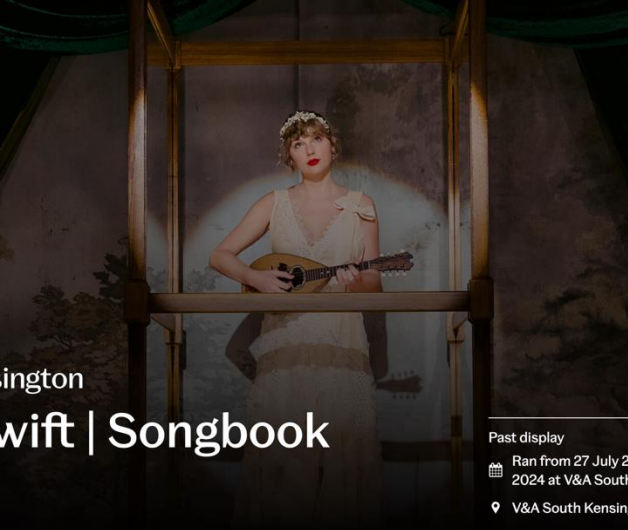


*I don't know about you,  
but I'm feeling*  
**a Taylor Swift  
time-to-  
charting  
analysis**

Anh Nguyen –  
Wake Forest University

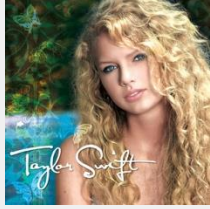
1 of 13





# The Taylor Swift Eras

1



2



3



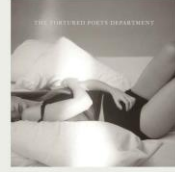
4



5



6



# Can I ask you a question...?

- What is the median time to charting for Taylor overall?
- How does the charting time change as she releases more albums?





# Data

*I'm finally clean*

- **Data:**
  - Billboard Hot 100 website
  - Spotify song ID

# Methods

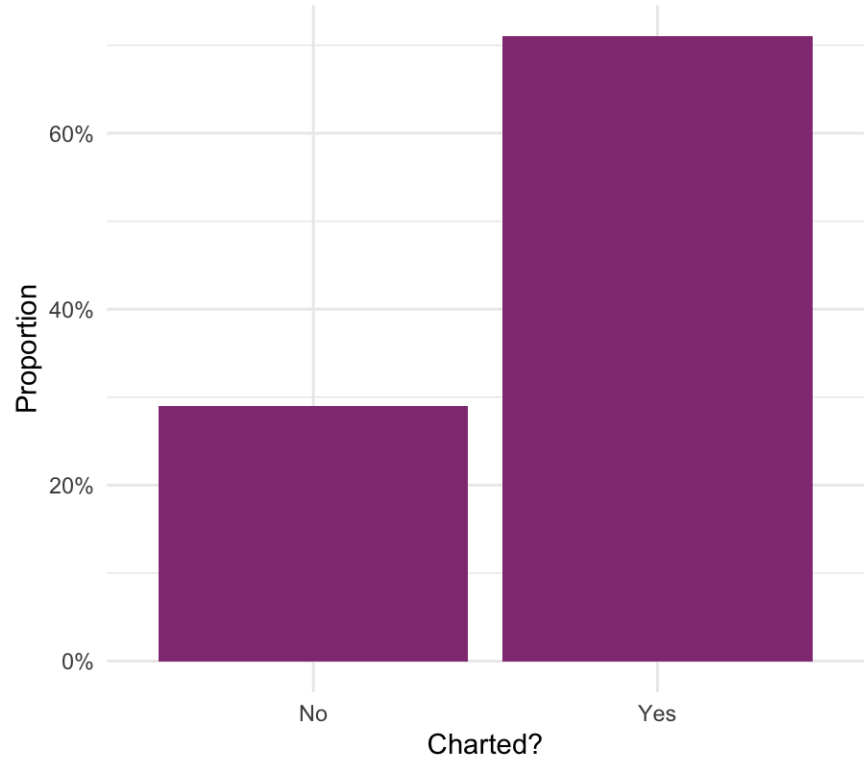
- Frequency count
- Kaplan Meier Curve
- Change eras grouping

