

NEW WAVE

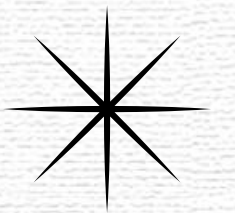
ANAÍSA SENA
PEDRO GONÇALVES





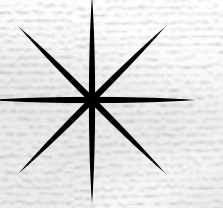
INTRODUCTION

"Music is a powerful force that influences lifestyle, aesthetics, and self-expression, while fashion serves as a reflection of cultural identity. As a clothing store in six countries, we aim to explore the connection between music and fashion to identify popular genres and artists that align with our brand to drive sales.





CLOTHES BRAND LINE



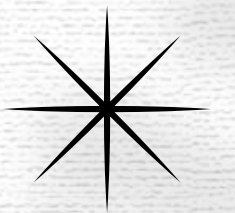
PROJECT

We aim to find the ideal music artist profile for a fashion collaboration by analyzing top Spotify artists and their genres alongside Google search trends for clothing styles in various countries. The challenge is identifying which genre and artist profile best resonate with consumers.

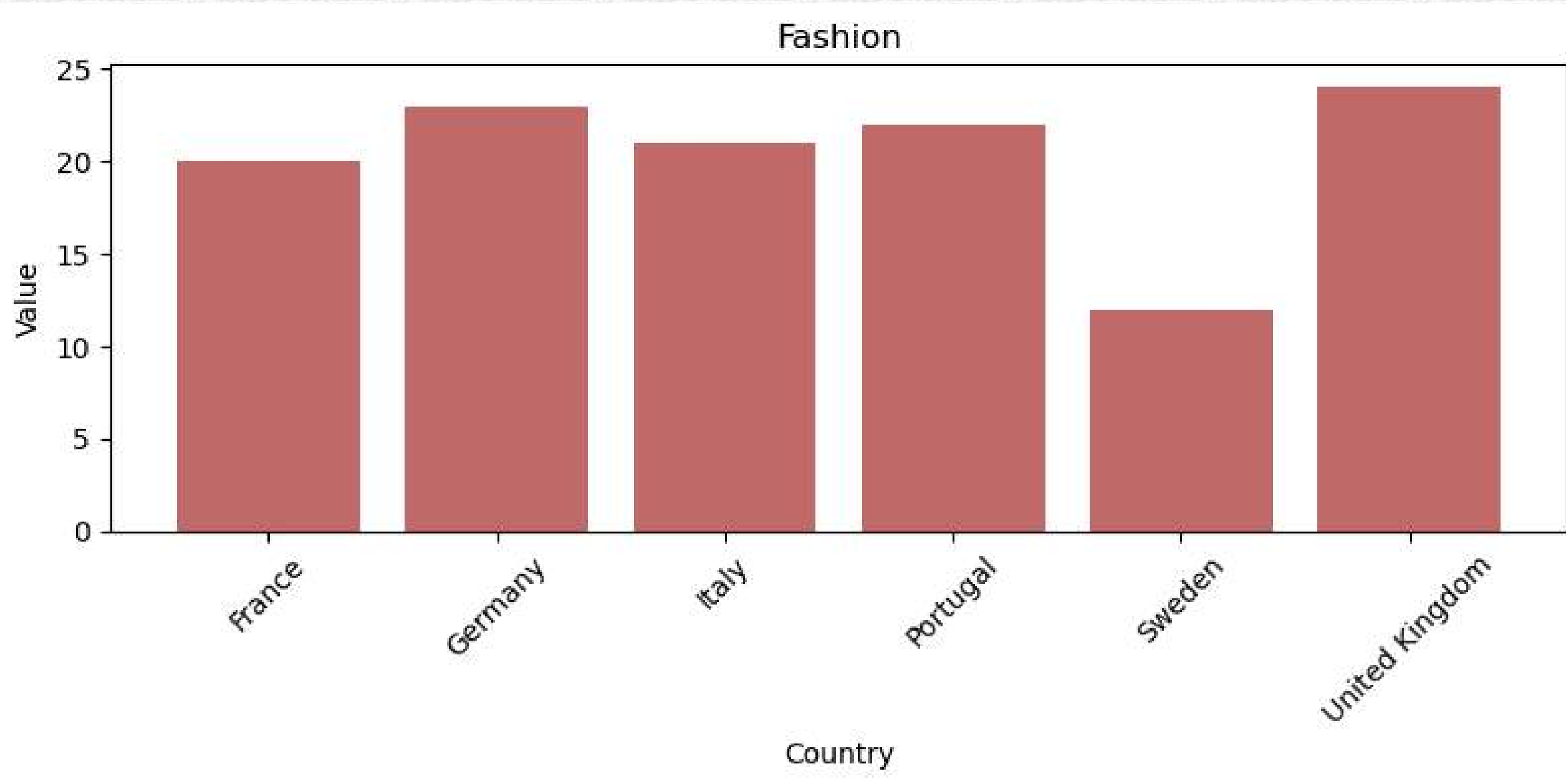


DATA SOURCE

- **Spotify:** We utilized APIs from Spotify.
- **Kwordb.net:** We performed web scraping on cumulative charts.
- **Google Trends:** We obtained CSV files for keywords related to Fashion, Merchandising, Formal Wear, Casual Wear, and Street Wear.

