



UNIVERSITÀ  
DEGLI STUDI  
DI TRIESTE

# DATA VISUALIZATION FINAL PROJECT

Decoding the essence of Taylor Swift data

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Bajjouk Wafaa - Poornima Devi Krishnasamy Karthikeyan - Manasa Santhoshi Maddi



# Topic and data introduction

**Topic:** Decoding the essence of Taylor Swift data

**Data:** We used 3 different datasets:

1. **Taylor Swift Song Lyrics (All Albums)**

**Data fields:** Album name, Track title, Track number, Lyric (per line), Line number per song.

**Coverage:** Lyrics from each line across selected albums.

**Data source:** Extracted from genius.com API.

## Topic and data introduction(cont.)

### 2. Taylor Swift Spotify Dataset

**Data fields** : Name , album, release\_date ,track number id,uri,acousticness,danceability , energy , instrumentalness , liveness , loudness, speechiness ,Tempo, valence , popularity, duration\_ms.

**Coverage** : all songs of albums listed on Spotify for Taylor Swift from 2006 to 2023.

**Data source**: Data from Spotify's API on Taylor Swift

### 3. Taylor Concert Tours : Impact on Attendance & Revenue

**Data fields** : City, Country, Venue, Opening act(s), Attendance (tickets sold / available) , Revenue, Tour.

**Coverage** : five concert tour data's of Taylor swift.

**Data source** : Data sourced from Kaggle.

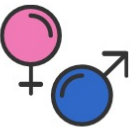
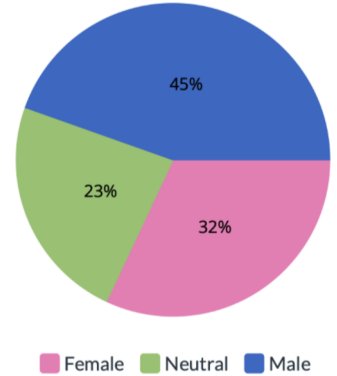
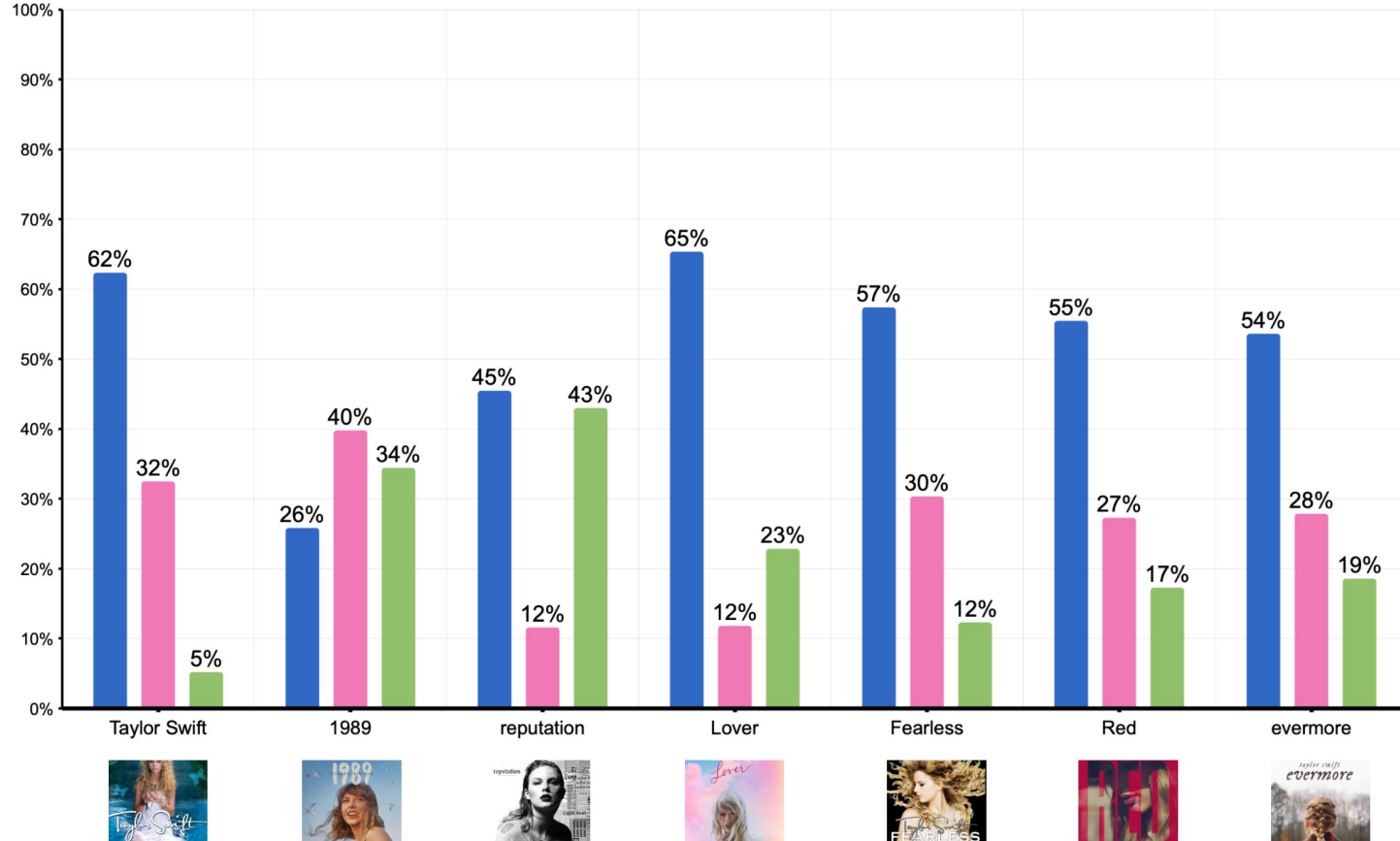
## Addressed questions

