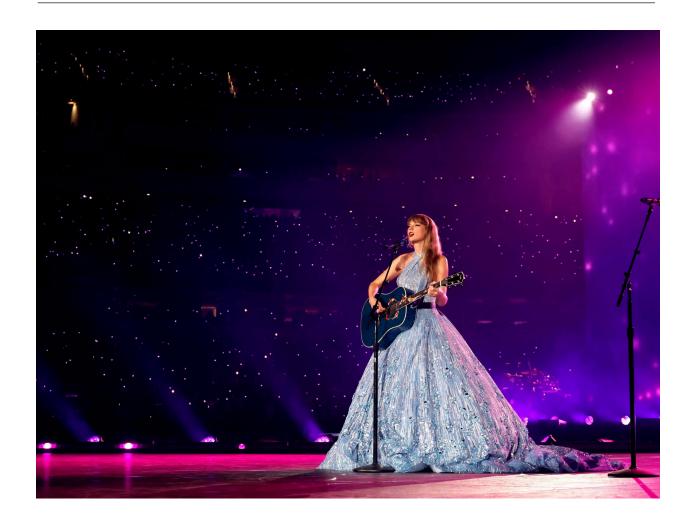INDU AUJLA

THE MUSIC INDUSTRY: TAYLOR SWIFT
Exploring Taylor Swift using Power Bi

Introduction

From country music to pop princess, Taylor Swift's career is perhaps one of the most interesting of any artists in the music industry today. Her fanbase, known as the "Swifties" has remained loyal to Taylor through all phases of life, numerous genre changes and public scandal. The phenomenon of the Eras Tour continues to demonstrate Taylor Swift's songwriting and ability as a performer on a global scale.

Since the release of the "Speak Now" Album in 2010, I have been mesmerized by everything Taylor Swift. I can still remember buying the CD for Speak Now and dancing around in my childhood bedroom. Since then, the magic of Taylor Swift has never waivered for me. I stay up until midnight for an album release just to be among the first to hear it. I scream her songs in the car, whether they are about heartbreak, falling in love or having fun with your girlfriends. Throughout her journey from a teen playing country music to one of the biggest pop stars in the world, Taylor has been there in all stages of my life.

Purpose

The purpose of this project is to display data about Taylor Swift's Discography and Eras Tour using the capabilities of Power Bi. Through the creation of this dashboard, I have utilized various visuals to exhibit metrics relating to outfit changes and surprise songs within the Eras Tour Shows as well as information about the success of her iconic "Taylor's Version" re-recorded albums. The dashboard serves as an interactive way for any "Swiftie" old or new to learn about the impact Tyalor Swift has had on the music industry.

Eras Tour: Key Metrics, Outfits and Surprise Songs

The Eras Tour is the largest grossing musical tour of all time. In order to display the key metrics associated with the groundbreaking concert, I used cards displaying the amount of dates, total revenue and dates for the tour. This communicates the scale at which the Eras Tour has captured fans across the globe.

Since starting to tour as a new artist Taylor has paid homage to her old music by implementing "Surprise Songs" at many of her concerts. The purpose of this idea is to make each show unique with a different song selection for the surprise song. At the Eras Tour Taylor selects two songs from her discography to play acoustic versions of - one on guitar and the other on piano. This section of the setlist excites fans as they try to predict which song Taylor will choose to perform. The surprise songs by Era break down the surprise songs Taylor has played and their corresponding era. Users can hover over each "Era" to see the amount of songs played and the percentage of the grand total.

The Eras Tour features many outfit changes corresponding to each era. For every Era except reputation, there are various outfit possibilities that Taylor could wear. The Outfit possibilities for Each Era Visual highlights the Sum of outfit possibilities for each era.

Eras Tour Dates

The Eras tour spans across the globe on an enormous scale. Taylor very often plays multiple shows in each city that she visits and still does not come close to fulfilling the demand of fans.

This page uses a map visual to showcase each of the cities Taylor is visiting on the Eras Tour. Users can hover over the red location points to see the nights performed in that city which is implemented using the tooltips function.

Taylor Swift Discography

Taylor Swift's discography can be examined using the total streams of each of her songs. A table is used to display each of her songs with the corresponding number of streams. I utilized slicers so users can filter the data by either track type or the total number of streams. The track type is a list slicer that allows users to pick the track type they would like displayed. The number of total streams slicer enables users to filter tracks by the number of streams.

Daily vs. Total Streams and Key Insights

Due to the purchase of her master recordings by Scooter Braun and Ithaca holdings, Taylor felt the need to reclaim her artistic independence by re-recording her first six studio albums. These re-recordings are re-released by Taylor with (Taylor's Version) included in the album title. Although the total streams of the older albums are higher, Taylor's Version albums are streamed more daily and will eventually surpass the stolen original versions. This highlights the fans' commitment to Taylor and the ownership of the rights and profits to her work. The key insights page summarizes this trend by displaying the total and daily streams in a table along with the Taylor's Version album covers.

Conclusion

Overall, this project developed my ability to take data and display it in a meaningful way. Whether you are a long time Swiftie, or are just discovering Taylor Swift, this dashboard aims to display her accomplishments and achievements to show just how incredible they are.