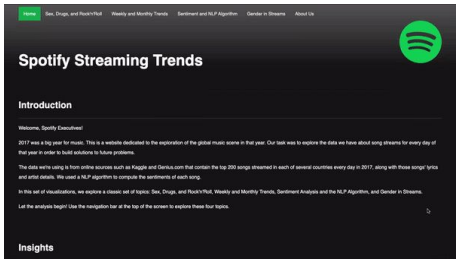
Final Report: Spotify Streaming Trends

by Ollie Downs, Michael Steckler, Chelsea Shu, and Emma Russon



http://people.ischool.berkeley.edu/~erusson/spotifystreams/

Ollie undertook the completion of the “Sex, Drugs, and Rock’n’Roll” subpage, including initial exploration, data cleaning and processing, iterative visualization and user testing, and professionalization. They also took on presenting their part in class and on video, and recording audio and managing technical details for the final video. Changes to be made if we had more time include updating data source and cleaning data in a more efficient and reproducible way, polishing pie charts and color schemes producing more interactive visualization options to increase enjoyment, and conducting more user testing.

Michael completed the "Weekly and Monthly Trends" subpage. I also helped work on all of our presentations, creating the public webpage, troubleshooting Tableau, recording our youtube demo, uploading our video demo to youtube, and ensuring all rubric requirements were submitted on the google form and on isvc. This was a very collaborative team, and we all were super helpful to one another. If I had more time, I would have done my visual tool in d3.

Chelsea completed the “Sentiment Analysis and the NLP Algorithm” subpage, where she used Tableau to create different visualizations to uncover the story of how the NLP algorithm could be improved. She ran the sentiment analysis (NLP) algorithm for both the Spanish and English versions of the top 4 songs in Latin America to find the lyrical sentiments, and also created new intermediary tables that would be suitable for the kinds of visualizations she wanted to create in Tableau. Finally, she created the Github repository, wrote the Readme, and uploaded every file and link to Github. If she had more time, she would try to use D3 to make my visualizations.

Emma completed the “Gender in Streams” task, where she used Tableau to iterate through various visualizations with usability test feedback and noted insights on the website. She collected and cleaned the initial data for the team, filtering by region and chart position to reduce the size of the data. She also manually annotated the data to fill in 600 missing observations on artists’ gender and genre. She helped get the sentiment of every song in the dataset, by running the sentiment analysis algorithm on song lyrics gathered from the Genius API. Finally, she helped format and style the website for the final deliverable as well as screen record for the video. If she had more time, she would try to use D3 to make her visualizations more dynamic.