

# MOOD, MUSIC, MEMORIES

## PROJECT 1

2024 Most  
Streamed Songs  
Analysis

Selina Taleb  
Florian Caffier  
Adaeze Mpyisi



# WHAT'S INSIDE

...

Project Overview

---

1- Track Release Impact on Performance

---

2- Artist Impact on Multi-Platform Streaming Success

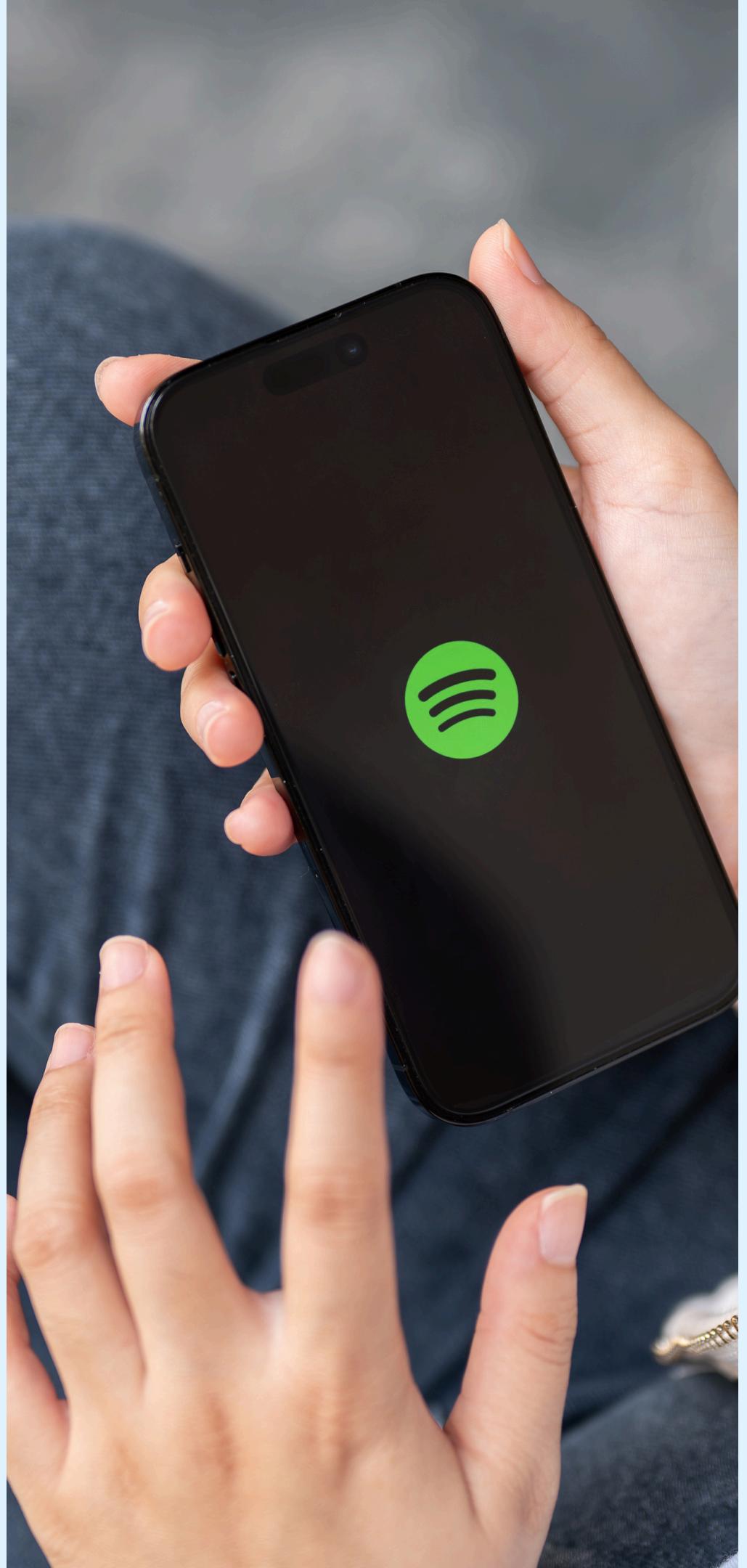
---

3- Explicit Label Impact on Cross-Platform Performance

---

4- Social Media Interaction and Track Performance Relationship

---



# PROJECT OVERVIEW

- Most streamed songs on Spotify in 2024
- Provides insight into each track's characteristics, popularity metrics, availability across multiple music platforms.
- Includes details such as:
  - track name
  - artist
  - release date
  - ISRC
  - Streaming Figures
  - Platform Presence (YouTube, TikTok, and others)

**Source:**  
[https://www.kaggle.com/  
datasets/nelgiriyewithana/  
most-streamed-spotify-  
songs-2024/data](https://www.kaggle.com/datasets/nelgiriyewithana/most-streamed-spotify-songs-2024/data)

