

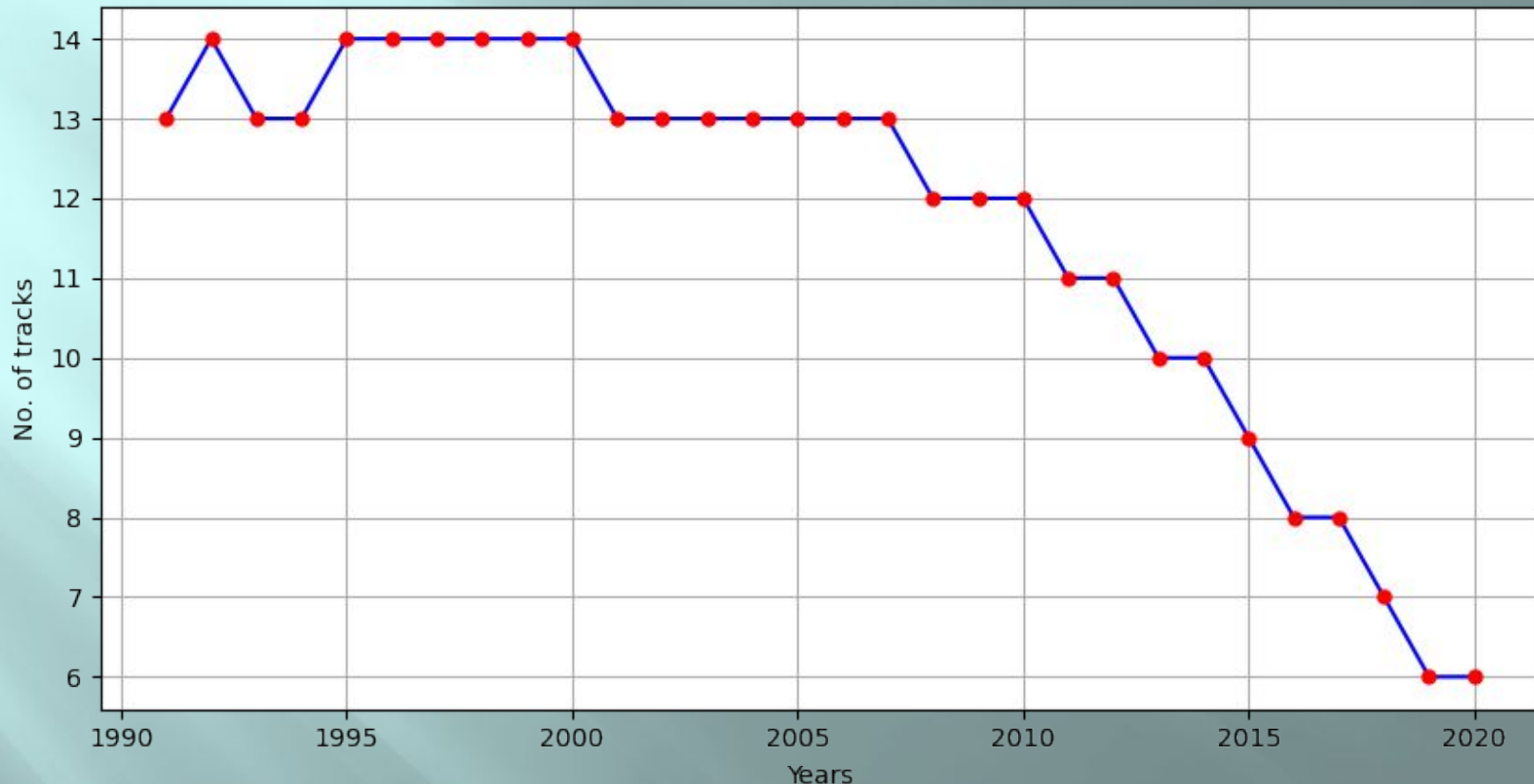
BUSINESS CASE

A RECORD LABEL WANTS TO RELEASE A NEW ALBUM.



