Spotify Data Analysis

<u>Final Project – Data System Architecture</u>

Introduction:

In this project, our team is venturing into the expansive field of big data analytics. We aim to explore the intricate world of data, moving through the complexities of tasks like data cleaning, processing, analysis, and visualization.

Each command and operation in our toolkit play a vital role in constructing a strong data pipeline. Every step contributes to shaping a complete structure, reflecting the practical challenges and solutions found in the real world of big data analytics.

Approach:

For our data analytics journey, we adopted a two-tiered approach, leveraging Hive for efficient data cleaning and PySpark for a comprehensive exploration of data insights, manipulation, and visualization.

Hive, with its SQL-like interface, proved instrumental in ensuring the cleanliness and uniformity of our dataset. On the other hand, PySpark, a robust and versatile tool, served as the powerhouse for deriving meaningful insights, manipulating data with agility, and creating visual representations that enhance the interpretability of our findings.

This dual-tool strategy allowed us to harness the strengths of each platform, creating a dynamic and effective workflow for our big data analysis.

Methodology:

Data Cleaning with Hive:

- <u>Dataset Understanding</u>: Conducted a thorough exploration of the raw data to identify inconsistencies, missing values, and anomalies.
- <u>HiveQL Operations:</u> Utilized Hive's SQL-like capabilities to execute operations for data cleaning, ensuring a standardized and reliable dataset.

Data Analysis with PySpark:

- <u>Exploratory Data Analysis (EDA)</u>: Applied PySpark for EDA, investigating patterns, trends, and distributions within the dataset.
- <u>Insightful Queries:</u> Formulated PySpark queries to extract key insights, focusing on specific artists and relevant chart metrics.

Data Manipulation and Visualization:

- <u>Transformation Operations:</u> Used PySpark for agile data manipulation, transforming the dataset for further analysis.
- <u>Visualization Techniques:</u> Employed PySpark's capabilities for creating visualizations to enhance the presentation and interpretation of our findings.

Challenges Faced:

Our journey through the Spotify charts dataset presented several challenges, each contributing to our growth and refinement of the analytical process. Key challenges encountered include:

Data Quality and Consistency:

Challenge: Inconsistent data formats and quality issues within the raw dataset.

<u>Solution:</u> Implemented rigorous validation checks and preprocessing steps in Hive to enhance data quality and ensure uniformity.

Scalability Issues with PySpark:

<u>Challenge:</u> PySpark's scalability limitations encountered during intensive data processing tasks.

<u>Solution:</u> Employed optimization techniques, distributed computing strategies, and explored alternative PySpark configurations to enhance scalability.

Complex Data Manipulation Requirements:

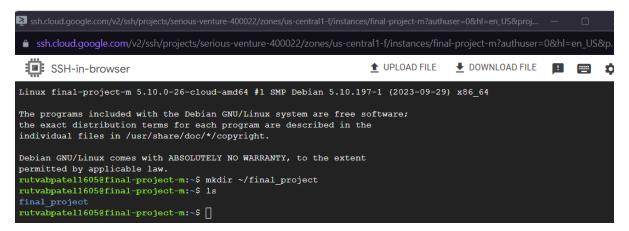
<u>Challenge:</u> Sophisticated data manipulation requirements, especially when filtering specific artists and chart metrics.

<u>Solution:</u> Leveraged PySpark's expressive capabilities and functions to efficiently handle complex data manipulation tasks.

Code Review:

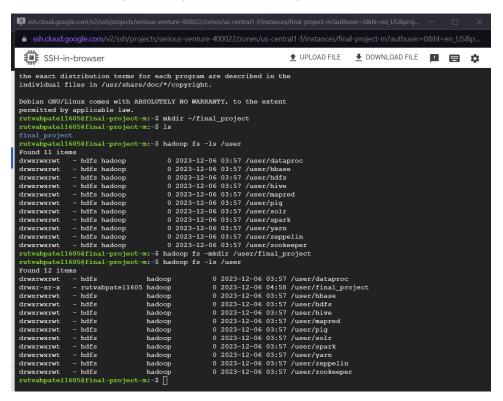
Directory Creation

Initialized the project directory on the local machine and Hadoop Distributed File System (HDFS).



