

The Winning Sound

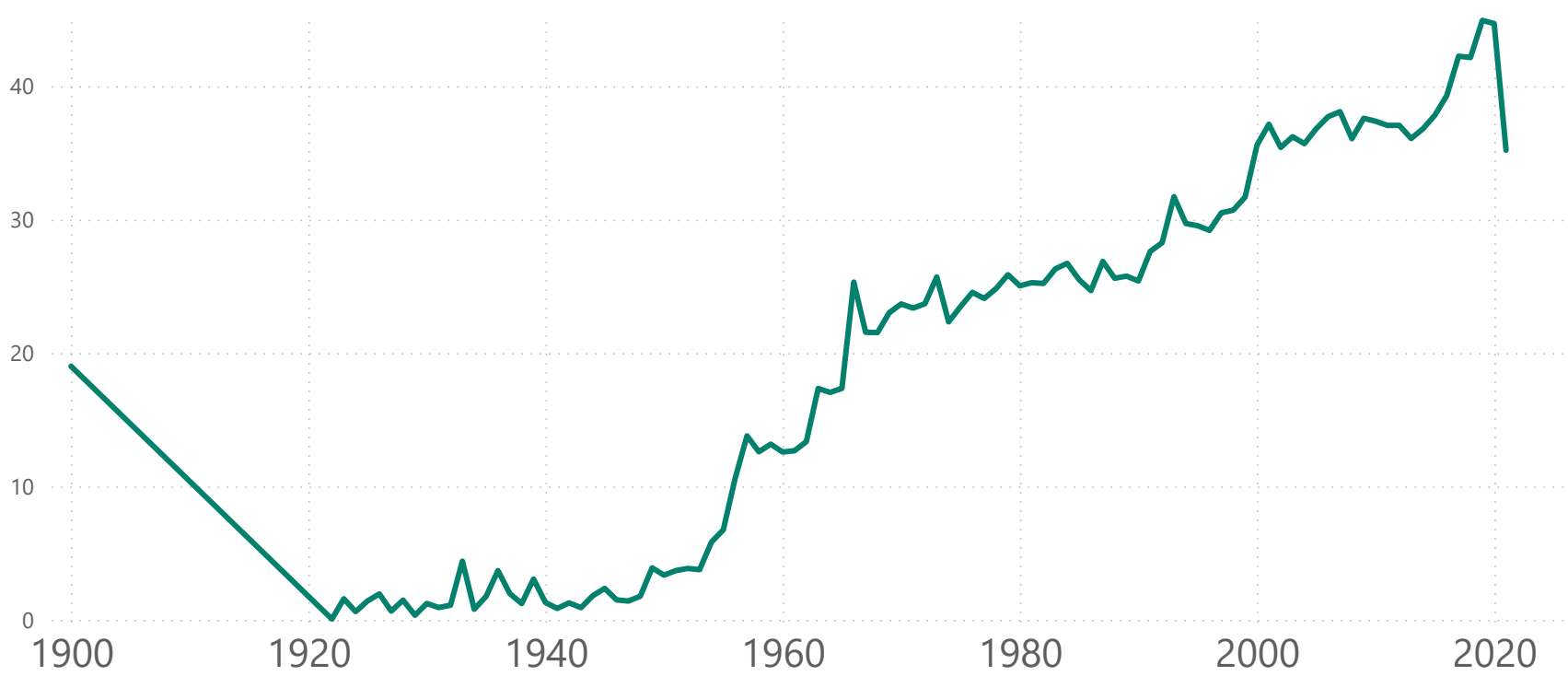
Breaking through the noise with data

Kene Music Group is a fast rising record label currently making waves in the entertainment industry. Due to the height of competition previous signings have not met expectations. This report uses data from Spotify to explore popular music genres and styles, with the goal of guiding smarter decisions for future artist signings.

