

A close-up, low-angle shot of a vinyl record player. The tonearm is extended over a vinyl record, with the stylus just touching the surface. The background is a warm, golden glow, possibly from a sunset or a studio light. The overall mood is nostalgic and artistic.

MUSIC ANALYTICS:

BY KAKINA

INTENT:

- To identify what makes a song a hit.
- To identify a song's attributes.
- To analyze attributes of different songs.
- To develop a web app that predicts whether a song will be a hit or not

FACTORS CONTRIBUTING TO A SONG BEING A BANGER

Measurable

- The song's attributes.

Immeasurable

- The artist's fan-base.
- The artist's Management (PR).
- The music crew especially the director.
- Music reach.



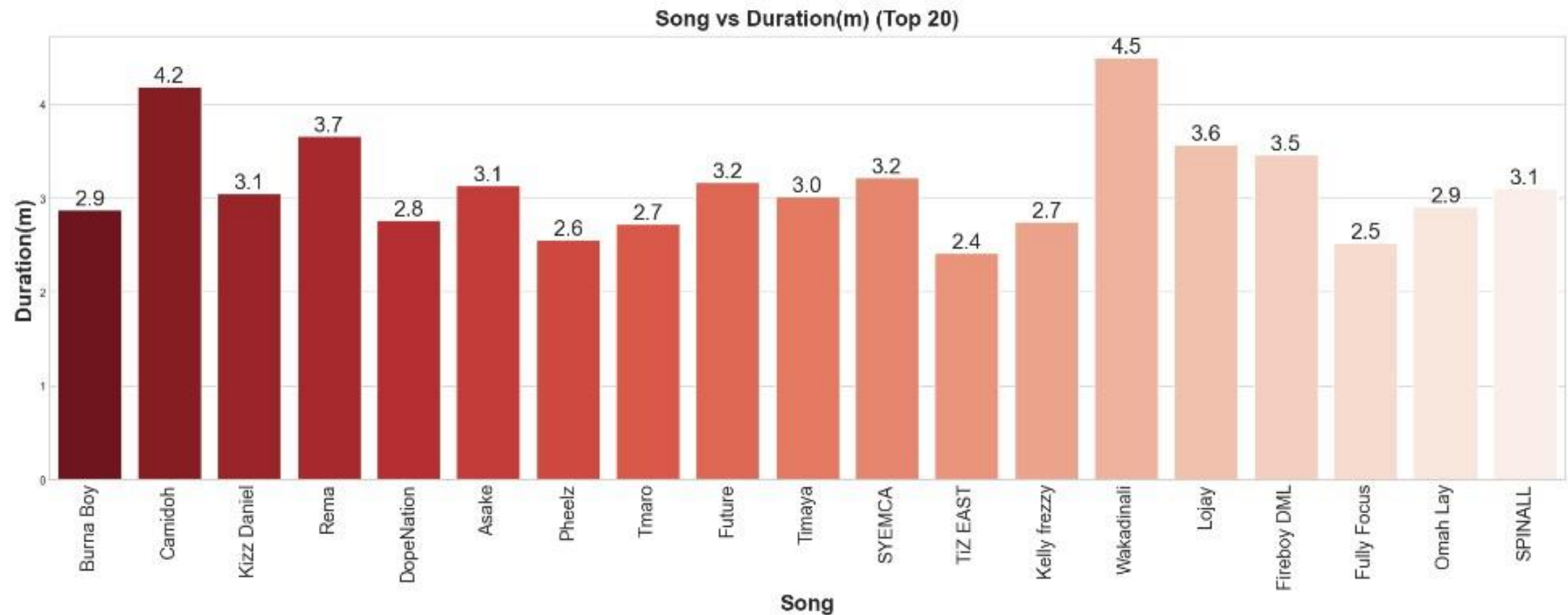


MUSIC ATTRIBUTES

- **Danceability**.- suitability of a song for dancing using tempo, rhythm stability, beat strength and overall regularity.
- **Energy**- presence of intensity and activity.
- **Loudness**-quality of sound in a song(amplitude).
- **Speechiness**- presence of spoken words in a song.
- **Instrumentalness**- presence of vocals in a song.
- **Valence**. Measures the positiveness portrayed in a song.
- **Liveness**. Detects presence of live audience.
- **Tempo**. Beat duration. Also reflects the frequency of a song.
- **Mode**. Major and minor songs. Measured between 0-1.

