Exploring Cultural Connections Through Popular Music Lyrics

DS 4002 Case Study by Lauren Turner

Music is a powerful reflection of cultural identity and regional diversity in the United States. From the soulful blues and country sound of the South to the energetic hip-hop beats of New York City, each region has developed its own unique musical style that resonates with the local culture and history. These differences are shaped by various factors, including historical events, social dynamics, and ethnic influences. Understanding how music and lyrics vary across regions is important because it highlights the rich diversity of traditions, values, and experiences that define each community. By studying these differences, we can appreciate the diversity and complexity of American culture, fostering a deeper connection and respect for the varied backgrounds that contribute to the nation's identity.

As a data scientist for an up and coming record label, you have been assigned to research trending aspects of music that can help a new songwriter produce a popular hit song! Your record label also wants you to help established artists build their fanbase in new cities. You need to research popular music lyrics among cities in the United States to determine which themes and sentiments tend to be included in hit songs. Your task is to produce a comprehensive analysis of important lyrics of trending and popular songs and an explanation of how they correlate with each city's cultural palette.

Your goal is to use City Charts playlists data of at least 5 major US cities from a popular music streaming service such as Spotify, Apple Music, Amazon Music, etc. to research the most popular lyrics per city and write a short report explaining your findings. By doing so, you will be helping new musical performers and songwriters become more equipped with the tools necessary to produce a hit song! For more information, please visit this GitHub repository:

https://github.com/lauren1turner/DS4002_LAM/tree/main/PROJECT%201