

Group 2 Project

“Musical Trend Analysis ”

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Overview

Project Description:

“Top Spotify Songs from 2023”

As one the of leading up-and-coming record labels in the music business, we will assist you in comprehending the wide range of current musical trends as well as the leading rivals in the field.

The dependents that need to be examined are:

- What genre of music appeals to these people?
- Who is being listened to by the public?
- What time of year would be ideal for a song's release?
- Which platform is the best to use to reach the largest audience?
- Are soloists or ensembles having greater success?
- Does speechiness, danceability, or BPM matter?
- In what key are the best songs being produced?



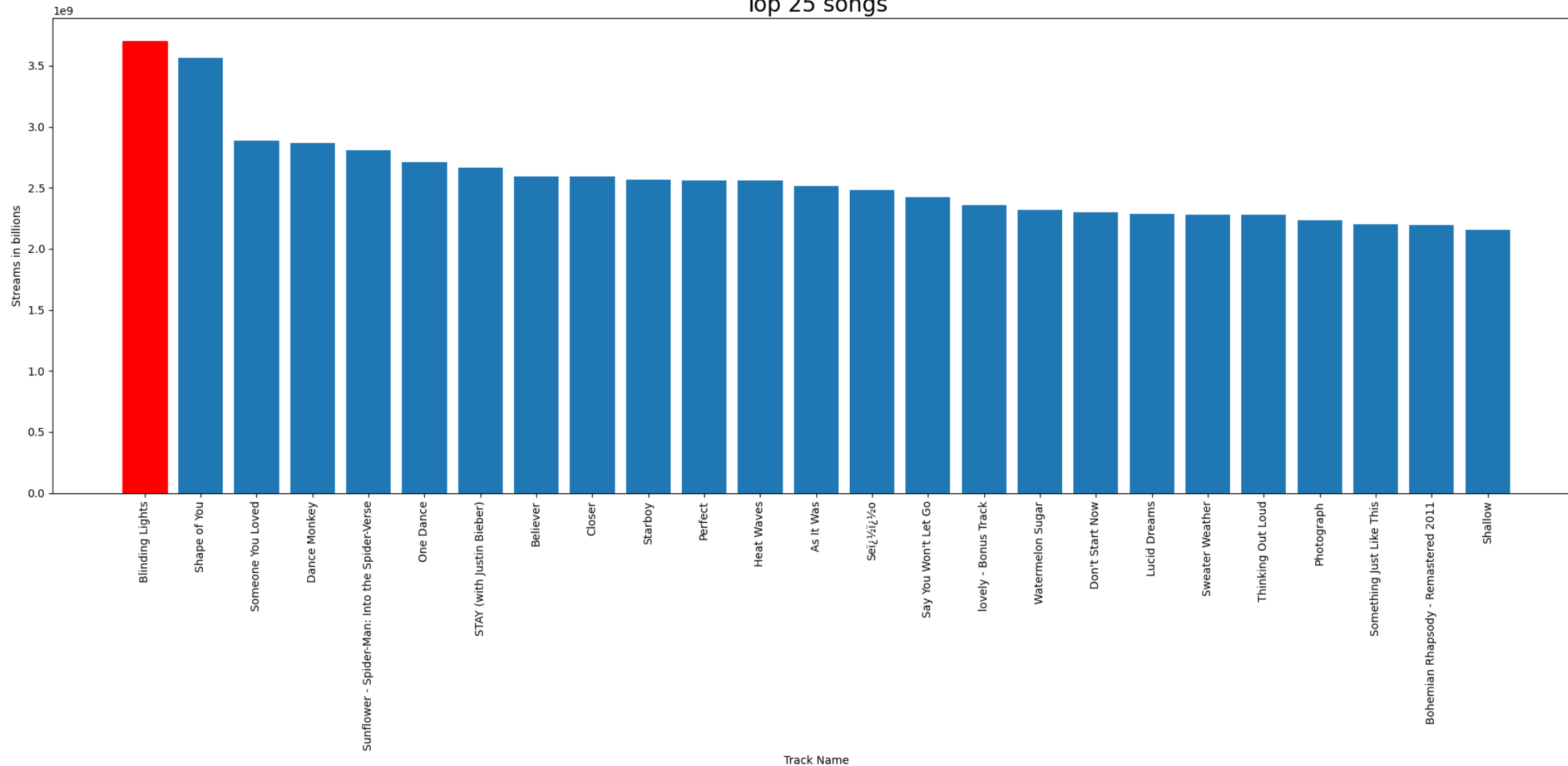
Data Cleanup Process

- Removed Duplicates
- Dropped the songs
- Deleted rows
- Changed the type
- Filled in missing data
- Formatted rows



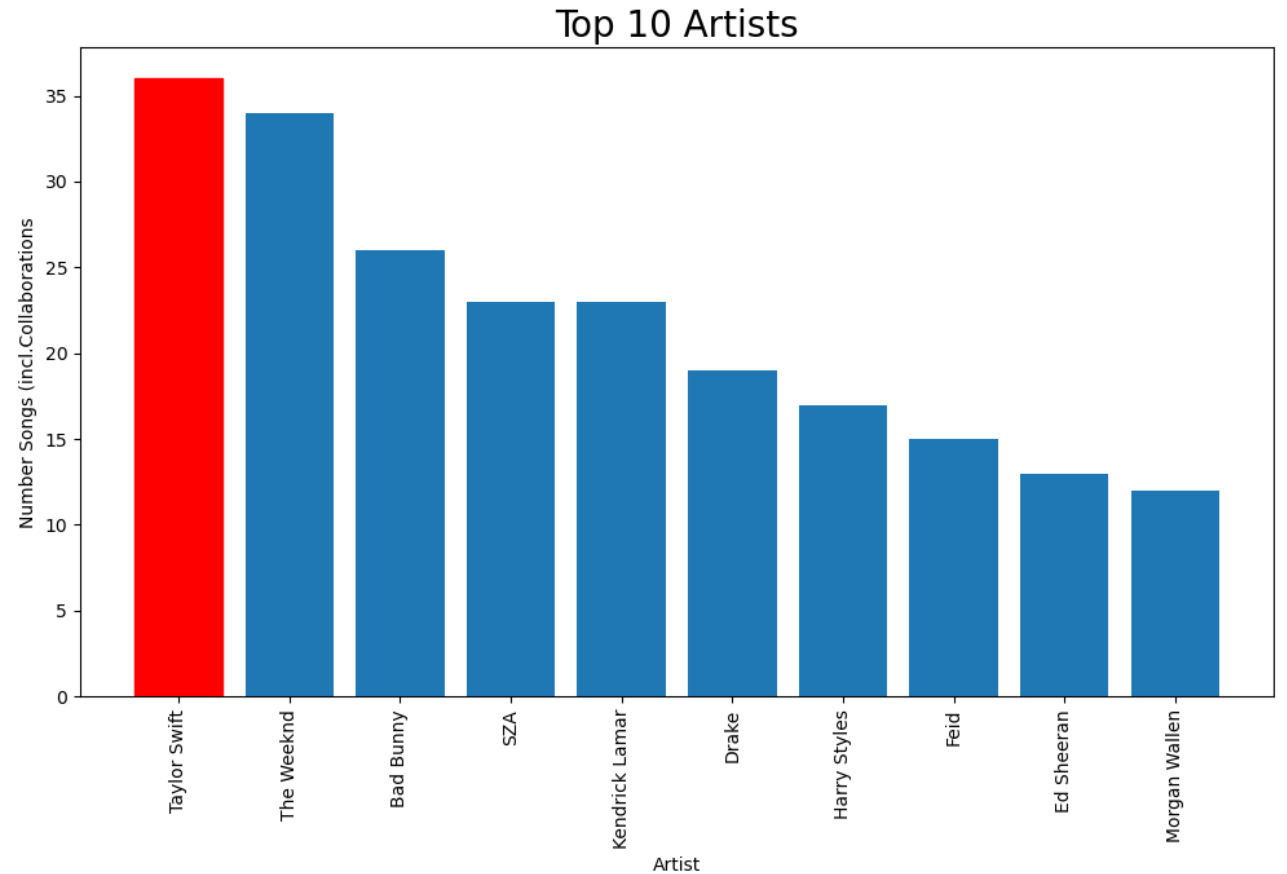
What songs were most streamed in 2023?

