

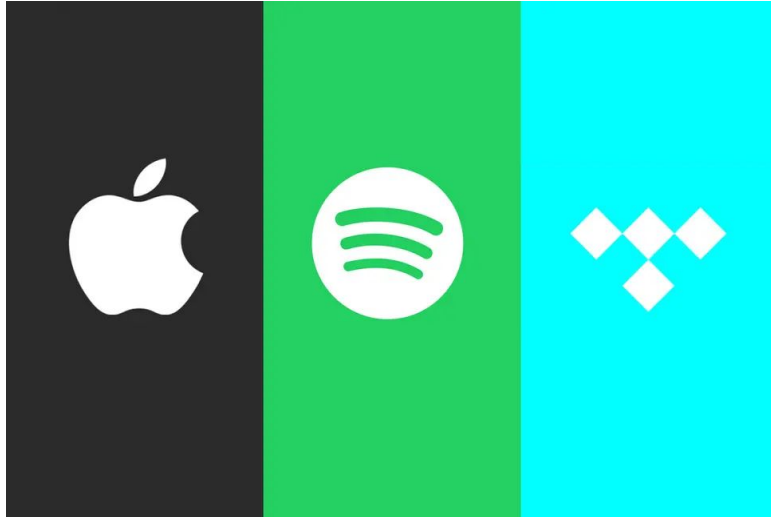


# Music Streaming Wars: Predicting the Next Popular Songs

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## Objectives & Data Analysis



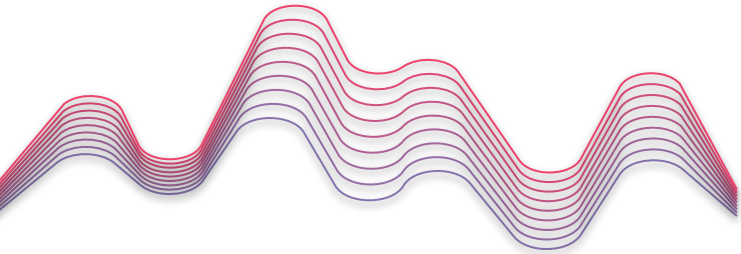
- **Objective:** Provide 3 insights into what makes a song popular or not
- **Goal:** Increase the competitive advantage of Spotify
- Sample size of 232,725 tracks
- Data from 2019

## Popular = ?

- Popularity scores of songs on Spotify's Top 100 tracks playlist
- Minimum score was 58
- Popular = Top 100 worthy



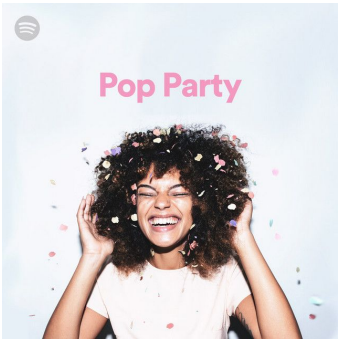
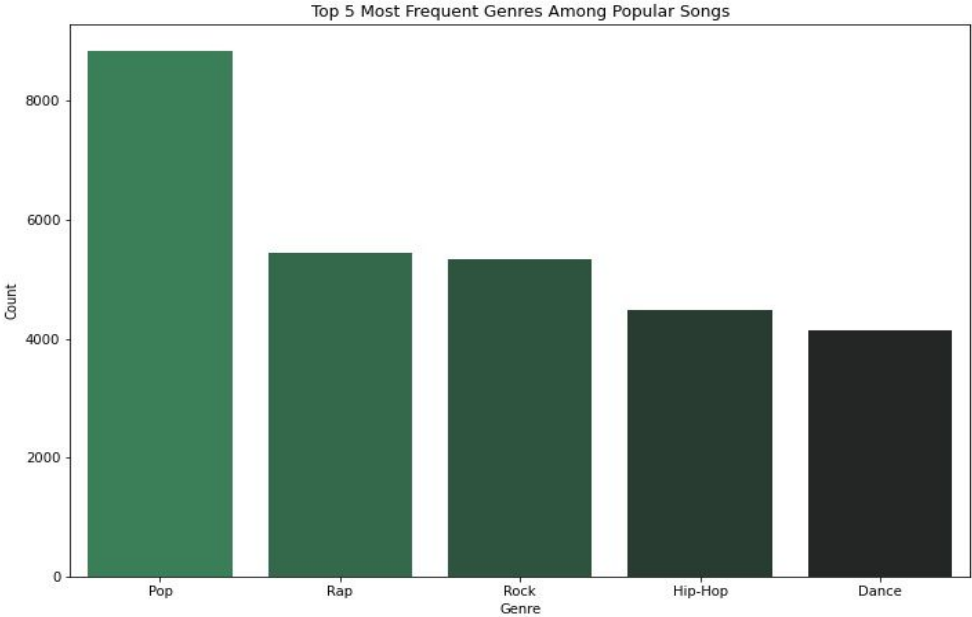
What were some of the most important attributes of a song?



