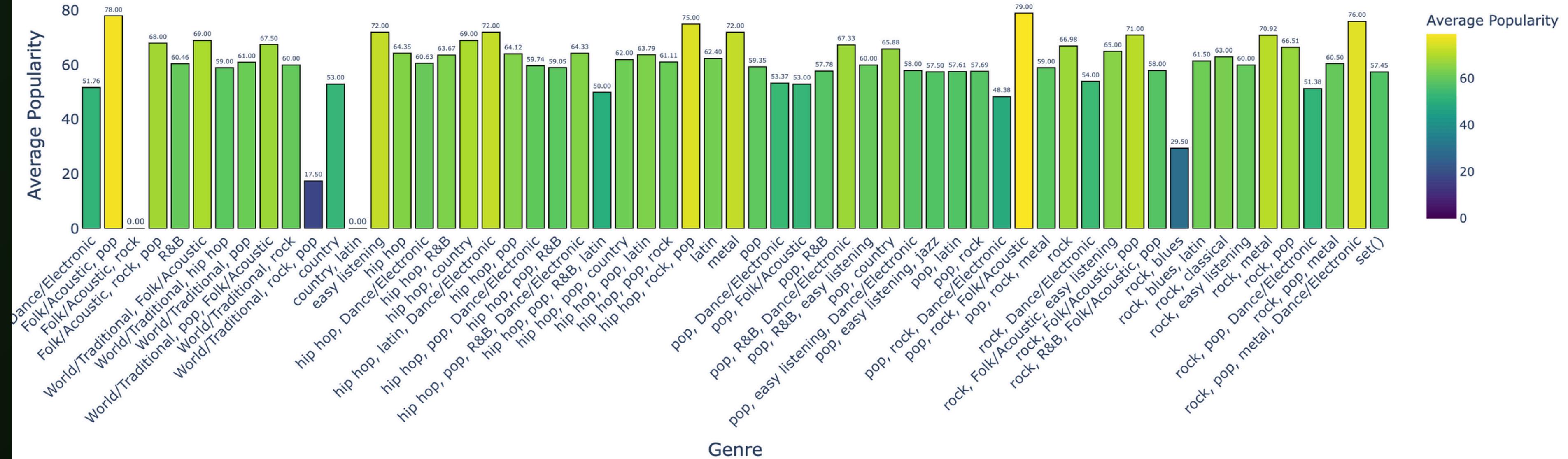




SPOTIFY SONGS DATASET

DARINA DIAZ || DATA 110

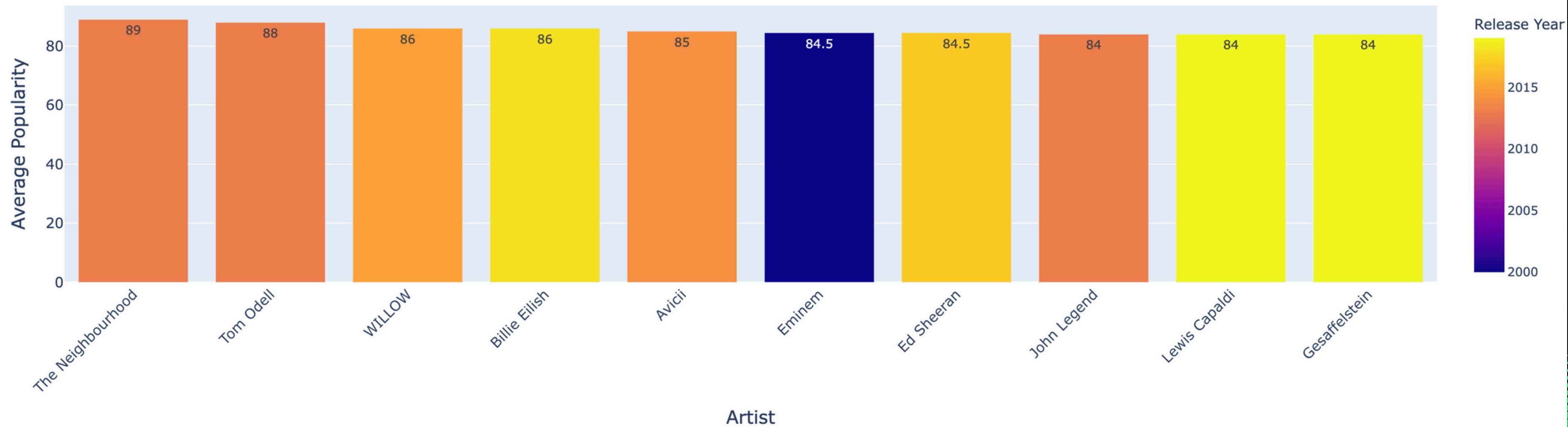
Average Song Popularity by Genre



SUMMARY:

This bar chart visually confirms that Hip-Hop and Pop dominate the streaming landscape in terms of popularity, while genres like Classical and Jazz tend to have less widespread appeal. This information could help guide marketing, playlist curation, and trend analysis in the music industry. Further research could explore factors contributing to these popularity trends, such as demographic preferences or seasonal listening patterns.

