



Are You Happy Now?

An analysis on top hits and their positivity through the decades

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Data Question

Which decade stands out as having the most positive music?

The Process

Technologies Used:

- Python: Data collection, additional cleaning, analysis, and visuals.
- Excel: Primary data cleaning
- Power BI: Additional visuals

Dates:1950-2022

Total Songs: 6,300

Valence

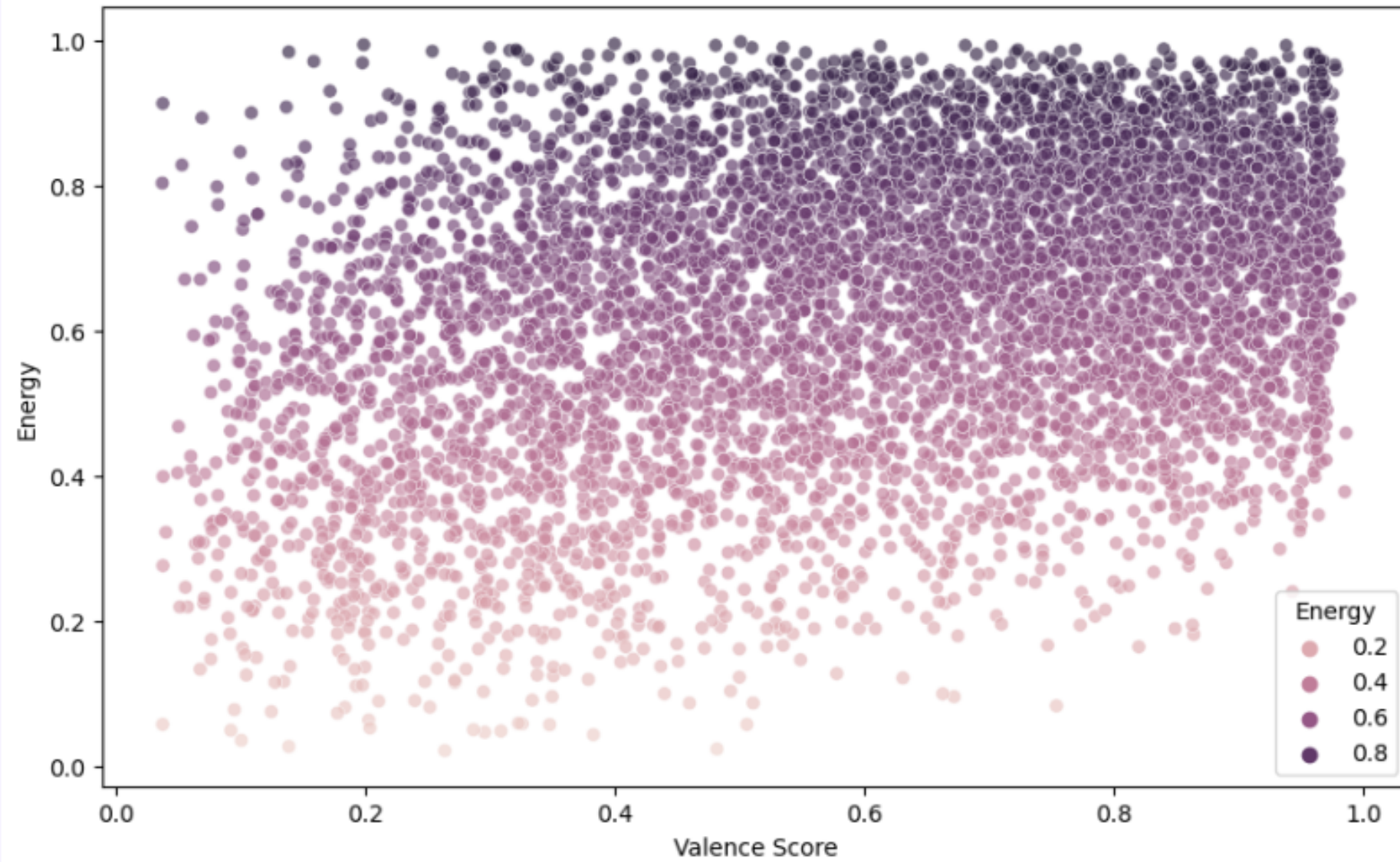
Valence is a unit of measure that is used to describe how likely something is to make someone feel happy (positive valence) or sad (negative valence).

Spotify uses this unit of measurement to judge the overall positivity of a song. The scale is from 0-1.0. The higher the valence score the more happy/joyous the song, the lower the score, the more sad/angry a song is.