putation

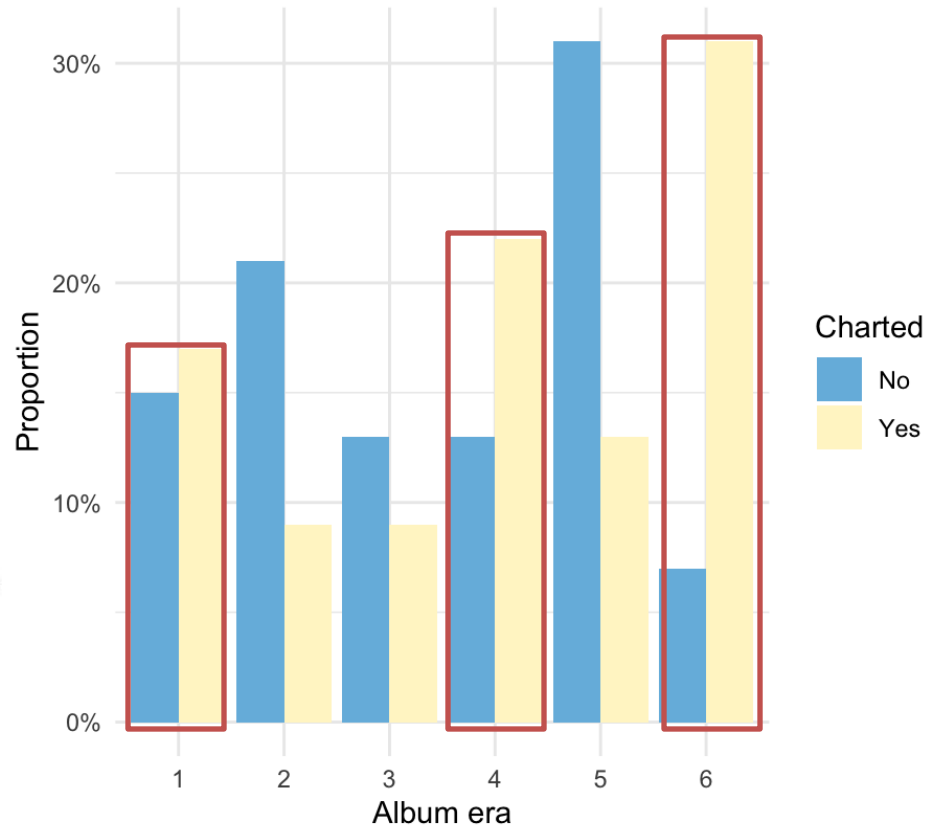


# Charted?

- Time to charting
- Count sales (physical, digital), online streams, radio airplay
- Popularity



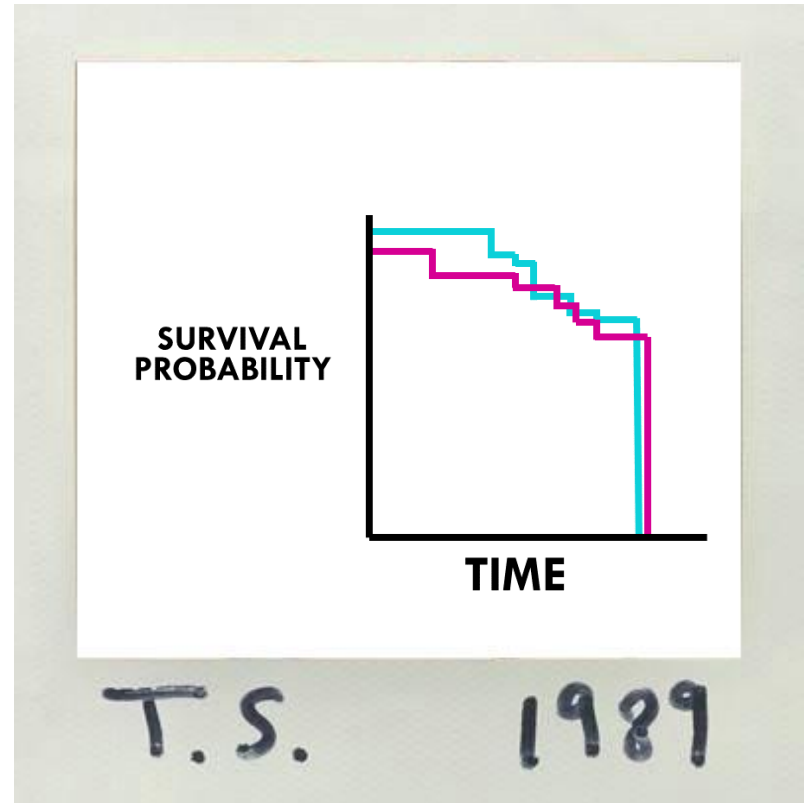
# Charted by eras?