Top 25 songs



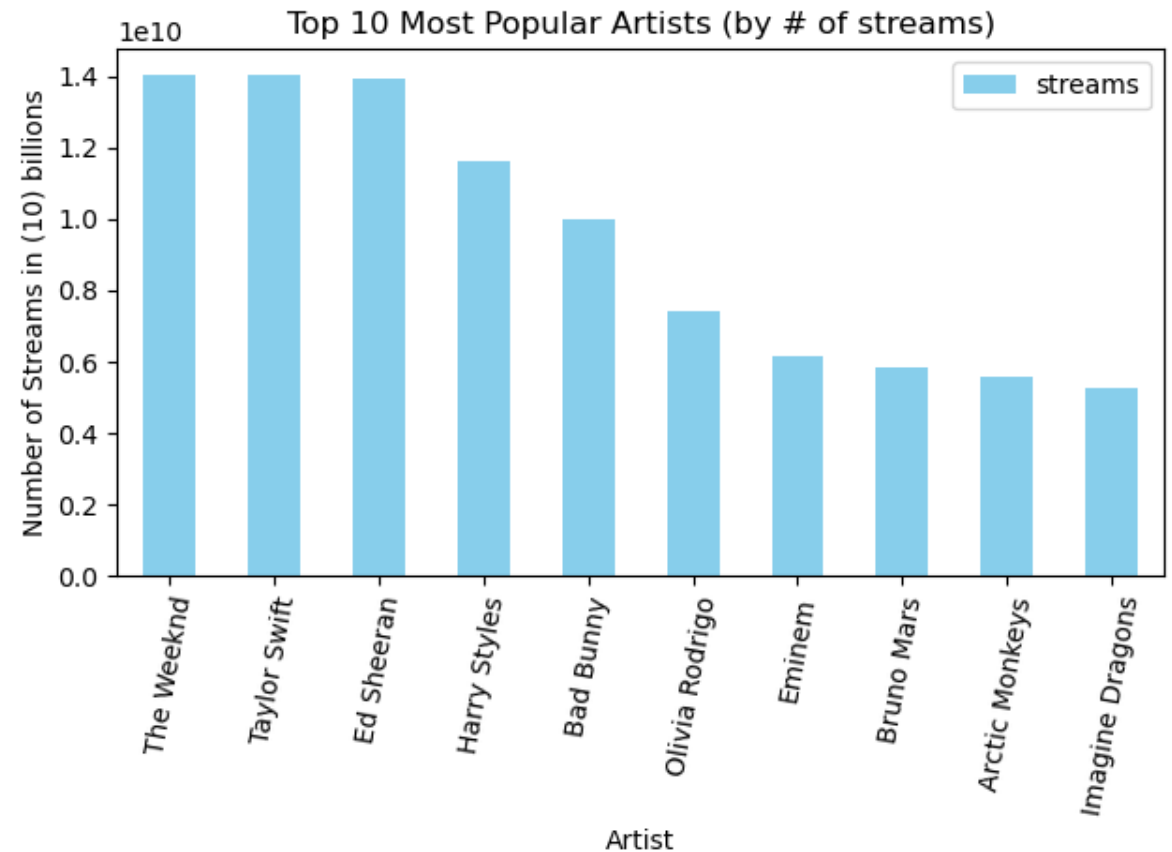
Which artists appeared most in the top songs of 2023 including collaborations?

