



Spotify Music Wrap

Global Listener Trends 2017 - 2021

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Spoti-Facts:

- The world's most popular streaming service, with **456m users** across **183 regions**.
- North American listeners = **22%** of total subscribers (and have the highest average daily usage of the service).
- It revolutionized the music industry, delivering **faster** and **more precise statistics** about the popularity of artists (and their songs) than ever before.



Project Dataset: Spotify Charts 2017-2021:

A dataset of all daily hit charts curated by Spotify



Hypothesis: The top streaming market will have a substantial influence over global charts.

Null:

The top streaming market will have no substantial influence over global charts.

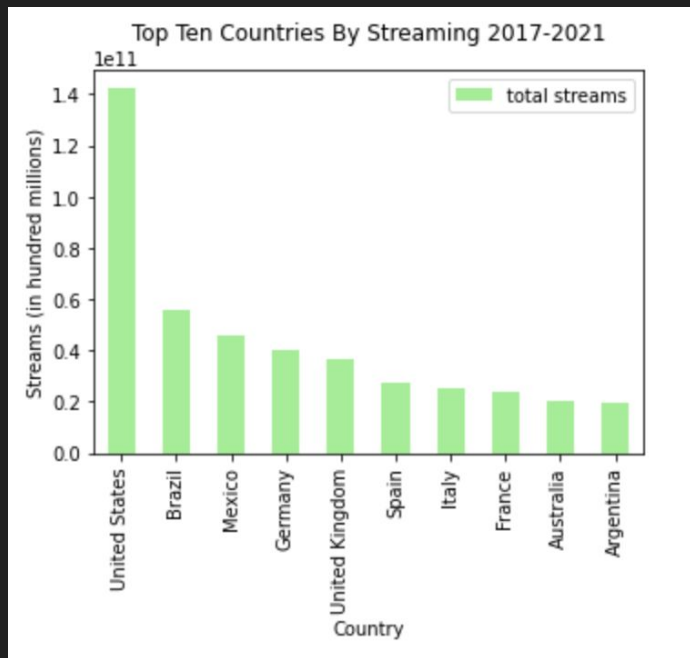
Alternative:

The top streaming market will not have a slight influence over global charts.

The slide features a dark gray background. At the top, there are two horizontal bars: a white one on the left and a red one on the right. At the bottom, there are two horizontal bars: a red one on the left and a white one on the right. The text is centered in the middle of the slide.

Which countries were
the most influential on
the global Spotify
market from 2017-2021?

