

Wizkid

LAGOS TO GLOBAL STARDOM



WHO IS WIZKID?

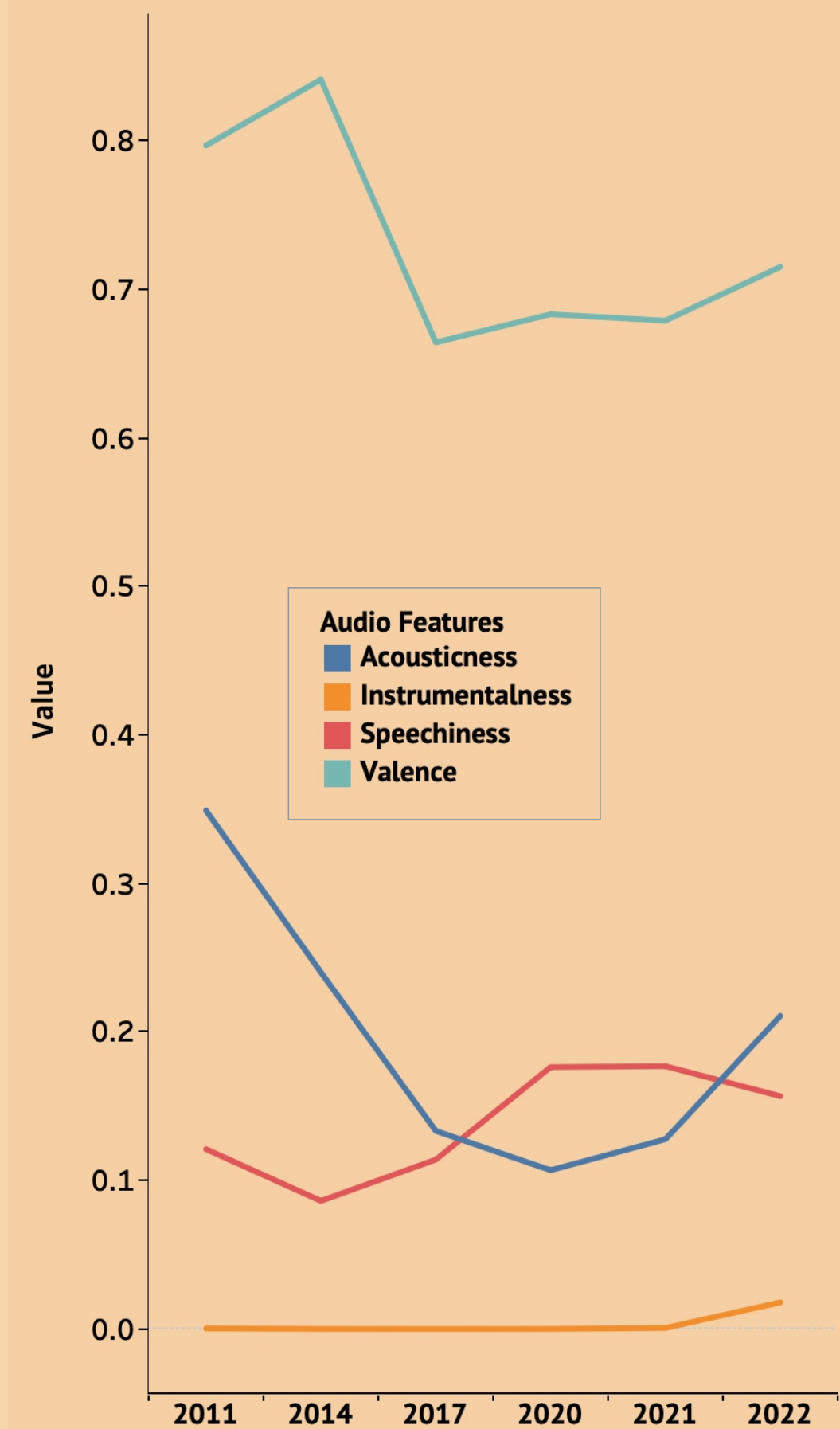
Ayodeji Ibrahim Balogun popularly known as Wizkid is a Nigerian afro-pop artist and songwriter from Lagos, Nigeria. Born and brought up in Surulere, Lagos, he is regarded as one of the most influential African artists of all time. Due to his contribution to global hit song "One Dance", he became the first afro-pop artist to feature in the Guinness World Records. An analysis of his stream numbers and changes to the audio features of his music provided through Spotify's web API speaks of his desire to cultivate a global following and achieve international success. This has seen him adapt his style of music to garner worldwide acceptance albeit successfully with 9,114,459 monthly listeners on Spotify.