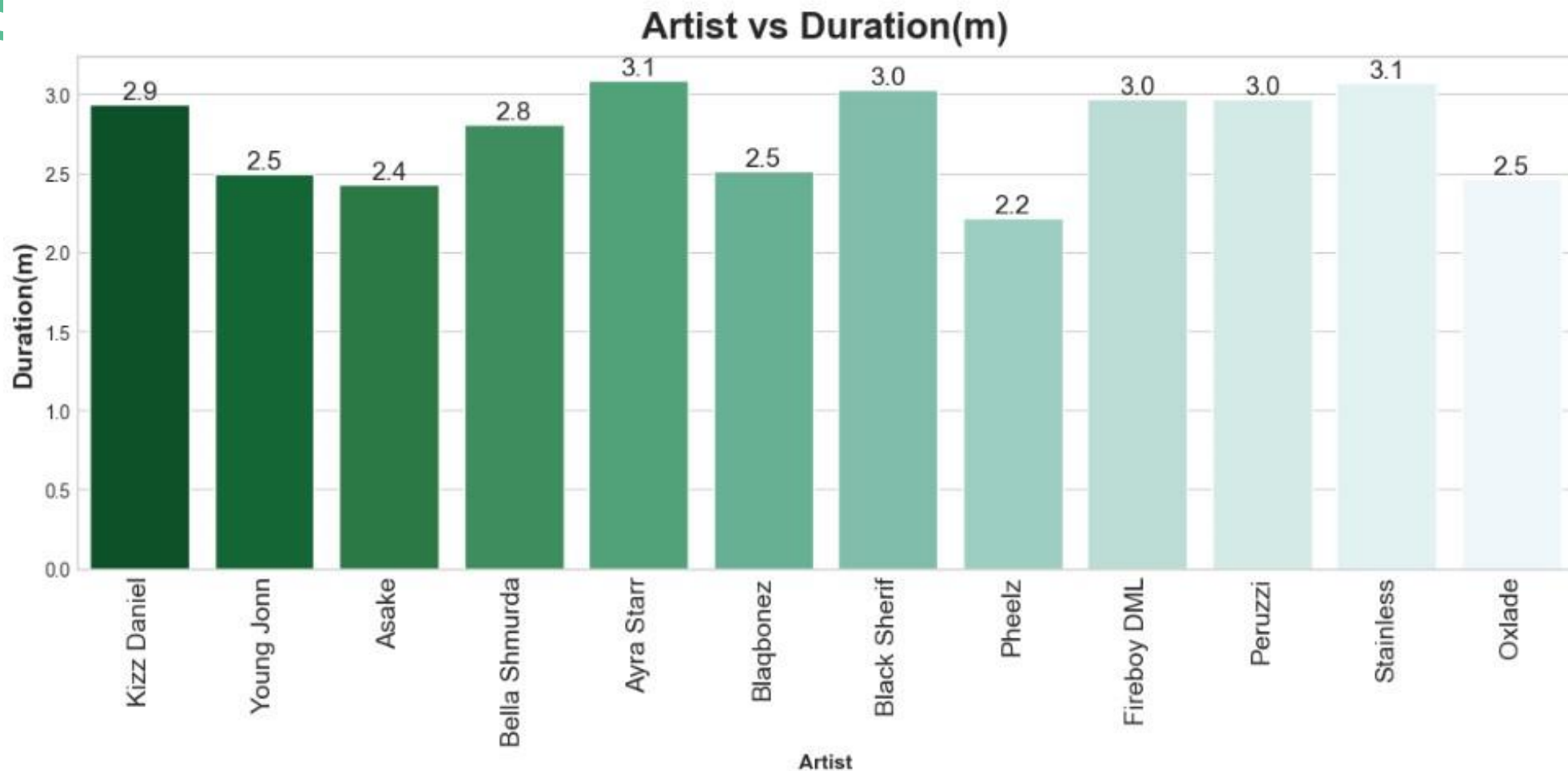
MUSIC DURATION : KENYA

AS OF 27/10/2022



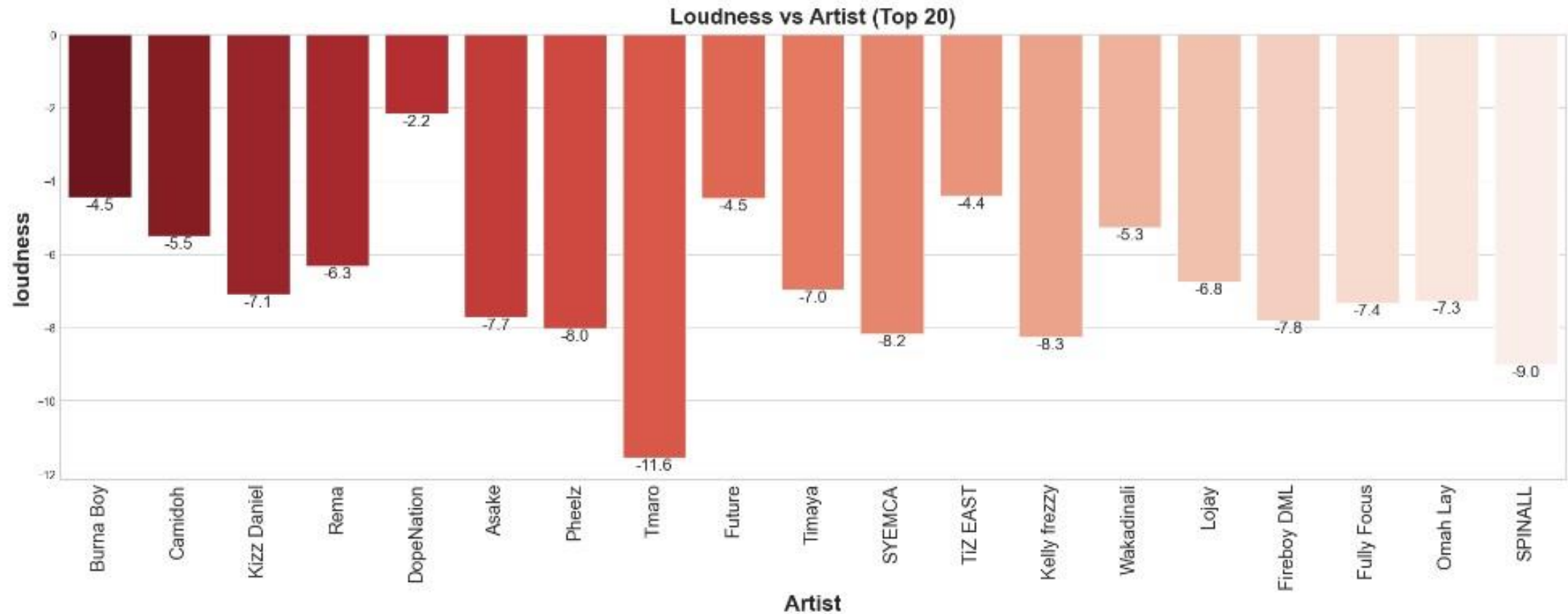
