ANALYZING MUSIC GLOBALLY - 2017

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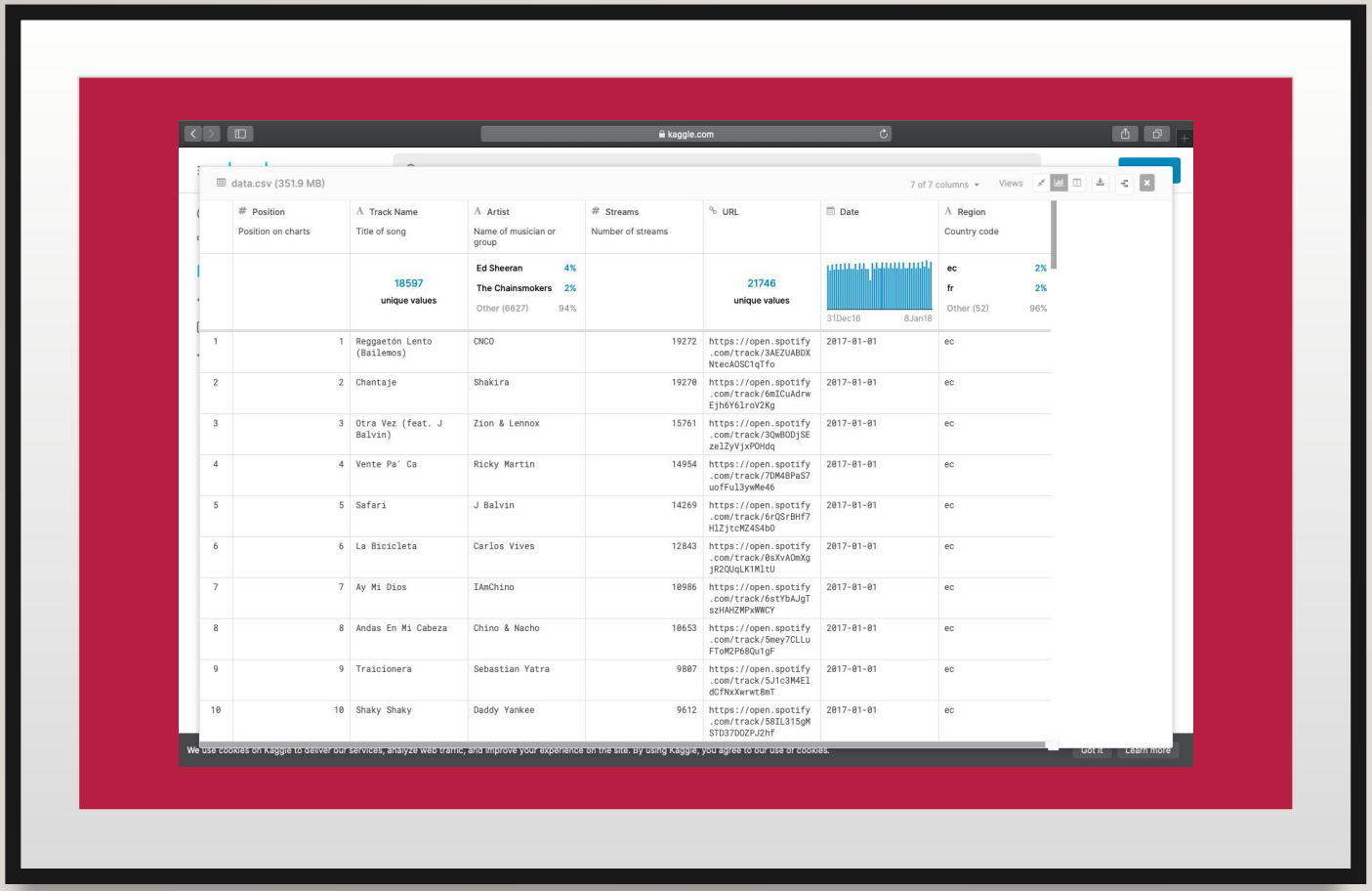
CORE MESSAGE

Is there a travel pattern of how top hits move throughout the globe?

((Does a specific song become #1 first in US, then in Italy, then in Great Britain etc..)

QUESTIONS/IDEAS

- Finding what songs were ranked high throughout the year and in which countries
- Time of year song remained at the top in country
- How long does a song stay in top 5 in a country?
- When does it start to shift?
- Are certain songs top simultaneously in certain countries