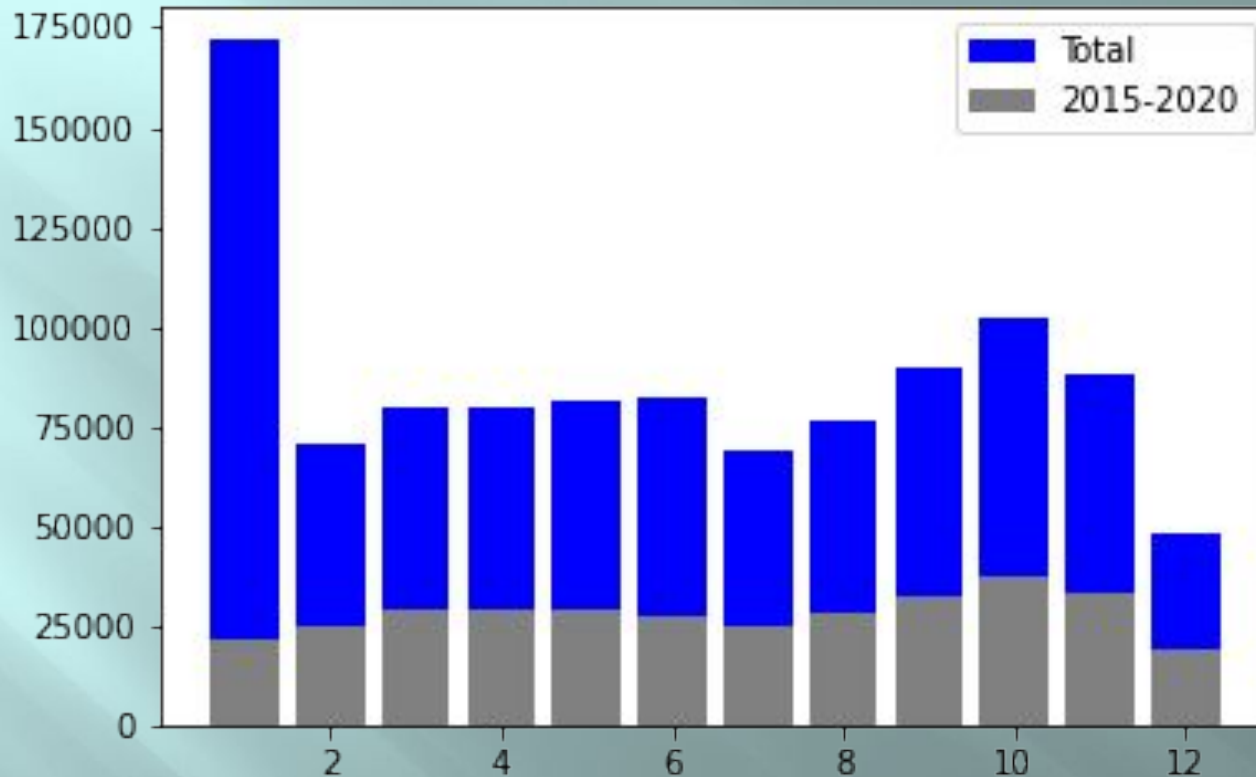
Number of tracks in albums per year

Average number of tracks in albums from 1991 to 2020



2019, 2020 → 6 tracks

Album releases per month



Least preferable
month

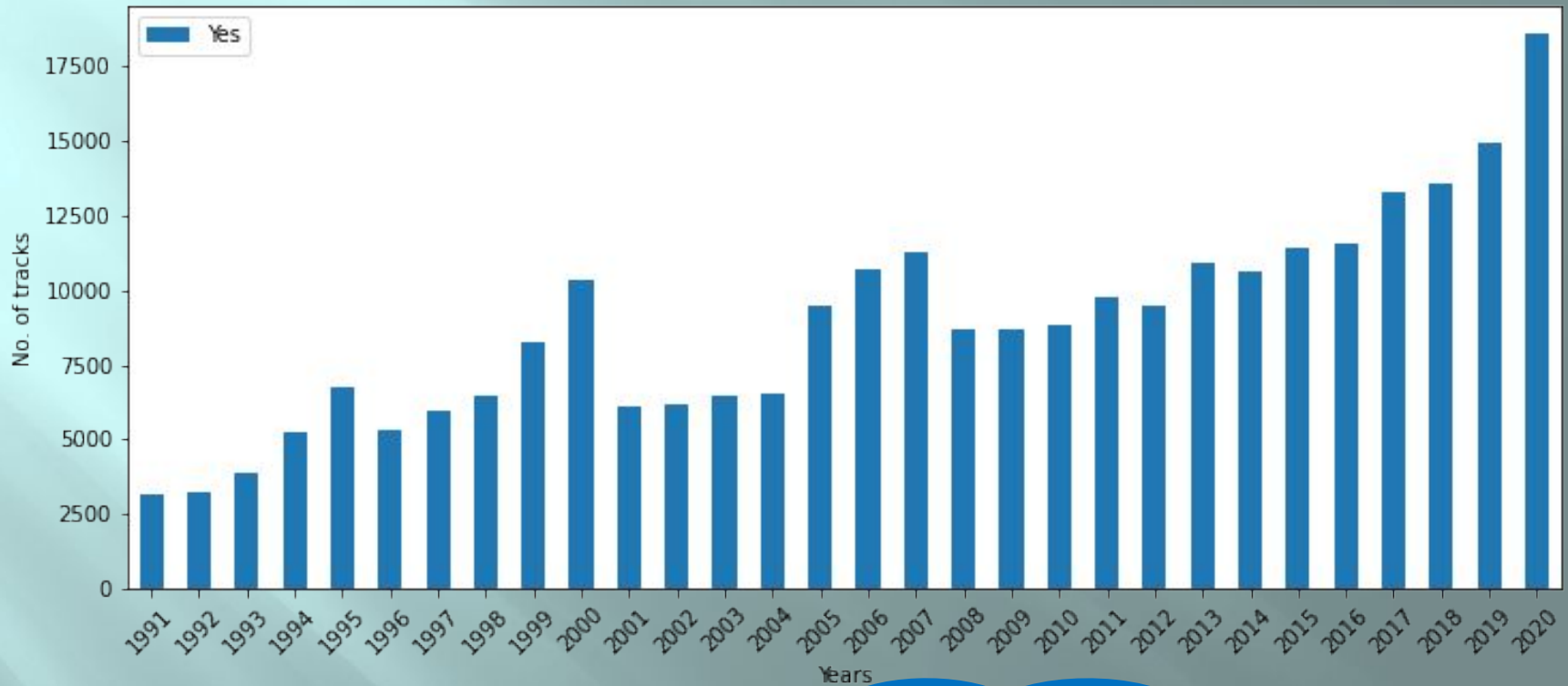


December



Tracks with more than one artist (feats)

