



Top Songs Per Released Year

| Top Streams & Artist Over Time

| Correlation of Top Streams

| SHAP



# The Weeknd Effect: Top Songs and Streaming Evolution

Group 6: Nardos Bogale, Abdoulay Lashley, Alexis Herbert, Yimin Tang, Kareem Kassamia



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Slide 1





# Contents



## Introduction

Overview of the Spotify dataset and feature selection process.

## Top Songs Per Released Year

Highlight of Blinding Lights as a record-breaking streaming hit.

## Top Streams & Artist Over Time

The Weeknd's rise compared to top artists like Bad Bunny and Taylor Swift.

## SHAP

Insights into feature importance behind Blinding Lights and other hits.

## Takeaways

The Weeknd's data-driven dominance in the streaming era.





# Introduction



## Spotify Most Streamed Songs

Unveiling Streaming: A Comprehensive Analysis of Spotify's Most Streamed Songs



### Basic Track Information

- Track Name
- Artist(s) Name
- Artist Count
- Released Date (Year, Month, Day)

### Streaming Metrics

- In Spotify Playlists
- In Spotify Charts
- Streams
- In Apple Playlists
- In Apple Charts
- In Deezer Playlists
- In Deezer Charts
- In Shazam Playlists

### Musical Attributes

- Bpm
- Key
- Mode
- Danceability
- Valence
- Energy
- Acousticness
- Instrumentness
- Liveness
- Speechiness



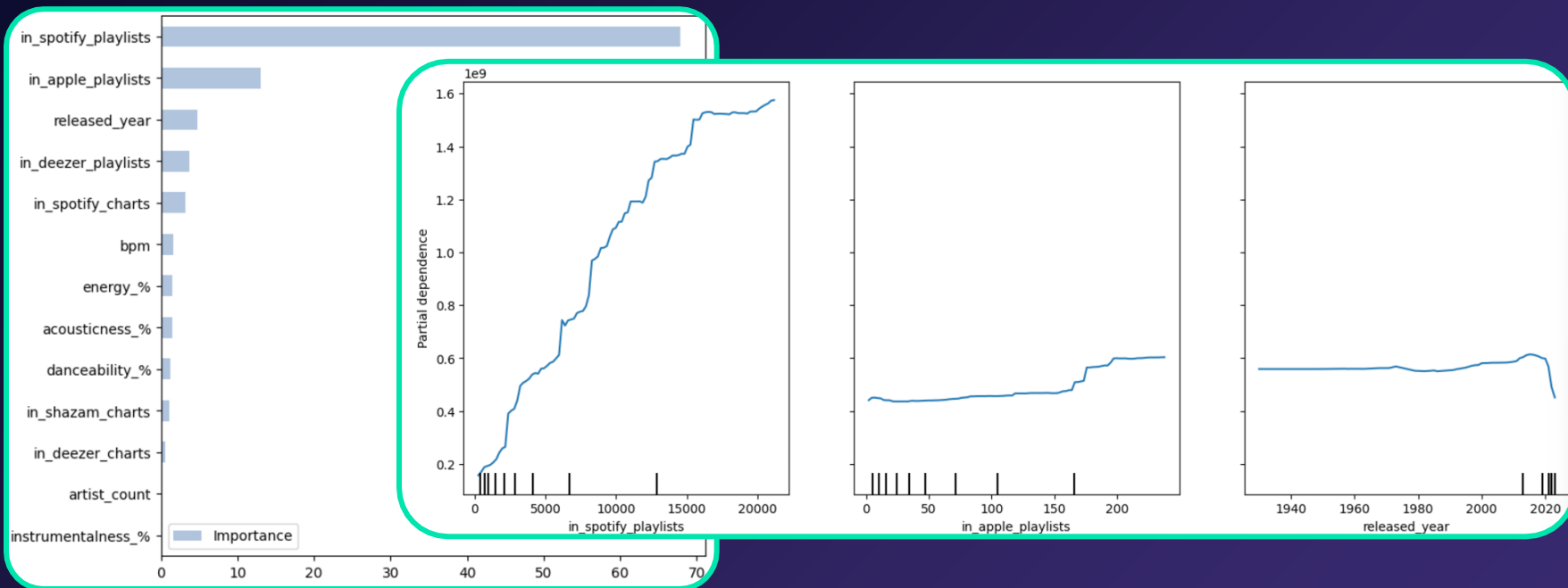
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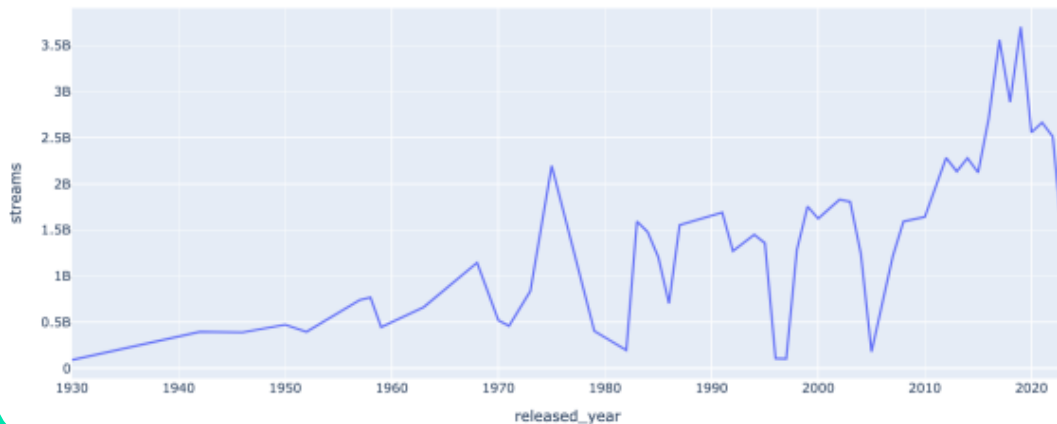
# Variable Importance



