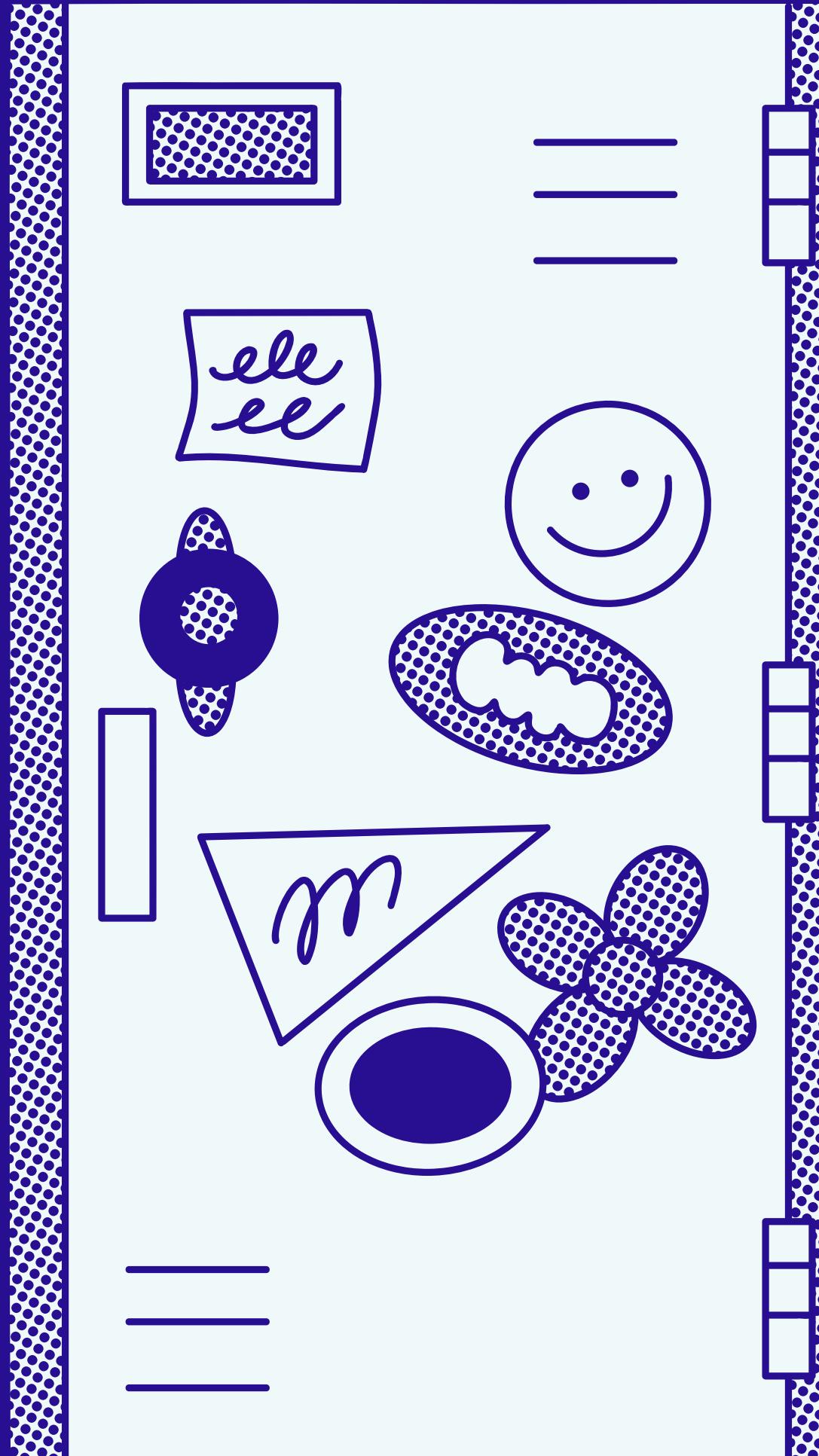


NEWGENS Analysis

Kpop Analysis - ROBYN



1

2

3

Intro: NewJeans

Spotify View & Popularity Analysis

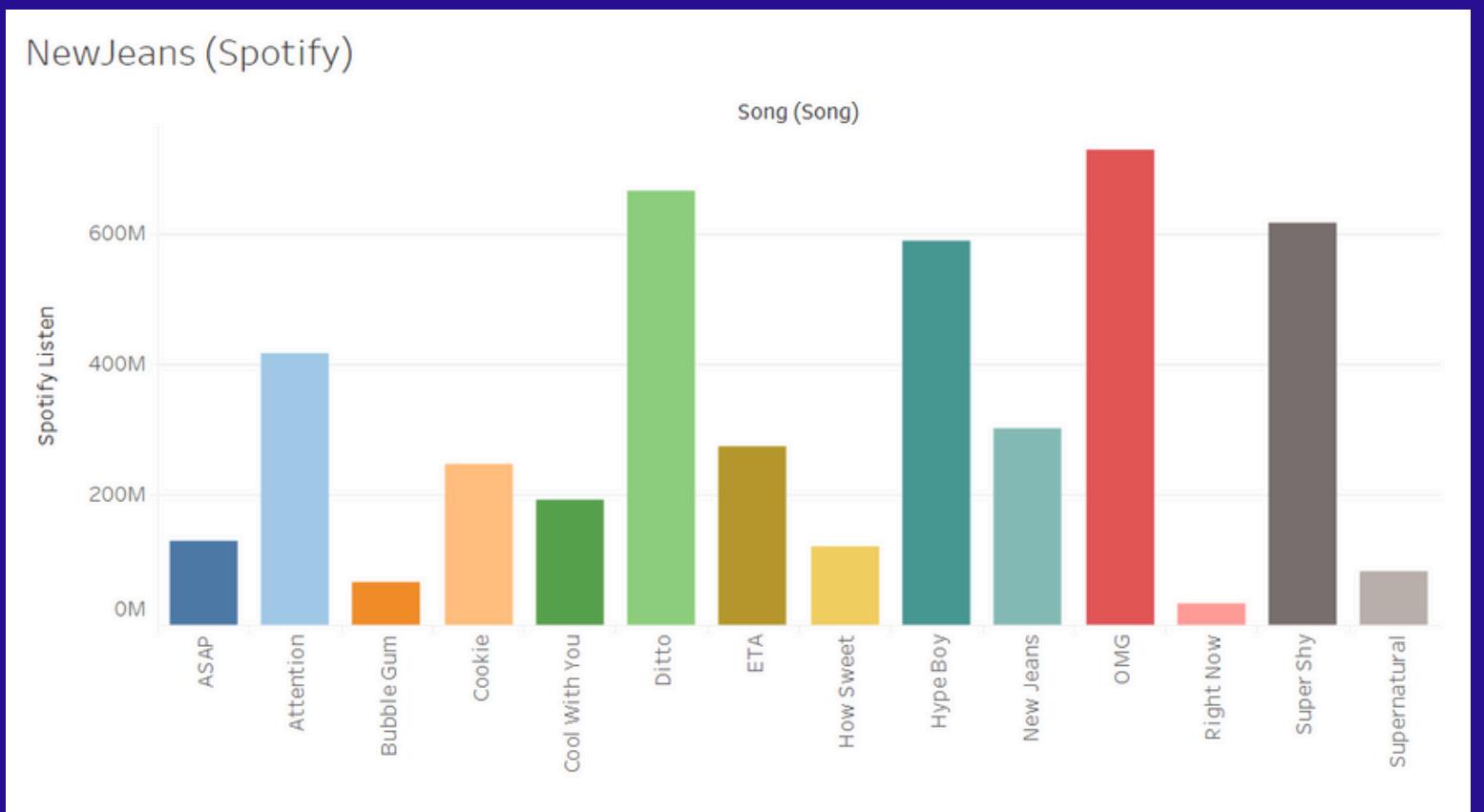
Youtube View & Popularity Analysis

NewJeans

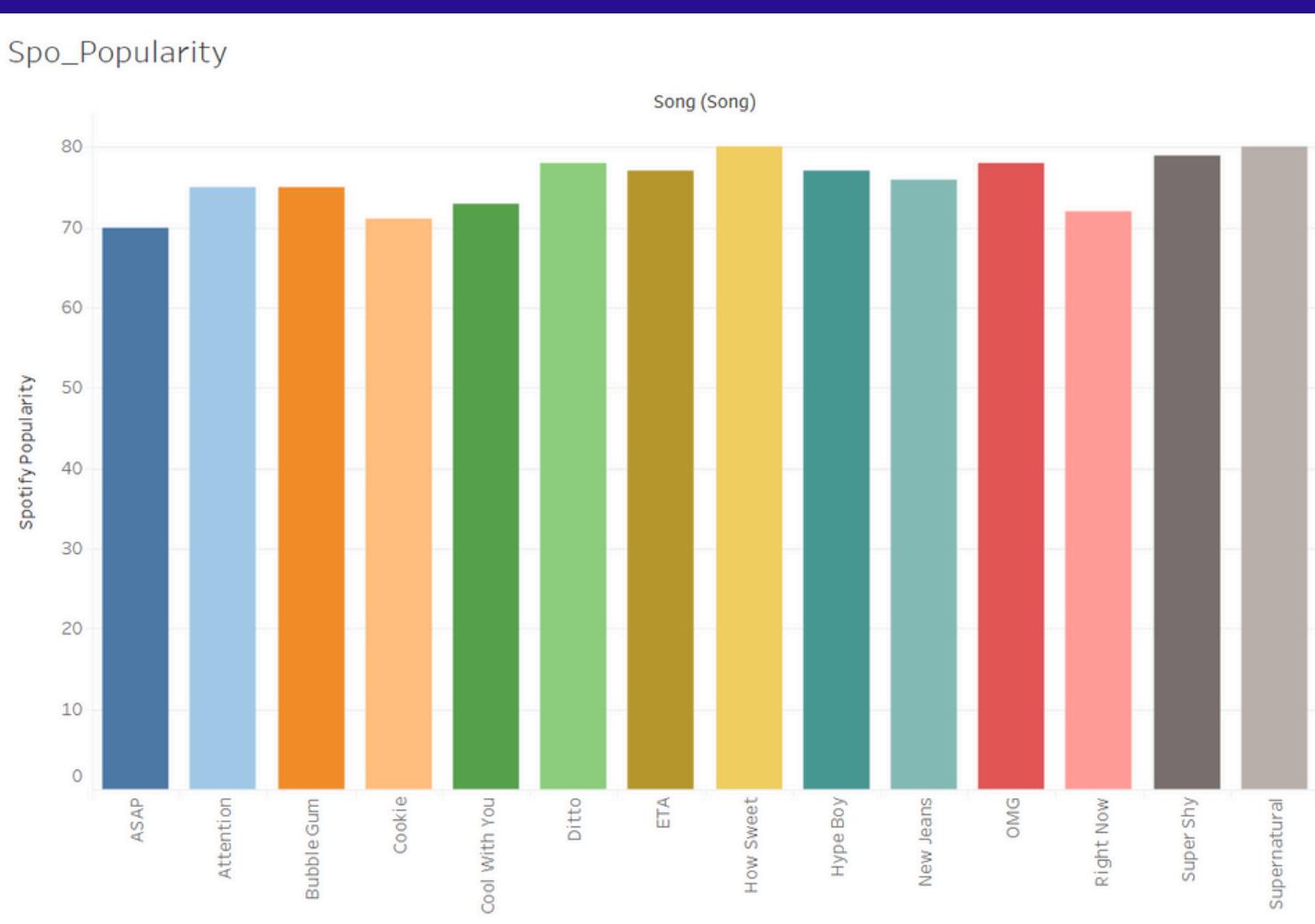
NewJeans is a five-member K-pop girl group under ADOR and HYBE, debuting in July 2022 with the hit single "Attention." The group, known for its fresh and youthful image, quickly gained popularity with tracks like "Hype Boy" and "Cookie." The members are Minji, Hanni, Danielle, Haerin, and Hyein, and they stand out for their global diversity and retro-inspired music style.



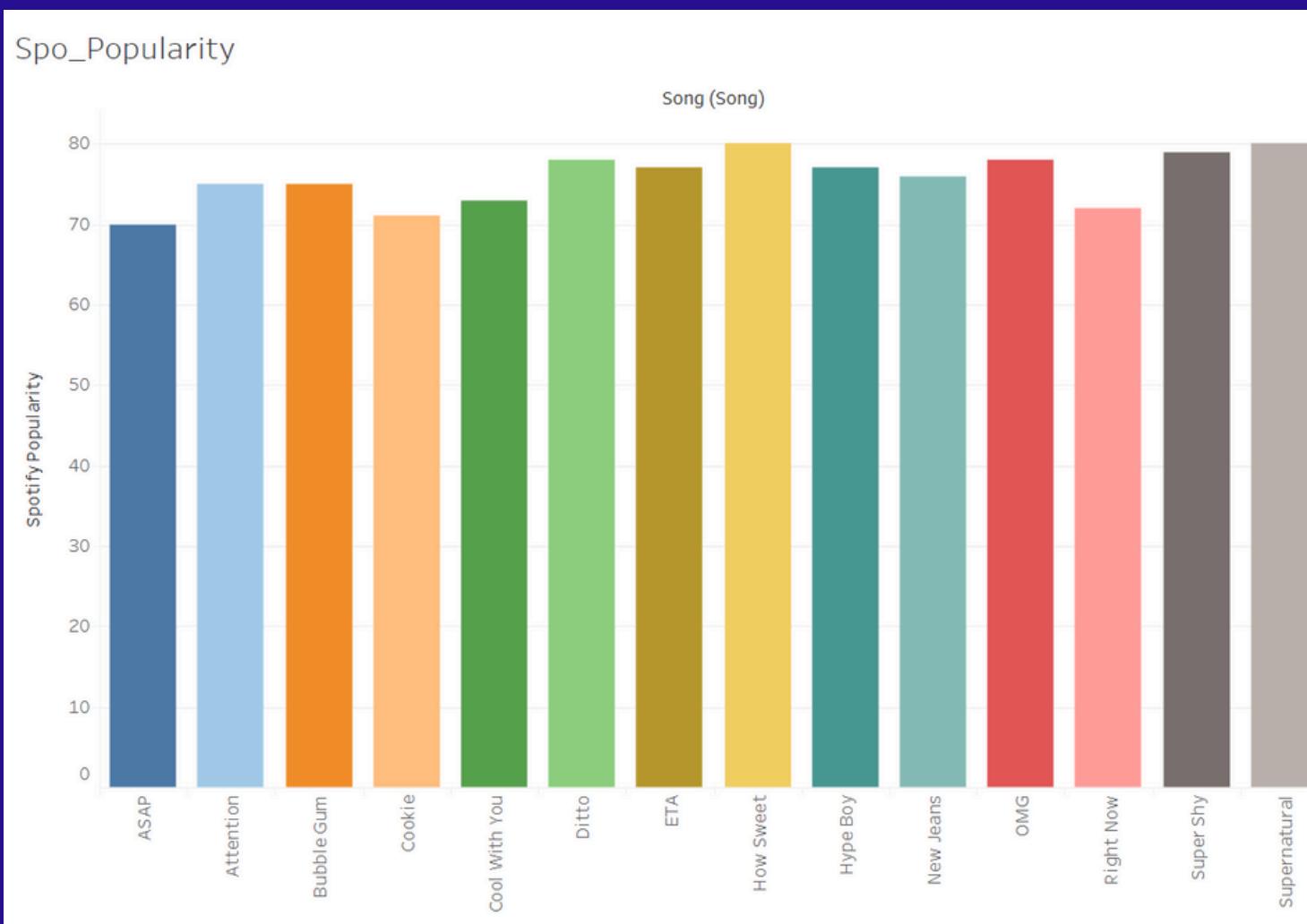
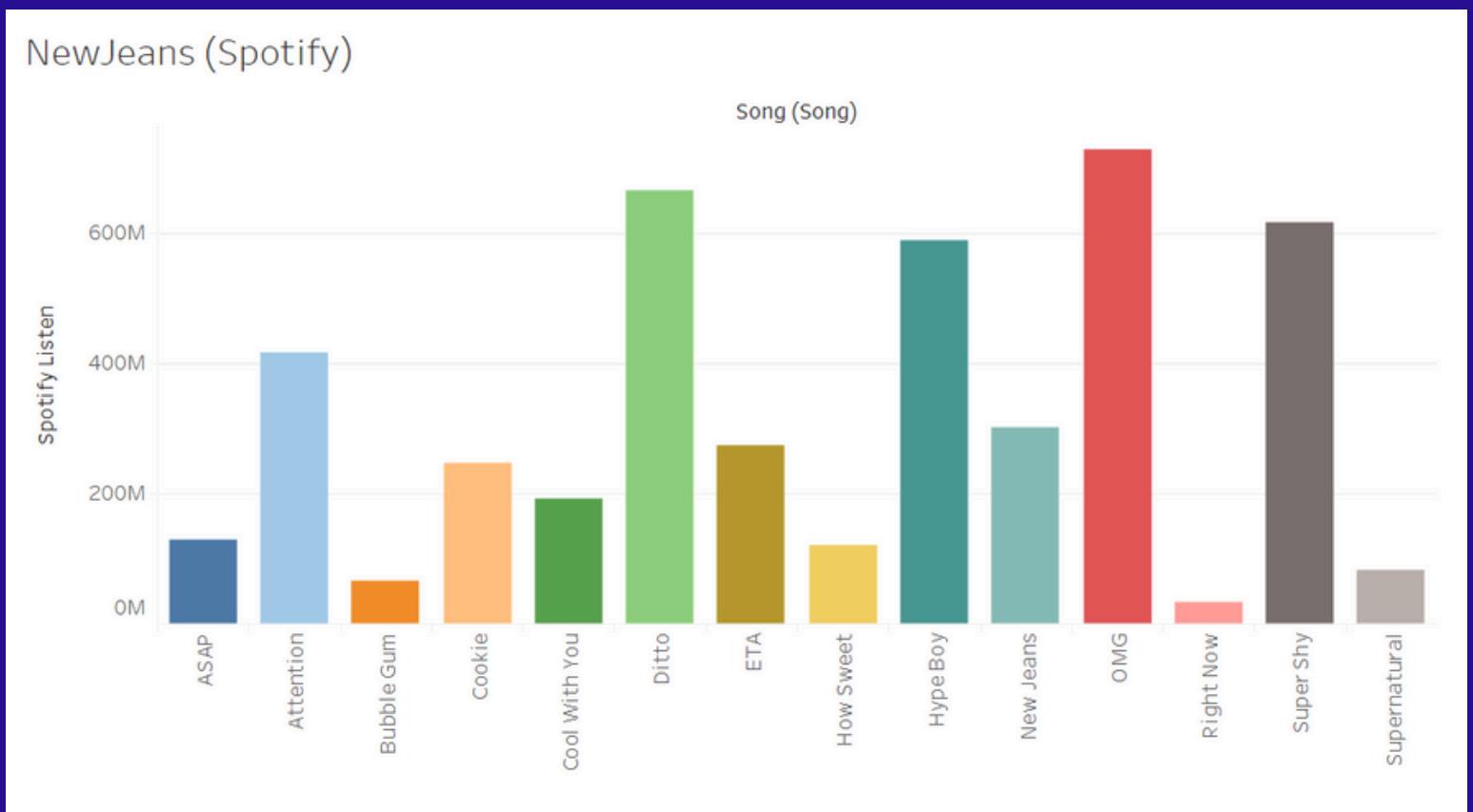
NewJeans (Spotify)