Top Streaming Countries 2017 - 2021



01 **United States**

06 **Spain**

02 **Brazil**

07 **Italy**

03 **Mexico**

08 **France**

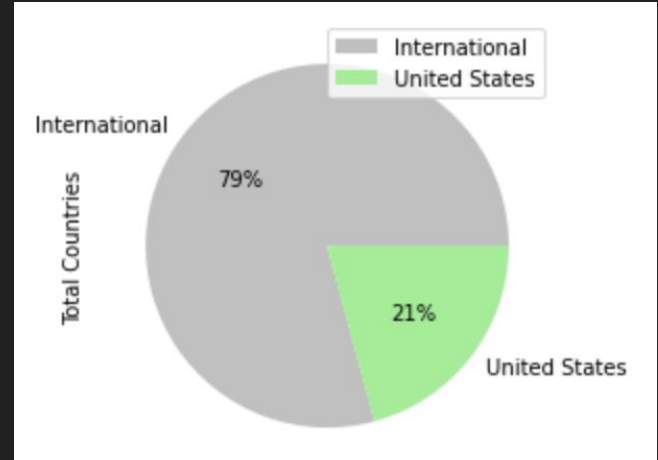
04 **Germany**

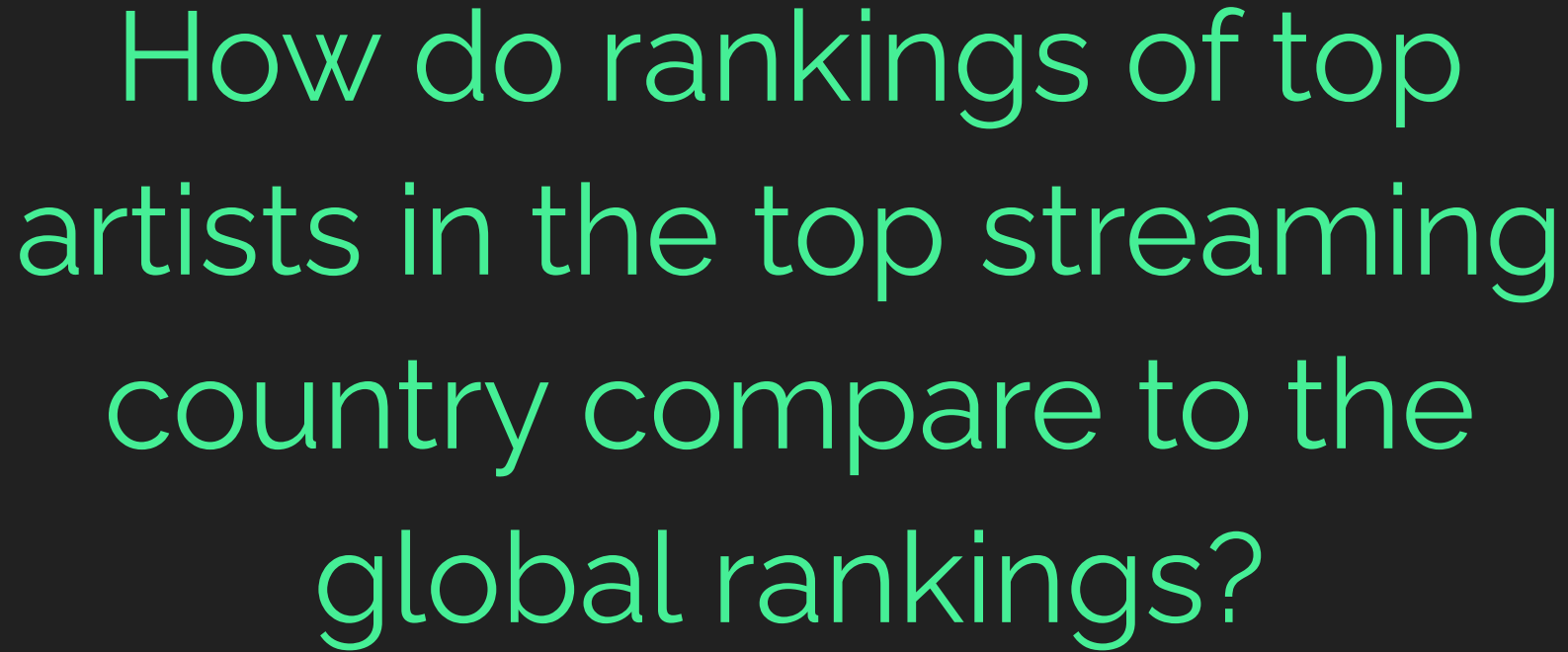
09 **Australia**

05 **United Kingdom**

10 **Argentina**

The U.S. market makes up 21% of the total global Spotify streams from 2017-2021.



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How do rankings of top
artists in the top streaming
country compare to the
global rankings?

Top 10 Artists Globally 2017-2021

01 Post Malone

02 Ed Sheeran

03 Drake

04 Bad Bunny

05 Billie Eilish

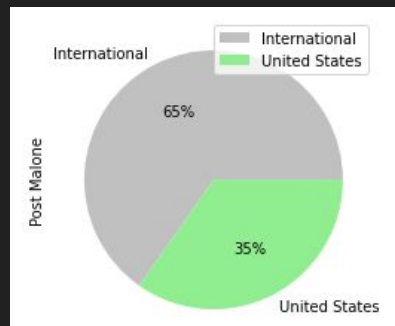
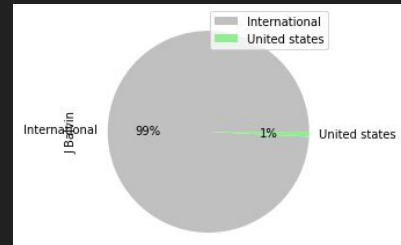
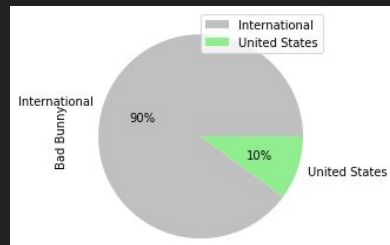
06 J Balvin

07 Ariana Grande

08 The Weeknd

09 Juice WRLD

10 Dua Lipa



Top 10 Artists Globally 2017

Global

01 Ed Sheeran

02 Drake

03 The Chainsmokers

04 Post Malone

05 Luis Fonsi

06 Kendrick Lamar

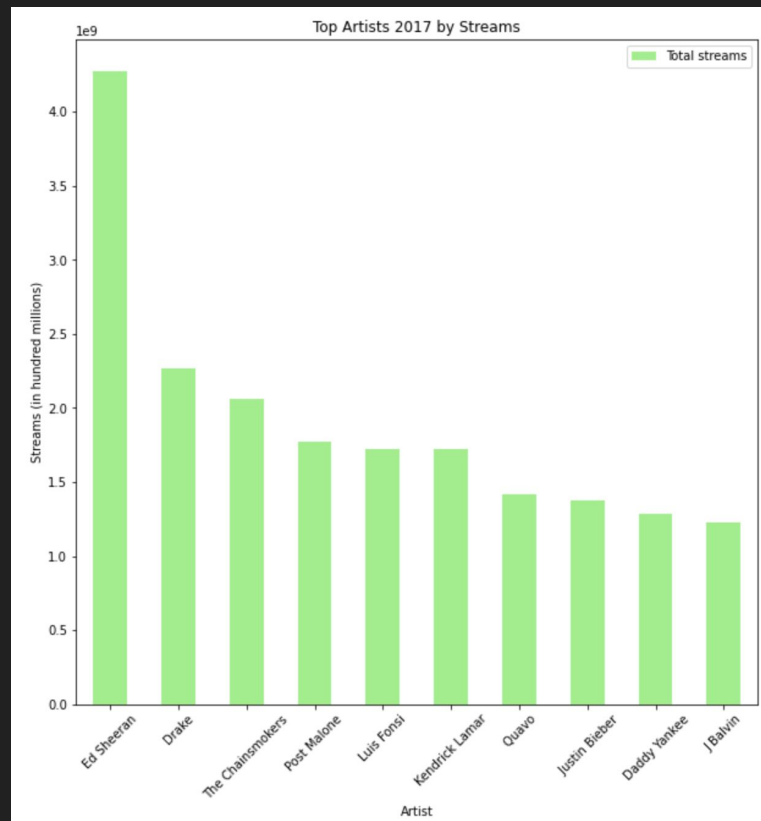
07 Quavo

08 Justin Bieber

09 Daddy Yankee

10 J Balvin

The top 10 artists in the US had 6 artists in common with the top 10 global artists of 2021