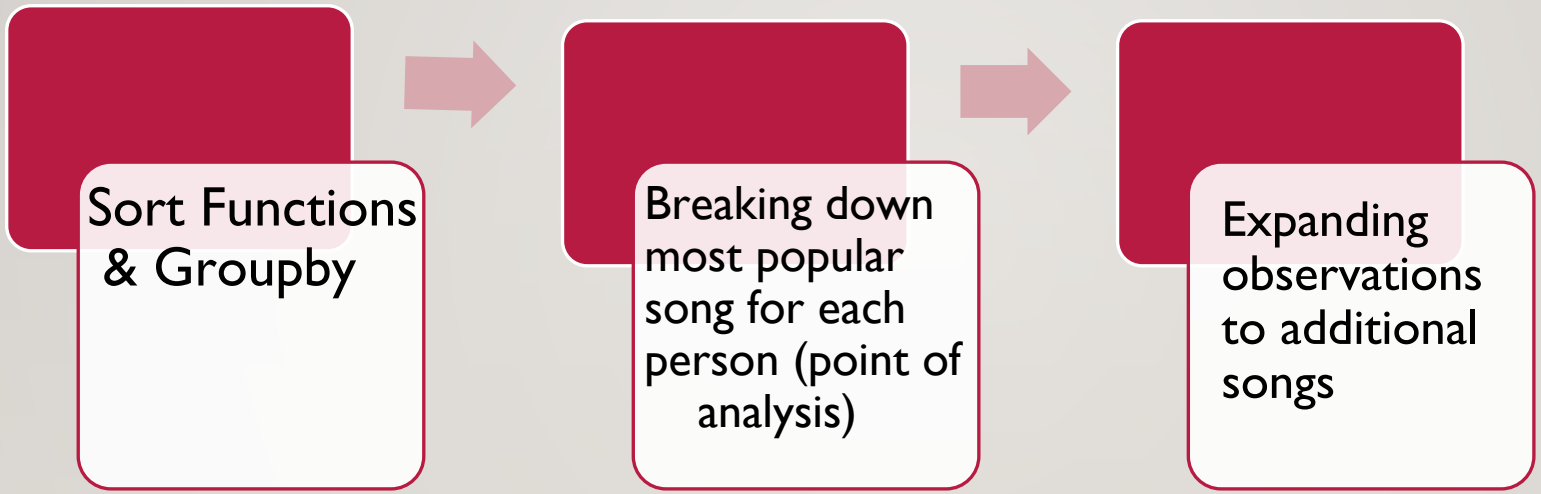
DATA SOURCE

https://www.kaggle.com/edumucelli/spotifys-worldwide-daily-song-ranking

DATA EXPLORATION & CLEANUP PROCESS

- Changed date column to datetime data type instead of object
- Removed columns with no information
- Dropped URL column and renamed some of the columns to make it cleaner and more user friendly
- There is a “global” category under the country column that we used to find our overall top songs but it was then removed from further analysis
- When we say “Top” we mean ranked 1-5
- For a while in the beginning we looked at what information from the data file we could use toward our analysis

ANALYSIS PROCESS



CHALLENGES

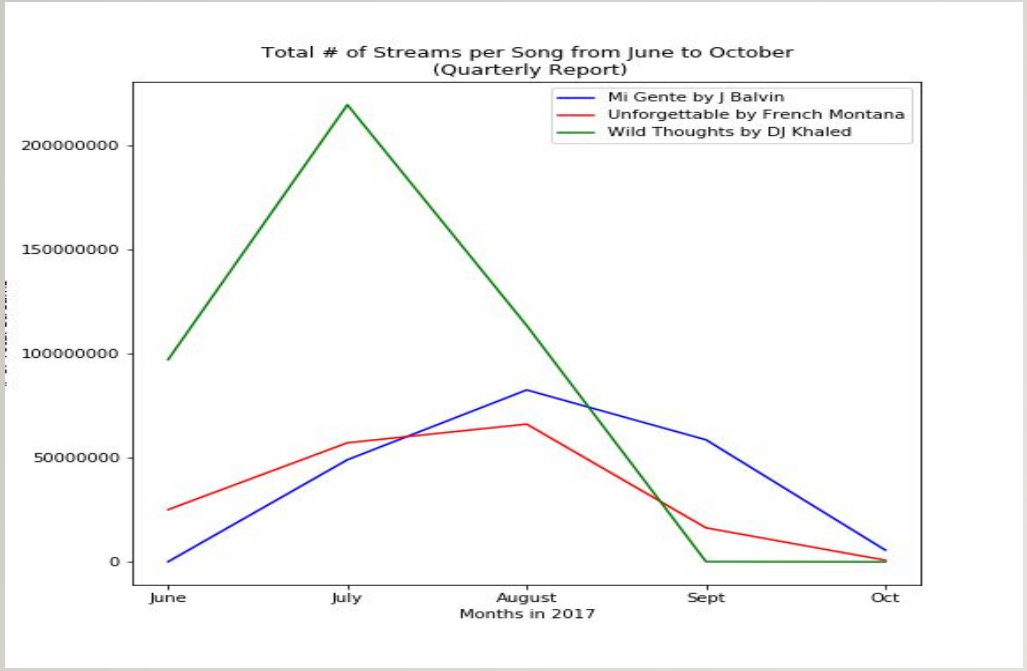
- After mining through the data, we realized that we weren't seeing any patterns we were hoping for at first, this forced us to change our data mining approach and the breakdown .

