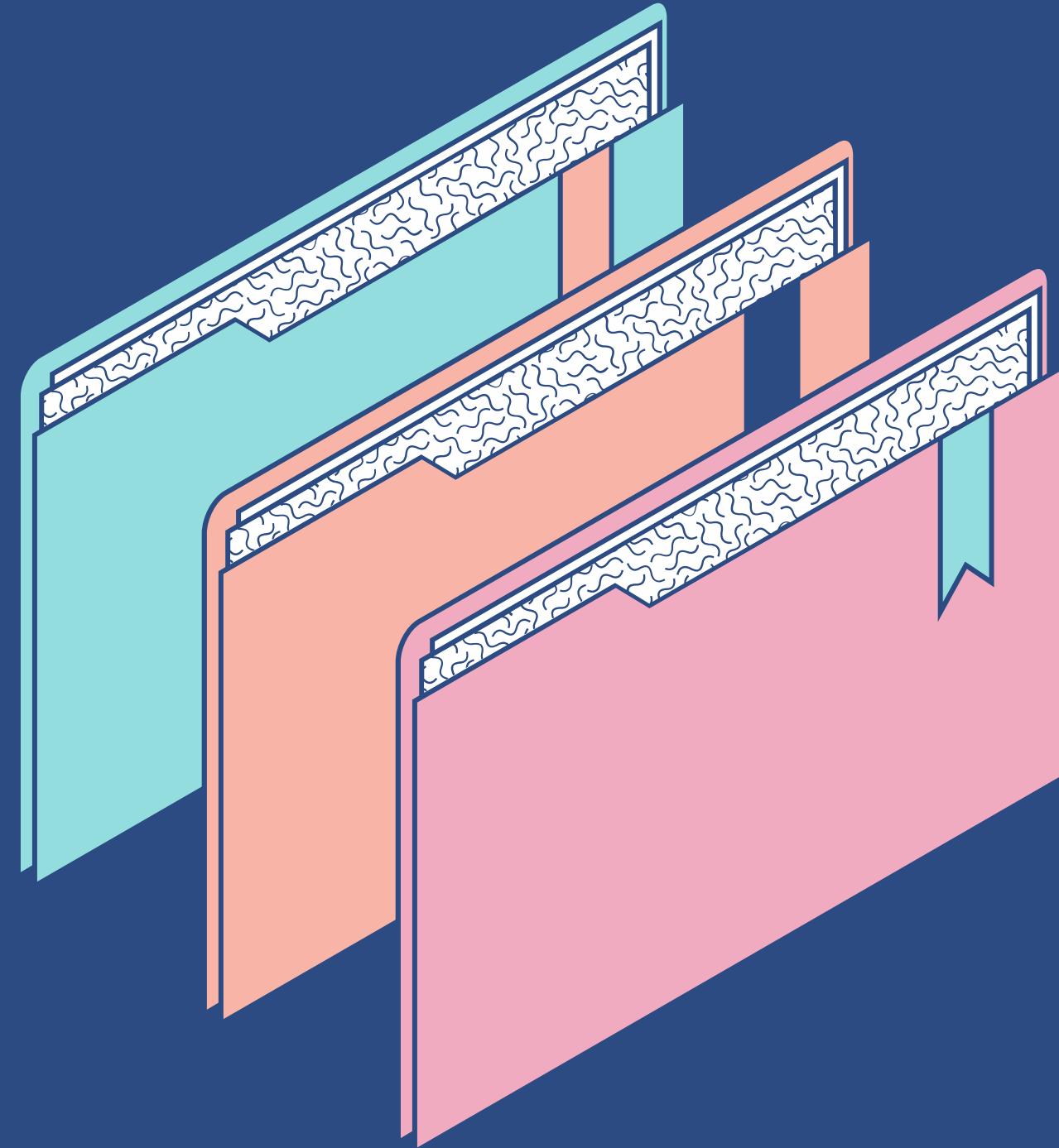


Spotify

Impacts on listening trends, artist recognition, and monetization

- Ciara Washington
- Ikran Askar
- Monique Sands
- Juan Sanchez



Agenda

KEY TOPICS DISCUSSED IN THIS PRESENTATION

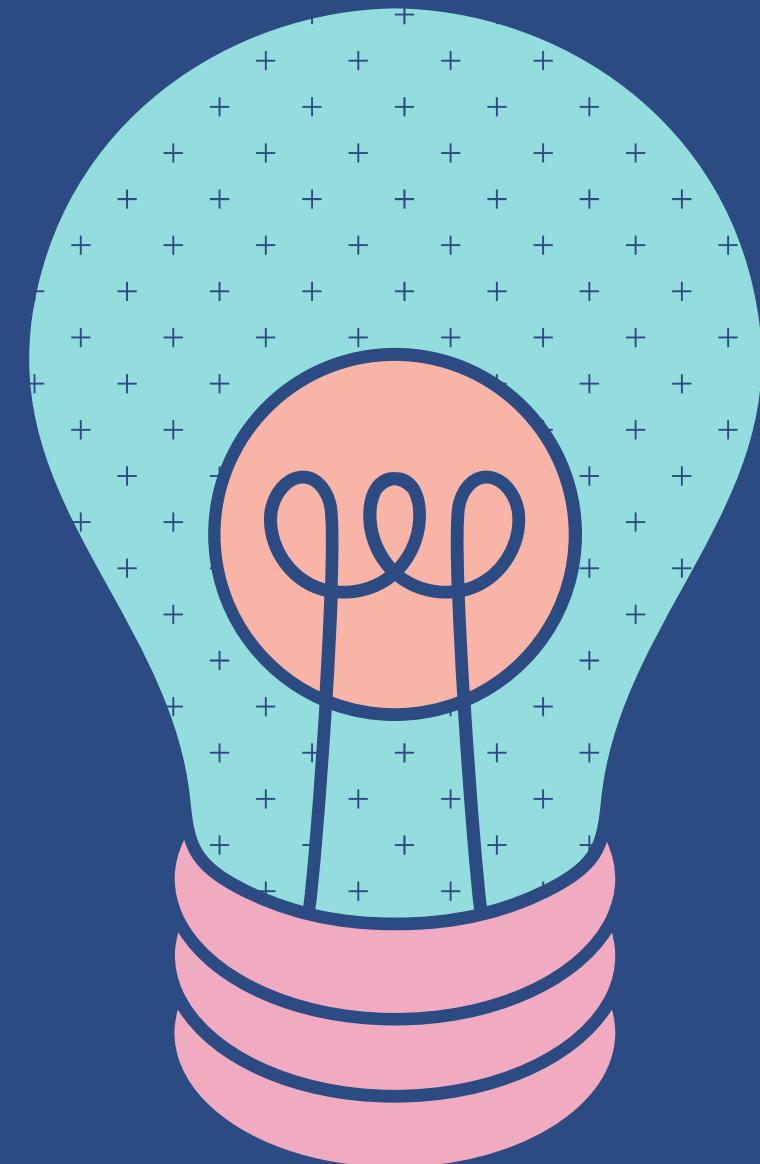
- Team introductions
- Project overview
- Seasonality and Genre Selection
- Artists Streams and Award Show Recognition
- Spotify Charts and Monetization
- Conclusion

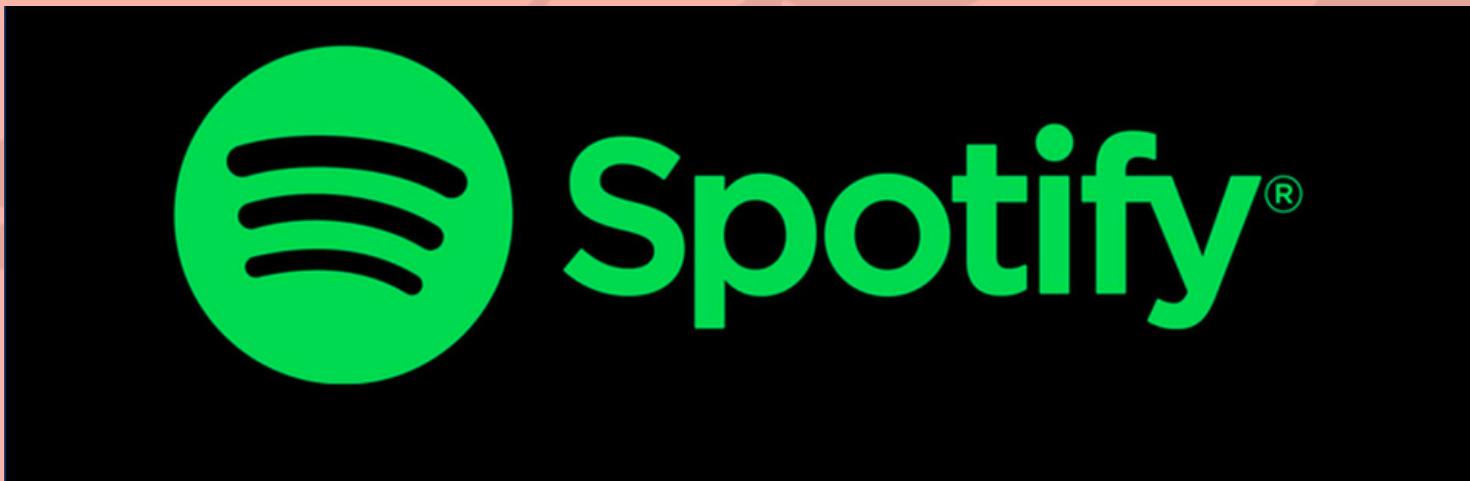
Tip: Use links to go to a different page inside your presentation.

How: Highlight text, click on the link symbol on the toolbar, and select the page in your presentation you want to connect.

Overview

Our overarching goal was to explore how Spotify streaming tendencies affect, and are affected by seasonality, award show recognition, and monetization.





