

Taylor Swift Album Analysis

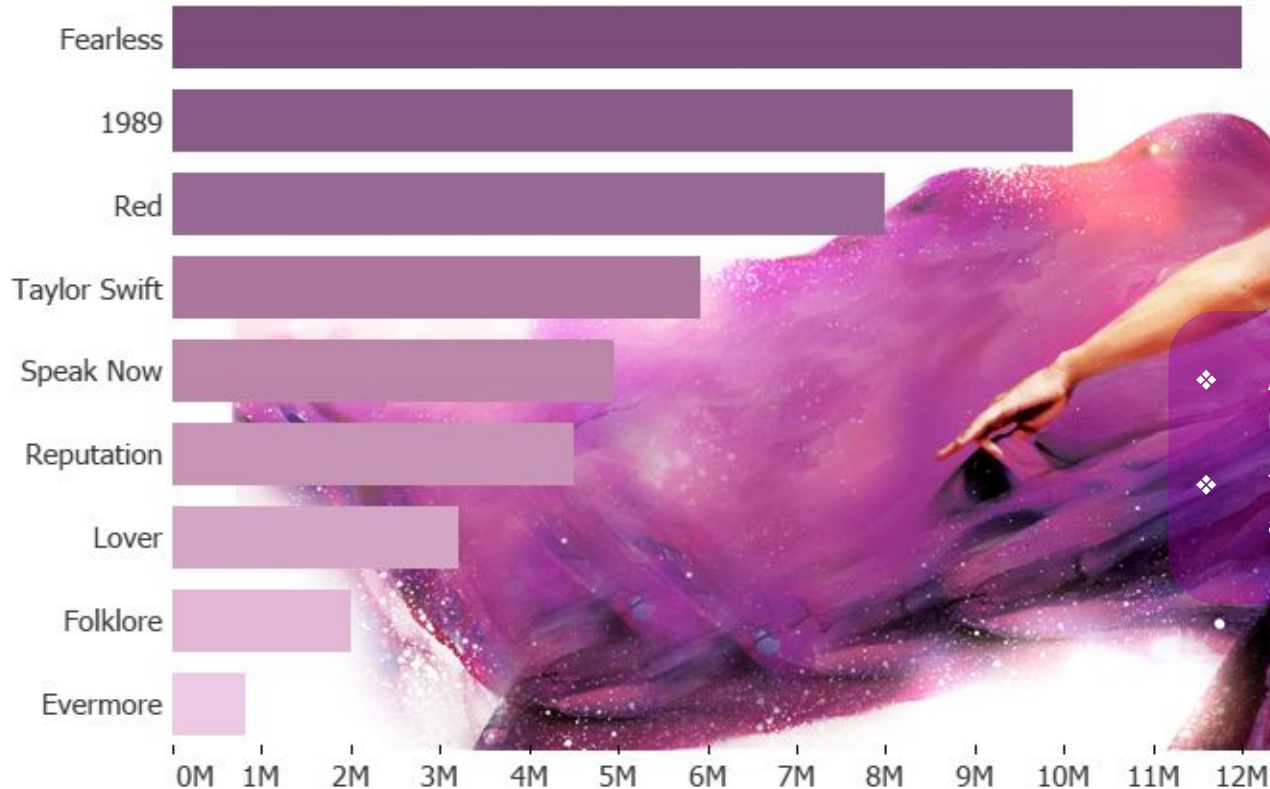
Statistical analysis of Taylor Swift's discography
Jordan Dorsey | February 2022

Objective

Identify Taylor Swift's best album based on four criteria:

