

NAME: FELIX ASIBOR

**TECHNICAL REPORT FOR PANDORA TOP
BILLBOARD SONGS FOR 2025**

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Introduction

Objective of the project

The objective of this project is to analyze Pandora's 2025 Top Billboard Songs dataset to identify the artist with the highest total lifetime streams, calculate the overall lifetime streams across all songs, and determine the most streamed genre. This analysis aims to uncover key trends in listener behavior and streaming popularity across different artists and genres.

Problem Being Addressed

This analysis addresses the need for strategic insights into streaming performance. Specifically, it seeks to answer:

- Who is the most streamed artist on Pandora's 2025 Billboard list?
- What is the cumulative total of lifetime streams?
- Which music genre dominates in terms of total streaming numbers?

Key Datasets and Methodologies

Dataset Used

Pandora Top Billboard Songs 2025 with the following columns:

Song, Artist, Life Time Streams, Daily Streams, Genre, Release Year, Peak Position, Weeks on Chart, Lyrics Sentiment, TikTok Virality, Danceability, Acousticness, Energy.

Methods Employed in Microsoft Excel

- Pivot Tables to group and summarize Life Time Streams by Artist and Genre
- Charts (e.g., bar and pie charts) to visualize top artists and genres
- Sorting and Filtering to rank artists and genres by stream count

Story of Data

Data Source

The dataset was obtained from Kaggle, specifically from the dataset titled "[Billboard Top Songs](#)". It compiles Billboard chart data and streaming metrics from various sources, likely aggregated for analysis and educational purposes.

Data Collection Process

The data was collected and published on Kaggle, likely through web scraping and API access from platforms such as Billboard, Pandora, and Spotify. Additional song characteristics such as TikTok virality and sentiment may have been derived using machine learning tools, NLP models, and trend monitoring from music and social media platforms.

Data Structure

The data is organized in a spreadsheet format, where each row represents a song. The columns represent various attributes of each track, including:

- **Descriptive Attributes:** Song, Artist, Genre, Release Year
- **Performance Metrics:** Life Time Streams, Daily Streams, Peak Position, Weeks on Chart
- **Behavioral/Engagement Metrics:** TikTok Virality, Danceability, Acousticness, Energy, Lyrics Sentiment

Important Features and Their Significance

- **Life Time Streams:** Measures the overall popularity and success of a song.
- **Artist:** Helps determine who consistently delivers high-performing music.
- **Genre:** Used to analyze trends and preferences in music consumption.

- **TikTok Virality:** Reflects the song's influence and spread on short-form video platforms.
- **Danceability, Acousticness, Energy:** Audio-based features relevant for understanding the mood and style of a track.
- **Lyrics Sentiment:** Gives emotional context, potentially correlating with listener engagement.

Data Limitations or Biases

The dataset includes only top-charting songs, possibly excluding niche or emerging genres and independent artists.

- Missing or estimated values might exist in subjective fields like sentiment or virality.
- The use of algorithmic scoring for musical features may not always align with human interpretation.
- Some metrics (e.g., TikTok virality) may be time-sensitive, reflecting trends that change rapidly.

Data Splitting and Preprocessing

Data Cleaning

Minimal data cleaning was required. The only modification made was formatting the column headers for consistency and readability. The dataset was then converted into a standard Excel table to enable structured analysis. There were no duplicates, no blank rows or columns, and the data was already in a clean, usable format.

Handling Missing Values

There were no missing values in the dataset, so no imputation or deletion methods were necessary. This allowed for a seamless analytical process without the need for data recovery or approximation.

Data Transformations

No data transformations such as normalization or feature engineering were performed. The dataset's original structure was retained, as it already contained well-defined numerical and categorical variables suitable for direct analysis using Excel features like pivot tables and sorting.

Data Splitting

The data was logically divided into:

Independent Variables:

- Song
- Artist
- Release Year
- Genre

Dependent Variables:

- Life Time Streams
- Daily Streams
- Peak Position
- Weeks on Chart
- Lyrics Sentiment
- TikTok Virality
- Danceability
- Acousticness
- Energy

Industry Context

The dataset belongs to the music and entertainment industry. It provides insights into digital streaming patterns and the influence of social media on music consumption, which are critical for artist promotion and music marketing strategies.

Stakeholders

Artists and record labels, streaming platforms, Music marketers and promoters

Value to the Industry

For artists and labels, success means high streams and chart rankings. Streaming platforms seek engagement, while marketers and promoters track virality and reach. Social media platforms thrive on trending music, and fans find success in supporting favorite artists. Music analysts succeed by predicting trends and hit songs, shaping the industry's future.

Pre-Analysis

Key Trends

1. **Pop and Hip-Hop Dominate:** These genres consistently record the highest Lifetime Streams, showcasing their widespread popularity and mass appeal across listener demographics.
2. **Energy and Danceability Drive Chart Success:** High-energy and danceable songs are more likely to achieve strong chart performance and longer stays on the charts, especially within Pop and Dance genres.
3. **Emotional Connection Matters:** Songs with positive or nostalgic lyrics are frequently streamed more, reflecting listeners' emotional engagement with the content.

Potential Correlations

1. **TikTok Virality vs. Daily Streams:** A clear correlation exists between high TikTok virality and short-term surges in Daily Streams, although this doesn't always translate into prolonged chart presence.
2. **Lyrics Sentiment and Lifetime Streams:** There appears to be a relationship between positive or emotionally resonant lyrics and higher overall streaming numbers.
3. **Danceability and Chart Longevity:** Tracks rated high in danceability tend to remain longer on the charts, likely due to repeated plays in social settings and playlists.

Initial Insights

1. Pop and Hip-Hop are the dominant genres in streaming performance.
2. TikTok trends drive instant popularity but don't guarantee sustained success.
3. Energetic tracks have a better chance of peaking higher on charts.
4. Danceable songs tend to remain relevant longer, becoming favorites in clubs and playlists.