His 2021 album "Made in Lagos" recorded huge commercial success with hit tracks "Essence (feat. Tems)" and "Ginger (feat. Burna Boy)". These tracks surpassed his previous record streams per song with 152M and 61.5M Spotify streams respectively. The commercial success of "Made in Lagos" prompted him to release a deluxe of the same album with four additional tracks including a remix of his popular hit song, "Essence" which he featured Justin Bieber as has recorded over 104M Spotify streams so far. "Made in Lagos: Deluxe Edition" now has over 560M Spotify streams.

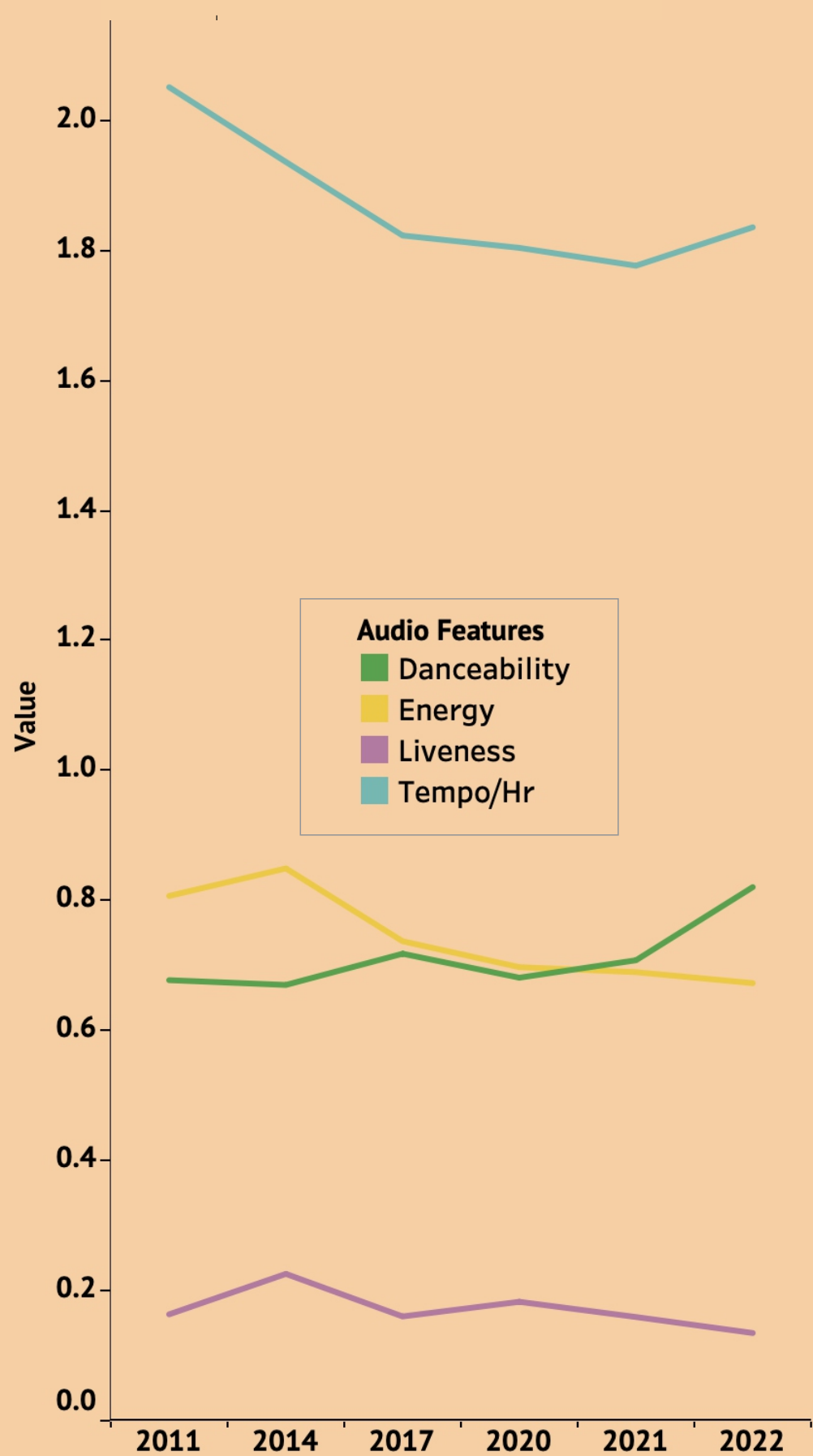
MUSIC TREND

A look at his track audio features shows that over the years, Wizkid has changed the style of his songs to a low tempo, low energy and has reduced the "liveness" of his songs. His music has also become more vocals heavy, with more instrumentals and his lyrics are mostly