1

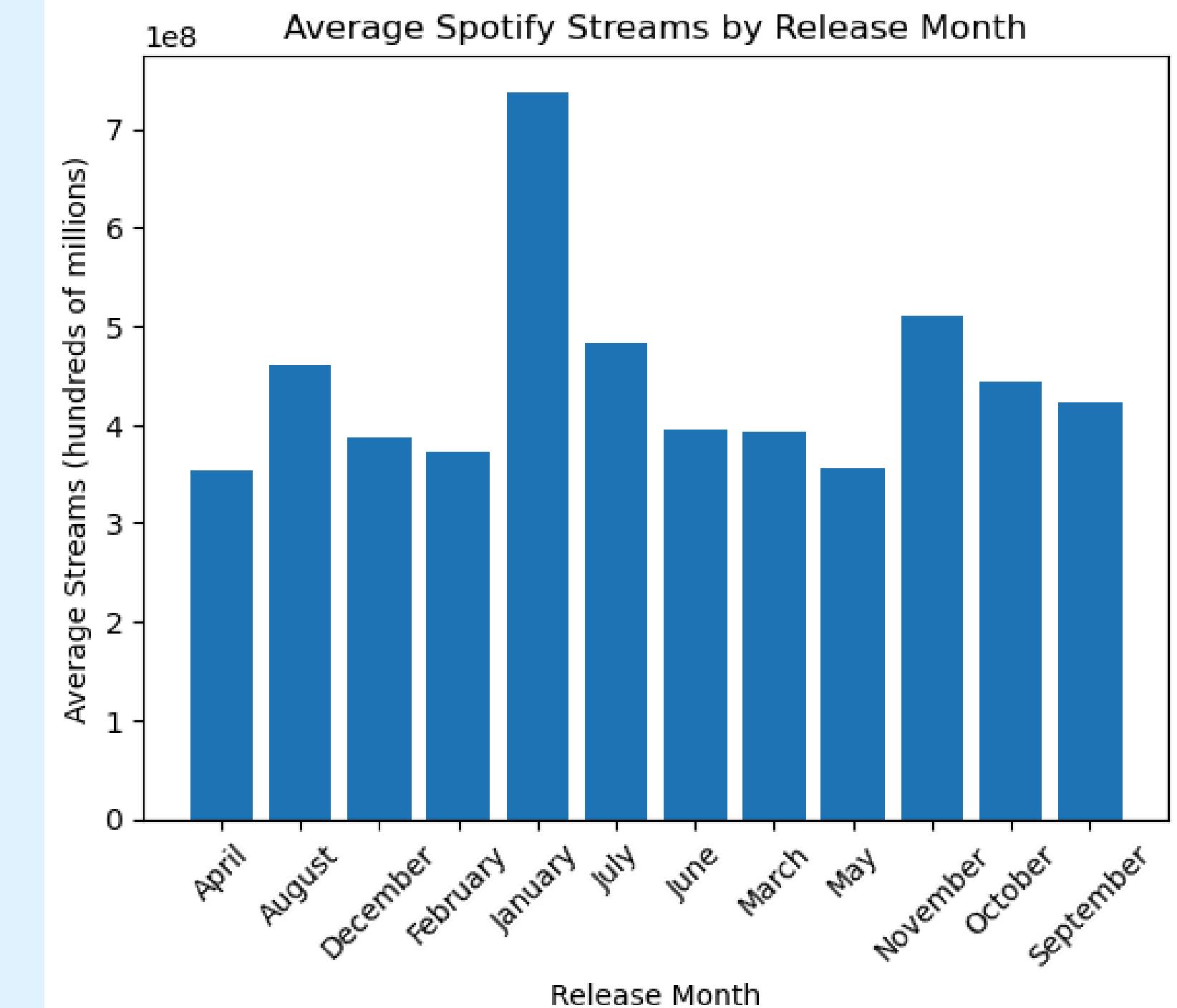
**How does the timing of a track release affect the streaming performance and popularity of a song**



## Spotify Streams by month of release



- Songs released in January; highest number of views
- Future Analysis
  - Tap into ISRC database
    - include additional information including genre
- Limitations
  - API availability providing data for monthly streaming
  - Automation for ISRC data