Top 10 Artists Globally 2018

Global

01 Post Malone

06 Ariana Grande

02 Drake

07 Ozuna

03 XXXTENTACION

08 Ed Sheeran

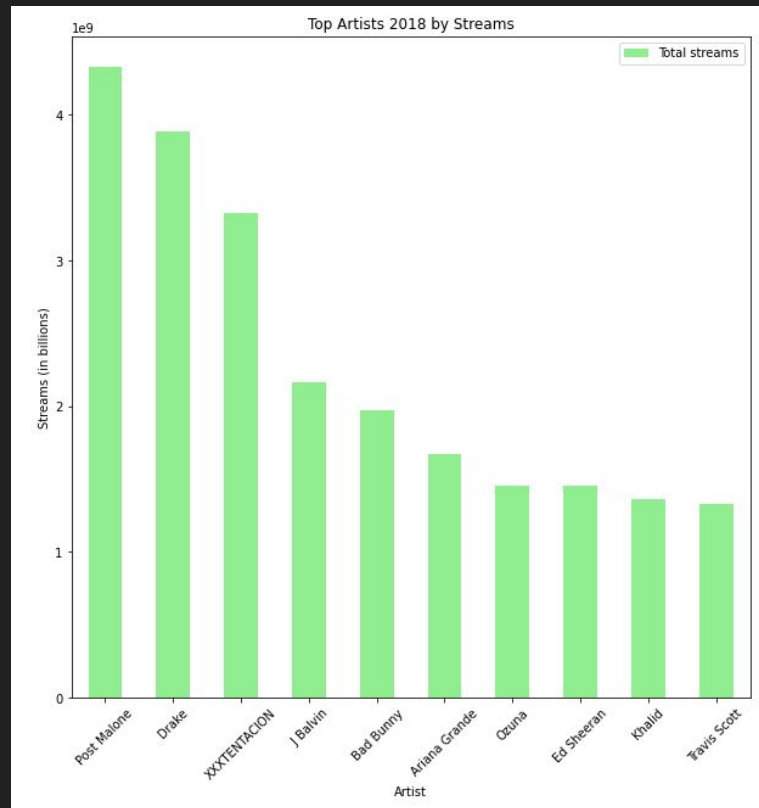
04 J Balvin

09 Khalid

05 Bad Bunny

10 Travis Scott

The top 10 artists in the US had 5 artists in common with the top 10 global artists of 2018

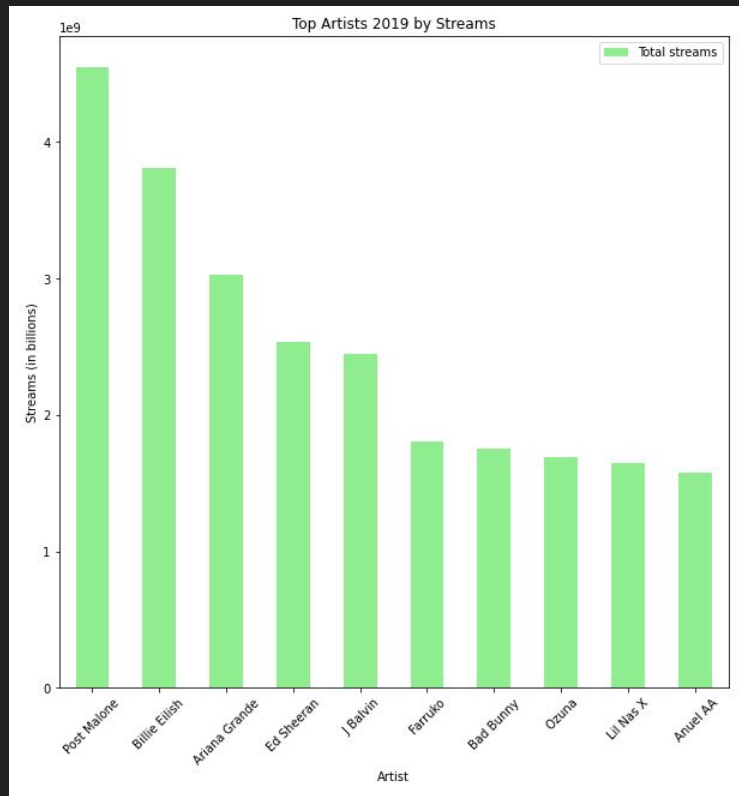


Top 10 Artists Globally 2019

Global

- | | | | |
|-----------|---------------|-----------|-----------|
| <u>01</u> | Post Malone | <u>06</u> | Farruko |
| <u>02</u> | Billie Eilish | <u>07</u> | Bad Bunny |
| <u>03</u> | Ariana Grande | <u>08</u> | Ozuna |
| <u>04</u> | Ed Sheeran | <u>09</u> | Lil Nas X |
| <u>05</u> | J Balvin | <u>10</u> | Anuel AA |

