

90's



ANALYSING THE HITS
THAT MADE US DANCE

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DATASET OVERVIEW 1/2

01

DATASET 1:
90's Classic Hits

02

DATASET 2:
90's Reconigition
by generation

03

API SPOTIFY
Top 10 !

HYPOTHESIS:

- This project explores the iconic 1990s hits to understand what made this music unforgettable.
- We examined how these tracks have maintained their popularity over time, comparing their original impact with their status in 2024, providing insights into the lasting legacy of 90s music.

DATASET OVERVIEW 2/2

Dataset 1: 1990s Classic Hits

Source: [Kaggle](#)

Contains data on 980 tracks by 536 artists from 1990-1999, focusing on track names, genres, and popularity metrics.

API Data

Source: Spotify

Extracted directly from Spotify, this dataset provides real-time information on track popularity, artist metrics, and listener demographics.

Dataset 2: - 90s Recognition by Generation

Source: Data.world

Measures how recognizable 90s pop songs are across different age groups, offering insights into generational shifts in music recognition.



DATA WRANGLING AND CLEANING



DATA MERGE

Merge two dataframes
with a string as common
value



DEDUPLICATION

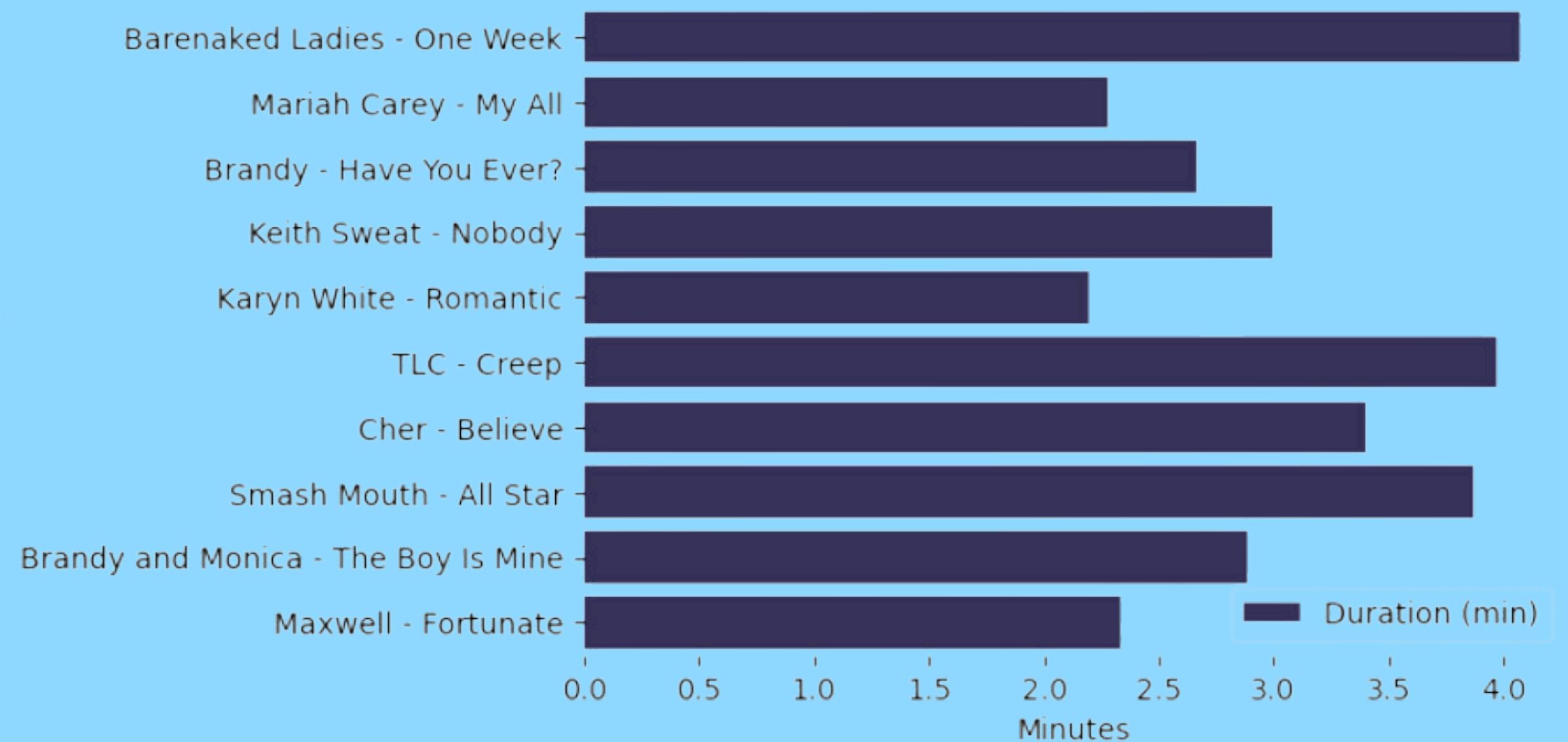
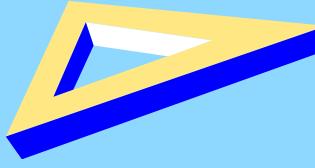
Remove extra spaces



