**CS360 Data Visualization Project Proposal**

The World's Taste in Music

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Repository: https://github.com/YiQingK/music-data

Website: https://yiqingk.github.io/music-data/

**Background and Motivation:**

This project is motivated by the different music interests my flat mates and I have. I wanted to look into how music trends or preferences might differ between countries.

**Project Objectives:**

- Show that Spotify is the top streaming site and should be the base of this project
- Identify overall top streamed songs/artist
- Identify top streamed songs/artist for certain countries
- Display difference in rank of artists in different countries

**Data:**

Data from Spotify Charts to be used for data regarding the streaming service. It can be downloaded in the form of a csv file. Data to compare Spotify and other streaming services will be attained from sites like Statista/MIDiA Research.

**Data Processing:**

Data will be processed manually and saved in a csv file.

**Visualization Design:**

See end of document

**Must-Have Features:**

- Line graph to show growth of user of Spotify vs Apple Music
- Display global top streamed songs using a horizontal lollipop graph
- Display top artist/songs using map and tooltip
- Display difference in rank of artists using bump graph with tooltip to highlight a single artist

**Optional Features:**

- Graphs showing user demographics using histograms (And possibly draw connections between them)
- Time over change of an artist or song's popularity using slope graph or using slider and line graph
    - Possible change ( circles timeline to show change over time of stream numbers)
- Show different time periods/weeks of charts using a slider/drop down for map
- Show different artist trend using drop down menu

**Project Schedule:**

| Date | Task |
|---|---|
| **March 11** | Initial proposal |
| **March 18** | Research on sources of data that can be used |
| **March 23** | **Revised/Final proposal Submission** |
| **March 25** | Finish Data Collection |
| **March 27** | Finish Data Processing |
| **April 1 – April 6** | Basic graphs for must-have features<br>- Must-have features excluding tooltip<br>- Single artist for bump graph<br>- Top artist/song printed on graph |
| **April 6** | **Alpha Release** |
| **April 7-13** | **Complete/Work on any feedback from Alpha Release**<br>More in depth/detailed graphs of must-have features<br>Add tooltips to must-have features<br>Fix bugs |
| **April 14 - 20** | Optional features |
| **April 20** | **Beta Release** |
| **April 21-28** | Work on any feedback from Beta Release |
| **April 28** | Attend Office Hour to get feedback |
| **April 29- May 9** | Work on any feedback from previous week |
| **May 9** | **Final Project Presentation** |

**Related Work:**

Bello, P., Garcia, D. Cultural Divergence in popular music: the increasing diversity of music consumption on Spotify across countries. Humanit Soc Sci Commun 8, 182 (2021). https://doi.org/10.1057/s41599-021-00855-1

Jovanovska, Lidija & Mishkovski, Igor & Mirchev, Miroslav. (2019). The Geographic Flow Of Music On Spotify. https://www.researchgate.net/publication/337144688_The_Geographic_Flow_Of_Music_On_Spotify

Teal, S. (2019). How to visualize Spotify music trends in Tableau. Retrieved 21 March 2022, from https://www.tableau.com/about/blog/2019/7/how-visualize-spotify-music-trends-tableau

Richter, F. (June 30, 2020). Spotify Keeps Apple Music at Arm's Length [Digital image]. Retrieved March 22, 2022, from https://www.statista.com/chart/8399/spotify-apple-music-paid-subscribers/

Creative Visualizations - The 5 Most Creative Music Visualizations. (2018). Retrieved 22 March 2022, from https://datalion.com/the-five-most-creative-music-visualizations/