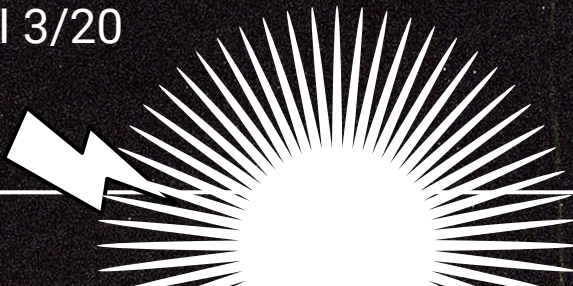


Exploring the Evolution of Hip-Hop: Celebrating 50 Years of the Genre

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General Assembly DSI 3/20



BACKGROUND

- Hip hop originated in the 1970s in the Bronx, New York City, and has since become a global cultural phenomenon.
- It emerged as a form of expression for African American and Latino communities, providing a voice for marginalized groups.
- Hip hop music incorporates elements of rap, DJing, graffiti art, and breakdancing.
- The genre has gone through various eras, each characterized by distinct styles, sounds, and cultural influences.
- Key eras in hip hop include the Golden Age (1980s-1990s), Gangsta Rap (1990s), East Coast vs. West Coast (1990s), and the modern era.
- It has also been a platform for social commentary

PROBLEM STATEMENT

The 50th anniversary of hip hop is a significant milestone, and there is a need to celebrate the genre's rich history and help users discover its diverse range of artists and songs. The goal of this project is to develop a spotify recommender system to commemorate the 50th anniversary of the hip hip.