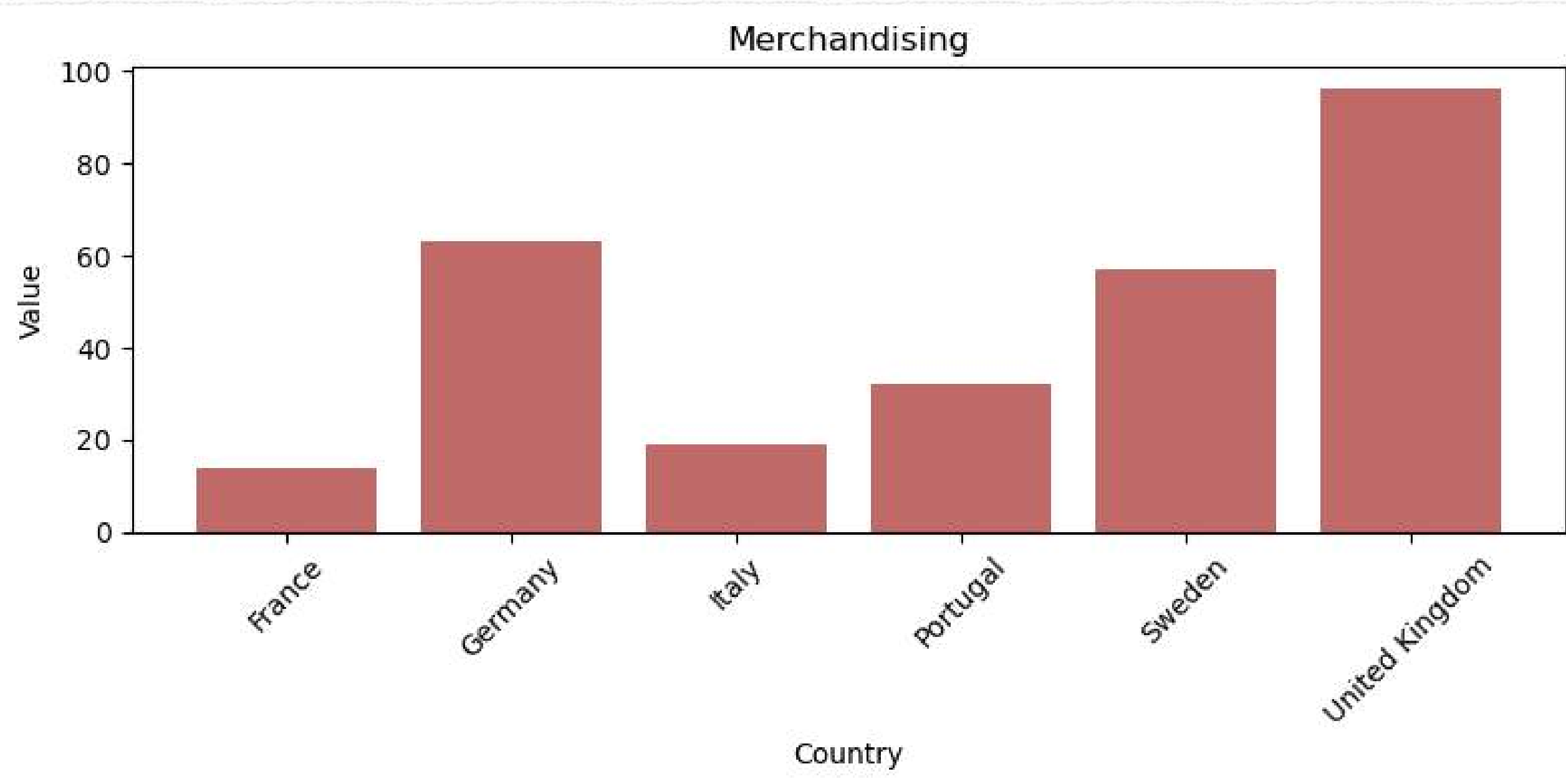


IN WHICH COUNTRY IS FASHION THE MOST POPULAR?



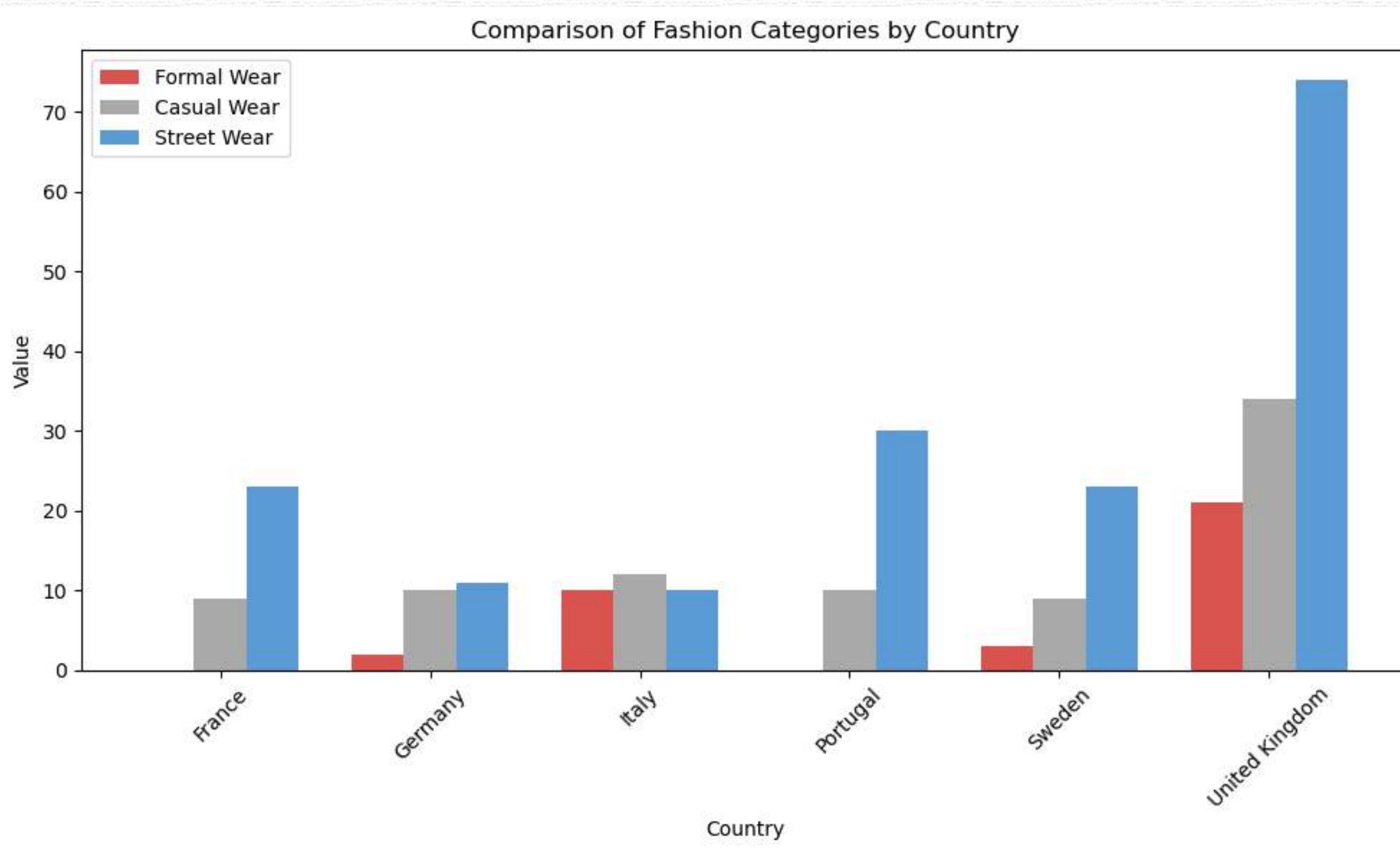
Interest in the word "Fashion" is lower across six countries, with Sweden at 12, the lowest score. The UK leads at 24, followed by Germany at 23 and Portugal at 22.