This is an analysis of listener data and the popularity of New Jeans' songs on Spotify. According to the data, the most frequently streamed song is 'OMG,' followed by 'Ditto,' 'Super Shy,' 'Hype Boy,' and 'Attention,' with the other songs trailing behind. Notably, 'Right Now,' 'Supernatural,' 'How Sweet,' and 'Bubble Gum' have lower streaming numbers because they were released in 2024, with the comeback happening between April and June. 'Right Now' and 'Supernatural' are also part of their Japanese debut. These four songs are still gaining listeners, and it's possible that other tracks will experience similar growth as listener counts continue to update.

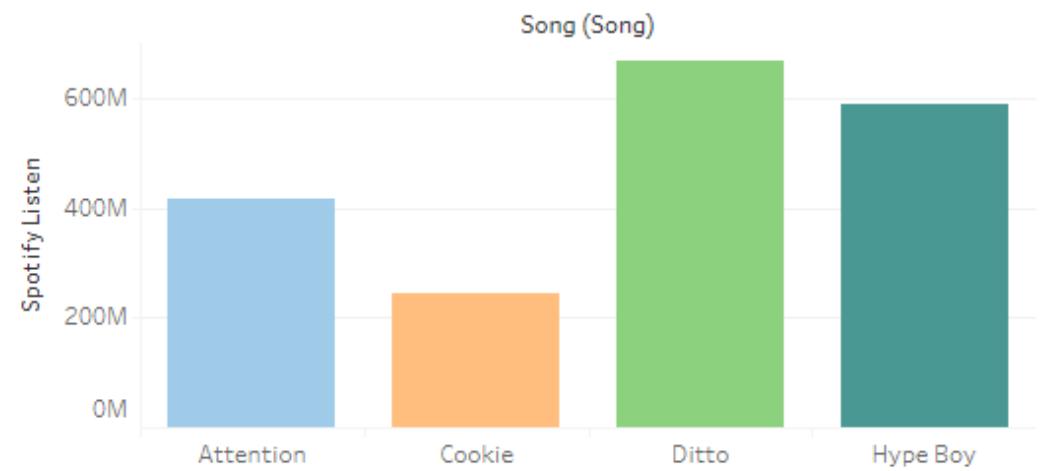


NewJeans (Spotify)

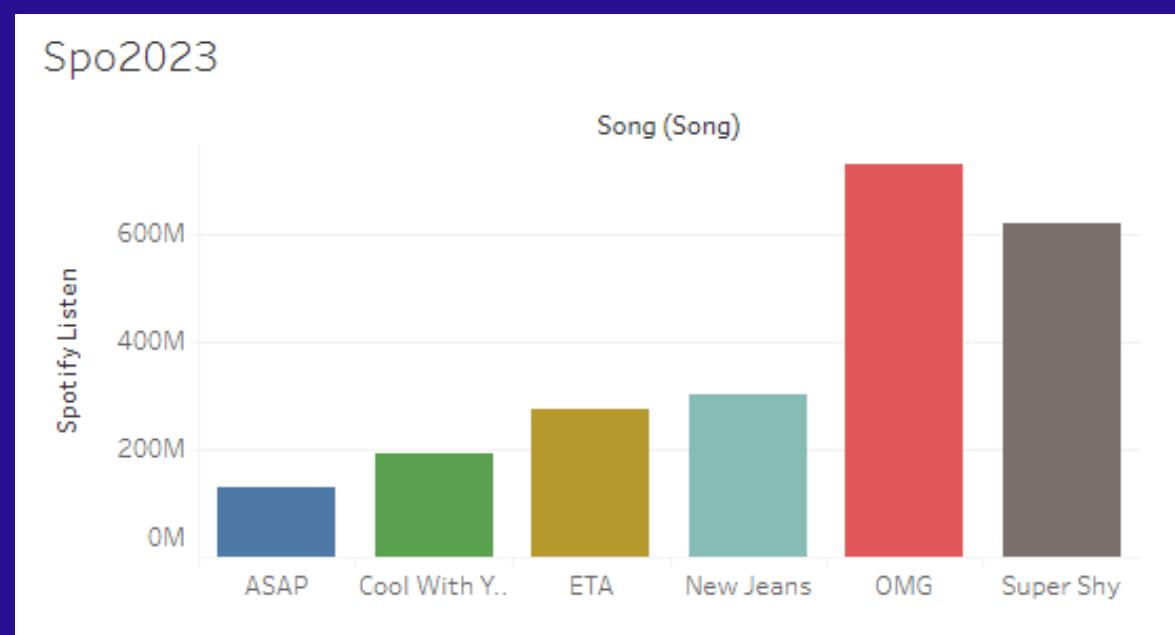


Meanwhile, regarding the more popular songs, each track by NewJeans has its own level of popularity, with all songs competing closely with each other. The data shows a varied chart pattern, indicating that their songs enjoy consistent popularity across the board. Despite differences in streaming numbers, all of NewJeans' songs maintain a stable level of listener engagement.