In-Analysis

Unconfirmed Insights

1. Top 10 Genre By Lifetime Streams

The unexpected dominance of niche genres like Blues (100.8B) and Drum & Bass (99.8B) suggests strong, dedicated fanbases or a resurgence in interest. While alternative genres such as Metal, Techno, and Indie thrive, Pop's lower ranking could indicate a shift in listener habits or a fragmentation in consumption patterns. Lo-Fi and Reggae show strong engagement, likely benefiting from background listening habits, whereas Punk's lower streams reflect a smaller, more dedicated audience.

2. Release Year Vs. Lifetime Streams

The fluctuating lifetime streams across different release years suggest that both older and newer songs can maintain sustained popularity. Peaks in 1995, 1999, 2008, 2012, and 2024 indicate that specific years produced highly-streamed songs, with a sharp rise in 2024 possibly driven by viral hits or renewed interest. The dip from 2020–2024 hints at a shift in trends, emphasizing that not every release year guarantees long-term success, but rather trends and nostalgia play significant roles in streaming behavior.

3. Top 7 Artists Vs. Lifetime Streams

The narrow gap between the top 7 artists, with Jay Zenith at 110.5B streams, shows a fiercely competitive landscape. All seven artists have surpassed 100B streams, emphasizing the importance of sustained fan engagement over viral moments. Jay Zenith's slight lead highlights the strong loyalty these artists command, underscoring the role of long-term fan retention in maintaining dominance.

4. Top 3 Artists Vs. Energy

Jay Zenith leads in energy (274), with Bass Surge (258) and Horizon Flow (257) following closely. This suggests a high demand for intense, energetic music. The small gap between Bass Surge and Horizon Flow indicates a shared style, but Jay Zenith's higher intensity sets them apart, likely appealing to fans of adrenaline-pumping music. The energy levels appear to be a key factor in shaping audience connection and artist appeal.

5. Top 4 Artists Vs. TikTok Virality

Jay Zenith leads TikTok virality (274), with Bass Surge (258), Horizon Flow (257), and Celestial Harmony (256) close behind. The small differences in scores indicate that these artists have mastered creating viral, shareable content on the platform. TikTok's influence is evident, with even minor variations in virality impacting an artist's reach and long-term popularity.

6. Comparison of Acousticness, Danceability, and Energy Across Genres

Indie leads in overall intensity, with Blues and Drum & Bass following closely. Genres like Indie combine high energy with acousticness and danceability, indicating a balanced sound profile. Acousticness remains stable across genres, highlighting consistent use of organic instrumentation, while danceability and energy levels vary. This mix of attributes defines the unique sound identity of each genre, contributing to its streaming success.

7. Peak Position Vs. Weeks on Chart

Despite the number one position lasting 44 weeks, lower-ranking positions like 5 (51 weeks), 8 (54 weeks), and 10 (58 weeks) maintain longer chart runs. This suggests that longevity on the chart does not always correlate with peak position, and songs can sustain popularity even without reaching the top. Steady engagement, radio play, and fan loyalty may drive this consistent chart presence, demonstrating that a song's impact is not defined solely by its peak ranking.

Recommendations

1. For niche genres like Blues and Drum & Bass, consider creating targeted campaigns that capitalize on their dedicated fanbase or potential resurgence. Since these genres outperform mainstream ones, marketing efforts should highlight the uniqueness and loyalty of their audience. Additionally, focusing on alternative and electronic sounds, as seen with Metal, Techno, and Indie, can help tap into the growing appeal of these genres. Pop's lower rank may reflect diverse consumption habits, so efforts should be made to track shifts in pop culture trends and listener preferences.
2. Embrace nostalgia and trends to drive streaming success. Focus on years with streaming peaks (e.g., 1995, 1999, 2008, 2012, and 2024) as these periods produced highly popular songs. Viral hits and renewed interest seem to play a major role in the resurgence of certain years, so leveraging these trends could help boost releases. While 2020–2024 showed a dip, the rise in 2024 suggests that capturing viral moments could help reverse the trend.
3. The narrow gap in lifetime streams between the top 7 artists signals the importance of fan retention and sustained engagement. Rather than focusing solely on viral moments, strategies to foster long-term loyalty are essential. Continued fan engagement through social media, live performances, and fan-focused content will be crucial to maintaining dominance in the streaming space.

4. The demand for high-energy music is clear, as seen with Jay Zenith's intense music leading in both engagement and streaming. This suggests that focusing on high-energy tracks that resonate with fans seeking adrenaline-pumping music could be a successful strategy. Additionally, artists like Bass Surge and Horizon Flow, who share a similar high-energy style, should capitalize on their appeal by emphasizing the energetic and dynamic elements of their music.
5. Given the influence of TikTok on virality, artists should create content specifically tailored for the platform, emphasizing shareability and trends. The close scores in TikTok virality among the top artists indicate that creating viral, trend-driven music is crucial for success. TikTok's role in amplifying an artist's reach cannot be overstated, so strategies for content creation should be aligned with platform trends.
6. Genres like Indie, which combine Acousticness, Danceability, and Energy, are thriving in the streaming world. Artists should consider balancing these attributes to create a unique sound that resonates with a wide audience. Since each genre has a different balance of these characteristics, understanding what defines the unique sound of each genre will be key to appealing to its core audience.
7. The longevity of songs on the chart, regardless of peak position, suggests that sustained popularity matters more than a single charting moment. Marketing strategies should focus on keeping songs in public consciousness, whether through radio play, streaming playlists, or fan engagement. Lower-ranked songs that stay relevant for longer periods could be valuable assets in a music strategy focused on sustained success over short-lived chart-topping moments.

Analysis Techniques Used in Excel

- Pivot Tables were used to group and analyze data by genre, release year, artist, and streaming metrics, helping to uncover trends and patterns.
- Line and Bar Charts were created to visualize streaming fluctuations over time, making it clear which years and genres produced the highest streams and why.