IN WHICH COUNTRY IS MERCHANDISING THE MOST POPULAR?



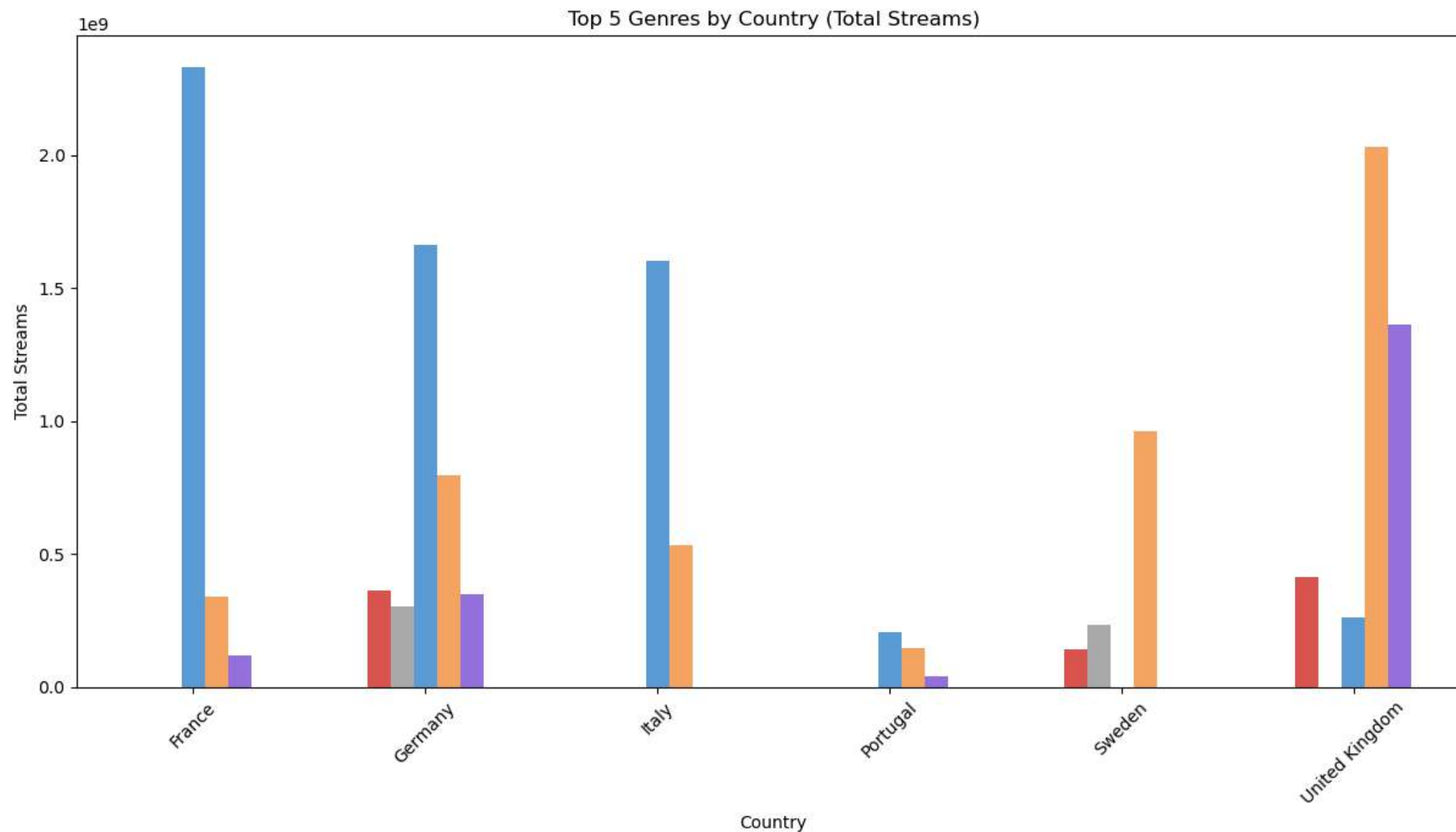
Interest in "Merchandising" is highest in the UK with a score of 96, significantly surpassing other countries. Germany follows at 63, while France and Italy show the lowest interest with scores of 14 and 19, respectively.