1. How do Taylor Swift's albums reflect gender narratives in their lyrics?
2. What makes the Taylor Swift albums hit ?
3. Is Taylor Swift's tour revenue influenced by the hosting country?



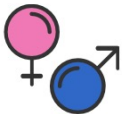
# Harmony in Diversity: A Gender Perspective on Taylor Swift's Discography

Taylor Swift's lyrics are predominantly male-referenced, with gender-neutral and female references being less common.



## Data attributes and corresponding visual channels

Data Attribute	Attribute Type	Visual Channel
Bar Chart		
Percentage of Terms	Quantitative	Length of bars on Y-axis
Gender Terms	Categorical	Color of bars (Blue for Male, Pink for Female, Green for Neutral)
Taylor Swift's Albums	Categorical	Album cover images and names on X-axis
Pie Chart		
Overall Gender Term Usage	Quantitative	Pie chart percentages and colors (Blue for Male, Pink for Female, Green for Neutral)



# Hooked on Hits : Taylor Swift's Guide to album mastery

High danceability, energy and less valence makes the album most hit and likeable

reputation

Lover

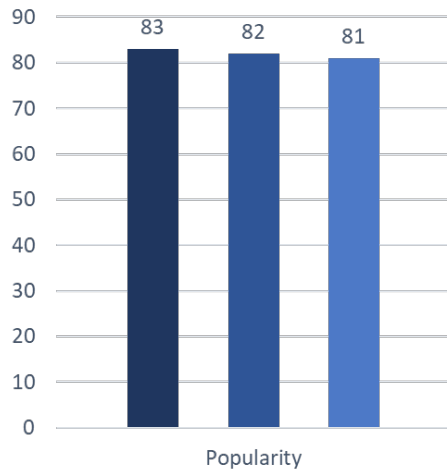
1989(Taylor's version)