Number of tracks that were feat from 1991 to 2020

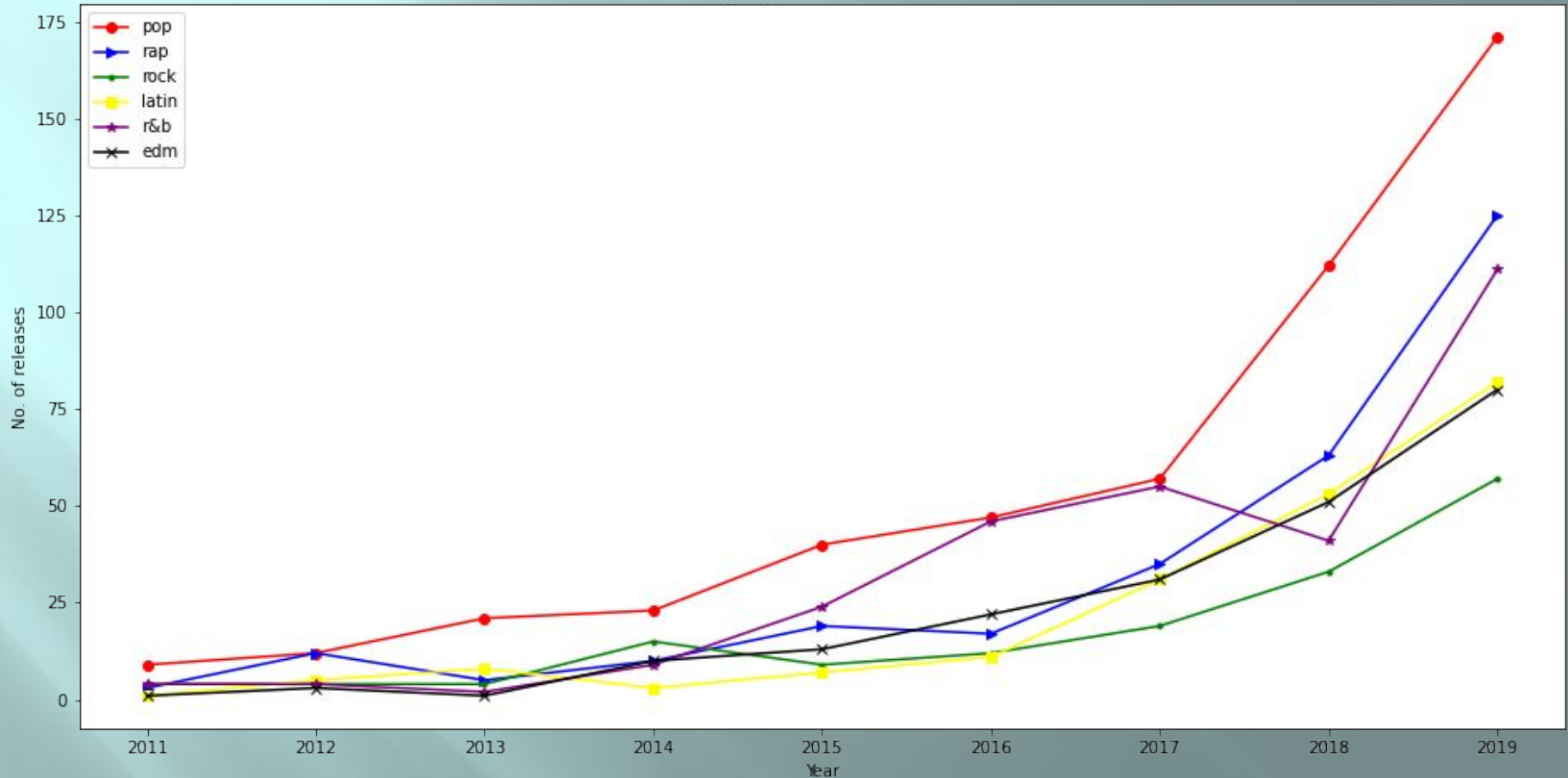


**Collaboration
attracts more fans**

