# Data Analysis Project

## Data Analyst: Aidan Rogers

## Client/Sponsor: Aidan Rogers

## Purpose:

The purpose of this project is to explore trends in Taylor Swift’s discography and make any connections between the musical elements of each song in an album and its popularity. This project also seeks to see trends in the differences in Taylor Swift’s music over the course of her career.

## Scope / Major Project Activities:

*What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.*

|  |  |
| --- | --- |
| Activity | Description |
| Analyze Data in Excel | Look at the data in Microsoft Excel and do the majority of the data analysis here. |
| Analyze Data in PostgreSQL | See if any new connections with the data can be made with SQL queries |
| Visualize data in Tableau | Take information from Excel and SQL queries and visualize it with Tableau |

## This project does not include:

*Specify the things that this project isn’t responsible for doing (out of scope). For instance, “this project does not involve a summation of 2019 data analysis”*

* Not responsible for listing every version of Taylor’s albums
* Not responsible for songs outside of official album releases
* Not responsible for songs Taylor is featured on

## Deliverables:

*A specific list of things that your project will deliver.*

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| Excel Charts/Graphs | Create graphs and charts with Excel data analysis. Create Pivot Tables as well. |
| PostgreSQL Database | PostgreSQL database created with normalization that can be queried. |
| Tableau Dashboard | Charts/Graphs from Tableau organized into a dashboard to view analysis visually. |

## Schedule Overview / Major Milestones:

*The expected schedule for the project. This can be defined by milestones (e.g. “all data is cleaned and processed”), periods of time (“Week 1 / Week 2”), or other ways based on the needs of the project.*

|  |  |  |
| --- | --- | --- |
| Milestone | Expected Completion Date | Description/Details |
| *Excel Sheet Completed* | *Week 1* | *Clean data and perform analysis in Excel* |
| *PostgreSQL Database Completed* | *Week 2* | *Create database holding all the data* |
| *Tableau Dashboard Completed* | *Week 3* | *Create dashboard with most relevant/interesting graphs* |

## \*Estimated date for completion:

*This is my “if all goes well and I have everything I need, this is when I’ll be done” date.*

April 30, 2023