Valence and Correlations

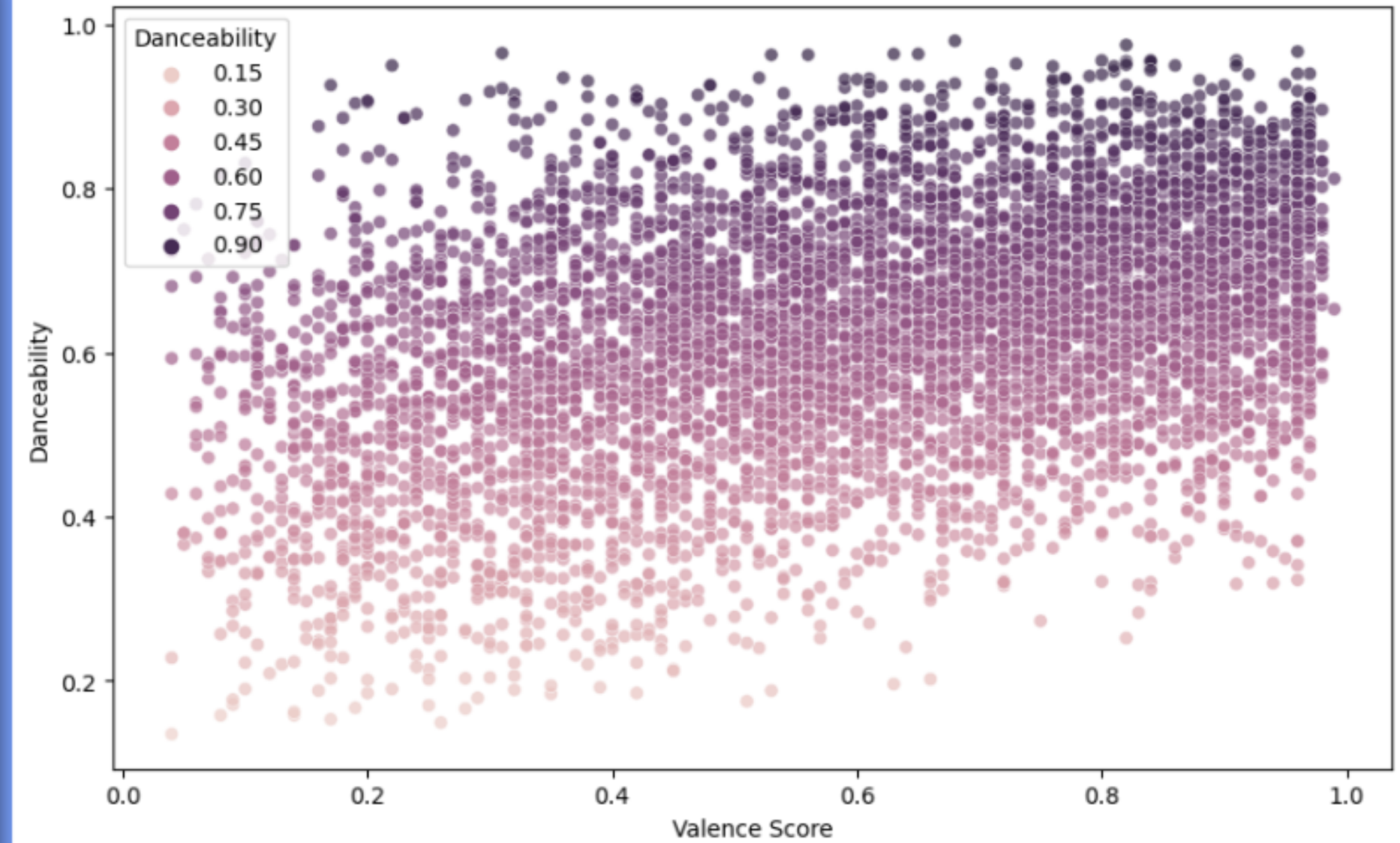
Valence vs. Energy

Correlation : 0.34



Valence vs. Danceability

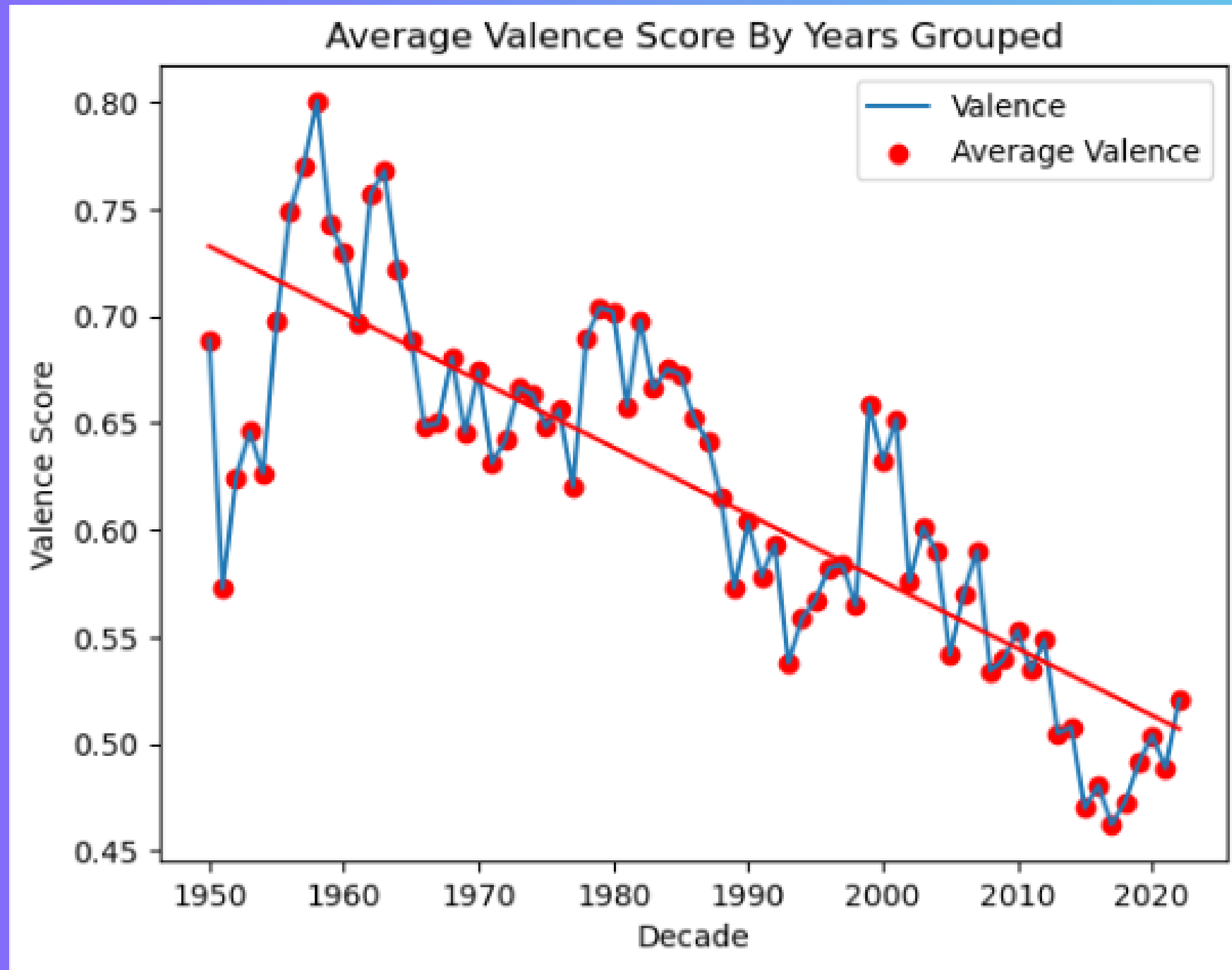
Correlation: 0.41



Possible influences on valence scores

- Genre
- Artist Type (Group vs. Solo Artist)
- Song Length
- Artist Gender

Aerial View of Valence



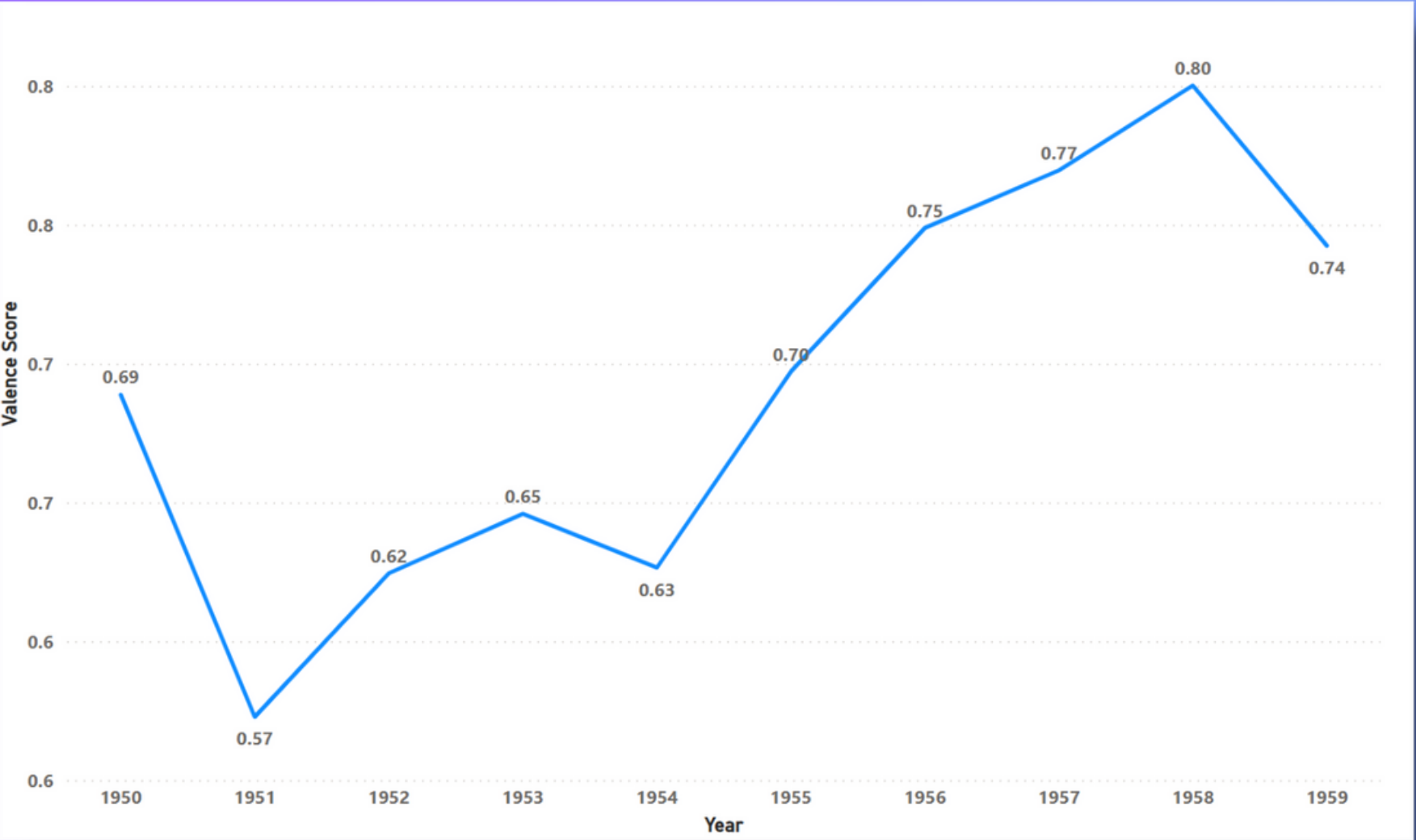
The 50's



Overall Average: 0.693

Genres

Blues
R&B (doo-wop}
Rock



Highest Valence Track

The album cover for 'Here's Little Fannie' by Larry Williams, featuring a woman in a red dress.

Short Fat Fannie
Larry Williams

PREVIEW

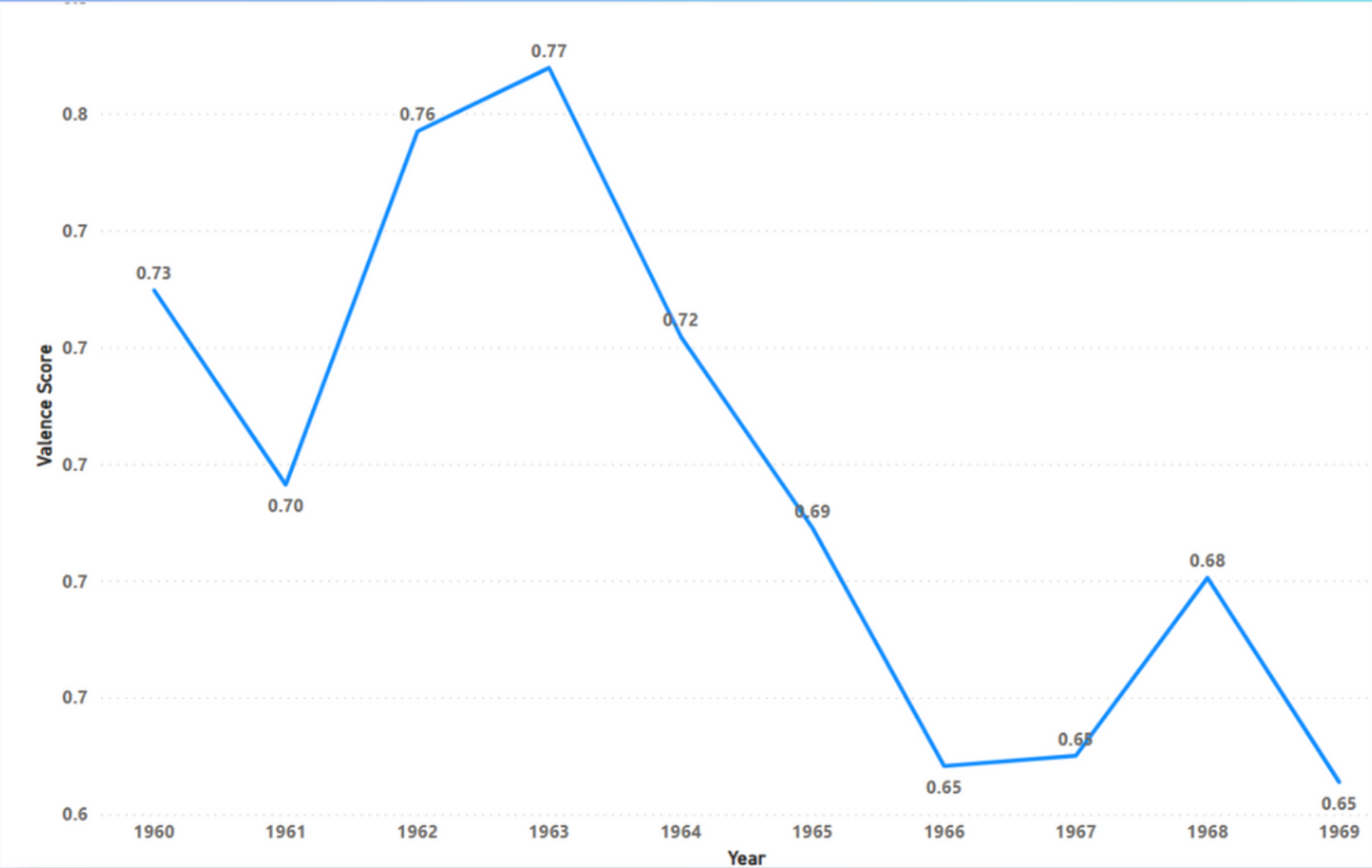
The 60's



Overall Average: 0.697

Genres

Rock
Soul
Pop



Highest Valence Track

The album cover for 'Sweet And Lonesome' by Toots & The Maytals, featuring a group of people.