DATA STANDARDIZATION

lower(), rearrange columns, ...

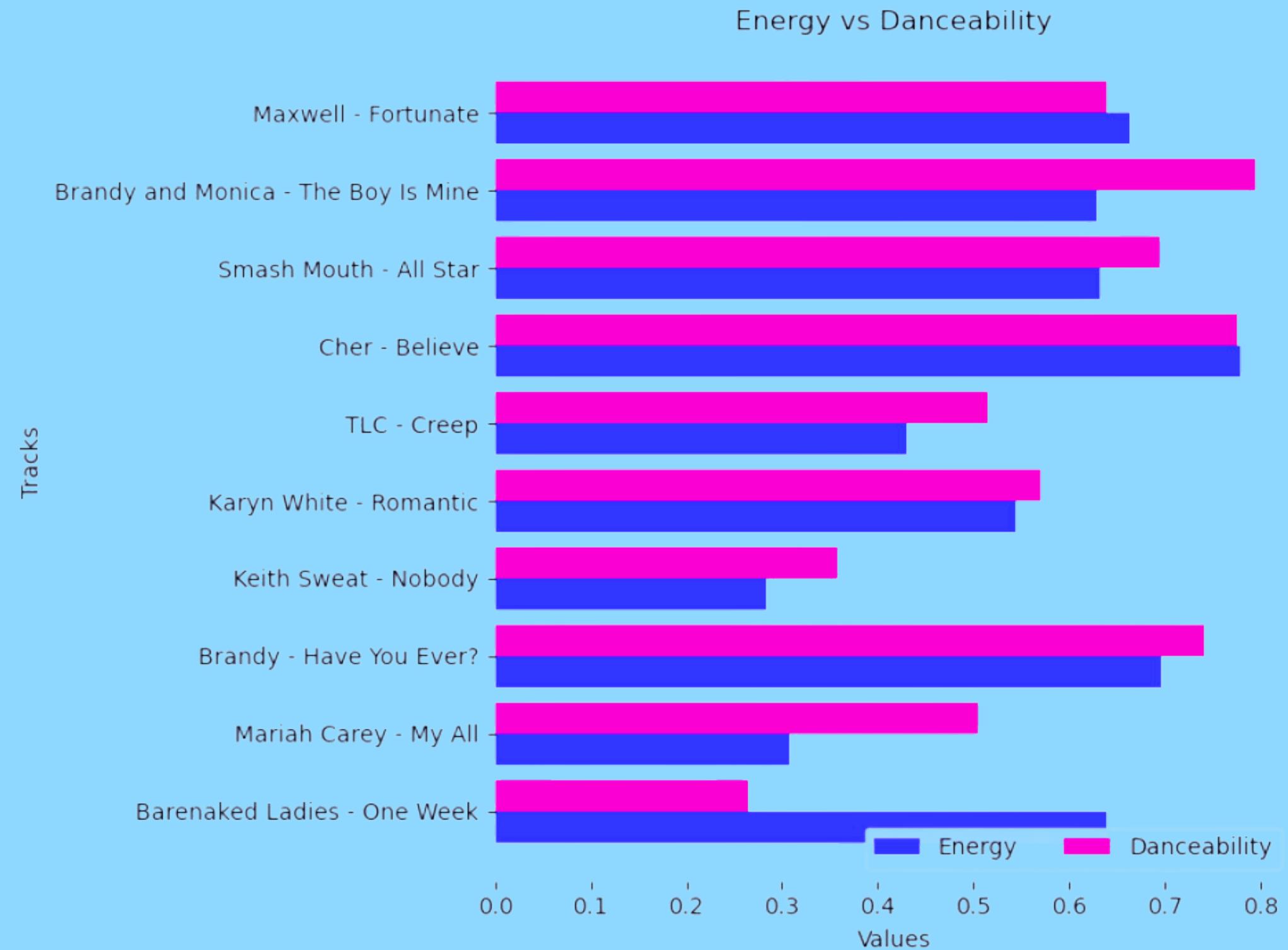
POPULAR TRACKS: HOW WERE THEY MADE?