The top 10 artists in the US had 4 artists in common with the top 10 global artists of 2021



Top 10 Artists Globally 2020

Global

01 Bad Bunny

06 Harry Styles

02 Juice WRLD

07 Post Malone

03 The Weeknd

08 Pop Smoke

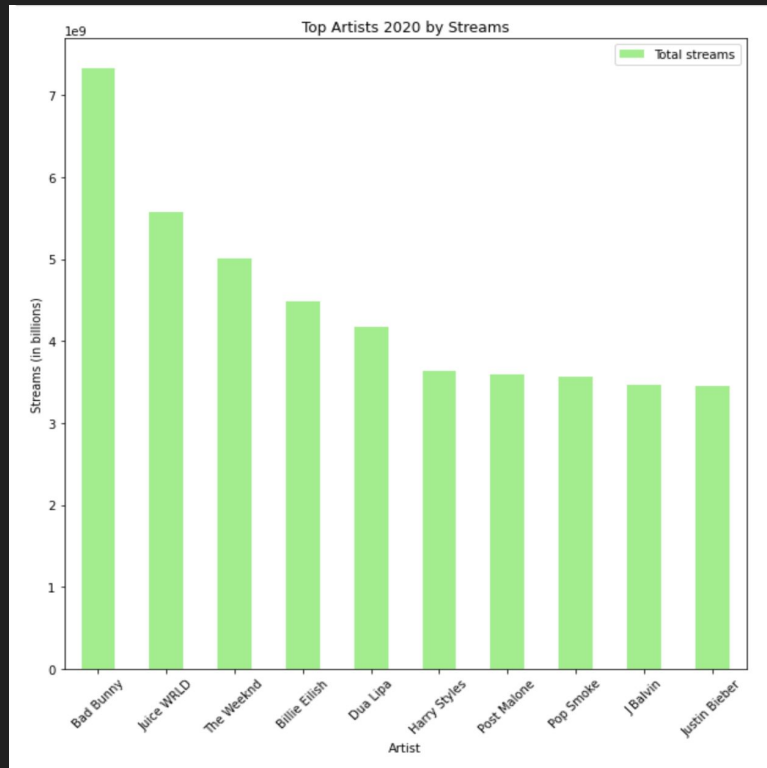
04 Billie Eilish

09 J Balvin

05 Dua Lipa

10 Justin Bieber

The top 10 artists in the US had 5 artists in common with the top 10 global artists of 2020



