

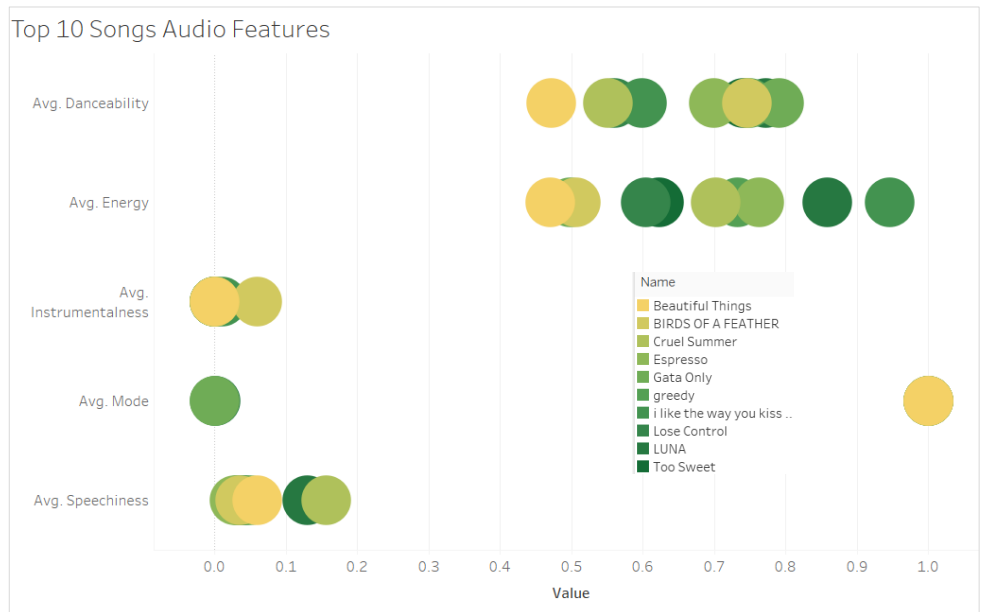
Regional Trends and Analysis of Spotify 2024 Top Songs

Goal

Investigate how musical preferences vary across different geographical locations to find the best strategies for an upcoming artist. Also build a Binomial Logistic Regression Model that will help predict a song's potential popularity based on different audio features, by leveraging the Top Spotify Songs in 73 Countries.

Results

- Tapping into the European market would be a smart move. I recommend starting there, given the sheer presence of European countries on the dataset
- Let's consider the importance of Latin American audiences
- If the artist is interested in pursuing after the Asian market, there should a consideration on explicit language (explicit songs don't do well there)
- The model worked best at predicting the songs that would be popular
- The overall accuracy shows that the model correctly predicted 72% of the instances



Recommendations for song popularity

- Keep in mind danceability and energy when creating a song, upbeat and happy songs do well (the Top Ten songs have average and above average values, respectively)
- A higher time signature shows as the better bet for song popularity. Given the dataset, a time signature of 4 would be the sweet spot, it provides versatility to a wide variety of tempos and styles, and even human physiology backs it up as it loosely associates with walking or a heartbeat
- Valence is another key feature to keep in mind, think of this one as the "happiness" of a song, or the musical positiveness conveyed by the track
- Having a mode of 1 is the way to go, this would mean a brighter and happier song