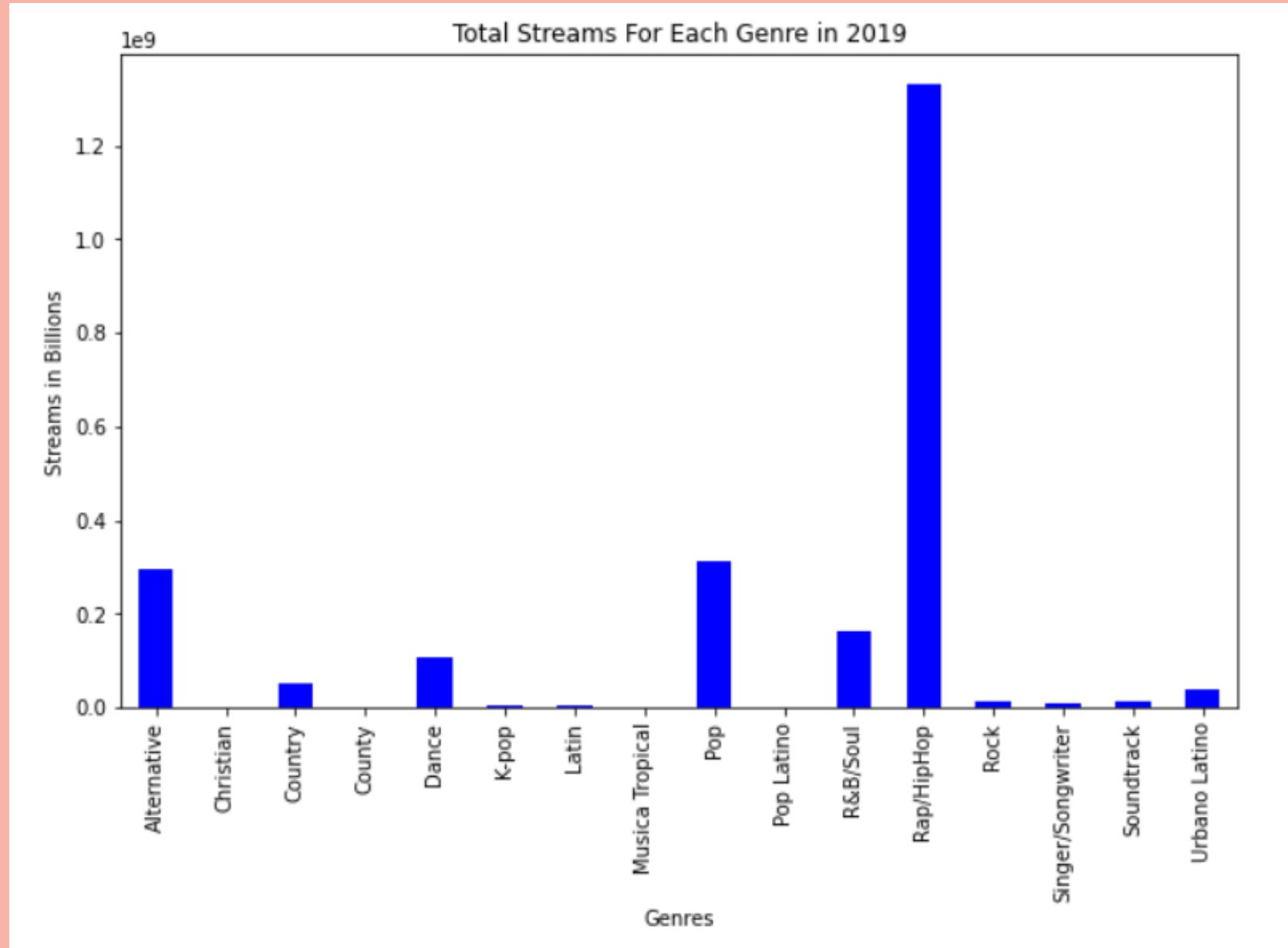
- #1 Music Streaming platform
- 433 million subscribers as of 2022
- 22% of listeners are in the United States



Seasonality and Genre Selection

*Does seasonality impact what genre of music
people listen to throughout the year?*

Total Streams of For Each Genre in 2019



Top 5 Genres

#1 Rap/HipHop 56.58%

Pop 13.38%

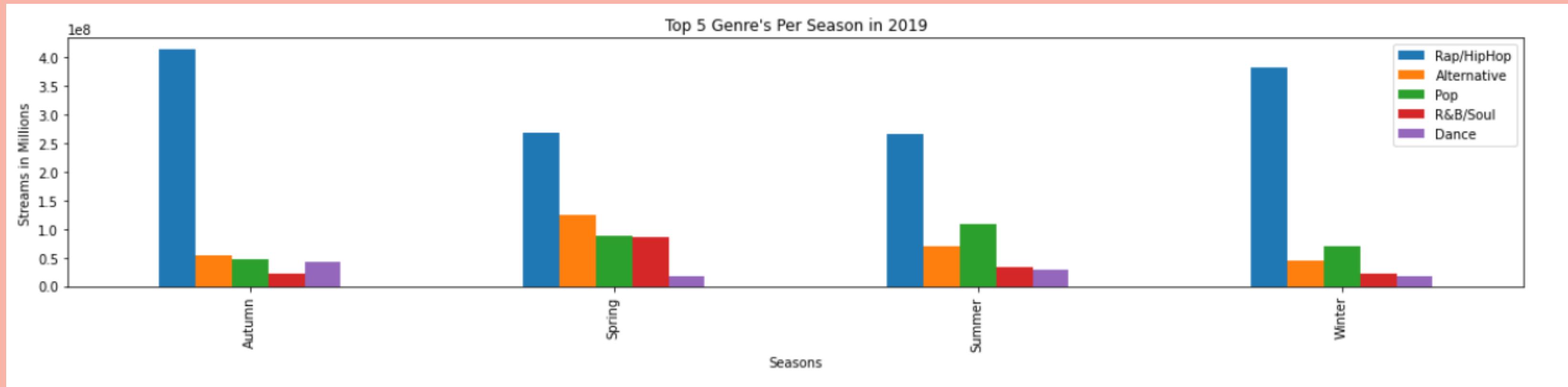
Alternative 12.59%

R&B/Soul 6.64%

Dance 4.57%

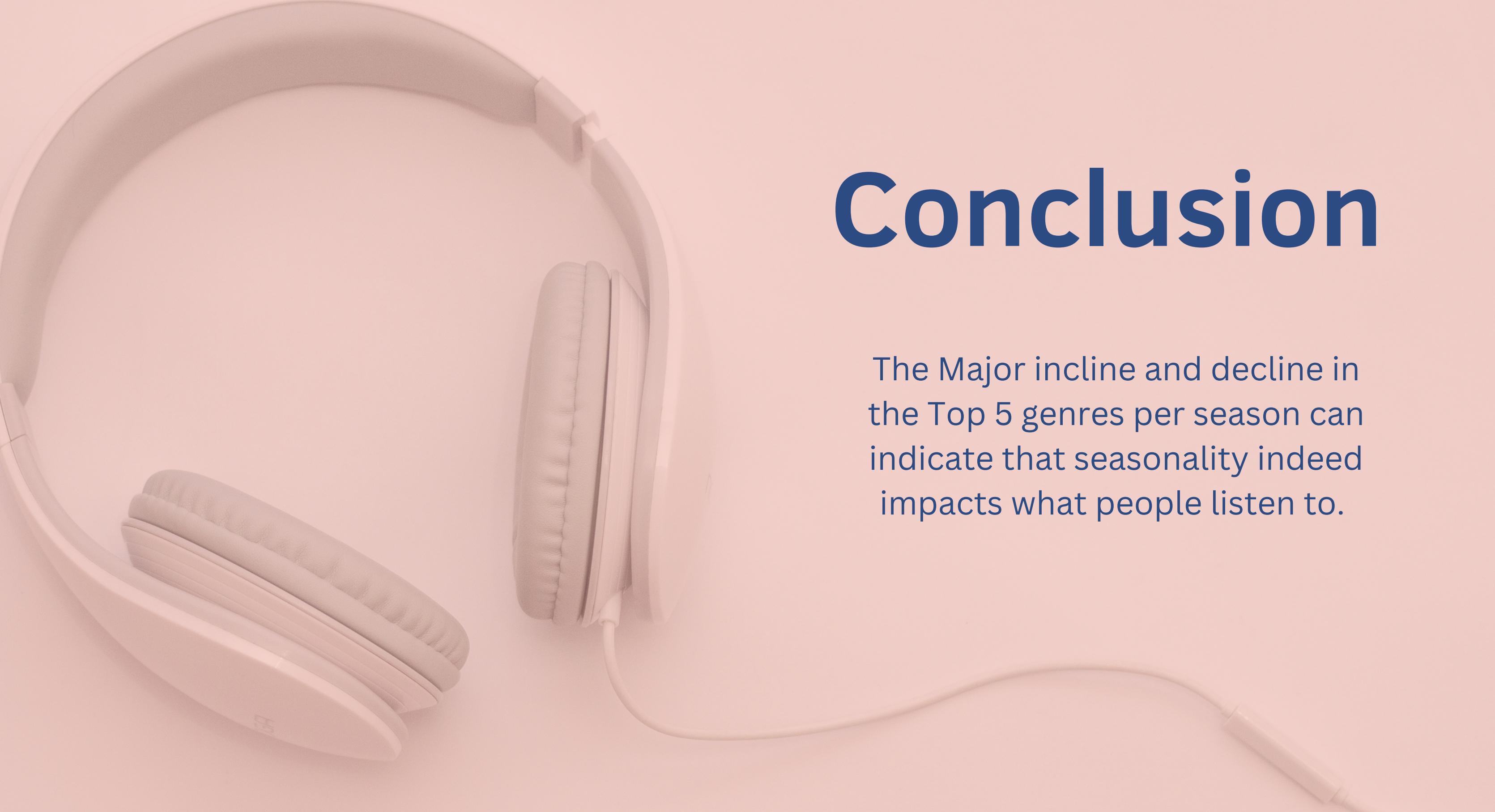
Total Streams across all Genre's = 2,350,492,289

Top 5 Genre's Per Season in 2019



- In Autumn the "Pop" category started at 7.68%, reached its peak in the Summer with a 11.8% increase then made a total decline of 7% by Winter.
- Across all seasons the "Rap/HipHop" reigns over the other genres, it makes a huge decline from Autumn to Spring by 25%

Conclusion



The Major incline and decline in the Top 5 genres per season can indicate that seasonality indeed impacts what people listen to.