50% of 90s greatest hits
are 3 minutes or longer



POPULAR TRACKS: HOW WERE THEY MADE?

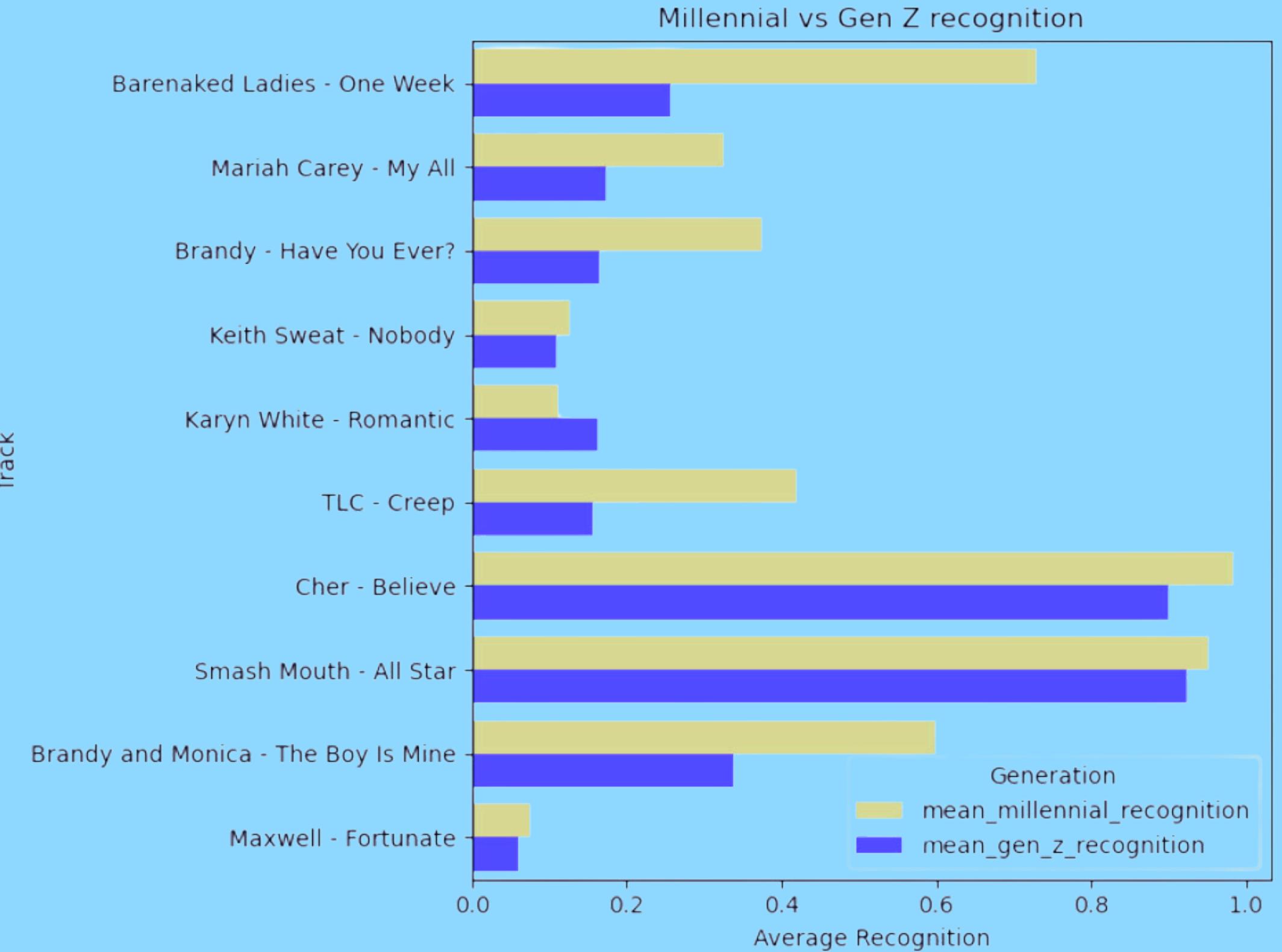


50% of 90s greatest hits have a high danceability and energy level

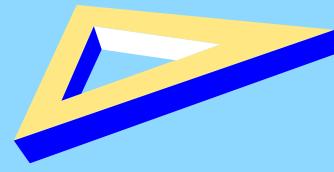


TRACK RECOGNITION: TODAY VS 90S (STUDY)