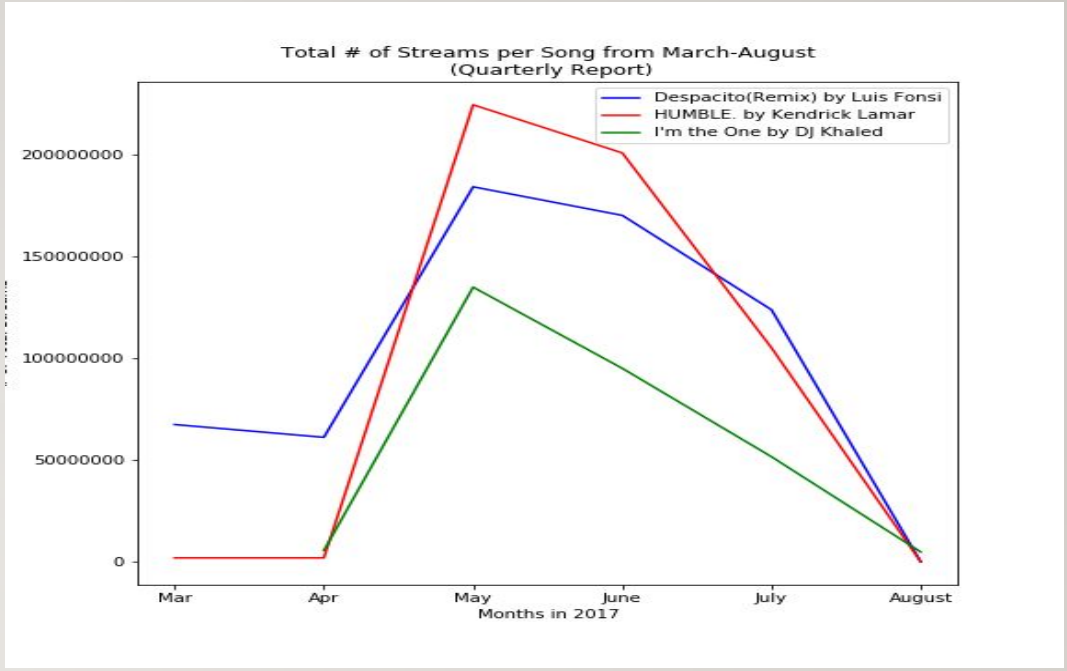
- ❑ Optimizing results
- ❑ Formatting Date