IN WHICH COUNTRY IS A PARTICULAR CLOTHING STYLE THE MOST POPULAR?



In the UK, "Street Wear" is the most popular clothing style at 74, followed by "Casual Wear" at 34 and "Formal Wear" at 21. Globally, "Street Wear" is favored, except in Italy, where "Casual Wear" is more popular. France and Portugal show no interest in "Formal Wear."

WHAT IS THE MOST LISTENED GENRE PER COUNTRY?



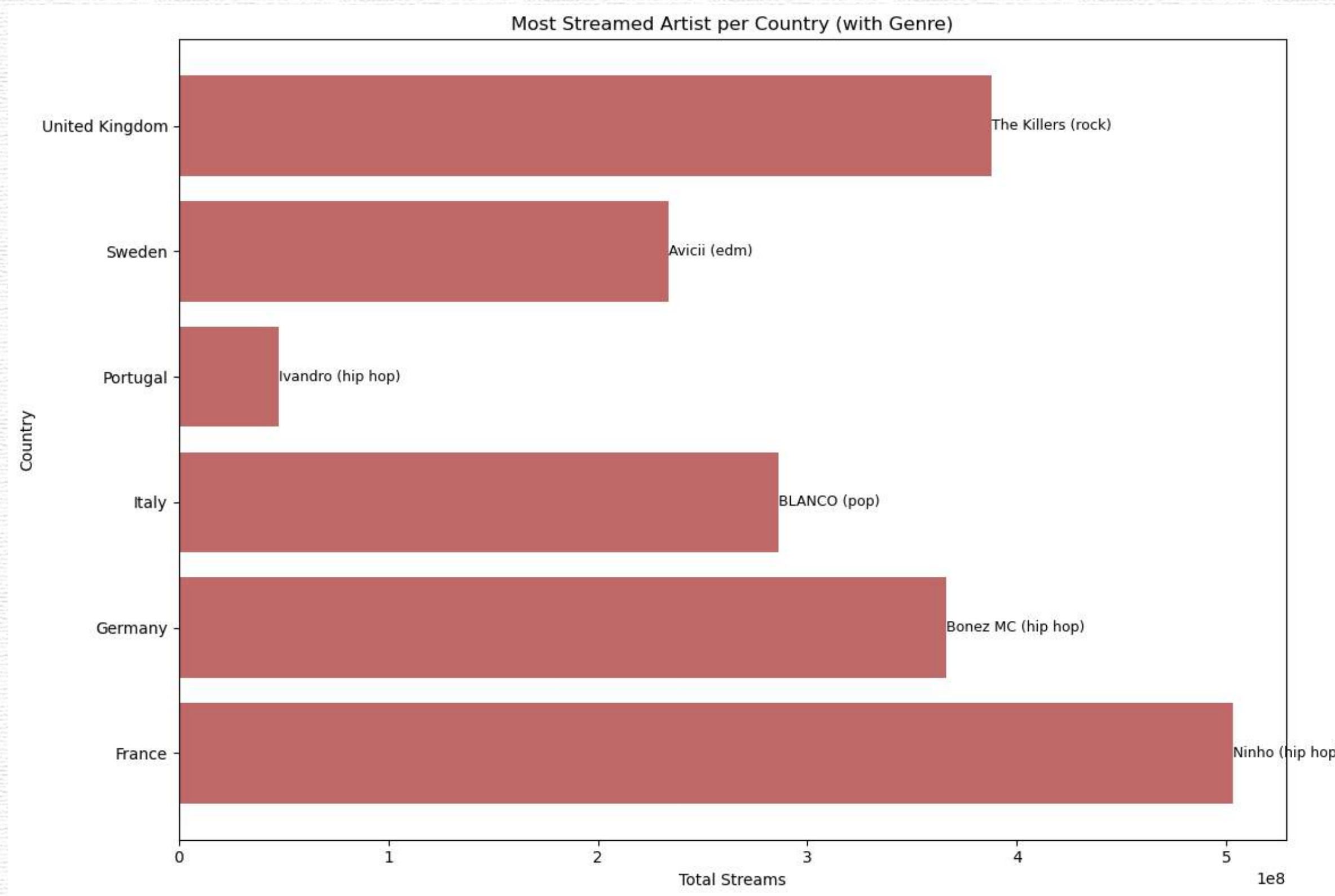
Pop: top in UK and Sweden.