- The top three most featured artists are Taylor Swift, The Weeknd, and Bad Bunny



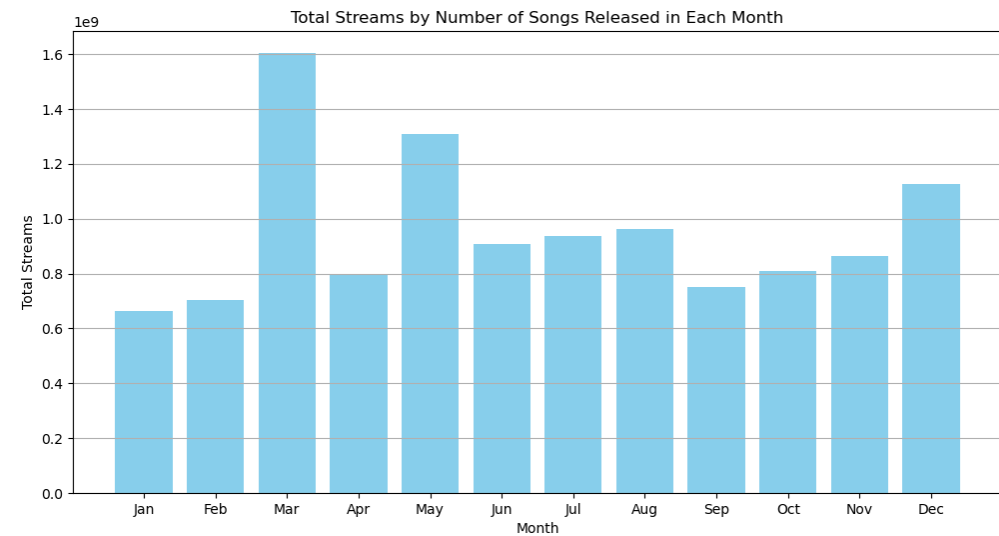
Which artists had the most total streams in 2023?

- The top three artists are The Weeknd, Taylor Swift, and Ed Sheeran.
- Signing these artist as they have been very successful



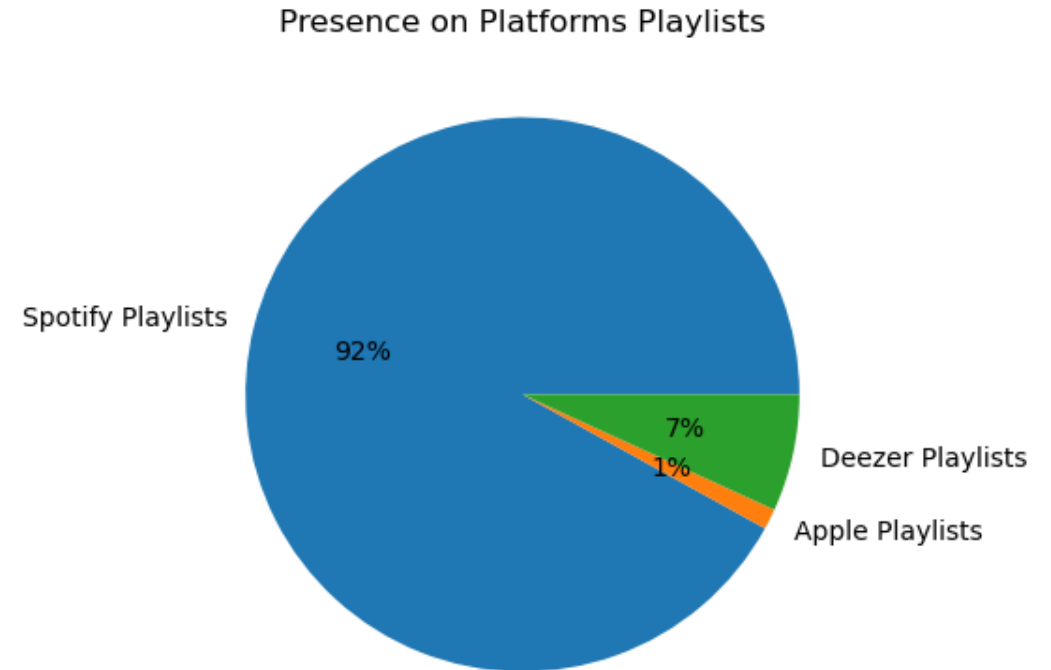
When releasing a new song, which month will yield the highest number of streams?