Artist Spotify Streams and Grammy Recognition

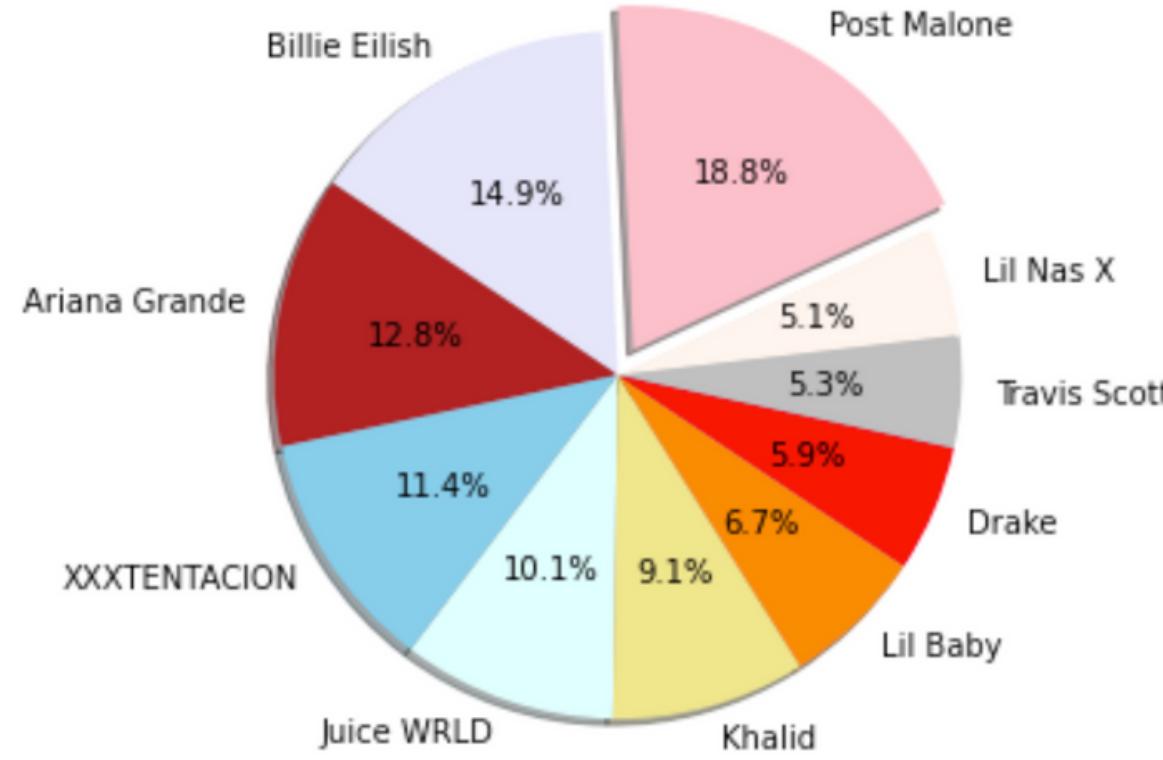


Initial Artist Spotify Findings

1



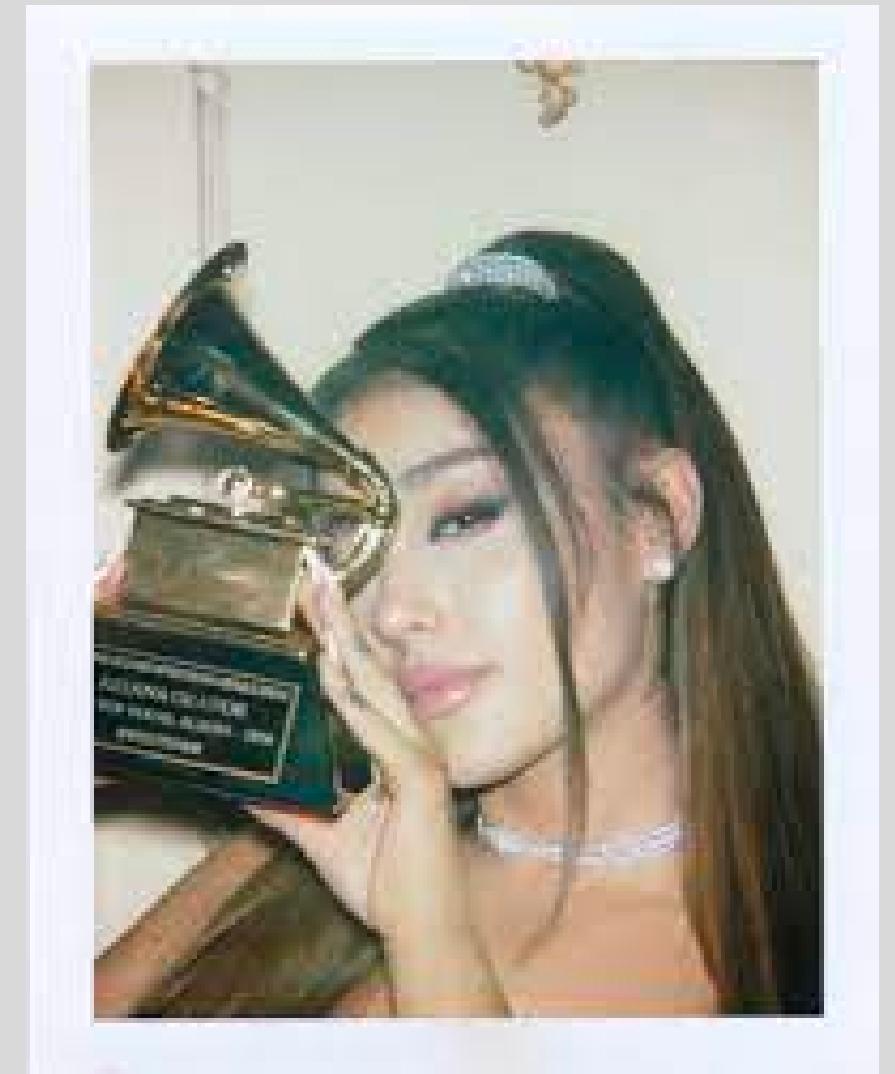
Top 10 Artists Based on Streams



2



3



Initial Spotify Song Findings



1



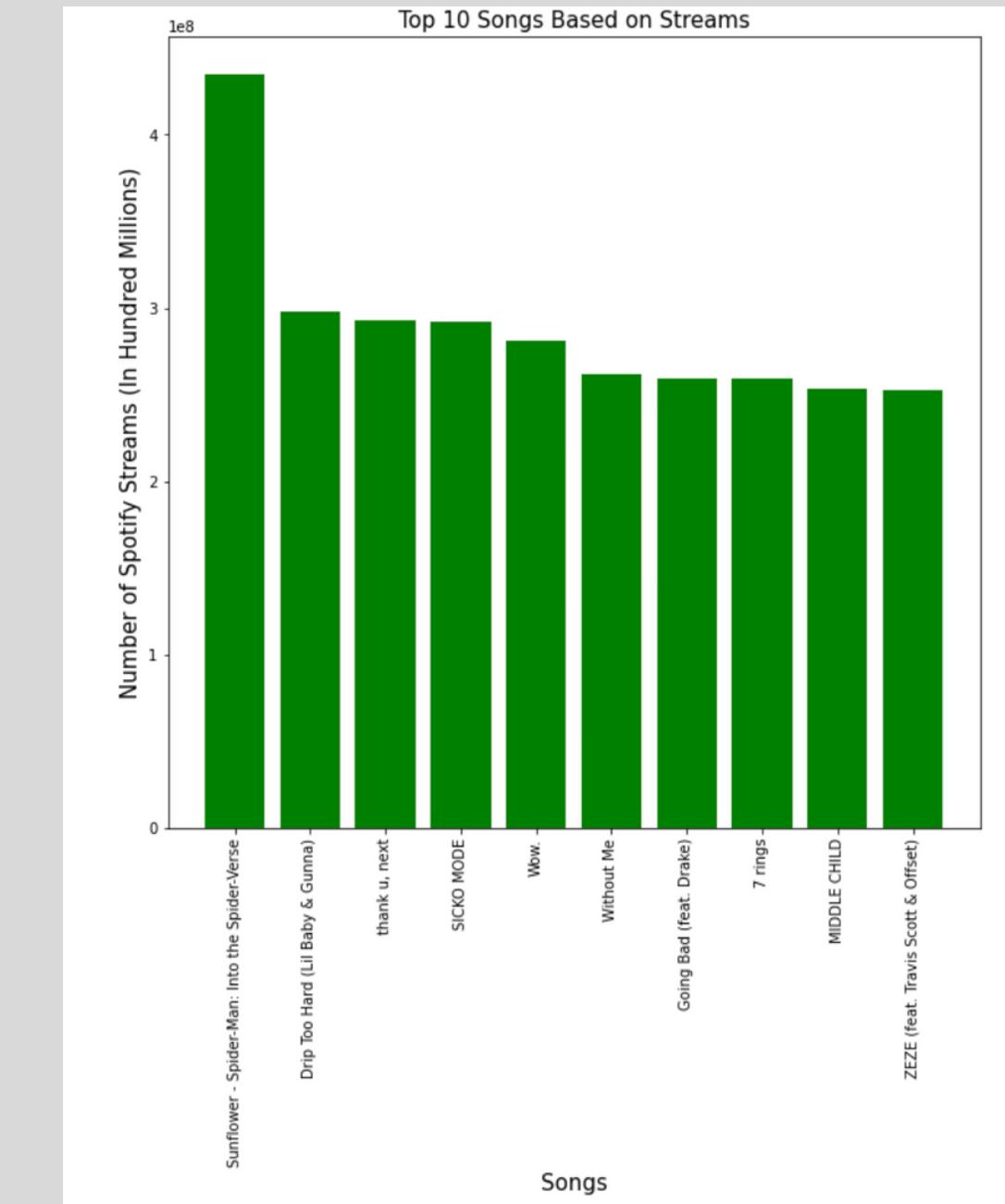
2



3

Track Name

Sunflower - Spider-Man: Into the Spider-Verse	434879595
Drip Too Hard (Lil Baby & Gunna)	297904285
thank u, next	292828353
SICKO MODE	291735974
Wow.	280738276
Without Me	261729933
Going Bad (feat. Drake)	259627327
7 rings	259574378
MIDDLE CHILD	253135604
ZEZE (feat. Travis Scott & Offset)	252968224

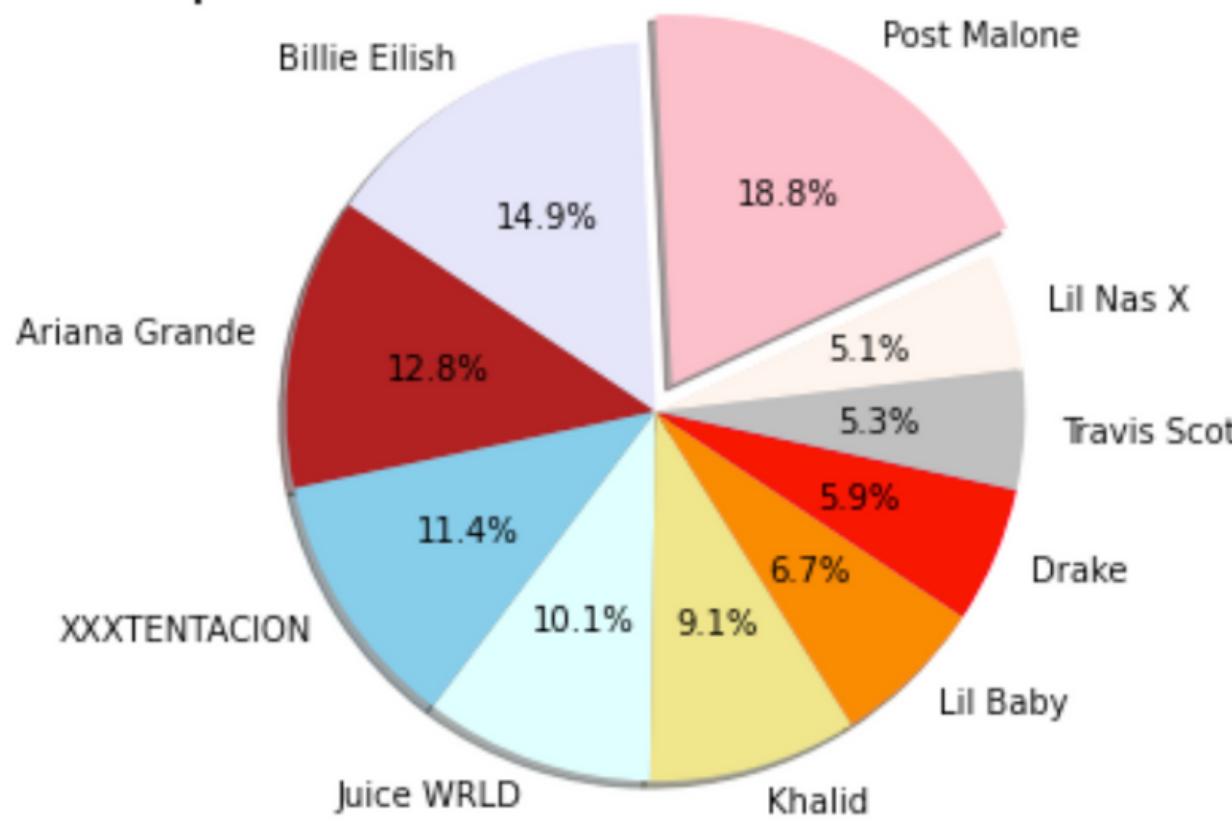


Best New Artist

The Grammy for Best New Artist goes to a musician who had a major breakthrough during the eligibility period. Breakthroughs are subjective, though, so the eligibility requirements and restrictions have changed over time as the industry has evolved.