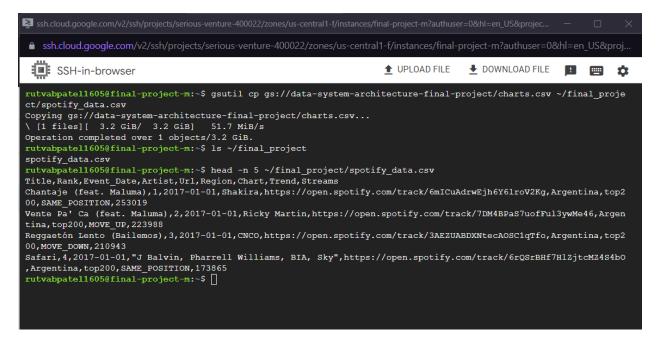
Hadoop Directory Structure

Verified the Hadoop directory structure and file presence.



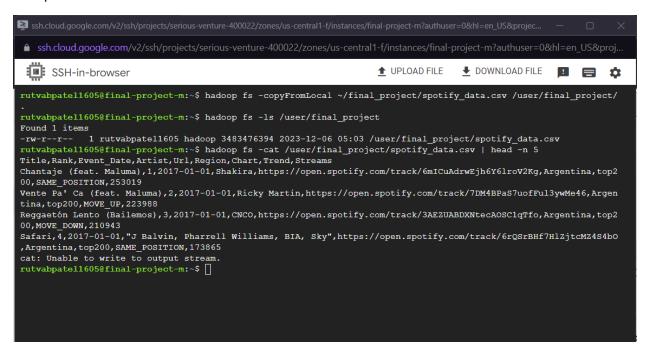
Data Acquisition

Copied Spotify charts data (charts.csv) from Google Storage to the local project directory.



Data Upload to Hadoop & Data Inspection

Uploaded the Spotify charts data to Hadoop for distributed processing and checked the first 5 lines of the uploaded CSV file.



Hive Database and Table Creation

Database Creation

Created a Hive database named 'final_project'.

```
der.class]
SLF4J: See http://www.slf4j.org/codes.html#multiple_bindings for an explanation.
SLF4J: Actual binding is of type [org.slf4j.impl.Reload4jLoggerFactory]
Hive Session ID = 59619bb0-b468-43fd-99c7-19069acf8ca5
Logging initialized using configuration in file:/etc/hive/conf.dist/hive-log4j2.pr
WARNING: An illegal reflective access operation has occurred
WARNING: Illegal reflective access by org.apache.hadoop.hive.common.StringInternUt
ive-common-3.1.3.jar) to field java.net.URI.string
WARNING: Please consider reporting this to the maintainers of org.apache.hadoop.hi
WARNING: Use --illegal-access=warn to enable warnings of further illegal reflective
WARNING: All illegal access operations will be denied in a future release
Hive Session ID = 701cce6f-5af5-4bbf-82c9-18f1270aacac
hive> show databases;
OK
default.
fina
final_project 

Time taken: 1.948 seconds, Fetched: 3 row(s)
hive>
```

Table Creation

Created an external table named 'spotify_table' in the 'final_project' database to store Spotify charts data.

```
Hive Session ID = 7f6e4065-6b5b-4a52-9edd-b0dbc063d135
hive> use final_project;
OK
Time taken: 1.394 seconds
hive> Create external table if not exists spotify_table (Title STRING, Rank INT, Event_Date DATE, Artist STRING, Url STRING, Region STRING, Chart STRING, Streams INT)ROW FORMAT DELIMITED FIELDS TERMINATED BY ',' stored as textfile location "/user/final_project" TBLPROPERTIES("skip.header.line.count"="1");
OK
Time taken: 0.478 seconds
hive> []
```