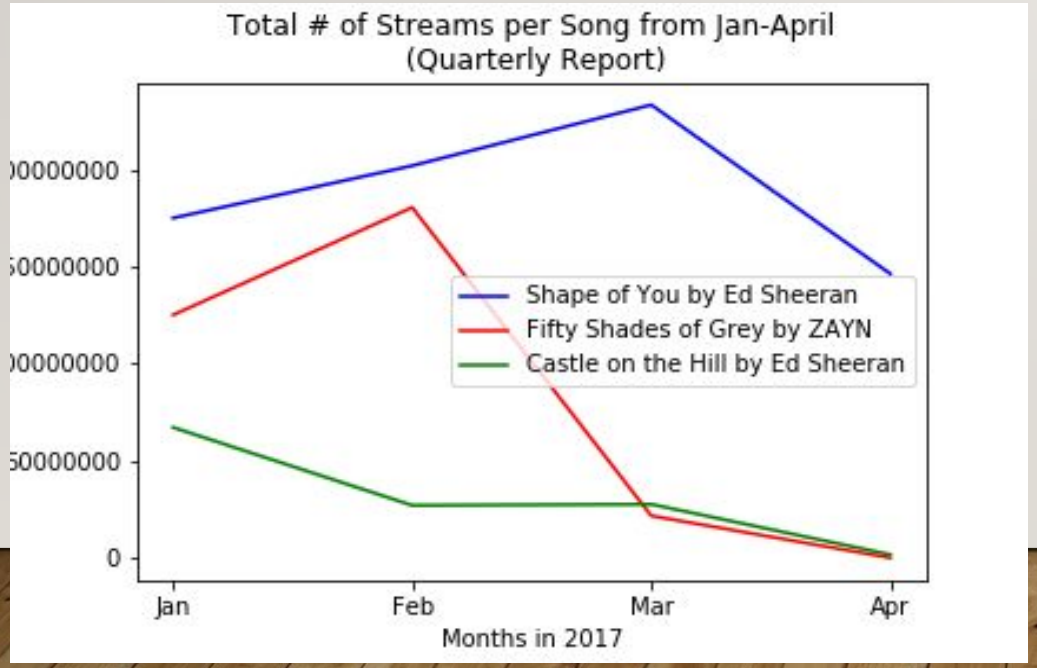
CONCLUSIONS

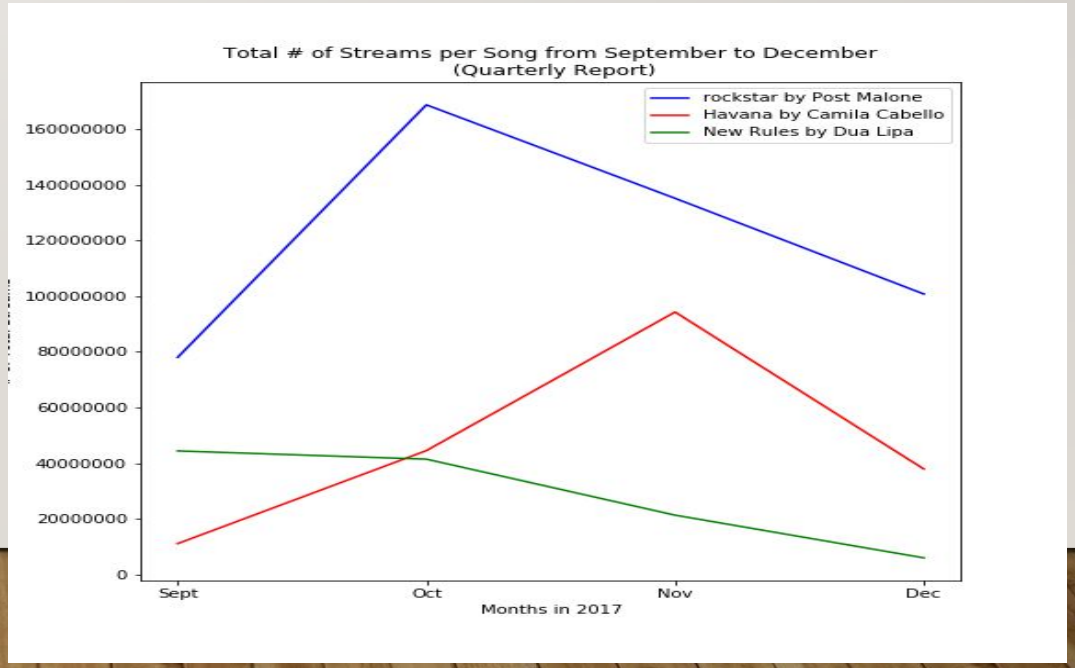
OUR HYPOTHESIS WAS DISPROVED

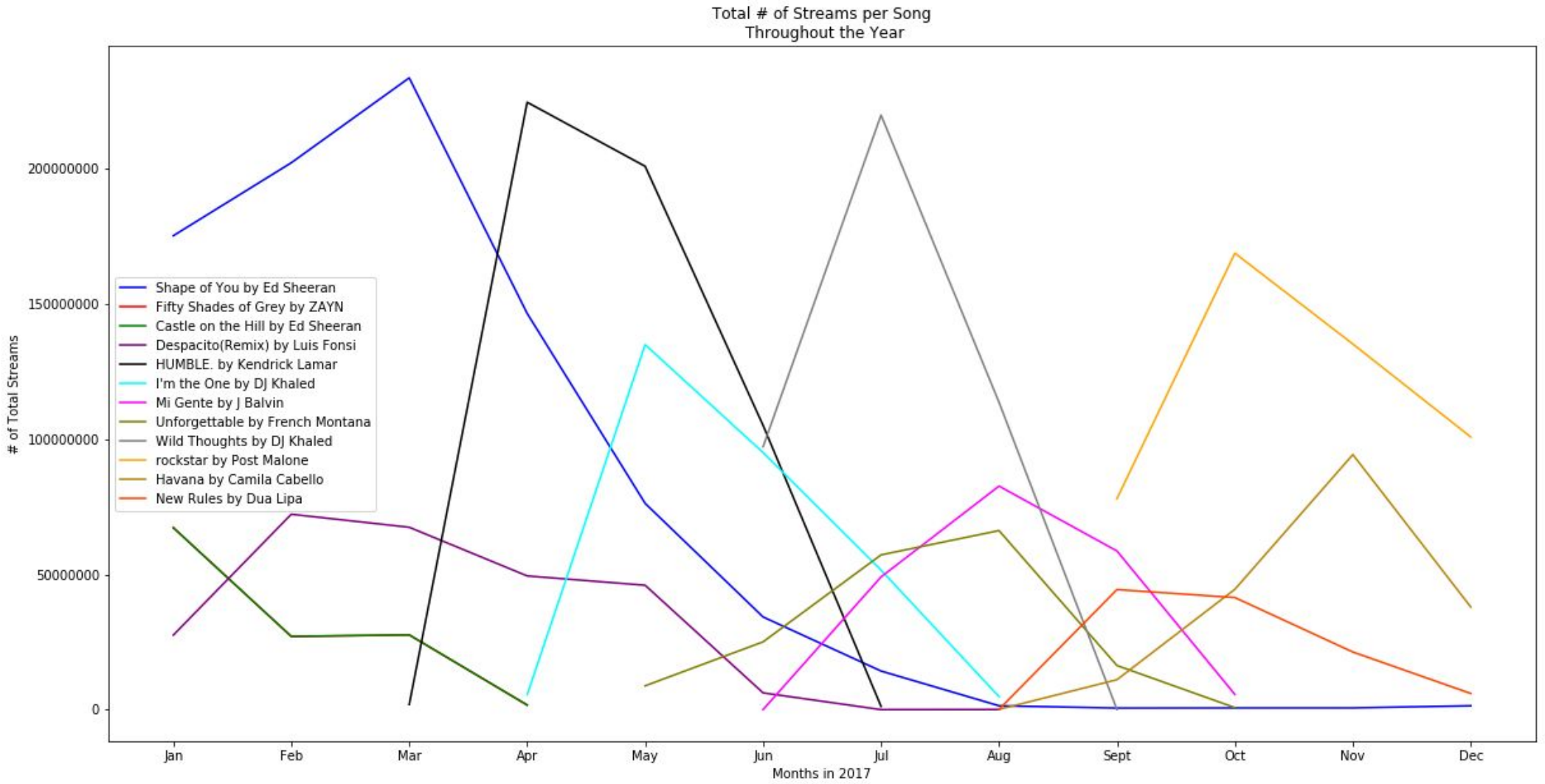
- There was no correlation with how a song traveled throughout the world, as well as no pattern of where they hit #1 first
- The greatest number of streams took place over a span of 3 months