MUSIC DURATION :NAIJA

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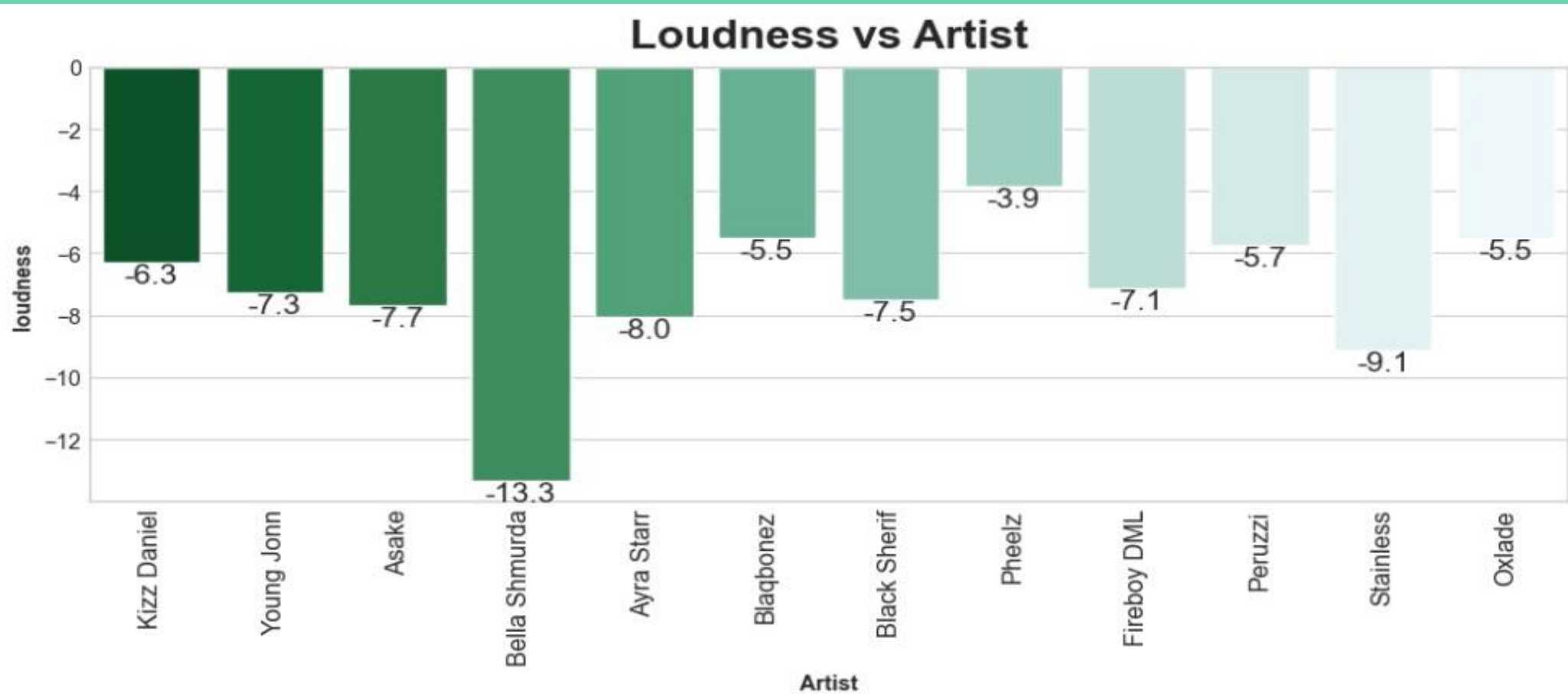
MUSIC LOUDNESS : KENYA

