

Billboard 100

SI 649 Narrative Viz Project

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Online Version: https://public.tableau.com/app/profile/nan.hsin.lin/viz/Billboard100_17143404844600/BillboardStory

Static Version: Page 2 – 6, this document

Implementation Files: https://github.com/nanhsin/billboard_viz

Hot or Not:

What makes a song stay on Billboard 100?

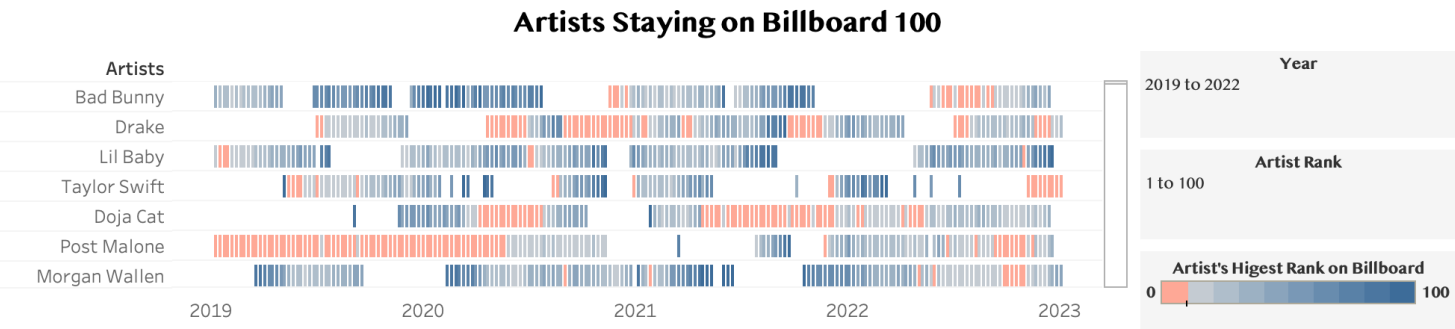
Taylor Swift's latest album, "The Tortured Poets Department," and the accompanying worldwide "Era Tour" are more than just musical landmarks – they are brilliant examples of how music influences the public, demonstrating the industry's ongoing development. Moved by her profound impact and the way her music resonates in people's daily lives, we delve into the vibrating tempo of the industry's lifeblood to discover the narratives woven within the songs and understand the market trends that the music reveals.



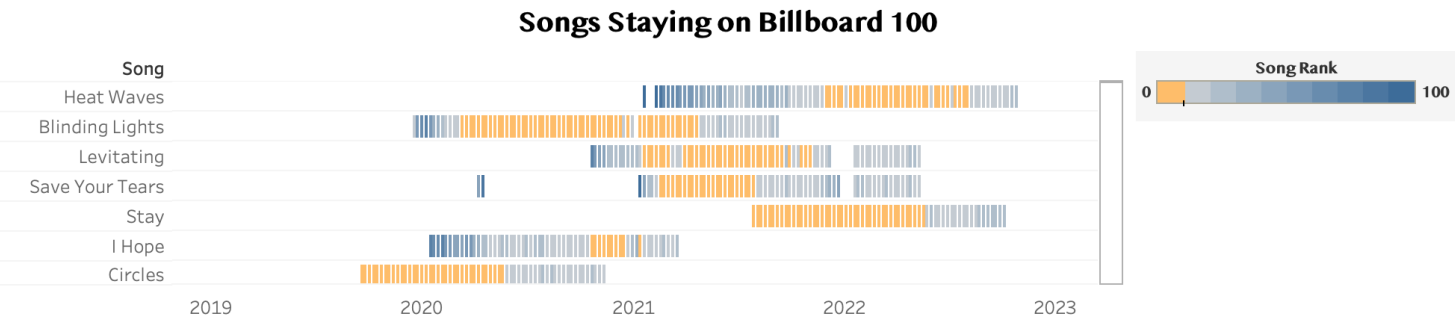
The Billboard 100 has long stood as the definitive measure of musical popularity, artist success, and industry insiders. It's like a musical scoreboard where everyone, from the biggest popstars to casual listeners, checks to see which tunes are on top. Through digging into the Billboard Hot 100 in the past 5 years, we want to understand what makes a song a hit, how long they stay hits, and what all of these tell us about what people enjoy listening to.

Exploring Popular Artists and Songs on Billboard 100 2019-2023

The visualizations offer a glimpse into the changing landscape of popular artists and music over the past 5 years. The upper Gantt chart, sorted to showcase those with the most frequent entries on the Billboard 100, provides a view of artists who have stayed popular, with the likes of Bad Bunny, Drake, and Taylor Swift showing remarkable tenacity. The bars, fluctuating in color to represent rank, with red representing the top ten, indicate not just presence but dominance, with many of these artists consistently hitting the top ranks. What stands out is not only their longevity but their ability to stay relevant amidst the rapidly changing tastes of the global audience.