Artist	Year	Grammy Title	Category	Winner	Number of Streams
Billie Eilish	2019	62nd Annual GRAMMY Awards (2019)	Best New Artist	Yes	1582308834
Black Pumas	2019	62nd Annual GRAMMY Awards (2019)	Best New Artist	No	0
Lil Nas X	2019	62nd Annual GRAMMY Awards (2019)	Best New Artist	No	542893632
Lizzo	2019	62nd Annual GRAMMY Awards (2019)	Best New Artist	No	304430684
Maggie Rogers	2019	62nd Annual GRAMMY Awards (2019)	Best New Artist	No	0
ROSALIA	2019	62nd Annual GRAMMY Awards (2019)	Best New Artist	No	15943848
Tank And The Bangas	2019	62nd Annual GRAMMY Awards (2019)	Best New Artist	No	0
Yola	2019	62nd Annual GRAMMY Awards (2019)	Best New Artist	No	0

Top 10 Artists Based on Streams



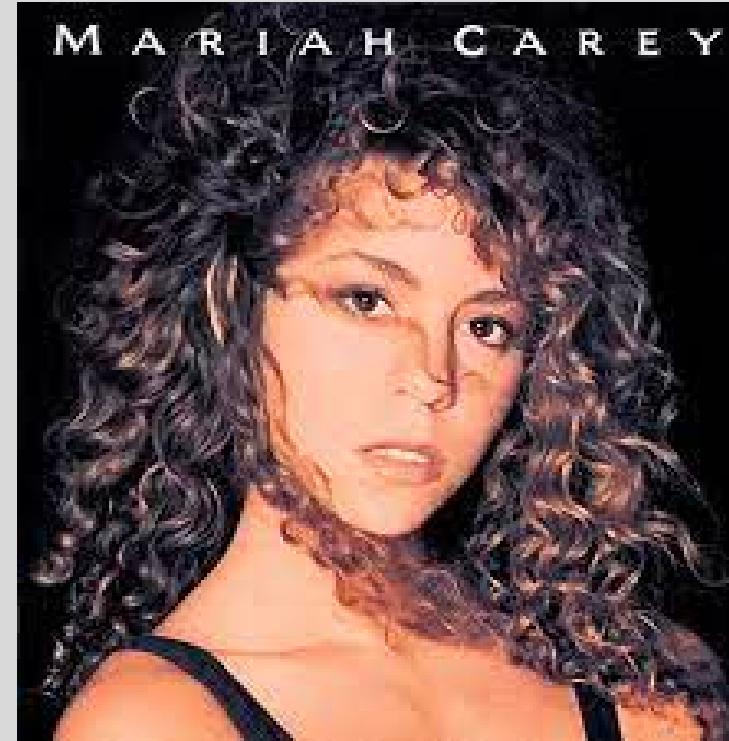
Artist	Streams
Post Malone	2000352968
Billie Eilish	1582308834
Ariana Grande	1360841452
XXXTENTACION	1211082080
Juice WRLD	1071931470
Khalid	973437673
Lil Baby	717333741
Drake	633698441
Travis Scott	560552885
Lil Nas X	542893632



Difference between Record of The Year and Song of The Year

Record of The Year: Deals with a specific recording of a song and recognizes the artists, producers, and engineers who contribute to that recording

Think: Full production team



Song of The Year: Deals with the composition of a song and recognizes the songwriters who wrote the song

Think: Lyrics of the song





Top 10 Songs on Spotify

Sunflower - Spider-Man: Into the Spider-Verse	434879595
Drip Too Hard (Lil Baby & Gunna)	297904285
thank u, next	292828353
SICKO MODE	291735974
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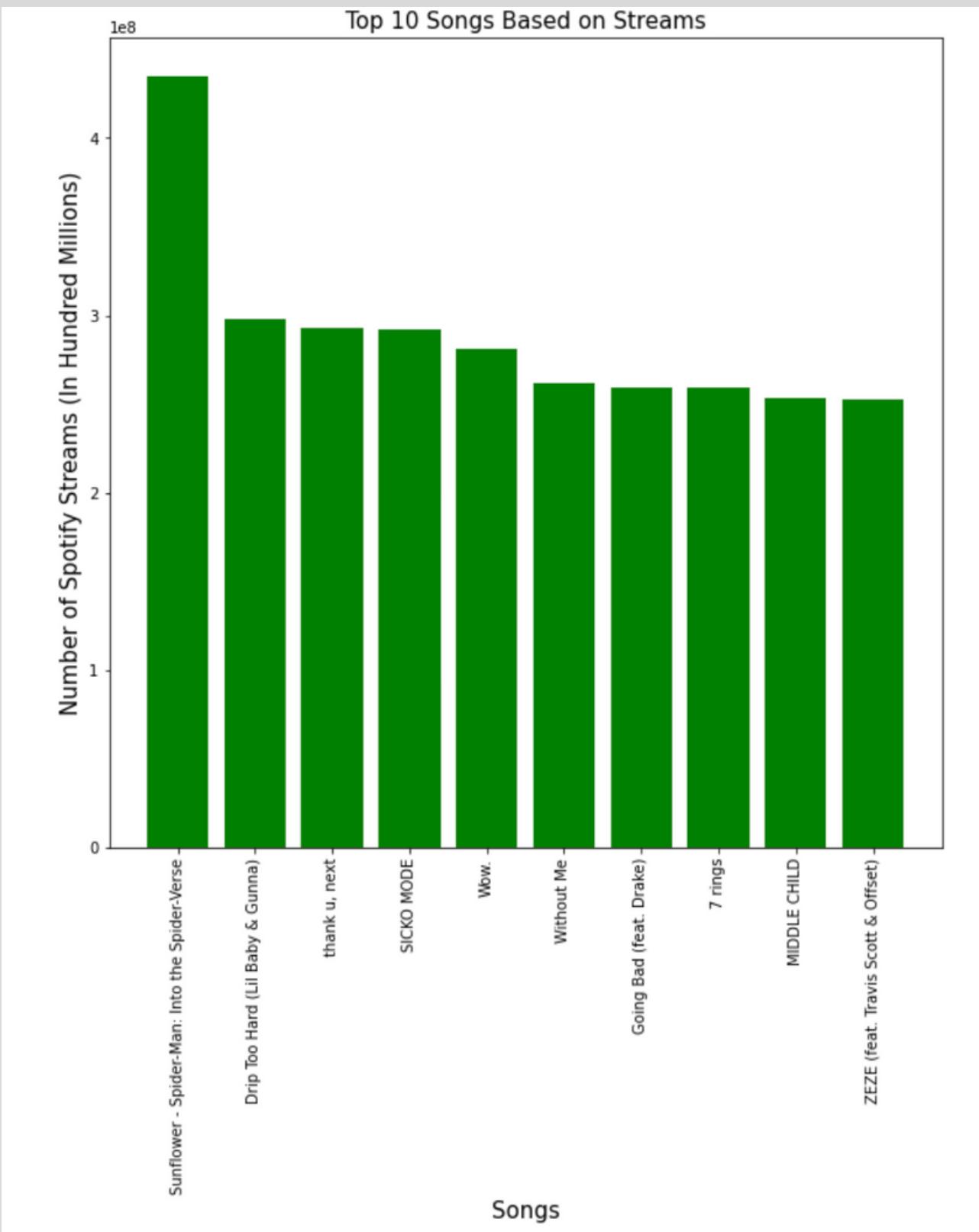
Record of the Year

Track Name	Number of Streams	Year	Grammy Title	Category	Artist	Winner
bad guy	220247075.0	2019	62nd Annual GRAMMY Awards (2019)	Record Of The Year	Billie Eilish	Yes
Hey, Ma	0.0	2019	62nd Annual GRAMMY Awards (2019)	Record Of The Year	Bon Iver	No
7 rings	259574378.0	2019	62nd Annual GRAMMY Awards (2019)	Record Of The Year	Ariana Grande	No
Hard Place	0.0	2019	62nd Annual GRAMMY Awards (2019)	Record Of The Year	H.E.R.	No
Talk	46824327.0	2019	62nd Annual GRAMMY Awards (2019)	Record Of The Year	Khalid	No
Old Town Road	137909882.0	2019	62nd Annual GRAMMY Awards (2019)	Record Of The Year	Lil Nas X	No
Truth Hurts	185064517.0	2019	62nd Annual GRAMMY Awards (2019)	Record Of The Year	Lizzo	No
Sunflower - Spider-Man: Into the Spider-Verse	434879595.0	2019	62nd Annual GRAMMY Awards (2019)	Record Of The Year	Post Malone	No

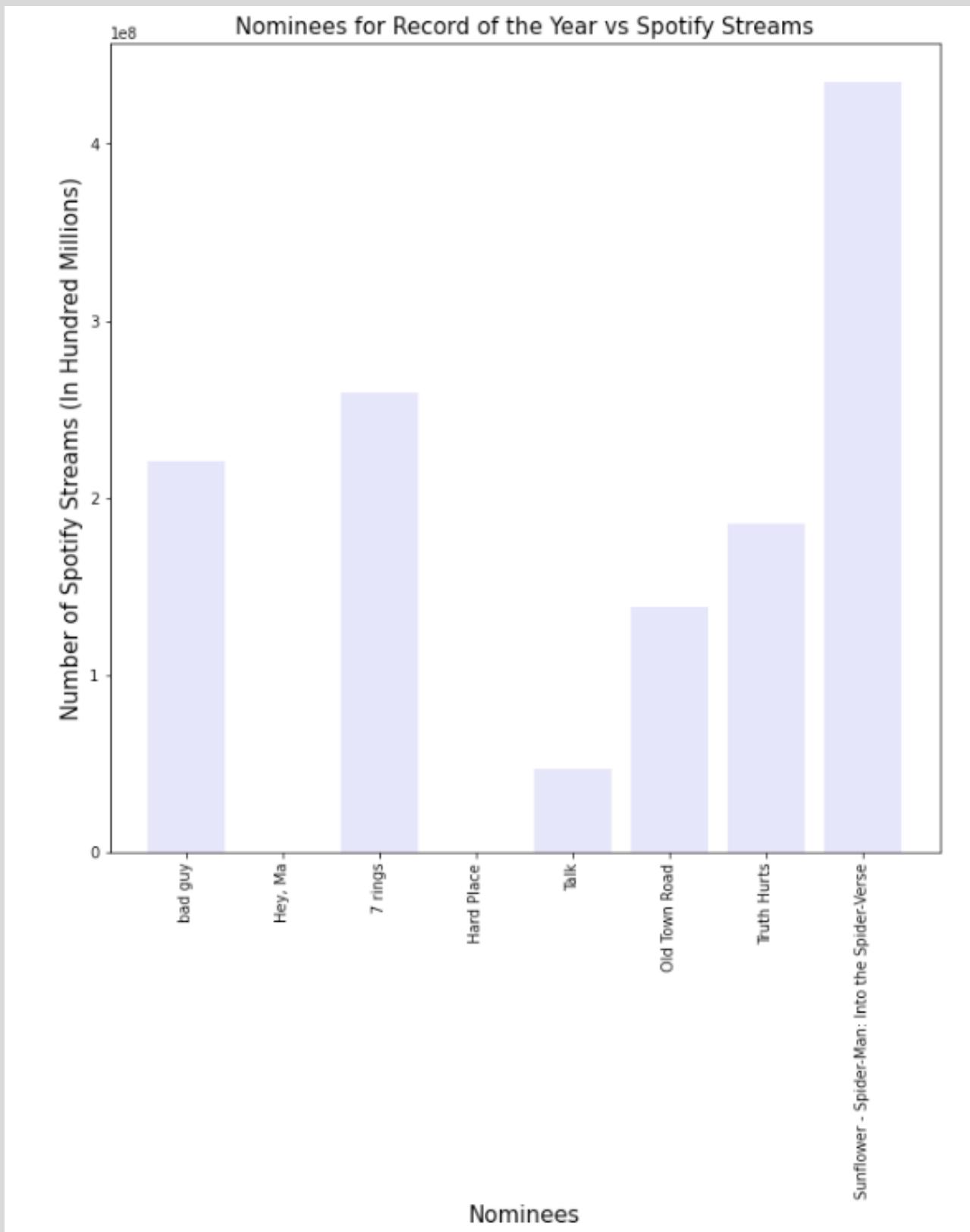


Here is a graph that visually shows that some nominees did not have any Spotify streams from our dataset