- 50% of 90s greatest hits still remain highly known for the next generation.
- 40% have been forgotten by both generations
- 10% have a big recognition drop



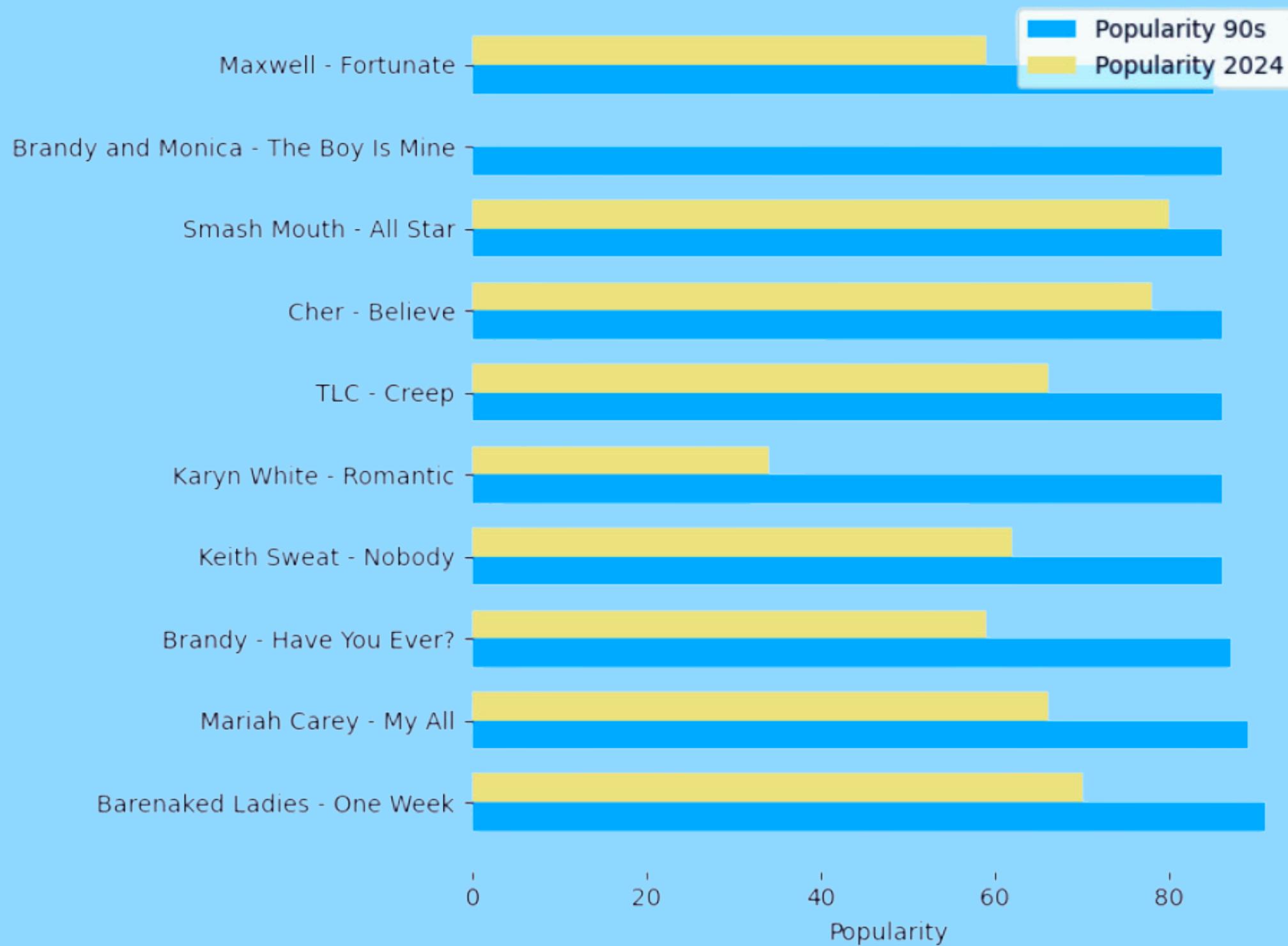
TRACK POPULARITY: TODAY VS 90S (SPOTIFY DATA)



