Critique\_of\_Project07.docx

DA\_6223\_Spring2021

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## HipHop and Brands

What is their topic on? Analysis of brand name placement in HipHop song lyrics

• Is the title consistent with the topic? Yes

• In other words does the title make sense for the project? Yes, a comparison between HipHop songs containing brand name placement and sales revenue of the brand products. Are the objectives of the project clearly identifiable?

• What are they wanting to study? To analyze the influence of brand name placement in HipHop song lyrics and correlate brand product sales due to the popularity of the song.

• What is the motivation of this project? I think on frame 7 of the Powerpoint presentation, the question of ‘why these Brands’ may provide a clue for motivation, other than simple curiosity or analysis. Possibly leading to writing songs that have brand names?

• What does the presenter hope to accomplish with this project? I think the presenter was simply investigating how much HipHop songs can influence product sales and analysis of the experiment could lead to other comparisons of brand placement in songs.

What data are used? • What website(s) are scraped? Billboard.com, Yahoo Finance, Statistica

• Are other data brought in from outside sources? Yes.

• If so, what are they and how do they add to the project? The product sales data found on other sites were used to correlate the time that songs with brand name placement. What is your overall impression of the project?

• I sense this was a case of having analysis tools and being able to use the skills to answer curious questions relating to lyrics in songs and if indeed they influence product sales. Other encouragements/critiques you would like to provide to your colleague in order for them to have a more refined project.

• The main title could have a sub-title to clarify better the argument.

• Perhaps some other lyrics could have been shown referencing the six Brand selections, or a reference page at the end linking to the lyrics researched.

• Also, the presentation could have included actual web site URL that was scraped. Without the URL link info, I would have to search for the data.

• Since this is a marketing analysis, what other marketing ‘mix’ influence sales? And how does that compare, such as review of the songs by television media, radio play, or social media influencers.