AS OF 27/10/2022



MUSIC LOUDNESS: NAIJA

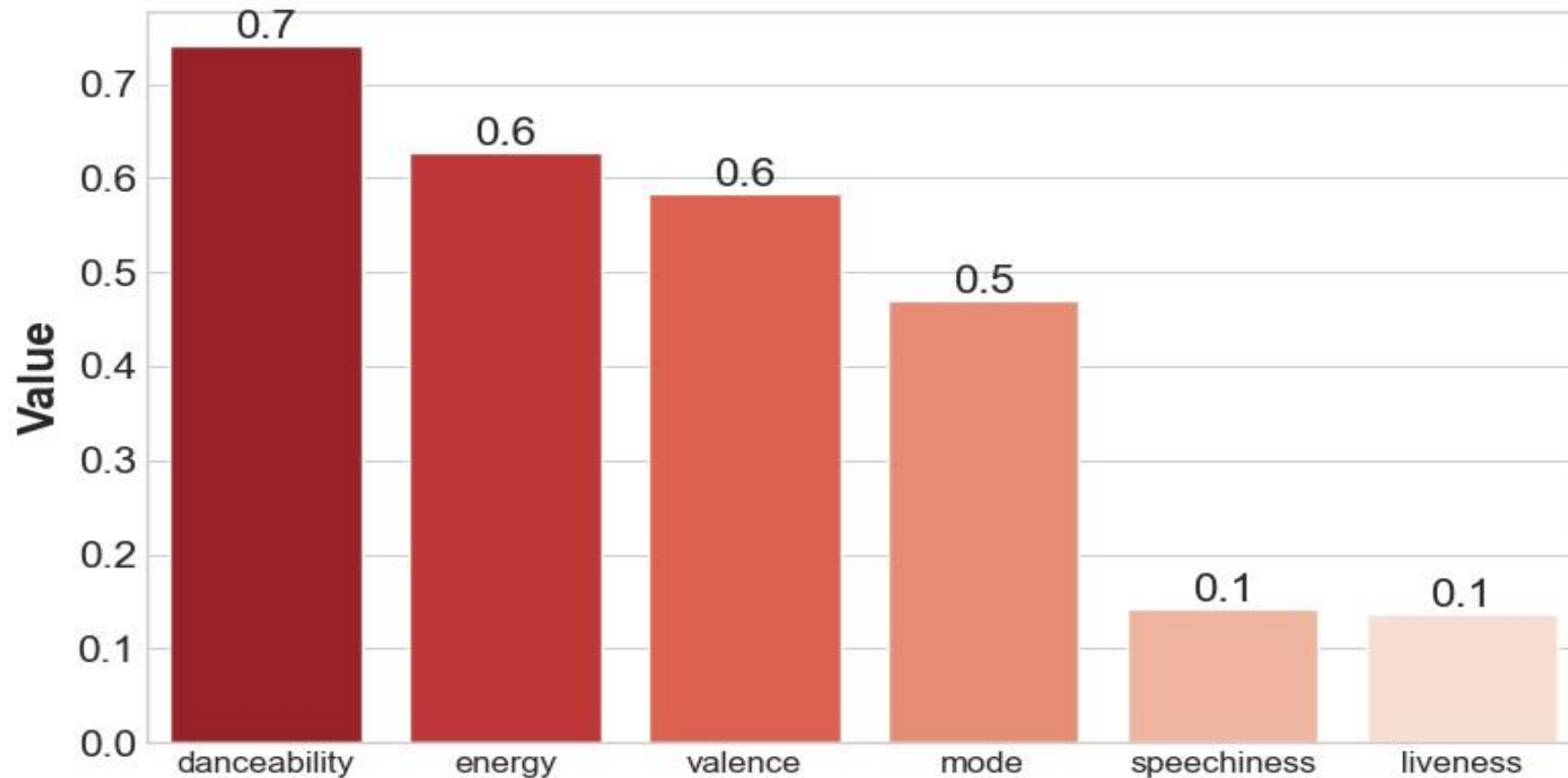
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MEAN VALUES : KENYA