# Top Songs Per Released Year



Top Songs Per Released Year

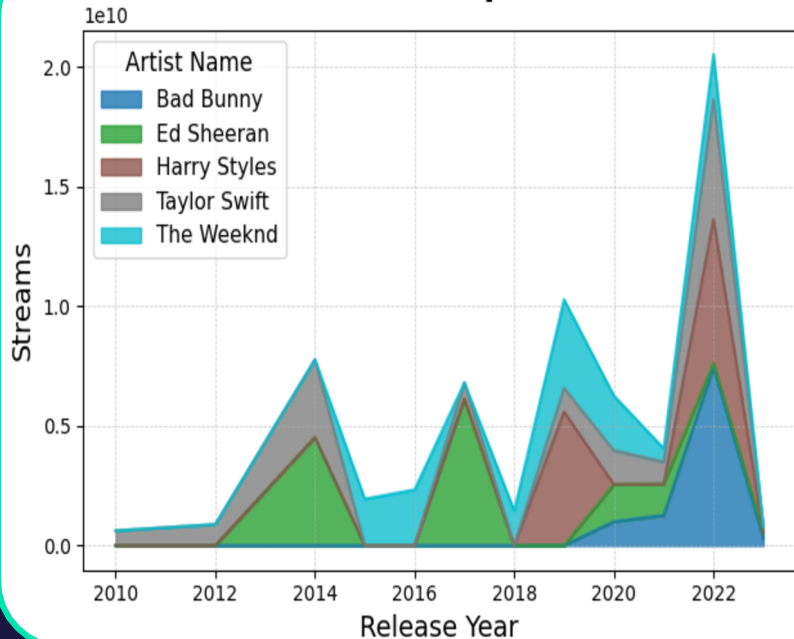


Year	Stream	Song Name	Artist
2019	3.70B	Blinking Lights	The Weekend
2017	3.56B	Shape of You	Ed Sheeran
2018	2.89B	Someone You Loved	Lewis Capaldi
2016	2.71B	One Dance	Drake, WizKid, Kyla
2021	2.67B	Stay (with Justin Bieber)	Justin Bieber, The Kid Laroi