Pressure Drop
Toots & The Maytals

PREVIEW

The 70's



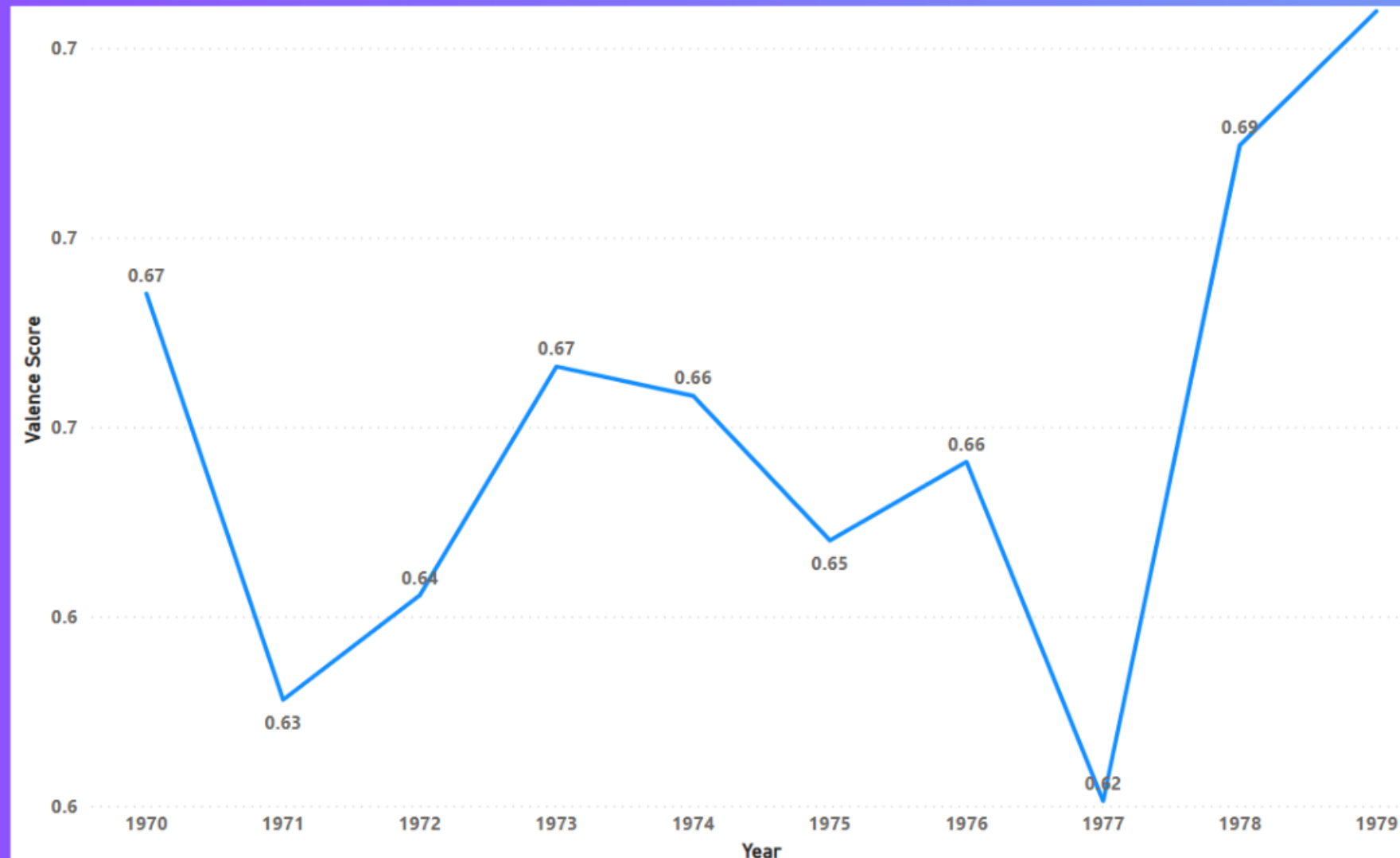
Overall Average: 0.660

Genres

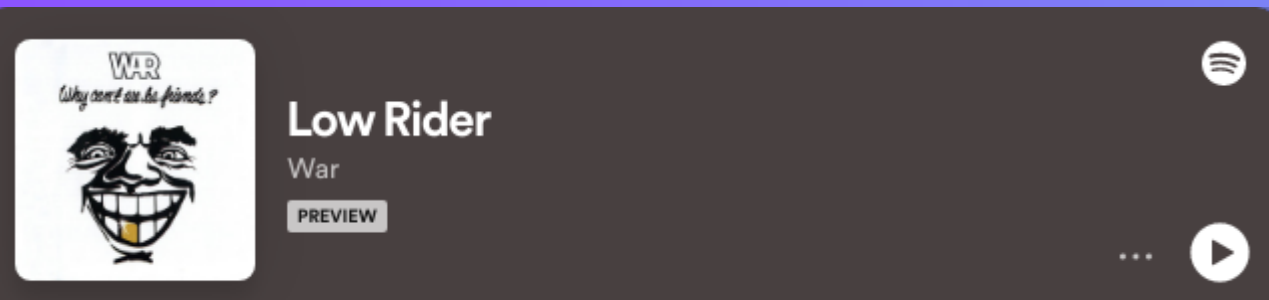
Rock

Pop

R&B



Highest Valence Track



The 80's



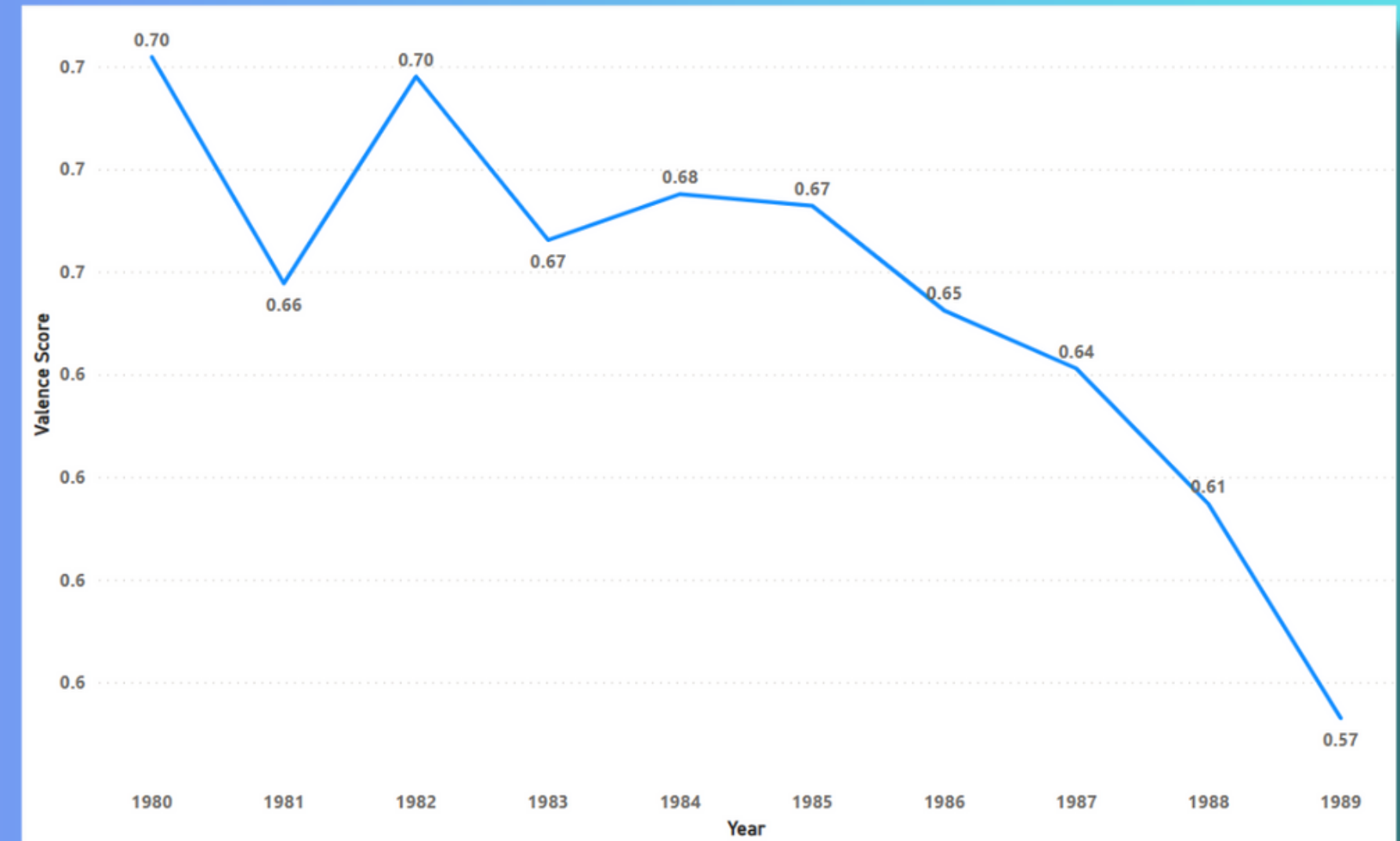
Overall Average: 0.655

Genres