Total # of Streams per Song from June to October
(Quarterly Report)
Mi Gente by J Balvin
Unforgettable by French Montana
Wild Thoughts by DJ Khaled
200000000
150000000
100000000
50000000
0
June
July
August
Sept
Oct
Months in 2017


Total # of Streams per Song from March-August
(Quarterly Report)
Despacito(Remix) by Luis Fonsi
HUMBLE. by Kendrick Lamar
I'm the One by DJ Khaled
200000000
150000000
100000000
50000000
0
Mar
Apr
May
June
July
August
Months in 2017


Total # of Streams per Song from Jan-April
(Quarterly Report)
Shape of You by Ed Sheeran
Fifty Shades of Grey by ZAYN
Castle on the Hill by Ed Sheeran
0
Jan
Feb
Mar
Apr
Months in 2017

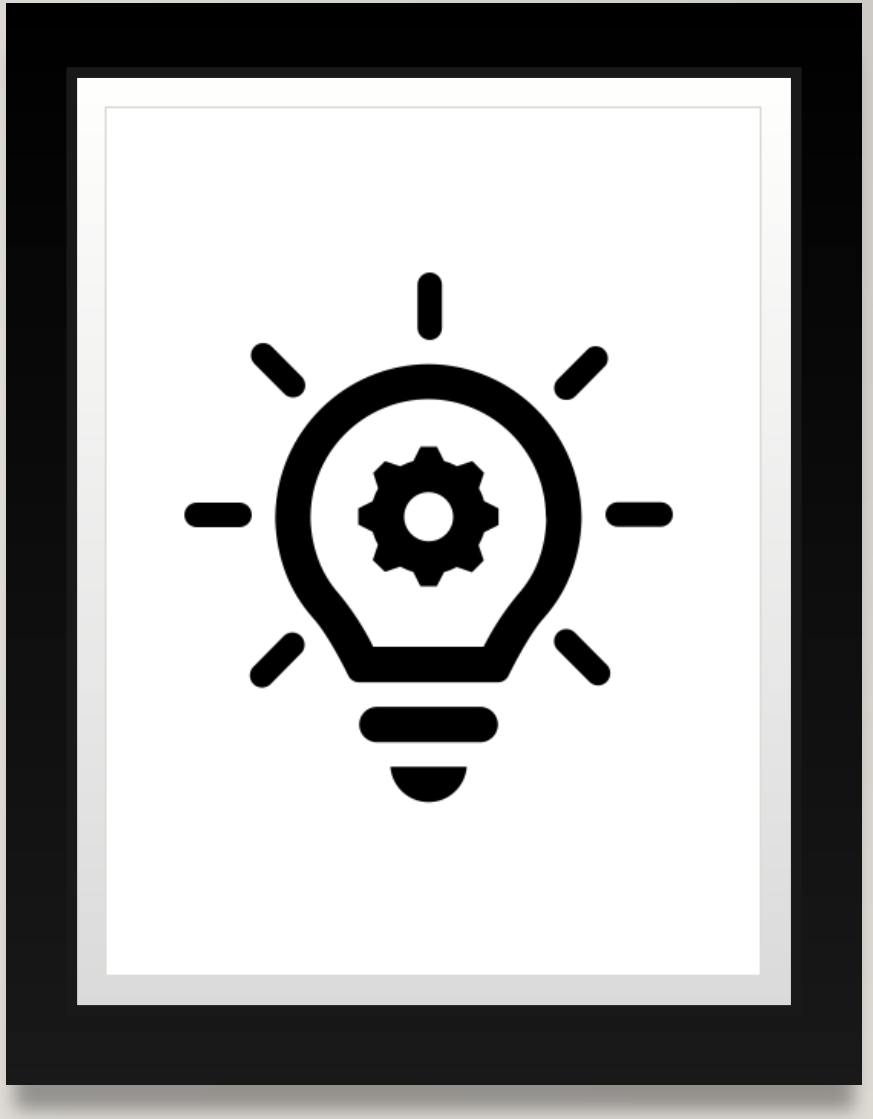

Total # of Streams per Song from September to December
(Quarterly Report)
rockstar by Post Malone
Havana by Camila Cabello
New Rules by Dua Lipa
160000000
140000000
120000000
100000000
80000000
60000000
40000000
20000000
0
Sept
Oct
Nov
Dec
Months in 2017