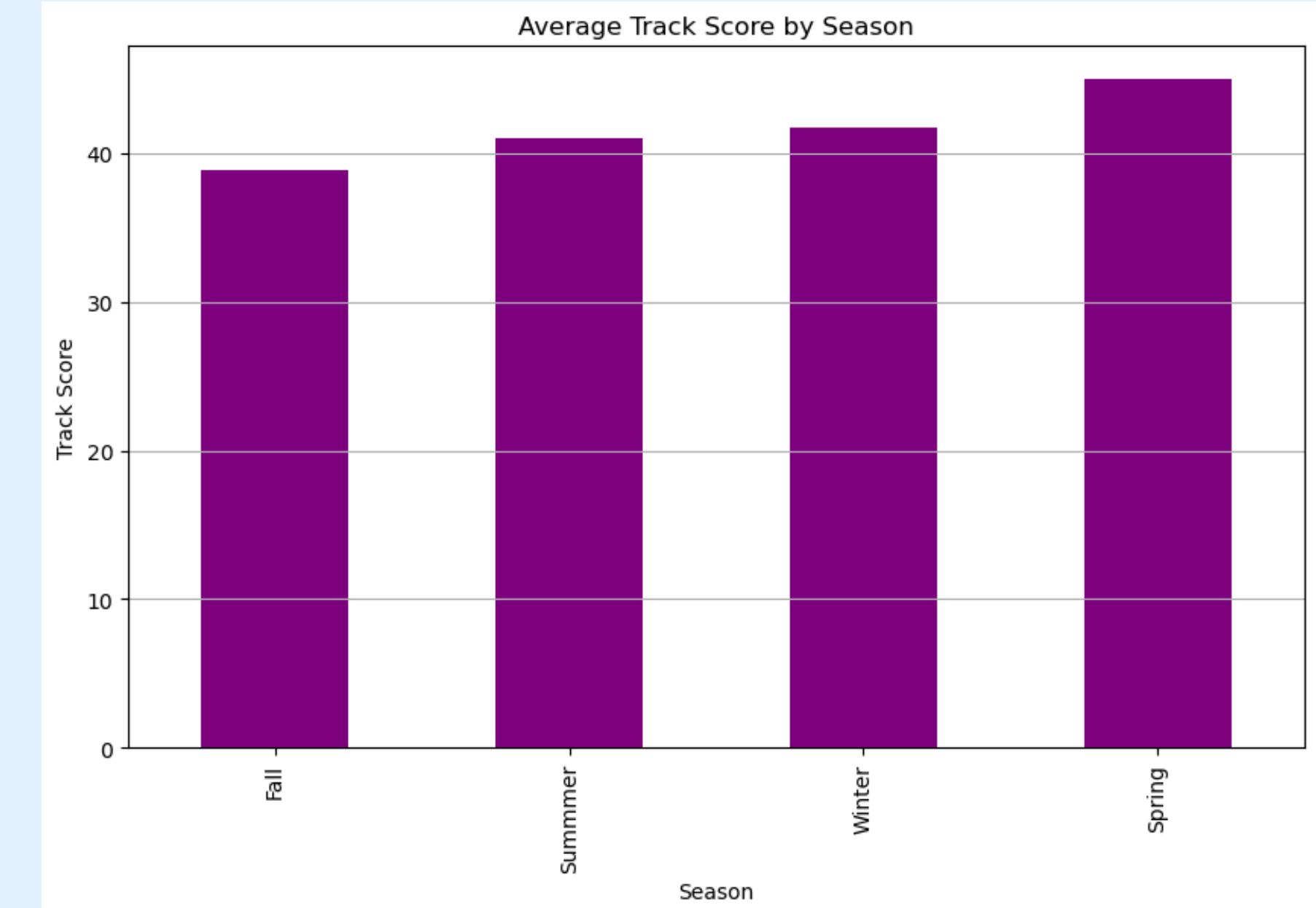


## Seasonal Differences in Track Scores



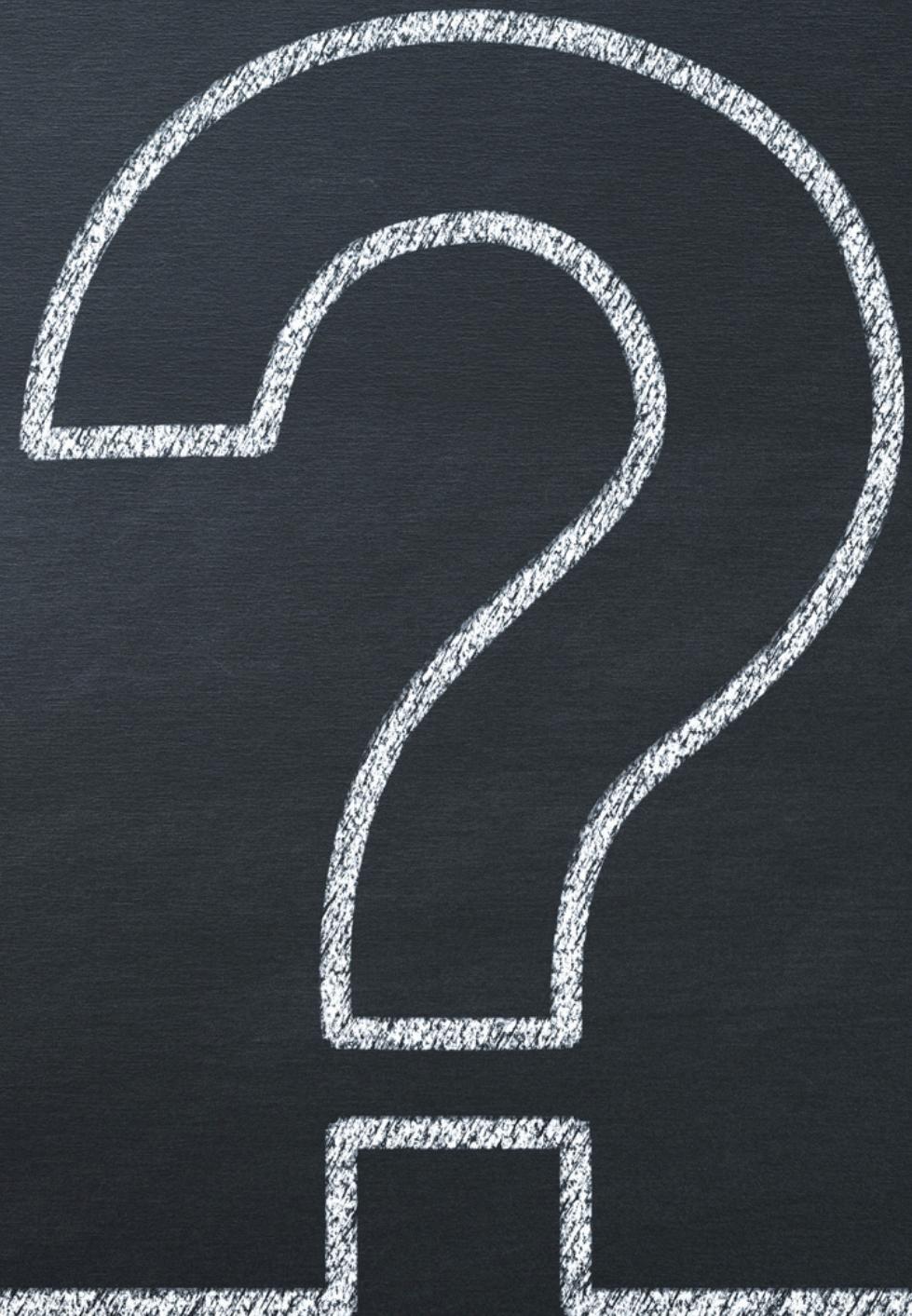
**Songs released in the Spring had the highest track score**