Post-Analysis and Insights

Key Findings

(Genre)

1. Blues music has amassed 100B lifetime streams, with fluctuations in streaming trends between 1990 and 2025. Significant peaks occurred in 2005 and 2008 with 4.7B and 5B streams, but releases from 2004, 2011, and 2015 saw lower streams. Luna Nova leads in TikTok popularity and energy, followed by Samantha Lee, Shadow Beats, and Celestial Harmony. Peak chart positions varied, with ranks 5 and 10 holding for four weeks.
2. Drum & Bass accumulated 99B lifetime streams, with songs from 2015 seeing the highest streams at 6.7B. The genre has seen a decline in streams from 2023-2025. Urban Rhapsody dominates in TikTok virality and energy, followed by Ava & The Ocean. Lifetime streams peaked at 7.1B for Urban Rhapsody.
3. The Metal genre accumulated 91.7B lifetime streams, with notable peaks in 2007 and 1991. Luna Nova leads in TikTok virality and energy, and also tops lifetime streams at 9.5B. Releases from 2025 show an increase in streaming, reaching 3.1B so far.
4. Techno reached 94.6B lifetime streams, with a peak in 2014 at 5.6B. Since 2019, streaming has grown steadily. Bass Surge and Neon Vortex lead in TikTok virality, with Electro Pulse dominating lifetime streams at 6.9B.
5. Indie amassed 93.8B lifetime streams, with peaks in 1993 and 2015. Urban Rhapsody and Horizon Flow led in TikTok virality and energy, with Urban

Rhapsody also leading lifetime streams at 7.6B. Long-term success in Indie is not always tied to peak chart positions.

6. Pop accumulated 92.3B lifetime streams, with strong performances in 1996 and 2011. Bass Surge and Horizon Flow led in TikTok virality, with the highest lifetime streams tied between Bass Surge and Horizon Flow at 7.2B. Chart longevity for Pop songs is short, with top rankings lasting only one to two weeks.
7. Lo-Fi music reached 90.1B lifetime streams, with strong performances from 2017 and 2011. Recent releases are gaining popularity. Samantha Lee leads in TikTok virality and lifetime streams (9.3B), with Sofia Carter having the lowest at 4.7B.
8. Reggae amassed 89.5B lifetime streams, with standout years including 2002, 2004, and 2007. Sofia Carter leads in lifetime streams (8.6B), while The Midnight Howl has the lowest at 4.6B. Chart longevity is often brief, with the top four songs staying for only one week.
9. Country reached 88.9B lifetime streams, with peaks in 1999 and 2012. Liam Harper leads with 6.4B streams, followed closely by Jay Zenith at 6.1B. Chart longevity for Country songs was brief, with ranks 2 and 4 holding for four weeks each.
10. Punk music accumulated 87.5B lifetime streams, with peaks in 1991, 1993, and 1995. Bass Surge and Celestial Harmony led in TikTok virality and energy. The top songs stayed on the chart for 1-5 weeks, with ranks 6 and 8 holding for the longest at five weeks.

(Artist)

1. Jay Zenith's dominant genre is pop, contributing 7B lifetime streams, followed closely by R&B with 6.8B streams. His weakest-performing genre is Drum & Bass, with 5.6B lifetime streams. Overall, he has amassed an impressive 110.5B lifetime streams. His top 10 songs on the weekly chart have varied longevity, staying between 1 to 5 weeks. This indicates strong initial impact but varying long-term retention, suggesting opportunities to enhance sustained engagement through strategic promotion and playlist placements.
2. Bass Surge's top-performing genre is Punk, with 7.3B lifetime streams, followed closely by Pop at 7.2B. His lowest-performing genre is R&B, with 4.5B lifetime streams. Overall, he has accumulated 104.6B lifetime streams. In terms of musical attributes, Country and Techno stand out as his strongest genres based on acousticness, danceability, and energy. His top 10 songs have an average chart longevity of 1 to 4 weeks, highlighting strong but short-lived momentum in rankings.
3. Luna Nova excels in Blues and Metal, amassing 10.98B and 9.5B lifetime streams, respectively, while House remains her weakest genre with 4.7B streams. Her total lifetime streams stand at 102B. Blues and Metal also lead in acousticness, danceability, and energy, reinforcing her core strengths. Her top 10 ranked songs maintain chart presence for 2-4 weeks, highlighting strong but time-sensitive traction.
4. The Midnight Howl's strongest genre is Latin, leading with 8B lifetime streams, followed by K-pop at 7.2B. Jazz is their weakest, with 4.8B streams. Their total lifetime streams stand at 101.1B. Analyzing energy, acousticness, and

danceability, their best-performing genres include K-pop, Indie, EDM, and Latin. Their top-charting songs remain on the charts for 1-6 weeks.

5. Sofia Carter excels in Reggae and R&B, with Jazz being her lowest-performing genre. Her total lifetime streams stand at 100.8B. Based on danceability, acoustiness, and energy, Reggae and Point Rock are among her strongest genres. Her top 10 ranked songs typically remain on the charts for 1 to 5 weeks.

Comparison with Initial Findings

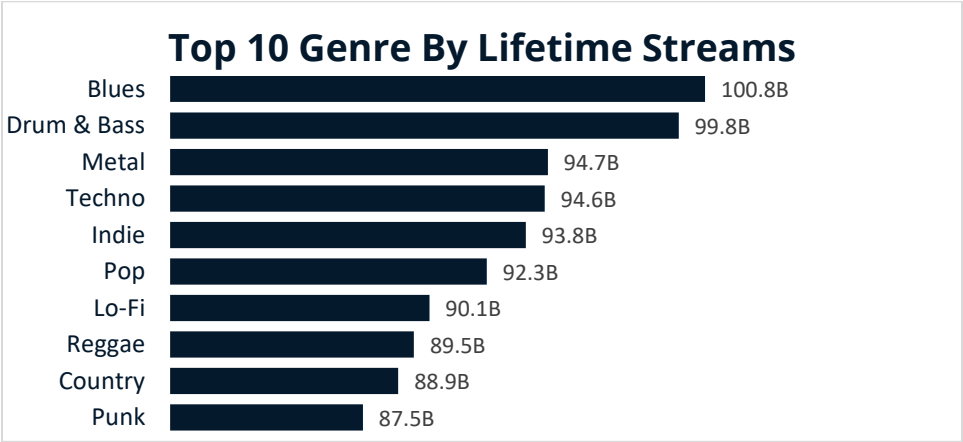
1. The initial findings highlighted unexpected dominance by Blues (100.8B) and Drum & Bass (99.8B), suggesting a strong dedicated audience or recent revival. In the analysis, Blues dominated with 100B lifetime streams and Drum & Bass with 99B, confirming this trend. However, Pop, which ranked lower than expected in the initial findings (92.3B), showed similar results, possibly due to shifting listener habits. Punk, which was predicted to have a smaller fanbase, ranked the lowest with 87.5B lifetime streams, reflecting its niche status, aligning with initial assumptions.
2. The initial findings identified fluctuations in streaming trends across years, with peaks in certain years (e.g., 1995, 1999, 2008, 2012, and 2024). The analysis shows similar results, with years like 2005, 2008, and 2024 having higher streams for Blues, Drum & Bass, and Metal, indicating that certain years produced highly successful releases. However, recent years (2020–2024) show a decline, aligning with the expectation of fluctuations in recent trends, with 2024 showing a sharp rise in some genres like Reggae and Punk.
3. The initial findings noted Jay Zenith leading with 110.5B streams, followed by Horizon Flow and Bass Surge. In the analysis, artists like Luna Nova, Samantha Lee, and Sofia Carter were top performers, with Luna Nova leading in multiple

