

# What Makes a Playlist?

Exploratory Analysis of Spotify  
Playlists



# Introduction

## Motivation:

- Spotify curated playlists get millions of streams, so having a song on one of this playlists will boost notoriety for any upcoming artists.
- Obtaining an understanding of the audio features for songs on Spotify curated playlists and help drive creative decisions for new and existing artists

## Objectives/Goals:

- Create a dashboard that gives users access to the audio features of specific Spotify curated playlists
- Take a closer look at top genres in U.S. to make



Image from Spotify 2021

# Methodology

## Data:

- 50+ genres
- 2,000+ playlists
- 90,000+ songs
- All Spotify Curated playlists for the US

## Tools:

- Spotify API (Spotipy)
- SQLAlchemy
- Pandas
- Streamlit



## Metrics:

- Average values of Spotify's audio features



# Results

## What's makes it good?

Top Genres in the U.S:

- Pop
- Hip-hop
- Rock

Source



# Pop

## Audio Features for Spotify Playlists

☐ Show Audio Feature Explanation

Select Genre



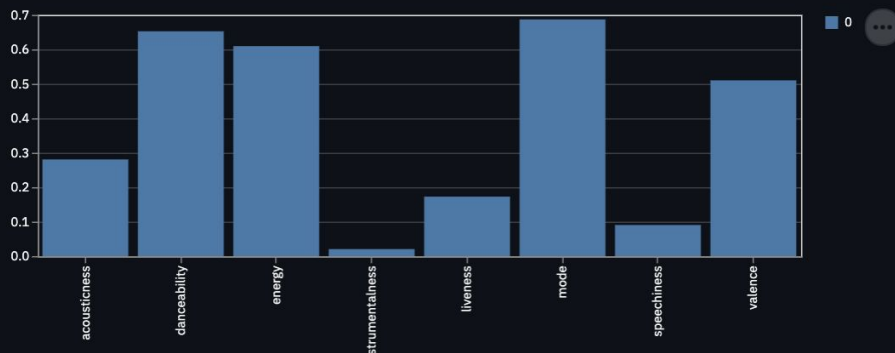
pop



☒ Show Genre Audio Features

averages for pop playlist features

Audio Features



# Hip-Hop

## Audio Features for Spotify Playlists

☐ Show Audio Feature Explanation

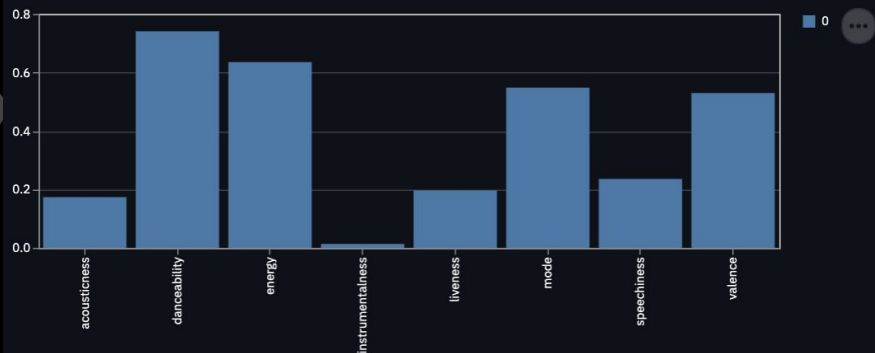
Select Genre

hiphop

☒ Show Genre Audio Features

averages for hiphop playlist features

Audio Features







# Rock



## Audio Features for Spotify Playlists

☐ Show Audio Feature Explanation

Select Genre

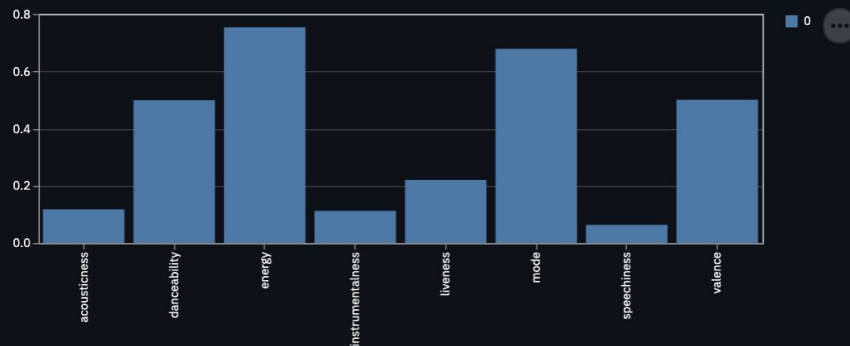


rock

☒ Show Genre Audio Features

averages for rock playlist features

Audio Features



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# Conclusions

Pop:

- High danceability, energy, mode, valence

Hip-hop:

- High danceability, energy, speechiness

Rock:

- High energy, tempo





Let's Take a Look

## Spotify Audio Features



# Future Work

- Display the audio features over time to get a sense of trends amongst genres
- Provide trends for different parts of the world not just the US