Track releases per genre

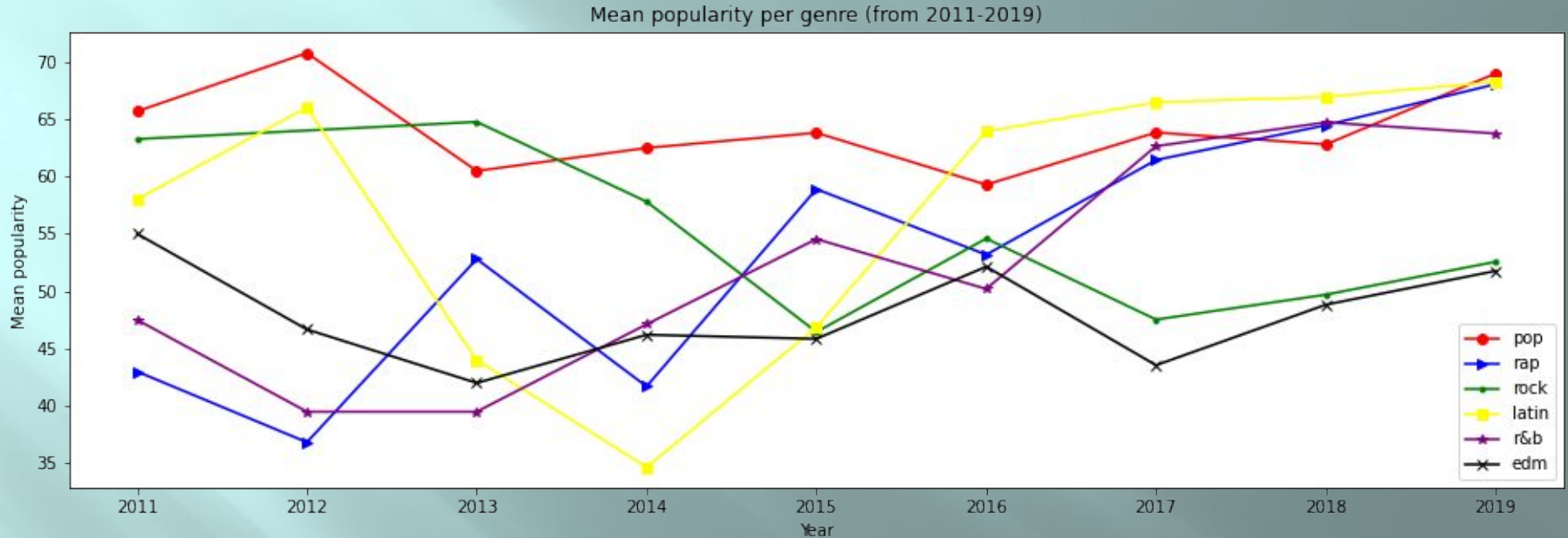
2011-2019

Releases per genre (from 2011-2019)