50% of 90s greatest hits
still remain highly
streamed today



Popularity: 90s vs. 2024

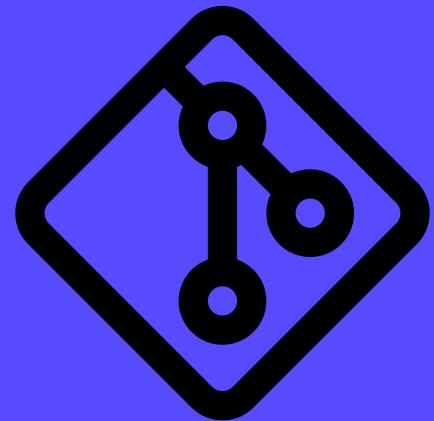


TEAMWORK & PROJECT MANAGEMENT

| | |
|------------------------|---|
| WORKFLOW | Followed a structured plan, with mid-project adaptations to incorporate additional data sources. |
| TEAM DYNAMIC | Effective teamwork with strong communication, though GitHub coordination required manual merging to resolve challenges. |
| RISK MANAGEMENT | Potential risks, like GitHub collaboration issues or branching conflicts were identified, we asked for help early. |



MAJOR OBSTACLES 1/2



BRANCHING AND MERGING

We realized the importance of frequent communication and updating our branches regularly to avoid merge conflicts.



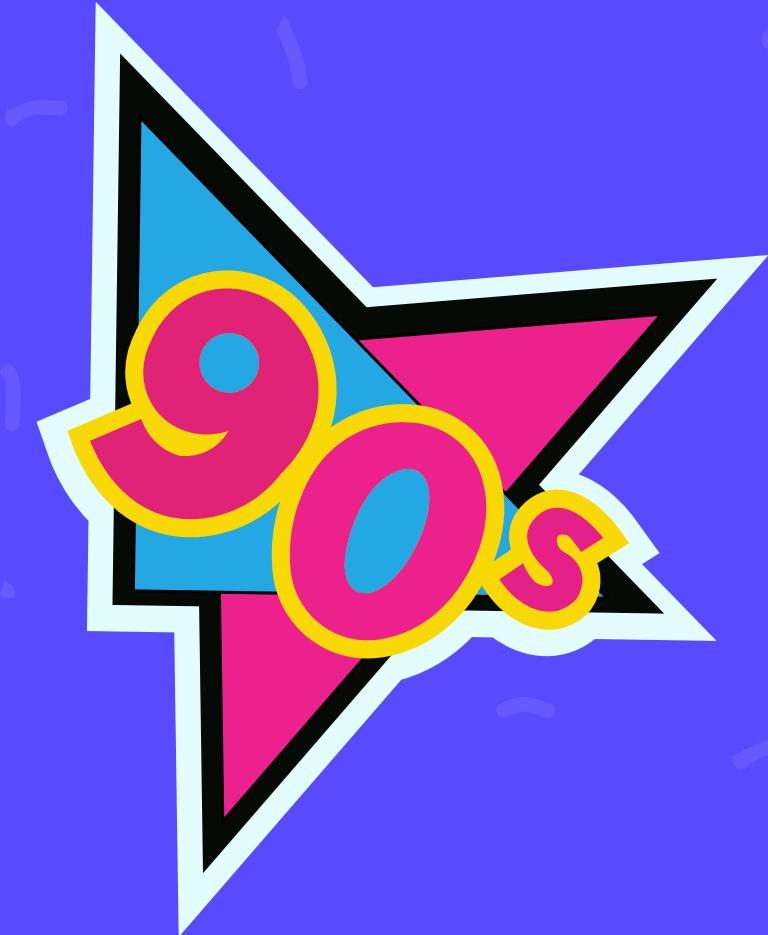
GITHUB TRAINING

We'd spend more time upfront ensuring everyone is comfortable with GitHub to avoid confusion later.