genres and lifetime streams. The small differences in streaming between these top artists show that the competition is tight, and the new findings reflect this competitive nature, though Jay Zenith did not lead in this updated analysis.

4. The initial findings indicated that Jay Zenith had the highest energy score at 274, followed by Bass Surge and Horizon Flow. In the analysis, Bass Surge and Neon Vortex lead in TikTok virality and energy for Techno and Punk, showing a slight shift in the focus on energy levels. Luna Nova, Samantha Lee, and others also lead in energy across genres, aligning with the expectation that high energy correlates with greater engagement.
5. The initial findings mentioned Jay Zenith as the leader in TikTok virality, with Bass Surge and Horizon Flow close behind. The analysis supports this, with Luna Nova topping TikTok virality in Blues and other genres. This suggests a strong alignment with TikTok-driven popularity, although newer artists like Samantha Lee also showed significant virality, indicating a shift toward newer influencers in the TikTok space.
6. The initial findings observed that Indie had the highest combined score of Acousticness, Danceability, and Energy, followed by Blues and Drum & Bass. In the analysis, Indie was still a top performer in terms of balancing energy, but Blues showed strong danceability and TikTok virality, making it a genre with unique appeal. Drum & Bass was also prominent for its high-energy tracks, aligning with the initial findings of high intensity in these genres.
7. The initial findings highlighted that lower-ranking songs had greater longevity on the chart, with ranks 5, 8, and 10 staying for a longer time than the top positions. The analysis also reflects this, with Blues, Drum & Bass, and Metal songs at positions 5 and 10 having longer chart durations, confirming that chart longevity does not always correlate with top positions.

Data Visualizations & Charts

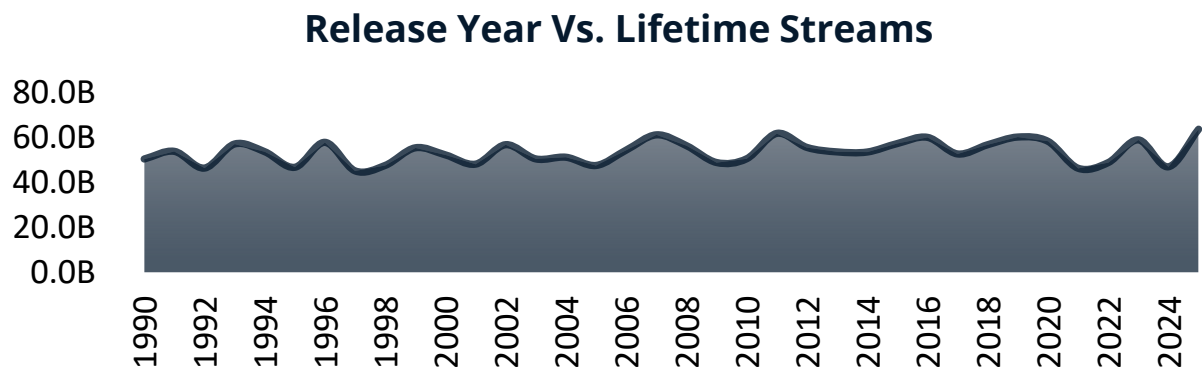
1. Top 10 Genre Vs. Lifetime Streams



Explanation

Blues had the most lifetime streams with 100.8B streams, next is Drum & Bass with 99.8B streams. While Punk has the least streams with 87.5B lifetime streams

2. Release Year Vs. Lifetime Streams

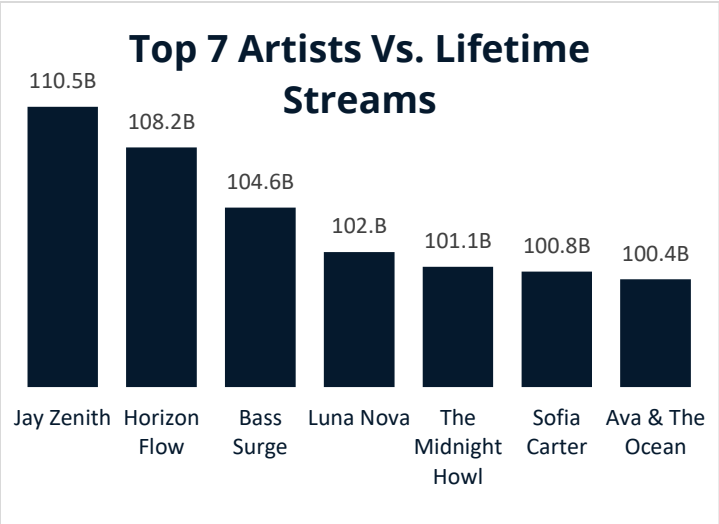


Explanation

The chart shows fluctuating lifetime streams across different release years, with no clear upward or downward trend. Older songs (pre-2000) still have strong streams, suggesting sustained popularity. Peaks around 1995, 1999, 2008, 2012, and 2024 indicate that certain years produced highly streamed songs.