about love, women, and money. This has been a gradual change in style from when his 2011 debut album "Superstar" and self-named 2014 sophomore album "Ayo".

Audio Features (Album Average)



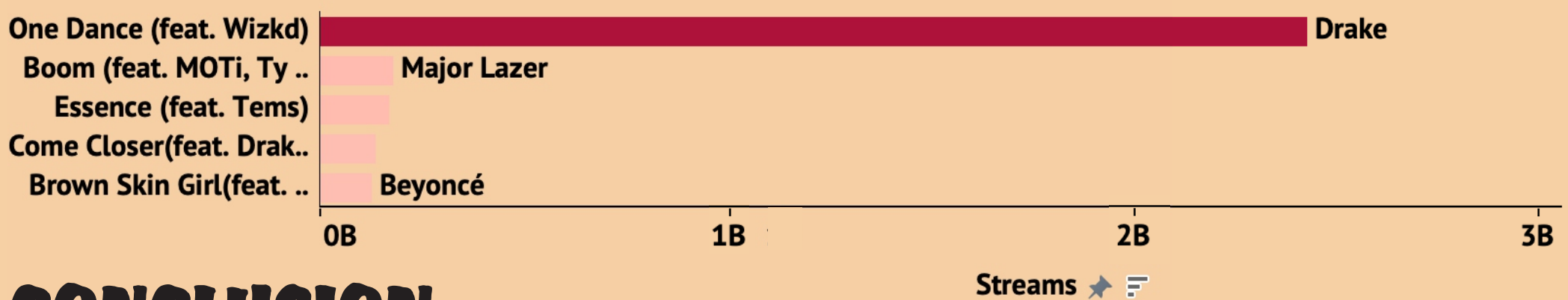
Audio Features (Album Average)



FEATURES AND COLLABORATIONS

His collaborations with superstars such as Drake & Beyoncé has seen his global popularity and acceptance soar. His collaboration with Drake on hit song "One Dance" has over 2B streams on Spotify. Wizkid's global acceptance is evident by the cities with the most Spotify streams of his songs. London is first in terms of streams with his home city a distant second. In 2020, a former president of the United States, Barack Obama listed his song "Essence (feat. Tems)" alongside songs from artists like Bob Dylan and Bruce Springsteen among his favourite songs of the year.

Collaborations(Top 5)



