SPOTIFY ON PANDEMIC

CHANGE IN TRENDS OF MUSIC DURING COVID-19 LOCKDOWN

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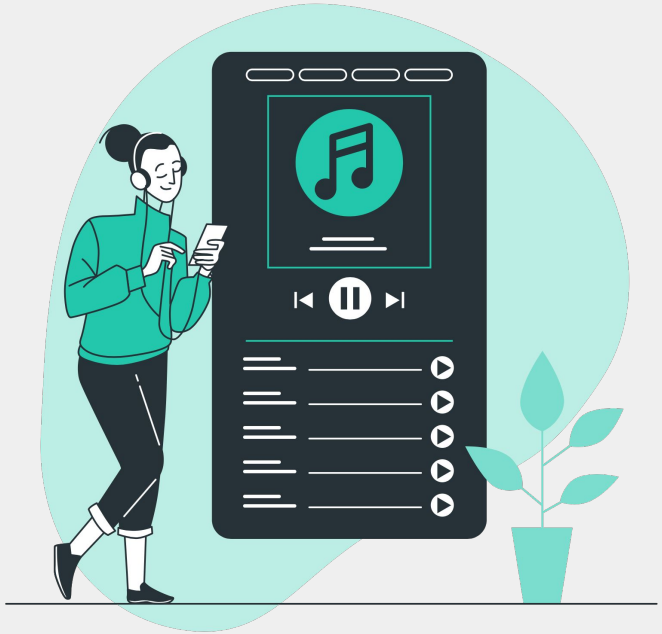
WHAT ARE WE INTERESTED IN?



THE MUSIC TREND BEFORE/AFTER COVID-19

What kind of music people would listen to when they're on lockdown? Is there any noticeable change?

COUNTRY/REGIONAL DIFFERENCES

Is the trend any different across different countries? Is it related to how each country's dealing with the pandemic?

DATASET

SPOTIFY DATASET 1921-2020, 160K+ TRACKS

- Artists
- Duration (ms)
- Characteristics of Music
  - Acousticness
  - Danceability
  - Liveness
  - etc.

# acousticness The index of track (Arbitrarily ordered)	artists The relative metric of the track being acoustic	# danceability The list of artists credited for production of the track	# duration_ms The relative measurement of the track being danceable	# energy The length of the track in milliseconds (ms)	# Th
0 1	33375 unique values	0 0.99 (0.65 - 0.67 Count: 6,206)	5108 5.40m	0 1	0
0.995	['Carl Woitschach']	0.708	158648	0.195	0
0.994	['Robert Schumann', 'Vladimir Horowitz']	0.379	282133	0.0135	0
0.604	['Seweryn Goszczyński']	0.7490000000000001	104300	0.22	0
0.995	['Francisco Canaro']	0.7809999999999999	180760	0.13	0
0.99	['Frédéric Chopin', 'Vladimir Horowitz']	0.21	687733	0.204	0
0.995	['Felix Mendelssohn', 'Vladimir Horowitz']	0.424	352600	0.12	0
0.956	['Franz Liszt', 'Vladimir Horowitz']	0.444	136627	0.197	0
0.988	['Carl Woitschach']	0.555	153967	0.421	0
0.995	['Francisco Canaro', 'Charlo']	0.6829999999999999	162493	0.207	0

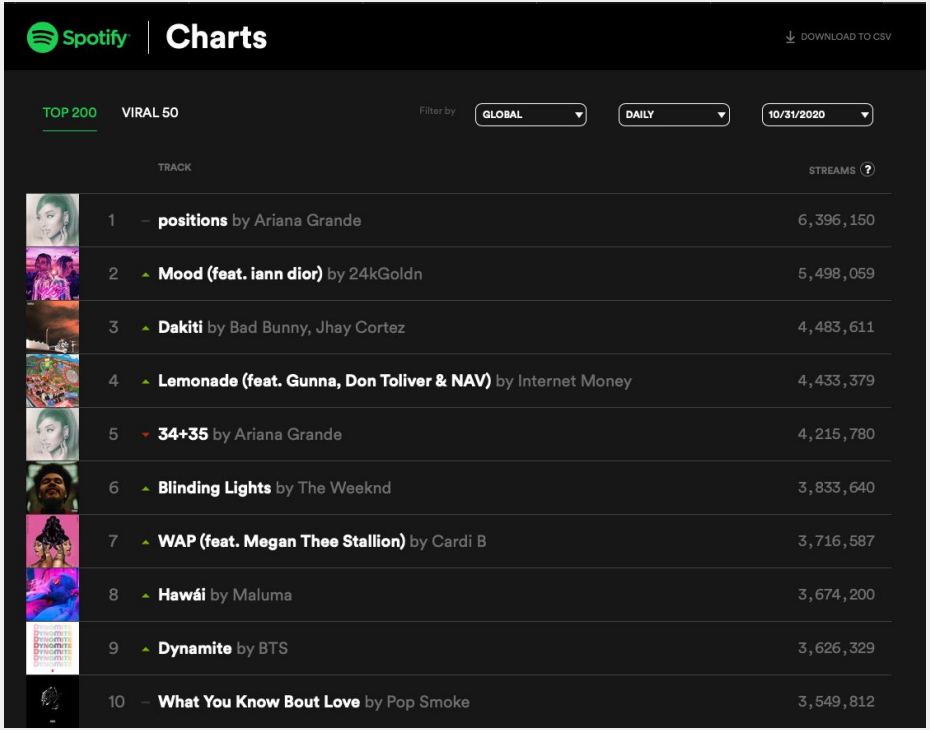
DATASET

SPOTIFY'S WORLDWIDE DAILY SONG RANKING

- Position on Charts
- Tracks
- # Streams

The data we find on Kaggle is outdated (2017-2018) but they have provided us with a crawler