Rock “dies”, Pop “rules”

Track mean popularities per genre 2011-2019



Pop



5 years first

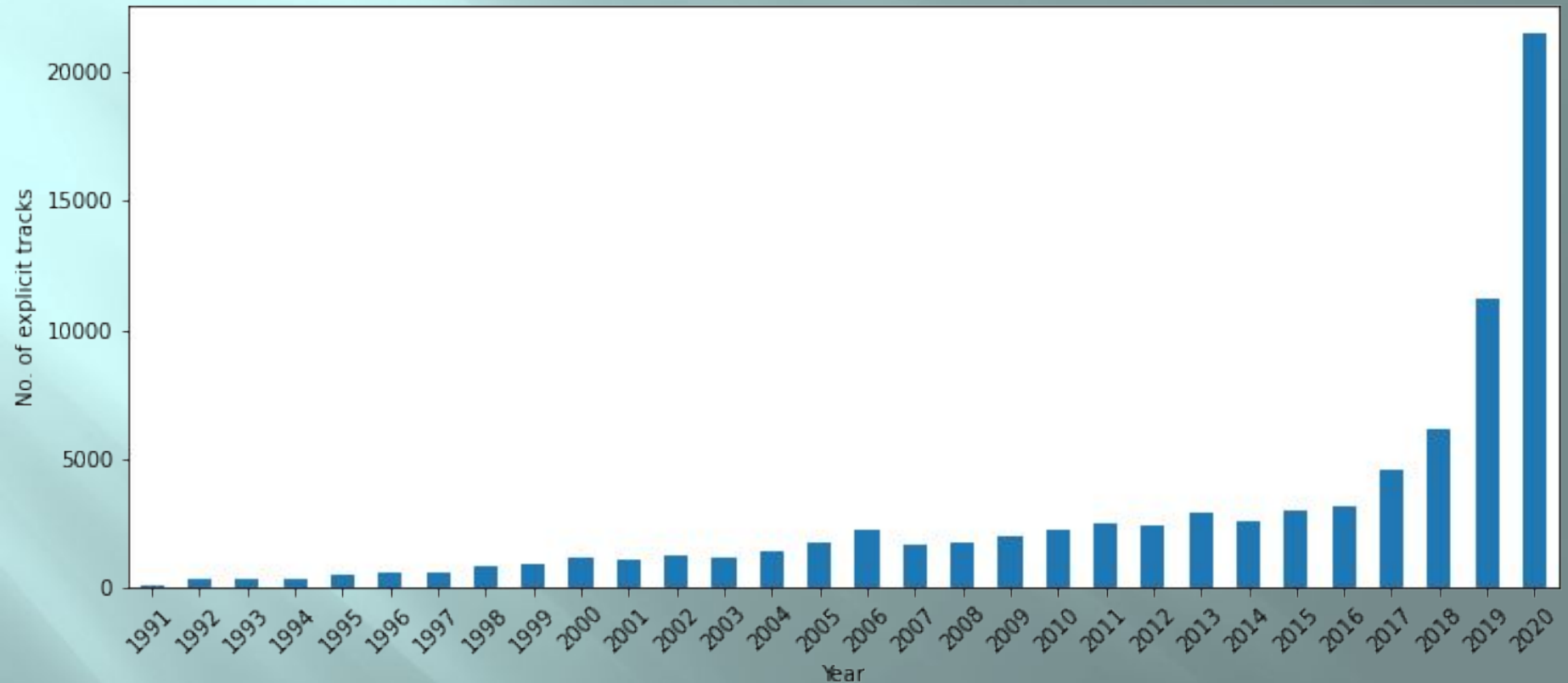
Rap & Rnb