Top 10 Artists Globally 2021

01 Olivia Rodrigo

06 Justin Bieber

02 Doja Cat

07 Dua Lipa

03 The Weeknd

08 Drake

04 Bad Bunny

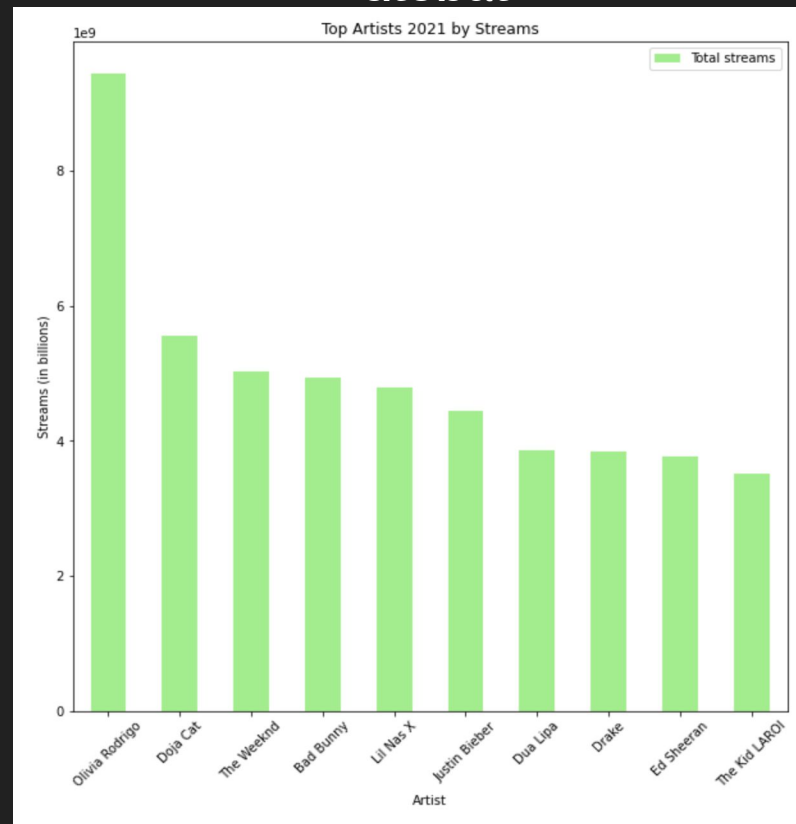
09 Ed Sheeran

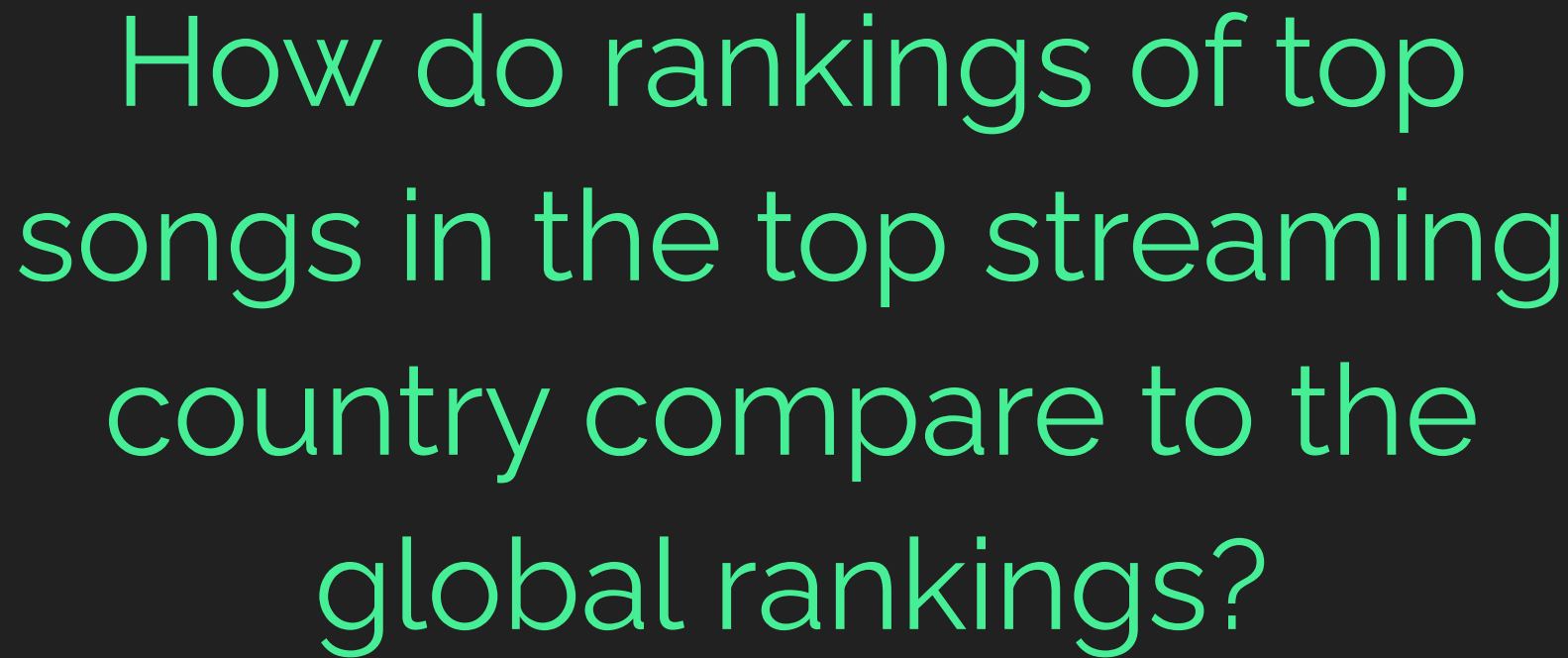
05 Lil Nas X

10 The Kid LAROI


The top 10 artists in the US had 5 artists in common with the top 10 global artists of 2021

Global



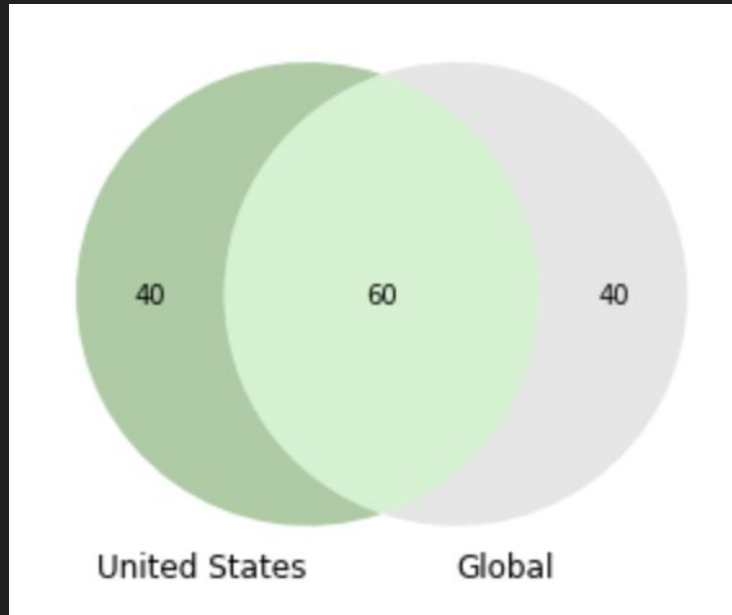


How do rankings of top
songs in the top streaming
country compare to the
global rankings?