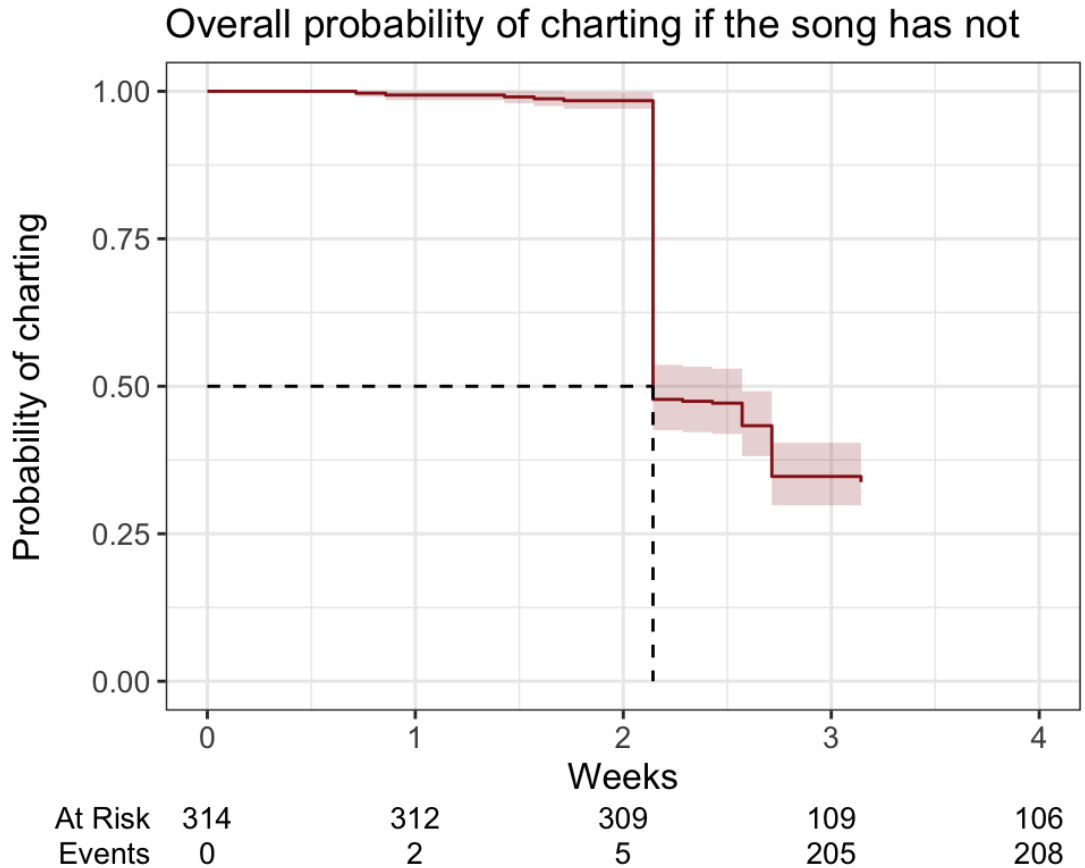


# *Who's afraid of little old* **Kaplain-Meier ?**

- Y-axis: proportion of songs waiting to chart
- X-axis: time in weeks
- Each drop indicates within a certain time frame, some songs have charted
- The steeper the curve, the faster the event will happen
- Probability of charting time being more than some specific time point