MAJOR OBSTACLES 2/2

| # | Artist | Track | Popularity | Popularity 2024 |
|-----|-------------------|-----------------|------------|-----------------|
| 11 | Barenaked Ladies | One Week | 91 | 70 |
| 109 | Mariah Carey | My All | 89 | 66 |
| 27 | Brandy | Have You Ever? | 87 | 59 |
| 81 | Keith Sweat | Nobody | 86 | 62 |
| 80 | Karyn White | Romantic | 86 | 34 |
| 175 | TLC | Creep | 86 | 66 |
| 37 | Cher | Believe | 86 | 78 |
| 167 | Smash Mouth | All Star | 86 | 80 |
| 25 | Brandy and Monica | The Boy Is Mine | 86 | 0 |

MISSING DATA FROM
SPOTIFY API



INSIGHTS

HYPOTHESIS

Our initial hypothesis that 90s hits keep being popular was supported by the data.



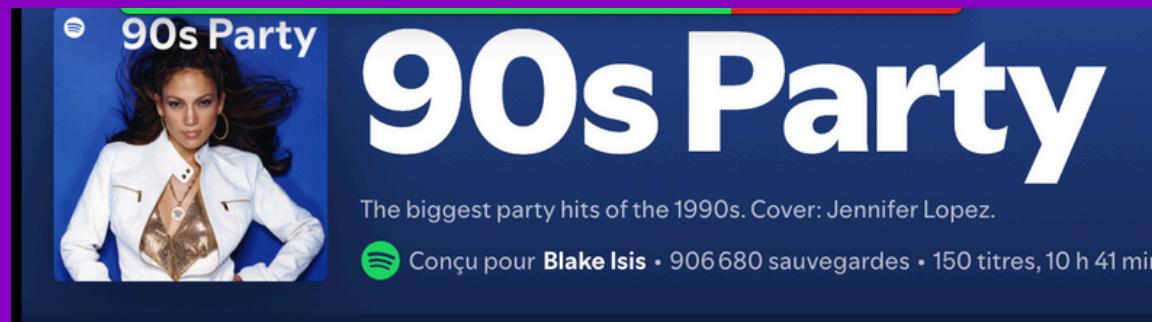
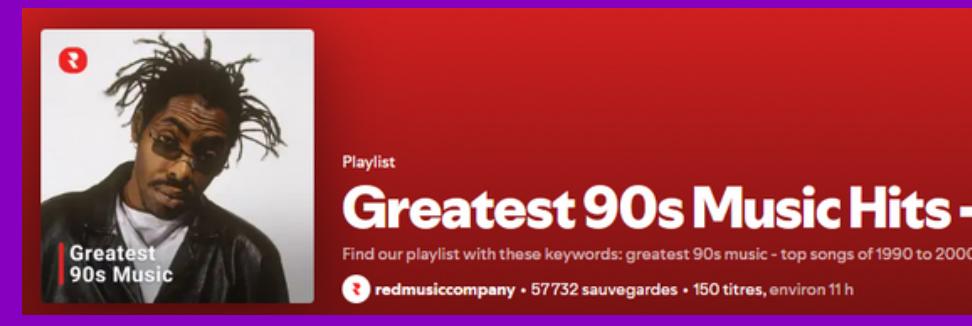
KEY FINDING

Certain tracks from the 90s remain as popular today as they were during their release, while others have might have gained new relevance thanks to covers and social media trends

IMPLICATIONS

These findings suggest that 90s music continues to resonate across generations, offering valuable opportunities for curated playlists and targeted music recommendations.

ENJOY THESE PLAYLIST !



THANKS!

BANA - FLORY - JOHANA - MEHDII