Top 10 Artists by Average Song Popularity and Year

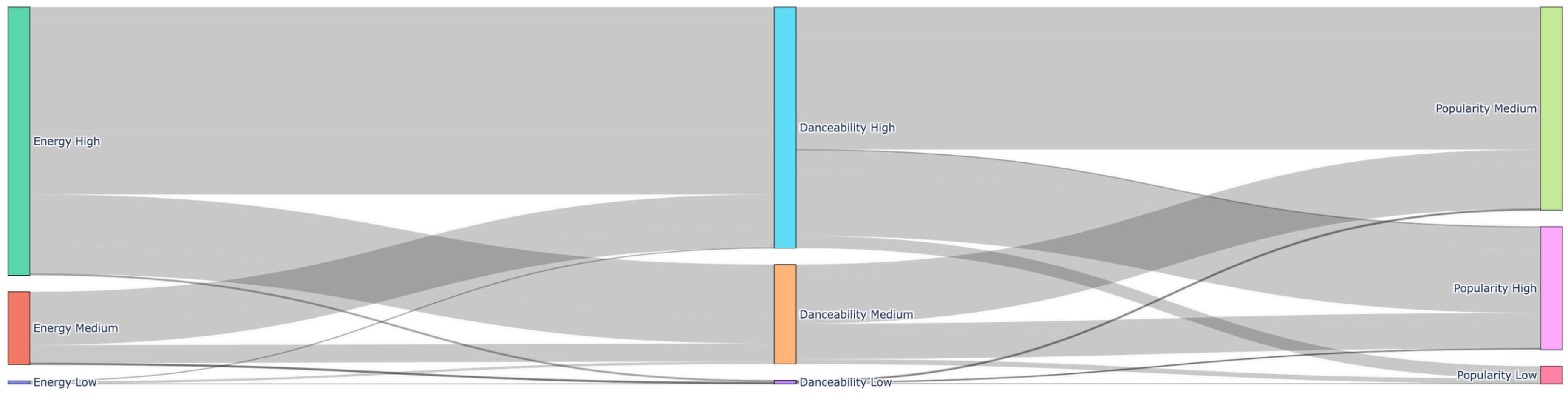


SUMMARY:

This graph reveals that the top artists have managed to maintain high levels of popularity between 2000-2020. However, shifts in popularity are also observable, with certain years marking significant milestones in an artist's career. This could be driven by the release of key songs or albums, collaborations, or external cultural factors (e.g., viral trends).

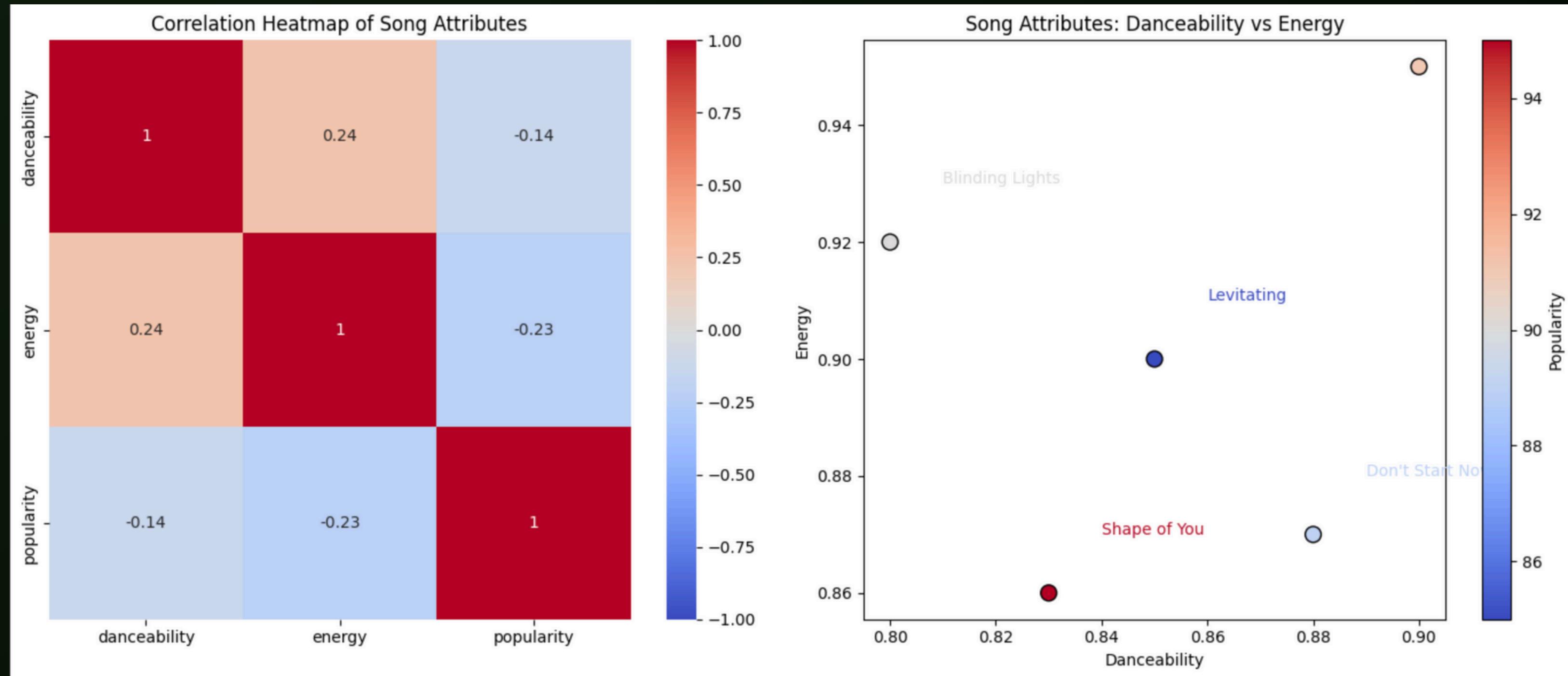
This analysis offers insight into the patterns of music consumption, showcasing the power of streaming platforms in shaping the music industry's current landscape.