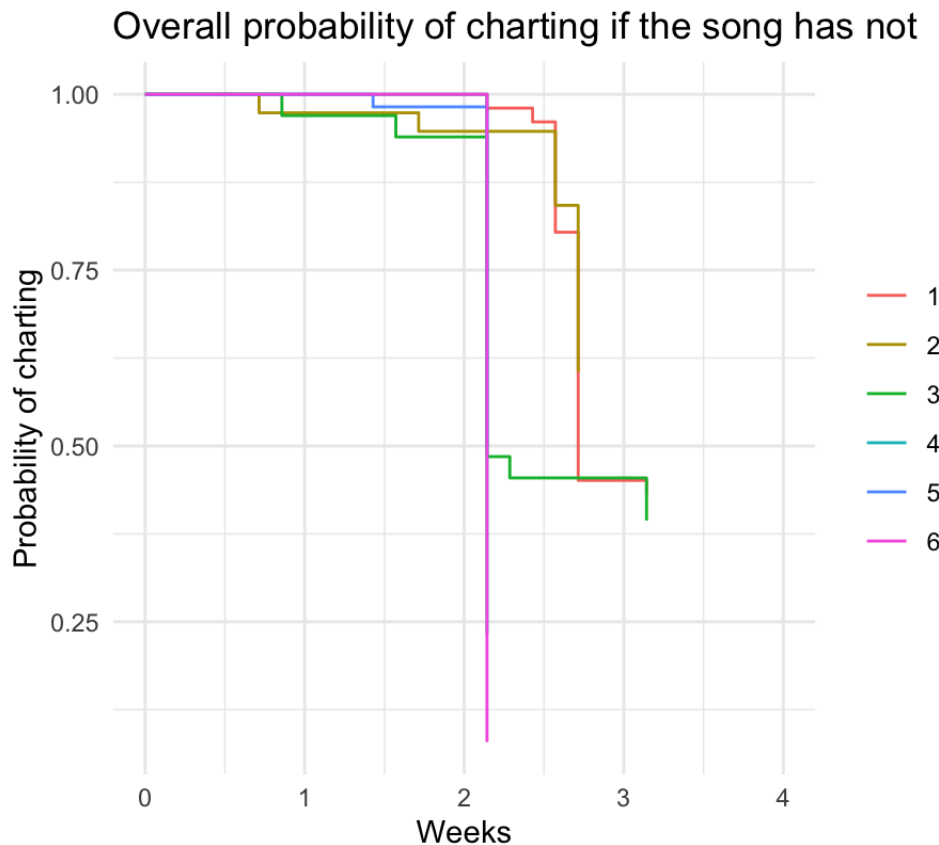
# Median time to charting 15 DAYS



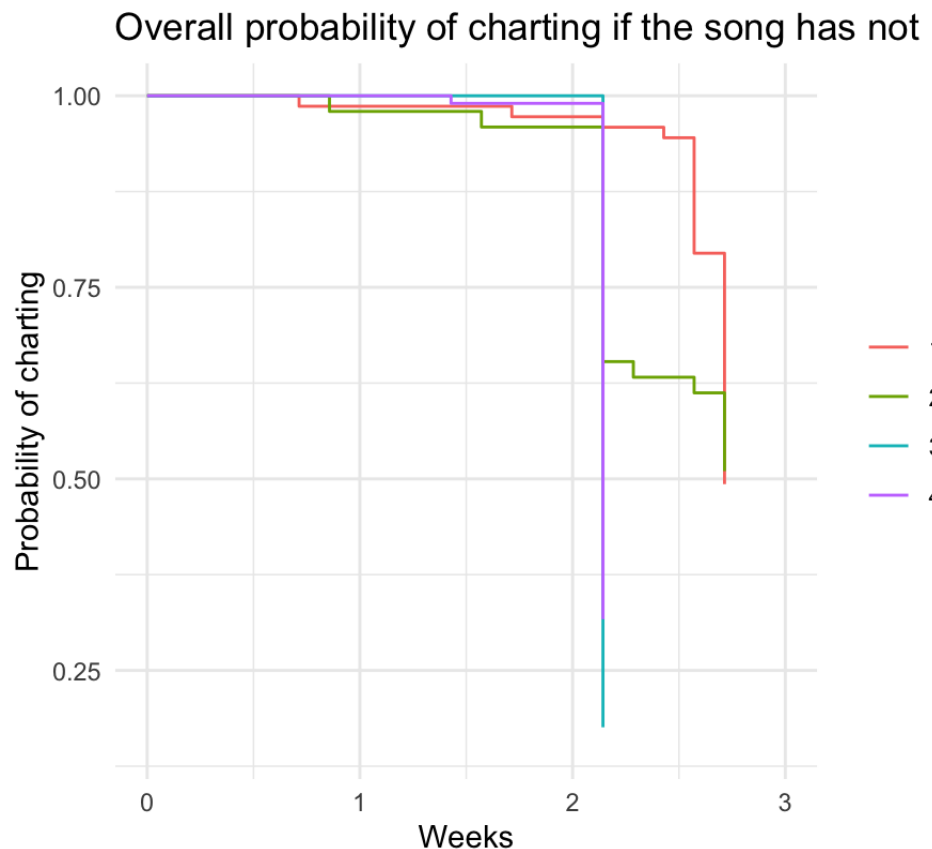
*For a moment,  
I knew charting time*



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Wake Forest University



*I'll show you every version of  
the grouping tonight*



# What we learned about charting time?

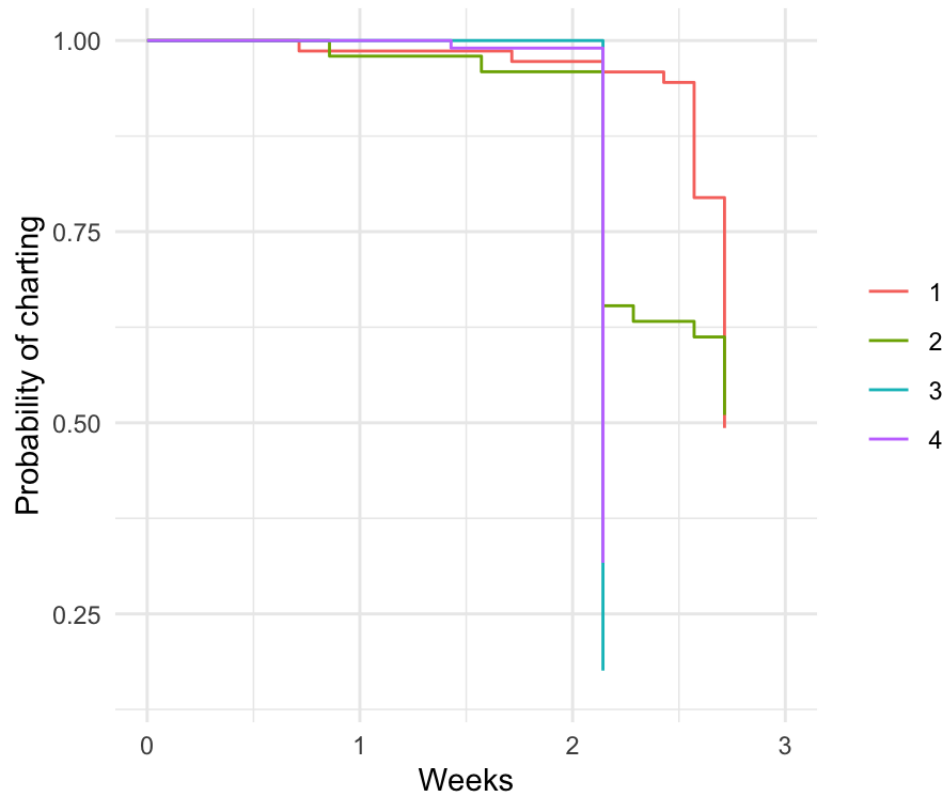
- Taylor's time to charting increases when we consider the more recent albums.
- Half of her songs charted within 2 weeks of release
- For TTPD, all her songs charted!