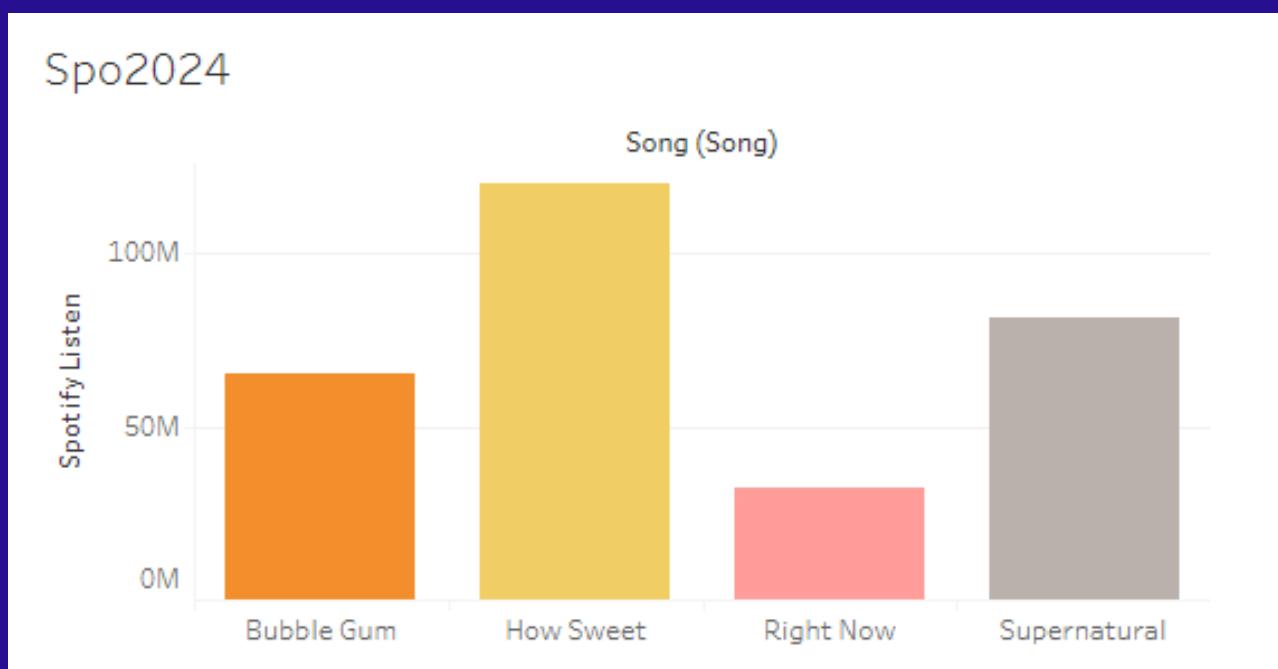
Spo2022



Spo2023



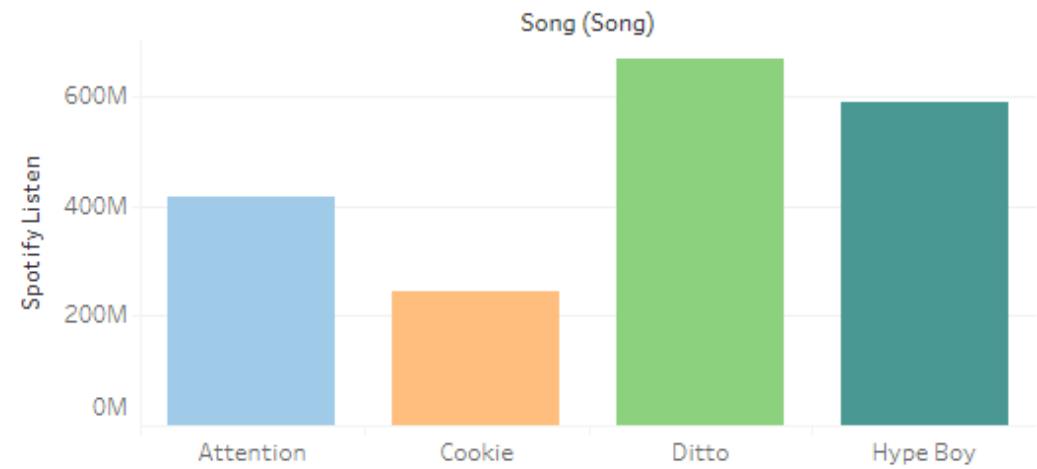
Spo2024



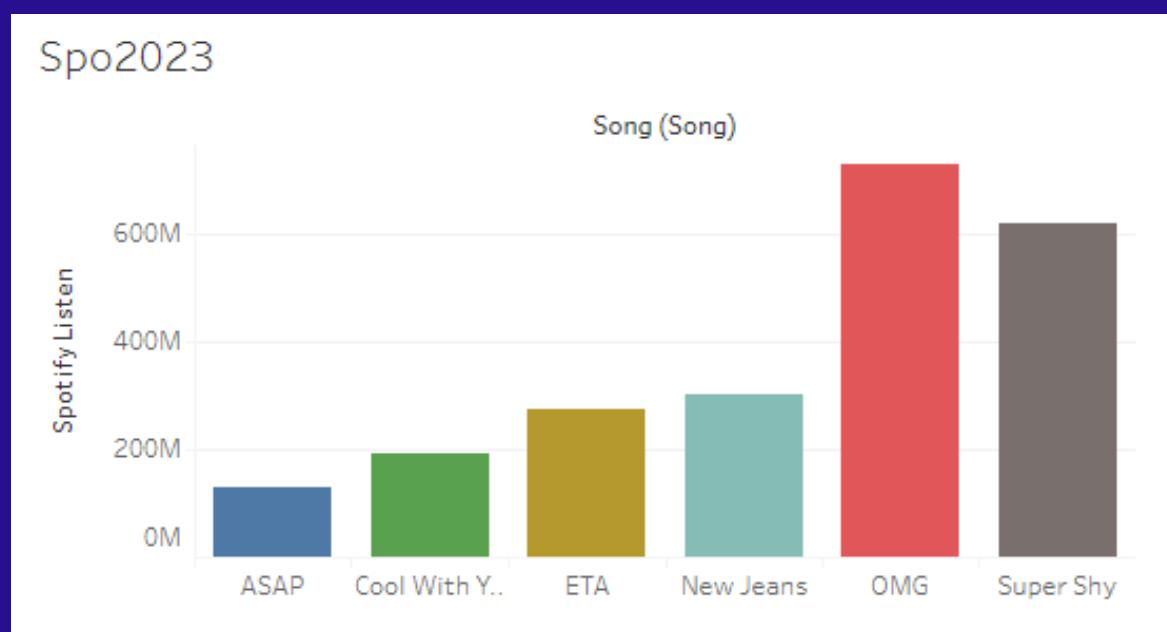
Spotify

This data reflects Spotify listener counts based on song release dates. For 2022, the most-streamed song was 'Ditto,' followed by 'Hype Boy,' 'Attention,' and 'Cookie.' 'Cookie' had relatively lower streams, possibly because it is a B-side track and may not have been as widely listened to. For 2023, 'OMG' was the top-streamed song, followed by 'Super Shy' and other tracks. Both 'OMG' and 'Super Shy' gained high listener counts due to their catchy sound and addictive dance routines, which have become signature features of the idol group.