From Zero to Hero

Explicit tracks per year

No. of explicit tracks per year

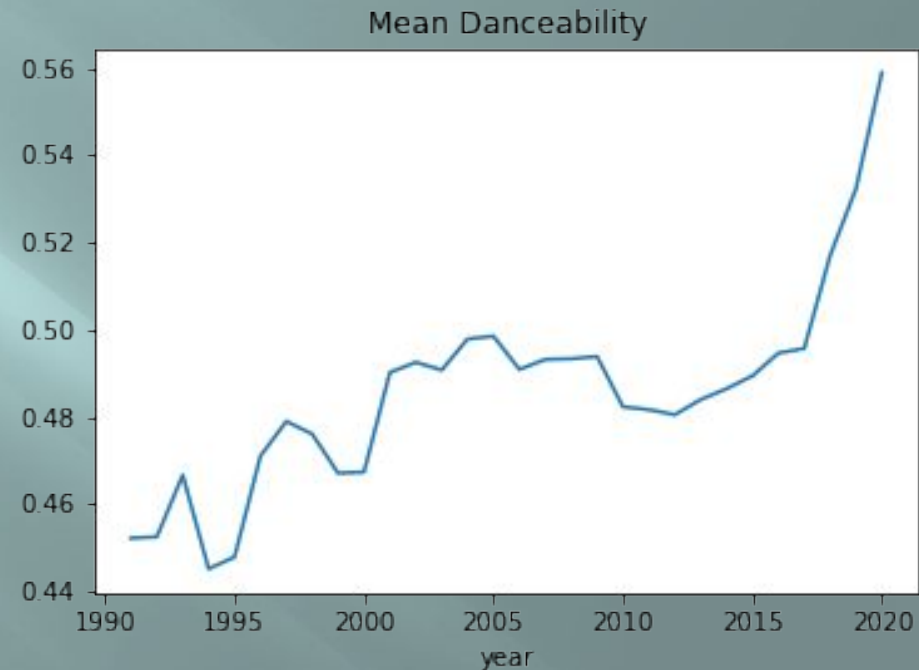
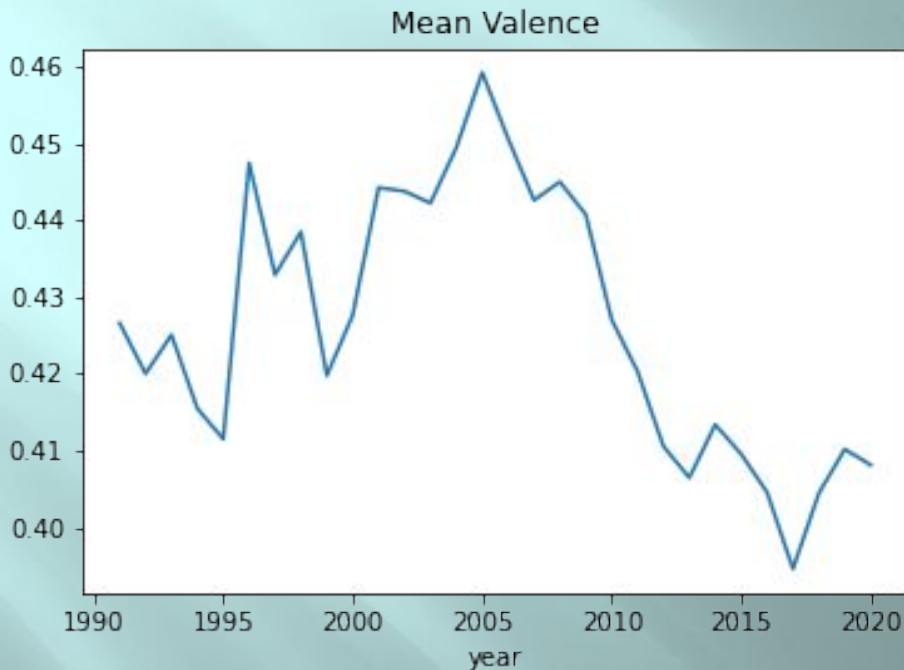