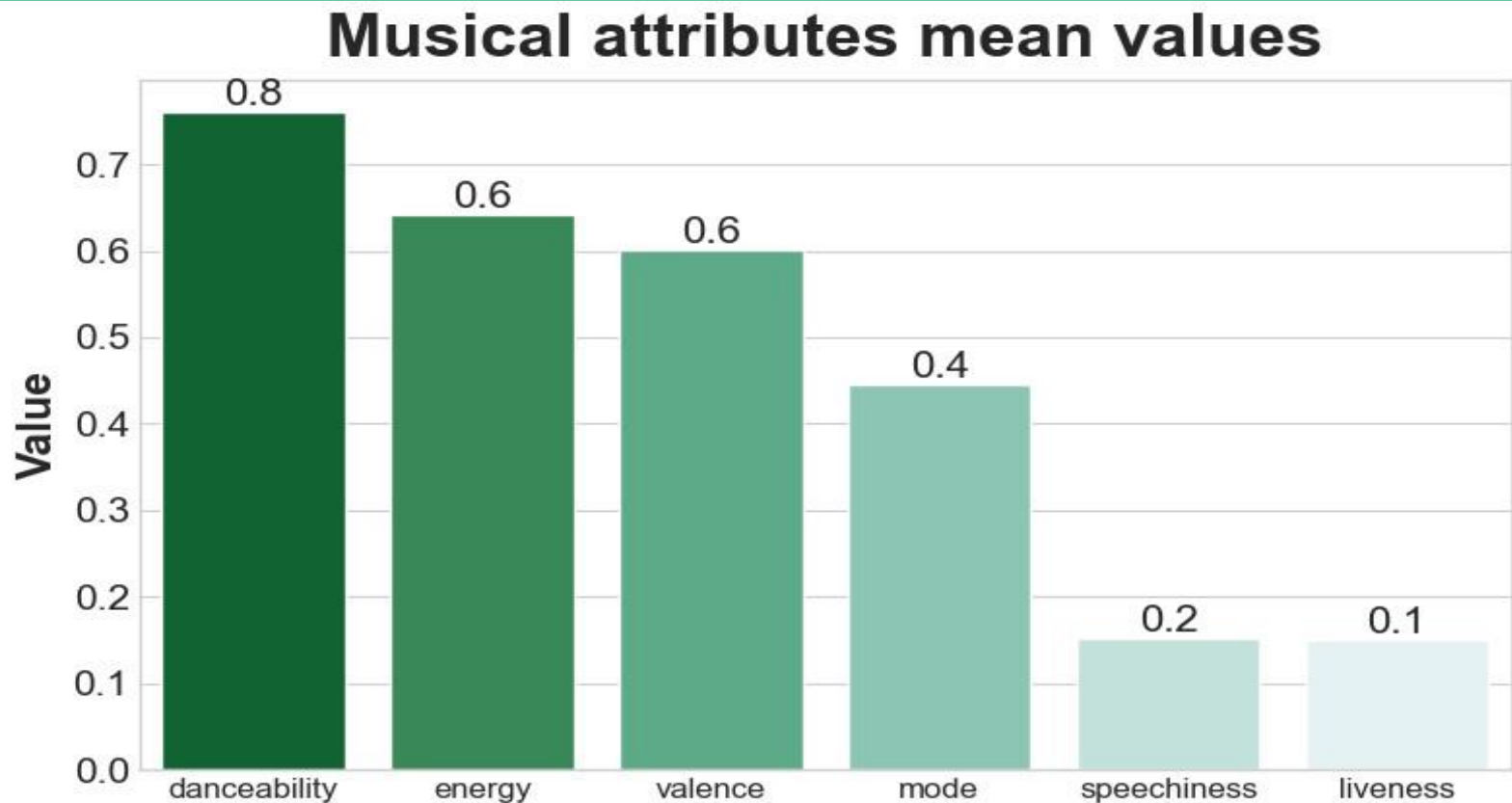
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Musical attributes mean values