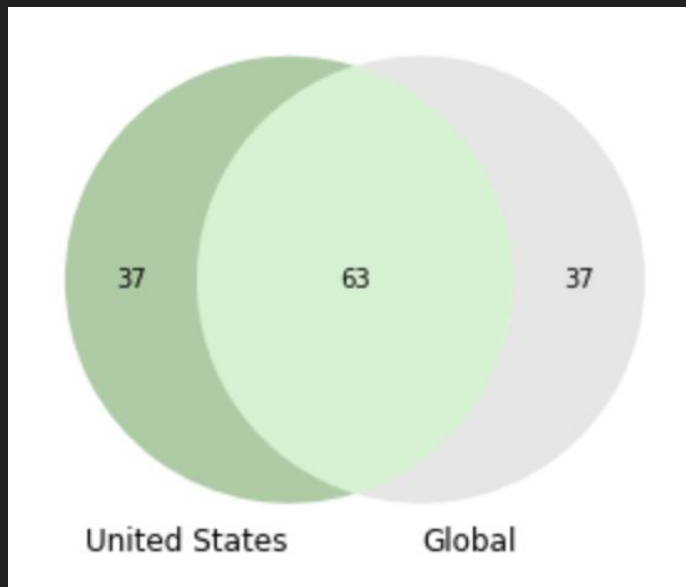
Top Songs 2017

The US charts had 60% of the same top 100 songs as the global charts in 2017.



Top Songs 2018

The US charts had 63% of the same top 100 songs as the global charts in 2018.



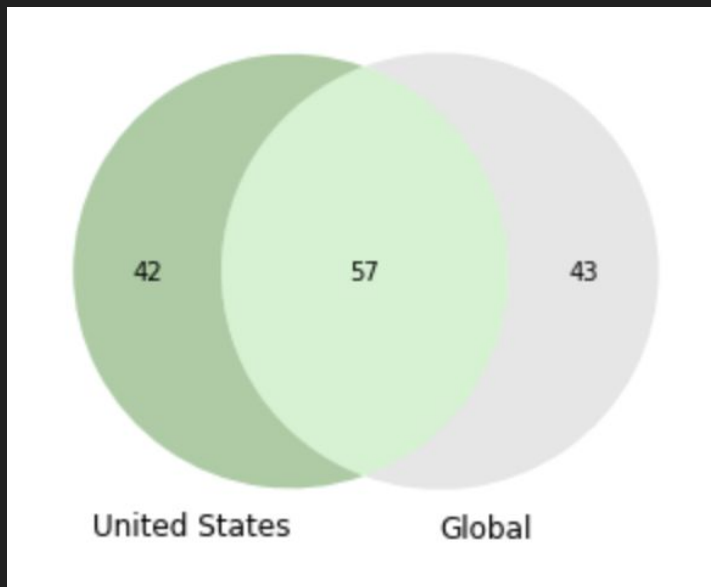
Top Songs 2019

The US charts had 63% of the same top 100 songs as the global charts in 2019.



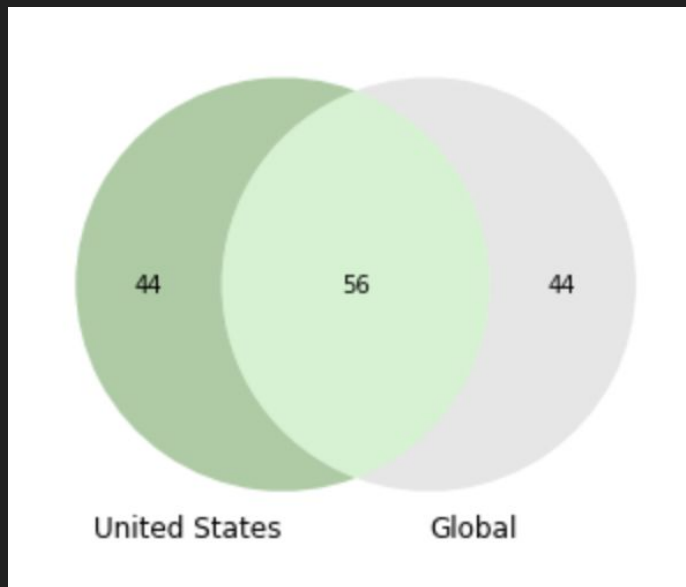
Top Songs 2020

The US charts had 57% of the same top 100 songs as the global charts in 2020.



Top Songs 2021

The US charts had 56% of the same top 100 songs as the global charts in 2021.




Top Songs 2017-2021: Chi Squared


Since the chi square value of 73.84 exceeds the critical value of 3.84, we conclude that the results are statistically significant.