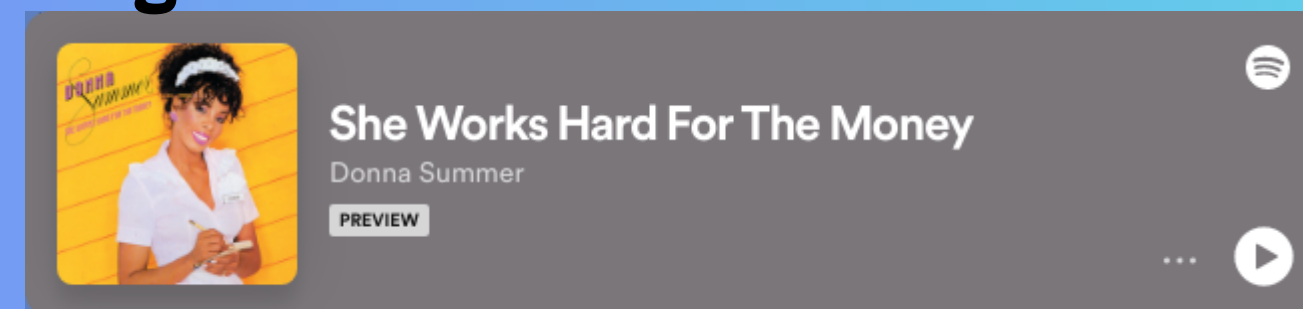
Pop

Rock

R&B



Highest Valence Track



The 90's



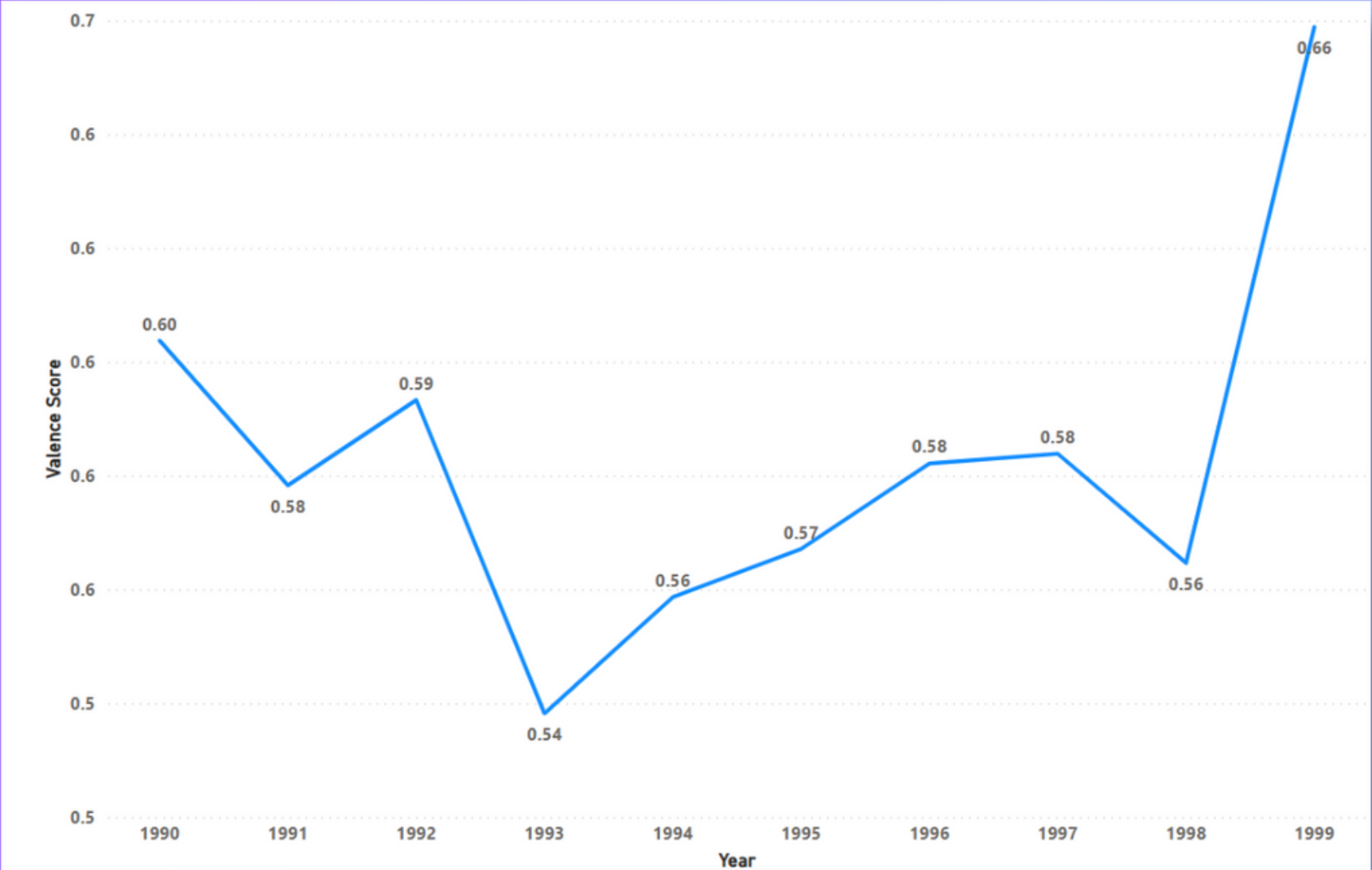
Overall Average: 0.583

Genres

Pop

Rock

R&B



Highest Valence Track



The 2000's



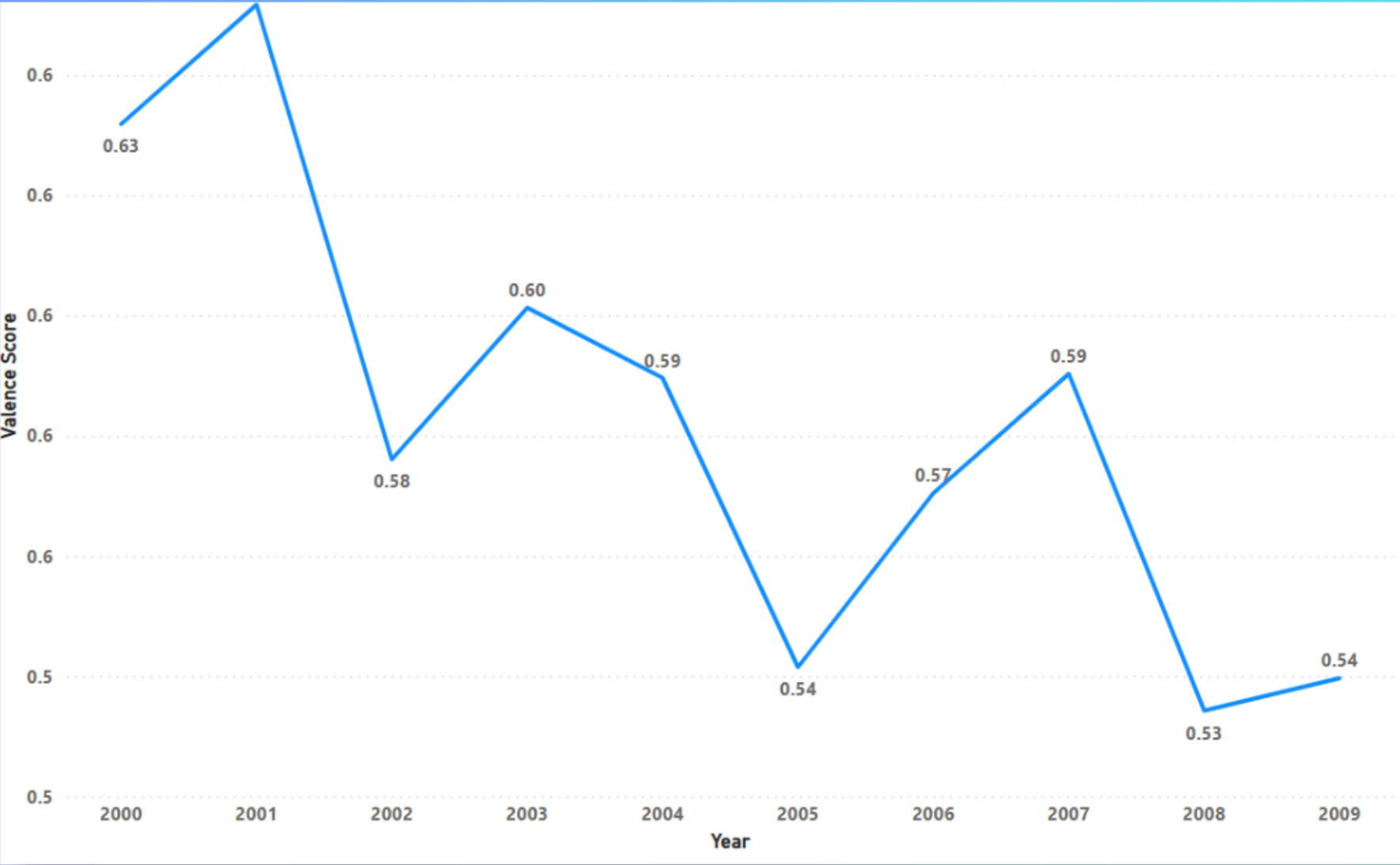
Overall Average: 0.583

Genres

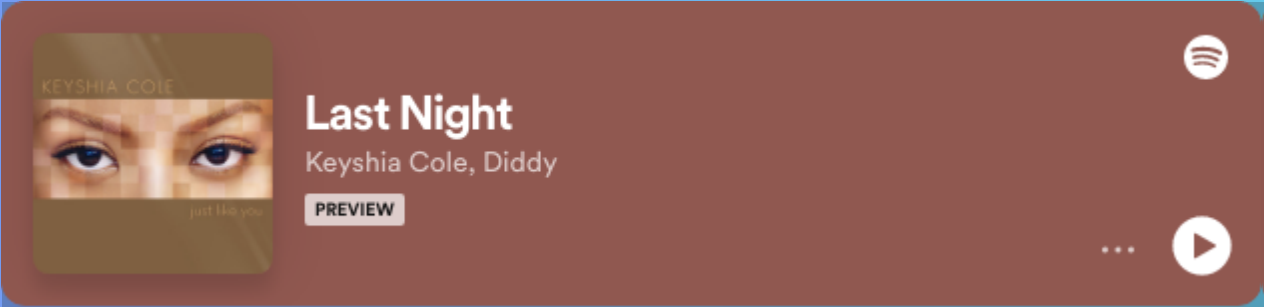