Y2K
38.4

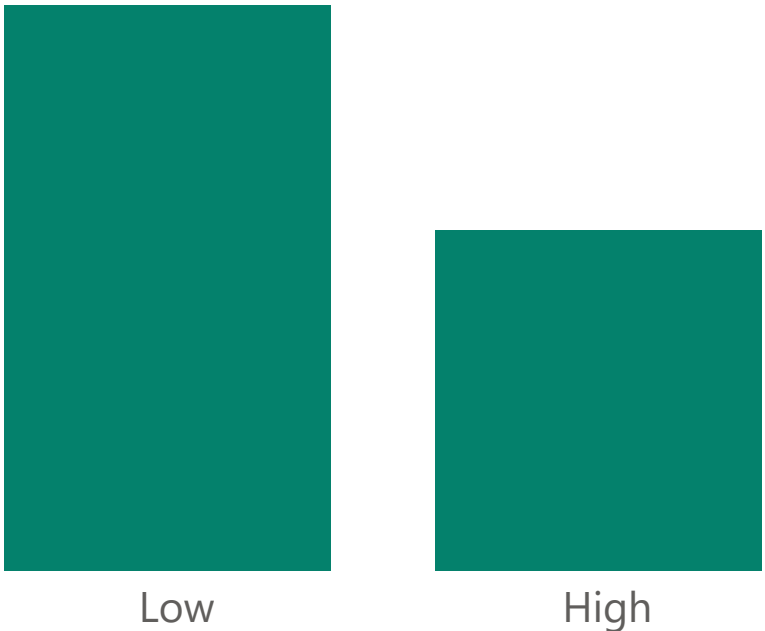
Old School
27.83

Classic Era
14.77



With every new era in music, there is a significant rise in demand, Fans appetite for a new sound structure and pattern is evident. Despite the sharp decline between 2020 and 2021 the **Y2K** standard still appears to be on popular demand in the market

Instrumentalness



Tracks with strong vocal presence are outperforming highly instrumental tracks by **65.9%** in streaming population.