Or we can obtained the data manually at spotify charts website



SCOPE OF ANALYSIS

MONTHLY TRENDS

Approximately from December 2019 - Current Date

COUNTRY-BASED TRENDS

See if we can find any noticeable distinguish in different countries

METHODS

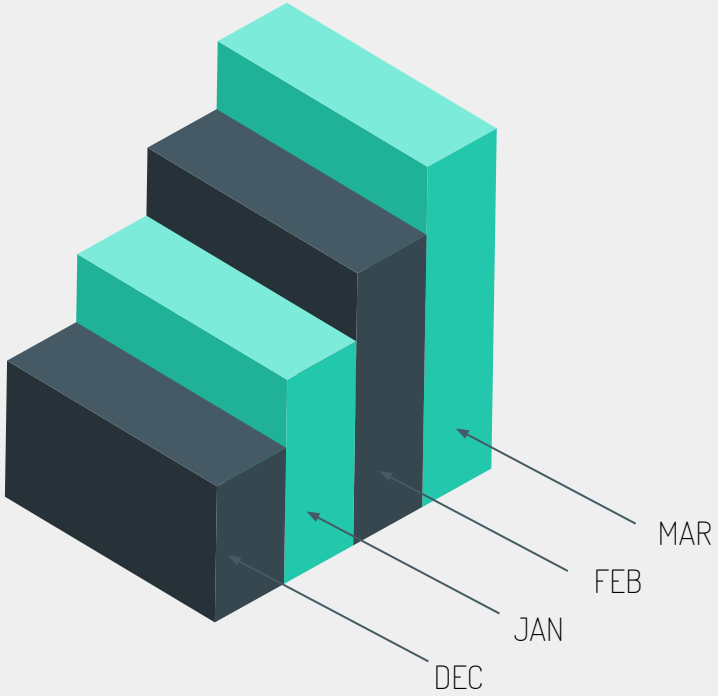
1. K - means clustering to categorize the data

1. Chi - squared test

1. Correlation testing

1. Regression analysis

VISUALIZATION



GRAPH OF POPULARITY OVER TIME

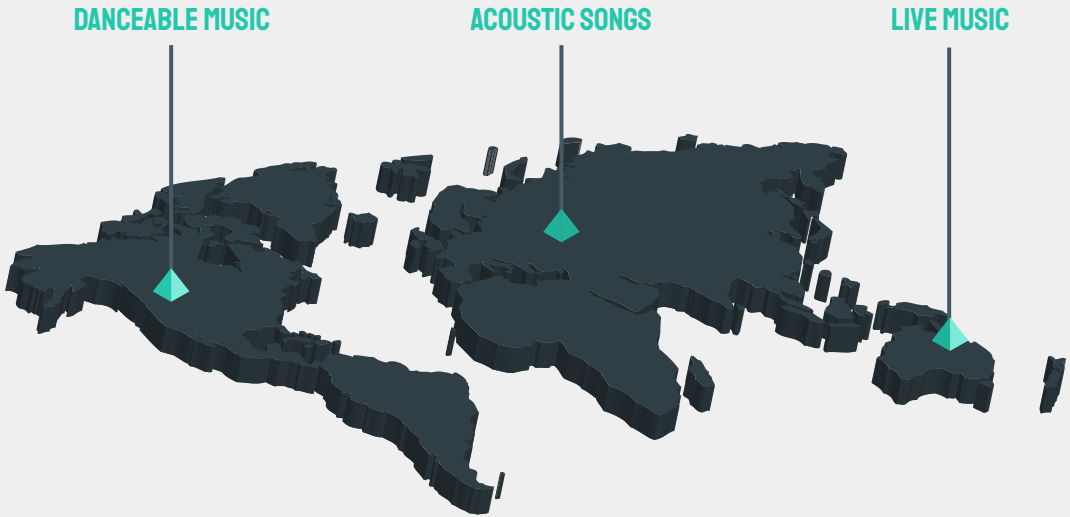
Compared number of stream times, ranking of music of each characteristics

COMPARISON WITH COVID-19 SITUATION

E.g. with graphs of recognized cases, lockdown policy, etc. over time

VISUALIZATION

Visualize country-based information with maps, e.g. colored maps of popularity of music with certain characteristics, top genres of each country, etc.



PLAN

Week	Tasks	Responsible Members
# 1 (11/03 - 11/10)	Collect/Examine Datasets	Peerapon/Wasachon
# 2 (11/11 - 11/17)	Perform Analysis with R code	Yang Zi Dong/ Mohamed
# 3 (11/18 - 11/24)	Visualization of the data	All
# 4 (11/25 - 11/31)	Final Report	All

THANK YOU!

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