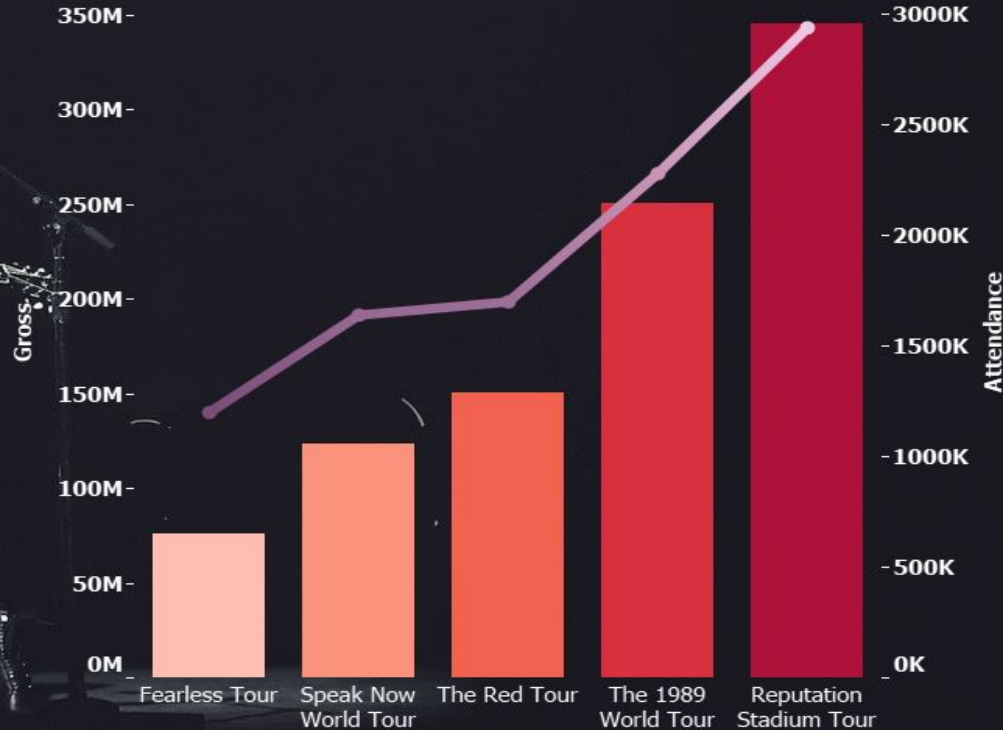
- No. of Units Sold
- Tour Gross
- Tour Total Attendance
- No. of Awards Won

Album Sales



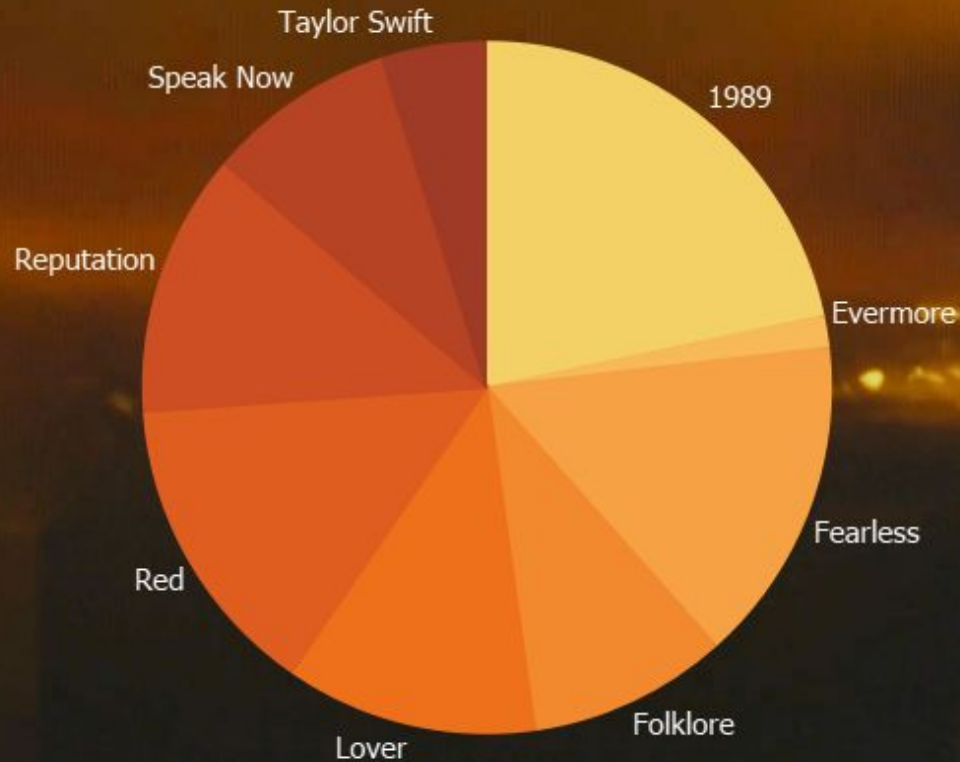
- ❖ At the time of this analysis, only two re-recorded albums have been released.
- ❖ This study analyzes first recording studio album releases only.

