In our analysis we utilized datasets from Kaggle relating to music streaming to better help us answer our questions. The datasets in particular that were used are “Most Streamed Spotify Songs 2023”, and a custom dataset we created that includes weekly streaming statistics for music artists such as Taylor Swift and other popular artists from Spotify for the year of 2023. Questions we seek to answer were, what makes a song popular?, what is Taylor Swift's effect on pop music?, is there a relationship between 'key features' or 'metrics' and song popularity?, are there any correlations between key features?, who are the top streaming artists of 2023 so far, and do they have anything in common?, why is a 'mid' Taylor Swift song from 2019 gaining massive popularity again in 2023?

First question we sought to answer was “What makes a song popular?” From our datasets that we selected there are numerous categories ranging from bpm (beats per minute) to valence (musical positiveness conveyed by a track), and energy levels of a song.

**Citations**

Nidula, Elgiriyewithana. (2023). Most Streamed Spotify Songs 2023[Dataset]. <https://www.kaggle.com/datasets/nelgiriyewithana/top-spotify-songs-2023>