Pop

Rock

R&B



Highest Valence Track



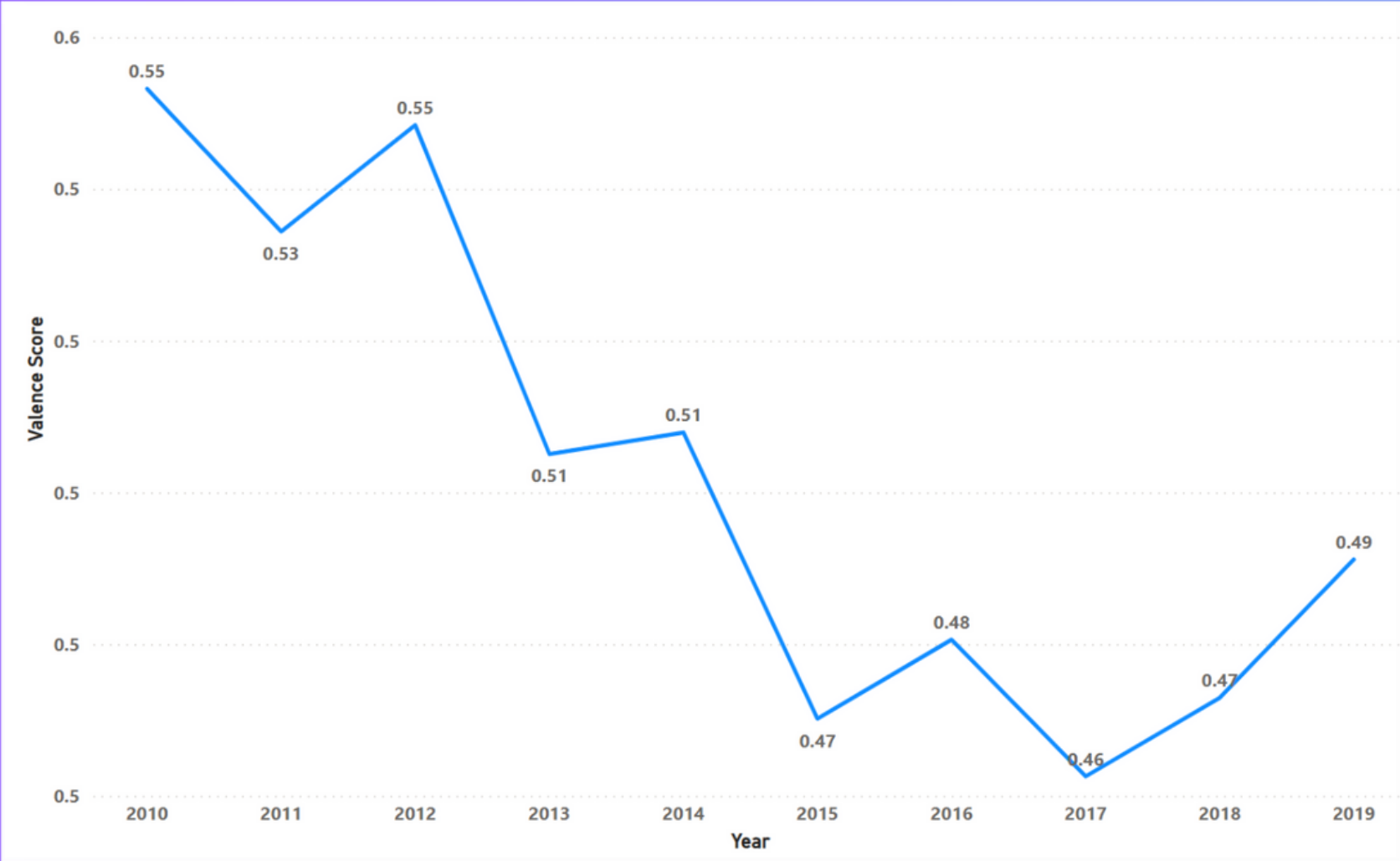
The 2010's



Overall Average: 0.502

Genres

Pop
Hip-Hop
Rock



Highest Valence Track

SHAWN MENDES **There's Nothing Holdin' Me Back**
Shawn Mendes
PREVIEW

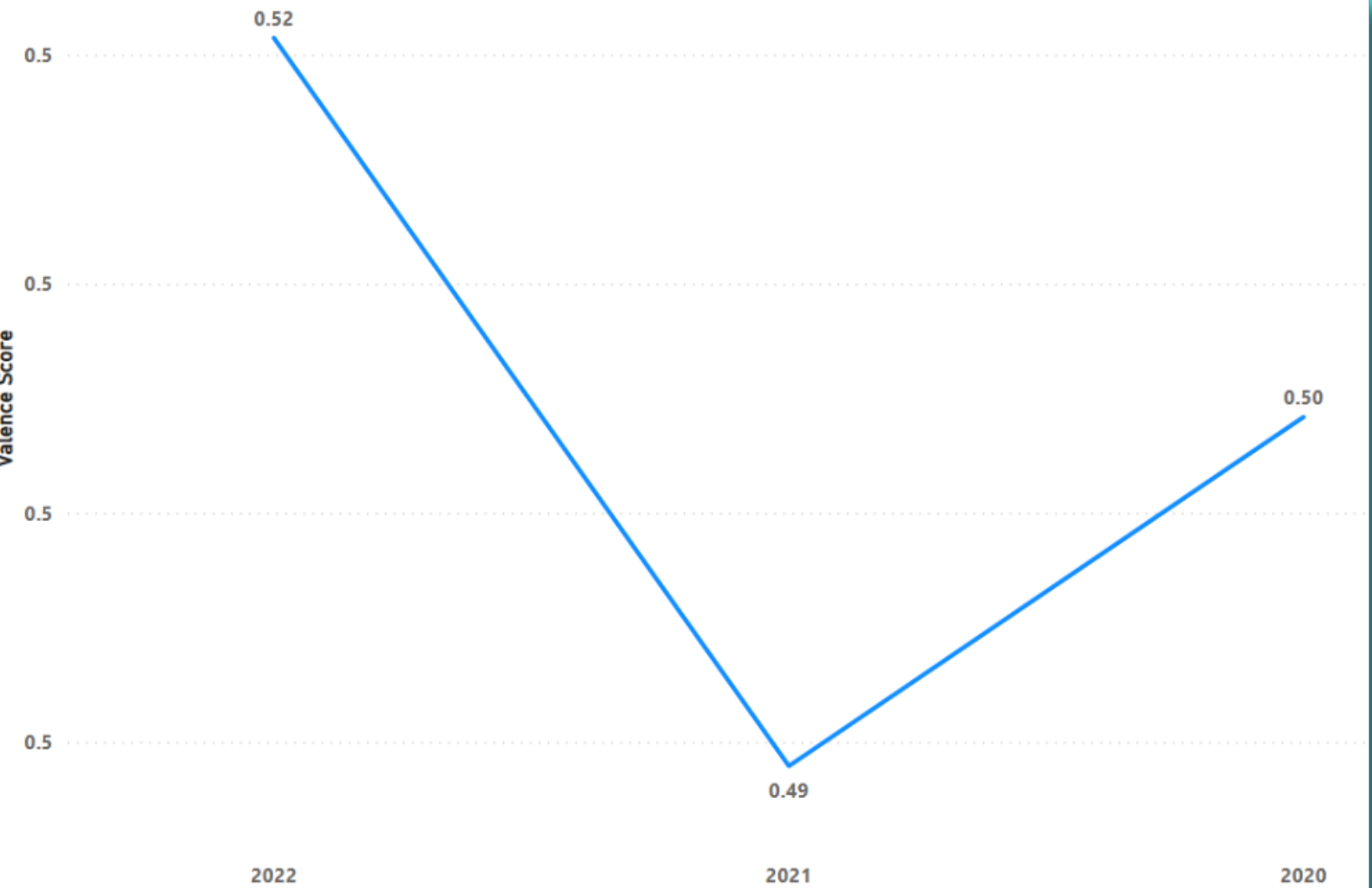
The 2020's



Overall Average: 0.505