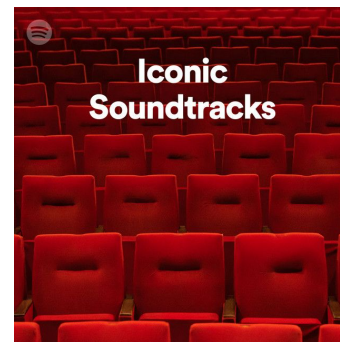
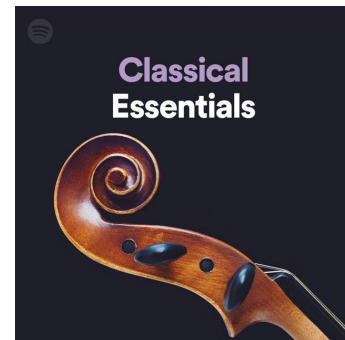
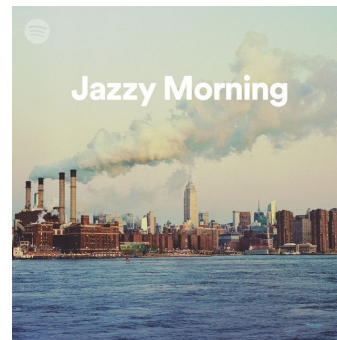
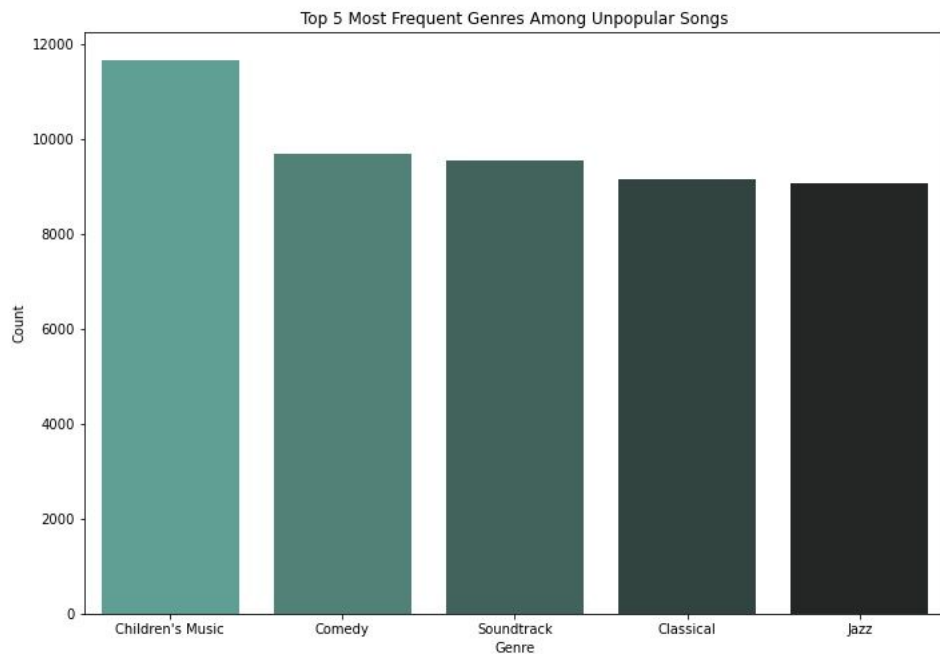