**Only relatively small increments in track score between fall, winter and summer**

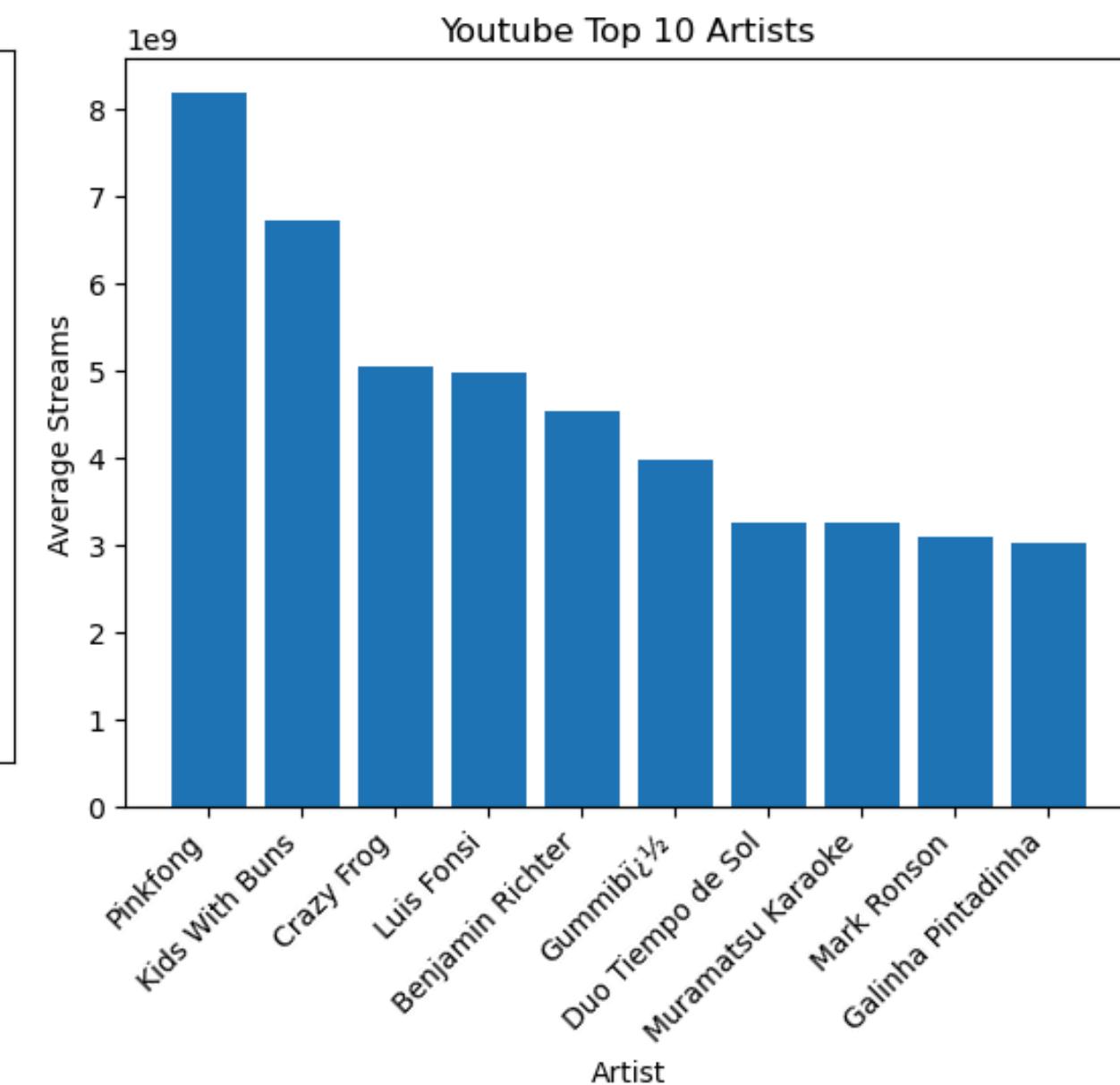
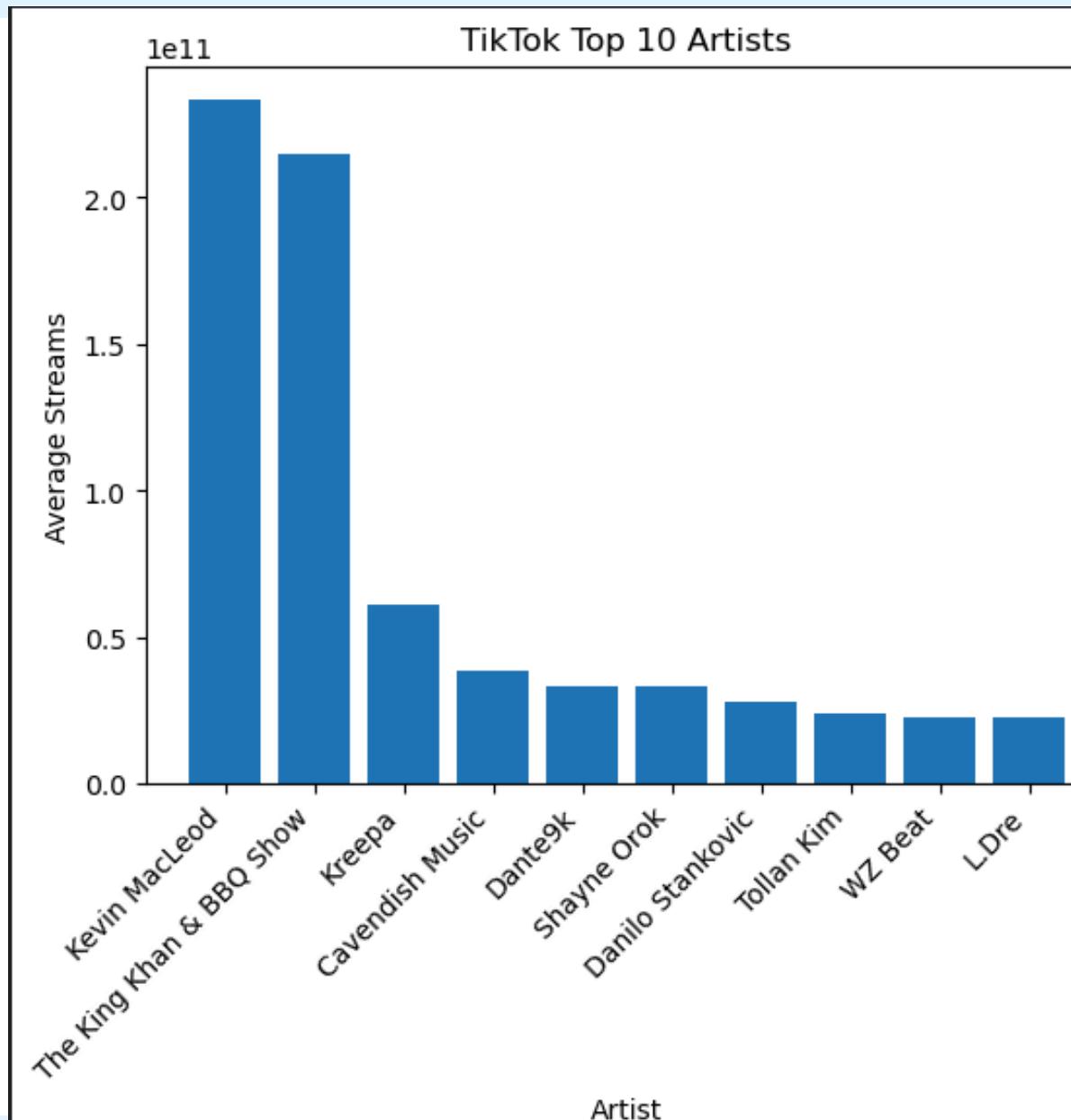
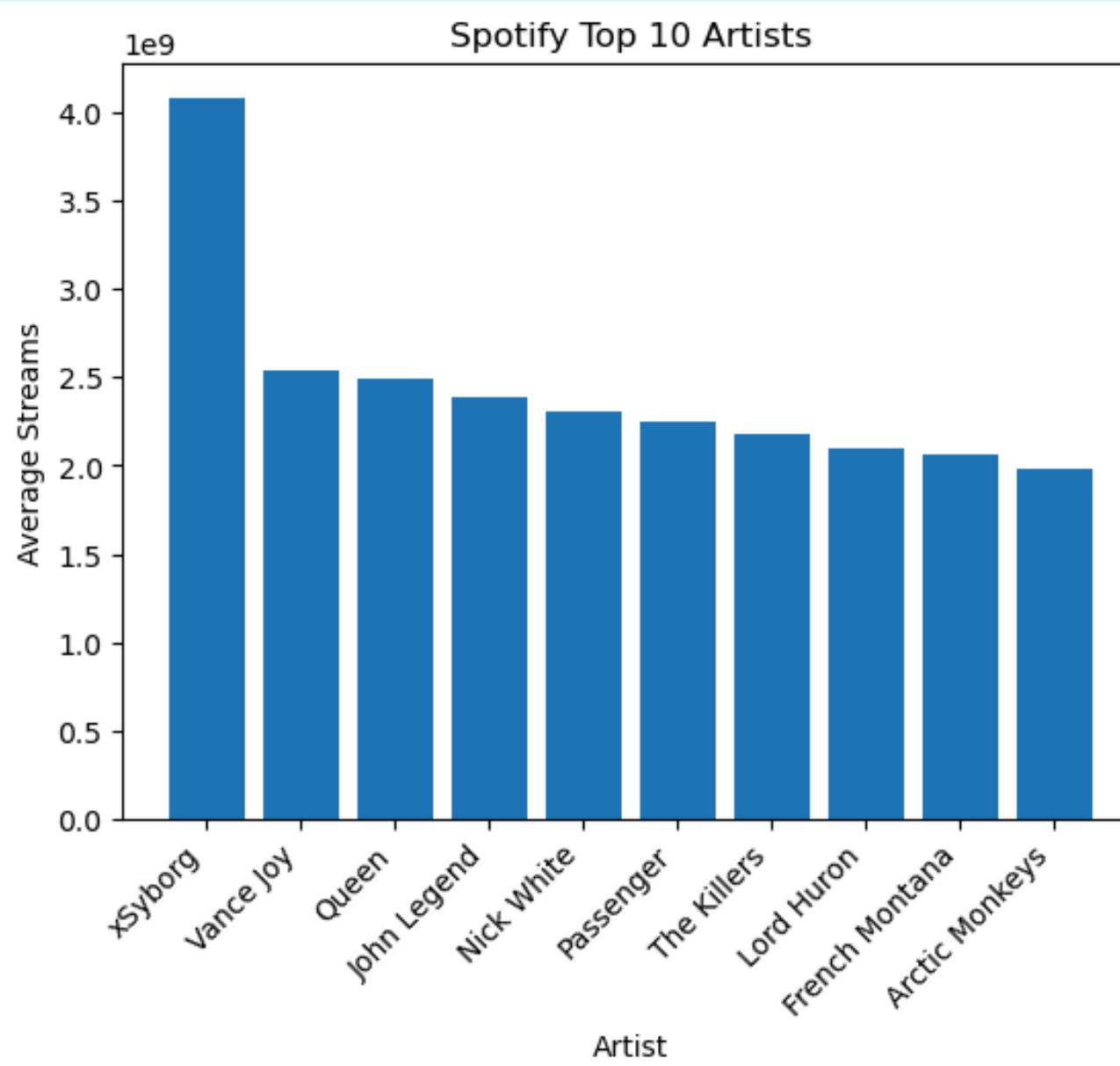