Hip Hop: top in France, Germany, Italy, and Portugal.

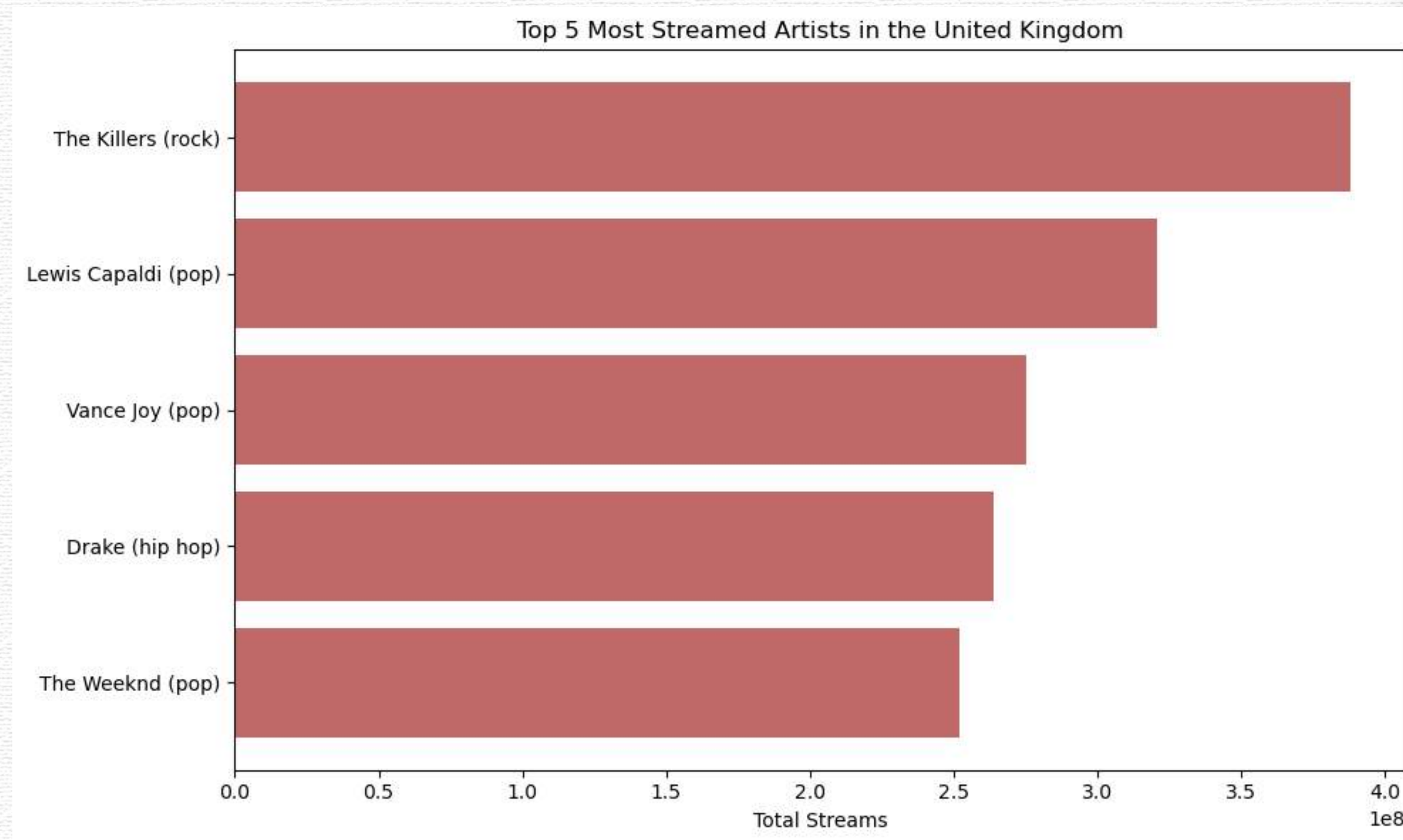
Rock: is the second most popular in the UK.

Christmas and EDM: are present in Germany, Sweden, and UK(Christmas).

WHO IS THE MOST STREAMED ARTIST PER COUNTRY?