- The top three months to release a new song are March, May, and December.

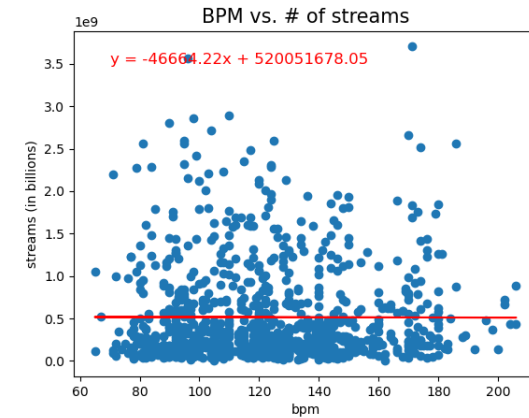
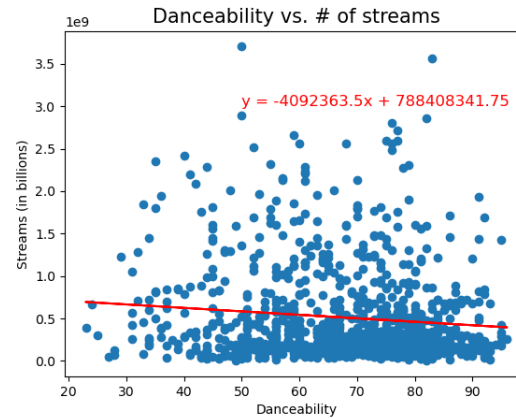
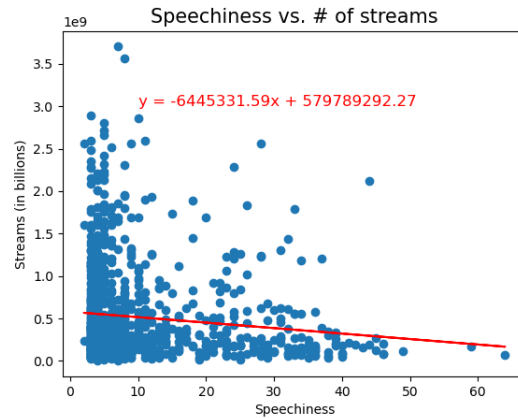


What is the most popular streaming service based on appearance on playlist?

- Spotify is by far the top streaming platform
- Resounding 92% of total playlists being on their platform
- Deezer and Apple split the remaining portion 7% and 1% respectively.



