

# Project\_Overview.docx

## Title: Project Overview of Hip Hop Streaming Analysis

### 1. Introduction

- This project focuses on analyzing streaming data from hip-hop artists, specifically examining revenue and views from various playlists. The goal is to extract insights that can help in understanding the performance of these artists in the streaming ecosystem.

### 2. Objectives

- Analyze streaming data to understand revenue trends.
- Identify the top-performing artists based on views and revenue.
- Evaluate how playlist inclusion affects revenue generation.

### 3. Data Sources

- The project utilizes datasets including:
  - **Hip\_Hop\_Streaming.csv** - Contains raw streaming data.
  - **YouTube\_Analytics.csv** - Contains additional metrics from YouTube.
- The data includes information such as playlist names, views, estimated revenue, and artist names.

### 4. Tools and Technologies

- **Data Cleaning & Analysis:** Python, Pandas, Jupyter Notebook, Visual Studio Code, Google Colab, Google Cloud Platform, Google Drive, Powershell, Notepad
- **Data Visualization:** Excel, Matplotlib
- **Documentation & Reporting:** Microsoft Word, Google Docs, Notepad

### 5. Methodology

- Data was imported into Python for analysis using Pandas.
- Cleaned and processed data to ensure accuracy and consistency.
- Used Excel for further analysis and visualization.

### 6. Conclusion

- The analysis aims to provide valuable insights into the hip-hop streaming industry, focusing on revenue and artist performance. This project will contribute to a deeper understanding of the factors influencing success in music streaming.