

Data Visualization Project

Group 5

We wanted to understand what makes a song a hit ...

Thousands of new songs are released every year but very **few make it to the top** records. We decided to embark on a journey to discover **what are the different characteristics of hit songs** to help artists maximize their chances of launching a successful song.



... so we decided to find it out ourselves



We started with all the songs that have been on the Top 200 Weekly (Global) charts of Spotify in 2020 & 2021

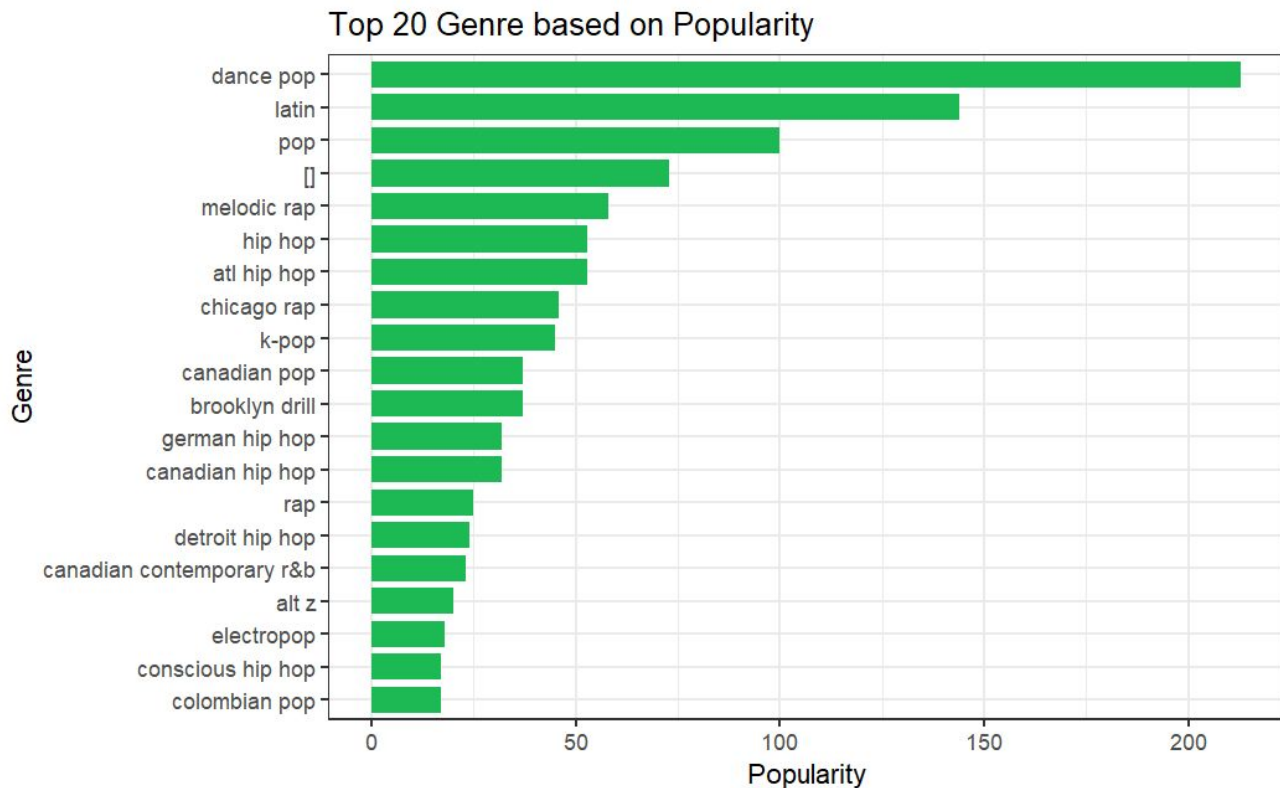


Analyzed and cleaned the data

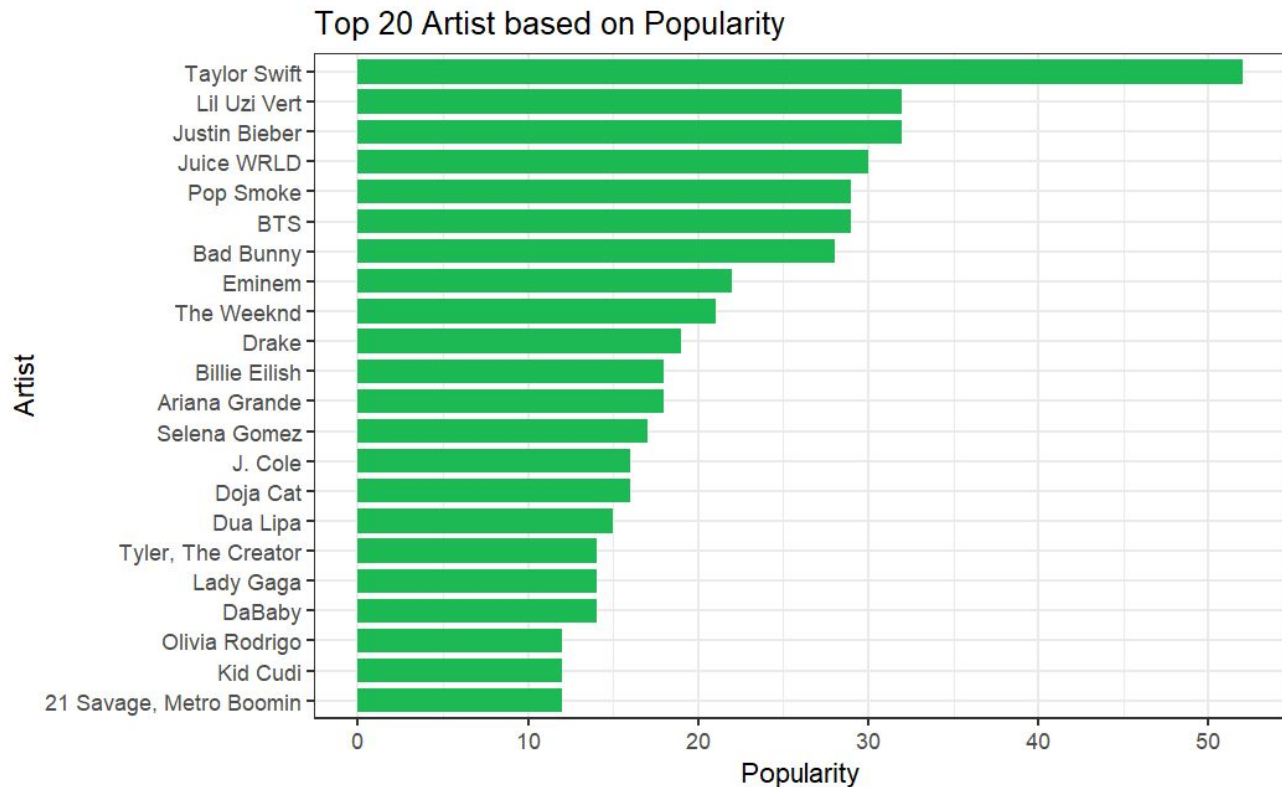


And then looked at the audio features of each song and tried to find patterns

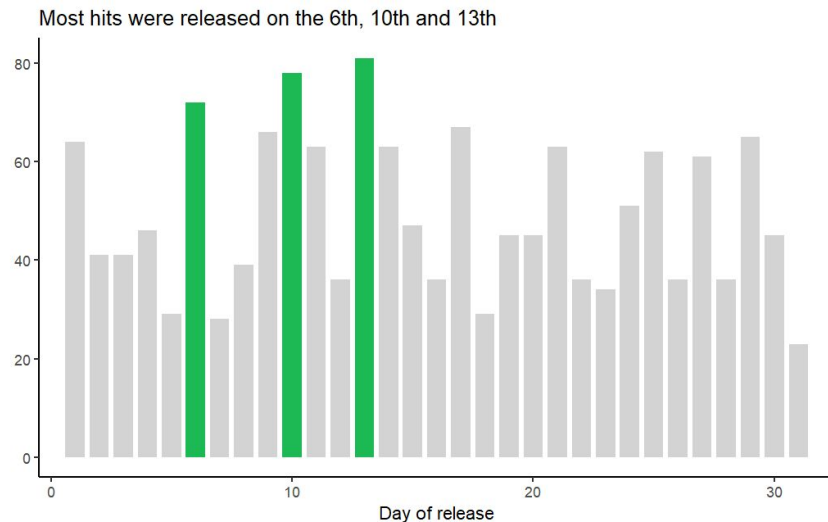
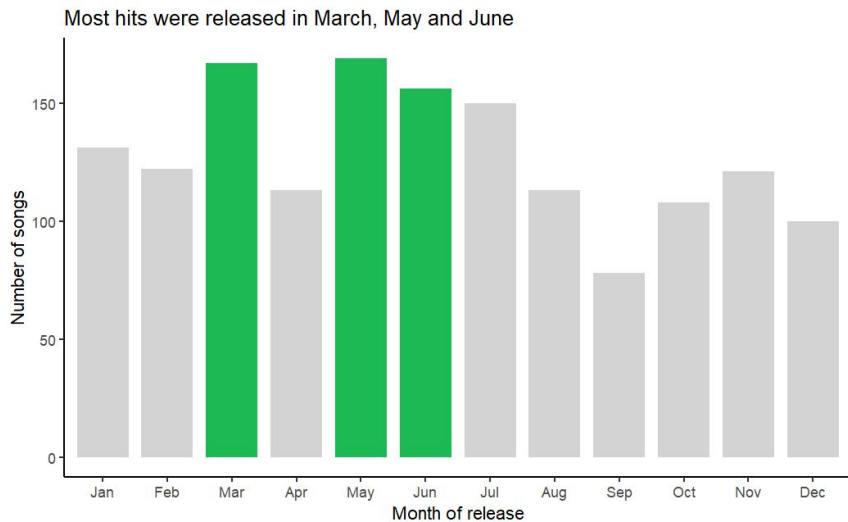
People prefer dance pop based songs