Genres

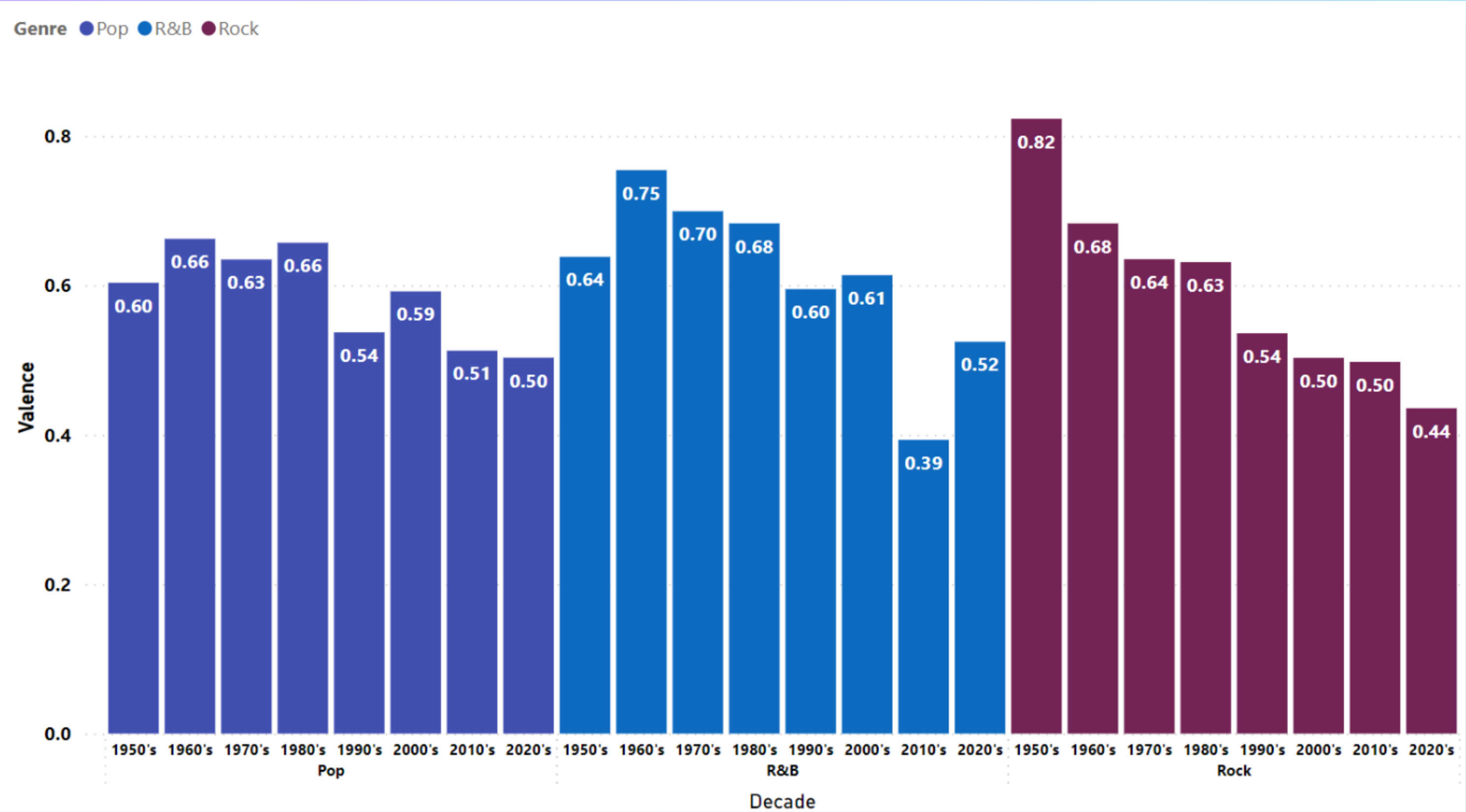
Pop
Hip-Hop
R&B



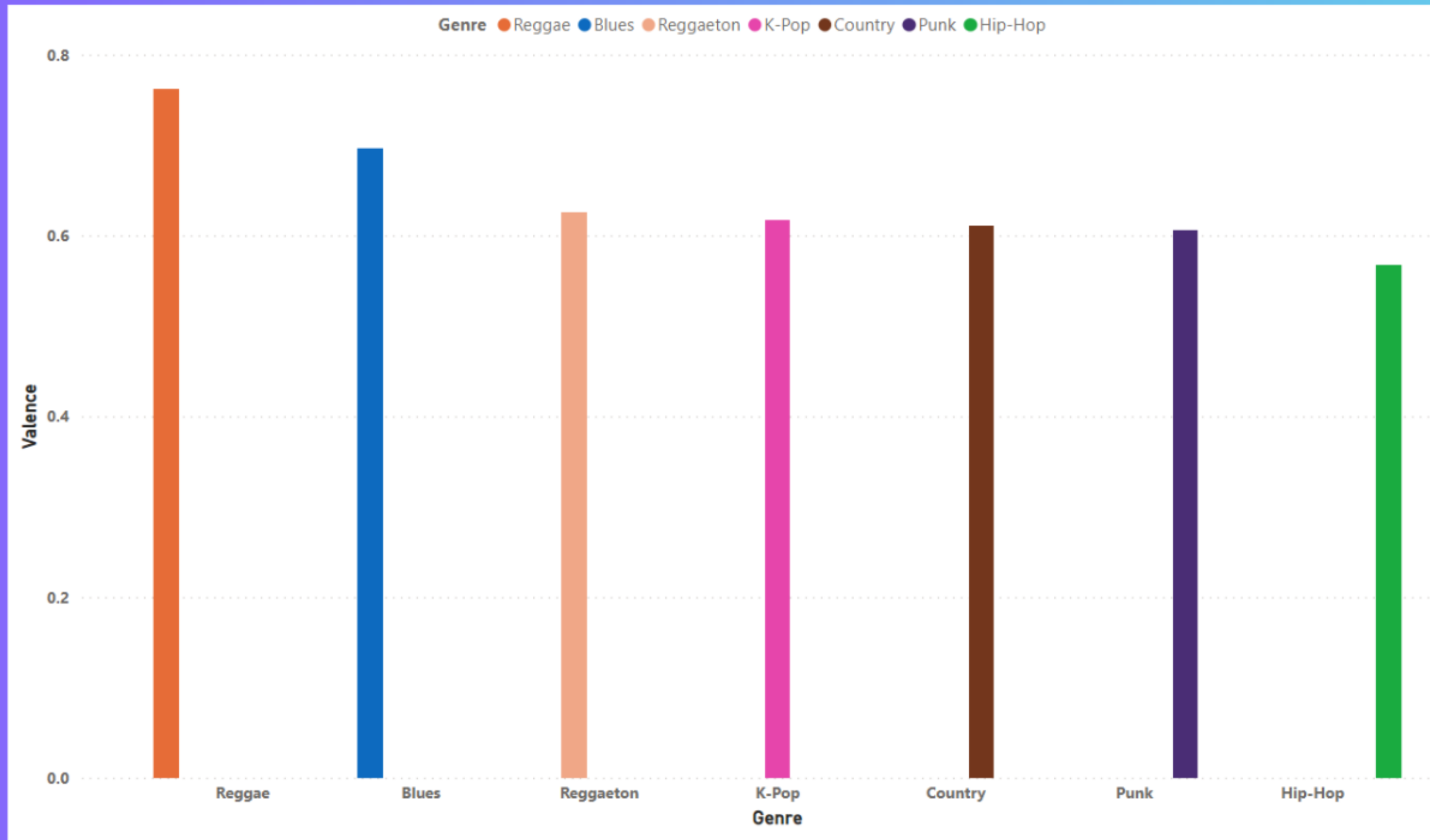
Highest Valence Track

Doja
Central Cee
PREVIEW E

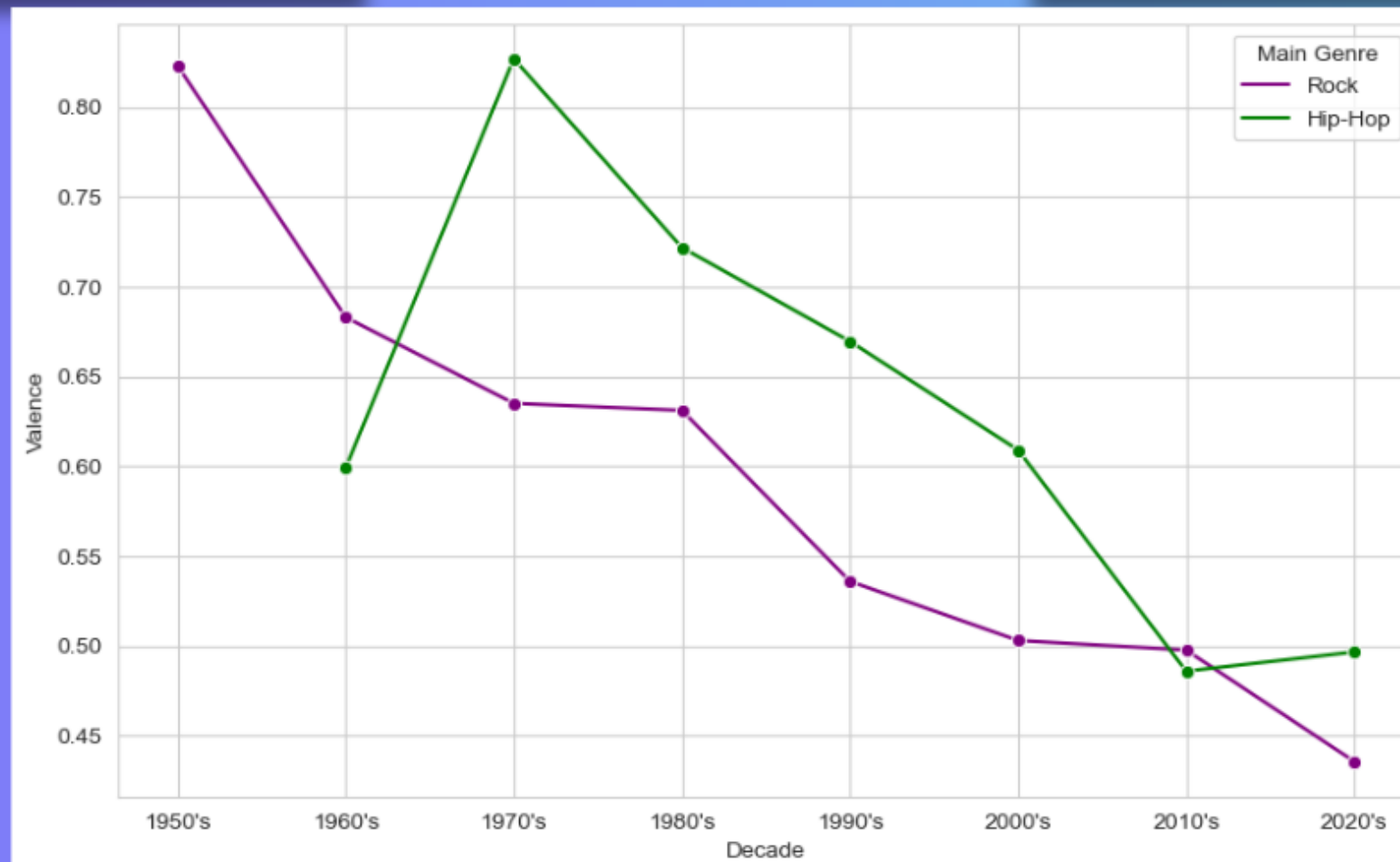
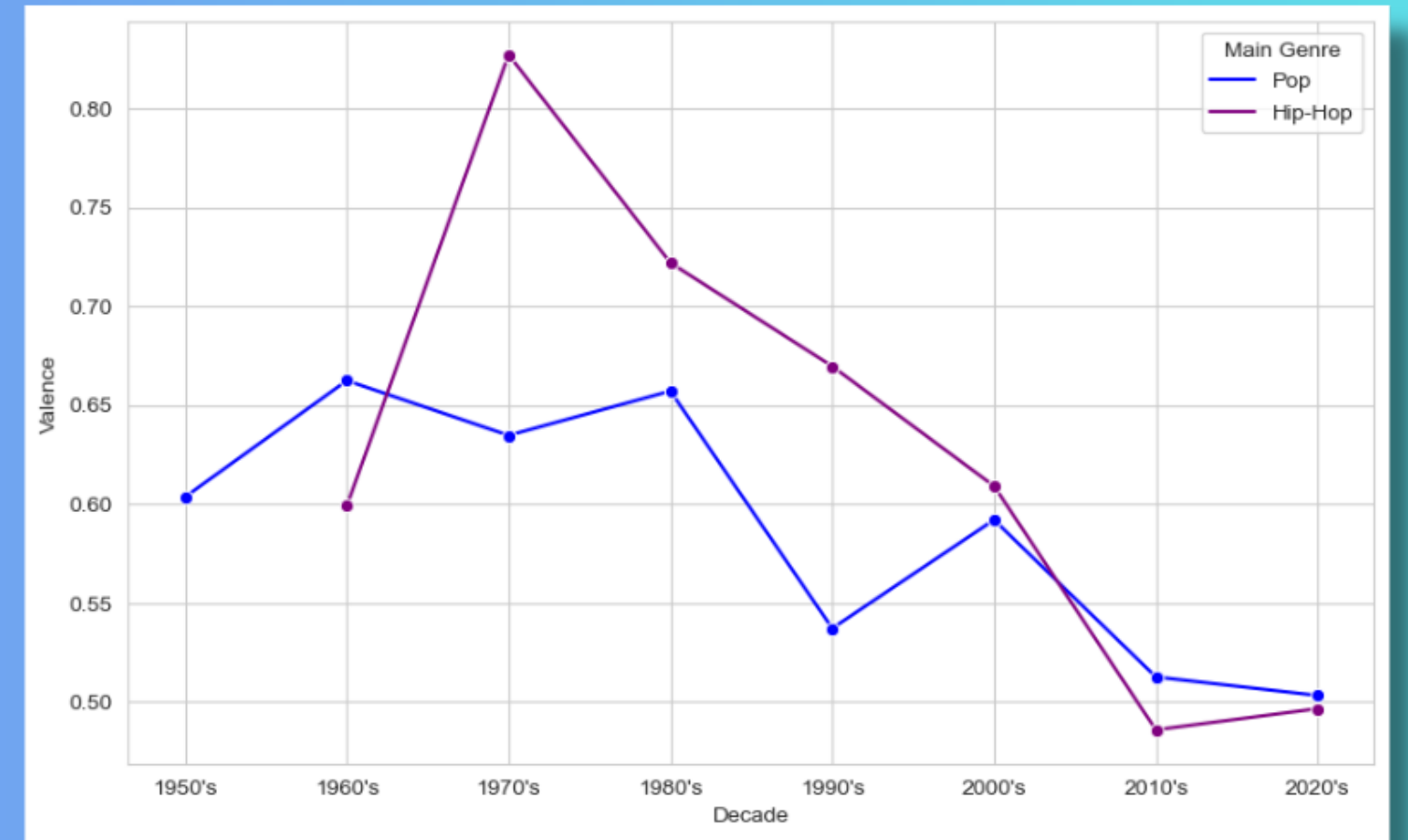
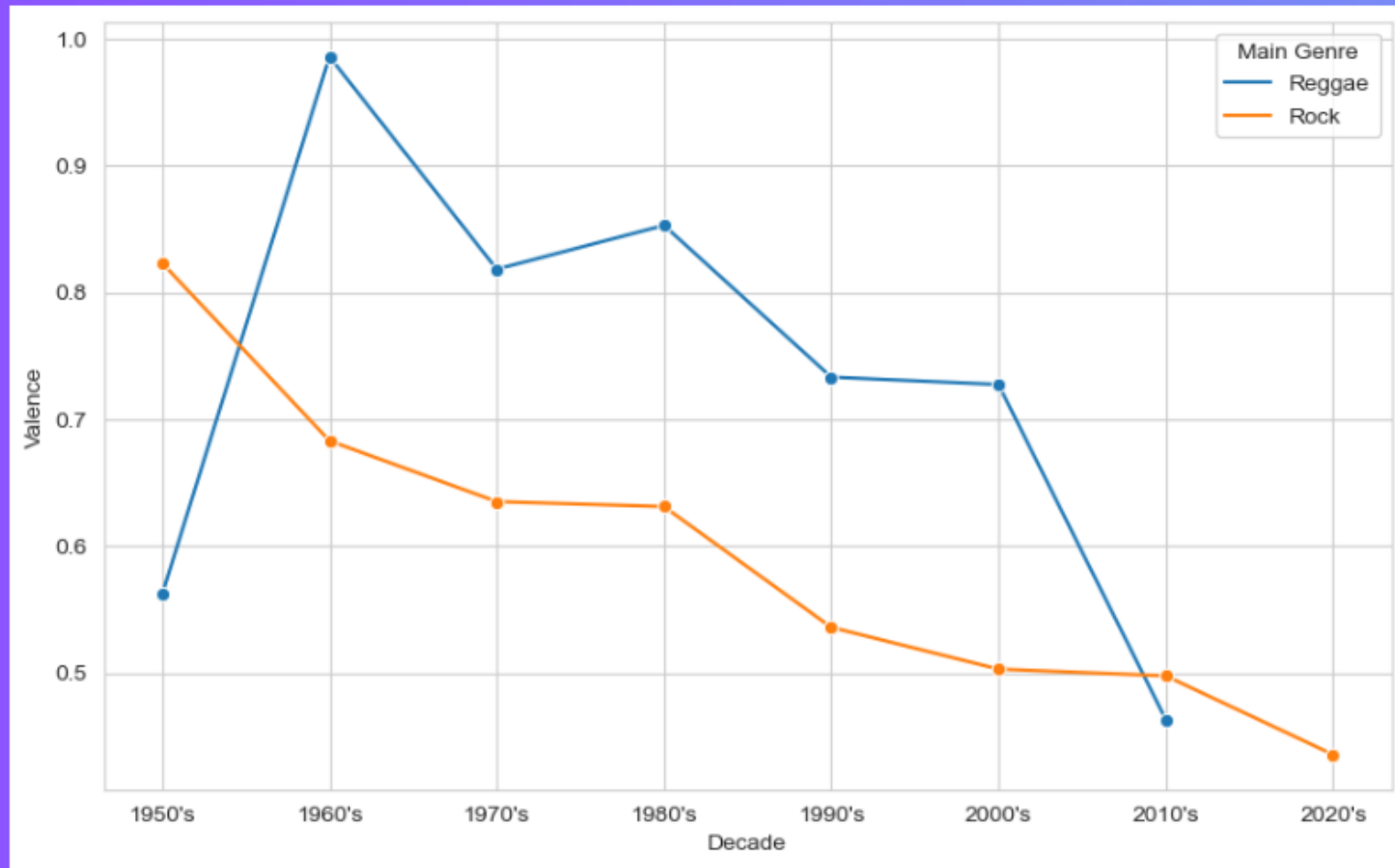
Most Frequent Genres