Data Analysis with HiveQL

Initial Data Exploration

Executed queries to explore the contents of the 'spotify_table'.

```
stored as textfile location "/user/final_project" TBLPROPERTIES("skip.header.line.count"="1");
OK
Time taken: 0.478 seconds
hive> select * from spotify_table limit 10;
OK
                                                Shakira https://open.spotify.com/track/6mICuAdrwEjh6Y6lroV2Kg A
Chantaje (feat. Maluma) 1
                               2017-01-01
               top200 SAME_POSITION 253019
rgentina
Vente Pa' Ca (feat. Maluma) 2
                                                         Ricky Martin
                                        2017-01-01
                                                                         https://open.spotify.com/track/7DM4BPaS
                            top200 MOVE_UP 223988
7uofFul3ywMe46 Argentina
Reggaetón Lento (Bailemos)
                                        2017-01-01
                                                         CNCO
                                                               https://open.spotify.com/track/3AEZUABDXNtecAOS
                                               210943
ClqTfo Argentina top200 MOVE_DOWN
Safari 4 2017-01-01
                                "J Balvin
                                               Pharrell Williams
                                                                          BTA
                                                                                  Sky" https://open.spotify.co
m/track/6rQSrBHf7HlZjtcMZ4S4b0 NULL
Shaky Shaky 5
                       2017-01-01
                                        Daddy Yankee https://open.spotify.com/track/58IL315gMSTD37DOZPJ2hf A
                top200 MOVE_UP 153956
rgentina
Traicionera 6 2017-01-01
                                        Sebastian Yatra https://open.spotify.com/track/5J1c3M4EldCfNxXwrwt8mT A
               top200 MOVE_DOWN
rgentina
                                         151140
Cuando Se Pone a Bailar 7
                              2017-01-01
                                                Rombai https://open.spotify.com/track/1MpKZi1zTXpERKwxmOu1PH A

        rgentina
        top200
        MOVE_DOWN
        148369

        Otra vez (feat. J Balvin)
        8
        2017-01-01

        EzelZyVjxPOHdq
        Argentina
        top200
        MOVE_DOWN

                                                         Zion & Lennox https://open.spotify.com/track/3QwBODjS
                                         2017-01-01
                                                         143004
                      2017-01-01
                                        "Carlos Vives
                                                         Shakira"
La Bicicleta
                                                                         https://open.spotifv.com/track/0sXvAOmX
gjR2QUqLK1MltU Argentina top200 NULL
Dile Que Tu Me Quieres 10
                                2017-01-01
                                                 Ozuna https://open.spotify.com/track/20ZAJdsKB5IGbGj4ilRt2o A
rgentina top200 MOVE_DOWN 112012
Time taken: 2.803 seconds, Fetched: 10 row(s)
hive>
```

Extracting Year from Date

Utilized the SUBSTR function to extract the year from the 'Event_Date' column.

```
hive> SELECT Event_Date, SUBSTR(Event_Date, 1, 4) AS Event_Year FROM spotify_table limit 10;
Query ID = rutvabpatel1605_20231207172857_9d737e3e-cf87-470e-9c3b-14c3c9b44ed3
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1701841694457_0023)
       VERTICES MODE
                            STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ...... container SUCCEEDED 1 1 0 0 0
OK
2017-01-01
2017-01-01
2017-01-01
2017-01-01
             2017
2017
2017-01-01
             2017
2017-01-01
2017-01-01
              2017
2017-01-01
              2017
2017-01-01
2017-01-01
              2017
Time taken: 16.69 seconds, Fetched: 10 row(s)
hive>
```

Creating Filtered Table

Created a new table named 'fp data table' with selected columns and artists.