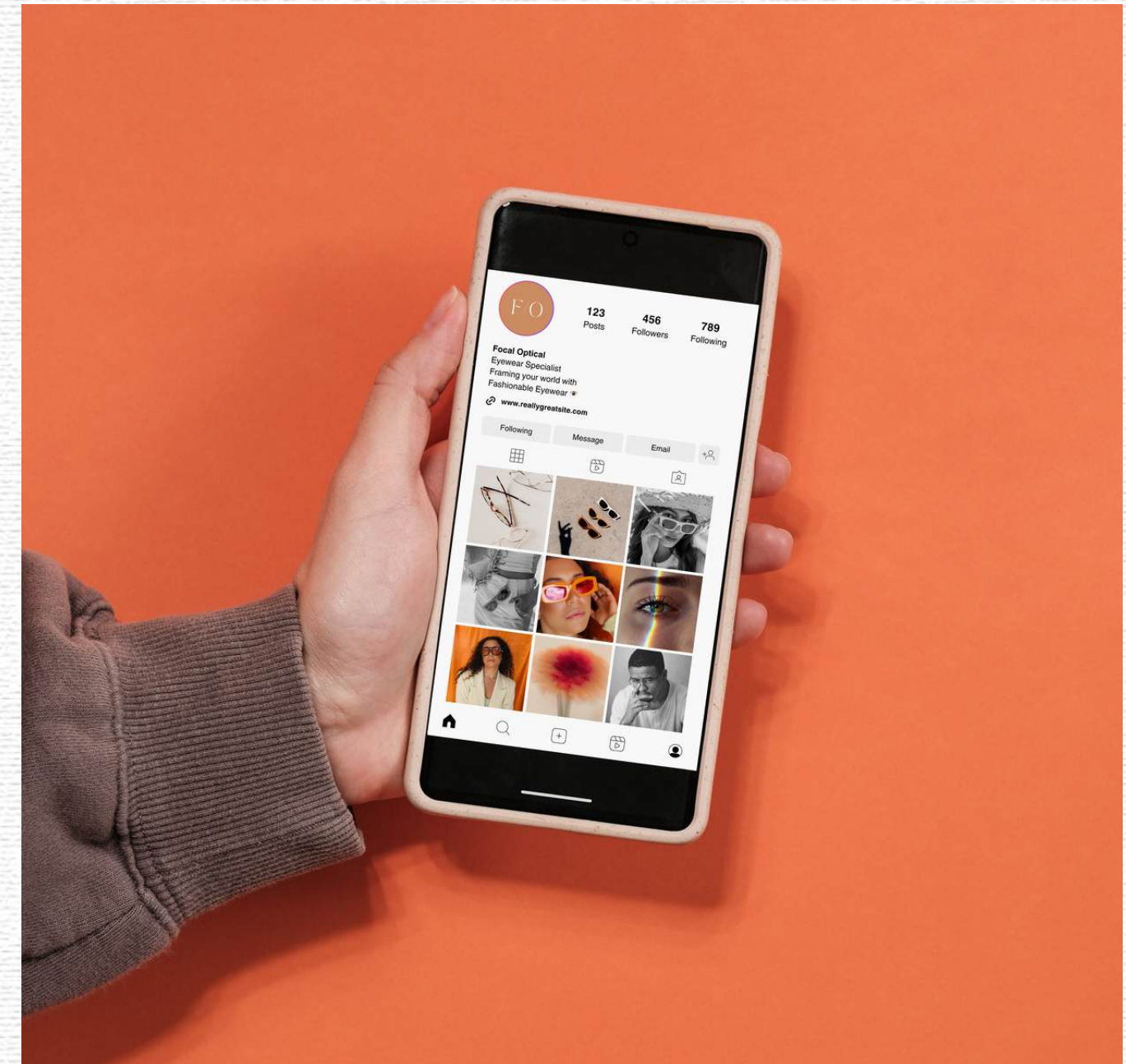


TOP 5 MOST STREAMED ARTIST IN UNITED KINGDOM



CONCLUSIONS

- **Best location:** United Kingdom
 - Type of artist: Pop
 - Clothing style: Street wear
- **Optional location:** Germany
 - Type of artist: Hip Hop
 - Clothing style: Street wear
- **Plan of action:**
 - Local store: United Kingdom and Germany
 - Online store: other 4 countries





THANK
YOU