2

**Are these specific artists that  
perform better across multiple  
platforms**



## Top 10 Artists



- The number of streams on TikTok was far greater than the number of streams on any other platforms
- The types of artist that were popular differed across platforms
  - Spotify's most popular artist are more mainstream
  - TikTok most popular artist caters to content creation
  - YouTube had the most diverse top 10

3

**Does a track's performance on  
different platforms change  
when it is classified as explicit**



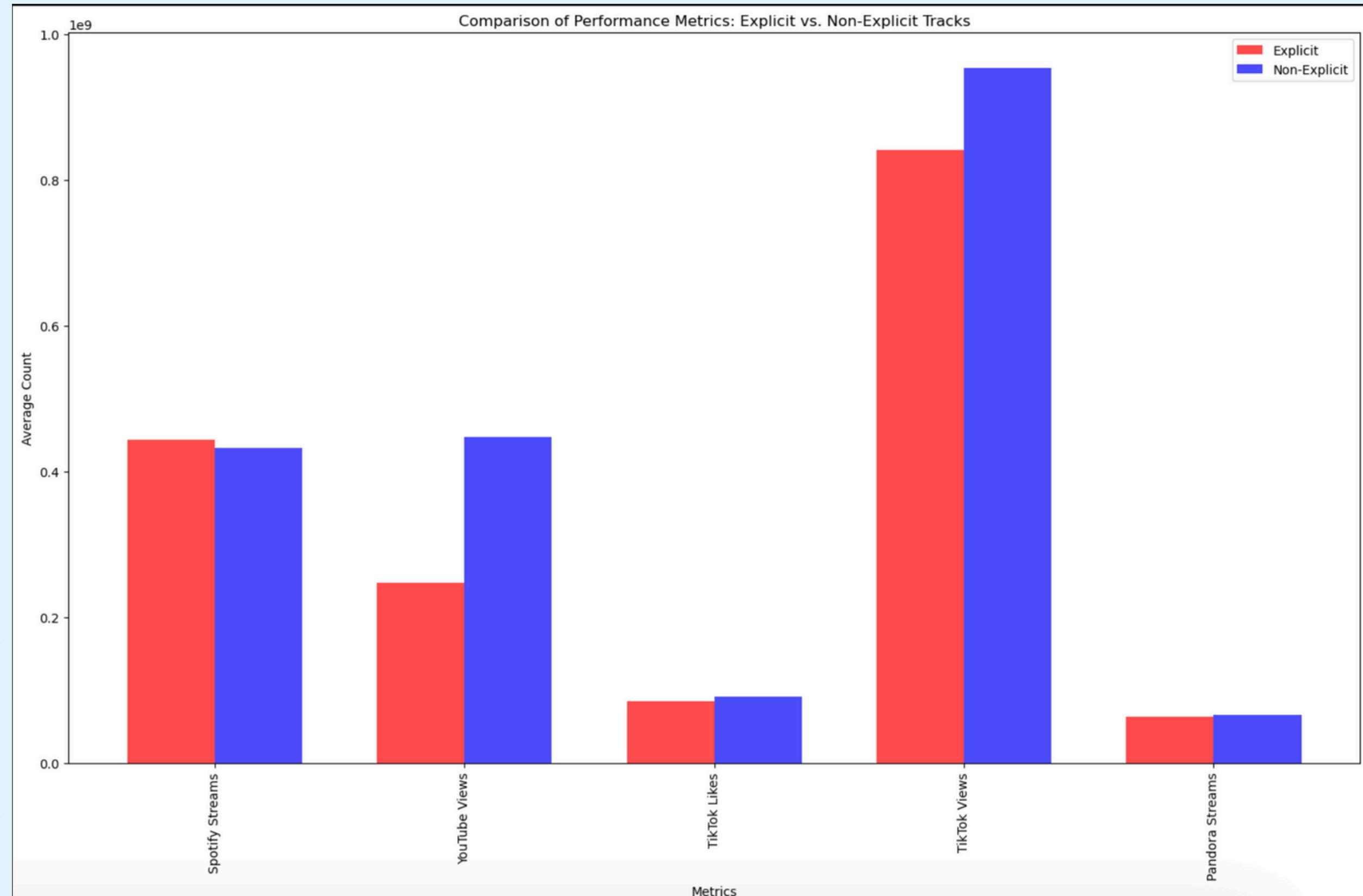
## Comparison of Performance Metrics



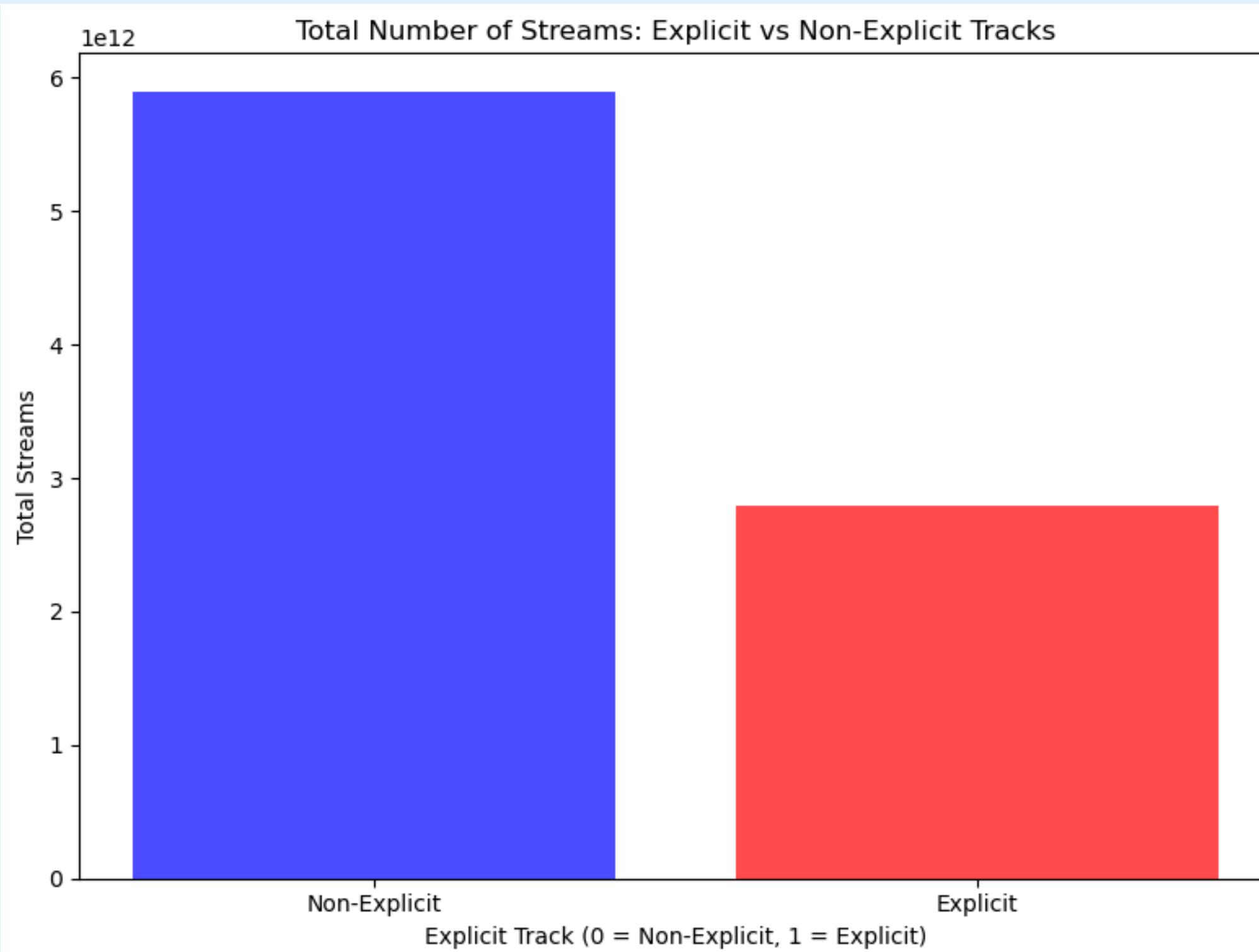
All platforms have less Explicit songs, except Spotify

There is way more Non-Explicit Views on YouTube and TikTok

T-Stat and the P-values, indicate no significant difference between explicit and non-explicit tracks, except YouTube Views were non-explicit tracks performing better.

