

## Increase/Decrease

Calculating how much the search popularity is increasing and/or decreasing for each music genre, we can compare how they fare. For this I choose three months: May, June, and July. And I would calculate the increase from the year 2020 to the year 2021 in these months.

| Time                 | K-pop   | J-pop  |
|----------------------|---------|--------|
| May 2020, May 2021   | 72, 70  | 34, 62 |
| June 2020, June 2021 | 100, 80 | 30, 49 |
| July 2020, July 2021 | 75, 78  | 35, 51 |

The results are as follows:

| Time                  | K-pop  | J-pop |
|-----------------------|--------|-------|
| May 2020 - May 2021   | -0.03% | 0.82% |
| June 2020 - June 2021 | -0.2%  | 0.63% |
| July 2021 - July 2021 | 0.04%  | 0.46% |

Looking at the results, it can be seen that the search popularity in K-pop has decreased in May and June from a year ago. However, it started to gain popularity again by July. In comparison, J-pop has only seen an increase in search popularity in all three months compared to a year ago. However, it can also be noted that the increase is also getting smaller as time goes on.

It can also be noted, that while there might be an increase in search popularity of J-pop, it is still not the same level of popularity as K-pop. The plot below shows a vast difference in the search popularity of the two music genre from July 2020 to July 2021.