Recent years (2020–2024) show a dip followed by a sharp rise in 2024, possibly due to viral hits or renewed interest. Some fluctuations suggest that not all release years yield long-term successful songs.

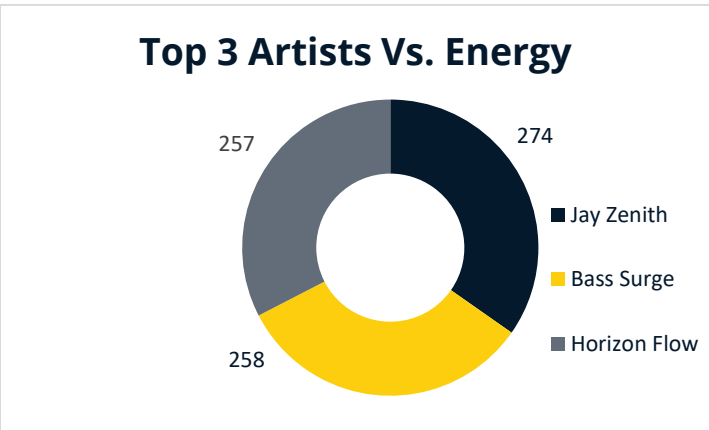
3. Top 7 Artists Vs. Lifetime Streams



Explanation

Jay Zenith has the highest streams, grossing 110.5B, followed by Horizon flow, with 108.2B streams. The least performing artist based on lifetime streams is Ava & The Ocean, with 100.4B

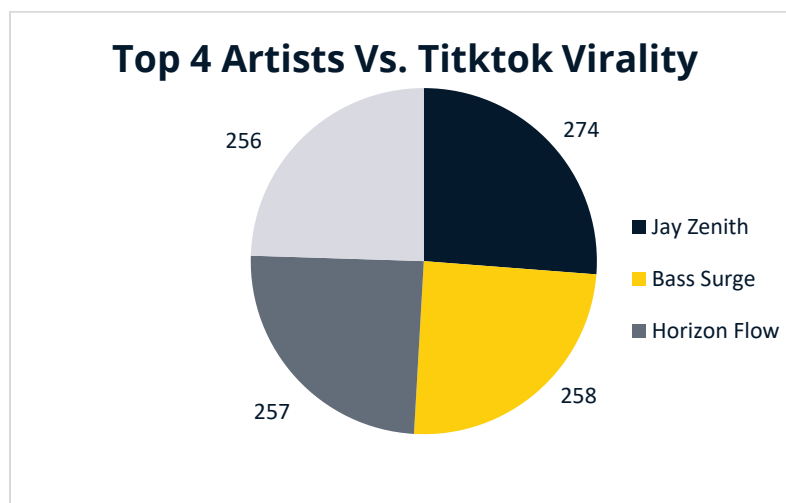
4. Top 3 Artists Vs. Energy



Explanation

Jay Zenith's songs have the highest energy score at 274, making them the most intense and dynamic. Bass Surge (258) and Horizon Flow (257) follow closely, indicating a similarly high-energy style. The narrow gap between Bass Surge and Horizon Flow suggests they share a comparable upbeat and powerful sound, while Jay Zenith stands out with even greater intensity, possibly appealing to fans of high-energy, adrenaline-pumping music.

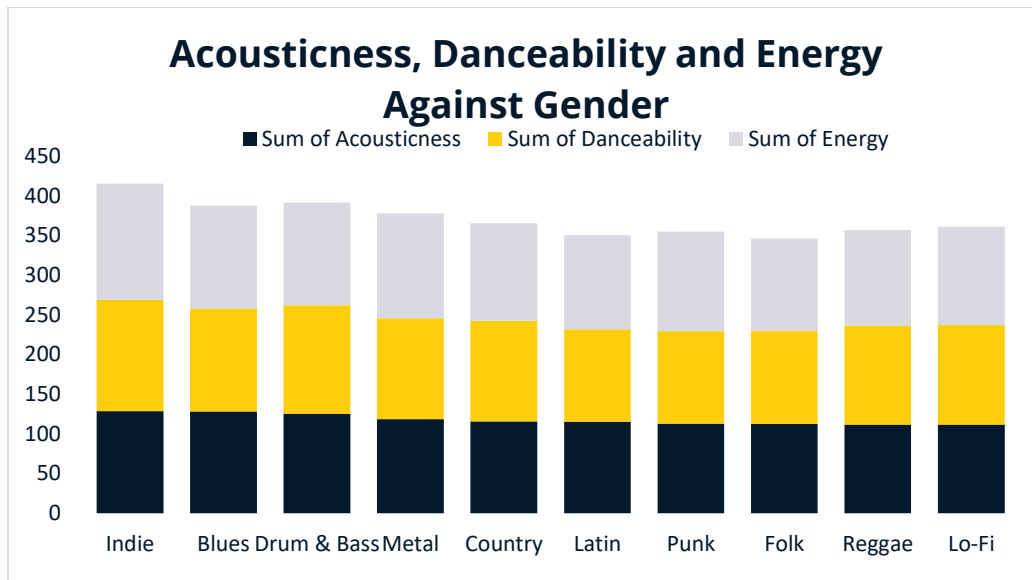
5. Top 4 Artists Vs. Tiktok Virality



Explanation

Jay Zenith leads in TikTok Virality with a score of 274, indicating a strong presence on the platform. Bass Surge (258) and Horizon Flow (257) follow closely, showing their music also resonates well with viral trends. Celestial Harmony (256) is just behind, suggesting a competitive landscape where multiple artists are driving engagement. The small differences in scores highlight that these artists have mastered the formula for creating highly shareable, trend-driven music on TikTok.