Fearless Platinum Edition

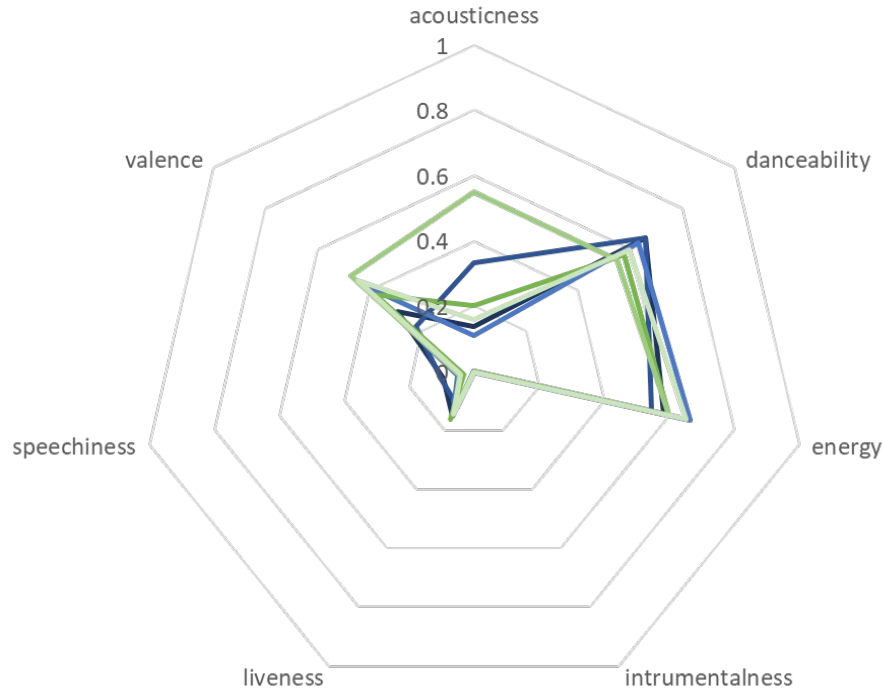
Live from clear Channel stripped 2008

reputation stadium tour surprise song playlist

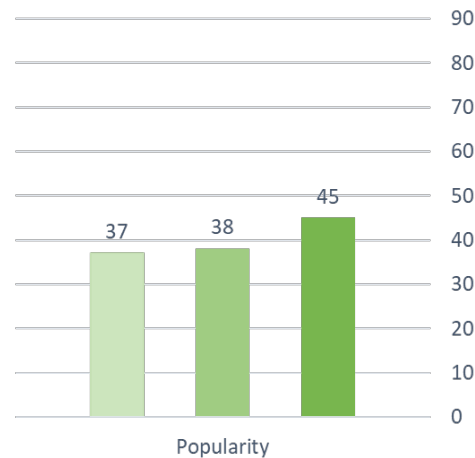
## Most Popular Albums



■ Reputation  
■ Lover  
■ 1989(Taylor's version)



## Least Popular Albums



■ Reputation Stadium Tour Surprise song Playlist  
■ Live from Clear Channel Stripped 2008  
■ Fearless Platinum Edition

source : <https://www.kaggle.com/datasets/jarredpriester/taylor-swift-spotify-dataset>

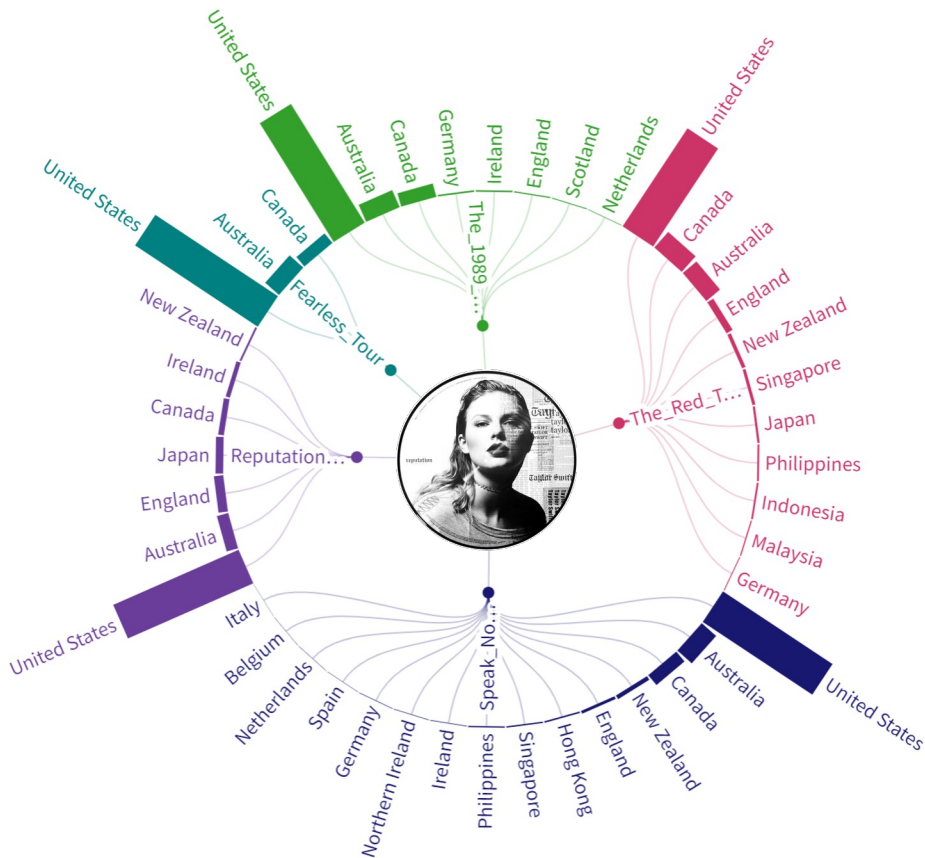
## Data attributes and corresponding visual channels

