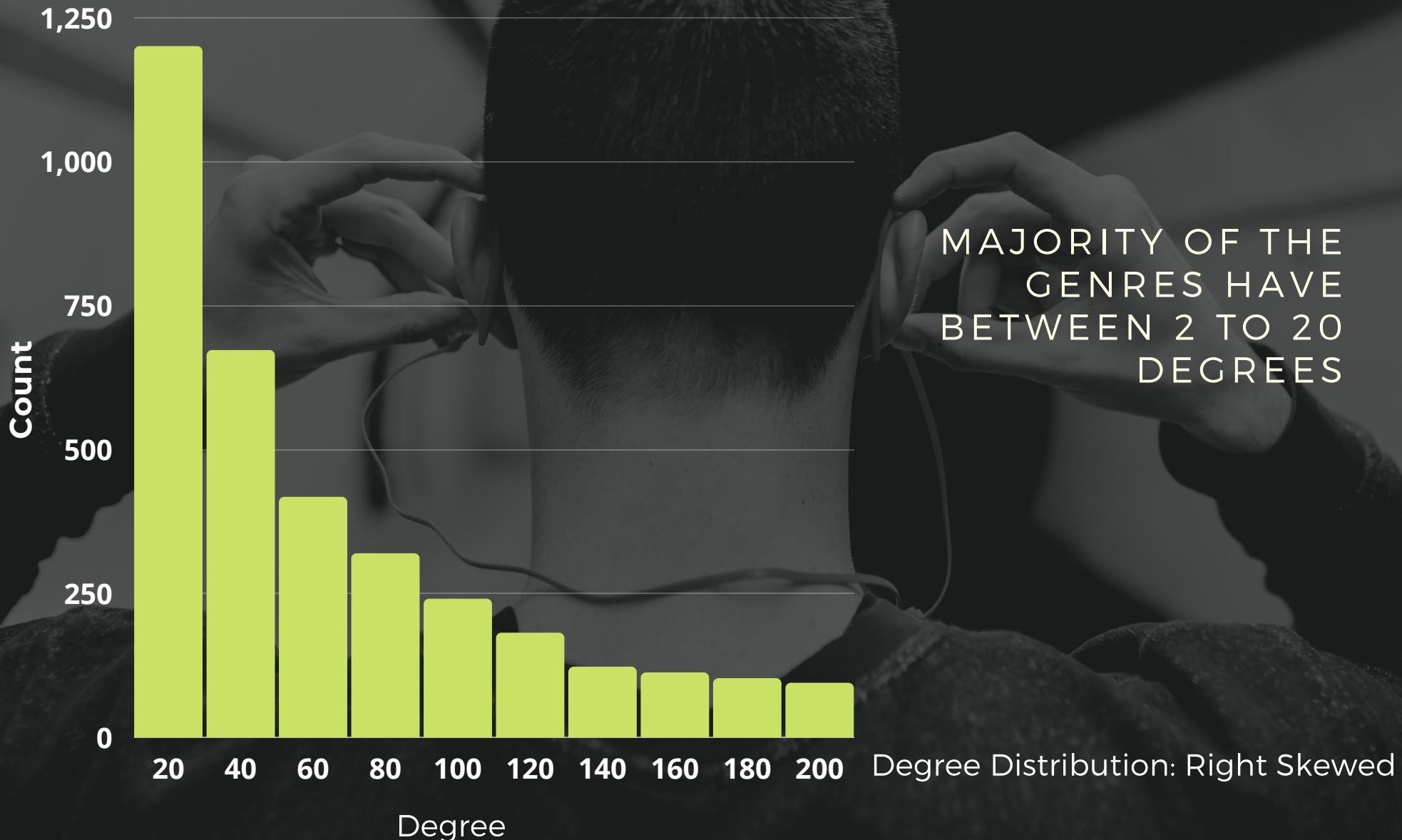
INSIGHTS FROM THE GRAPH

A photograph of a woman with short, light-colored hair wearing black headphones. She is wearing a light-colored, short-sleeved top and is holding a red smartphone in her right hand. She appears to be listening to music or a podcast. The background is a blurred green landscape, suggesting an outdoor park environment.