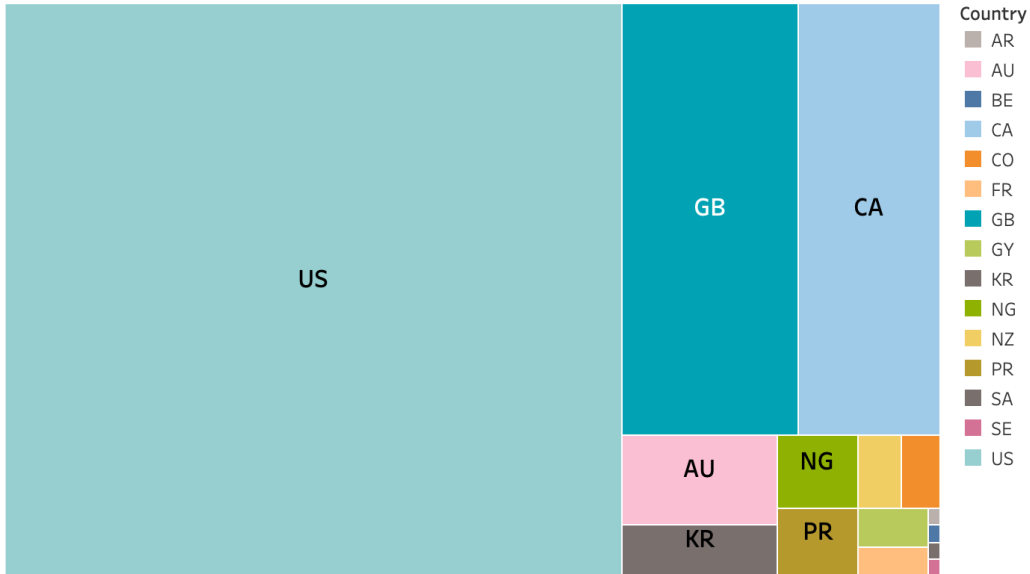


The lower Gantt chart zooms into individual songs that have captured the zeitgeist long enough to stay on the Billboard 100. “Heat Waves” by Class Animals and “Blinding Lights” by The Weekend became iconic hits that have been in the top ranks for an extended period of time. The contrast in the length of time each song spends on the charts offers insight into the changing dynamics of hit songs –some burn bright and fast, while others simmer slowly into the collective consciousness.



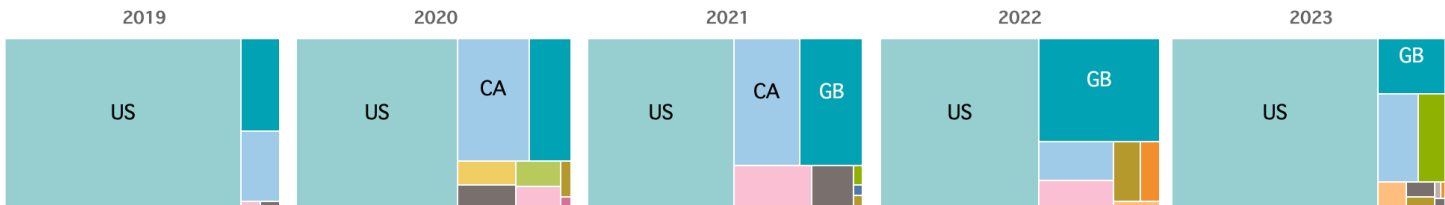
Evolving Global Presence

Historically, the Billboard Top 10 has been overwhelmingly dominated by US artists, comprising more than 66% of the total.



The Covid-19 pandemic brought about increased diversity in artist nationalities, with the proportion of US artists decreasing from 86% to approximately 55%. Other countries, such as Australia, New Zealand, and South Korea, began to feature prominently in the Top 10, contributing to the diversity of musical styles and cultural influences. Notably, the United Kingdom's representation in the Top 10 increased significantly, from 8% in 2020 to 27% in 2022, indicating a surge in British artists' success during this period.