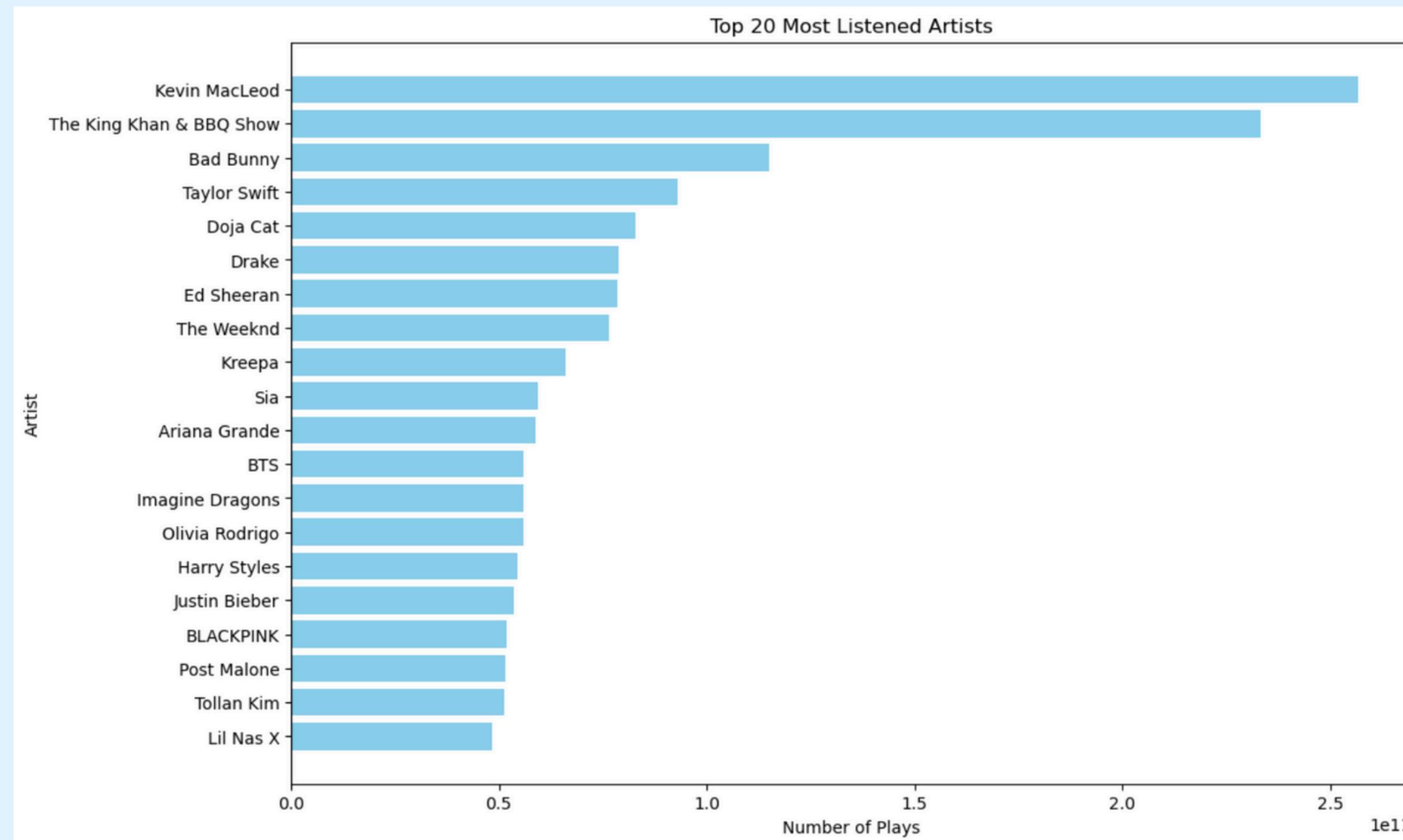


## Number of Streams vs Explicit / Non-Explicit



**Non-Explicit songs are more popular than Explicit songs globally**

## Most Listened Artists



2 artists are increasing by the trillions the number  
of Non-Explicit streams

**What is the relationship  
between social media  
interactions and track  
performances**

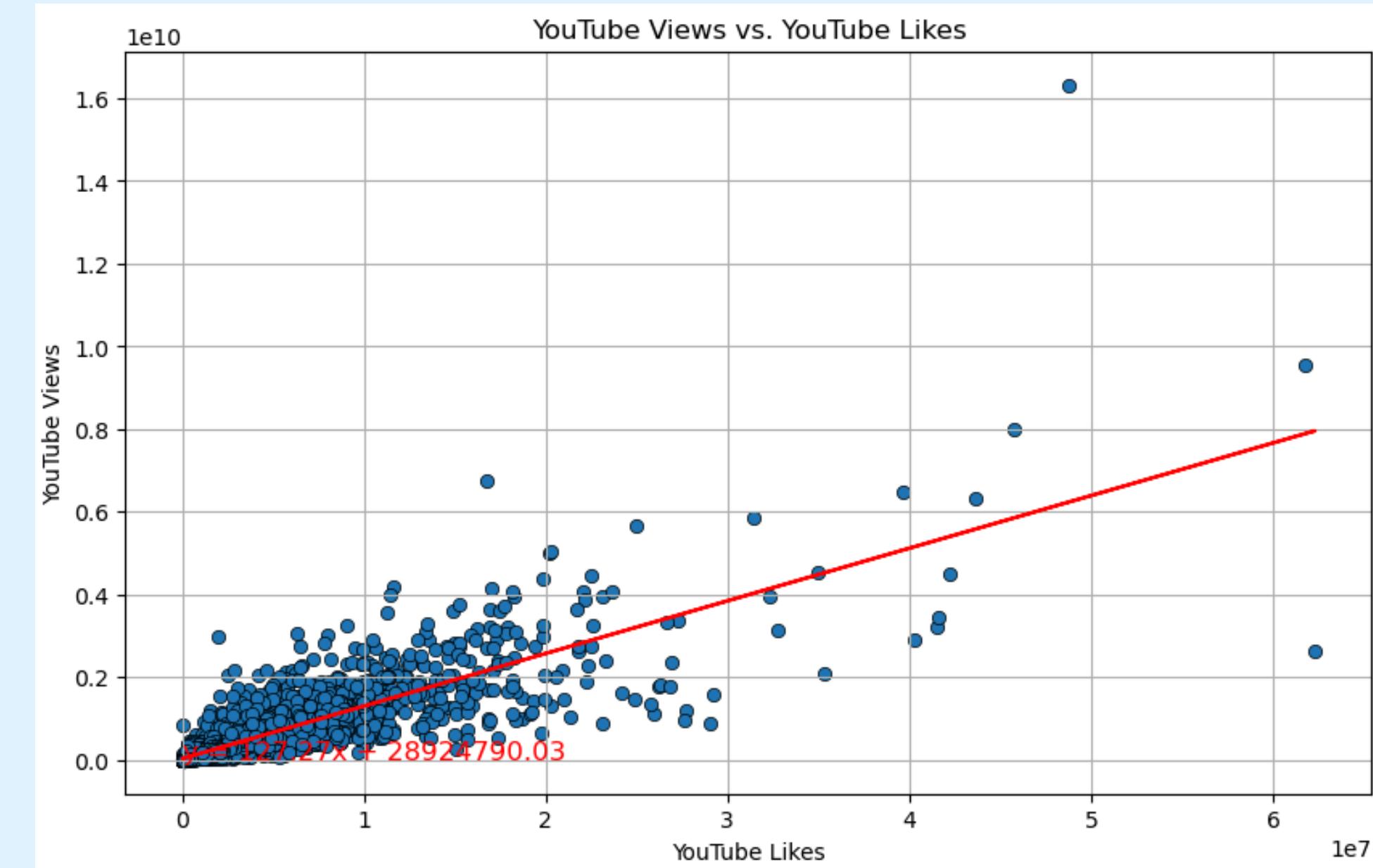


## Linear Regression comparing Youtube engagement and performance

positive slope indicating that as likes increase, views tend to increase

strong positive correlation  
likes are a strong predictor of views on youtube