Total # of Streams per Song
Throughout the Year
# of Total Streams
200000000
150000000
100000000
50000000
0
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sept
Oct
Nov
Dec
Months in 2017
Shape of You by Ed Sheeran
Fifty Shades of Grey by ZAYN
Castle on the Hill by Ed Sheeran
Despacito(Remix) by Luis Fonsi
HUMBLE. by Kendrick Lamar
I'm the One by DJ Khaled
Mi Gente by J Balvin
Unforgettable by French Montana
Wild Thoughts by DJ Khaled
rockstar by Post Malone
Havana by Camila Cabello
New Rules by Dua Lipa

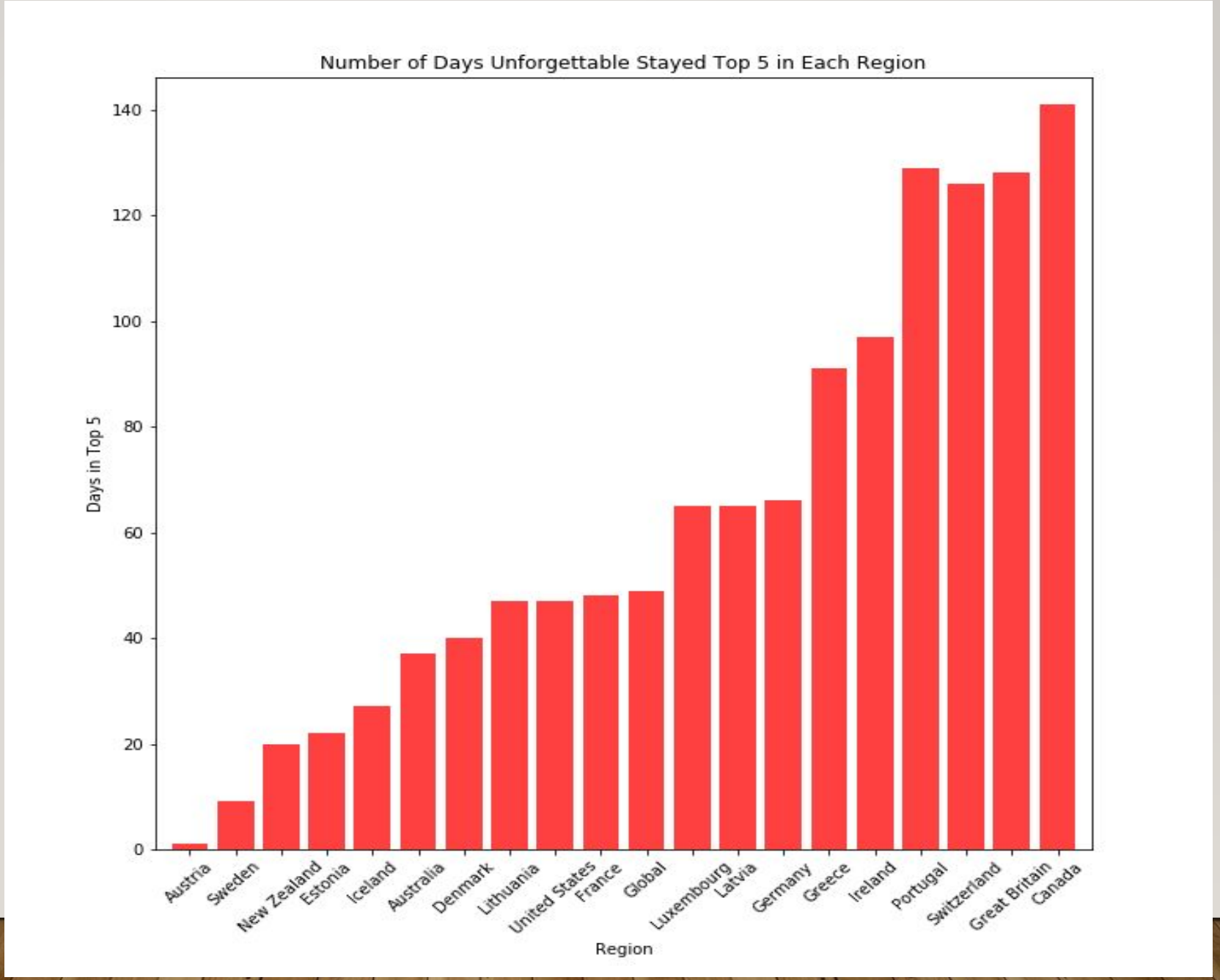
IMPLICATIONS OF FINDINGS

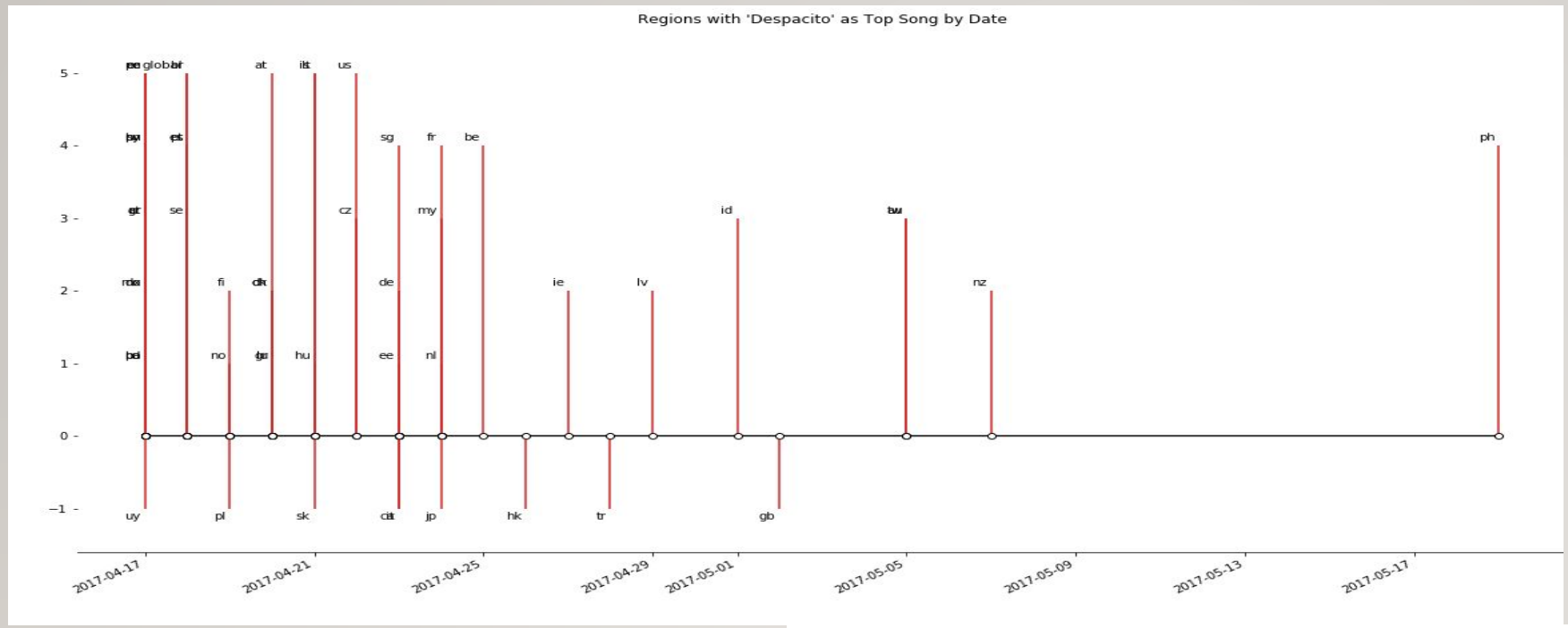
- We unfortunately didn't find what we expected to find.
- We did find that songs stay popular for a certain period of time.

Are these songs are staying popular during a certain few months because the type of song relates to that timing of the year?



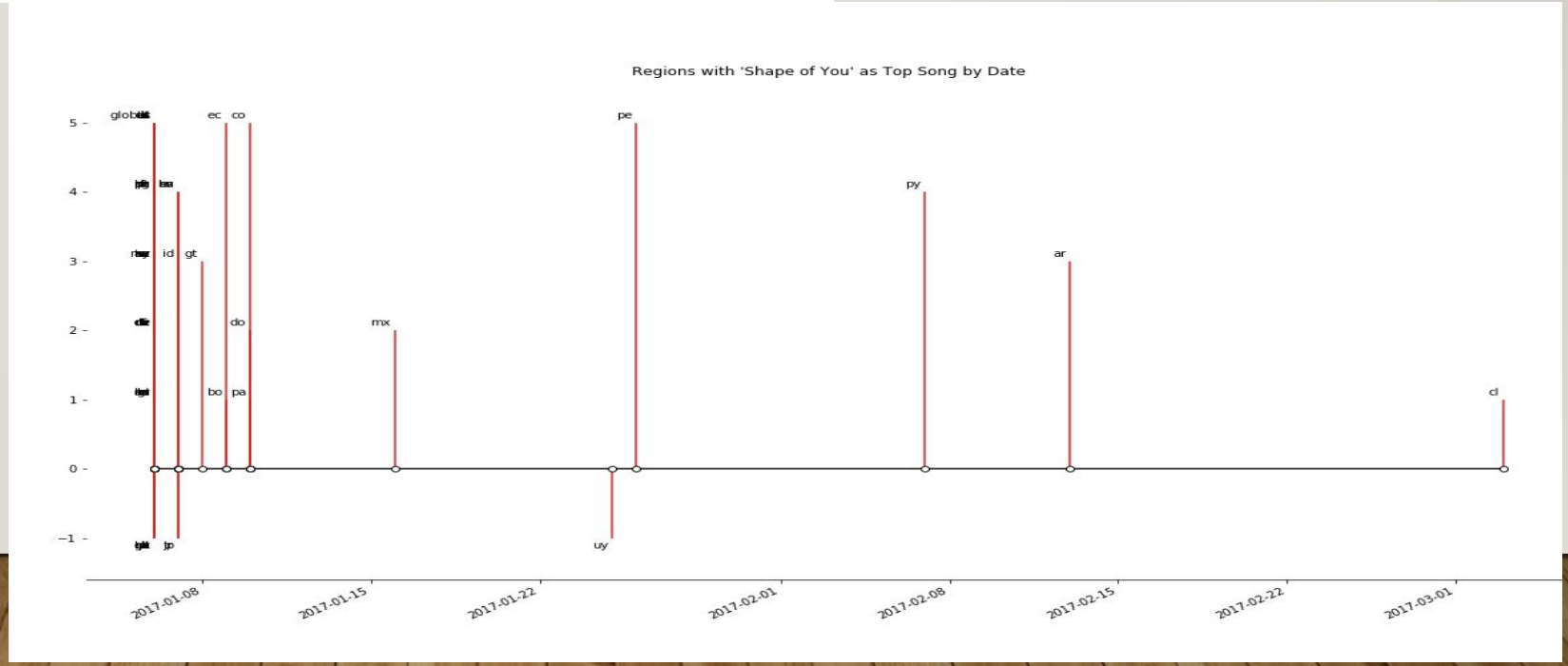
- How long a song stayed in top 5 in each region