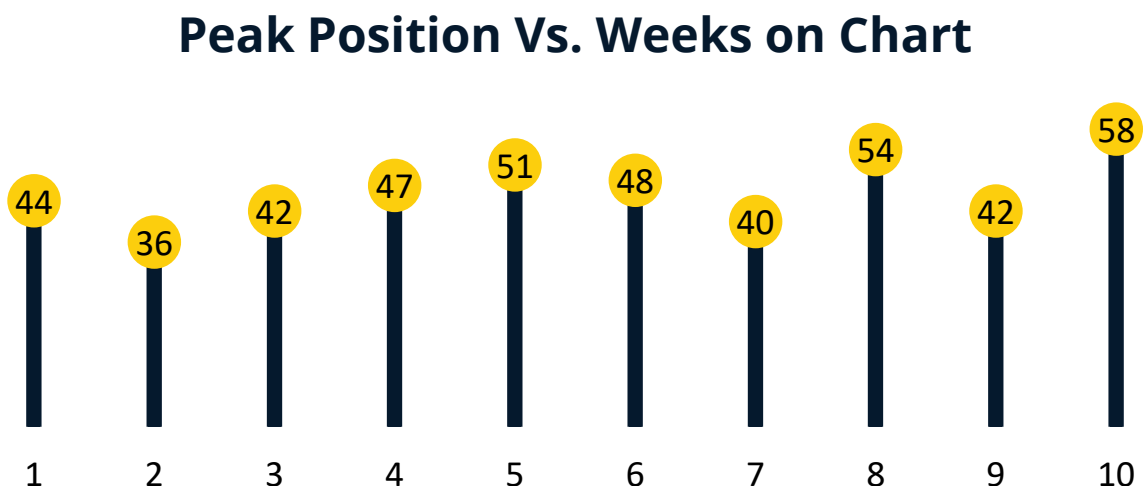
6. Acousticness, Danceability and Energy Against Gender



Explanation

The chart compares Acousticness, Danceability, and Energy across different music genres. Indie has the highest combined total, followed by Blues and Drum & Bass, indicating a balance of these attributes. Acousticness (dark bars) remains fairly consistent across genres, suggesting a stable presence of organic instrumentation. Danceability (yellow bars) is also uniform, implying similar rhythmic appeal across styles. Energy (light bars) varies slightly, with some genres like Indie and Drum & Bass showing higher intensity.

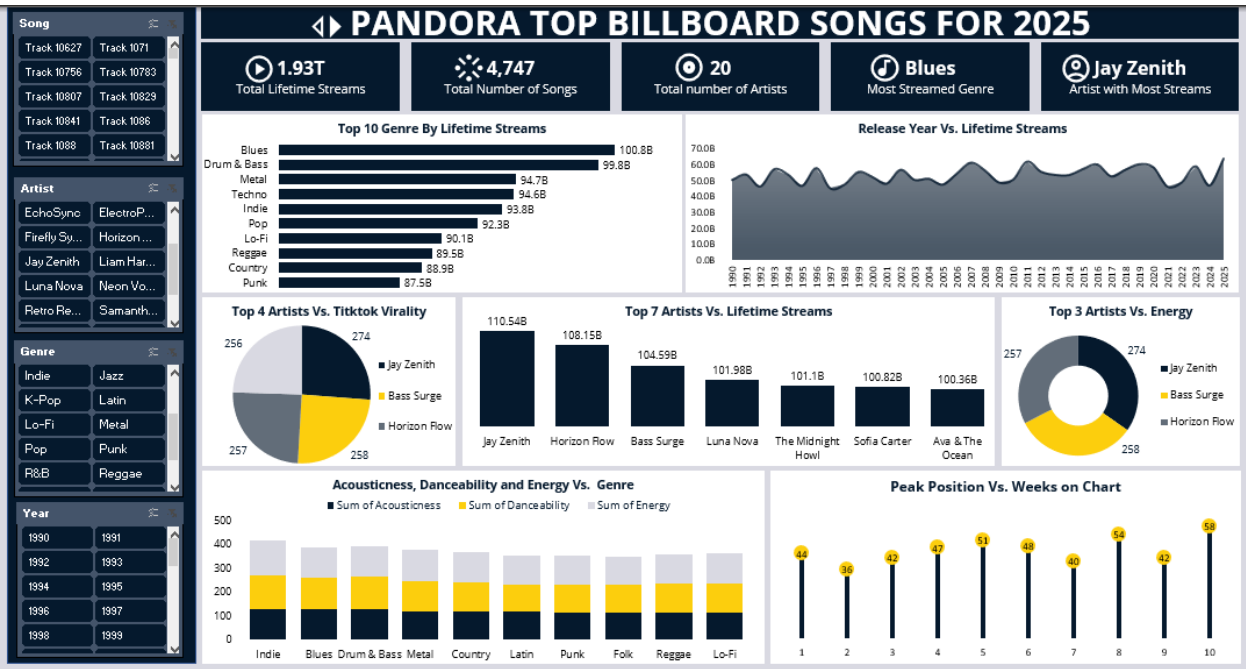
7. Peak Position Vs. Weeks on Chart



Explanation

While the number one position lasted 44 weeks, the second spot had the lowest duration (36 weeks). Peaks at positions 5 (51 weeks), 8 (54 weeks), and 10 (58 weeks) suggest that mid and lower-ranking songs often have greater longevity than higher-ranked ones. The fluctuating pattern indicates that chart longevity does not always correlate with peak ranking, implying that some lower-ranked songs maintain steady popularity despite not reaching the top.

8. Final Dashboard



Recommendations and Observations

Actionable Insights

(Genre)

1. To boost Blues music streaming, artists should focus on reviving interest in recent releases by leveraging social media trends, particularly TikTok, where Luna Nova excels. Collaborations with trending artists and strategic playlist placements can increase visibility. Since past peaks occurred between 2005-2008, remastering or re-releasing classic hits may attract nostalgic listeners. Additionally, engaging audiences through live performances, interactive campaigns, and exclusive content can sustain interest. Given the decline in streams post-2021, targeted marketing and innovative promotion strategies are needed to reignite engagement and ensure newer releases gain traction in an evolving digital landscape.