Top 10 Songs on Spotify



Record of the Year





Song of the Year

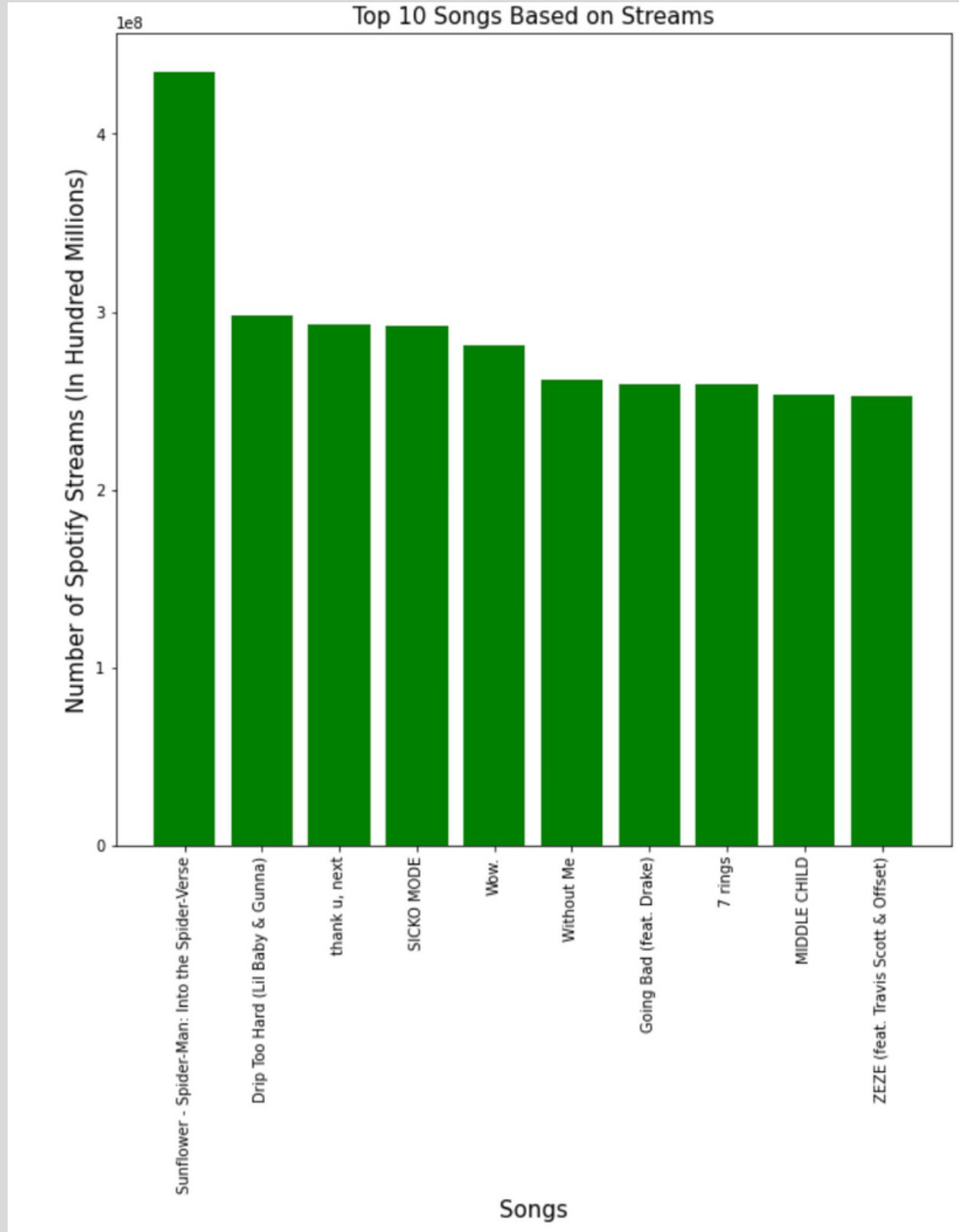
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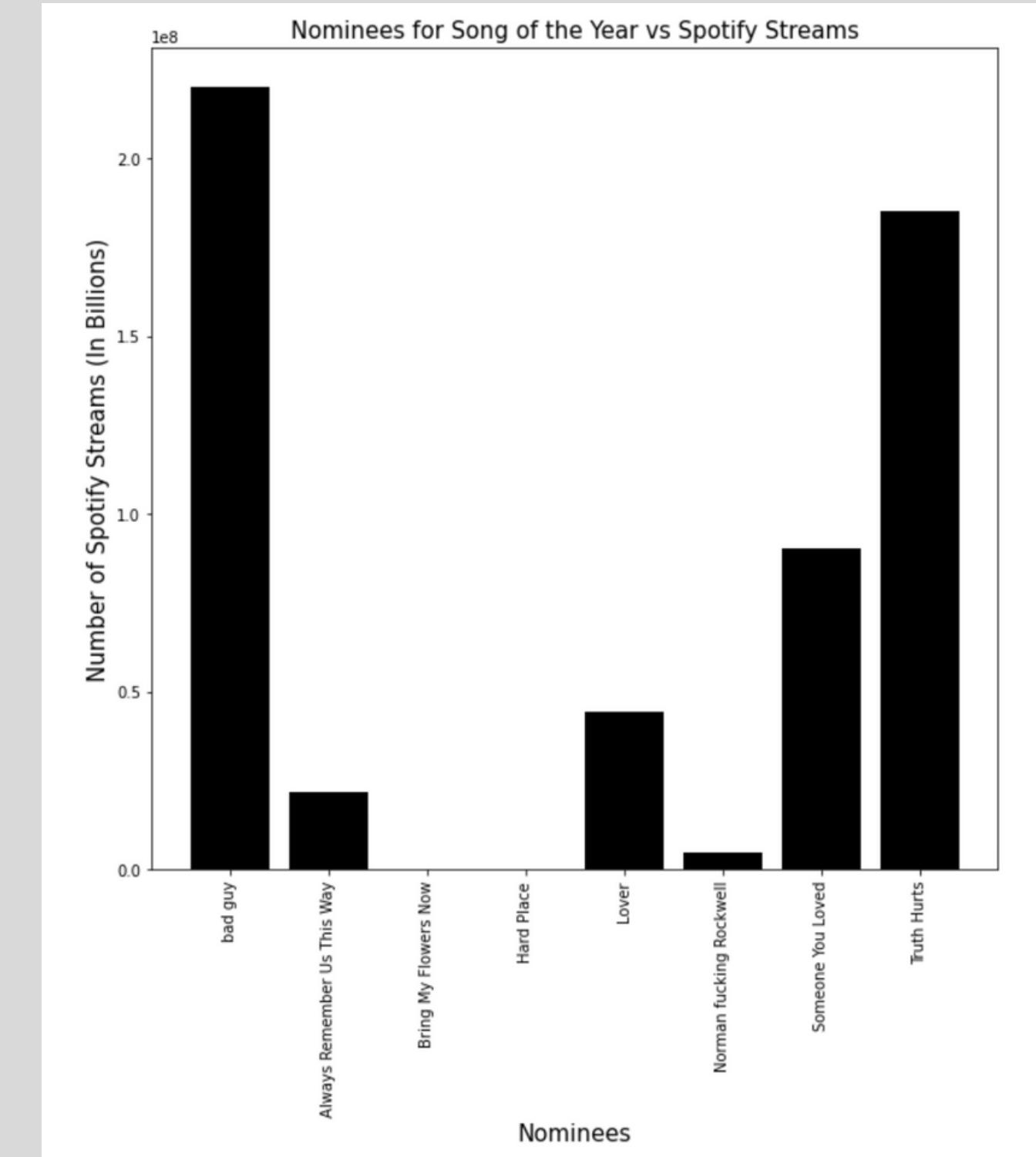
Track Name	Number of Streams	Year	Grammy Title	Category	Artist	Winner
bad guy	220247075.0	2019	62nd Annual GRAMMY Awards (2019)	Song Of The Year	Billie Eilish	Yes
Always Remember Us This Way	21711412.0	2019	62nd Annual GRAMMY Awards (2019)	Song Of The Year	Lady Gaga	No
Bring My Flowers Now	0.0	2019	62nd Annual GRAMMY Awards (2019)	Song Of The Year	Tanya Tucker	No
Hard Place	0.0	2019	62nd Annual GRAMMY Awards (2019)	Song Of The Year	H.E.R.	No
Lover	44441498.0	2019	62nd Annual GRAMMY Awards (2019)	Song Of The Year	Taylor Swift	No
Norman fucking Rockwell	5060716.0	2019	62nd Annual GRAMMY Awards (2019)	Song Of The Year	Lana Del Rey	No
Someone You Loved	90216295.0	2019	62nd Annual GRAMMY Awards (2019)	Song Of The Year	Lewis Capaldi	No
Truth Hurts	185064517.0	2019	62nd Annual GRAMMY Awards (2019)	Song Of The Year	Lizzo	No

Here is a graph that visually shows that some nominees did not have any Spotify streams from our dataset

Top 10 Songs on Spotify



Song of the Year

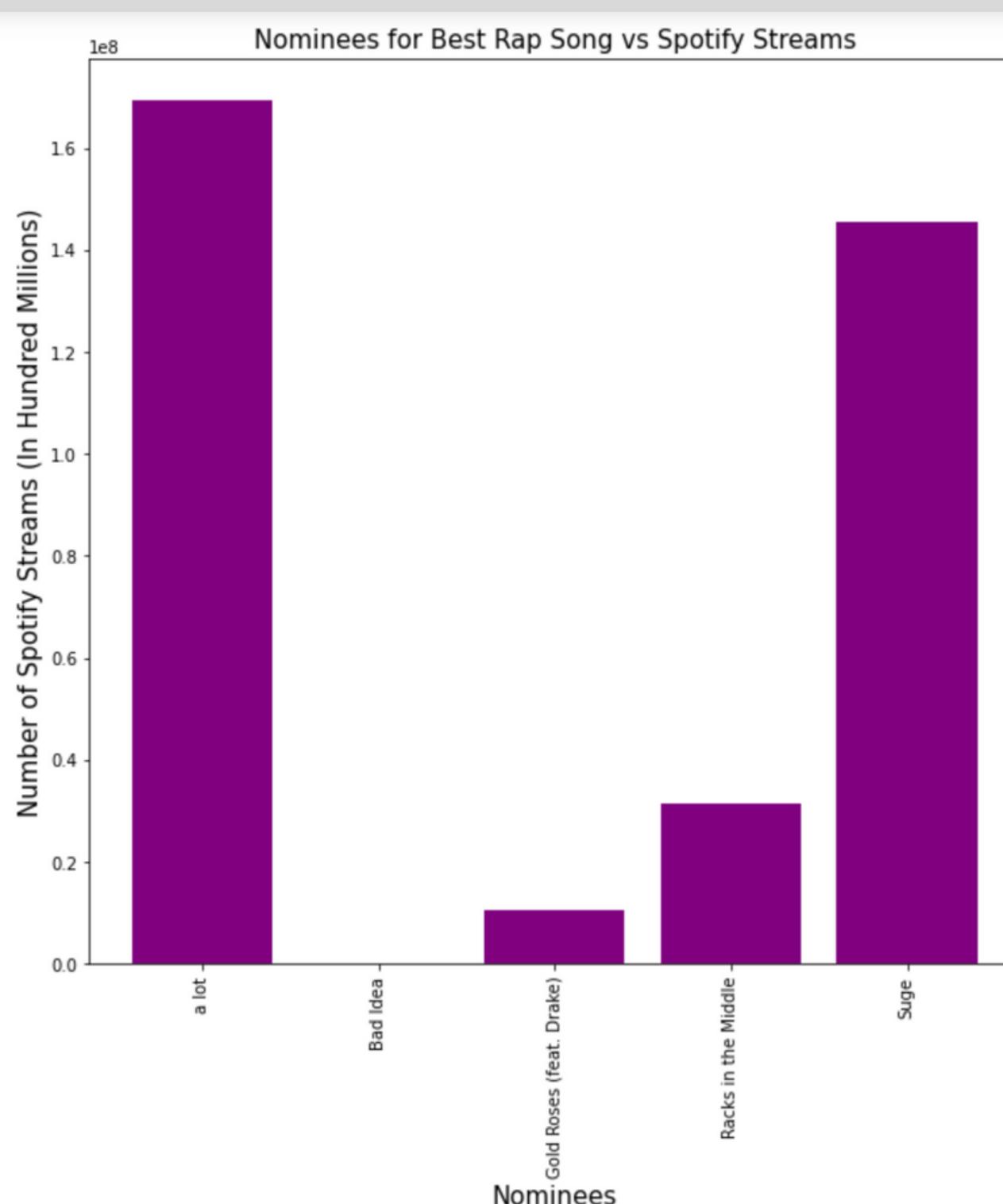


Then we reviewed four additional categories....