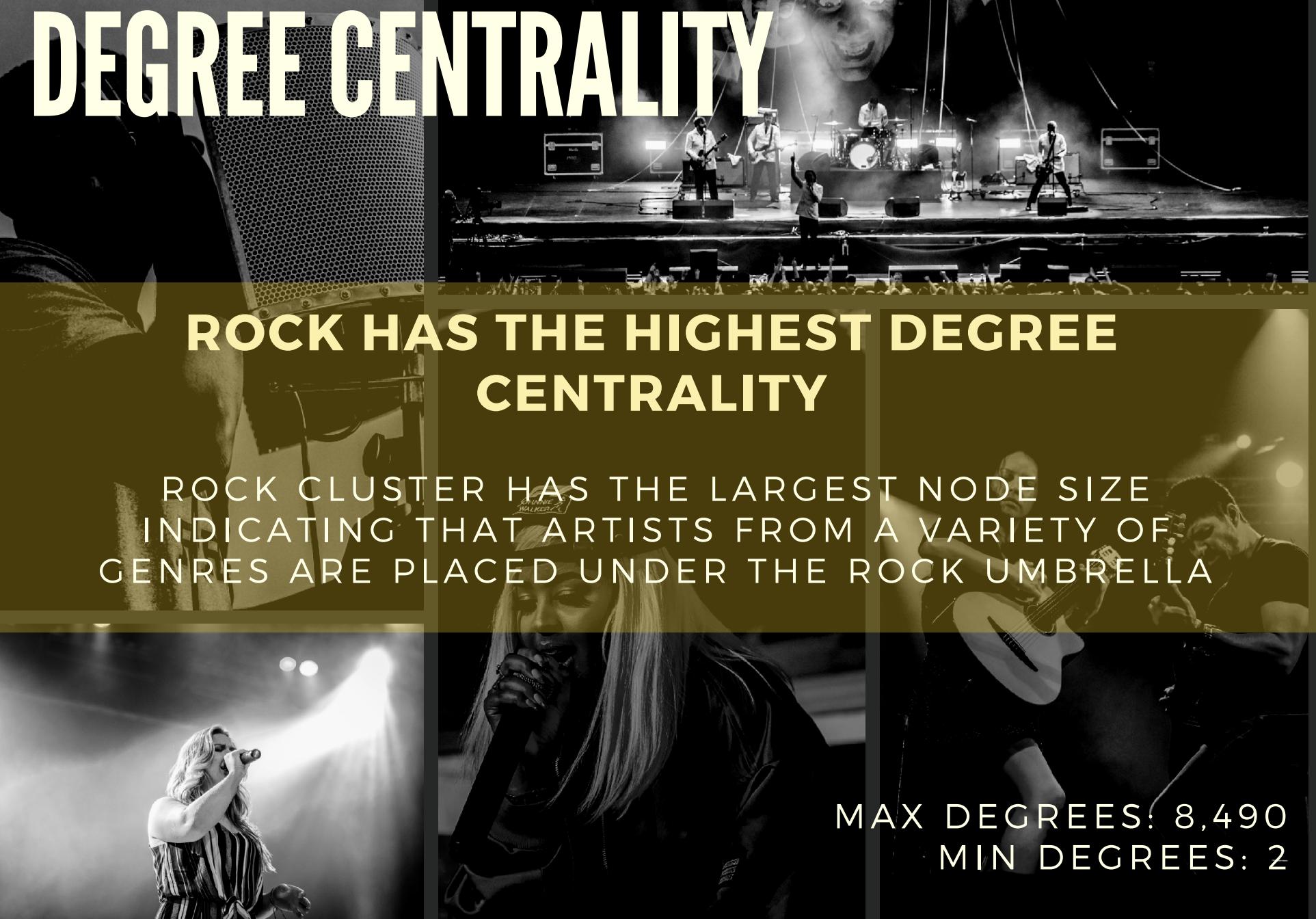
DEGREES OF CENTRALITY

- Degree Distribution
- Degree Centrality
- Closeness Centrality
- Betweenness Centrality