01

Data Gathering

Spotify Api and Spotipy



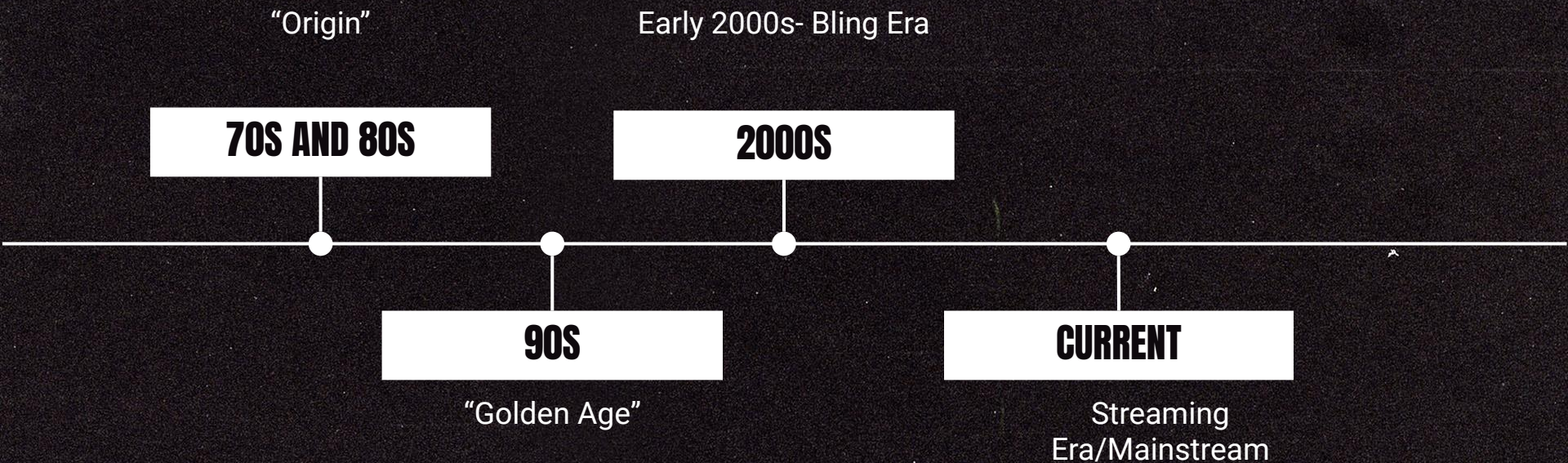
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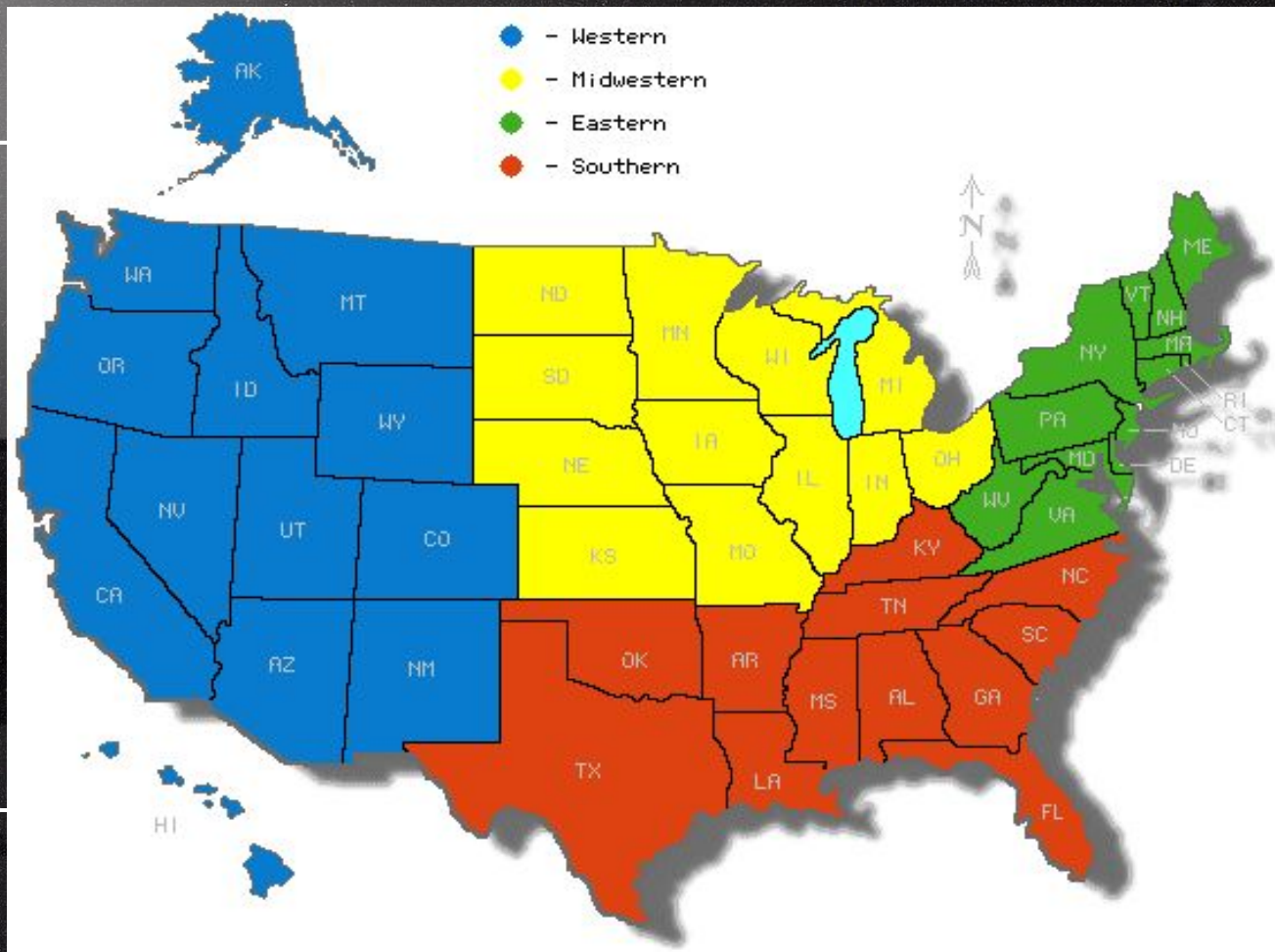
Data Cleaning