- Best Rap Song
- Best R&B Songs
- Best Rock Songs
- Best Country Songs

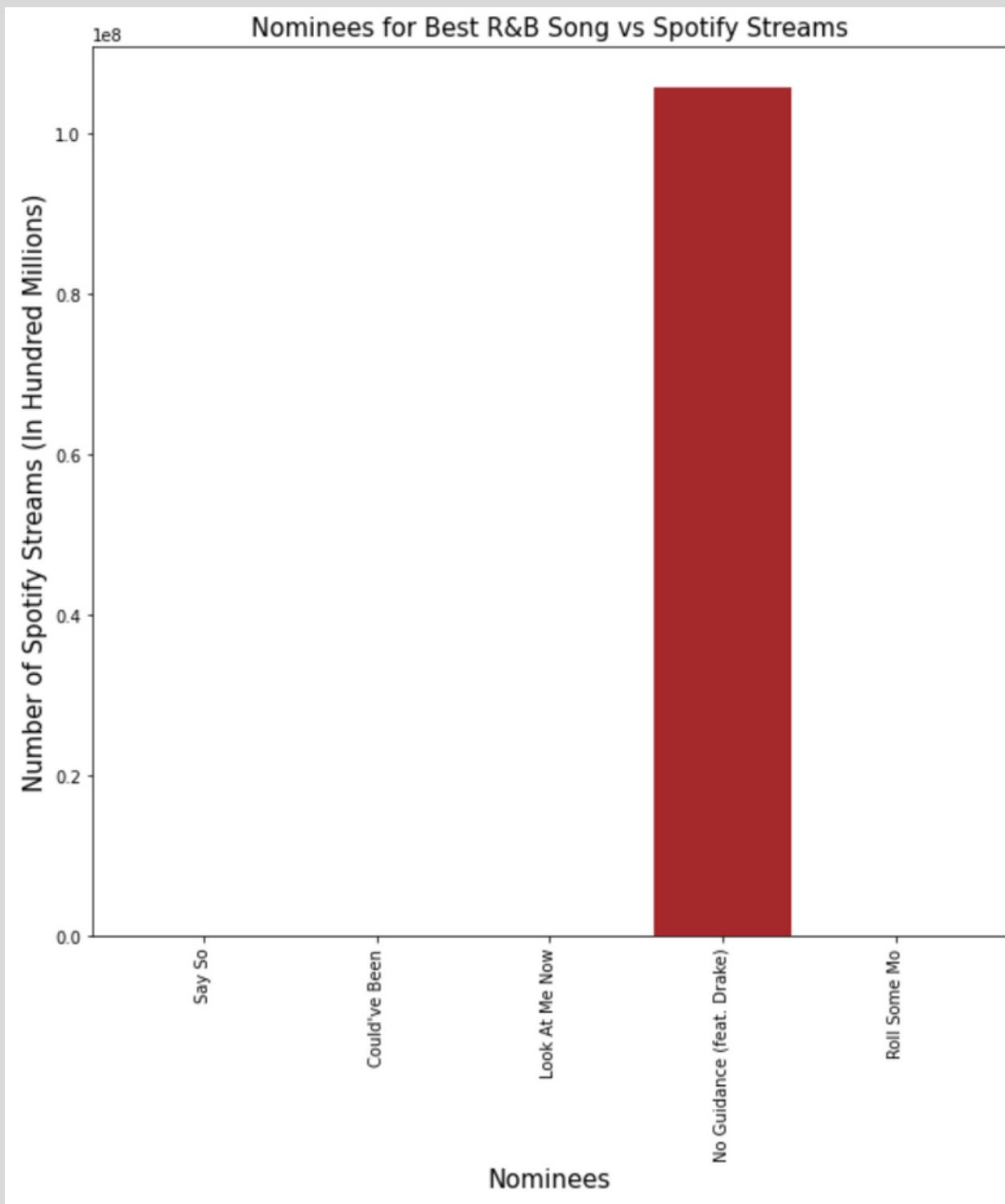


	Track Name	Number of Streams	Year	Grammy Title	Category	Artist	Winner
	a lot	169203004.0	2019	62nd Annual GRAMMY Awards (2019)	Best Rap Song	21 Savage	Yes
	Bad Idea	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best Rap Song	Cordae	No
	Gold Roses (feat. Drake)	10575226.0	2019	62nd Annual GRAMMY Awards (2019)	Best Rap Song	Rick Ross	No
	Racks in the Middle (feat. Roddy Ricch and Hit...	31432352.0	2019	62nd Annual GRAMMY Awards (2019)	Best Rap Song	Nipsey Hussle	No
	Suge	145471665.0	2019	62nd Annual GRAMMY Awards (2019)	Best Rap Song	DaBaby	No



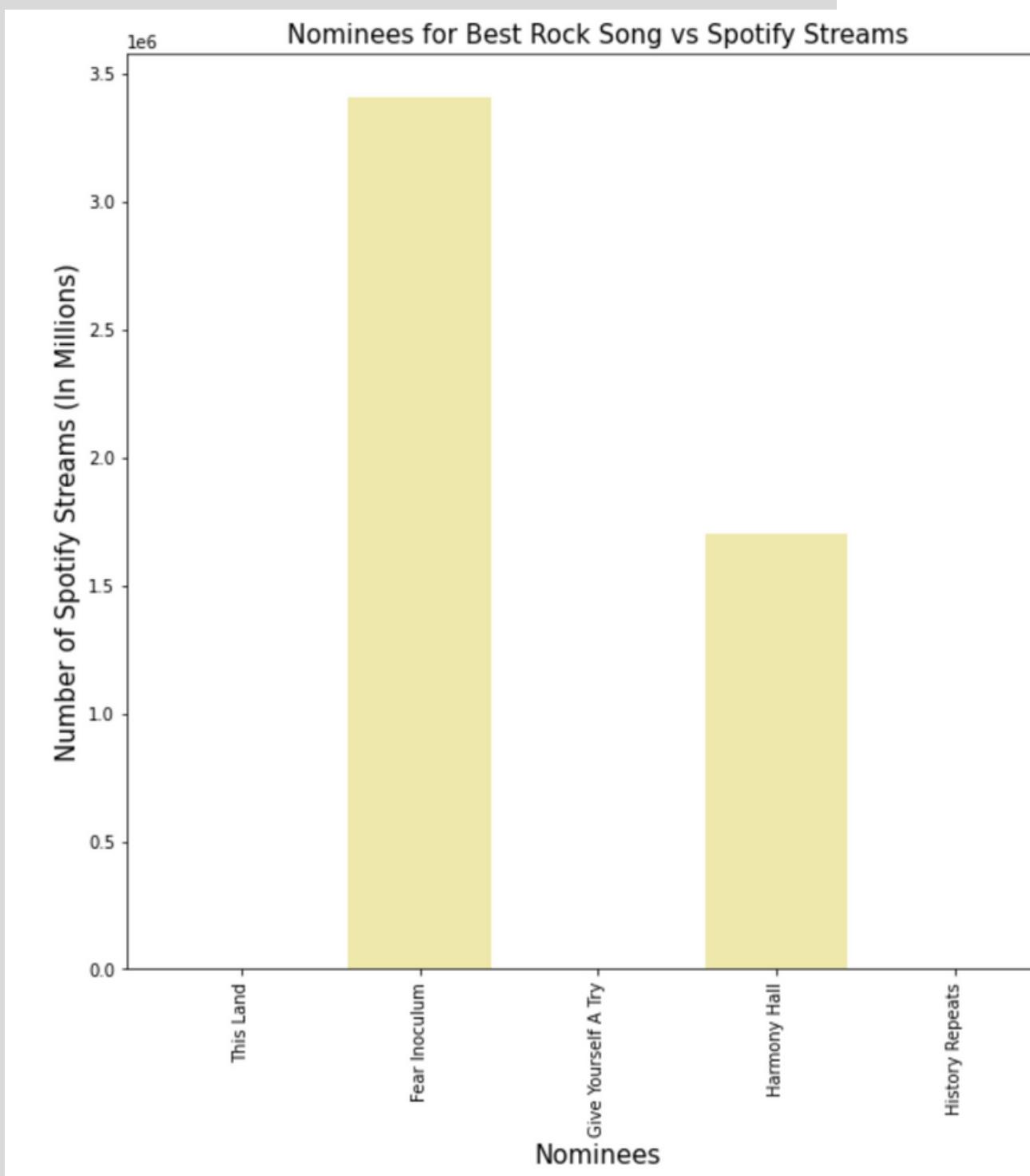
Best Rap Song

M	Track Name	Number of Streams	Year	Grammy Title	Category	Artist	Winner
	Say So	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best R&B Song	PJ Morton	Yes
	Could've Been	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best R&B Song	H.E.R.	No
	Look At Me Now	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best R&B Song	Emily King	No
	No Guidance (feat. Drake)	105628763.0	2019	62nd Annual GRAMMY Awards (2019)	Best R&B Song	Chris Brown	No
	Roll Some Mo	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best R&B Song	Lucky Daye	No