GENRES DEGREE DISTRIBUTION



DEGREE CENTRALITY

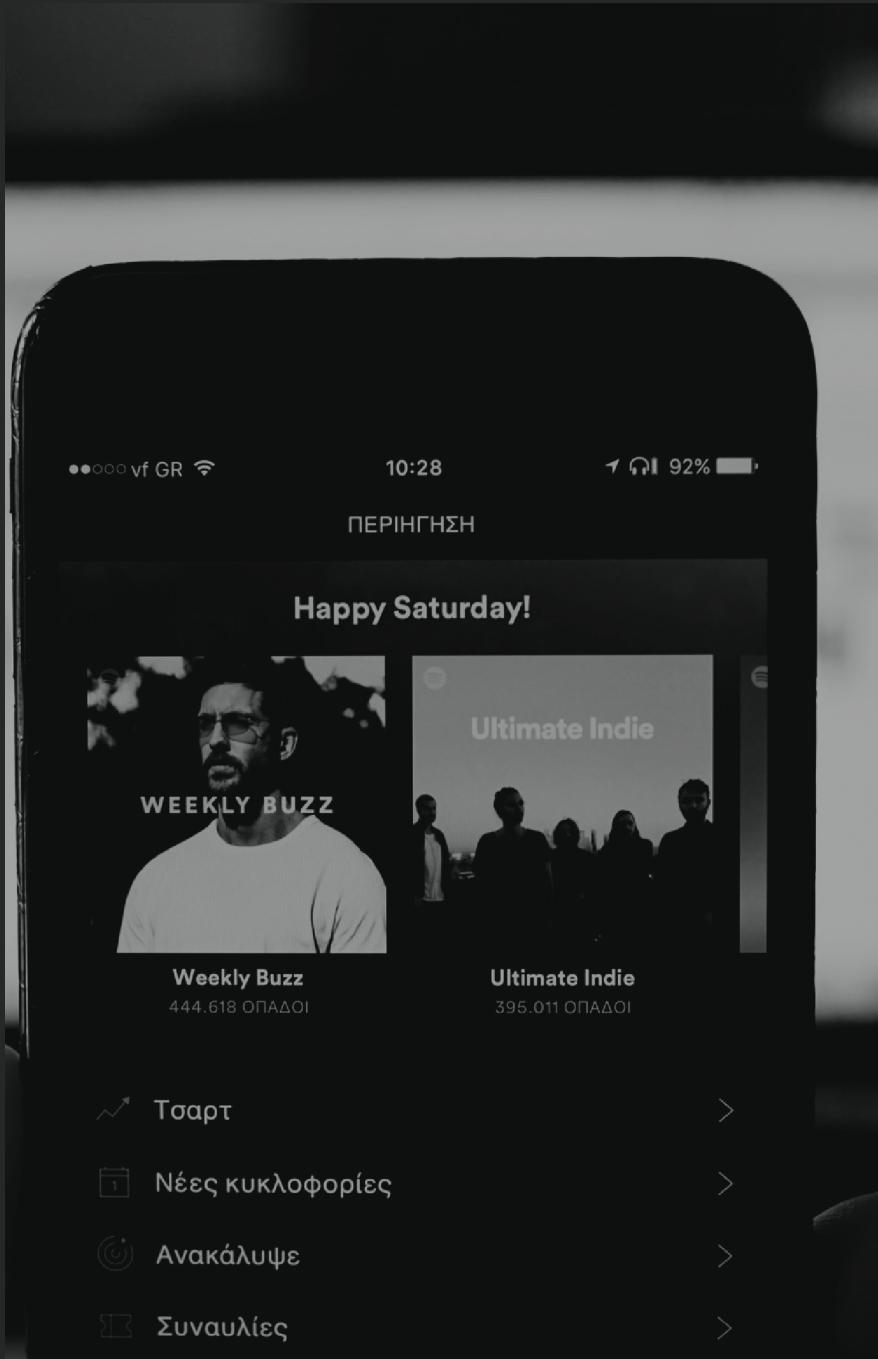


ROCK HAS THE HIGHEST DEGREE CENTRALITY

ROCK CLUSTER HAS THE LARGEST NODE SIZE INDICATING THAT ARTISTS FROM A VARIETY OF GENRES ARE PLACED UNDER THE ROCK UMBRELLA

MAX DEGREES: 8,490
MIN DEGREES: 2

CLOSENESS CENTRALITY



ROCK

Being one of the most important and central nodes, Rock come out to be the genre with the most closeness centrality as it can easily interact with the other genres

DANCE POP

Highest Betweenness Centrality among all the other Genres.