2. To revitalize Drum & Bass streaming, artists should capitalize on TikTok virality by creating engaging challenges and collaborations, especially leveraging Urban Rhapsody's influence. Given the strong performance of 2015 releases, revisiting similar production styles or remixing older hits could reignite interest. The decline in streams post-2023 suggests a need for fresh marketing strategies, such as influencer partnerships and festival appearances. Additionally, ensuring playlist placements on major streaming platforms can boost longevity. Since top-ranking songs had short chart durations, sustained engagement efforts, including live sessions and fan interactions, can help maintain momentum and extend their presence on the charts.

3. To boost Metal streaming, artists should leverage social media trends, especially TikTok, where Luna Nova and Samantha Lee excel. Revisiting successful styles from 2007 and 1991 could reignite interest, while remixing or re-releasing classics may attract both old and new listeners. Since 2024 releases saw moderate engagement, stronger

promotional efforts, including exclusive content and live performances, can drive momentum. Given the short chart longevity (1–6 weeks), sustained marketing through playlist placements, influencer collaborations, and fan-driven campaigns is crucial. Expanding into gaming soundtracks and festival circuits can also help grow Metal's audience and streaming presence.

4. To sustain Techno's streaming growth, artists should capitalize on the rising trend since 2019 by releasing high-energy tracks that align with audience preferences. Leveraging TikTok virality through challenges and collaborations with influencers can boost engagement. Since past hits peaked in 2014, revisiting similar production styles or remixing classics may attract both old and new listeners. Longer chart presence is crucial, so strategic playlist placements, festival performances, and interactive fan campaigns can enhance visibility. Given Firefly Symphony's lower streams, emerging artists can differentiate by experimenting with unique sounds, while top performers should maintain consistency in viral, high-energy music.

5. To sustain Indie's success, artists should analyze what made 1993 and 2015 releases peak and incorporate similar elements in modern productions. Leveraging TikTok trends can enhance virality, as seen with Urban Rhapsody and Horizon Flow. Since lower-ranked songs had longer chart presence, focusing on longevity strategies like curated playlist placements, fan engagement campaigns, and consistent content drops may help. Neon Vortex and Electro Pulse should explore collaborations with high-performing artists to boost visibility. Additionally, given the 2021 dip, targeted marketing efforts and refreshed branding could reignite interest in recent releases and sustain steady streaming growth.

6. To maximize Pop music's streaming potential, stakeholders should analyze what made 1996 and 2011 releases successful and apply similar strategies to modern productions. Given the underperformance of 2008, 2017, and 2021 releases, refining promotional campaigns and leveraging data-driven insights can help boost engagement. Artists like Bass Surge, despite low TikTok virality, should focus on social media trends to enhance visibility. Since top-ranked songs had shorter chart durations, investing in long-term playlist placements, influencer collaborations, and fan-driven challenges can sustain momentum. Labels and producers should emphasize dynamic marketing strategies to maintain consistent performance across different release periods.

7. To capitalize on Lo-Fi music's steady growth, stakeholders should prioritize promoting recent releases through digital platforms, as newer songs are gaining momentum in lifetime streams. Investing in artists like Samantha Lee and Ava & The Oceans, who lead in both TikTok virality and lifetime streams, can drive engagement. Given TikTok's influence, collaborations with viral creators can enhance visibility. Streaming platforms should curate Lo-Fi playlists featuring top-performing and emerging artists to boost discovery. Additionally, marketing efforts should target peak-performing years (2017, 2011) to revive interest in similar sounds. Finally, improving longevity strategies can help sustain songs on charts beyond short-term peaks.

8. To sustain growth, stakeholders should analyze past successes, modernize reggae's appeal, enhance TikTok marketing, and optimize chart longevity through playlisting, remixes, and fan engagement strategies.

9. To boost country music's streaming performance, artists and labels should focus on sustaining viral engagement, leveraging TikTok trends, and optimizing energy levels in new releases. Given the success of 1999 and 2012 tracks, studying their elements can help replicate hit-making formulas. Underperforming years like 1992 and 2024 suggest the need for better promotional strategies. Liam Harper's strong streaming numbers

indicate that storytelling and authenticity resonate well with audiences. Additionally, ensuring longer chart presence requires strategic release timing, playlist placements, and targeted marketing. Expanding digital reach and collaborations with trending artists could further enhance the genre's streaming growth.

10. To boost Punk Music streaming, stakeholders should leverage nostalgia by reviving classic hits through remasters and curated playlists. Artists should enhance their TikTok presence to drive engagement and virality. Strategic release planning with high-energy performances and collaborations with influencers can increase reach. Additionally, ensuring sustained audience engagement through live shows, social media interactions, and targeted playlist placements can help maintain chart longevity and maximize streaming success.

(Artist)

1. To maximize Jay Zenith's streaming potential, stakeholders should focus on strengthening long-term engagement, especially in high-performing genres like pop and R&B. Expanding his presence on curated playlists and securing more placements in viral trends can enhance retention. For Drum & Bass, targeted collaborations and remixes may boost appeal. Additionally, extending chart longevity requires strategic release timing, music video rollouts, and interactive fan engagement on platforms like TikTok.

2. To amplify Bass Surge's impact, industry stakeholders should refine genre-specific strategies. Strengthening his dominance in Punk and Pop through exclusive collaborations, limited edition releases, and fan-driven activations can enhance loyalty. His weaker R&B presence can be boosted with high-profile features and crossover remixes. Expanding his Techno and Country appeal through festival circuits and immersive live experiences will attract diverse audiences. Chart longevity can improve with data-driven release cycles, AI-powered playlist optimization, and viral micro-content campaigns. A multi-platform strategy, integrating streaming analytics and social engagement insights, will drive sustained visibility and long-term commercial success.

3. To maximize Luna Nova's strengths, stakeholders should focus on strategic releases in Blues and Metal, leveraging their high engagement. Expanding her presence in House through collaborations with top-performing artists in the genre could boost weaker areas. Enhancing longevity on the charts requires sustained promotional efforts, including exclusive content, playlist placements, and fan-driven campaigns. Given her success in high-energy and danceable tracks, targeting live performances, festival circuits, and sync deals in films and gaming can further expand her reach and revenue streams.