Best R&B Song

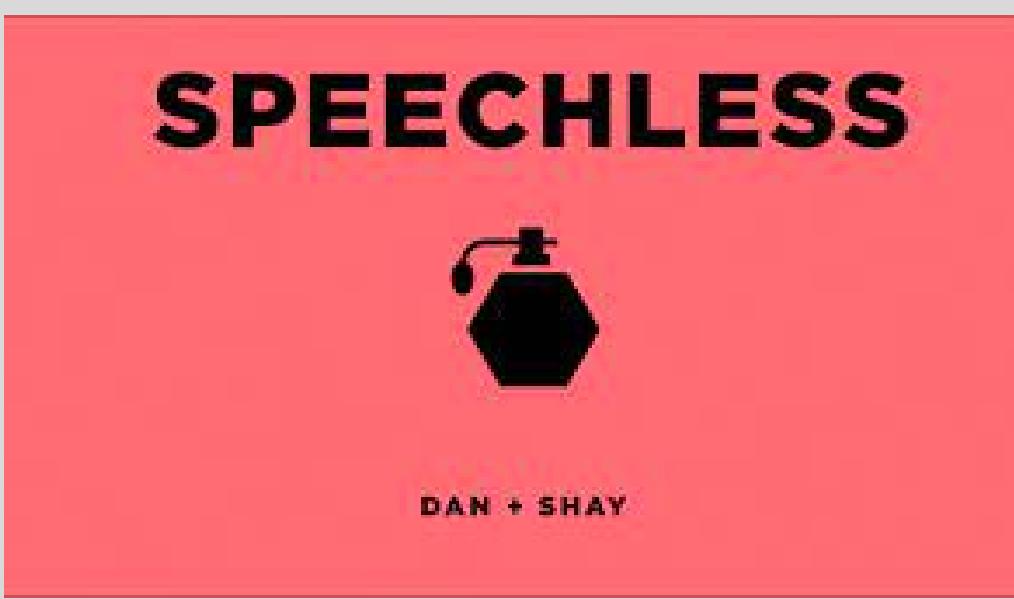
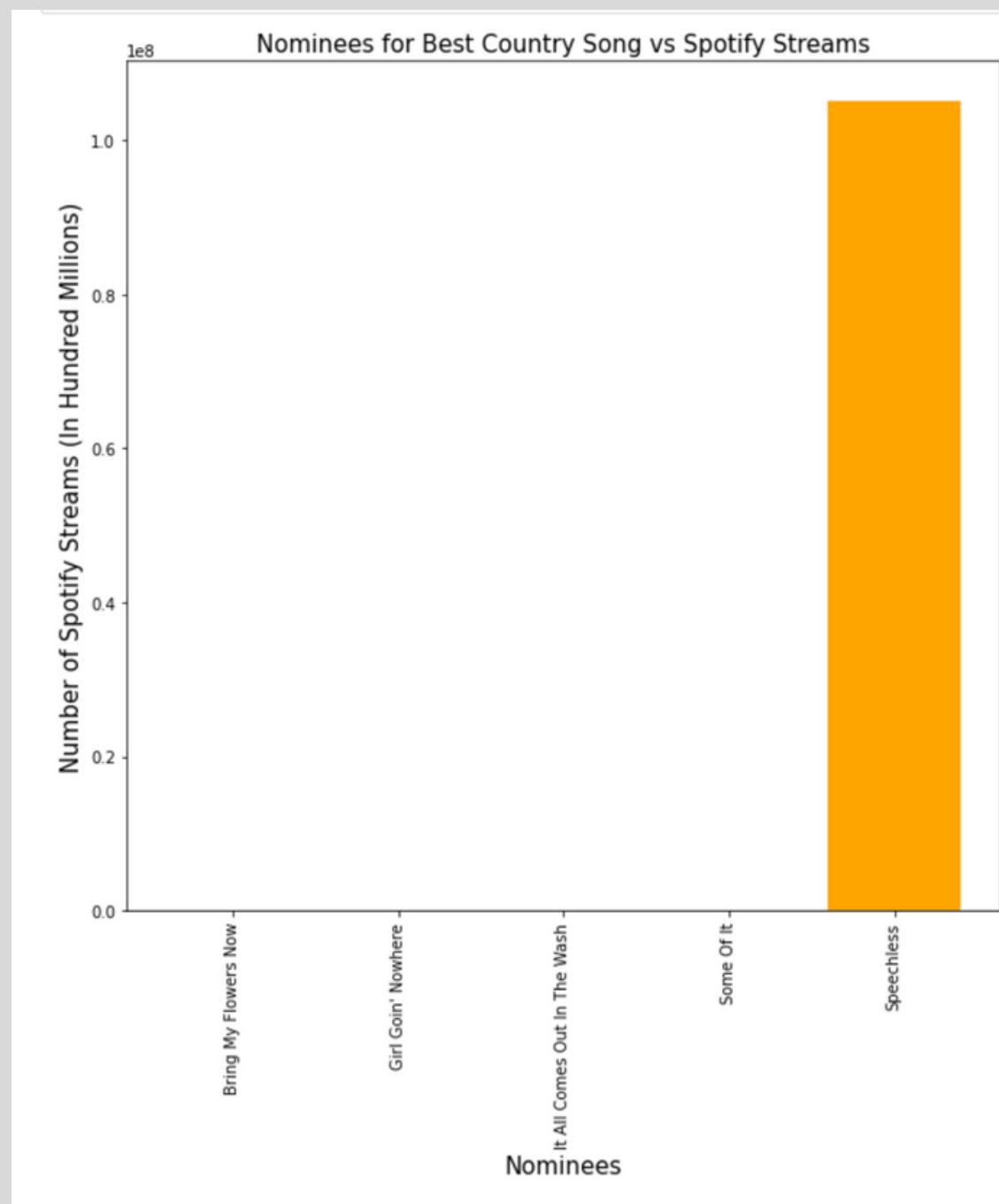
	Track Name	Number of Streams	Year	Grammy Title	Category	Artist	Winner
	This Land	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best Rock Song	Gary Clark Jr.	Yes
	Fear Inoculum	3409598.0	2019	62nd Annual GRAMMY Awards (2019)	Best Rock Song	TOOL	No
	Give Yourself A Try	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best Rock Song	The 1975	No
	Harmony Hall	1703918.0	2019	62nd Annual GRAMMY Awards (2019)	Best Rock Song	Vampire Weekend	No
	History Repeats	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best Rock Song	Brittany Howard	No



Best Rock Song



Track Name	Number of Streams	Year	Grammy Title	Category	Artist	Winner
Bring My Flowers Now	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best Country Song	Tanya Tucker	Yes
Girl Goin' Nowhere	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best Country Song	Ashley McBryde	No
It All Comes Out In The Wash	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best Country Song	Miranda Lambert	No
Some Of It	0.0	2019	62nd Annual GRAMMY Awards (2019)	Best Country Song	Eric Church	No
Speechless	10507559.0	2019	62nd Annual GRAMMY Awards (2019)	Best Country Song	Dan + Shay	No

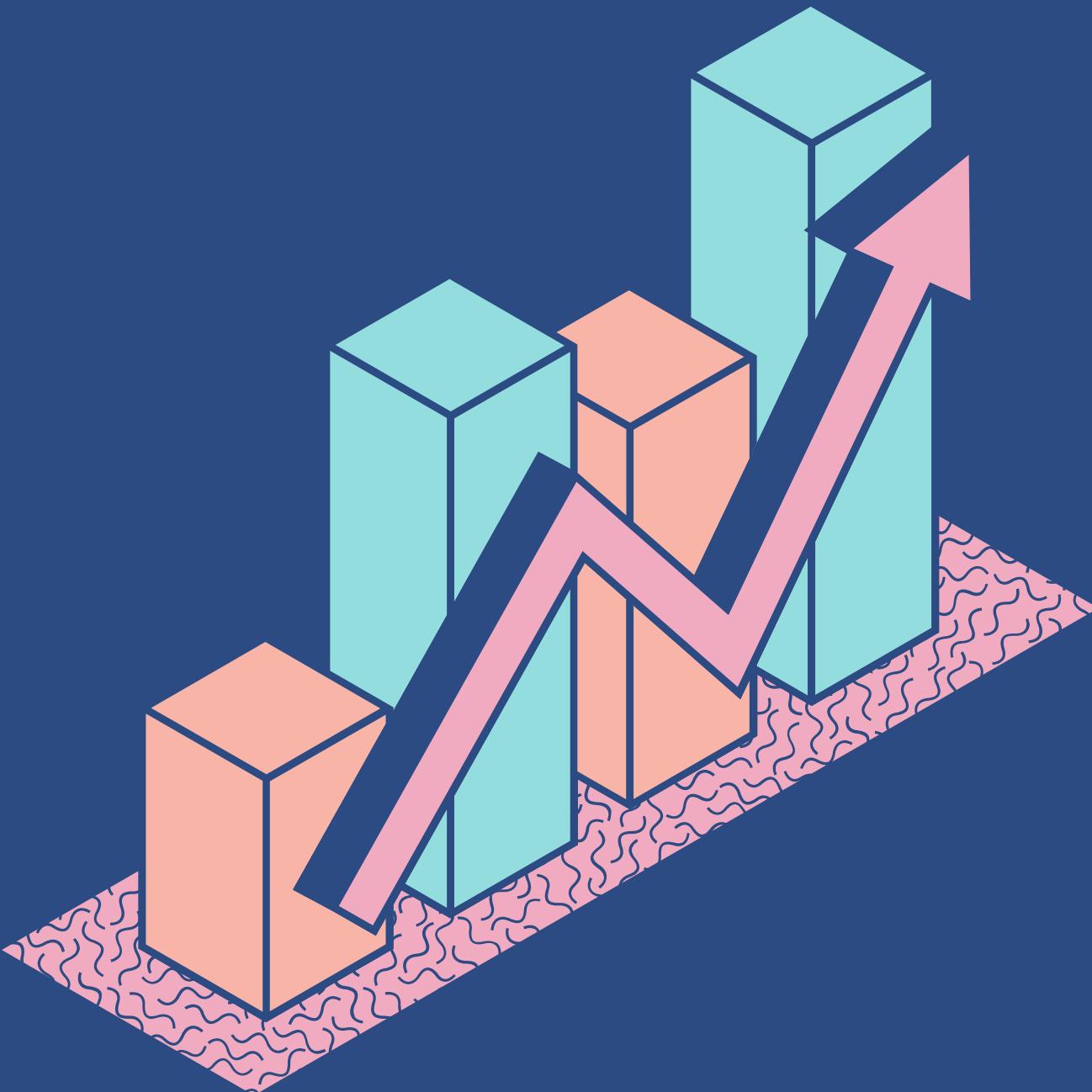


Best Country Song

Our Findings:

1. Spotify streams detail song popularity
2. Winners and Nominees for Record and Song of the Years are closely related to Spotify streams
3. The Best Rap Song category recognizes artists with large Spotify streams as nominees but not as winners
4. Best R&B, Best Rock, and Best Country categories do not show a relationship with winning a Grammy and number of Spotify streams but artists with large Spotify streaming numbers can get nominated for awards
5. If an artist does not have a popular song their is a strong possibility that they could win a Grammy
6. If an artist is not popular on the Streaming service, their is a possibility that can get nominated for Best New Artist

Measuring monetization and song popularity



Are the most monetized artists on Spotify the ones with the most weeks on the charts?

A statistical analysis of this question in two periods: before and after the 62nd Grammy Awards show.

1 ————— 2 ————— 3 ————— 4 ————— 5

STEP

Grammy effect
A discernible impact
on an artist's
Spotify
monetization
following the
Grammys.

STEP

Pre-Grammy
The eligibility
period for Grammy
consideration
Autumn 2018 -
Summer 2019.

STEP

Post-Grammy
The period following
the airing of the
Grammys Winter
2020.