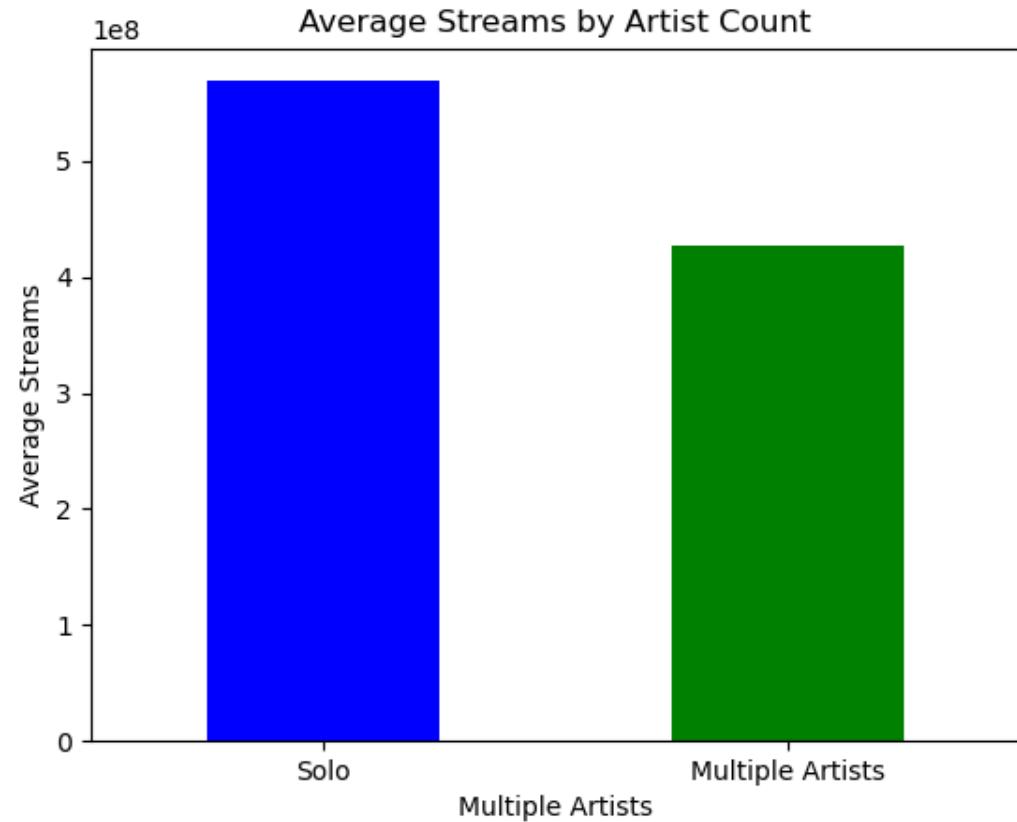
What characteristics do the most popular songs share?



- Little to no correlation
- Not a resulting factor in determining the success of a song

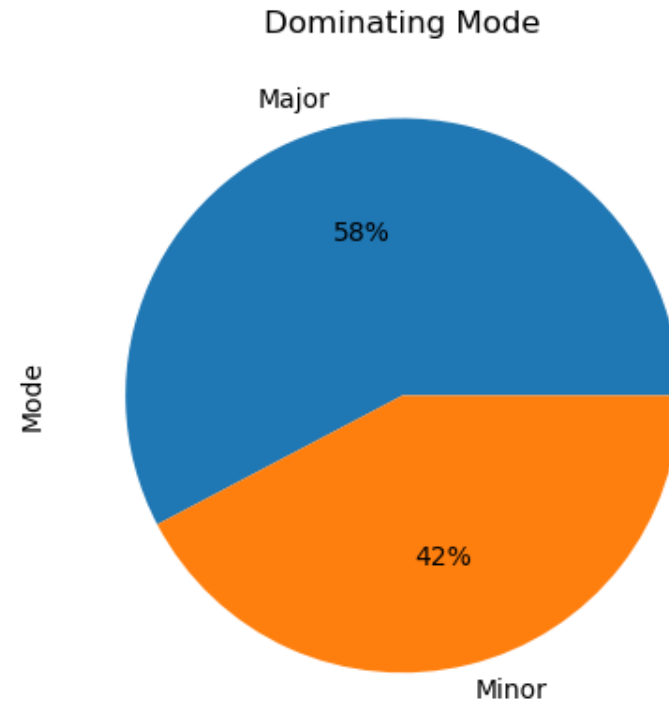
Do songs with multiple artists perform better than solos?

- Solo artists perform much better than songs with multiple artists



What percent of all songs are in a major key compared to a minor key?

- 58% of the top songs in 2023 were in a major key
 - 42% were in a minor key
- Seven of the top 10 songs were produced in a Major Key



Conclusion

Both established and up-and-coming record labels can utilize this dataset to identify the top competitors and current musical trends.

This study demonstrated that the most advantageous trends could be followed from The Weekend's Blinding Lights that emerged as the most popular streaming song. These patterns include the key to utilize, the release window for the song, the platform to employ, etc. These trends all demonstrated how, by applying the research and analysis for the given data, we can use this knowledge to build the company's success into 2024 and beyond.



Thank you!

Any questions?