**Genre**

# Top 5 Genres within Popular Songs




# Top 5 Genres within Unpopular Songs





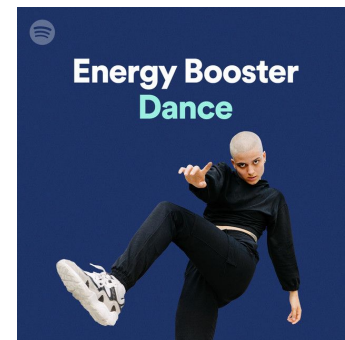
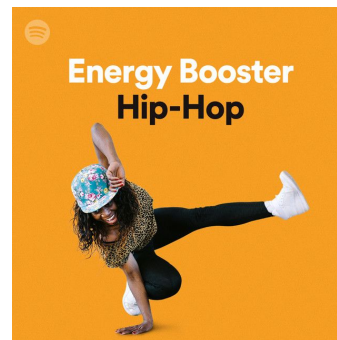
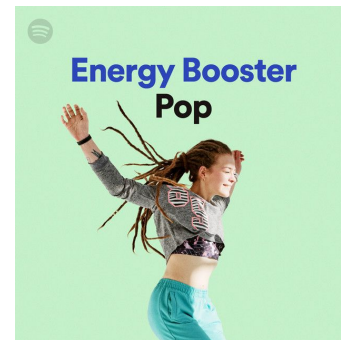
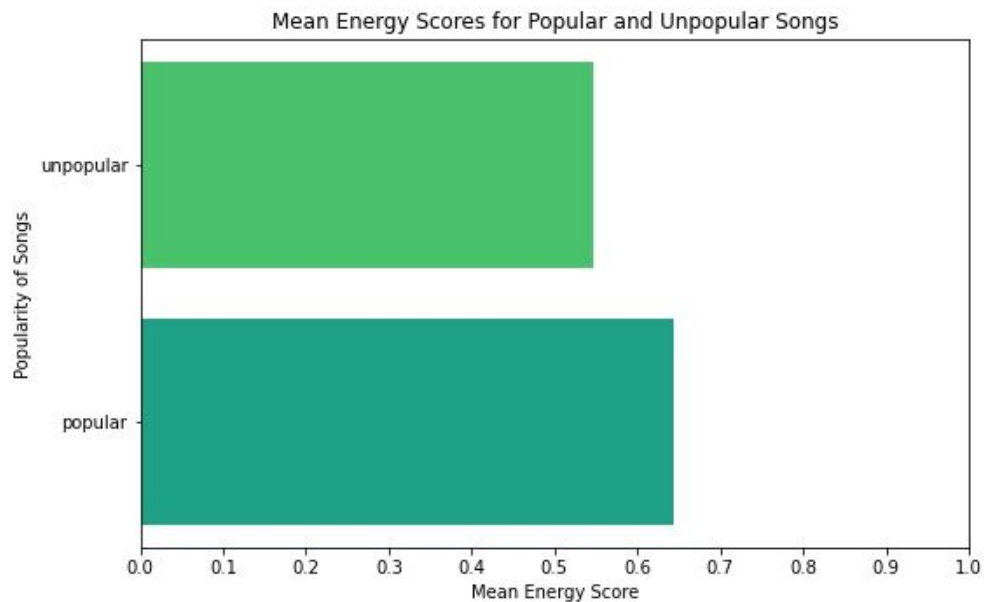
# Energy

*A perceptual measure of intensity and activity. Typically, energetic tracks feel fast, loud, and noisy.*






# Energy Scores of Songs by Popularity



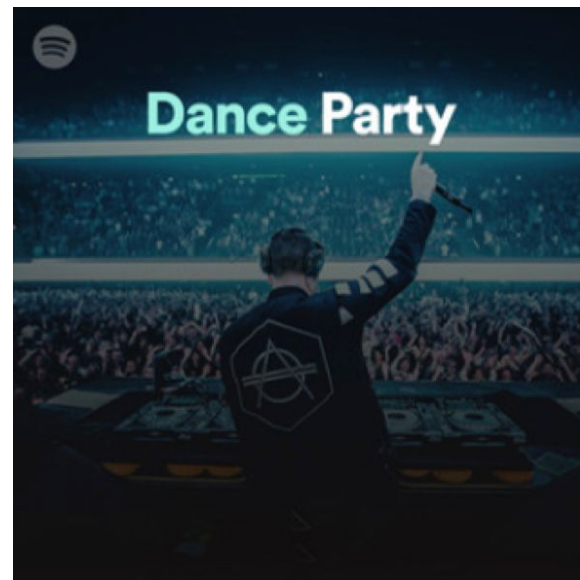
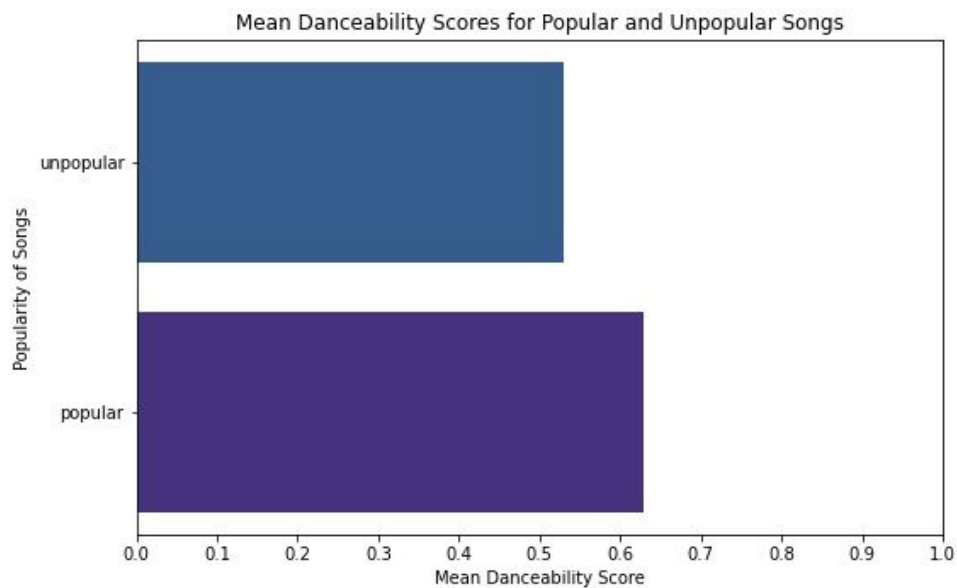
A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are larger and have concentric rings, suggesting a hierarchical or central structure. The lines are thin and gray, connecting the nodes in a non-linear fashion.