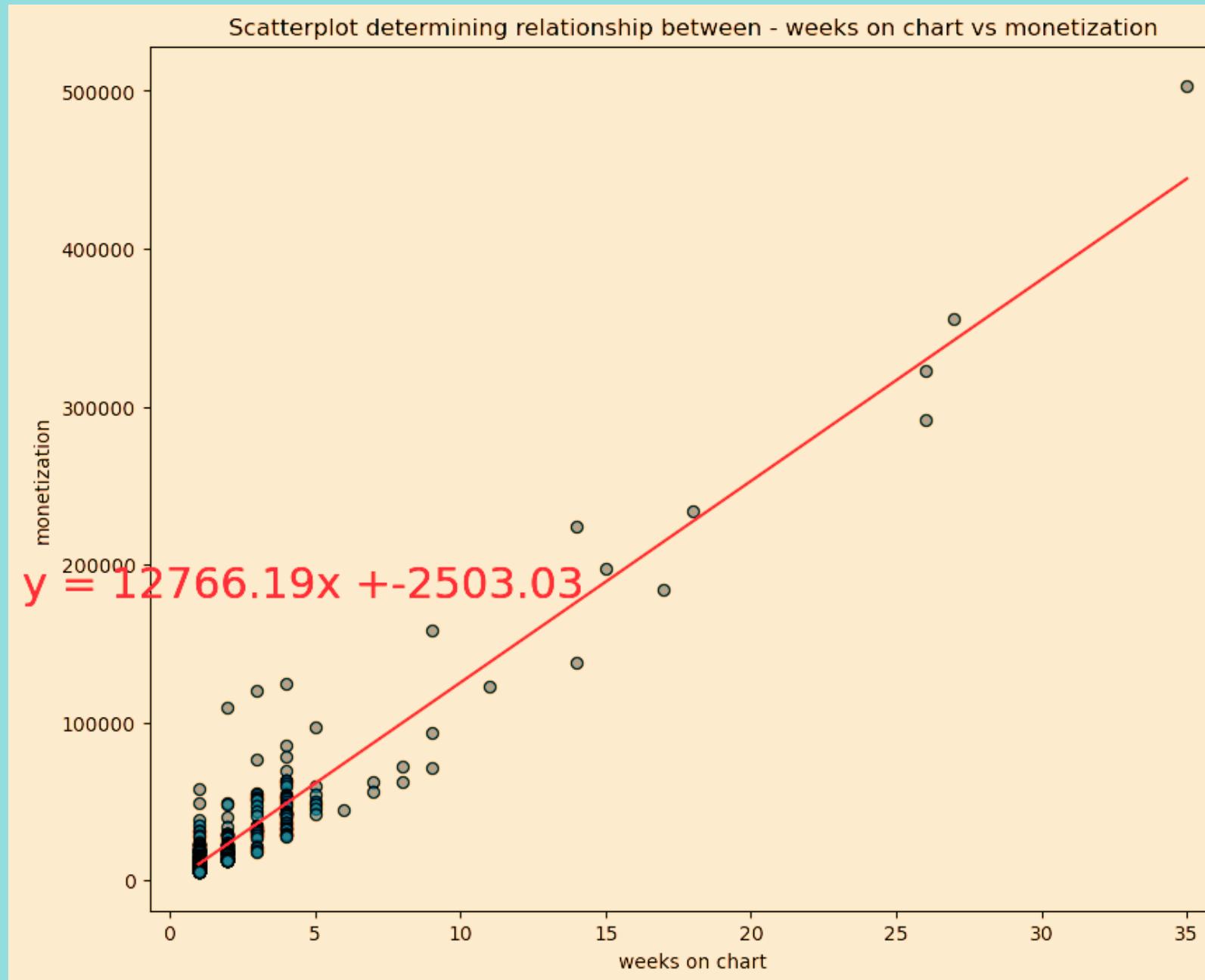
STEP

Data Baseline
Scatterplot depicting
a baseline of pre-
Grammy monetization
data.

STEP

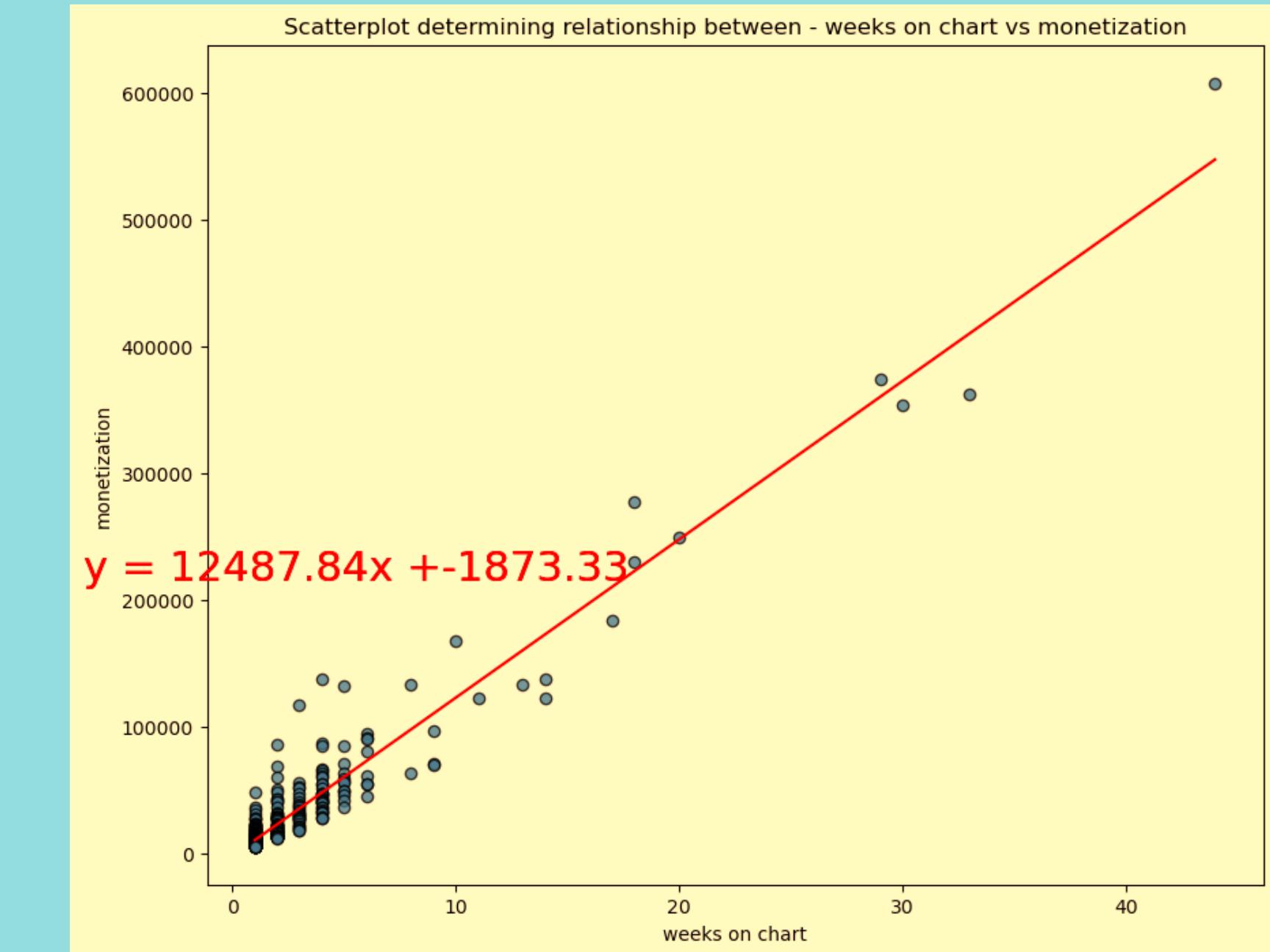
Baseline Change
Scatterplot depicting
data following the
airing of the Grammys
used to detect effects
of the Grammys on
monetization behavior.

Monetization and Weeks on Charts: before and after the 62nd Grammy Awards



Data Baseline

Scatterplot depicting a pre-Grammy data baseline
Correlation between both factors is 0.957

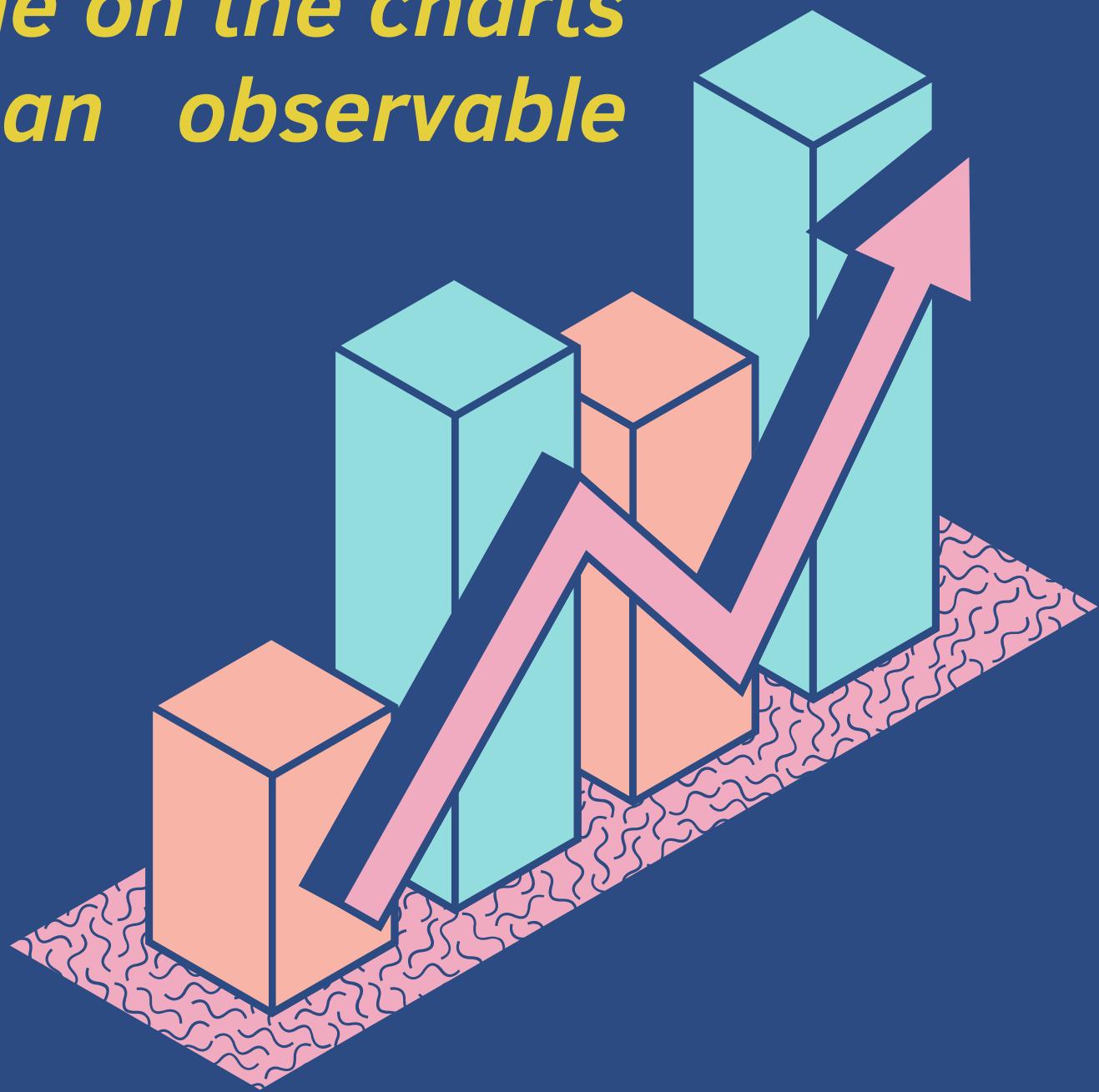


Baseline Change

Scatterplot depicting data following the airing of the Grammys
Correlation between both factors is 0.964

Findings

In deciding whether there is a discernible impact that the airing of the Grammys has on an artist's Spotify monetization vs popularity, we can conclude that *as an artist's time on the charts increases, so does their monetization, with an observable increase in correlation following the Grammys.*



Do you have any questions?