4. To maximize success, stakeholders should focus on strengthening their presence in high-performing genres like Latin and K-pop through strategic collaborations, playlist placements, and regional marketing. Expanding Jazz's appeal through modern fusion elements and cross-genre experimentation could boost engagement. Leveraging their strong energy, acousticness, and danceability across Indie and EDM can create viral opportunities. Additionally, optimizing release timing and promotional strategies to extend chart longevity beyond six weeks will enhance visibility.

6. To maximize Sofia Carter's success, labels and producers should focus on Reggae and R&B, leveraging their strong engagement. Expanding into Point Rock could further boost her reach. Jazz's lower performance suggests reevaluating marketing strategies or collaborations in that genre. Playlist curators should prioritize her top-performing songs for extended visibility. Additionally, maintaining momentum through TikTok and streaming promotions can enhance chart longevity and audience retention.

Optimizations or Business Decisions

1. Enhanced Social Media and TikTok Strategy

Given the influence of TikTok across most genres, brands and artists should reallocate resources to develop highly shareable content, specifically targeting genres with high virality such as Blues, Drum & Bass, and Metal. Integrating influencer partnerships and viral challenges will strengthen engagement.

2. Strategic Playlist Placement and Remastering

Collaborating with streaming platforms to ensure prominent playlist placements can sustain engagement for high-performing genres. Additionally, re-releasing or remastering successful tracks from past peak years will capitalize on nostalgic appeal and can expand reach.

3. Fan Engagement and Interactive Campaigns

Stronger fan-driven campaigns across social platforms should be integrated to increase long-term listener engagement. Consider launching exclusive content, live virtual performances, and interactive fan challenges to sustain streaming growth.

4. Diversify Release Strategies for Underdog Genres

Genres like Pop, Reggae, and Punk, which have experienced declines, can benefit from cross-genre collaborations and strategic rebranding. Investing in fresh promotional strategies will help rejuvenate these genres.

5. Maximizing Streaming Revenue

Artists and labels should focus on optimizing release timing and utilizing data-driven marketing tools to extend the longevity of chart-topping songs. Ensuring a consistent presence on both streaming platforms and social media will help maintain long-term visibility.

Unexpected Outcomes

1. Pop's Underperformance Despite High Lifetime Streams

While Pop songs maintain strong lifetime streams, their lower chart performance in recent years, particularly from 2008, 2017, and 2021, was unexpected. This indicates that audience preferences may be shifting towards niche genres. This discrepancy suggests a need for revised promotional strategies to regain lost traction and explore subgenres that might appeal to emerging trends.

2. Drum & Bass Decline Post-2023

Despite strong performances in 2015, Drum & Bass has seen a decline in streams after 2023. This could be due to changing tastes, genre saturation, or evolving cultural trends. Reverting to older production styles, collaborating with viral influencers, and experimenting with new cross-genre fusion may help breathe new life into the genre.

Conclusion

Key Learnings

1. Social Media Influence

The role of TikTok in driving virality across multiple genres is undeniable. Strategies involving collaborations with trending artists, influencers, and viral challenges have proven to be essential in boosting streaming numbers, particularly in genres like Blues, Drum & Bass, Pop, and Lo-Fi.

2. Nostalgia and Genre Resurgence

Many genres, such as Punk and Blues, can benefit from remastering or re-releasing classic hits to capitalize on nostalgic appeal. Revisiting successful past years (e.g., 2005-2008 for Blues, 2015 for Drum & Bass) and blending them with modern production styles has the potential to attract both old and new audiences.

3. Longevity vs. Virality

The analysis revealed that long-term chart presence is often more valuable than immediate viral success. Genres like Indie and Lo-Fi exhibit extended engagement, suggesting that curated playlists, fan interactions, and consistent content drops are critical to sustaining streaming growth.

4. Tailored Promotional Campaigns

Genres like Reggae and Techno, despite having significant growth potential, require more targeted marketing strategies, such as cross-genre collaborations and unique sound experimentation, to stand out in a competitive digital landscape.

Limitations

1. Data Availability and Scope

The analysis heavily relied on available streaming data, which may be limited in scope. For example, streaming performance in specific regions or more granular audience behavior data might not have been fully captured, potentially limiting the insights regarding niche audiences or smaller market trends.

2. Data Quality

While trends were analyzed across genres, the quality of data, such as consistency in metadata or the granularity of artist-level data, could impact the depth of insights. For instance, not all playlist placements or collaborations may be fully represented, affecting the precision of recommendations.

3. Genre Overlap

Some genres have strong overlap, especially in tracks that appeal to fans of multiple genres (e.g., Pop and Punk). The cross-genre impact was difficult to quantify fully, which might have led to generalized suggestions that could be more tailored.

Future Research

1. Audience Segmentation

Future analysis should explore audience segmentation within genres. Understanding which demographic groups (age, location, etc.) are engaging with specific genres will provide more targeted insights. Incorporating user-level data to track long-term listening habits and preferences can refine promotional strategies.

2. Impact of Emerging Platforms

While TikTok is a dominant force, future research could investigate the role of other platforms (e.g., YouTube Shorts, Instagram Reels) in genre-specific streaming success. A comparative analysis of these platforms' impact on streaming could offer a more comprehensive view of digital music promotion.

3. Collaborative Synergies and Genre Crossovers

Analyzing cross-genre collaborations more deeply could uncover unexpected synergies that drive streaming growth. How certain genres blend together (e.g., Pop & Techno or Reggae & Lo-Fi) might reveal new potential avenues for genre-specific marketing and creative partnerships.

4. Genre-Specific Behavioral Trends

Future research could also investigate the evolution of listener behavior over time. For instance, exploring how streaming habits differ for genres with high virality versus those with more steady, long-term engagement could inform more nuanced business strategies.

5. Longer-Term Tracking of Promotional Impact

Tracking the effectiveness of promotional campaigns over time and their correlation with streaming longevity will be valuable. Understanding how specific marketing tactics (such as influencer partnerships, live performances, or remix strategies) influence streaming trends in the medium-to-long term can help refine future marketing approaches.

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