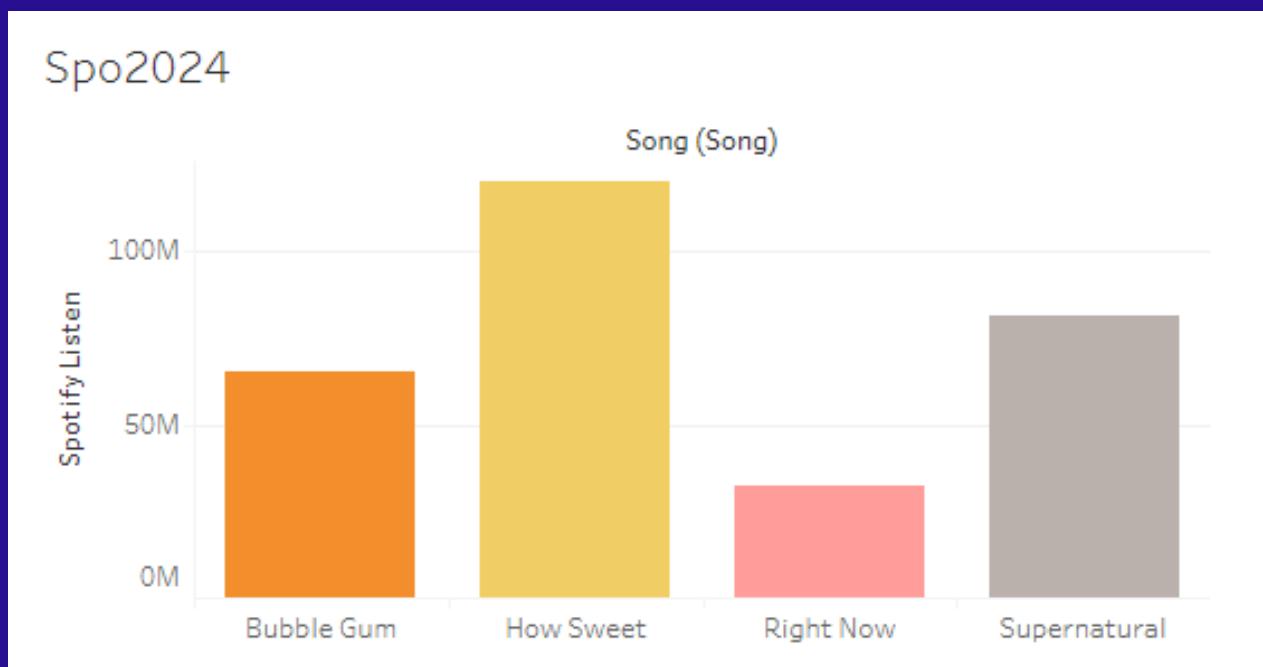
Spo2022



Spo2023



Spo2024

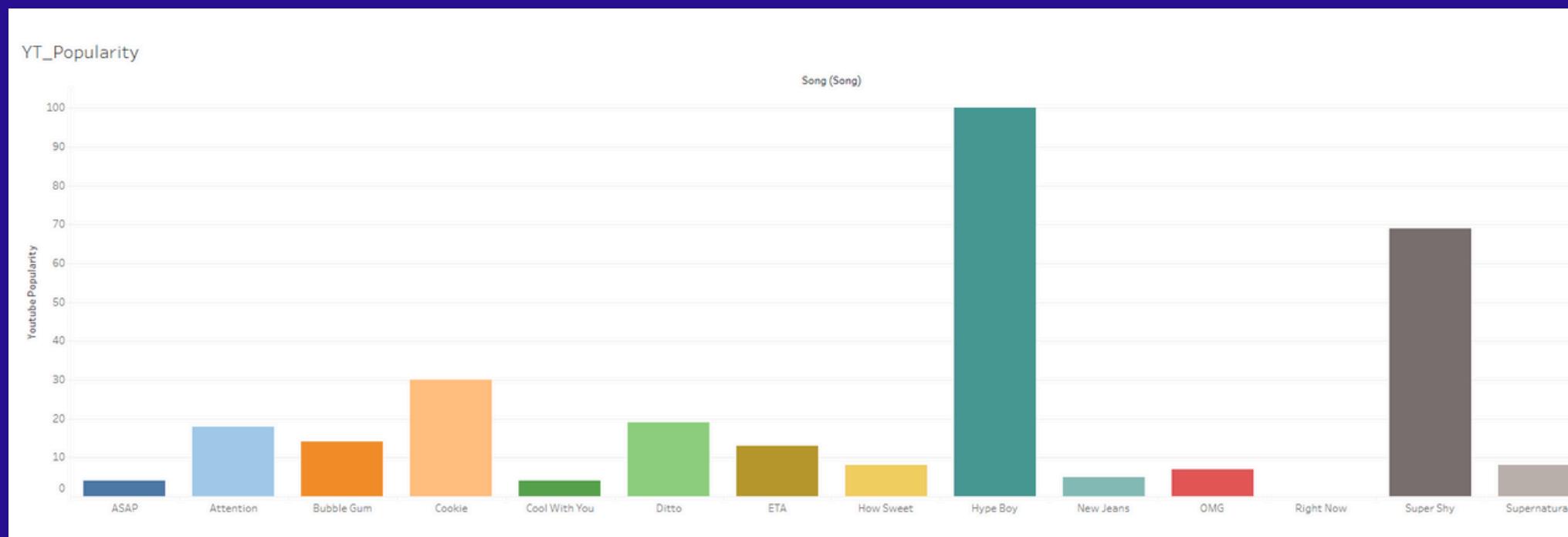
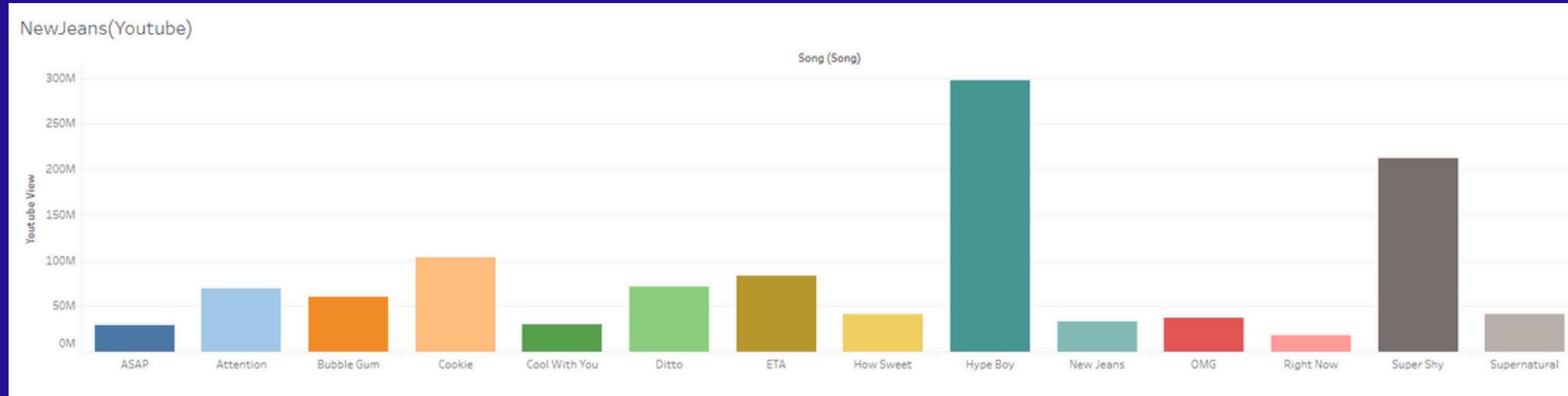


Spotify

For 2024, the most-streamed song was 'How Sweet,' followed by other tracks, including their Japanese debut songs. 'How Sweet' achieved high listener numbers due to its easy-to-listen-to style and its catchy nature, making it enjoyable for repeated listening.