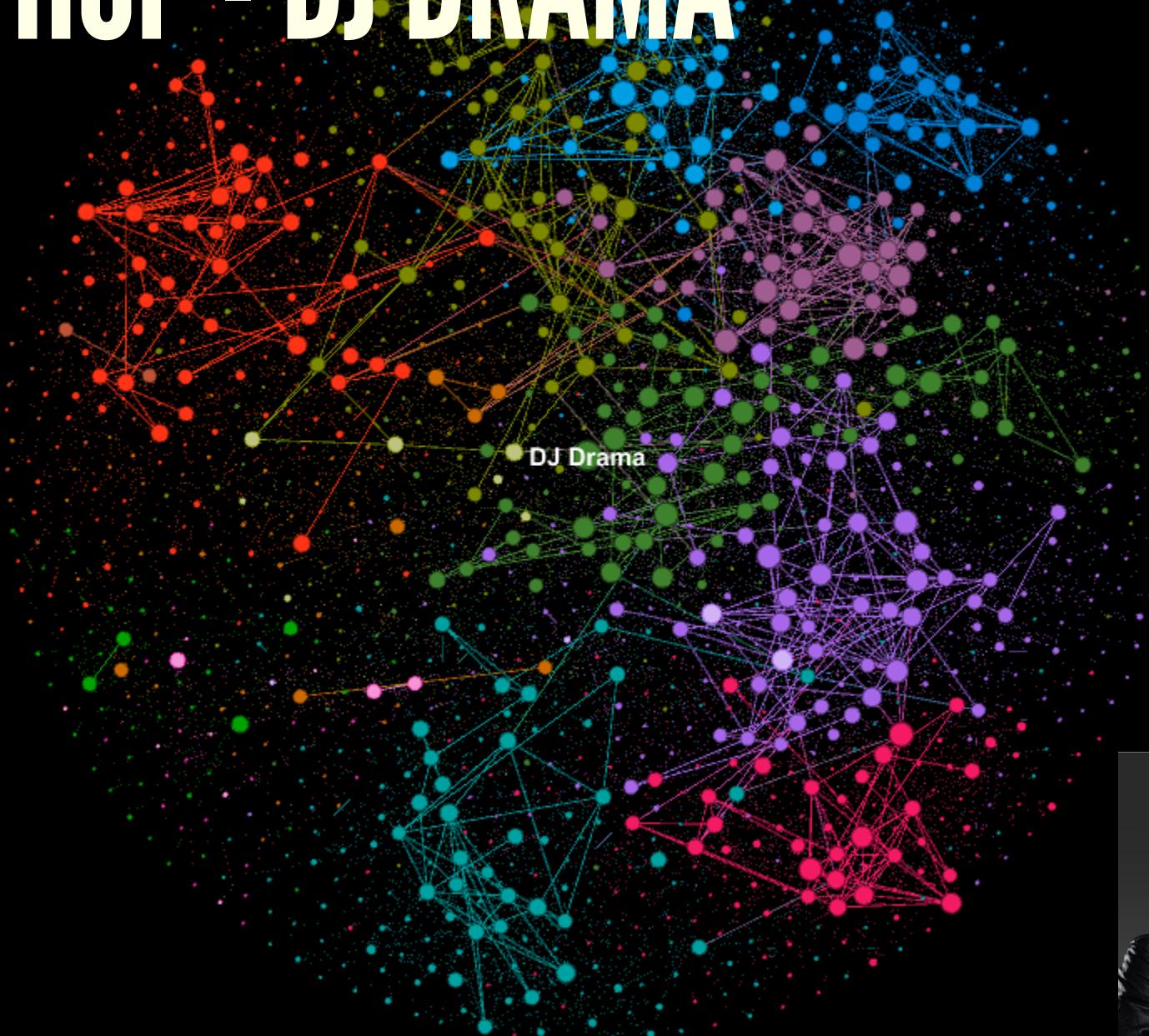
All the connections have to go through the Dance Pop Genre

ORIGIN

A combination of dance and pop with influences of Disco, house, electro pop and characterized by strong beats
(Rock)

BETWEENNESS CENTRALITY

HIPHOP - DJ DRAMA



Recommendations



SHIFT THEIR FOCUS AND PULL UP ARTISTS OF DIFFERENT COMMUNITIES OF GENRES SO THAT THEY GET EQUAL SPOTLIGHT



RECOMMEND DIFFERENT COLLABORATION BETWEEN ARTISTS IN DIFFERENT GENRES THAT WOULD GENERATE ADDITIONAL REVENUE FOR ALL PARTIES INVOLVED



TO BECOME THE MIDDLEMAN FOR ARTIST DISCOVERY, MUCH HOW MIXTAPES DJ WERE IN THE EARLY 2000S