Explicit ratio

1991 ~ 0.9 %

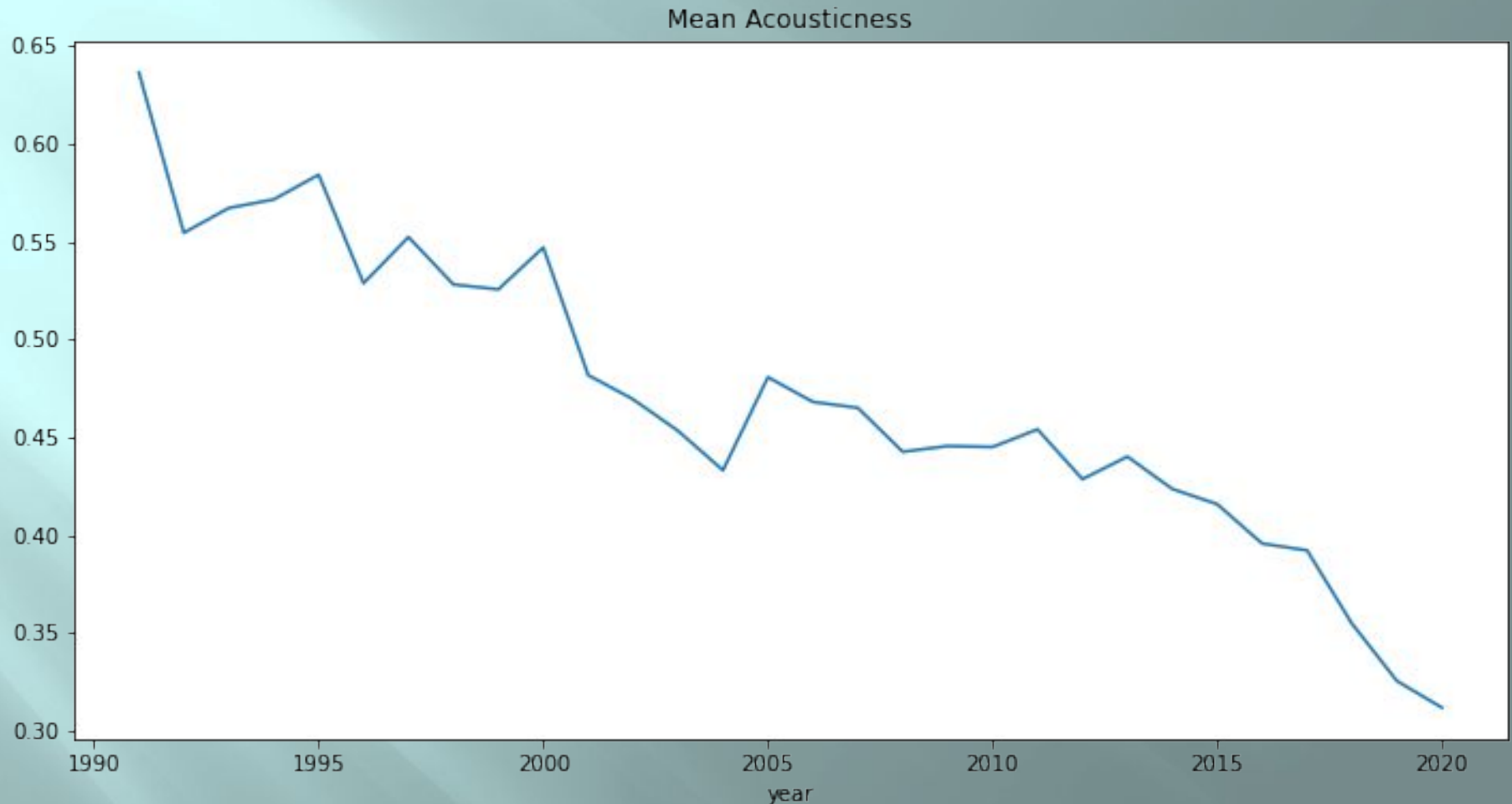
2020 ~ 31%

“Mood” of tracks per year



Valence → Small variations
Danceability → Increases

Musical instruments vs Technology



**Software replaces musical
instruments**

Conclusions

- ❑ **Album with no more than 7 tracks.**
- ❑ **Rap seems to be the “new wave”, although Pop always score high.**
- ❑ **December is not a good month for release, October is more preferable.**
- ❑ **For some tracks being “feat” will cover more fanbases.**
- ❑ **Explicit tracks is an option, but with moderate content.**
- ❑ **Dancing tracks, with music produced by software.**