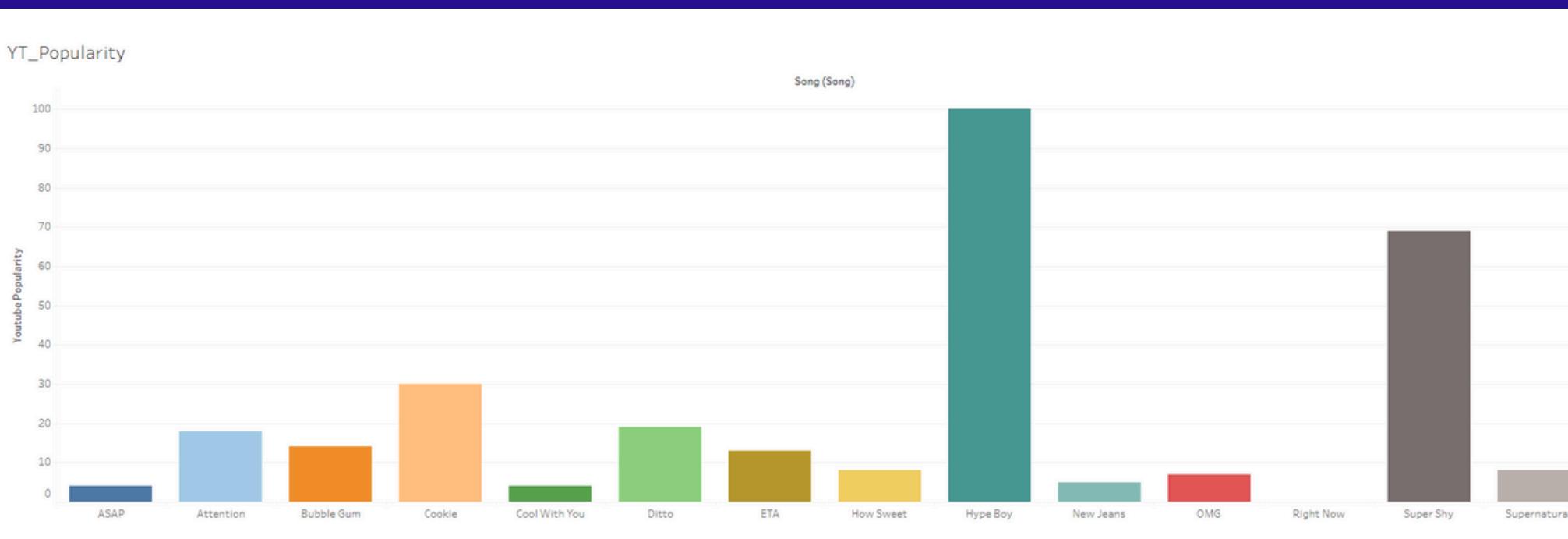
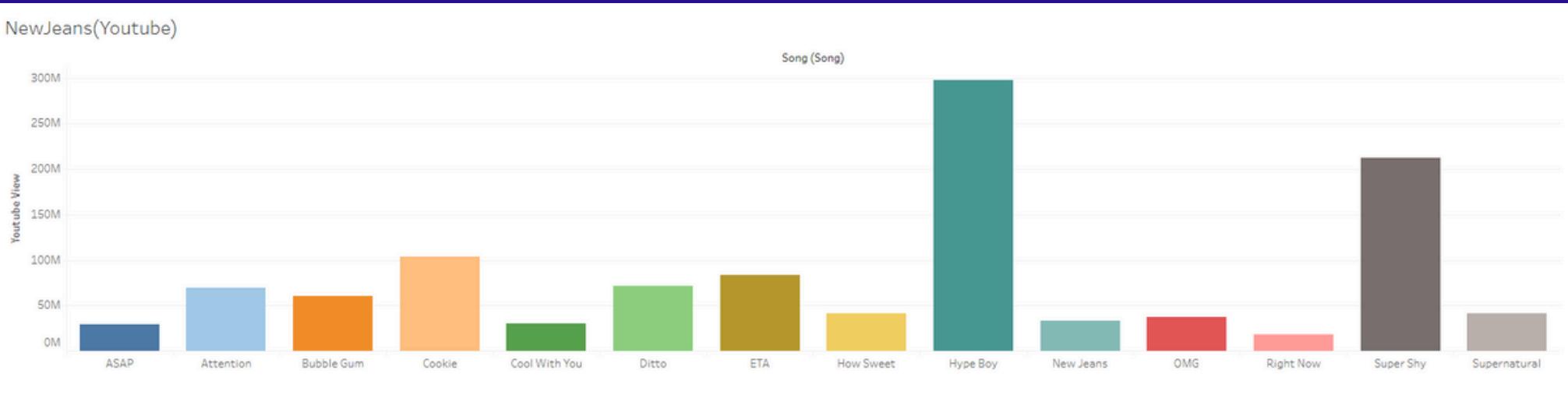
Youtube

This data reflects YouTube views for NewJeans' music videos. According to the data, 'Hype Boy' has the highest view count and is the most-watched video. Its high numbers are attributed to the release of multiple versions, including performance versions and individual member-focused videos. It is followed by 'Super Shy' and other music videos in terms of view count.

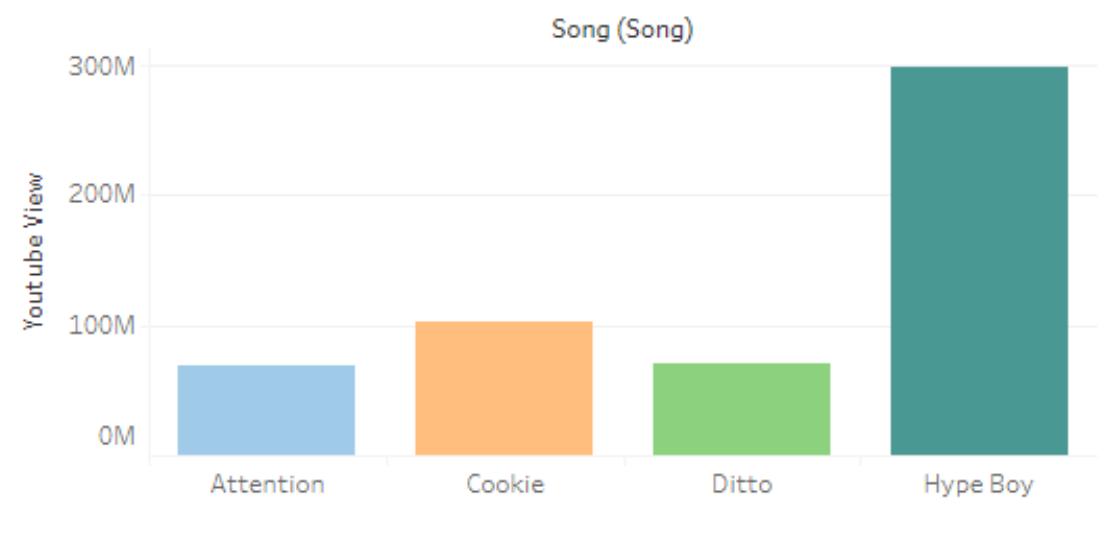


Youtube

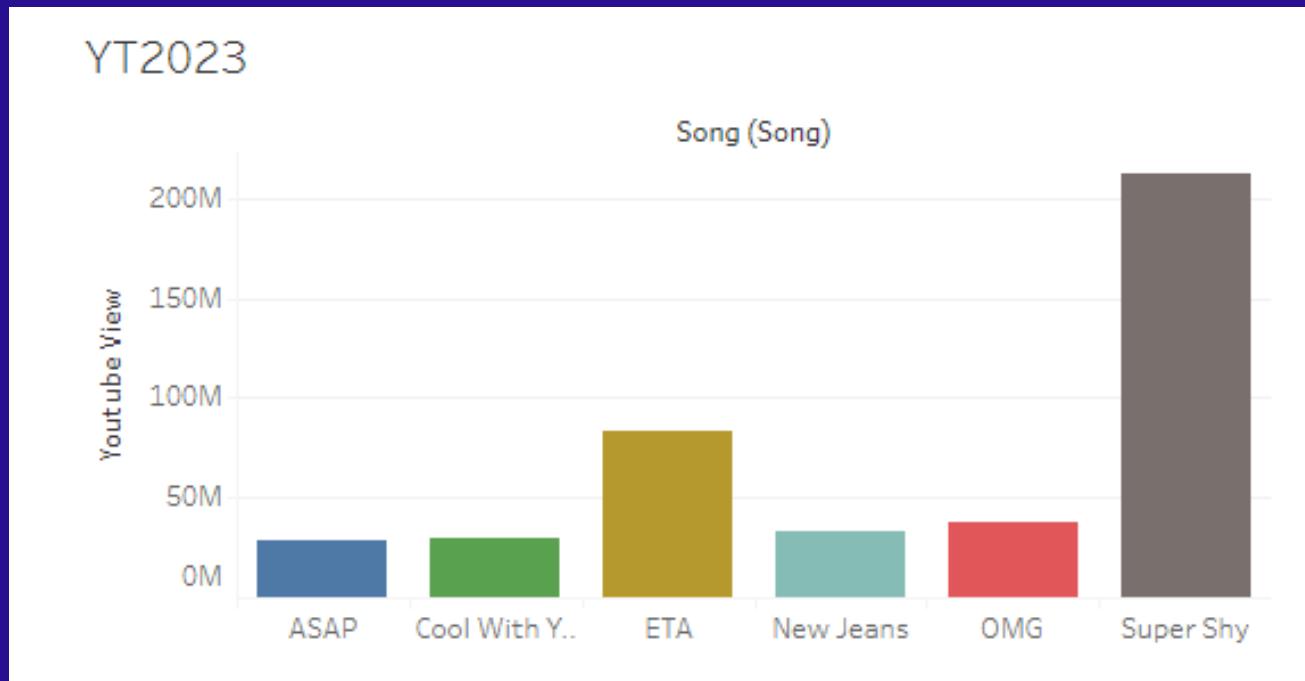
In terms of YouTube popularity, the most popular music video is 'Hype Boy.' Similar to the view count data, 'Hype Boy' ranks the highest due to the release of multiple versions, followed by 'Super Shy' and other music videos. The music video for 'Right Now' has the fewest views or none at all, as the engagement for this video is low. All of these YouTube popularity results have been normalized using a range from 0 to 100, based on the minimum to maximum popularity values. Since the engagement for 'Right Now' is low, its normalized result becomes 0 (the normalization formula will be shared in the GitHub ReadMe).