	observed (%)	expected (%)
United States	56	21
Other	44	79

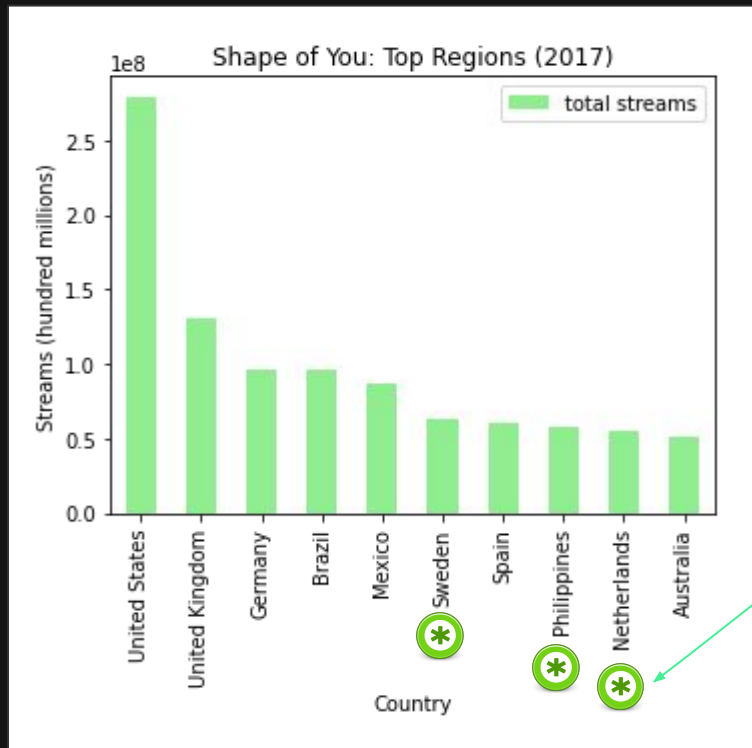
p-value: 8.47e-18



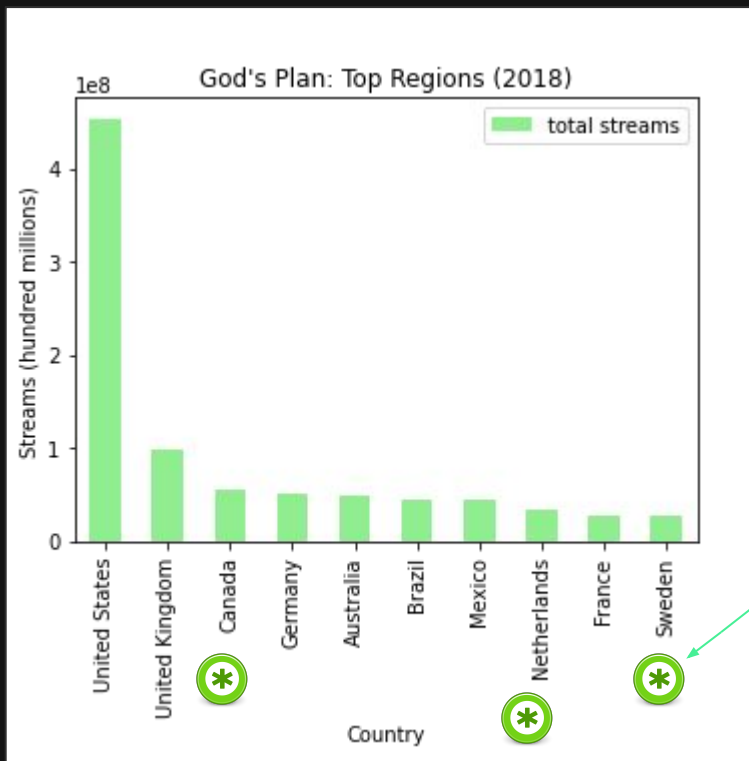
How did the United States and the other top Spotify markets contribute to the streams of the most popular song from each year in our dataset (2017-2021)?



