SEASONALITY and MUSIC

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PROJECT OBJECTIVE

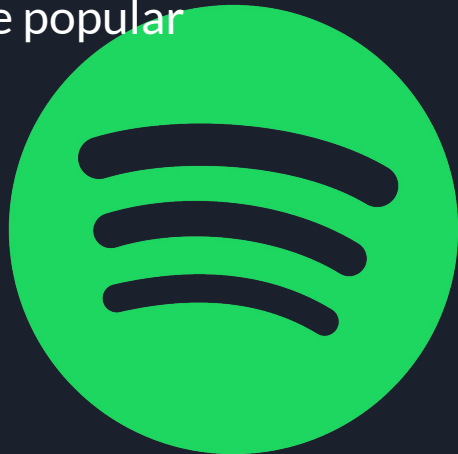
To analyze the impact of seasonality on the top 200 songs from Spotify, based on their audio features.

Overview

- Extracted top 200 songs from spotify from the last date of each yearly quarter.
  - March - June - October - December
  - Spring - Summer - Autumn - Winter
- Analyzed them based on audio features such as the following:
  - Tempo - Music passage speed
  - Danceability - How suitable the song is to dance, based on tempo, rhythm, beat and overall regularity.
  - Valence - Mood of the song. Happy or Depressed.
  - Duration - Time span of the song .
  - Speachiness - Spoken word in a track.
- Perform ANOVA and Pearson's Correlation to test hypothesis.
- Graph results.

WHY IS THIS ANALYSIS IMPORTANT?

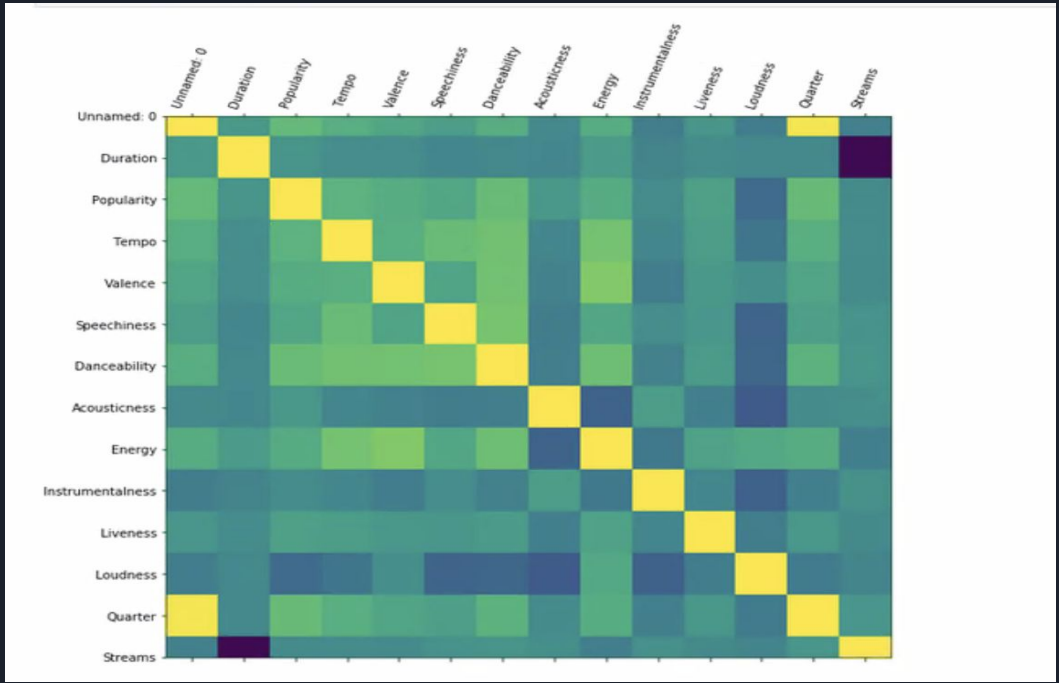
- Will help understand a general **psychology** of people and what songs **appeal** to them during different seasons.
- For example :
  - Songs with high danceability and valence will be popular during summer.
  - Songs with low valence popular during winter.



Summary & Future Prospects

	Streams	Tempo	Valence	Speechiness	Danceability
Q1	51413.46	117.806420	0.441819	0.137655	0.705750
Q2	56983.13	119.556690	0.508215	0.116193	0.706060
Q3	54346.11	120.992890	0.501311	0.143260	0.711440
Q4	58987.33	118.938155	0.463131	0.124981	0.705295

Summary & Future Prospects

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