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INFO 498
4-16-15
Professor Hullman

Exploratory Data Analysis

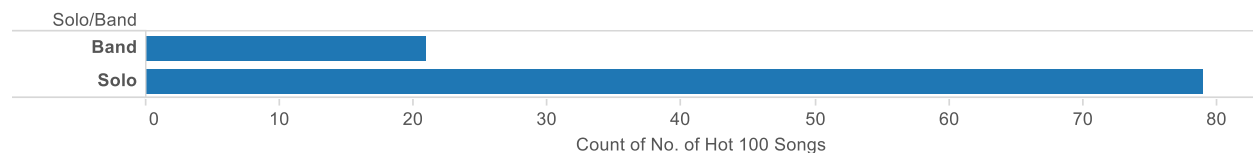
Domain: Popular Music

Dataset: Billboard Top 100 Artists Year End 2014

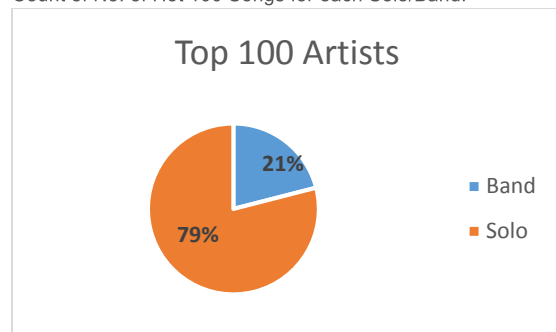
Initial Question: Are Solo Artists more likely to be popular than groups?

Assessment of Data: The Billboard Top 100 Artists has the names of the top 100 music artists, and I can determine through simple google searching whether an artist is a solo artist or a band. A group will include all artists that consist of more than 1 member. Since the data was not in an easy to manipulate format, I manually put in information from the Top 100 2014 Artists into a Microsoft Excel Sheet. I then added a field stating whether an artist was solo or not. The following visualization from Tableau made clear the amount bands compared to the amount of solo artists in 2014 is relatively small.

Top 100 Artists

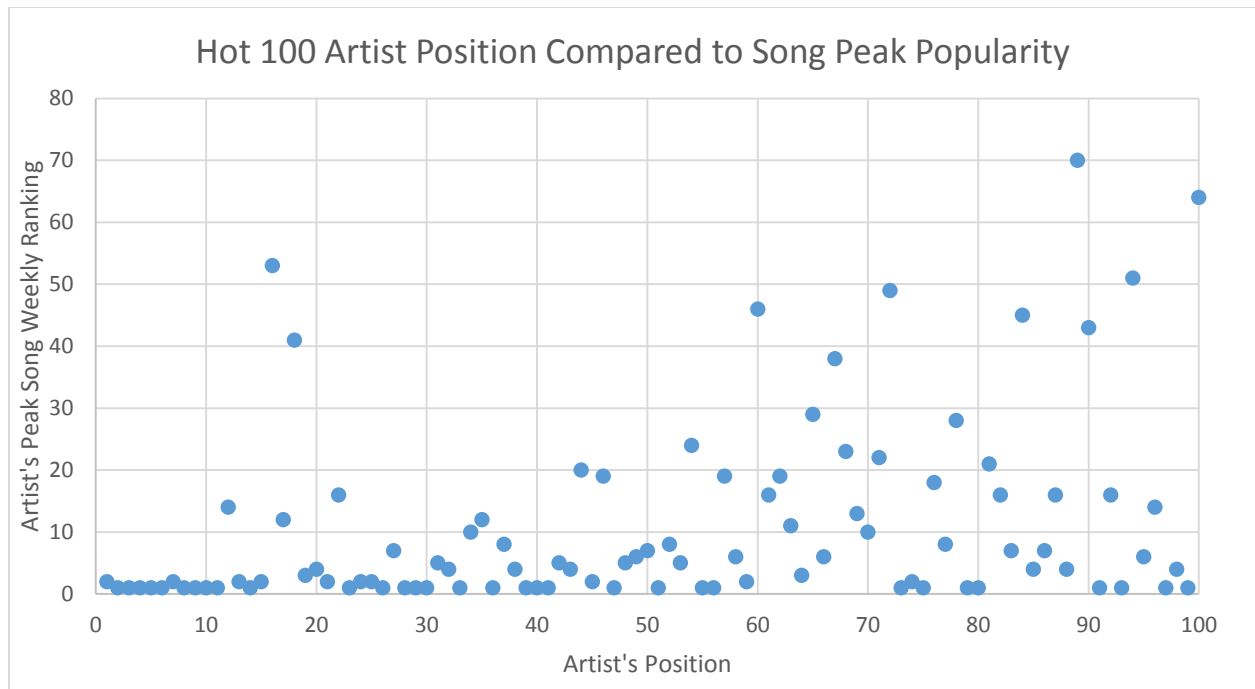


Count of No. of Hot 100 Songs for each Solo/Band.



At first I opted for a pie chart, but remembered how more accurate bar charts are at representing data. This visualization made me wonder why solo artists dominated the charts of 2014. Is it easier to market a person compared to a group? Are most artists craving the spotlight for themselves? Is it for financial reasons so that revenue from music isn't split? Unfortunately my data is not fit to answer these questions.

Other questions regarding my other data fields were answerable however. How does the most popular song of each artist compare to each other? The following visualization helps answer this:



While the visualization is unable to tell us the exact position of a song, we can see that many artists have a top 10 song, and the majority of artists have a song among the top 20. Additionally, we can see a greater density of an artist having a top ten song in the first fifty, compared to the last fifty where the trend starts drifting away from the top ten.