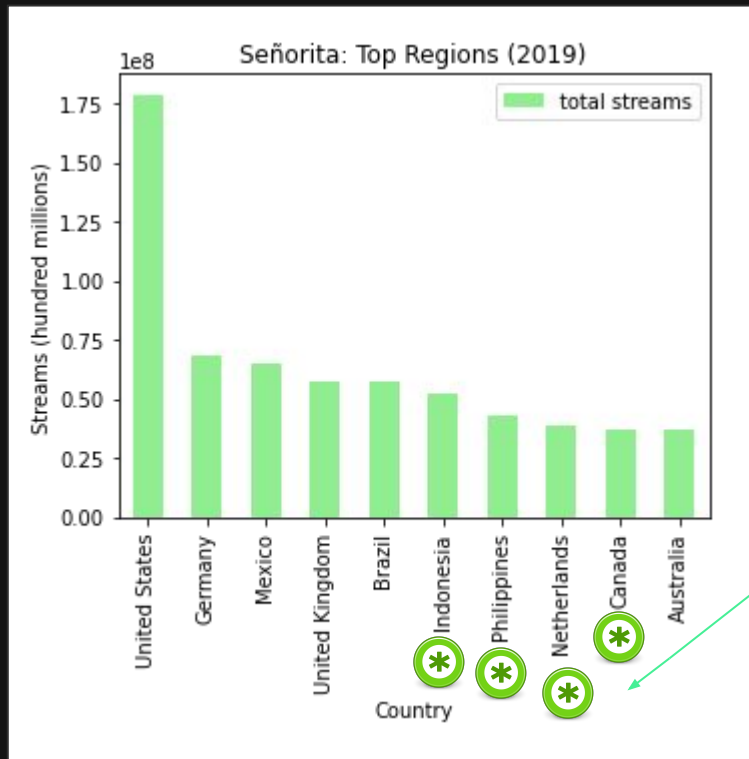
Shape of You: Top Song of 2017



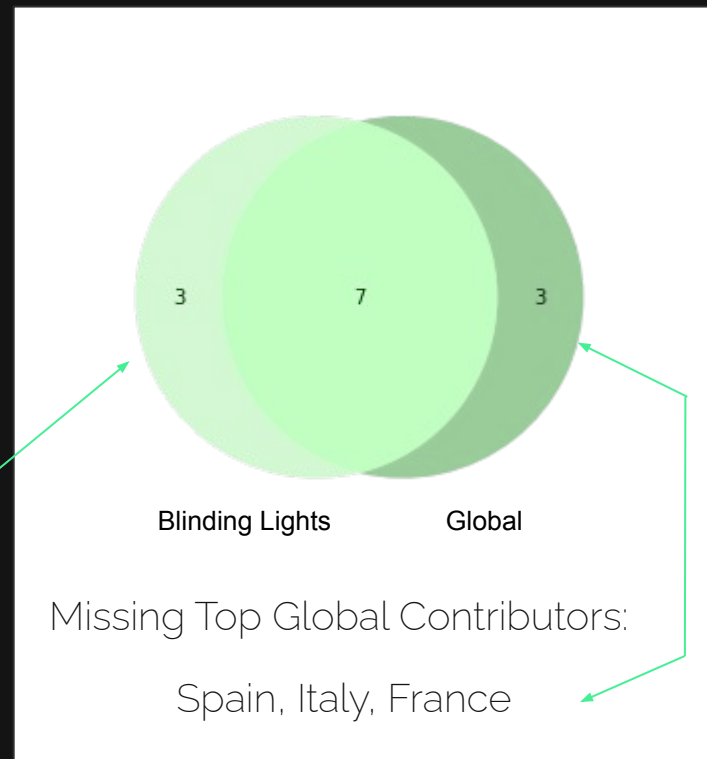
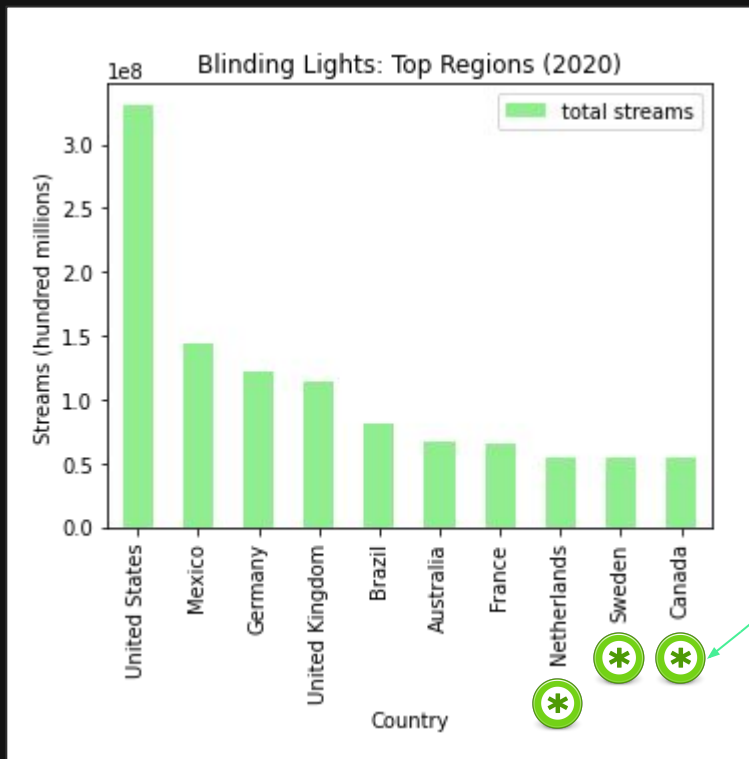
God's Plan: Top Song of 2018



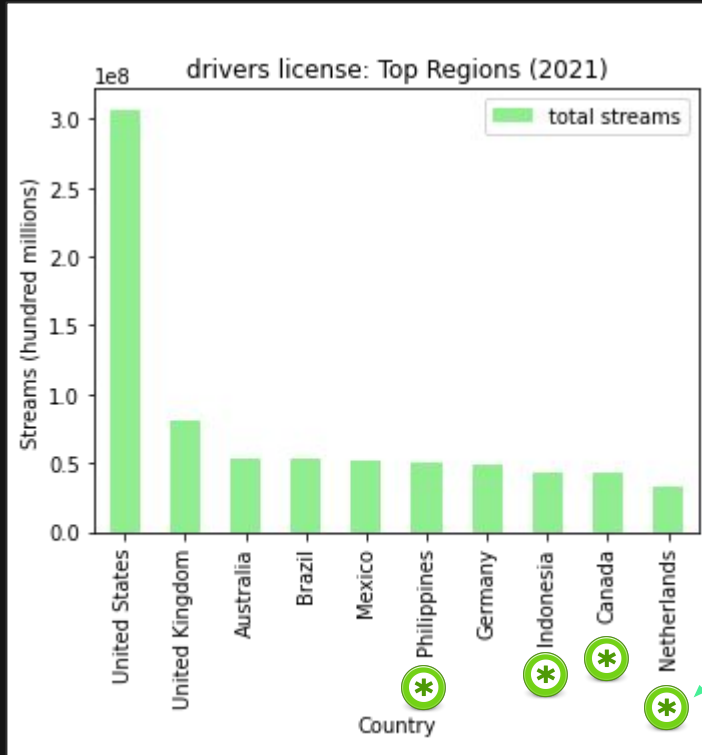
Señorita: Top Song of 2019



Blinding Lights: Top Song of 2020



drivers license: Top Song of 2021





Conclusion

The US did have a significant impact on global music trends
from 2017 -2021

- The U.S. market makes up 21% of the total global Spotify streams from 2017-2021
- From 2017 - 2021, the U.S. top charts had at least 4 artists in common with the top 10 global artists.
- From 2017 - 2021, the U.S. top charts had at least 56% of the same songs as the global charts.
- The top song of each year had the highest number of streams from the US market.



References

- <https://www.kaggle.com/datasets/dhruvildave/spotify-charts?resource=download>
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