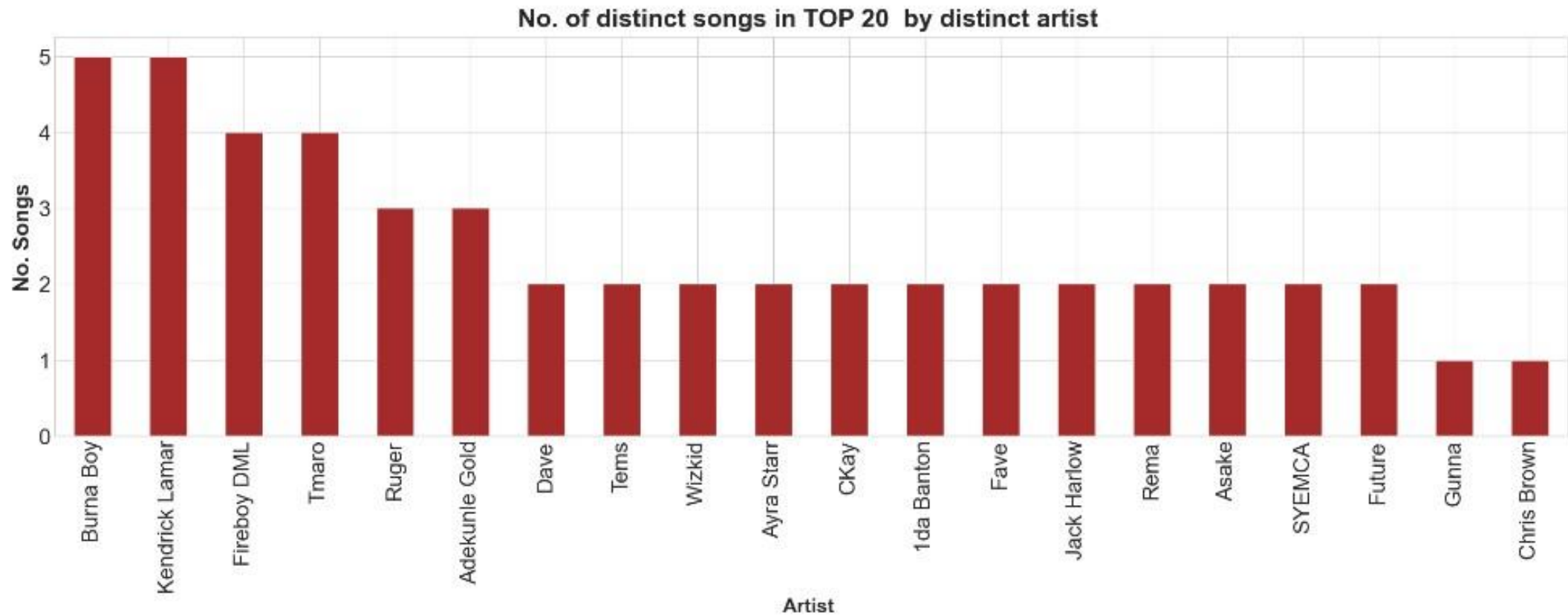
MEAN VALUES : NAIJA

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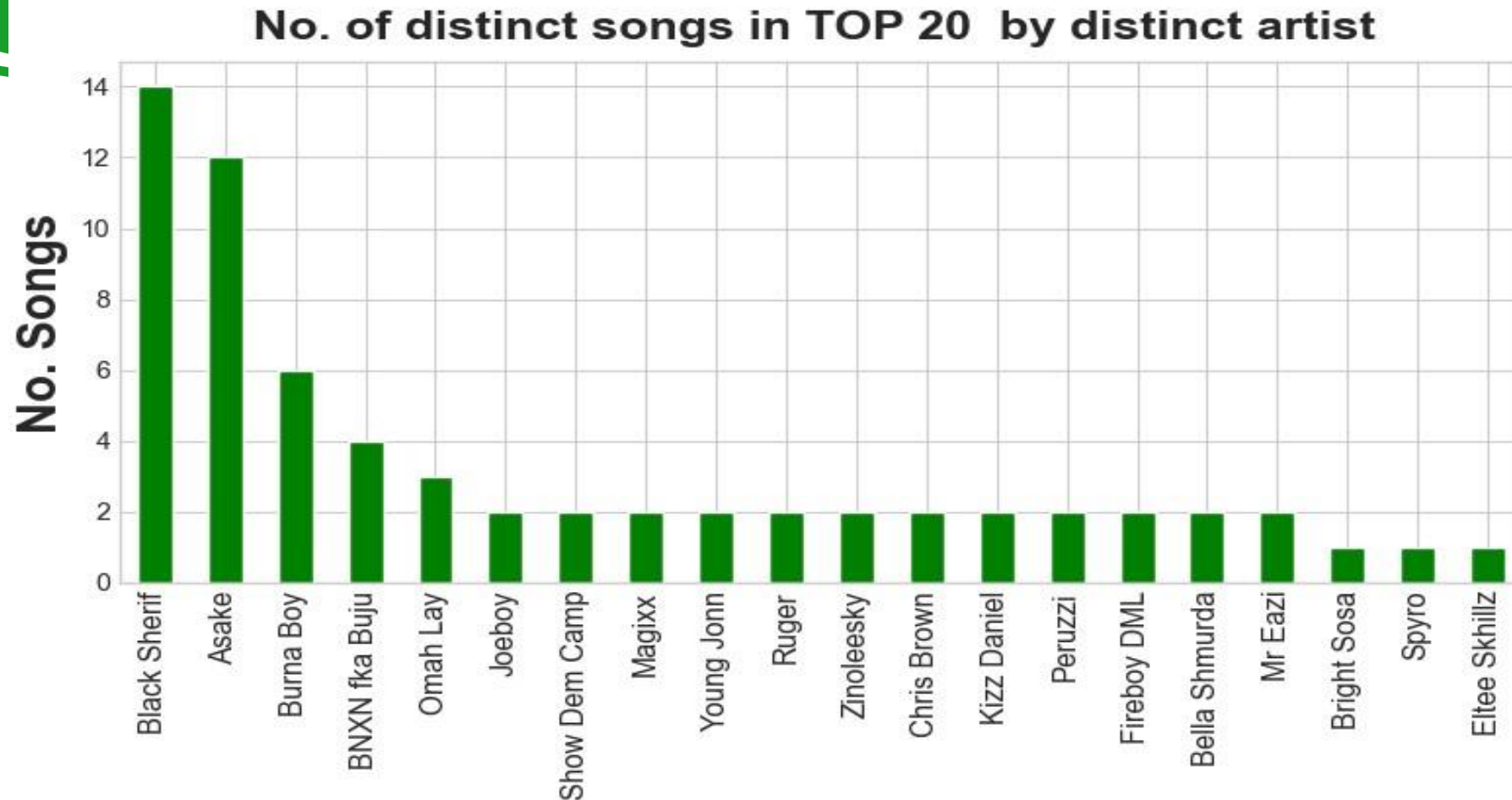
DISTINCT SONGS BY EACH ARTIST IN THE CHART : KENYA