Feature Engineering



FEATURE ENGINEERING : ERAS





Courtesy of Genius

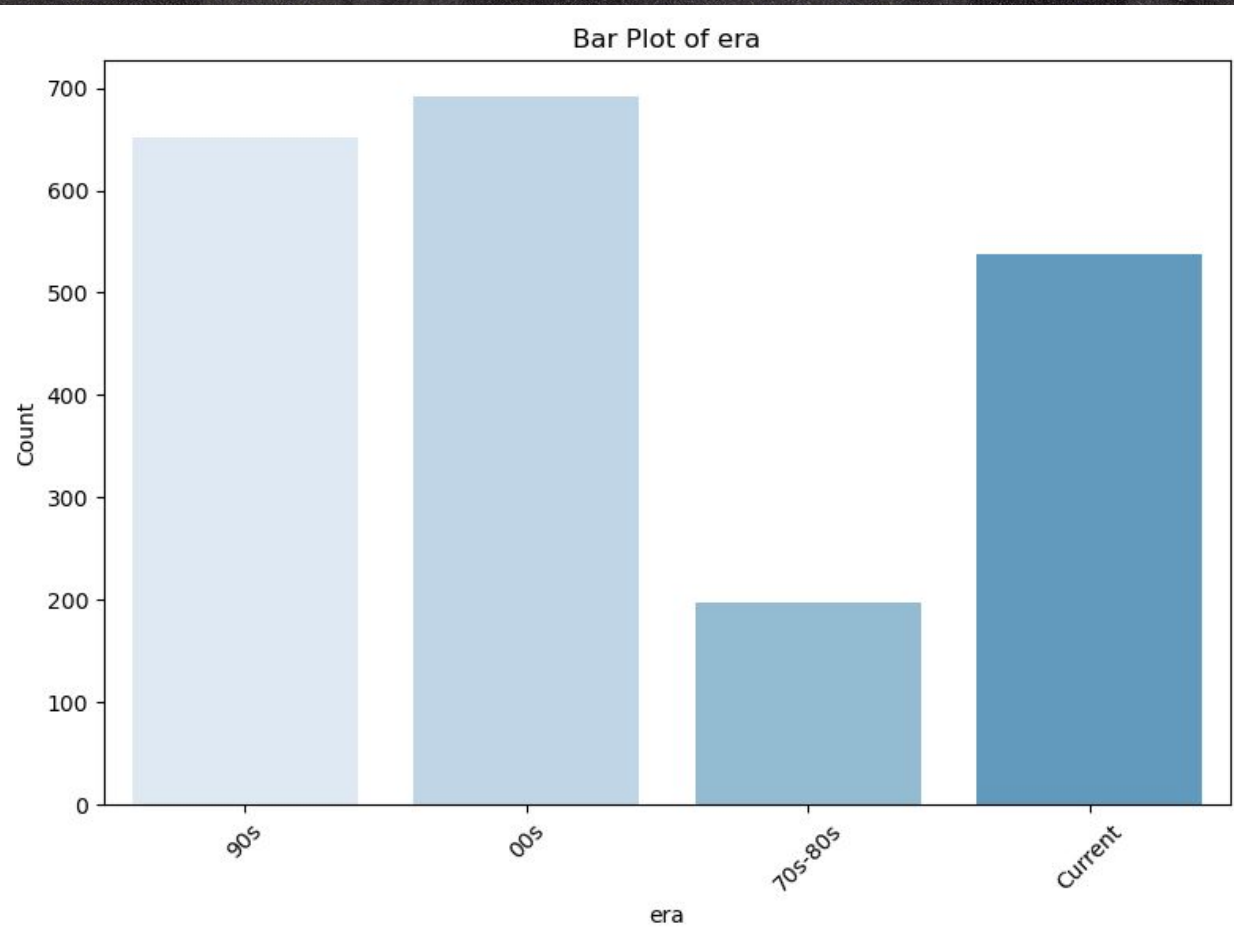