Data Attribute	Attribute Type	Visual Channel
Radar Chart		
Albums	Categorical	Color represents Albums
Features	Quantitative	Web like line represents the values of features
Bar Chart		
Most Popular albums - Popularity	Quantitative	Popularity with bars
Albums	Categorical	Colors represents Albums
Least Popular albums - Popularity	Quantitative	Popularity with bars
Albums	Categorical	Colors represents Albums

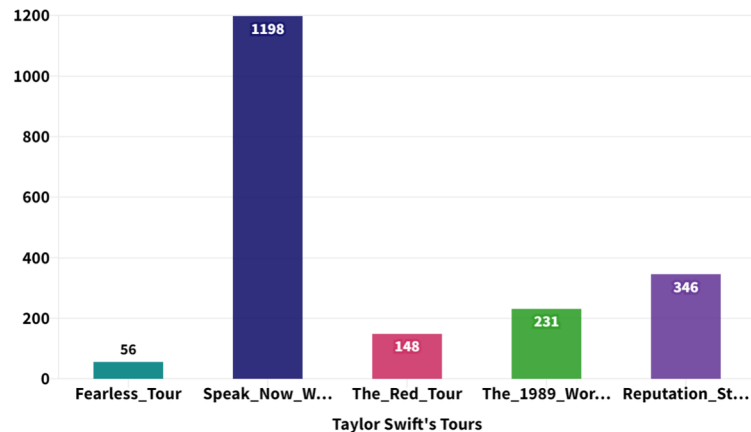


# Decoding Taylor Swift's Tour Revenue: Does it Depend on the Hosting Country?

Its evident that majority of revenue is from United states



Revenue (in Millions)



Taylor Swifts Tours

- Fearless\_Tour
- Speak\_Now\_World\_Tour
- The\_Red\_Tour
- The\_1989\_World\_Tour
- Reputation\_Stadium\_Tour

## Data attributes and corresponding visual channels

Data Attribute	Attribute Type	Visual Channel
Radial Tree Chart		
Taylor Swift's Tours	Categorical	Colour
Countries	Categorical	Branches of the tour
Revenue (%)	Quantitative	Length of the bars
Bar Chart		
Total Revenue	Quantitative	Revenue generated from each tour

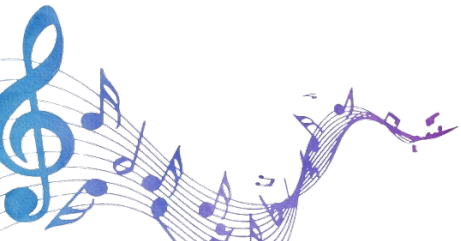
## Individual contribution

Main contributor for each visualization:

- Visualization on **Gender Perspective on Taylor Swift's Discography** - Bajjouk Wafaa.
- Visualization on **The Hits of Taylor Swift** - Poornima Devi Krishnasamy Karthikeyan .
- Visualization on **Taylor Swift's Tour Revenue** - Manasa Santhoshi Maddi.

For each visualization, the single student has been working on:

- Data extraction and analysis.
- Preparation of the visualization.
- Description of the data attributes and the corresponding visual channels.



**Thank You**