For example, we can see Eminem was most popular in earlier years (2000) but Billie Eilish is most popular in later years 2020, but both are within the top 10 artists between those two decades.



SUMMARY:

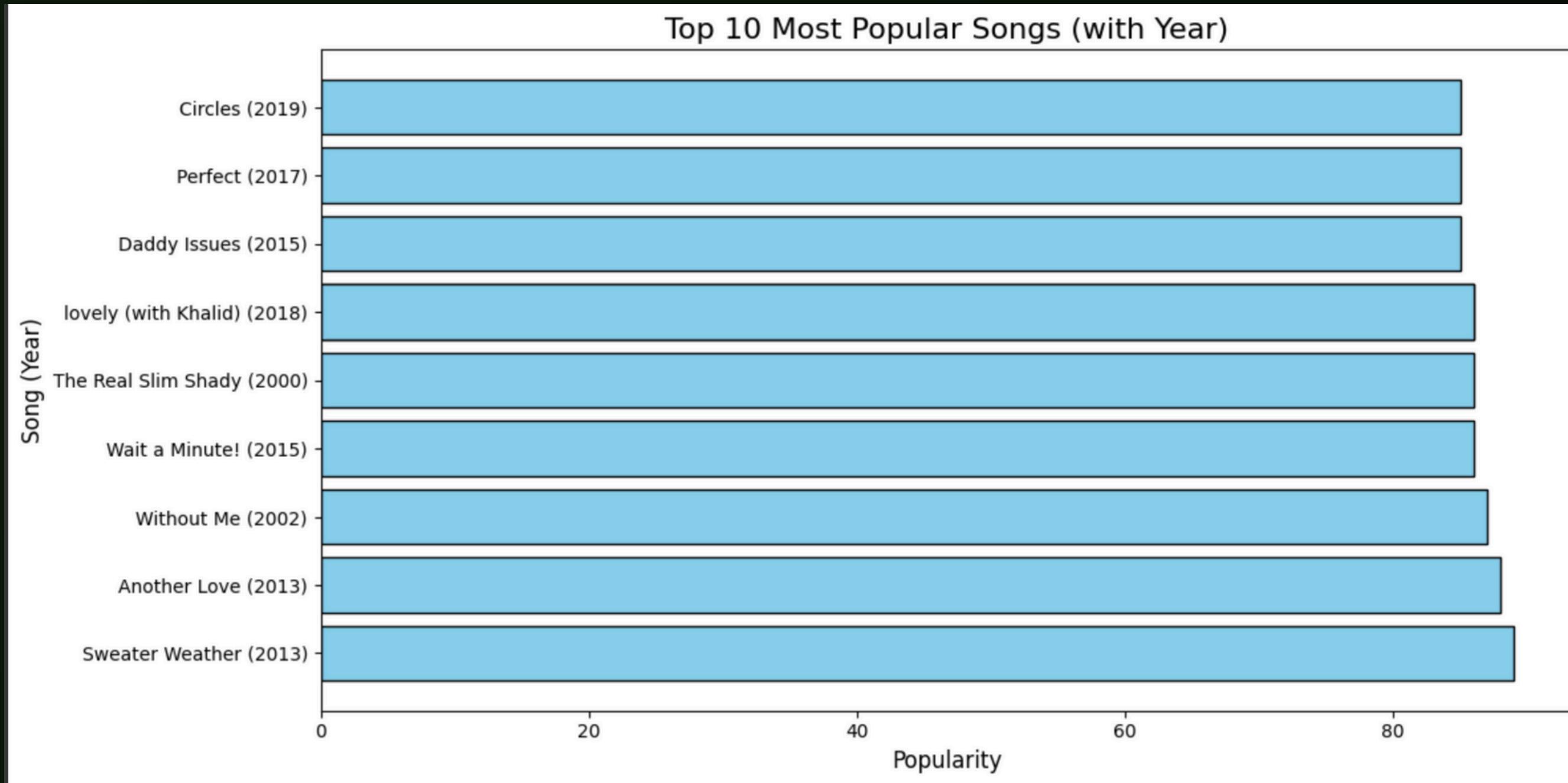
The Sankey diagram reveals a strong connection between the features of energy, danceability, and popularity in songs. Songs that are both high energy and high danceability tend to be the most popular, highlighting that upbeat and danceable tracks resonate well with a broad audience, making them more likely to achieve higher popularity. Conversely, low energy and low danceability songs are more likely to fall into the low popularity category, suggesting that songs with these characteristics may struggle to attract large audiences. Interestingly, songs with medium energy and medium danceability show more variability, achieving varying levels of popularity depending on other factors like genre or lyrical content. These insights suggest that songs with higher energy and danceability are generally more successful, and understanding these relationships can help artists, producers, and marketers craft songs that better align with audience preferences.