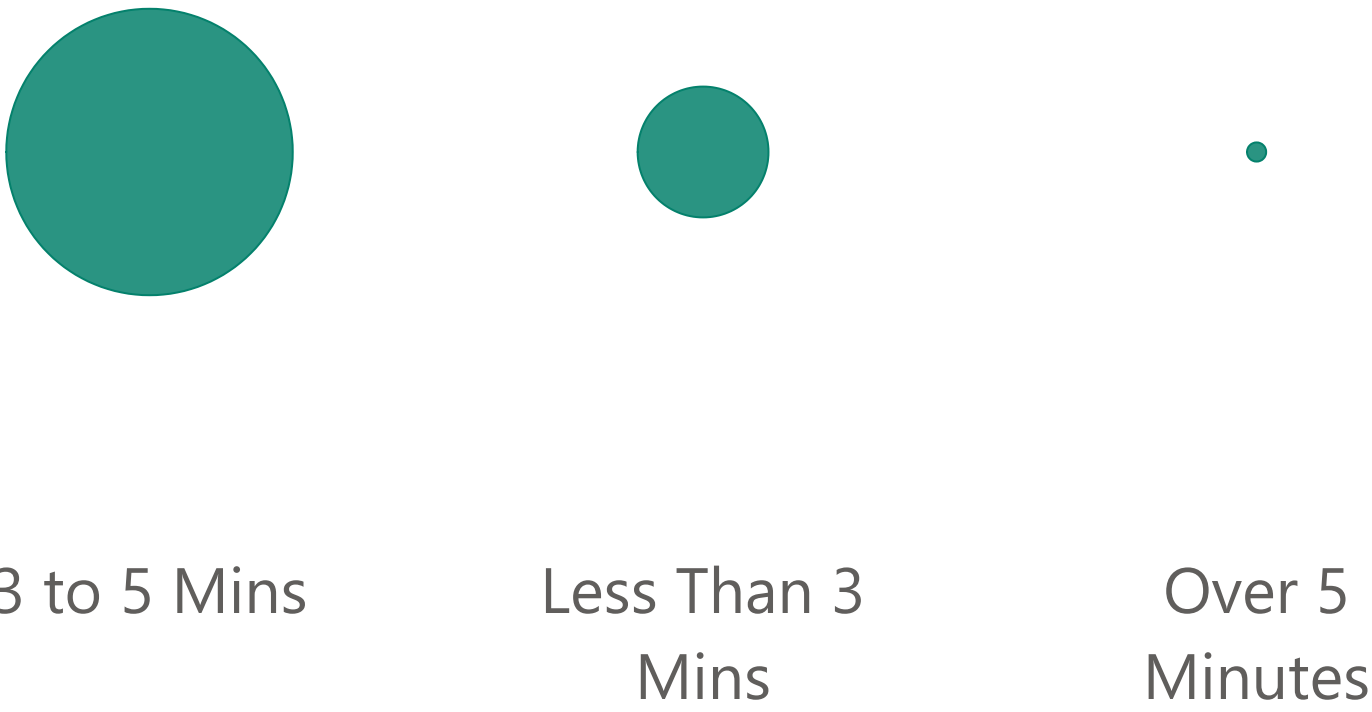
Danceability and Energy Potential

danceability High Low Medium

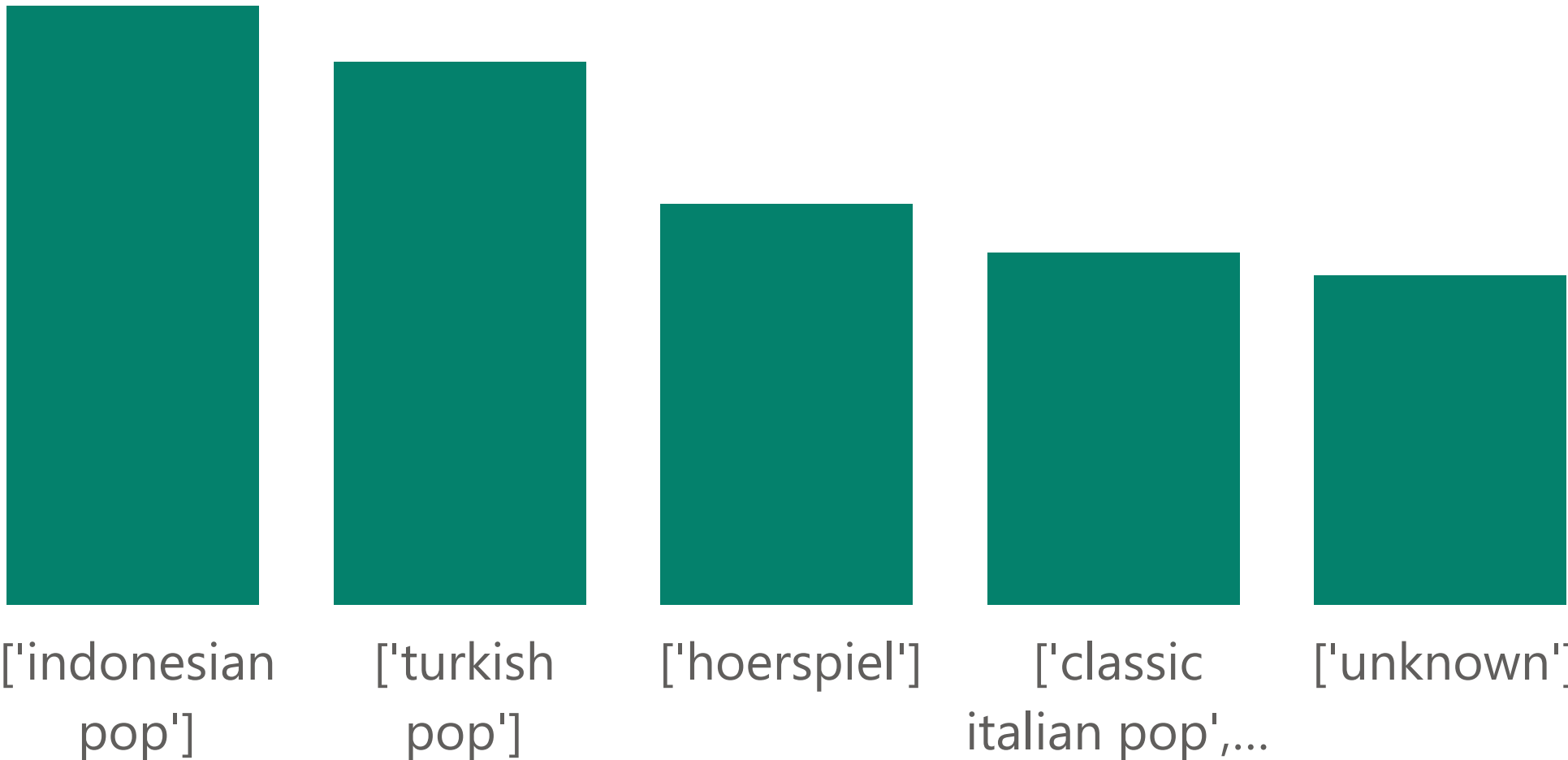
	High	Low	Medium
High	69.71%	36.41%	63.52%
Low	56.59%	27.63%	44.19%
Medium	60.93%	31.68%	51.65%

High danceable plus high energetic tracks show the highest potential at **69.8%**. It is safe to say energy amplifies danceability, If we go further to look at Low and Medium danceability plus high energy we still get a high potential. Highly energetic songs should be put into consideration as they have strong commercial potential.

How does length of tracks affect popularity?



Genres with high market potential



Compiled by Kenneth Onwubiko