CONCLUSION

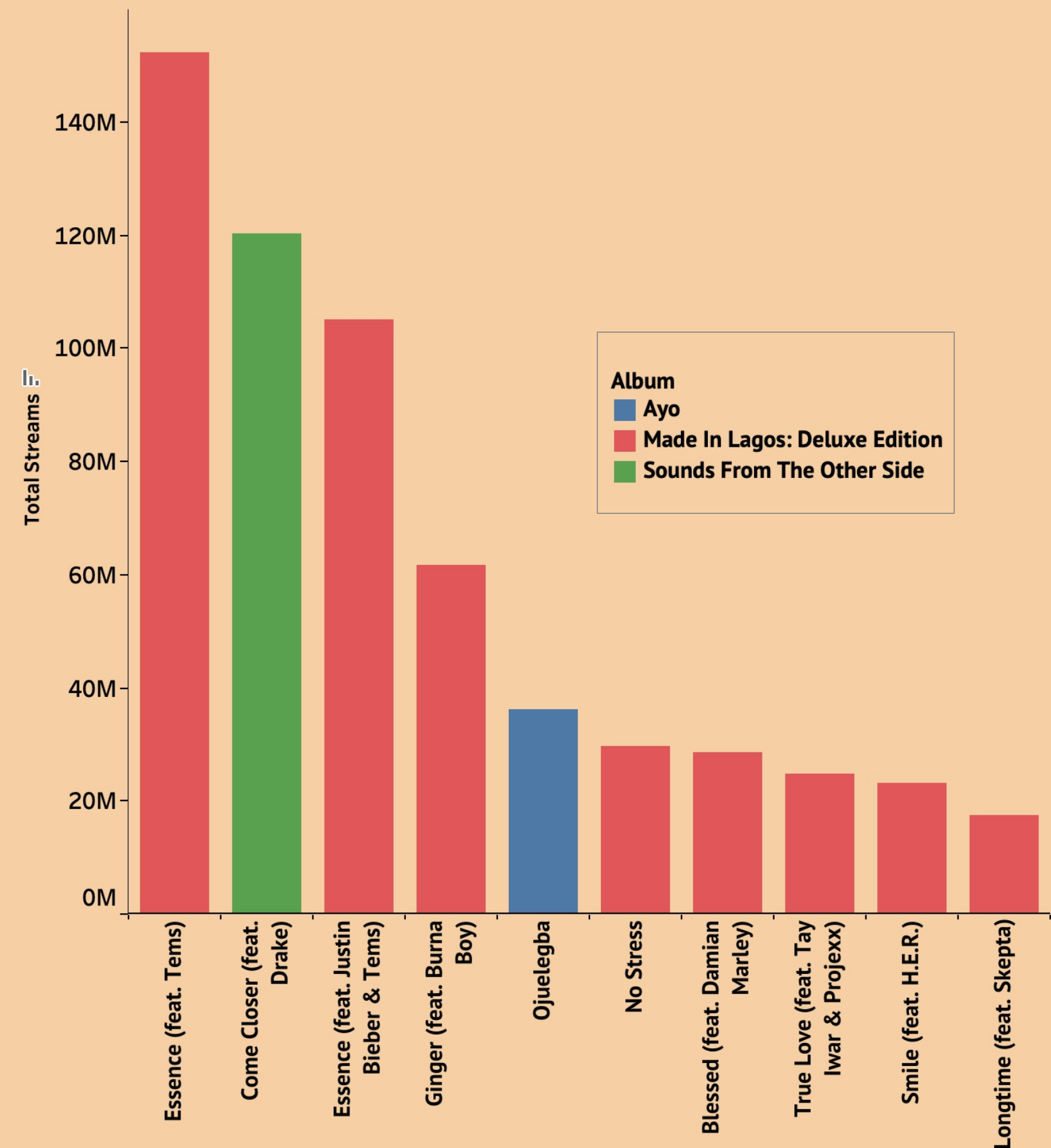
The changes wizkid has made to his music over the years has demonstrated a careful cultivation as well as understanding of his audience. He has fused original afrobeat sounds with mainstream pop to appeal to wider audiences. This has seen his reach increase and has earned him numerous awards such as a Grammy Award for Best Music Video (collaboration with Beyoncé on "Brown Skin Girl"), BET Awards (x3), Soul Train Award (x3) and Billboard Award (x3). His reputation has continued to grow enormously as his music streams, discography and collaborations increases. Lastly, the influence of the growing diaspora population has also positively influenced his reach.