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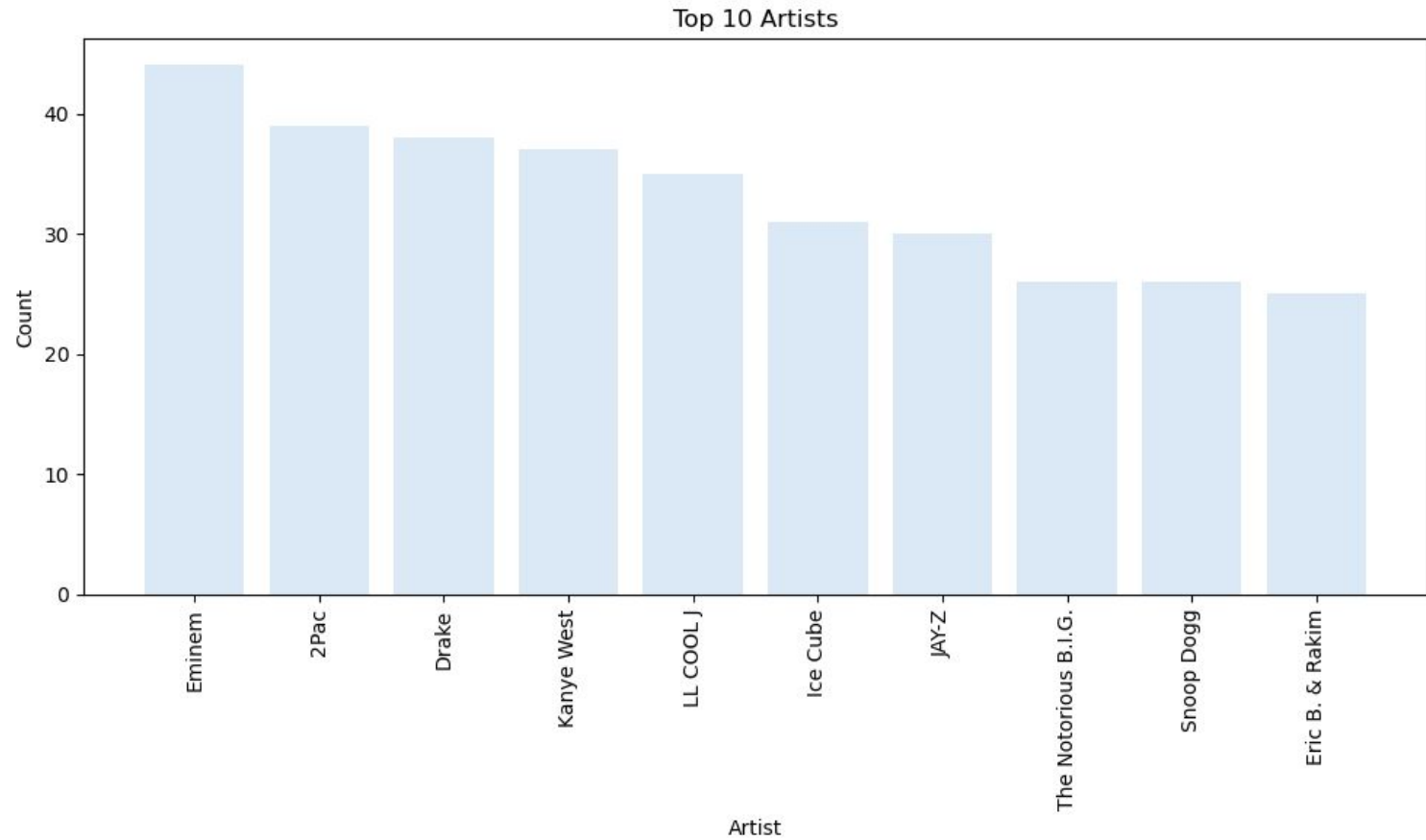
EDA