Intercept suggests that some videos may still get views even with fewer likes - indicating influence of other factors.



$$y = 127.27x + 2894790.03$$

r-value = 0.8339

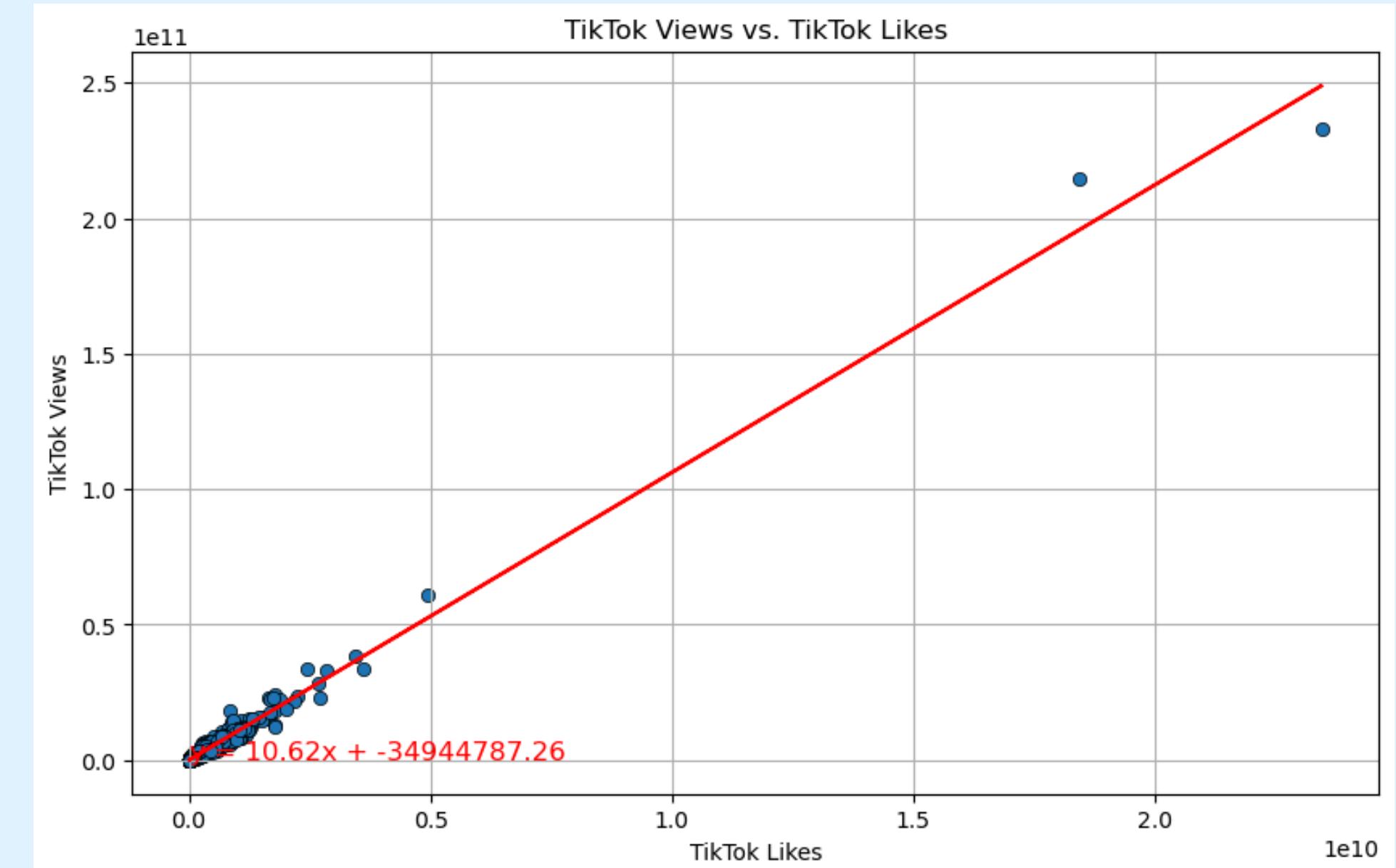
## Linear Regression comparing TikTok engagement and performance



Slope is positive, steeper showing that likes have a more significant impact on view counts

The correlation is almost perfectly positive. Likes are an extremely strong predictor of views

The intercept is high indicating that even with minimal likes, videos can start with a significant number of views due to the platform



$$y = 10.62x + 34944787.26.$$
$$r\text{-value} = 0.9925$$

# **Thank you for listening!**

**Questions&Answers**