Artists' Nationalities in Billboard Top 10 Over 5 Years



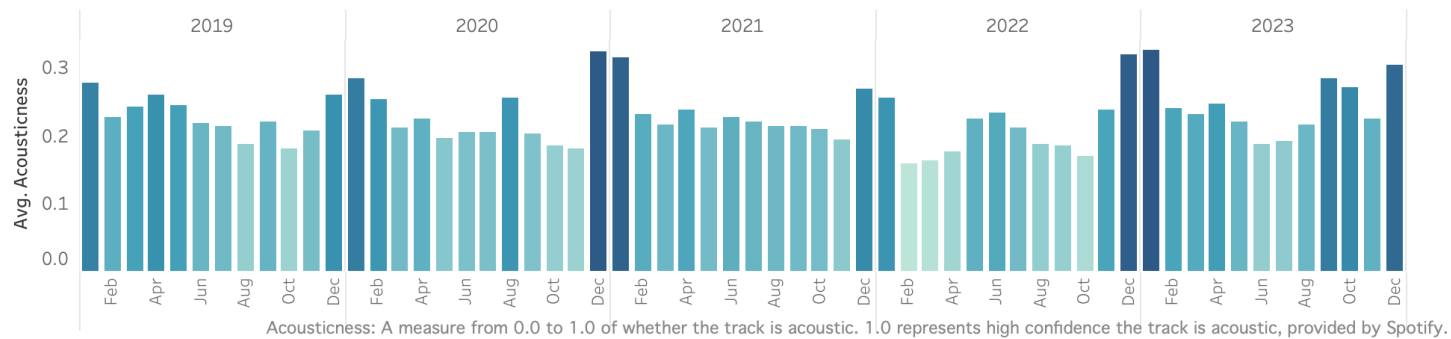
However, after the pandemic, the composition of the Top 10 appears to revert to pre-pandemic levels, with US artists once again making up approximately 75% of the Top 10. This suggests a return to a less diverse landscape, with fewer international artists featured prominently in the charts compared to the pandemic period.

Feeling Festive? Uncovering Christmas Effect 🎄

Click on one of the bar to show the corresponding week from the lower heatmap visualization.

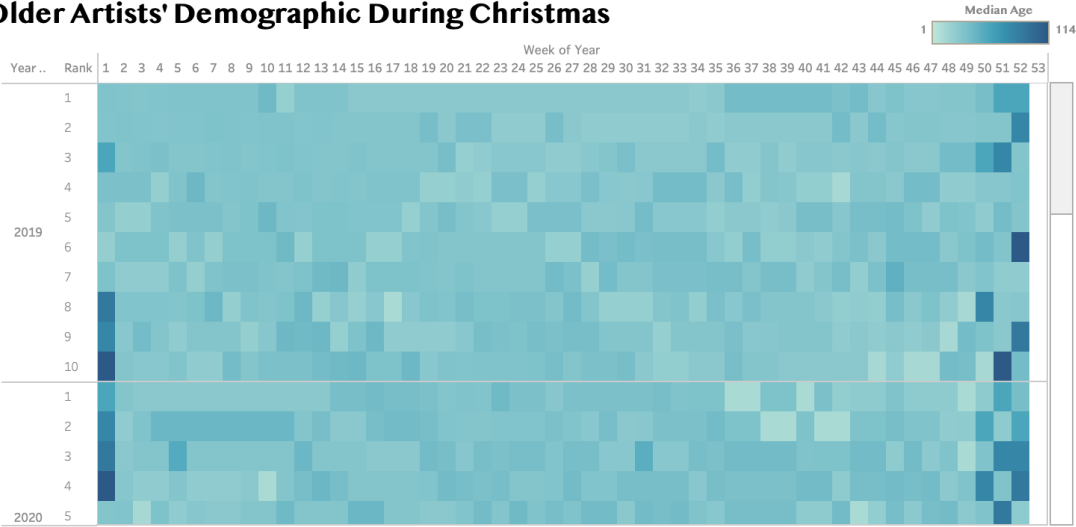
Delving into the sonic characteristics of Billboard Top 100 artists, one key aspect highlighted is the variation in acoustictness over time, particularly noting higher acoustictness scores around Christmas. This provides an intriguing glimpse into the shifting listener preferences, with a marked increase in acoustic elements during the festive season.

Average Acoustictness of Billboard Top 100 Songs Over 5 Years



Billboard Top 10 Reveals Older Artists' Demographic During Christmas

The heatmap reveals a notable spike in the Billboard Top 10 artists' age around Christmas and early January, coinciding with a rise in acoustictness scores. This correlation suggests that the holiday spirit brings forth a wave of nostalgic tunes, often characterized by a mellower, acoustic sound, resonating with a broader audience demographic.



Essence of Musical Success



Overall, the core of musical achievement isn't just about fleeting popularity but the ability to evolve and connect with listeners over time.

For a fun tip, artists aiming for a chart-topping hit might try naming songs after months or holidays—Taylor Swift's "August" hit the charts right on schedule. Perhaps "New Year's Day" would own January? Moving forward, digging deeper into song features and other metrics will unveil more about what keeps a tune in the limelight—calendar cleverness included!

Data Source:
Billboard <https://www.billboard.com/charts/hot-100/>
Spotify API <https://developer.spotify.com/documentation/web-api/reference/get-audio-features>
MusicBrainz API https://musicbrainz.org/doc/MusicBrainz_API

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