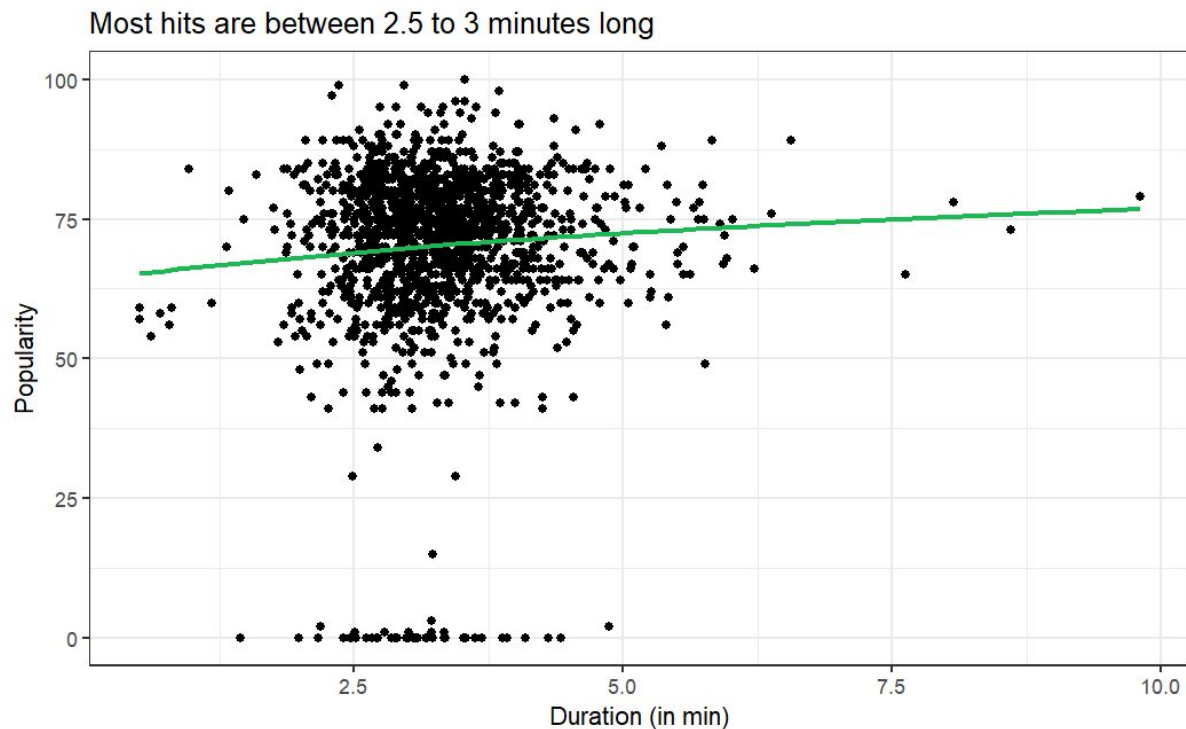
Taylor Swift is the most popular artist



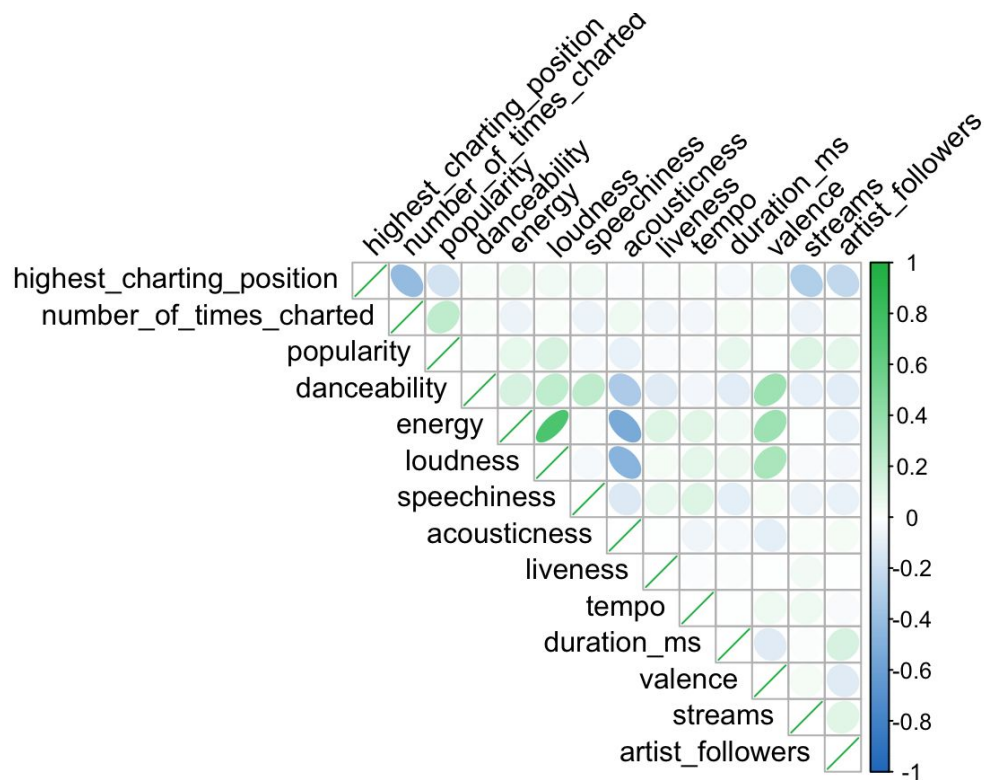
Publishing a song on May 13th