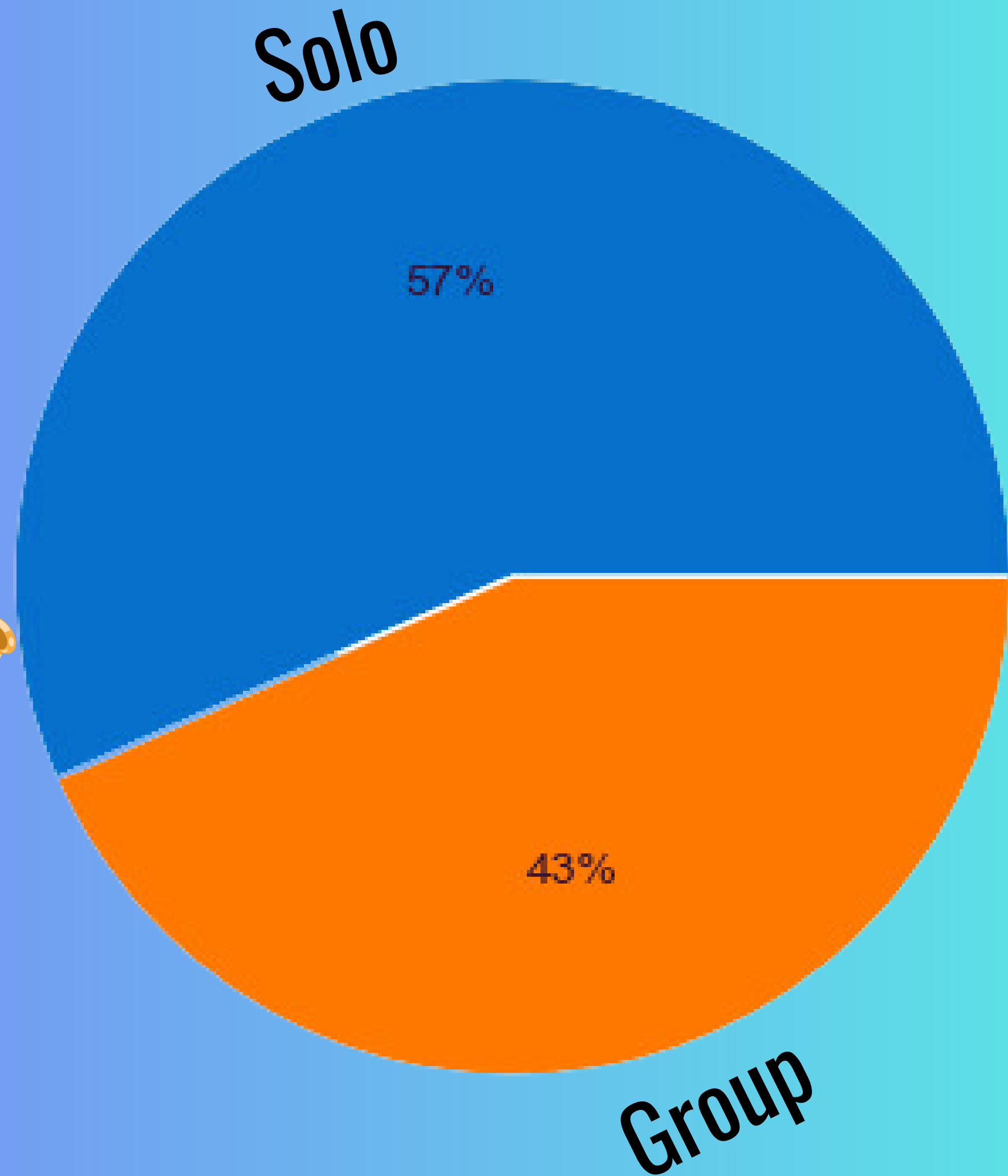
Genres High Valence

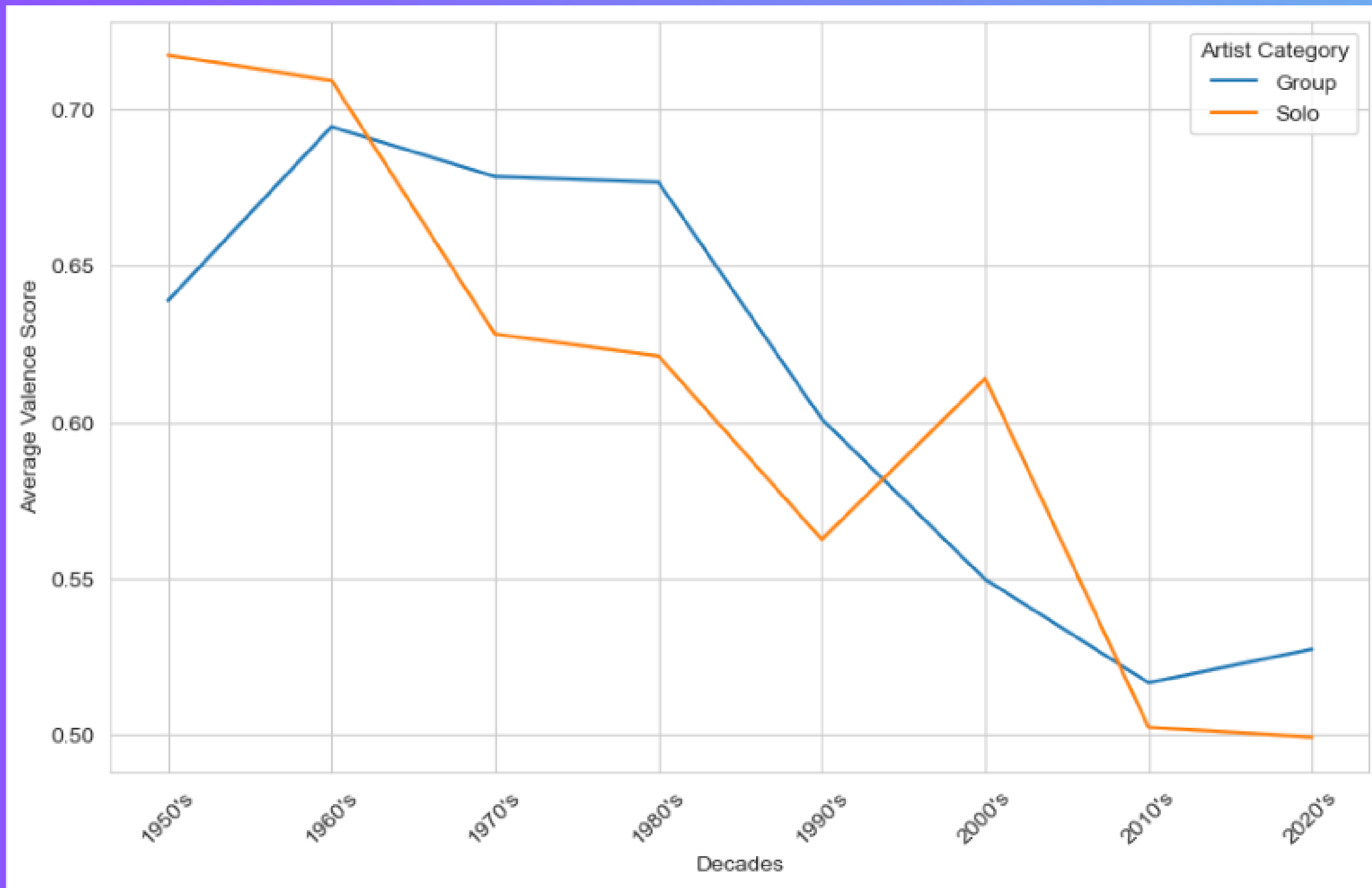


Genres Comparisons



Solo Artists vs. Group Acts





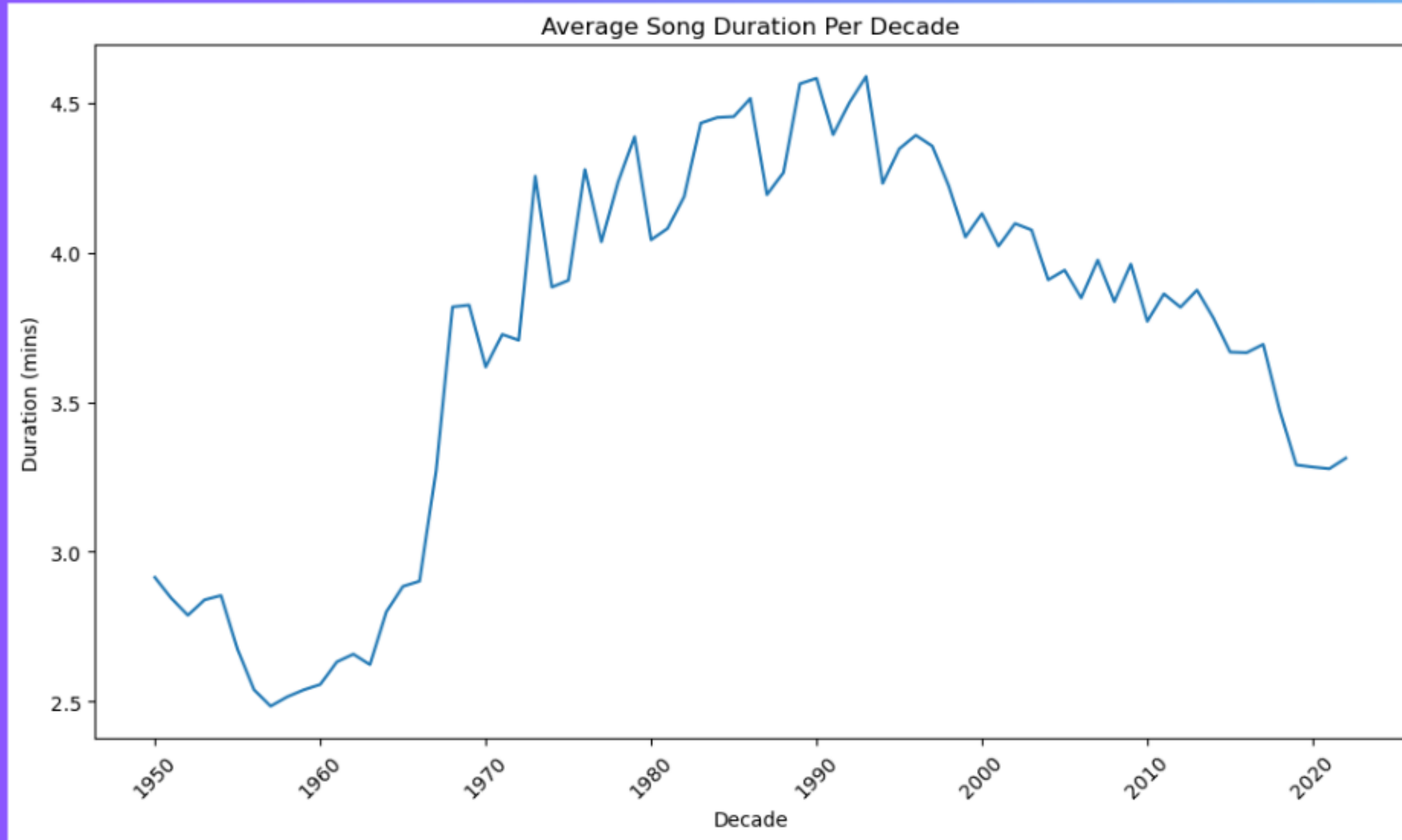
**Valence scores faired better
for group acts on average and
throughout the decade vs. solo
artist.**