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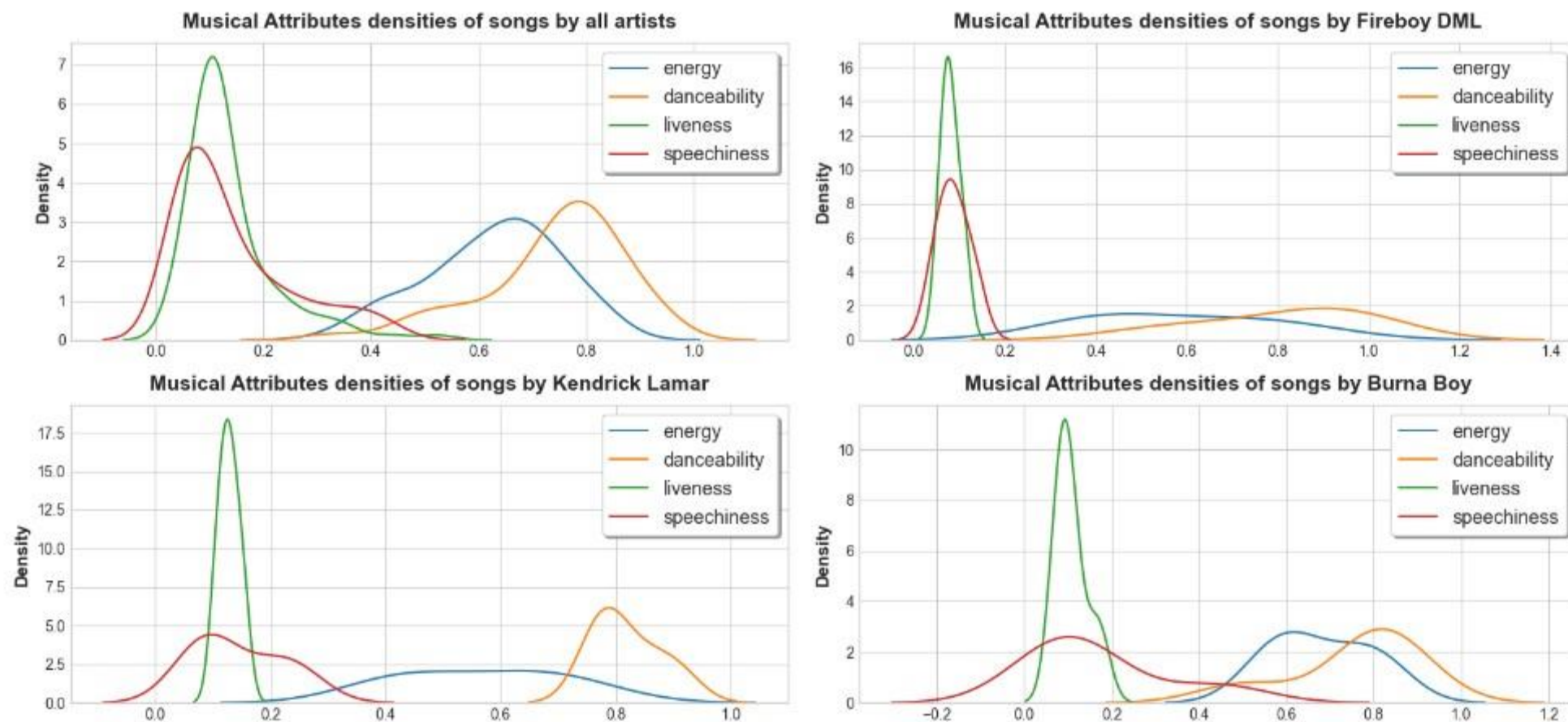
DISTINCT SONGS BY EACH ARTIST IN THE CHART : NAIJA