might influence its virality



Longer songs tend to be more popular

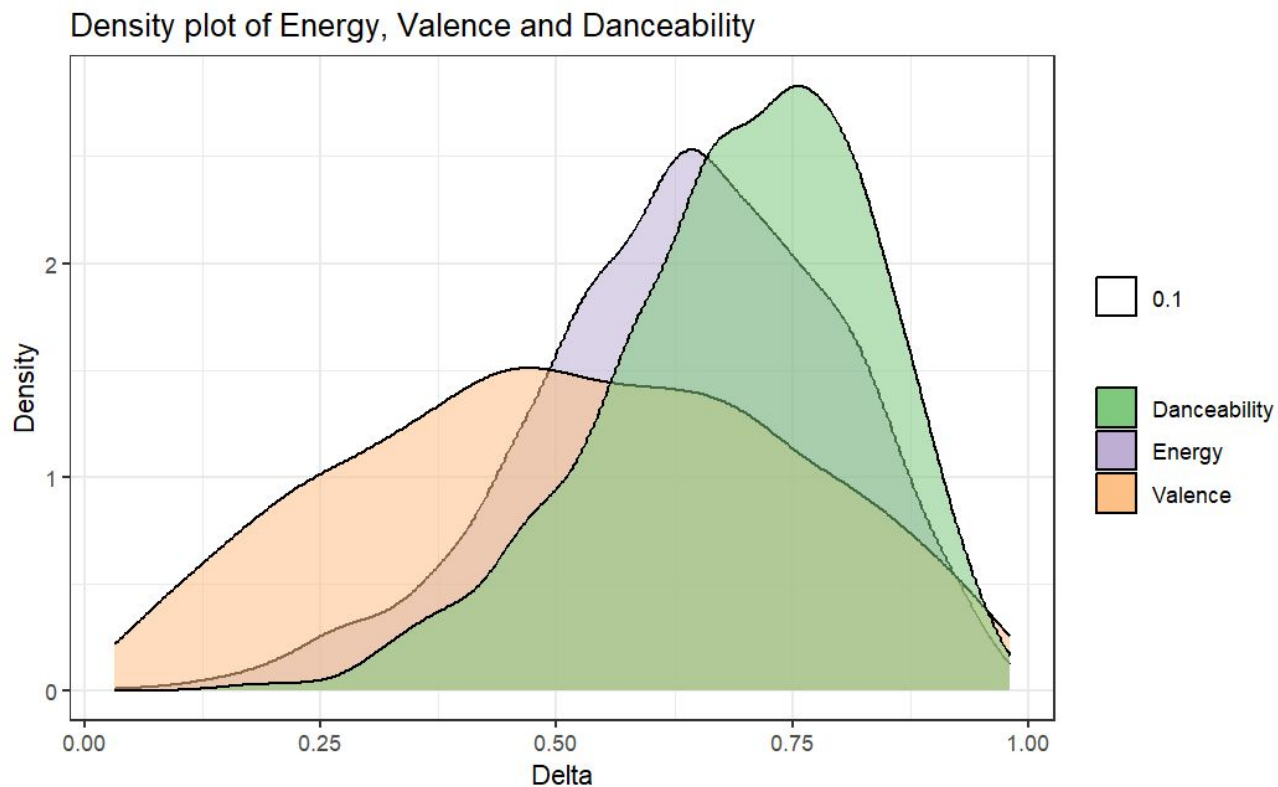


What's the correlation between variables?