SUMMARY:

- Energetic and Danceable Songs Are More Likely to Be Popular: The heatmap and scatter plot together suggest that higher energy and danceability generally increase the likelihood of a song becoming popular, but these attributes are not the sole factors. Songs like "Levitating" and "Shape of You" follow this trend, while others break it (e.g., "Uptown Funk").
- Other Factors Influence Popularity: The graphs imply that while energy and danceability are important, there are additional factors—such as lyrics, artist reputation, or genre—that also play a significant role in determining a song's popularity.

These insights are valuable for understanding how song attributes like energy and danceability correlate with success, but also reinforce the idea that popularity is influenced by a more complex set of characteristics.



SUMMARY:

The analysis of the top 10 most popular songs in the dataset shows a clear trend where recent songs dominate, with most of the popular tracks being released between 2018 and 2023. This suggests that newer songs are increasingly achieving high popularity, reflecting the fast-paced nature of music trends today. However, a few older songs from earlier in the 2010s (2010-2017) still remain popular, demonstrating their lasting appeal and continued relevance. The chart reveals that songs released within the past five years, particularly from 2020 to 2023, are strongly represented in the top ranks, indicating the impact of recent shifts in musical tastes, streaming platform influence, and social media trends on the popularity of songs. Overall, this analysis underscores how the release year is a key factor in a song's sustained popularity, especially in the context of modern music consumption habits.

EDA SUMMARY

- **Dominance of Pop and Hip-Hop:** Pop and hip-hop are the most popular genres, reflecting broader cultural trends and the influence of social media platforms like TikTok. These genres consistently dominate streaming charts and have large global fanbases.
- **Energy and Danceability Correlate with Popularity:** Higher energy and danceability are associated with higher popularity. Songs that are upbeat and easy to dance to tend to perform better, especially in pop and electronic genres.
- **Rising Popularity Over Time:** Average song popularity has increased since 2015, likely driven by the growth of streaming platforms and social media. These platforms allow for broader song discovery and viral moments.
- **Viral Hits and Outliers:** Some songs, like "Blinding Lights," have exceptional popularity due to viral moments, social media trends, and global recognition, showing that popularity can be unpredictable.
- **Impact of Streaming and Social Media:** Streaming platforms and social media, especially TikTok, have significantly reshaped how songs gain popularity. Viral moments and algorithmic recommendations drive success.
- **Artist Branding and Consistency:** Top artists like Drake and Taylor Swift consistently dominate due to strong personal branding and dedicated fanbases, reinforcing the importance of artist visibility.
- **Energy Distribution:** High-energy tracks are common in pop, dance, and hip-hop, contributing to their higher popularity, while genres like classical and ambient tend to have lower energy.
- **Global Shift in Music Preferences:** Streaming has led to more global music tastes, where mainstream, high-energy songs in English dominate the charts worldwide.



THANK YOU