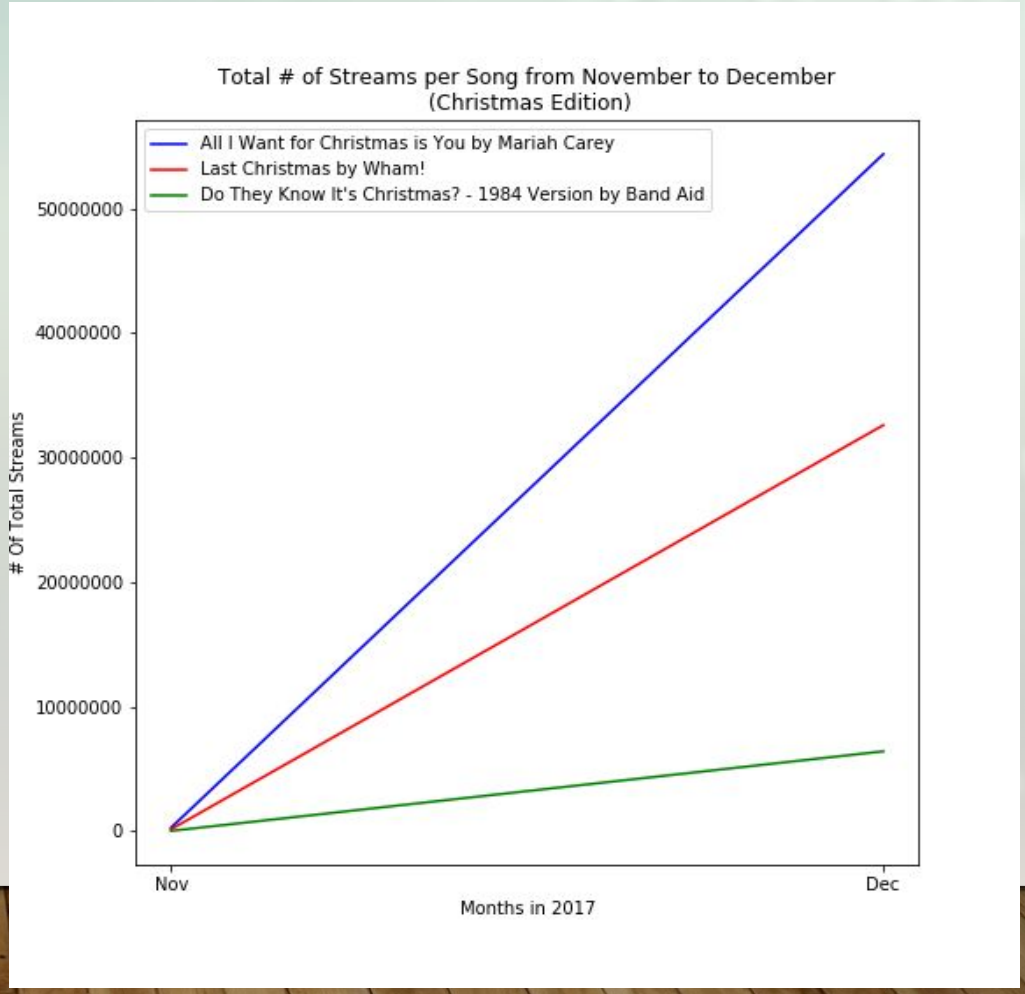




TIMELINES

- Timeframe of when a song was ranked top 5, by region



HOLIDAY MUSIC

- During the holiday months of November and December the charts are mostly filled with Christmas and holiday music and knock other music to the bottom of charts
- On Christmas Eve, “All I Want for Christmas Is You” was streamed roughly 720 million times. Roughly 1 out of every 10 people played Mariah Carey on Christmas Eve