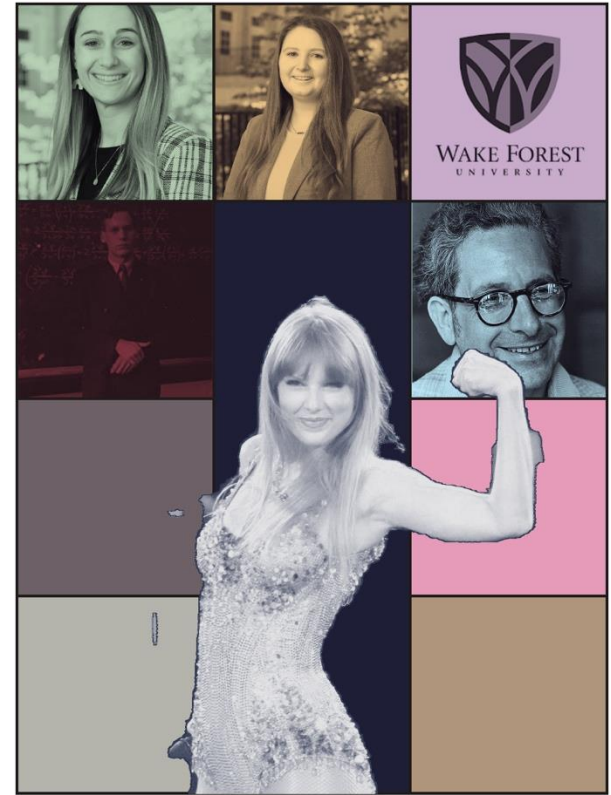
# thank you IDWSDS

- Thompson W (2024). *taylor: Lyrics and Song Data for Taylor Swift's Discography*. R package version 3.1.0, <https://github.com/wjakethompson/taylor>, <https://taylor.wjakethompson.com>.
- UT-Austin School of Journalism and Media. **rwd-billboard-data** : Billboard Hot 100 data archive. <https://github.com/utdata/rwd-billboard-data/blob/main/README.md>

## Overall probability of charting if the song has not



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Wake Forest University



# ACKNOWLEDGEMENT