Average Valence Scores

Group Acts: .630

Solo Artist: .589

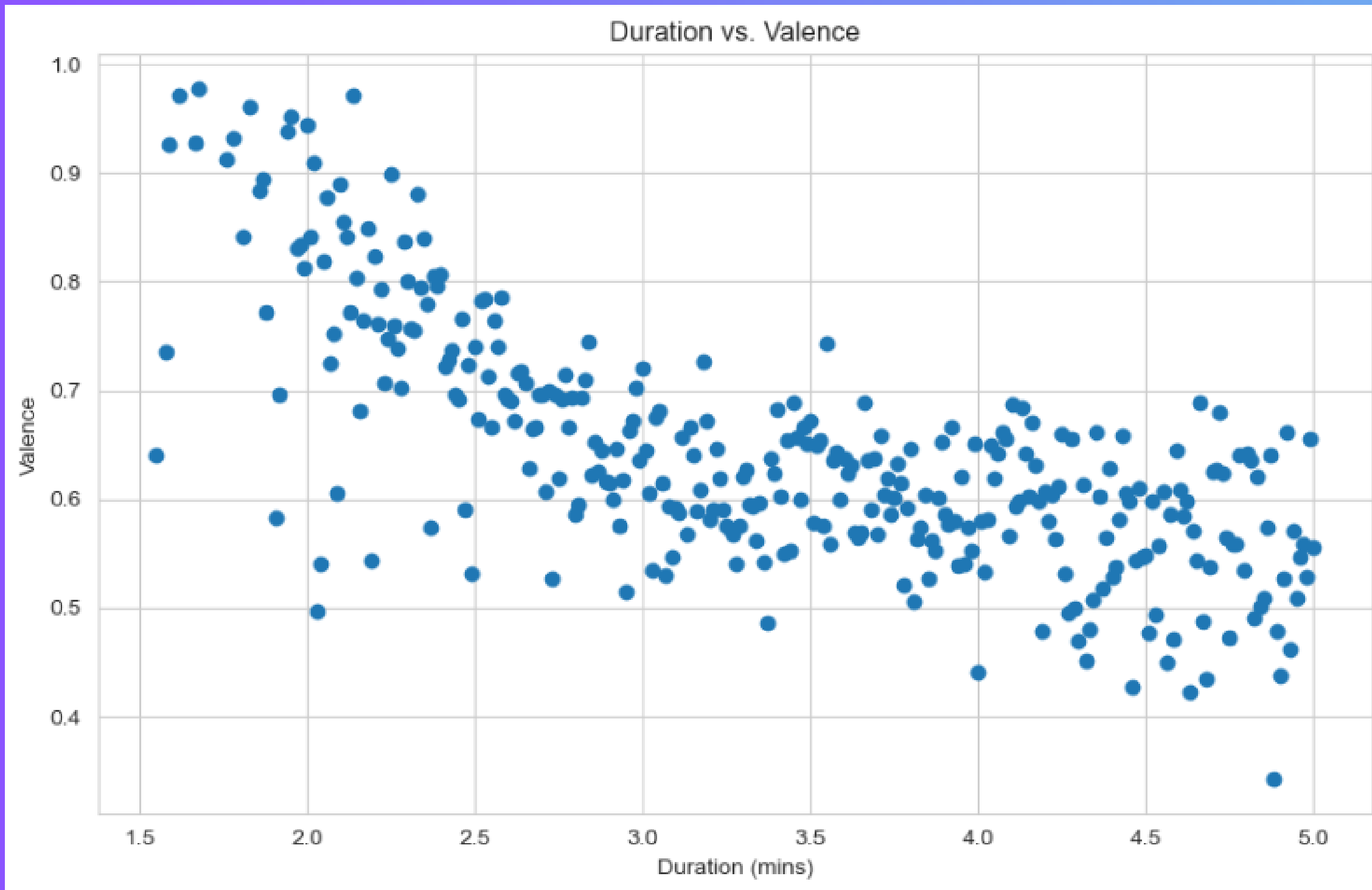
Song Duration



Average Duration: 4 minutes

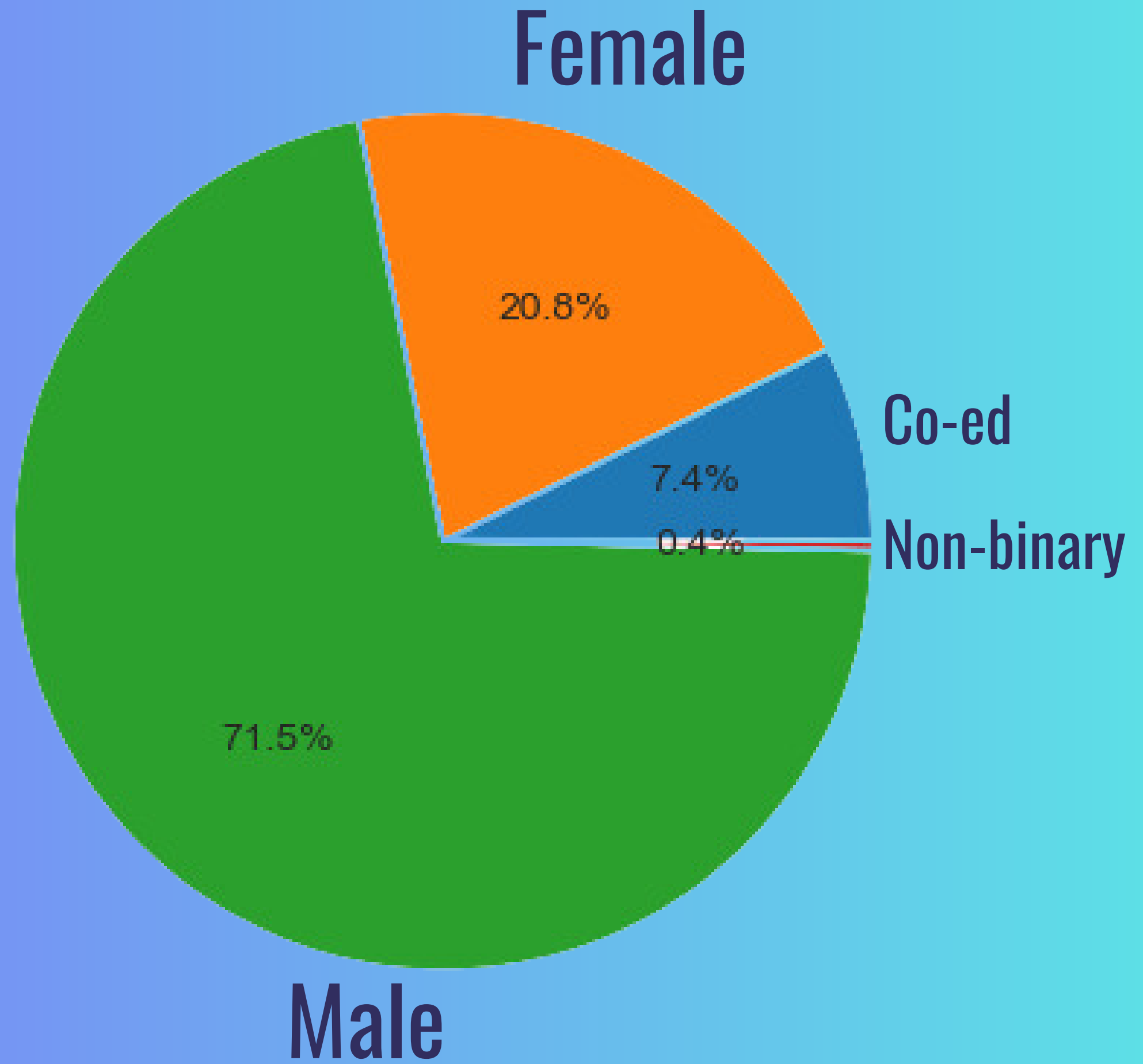
**Shorter durations in
decades past.**

Song Duration Valence

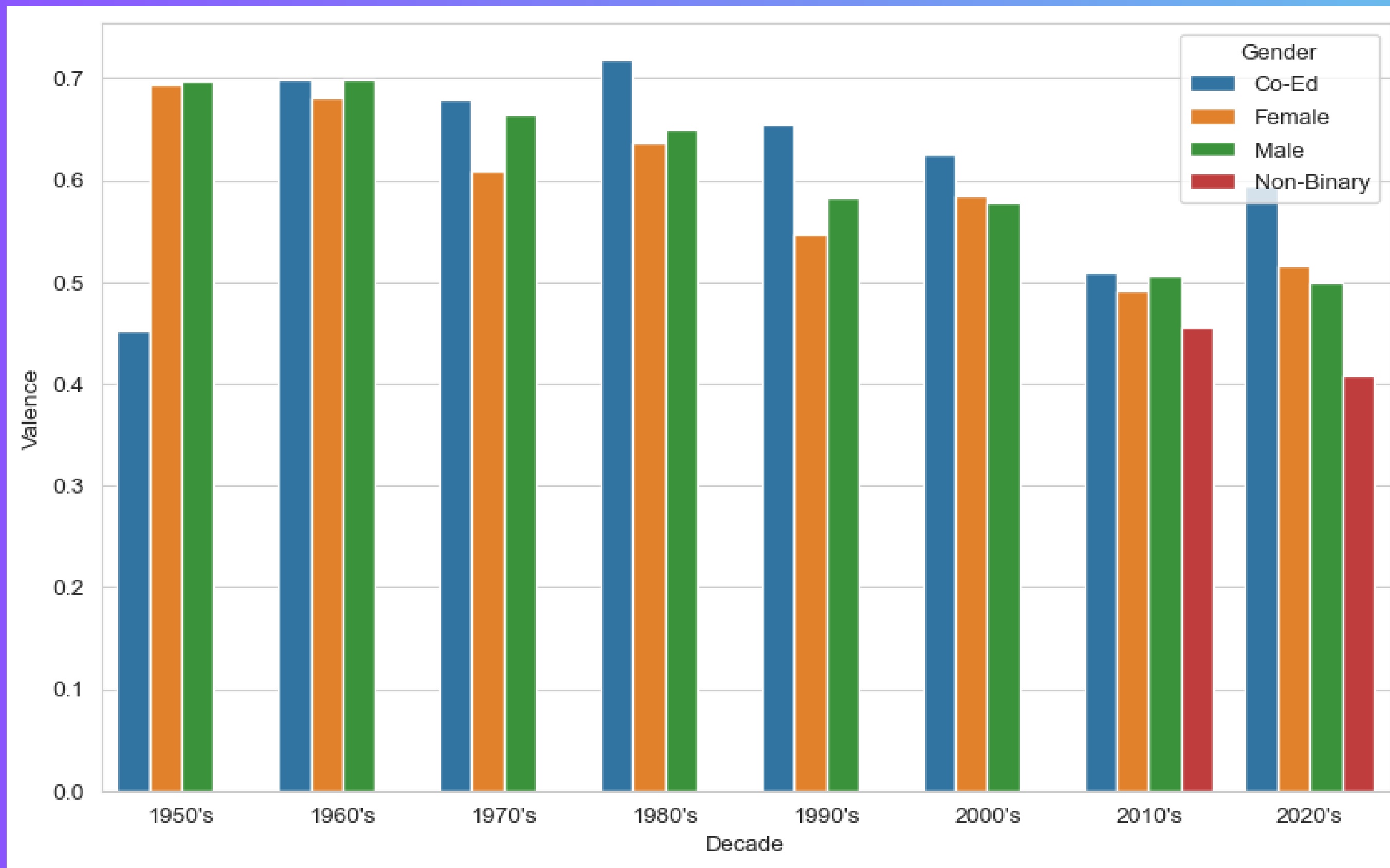


Shorter songs tend to have
higher valence scores

Artist Gender



Artist Gender



Average Valence

Co-ed: 0.658

Male: 0.613

Female: 0.569

Non-binary: 0.433

And the most positive Decade is.....

1960's

Conclusion

Valence scores have decreased through the decades. Over the last 72 years, we have seen music evolve. However, overtime our music has gotten less positive And it appears

From the analysis, we can conclude:

- Reggae was the most positive genre on average
- Co-ed and Group acts faired better on average in regards to artist gender/artist type
- Shorter songs tend to have higher valence scores
- The most frequent/popular genres are not the most positive
- The most positive decade in music was the 1960's

Sources

- **Tracks fetched from playlist using Spotify's API**

- Spotify API details from (<https://developer.spotify.com/documentation/web-api>)

- **Artist type and gender pulled from MusicBrainz API**

- Lyrics Genius API details from (https://musicbrainz.org/doc/MusicBrainz_API)

- **Last.FM was used to double check genres**

- Last.FM API details from (<https://www.last.fm/api>)