# Danceability

*How suitable a track is for dancing based on a combination of musical elements including tempo, rhythm stability, beat strength, and overall regularity.*

A decorative network diagram in the bottom-right corner, similar to the one in the top-left. It shows a cluster of nodes connected by lines, with some nodes being more prominent than others. The overall style is minimalist and technical.

# Danceability Scores of Songs by Popularity



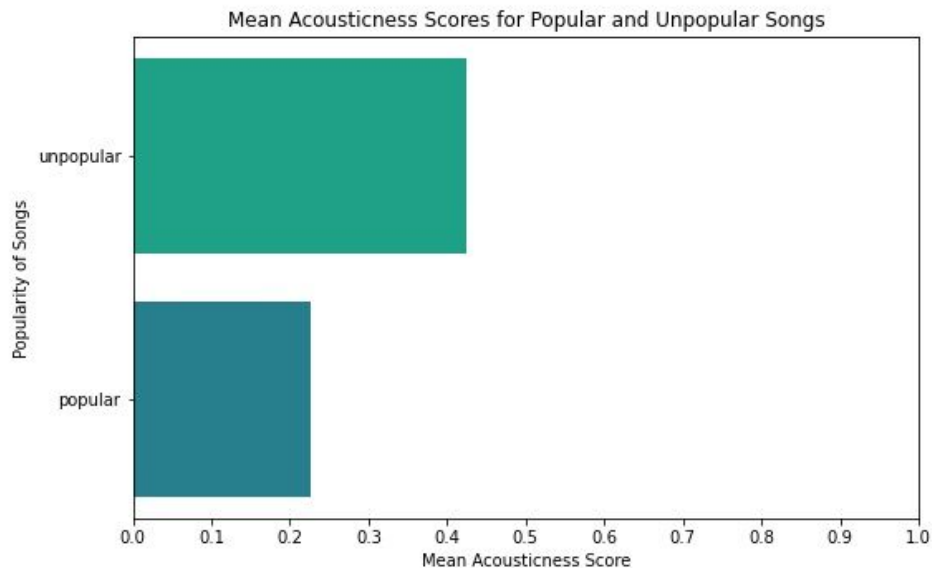
A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are larger and have concentric rings, suggesting a hierarchical or multi-layered structure. The lines are thin and gray, connecting the nodes in a non-linear fashion.

# Acousticness

*A measure of how much a song is electrically enhanced or modified.*

A decorative network diagram in the bottom-right corner, similar to the one in the top-left. It consists of a cluster of nodes connected by lines, with some nodes being larger and having concentric rings, indicating a similar hierarchical or multi-layered structure.

# Acousticness Scores of Songs by Popularity



## Conclusions

- Popular songs tend to have Pop, Rap, Rock, Hip-Hop and Dance as their genres.
- More niche genres such as Children's Music, Comedy, Soundtracks, Classical and Jazz tend to be unpopular.
- Generally, popular songs are higher energy, danceable, and less acoustic.



A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines, with some nodes highlighted in blue and others in grey.

# Thank you!

For more information [berketezcan@gmail.com](mailto:berketezcan@gmail.com) or GitHub: [ebtezcan](#)

A decorative network diagram in the bottom-right corner, featuring a complex web of interconnected nodes and lines, with some nodes highlighted in blue and others in grey.