Tour Attendance v Gross



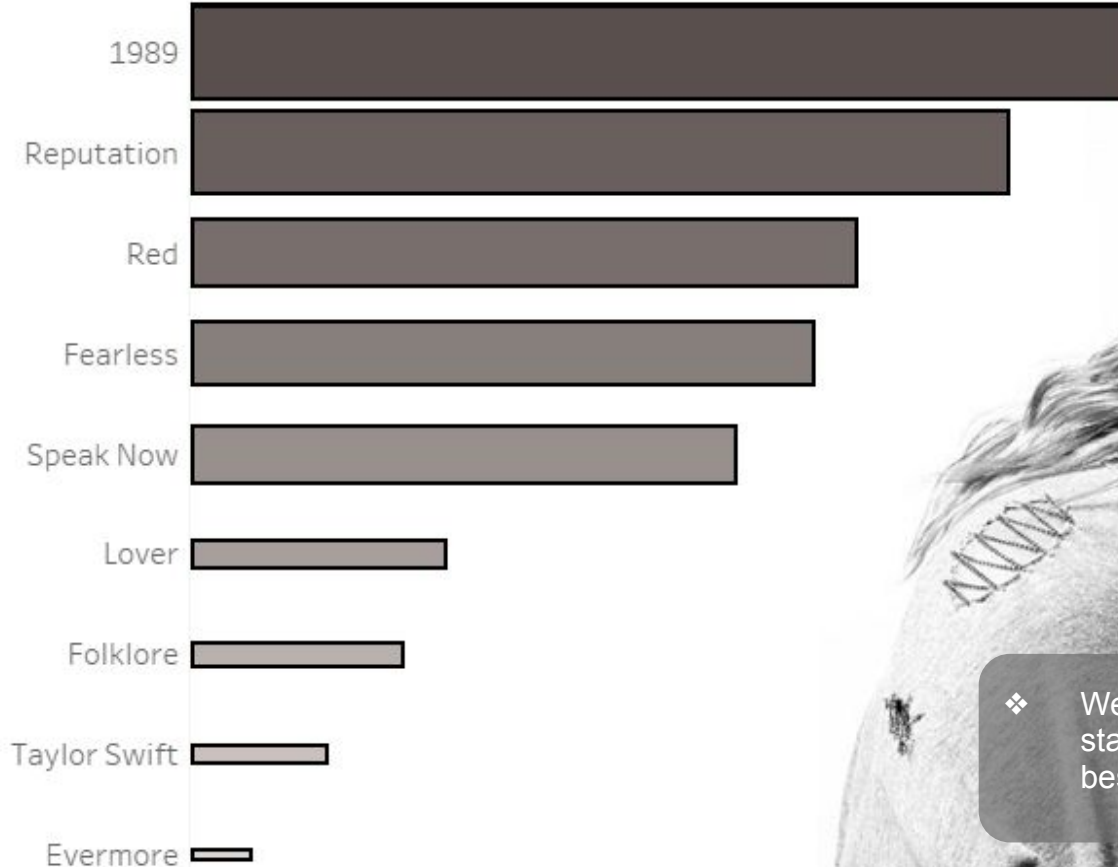
- ❖ Fearless Tour was the first solo tour of Taylor's career. Venues consisted of arenas and amphitheatres.
- ❖ *Taylor Swift, Lover, folklore and evermore* did not have an accompanying tour.

Awards Won per Album



- ❖ Throughout her career, Taylor has been nominated for 1,402 awards. She has won 441 of them.
- ❖ At the time of this analysis, there are 14 pending awards.

Verdict



❖ Weighing each category equally, statistically 1989 is Taylor Swift's best and most successful album.