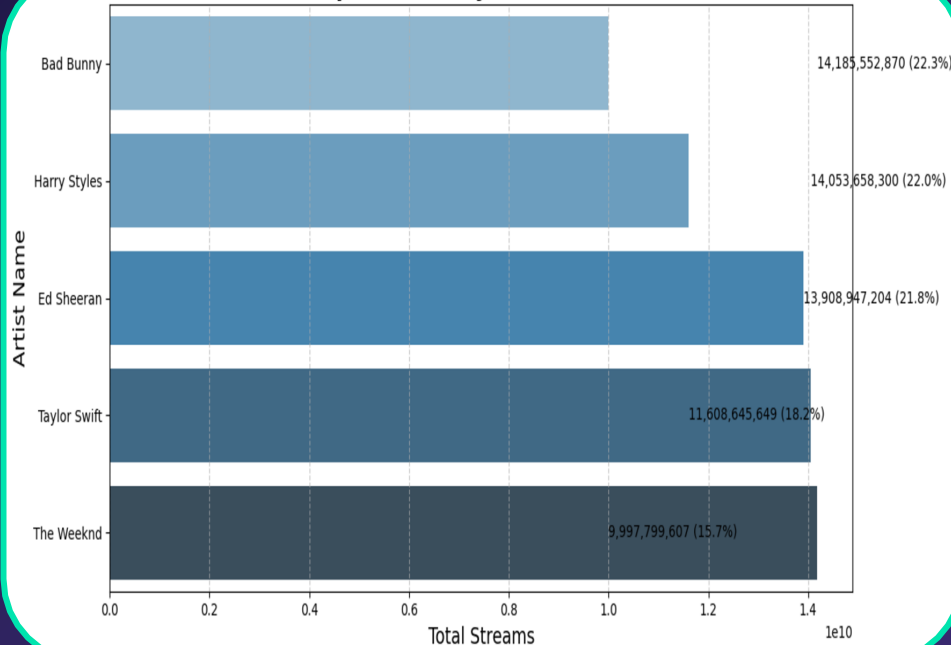


# Top Streams & Artists Over Time

## Streams Over Time for Top 5 Artists (Stacked)



## Top 5 Artists by Total Streams





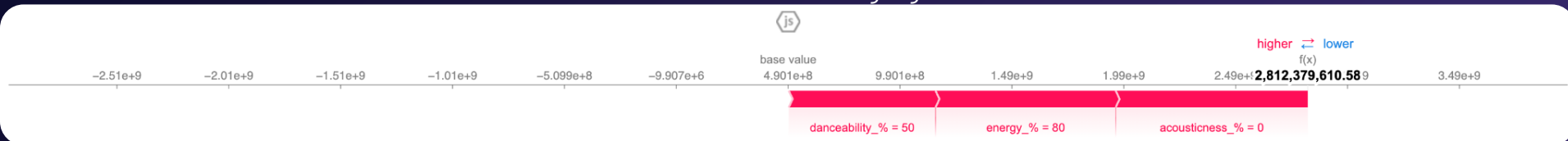
# SHAP



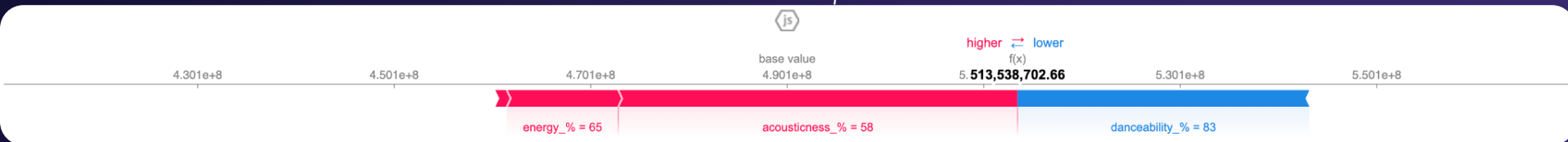
## SHAP Analysis

Unveiling the impact of danceability, energy, acousticness, and instrumentalism on song dynamics and suitability

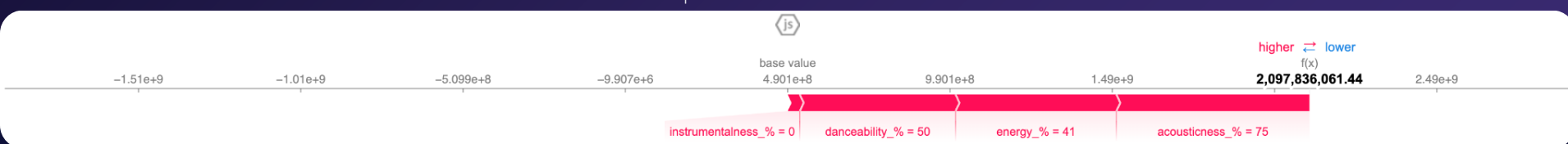
The Weekend - "Blinding Lights"



Ed Sheeran - "Shape of You"



Lewis Capaldi - "Someone You Loved"



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01

## Blinding Lights' Historic Success

- *Blinding Lights* redefined streaming success, becoming the most-streamed song of 2019 with **3.7 billion streams**.

02

## Key Features Drive Success

- Features like high energy, rhythmic appeal, and minimal acoustic are strongly correlated with higher streams, as shown in our Spotify dataset.

03

## The Weeknd's Global Influence

- Ranked among top-streamed artists like Bad Bunny and Taylor Swift, The Weeknd's ability to blend modern production with nostalgia has secured his global impact.

04

## Data Shapes Music Creation

- SHAP analysis highlights how data-driven insights inform successful track elements, helping artists craft hits tailored for streaming audiences.







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# Thank You!



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Slide 9