Exploring the data

EDA Findings

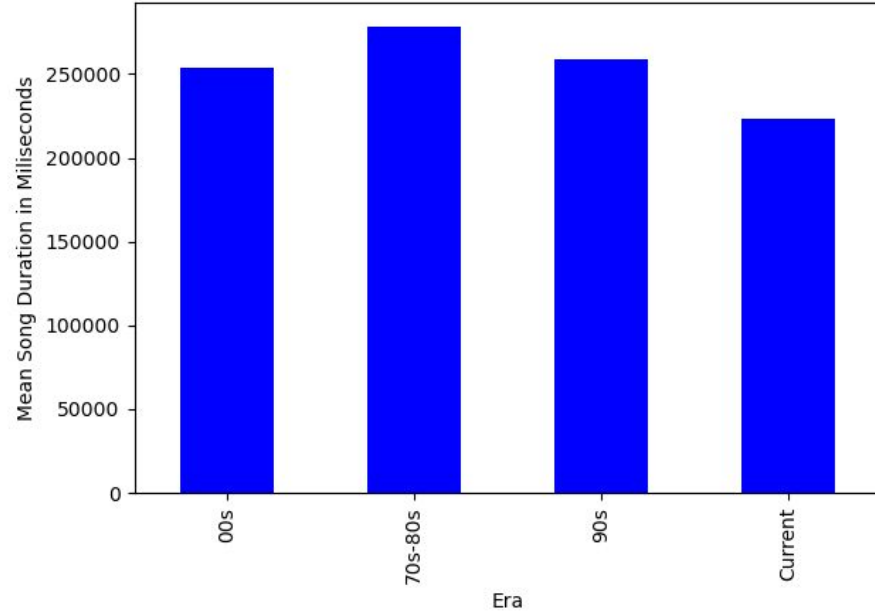


EDA Findings

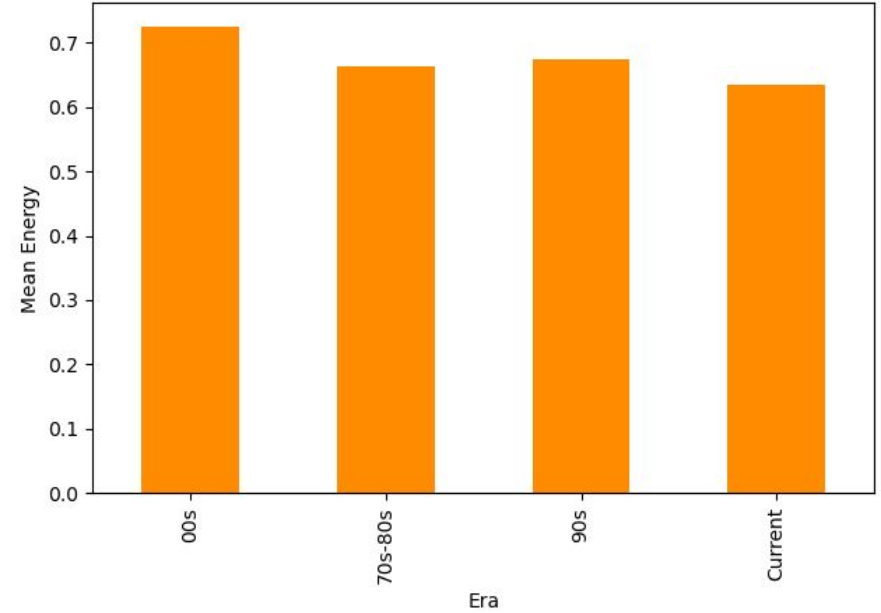


EDA Findings

Mean Song Duration by Era

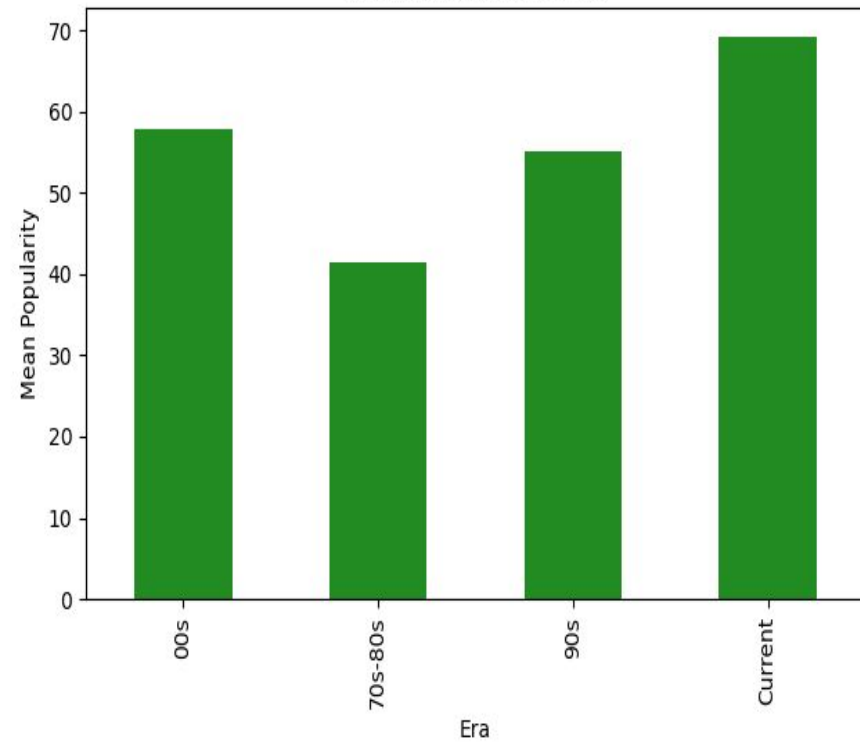


Mean Energy by Era

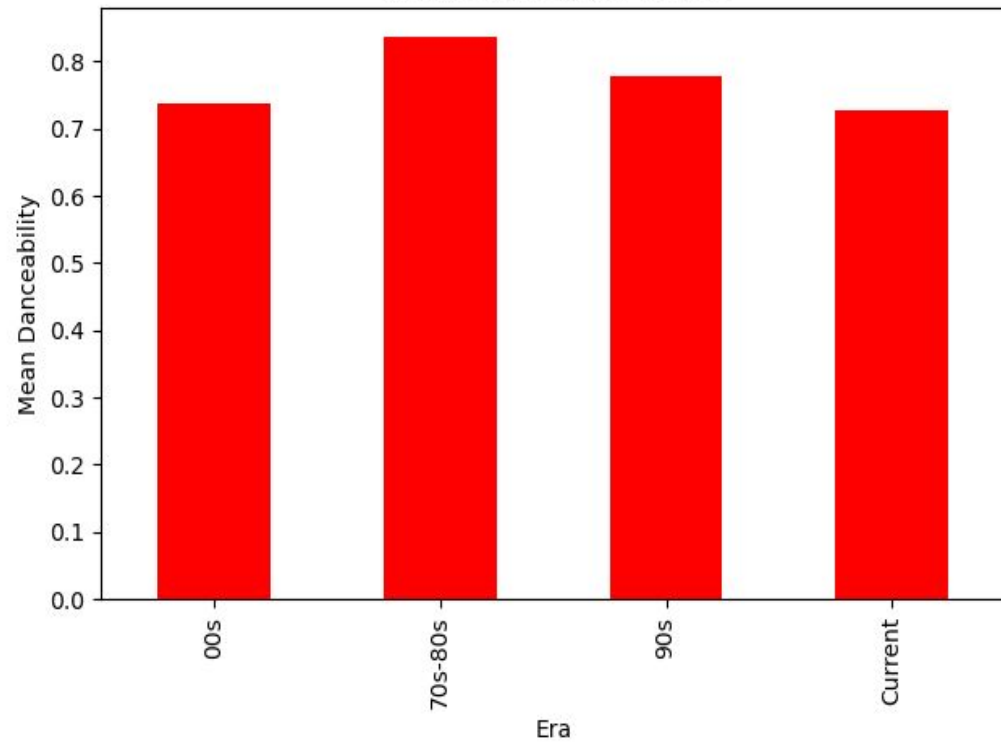


EDA Findings

Mean Popularity by Era



Mean Danceability by Era





04

Modeling

Recommender System

Model Results



01

Recommender using every Feature

The similarity scores were very
high (almost 1)



02

Recommender with A Few Features

The scores for the least
similar songs were also very
high

Conclusions

Even though the sound has evolved, there are still underlying similarities and patterns that connect songs across different eras and regions. This highlights the influence and impact of the hip hop genre over the years, as well as the presence of certain characteristic elements that transcend time and regions.

Future Work

- Explore the Spotify API
- Add Additional Genres
- Additional Modeling



THANK YOU!



**DOES ANYONE HAVE ANY
QUESTIONS?**

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