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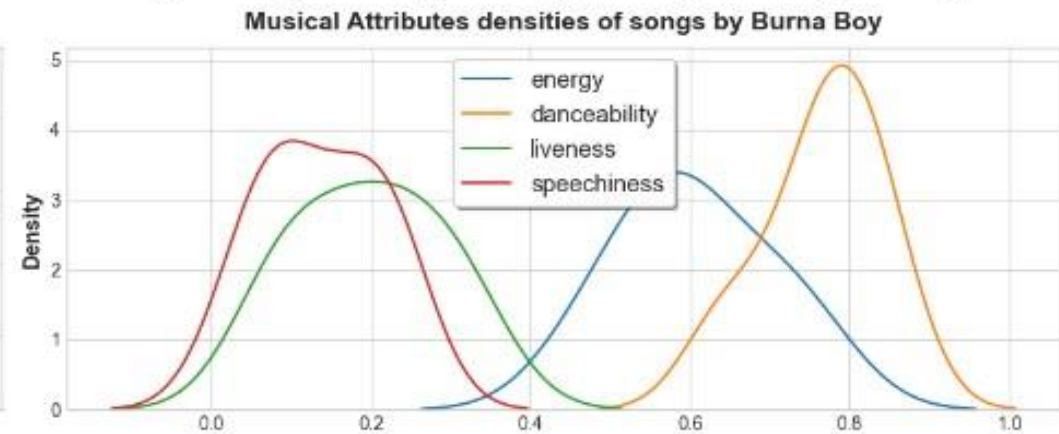
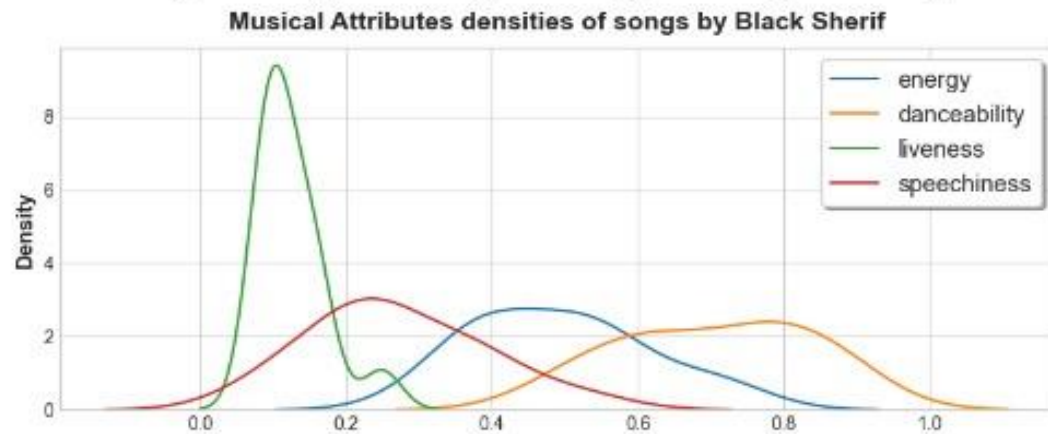
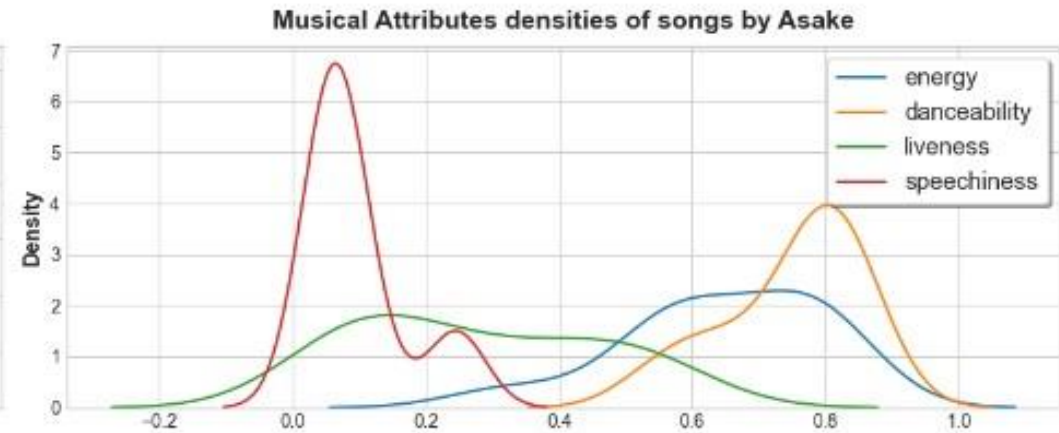
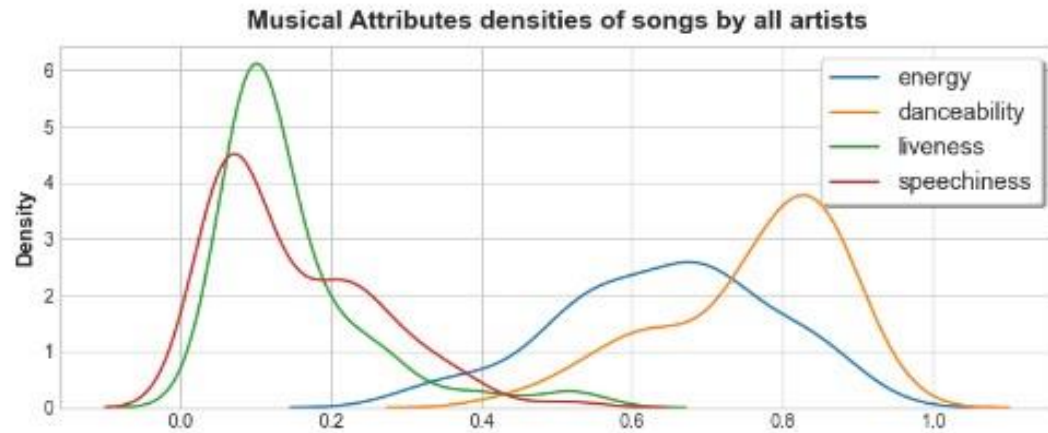
KENYA

AS OF 27/10/2022



NAIJA

AS OF 27/10/2022





IMMEASURABLE FACTORS:

- The artist's fan-base.
- The artist's Management (PR).
- The music crew (the director).
- Music reach.

RECOMMENDATIONS

- Build stronger fanbases for our artists.(Artist-fan relationship)
- Artists should embrace new trends in the industry.
- Keep the industry busy.
- Artists should market and advertise their music more.
- Playing and rate our music more: on radios, TV stations and having DJs play their music.

PLAY KENYAN MUSIC.

KAKINA.