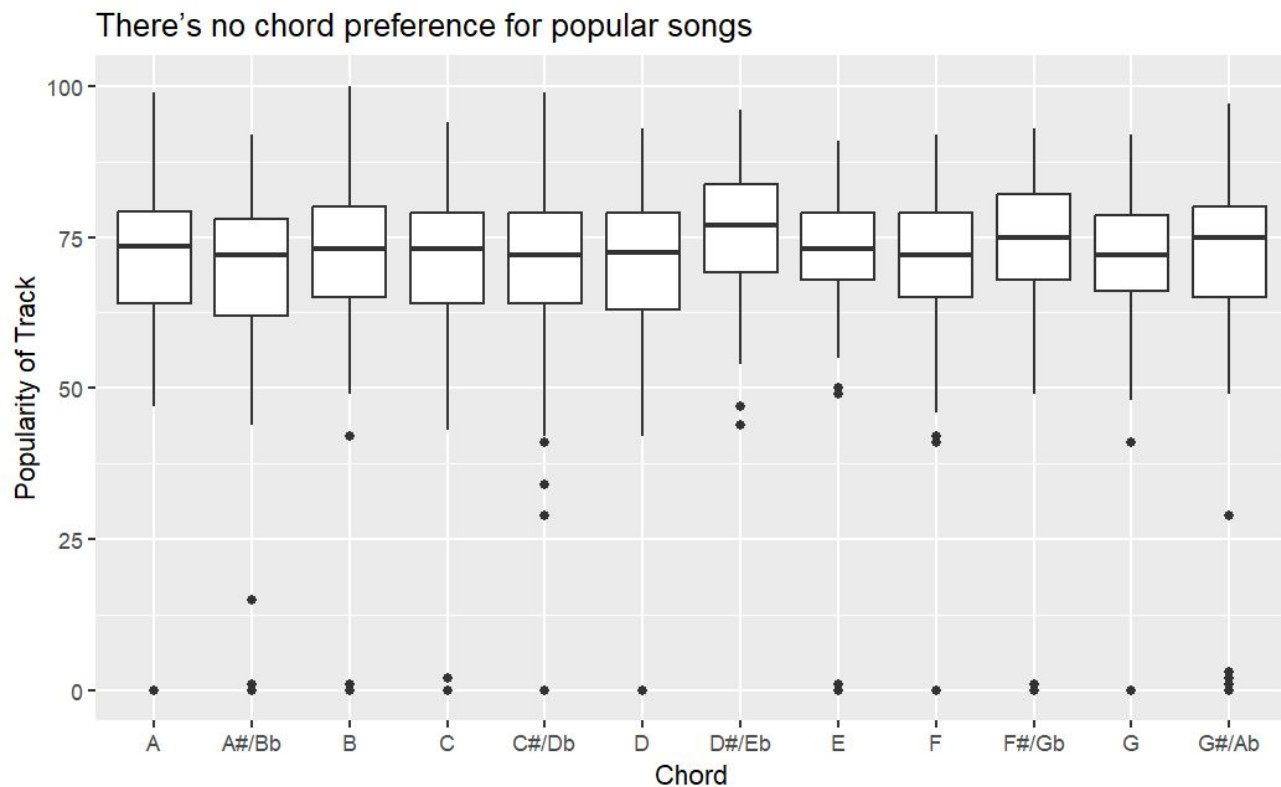


- There is a weak correlation between the majority of features.
- Loud songs tend to be also the most energetic ones.
- Acoustic songs, on the other hand, tend to be quieter, less energetic and harder to dance to.
- There is positive correlation between how emotional is the song and its danceability, loudness and energy - so the most intense songs might be clubs biggest hits.

Energy, valence and danceability are correlated



Chord doesn't influence song popularity



What does it take to launch a hit?

- Write a dance pop song
- Be Taylor Swift
- Release it on May 13th
- Duration of 2.5 - 3 minute
- Make it loud, energetic, suitable for dancing and positive