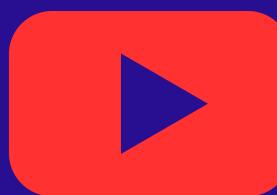
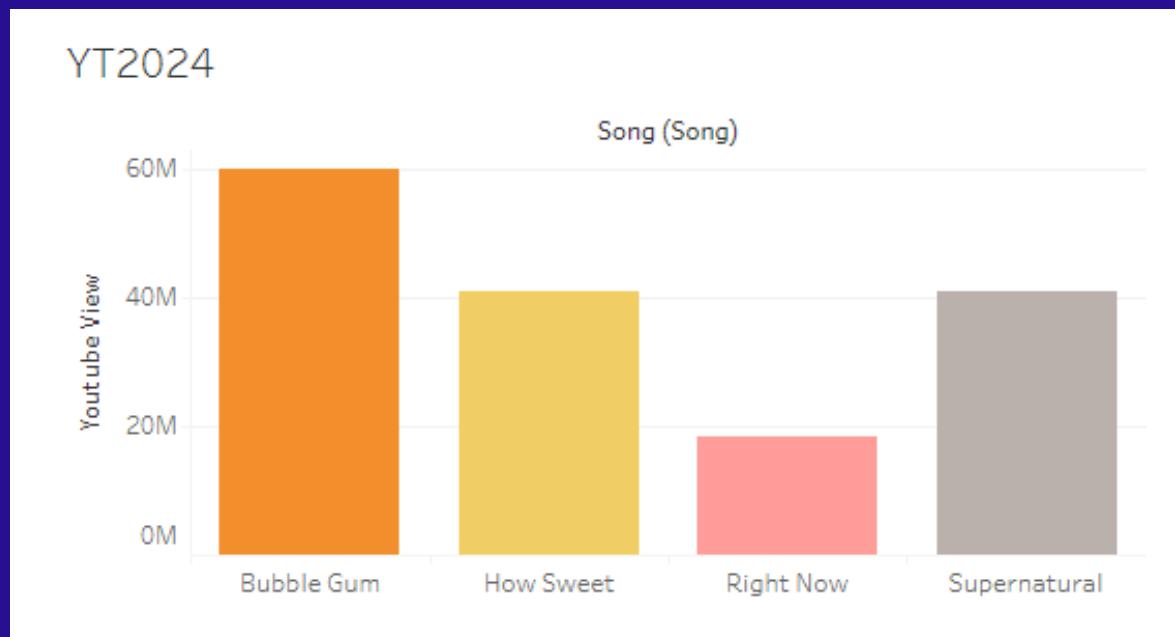
YT2022



YT2023



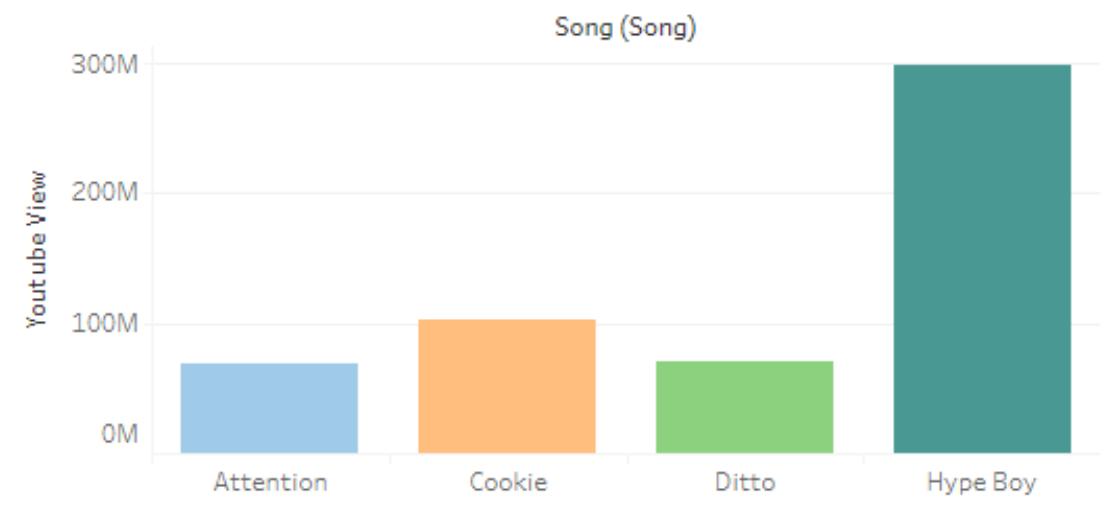
YT2024



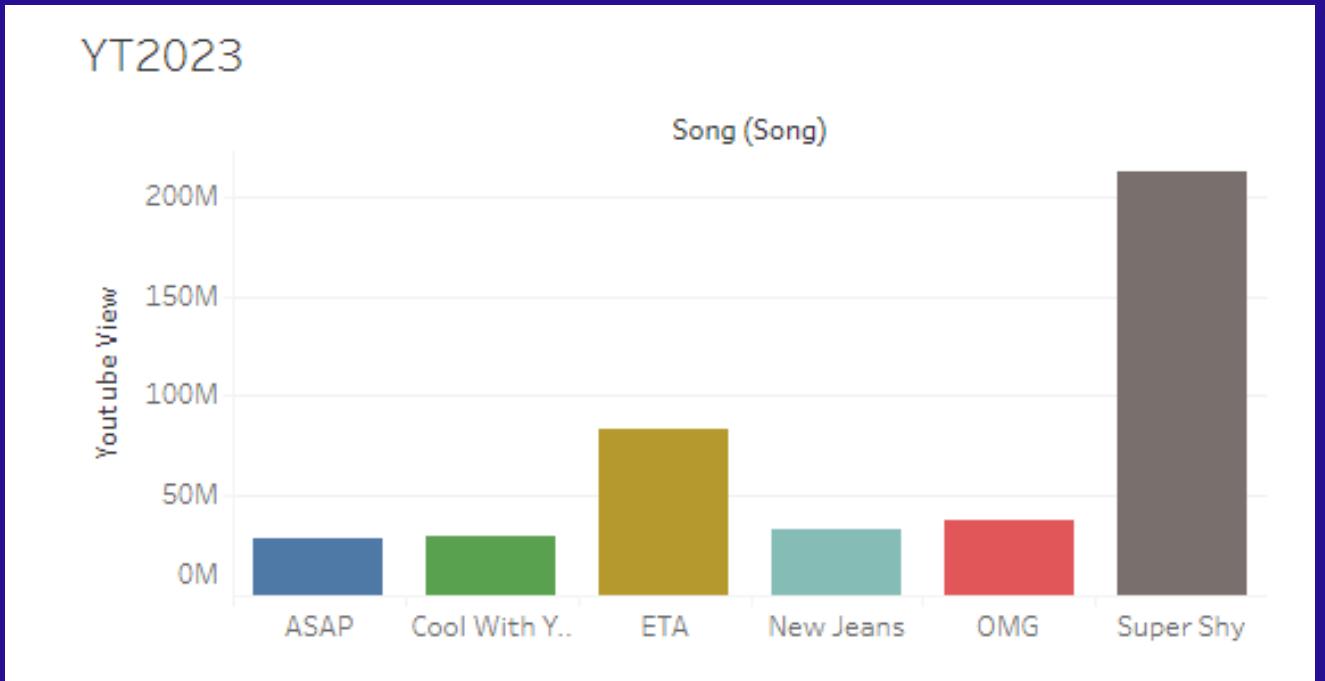
Youtube

This data reflects YouTube views for NewJeans' songs based on their release year. In 2022, 'Hype Boy' dominated due to the release of multiple versions, giving it the highest view count among their songs. In 2023, 'Super Shy' led the chart, followed by 'ETA' and other videos. 'Super Shy' became the most popular due to its catchy vibe, enjoyable music, and a flash mob scene involving many dancers. 'ETA' followed closely, benefiting from sponsorship and promotion by iPhone 14 Pro, which was used as the main tool for shooting the music video. The advanced features, impressive choreography, and catchy song helped boost its popularity.