ALBUM STREAMS

Album	Year of Release	Streams
More Love, Less Ego	2022	66,177,664
Made In Lagos: Deluxe Edition	2021	560,903,881
Sounds From The Other Side	2017	212,500,364
Ayo	2014	87,417,184
Superstar	2011	29,676,401
Grand Total		956,675,494

HIT SONGS

Song Streams (Top 10)

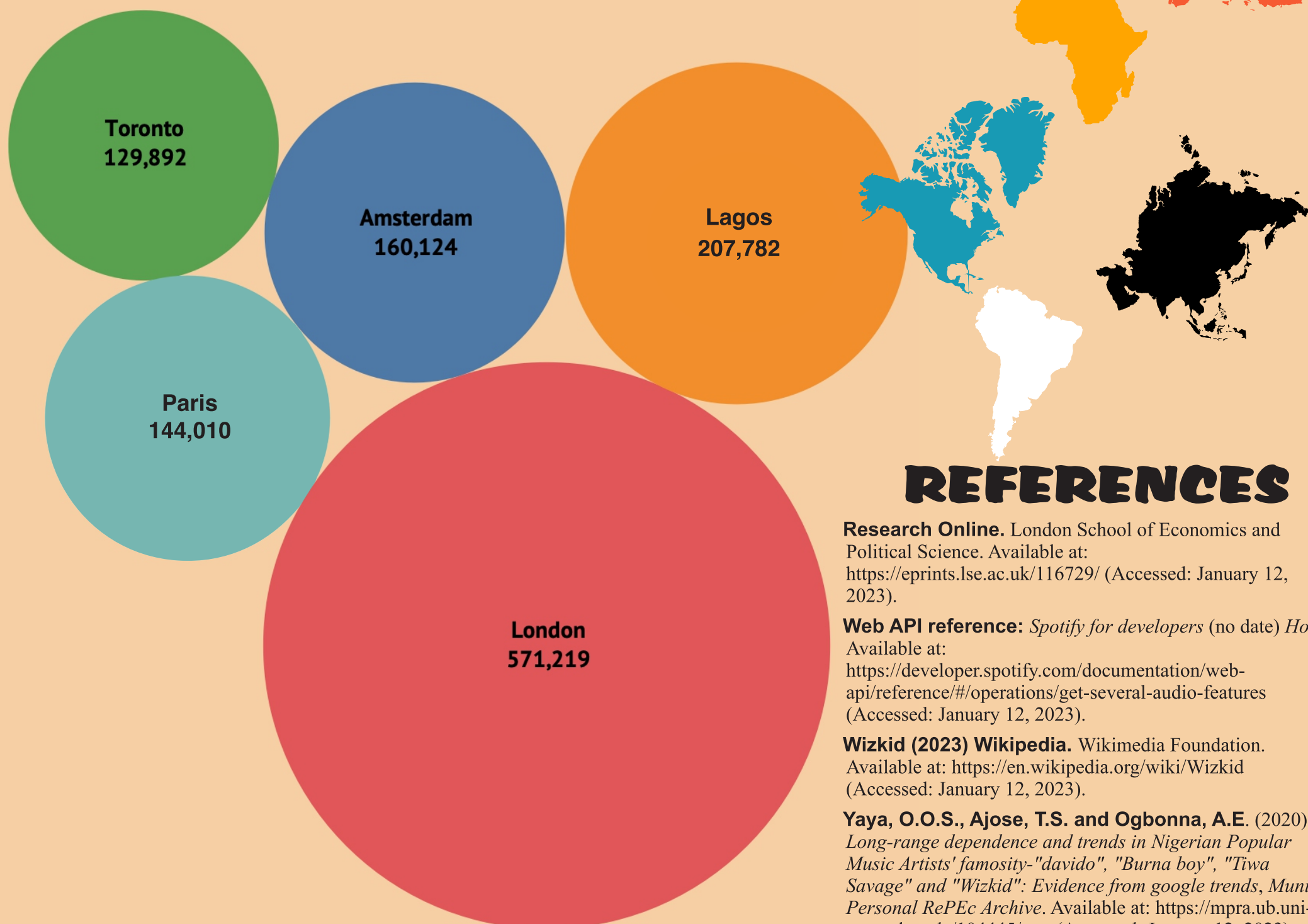


LYRICS



STREAMS BY CITIES

Top 5 cities(By listens)



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