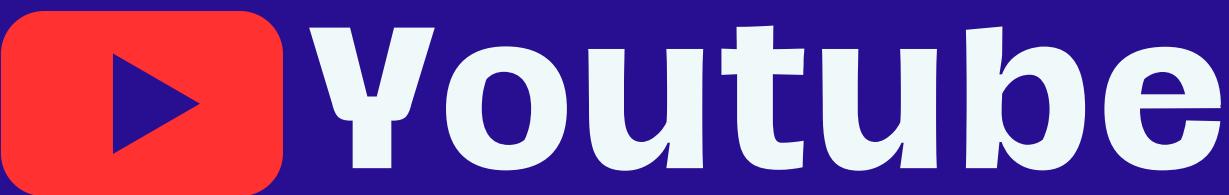
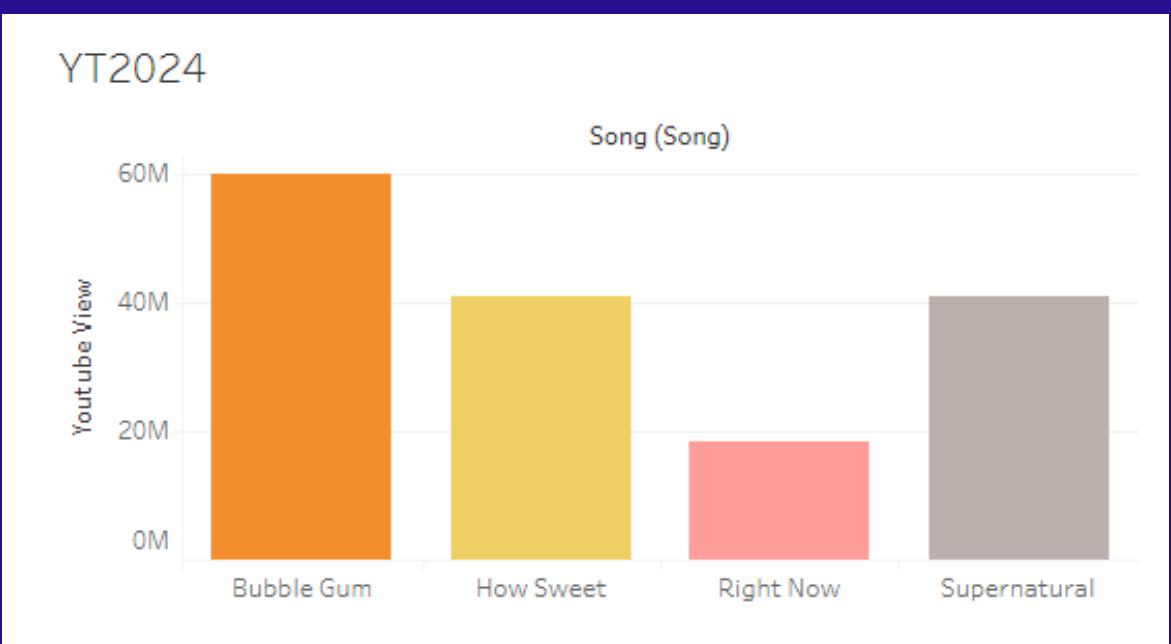
YT2022



YT2023



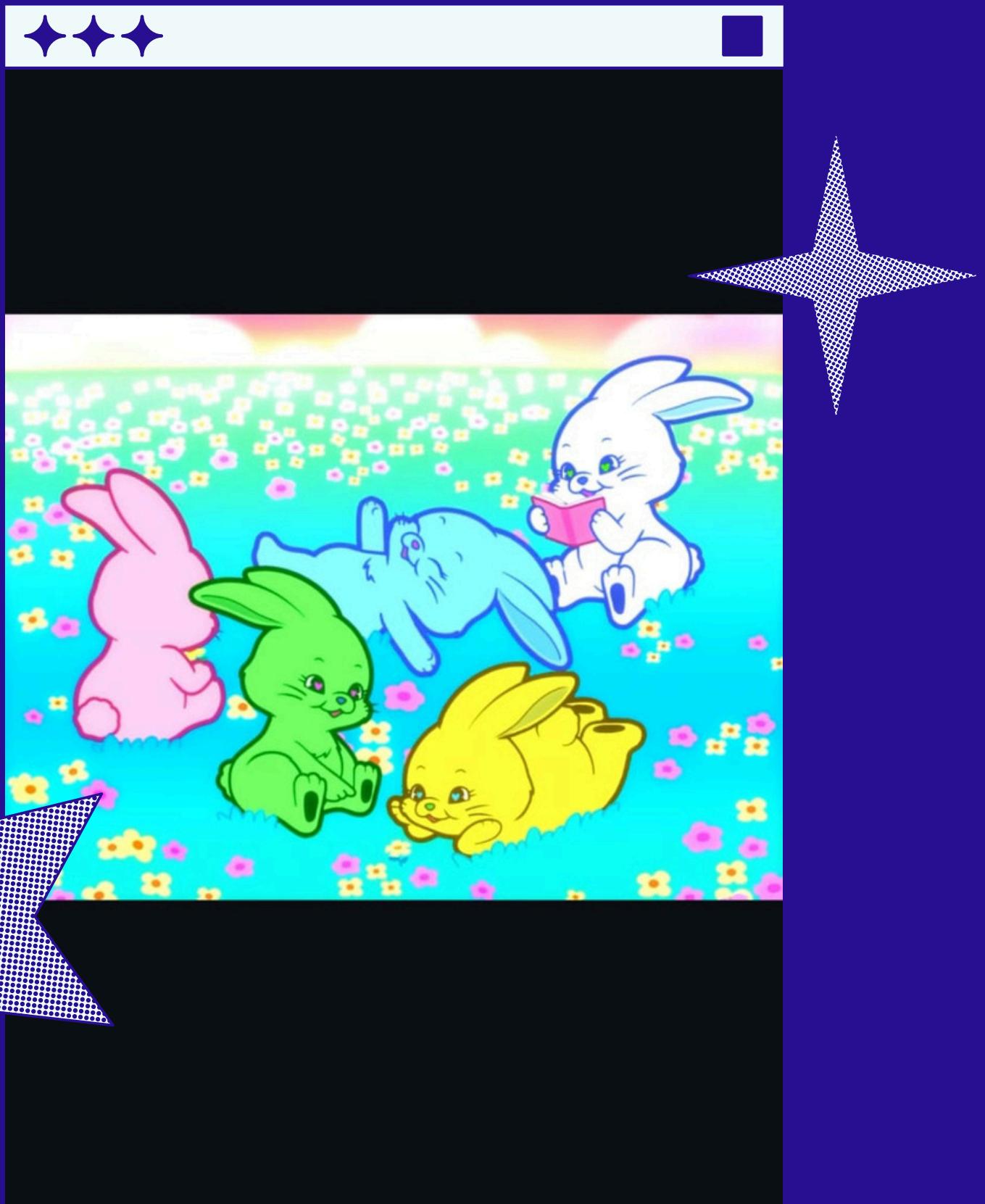
YT2024



In 2024, the 'Bubble Gum' music video had the highest views, followed by 'How Sweet,' 'Supernatural,' and 'Right Now.' 'Bubble Gum' achieved the highest view count due to its soothing atmosphere and its portrayal of NewJeans' fun activities in the video. 'Right Now' had the lowest views since it is a B-side track from their Japanese debut and is still gaining traction, having been released recently. 'Supernatural' is still accumulating views, despite having two versions.

Conclusion

Each NewJeans song has its own level of popularity among listeners. The songs are enjoyable to listen to, suitable for any situation, and perfect for dance sessions. Not only are the tracks catchy, but the group's unique concept has also contributed to their growing fanbase, encouraging more support for the group. As the songs continue to be streamed, both Spotify listener counts and YouTube views will keep increasing over time.



Thank you!