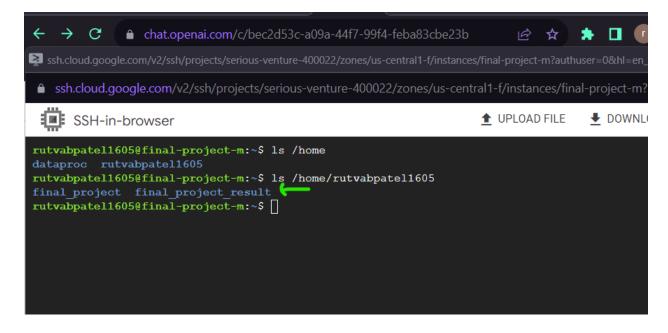
```
hive> use final_project;
OK
Time taken: 0.589 seconds
hive> select * from fp_data_table limit 10;
FAILED: SemanticException [Error 10001]: Line 1:14 Table not found 'fp_data_table'
hive> Create table if not exists fp_data_table AS
   > select Title, Rank, SUBSTR(Event_Date, 1, 4) AS Event_Year,
   > Artist, Region, Chart, Trend, Streams from spotify_table
    > WHERE Artist IN ('One Direction', 'The Weeknd', 'Drake', 'ZAYN', 'Post Malone', 'Coldplay',
'Ed Sheeran', 'Bruno Mars', 'Twenty One Pilots', 'Rihanna');
Query ID = rutvabpatel1605_20231206222346_86e314d8-122d-4769-91c6-86316f523466
Total jobs = 1
Launching Job 1 out of 1
Status: Running (Executing on YARN cluster with App id application_1701841694457_0013)
       VERTICES MODE STATUS TOTAL COMPLETED RUNNING PENDING FAILED KILLED
Map 1 ..... container SUCCEEDED 1
Moving data to directory hdfs://final-project-m/user/hive/warehouse/final project.db/fp data t
able
OK
Time taken: 298.201 seconds
hive>
```

```
Moving data to directory hdfs://final-project-m/user/hive/warehouse/final_project.db/fp_data_t
able
Time taken: 298.201 seconds
hive> select * from fp_data_table limit 20;
OK
24K Magic
                34
                                                Argentina
                                                                top200
                                                                       MOVE_DOWN
                                                                                        58801
Ride
                2017
                        Twenty One Pilots
                                                Argentina
                                                                top200
                                                                       MOVE DOWN
                                                                                        22015
Heathens
                                Twenty One Pilots
                                                        Argentina
                                                                        top200 MOVE DOWN
9334
                                                2017
Hymn for the Weekend - Seeb Remix
                                        140
                                                        Coldplay
                                                                        Argentina
                                                                                        top200
MOVE DOWN
                18823
Stressed Out
                        2017
                                Twenty One Pilots
                                                        Argentina
                                                                        top200 MOVE_DOWN
6845
                                                                        top200 MOVE DOWN
Adventure of a Lifetime 188
                                2017
                                                        Argentina
                                        Coldplay
4834
24K Magic
                12
                        2017
                                Bruno Mars
                                                Australia
                                                                top200 SAME_POSITION
                                                                                        72054
                                Drake Australia
Fake Love
                20
                        2017
                                                       top200 MOVE_DOWN
                        2017
                                Twenty One Pilots
                                                                        top200 MOVE_UP 28821
Heathens
                                                        Australia
Party Monster
                                                              top200 MOVE DOWN
                66
                        2017
                                The Weeknd
                                                Australia
                                                                                        24466
Hymn for the Weekend -
                       Seeb Remix
                                       80
                                                2017
                                                        Coldplay
                                                                        Australia
                                                                                        top200
MOVE_UP 20557
                        Twenty One Pilots
                                                                top200 MOVE_UP 19163
                                               Australia
Stressed Out
                                Twenty One Pilots
                                                        Australia
                                                                        top200 MOVE UP 17845
                        2017
                                                        top200 MOVE UP 16772
Needed Me
                        2017
                                Rihanna Australia
                105
Rockin' 107
                2017
                        The Weeknd
                                        Australia
                                                        top200 MOVE_UP 16651
Thinking out Loud
                        109
                                2017
                                        Ed Sheeran
                                                        Australia
                                                                        top200
                                                                               MOVE_UP 16061
                                                        top200 MOVE_UP 15990
Controlla
                                Drake
                                        Australia
PILLOWTALK
                124
                        2017
                                ZAYN
                                        Australia
                                                        top200 MOVE UP 14087
Versace on the Floor
                                                                        top200 NEW_ENTRY
                        127
                                2017
                                        Bruno Mars
                                                        Australia
3938
Can't Feel My Face
                        130
                                2017
                                        The Weeknd
                                                        Australia
                                                                        top200 MOVE_DOWN
Time taken: 0.491 seconds, Fetched: 20 row(s)
hive>
```

Listing Home Directory Contents

Verified the existing directory structure before proceeding.

'final_project_result' directory will be used to store the results and outputs of the final project



Data Export Using Hive

Exporting Data to Local Directory

This HiveQL command exports data from the Hive table 'fp_data_table' to a local directory named 'final project result'. The data is stored in delimited format, separated by commas.

Listing Contents of the Exported Directory

This command lists the contents of the 'final_project_result' directory to verify that the export process was successful. The output typically includes a file named '000000 0' containing the exported data.

```
rutvabpatel1605@final-project-m:~$ ls ~/final_project_result 000000_0 rutvabpatel1605@final-project-m:~$
```

Renaming the Exported File

This command renames the exported file '000000_0' to 'final_dataset.csv' for clarity and consistency in naming conventions.

```
ssh.cloud.google.com/v2/ssh/projects/serious-venture-400022/zones/us-central1-f/instances/final-project-m?authuser=0&hl=en_US&

ssh.cloud.google.com/v2/ssh/projects/serious-venture-400022/zones/us-central1-f/instances/final-project-m?aut

SSH-in-browser

uvvabpatel1605@final-project-m:~$ ls ~/final_project_result

000000_0

rutvabpatel1605@final-project-m:~$ cd ~/final_project_result

rutvabpatel1605@final-project-m:~$ cd ~/final_project_result$

rutvabpatel1605@final-project-m:~/final_project_result$ ls

final_dataset.csv

rutvabpatel1605@final-project-m:~/final_project_result$ ls

final_dataset.csv
```

Uploading to Google Storage

Moving the File to Google Storage

This command moves the finalized dataset file ('final_dataset.csv') from the local environment to Google Storage under the specified destination ('gs://final-project-dsa/'). The dataset is now securely stored in the cloud for broader accessibility.



Data Processing:

Spark Session & Data Loading:

The code initializes a Spark session named "final-project" using PySpark. This session serves as the entry point for leveraging Apache Spark functionalities, such as distributed data processing and DataFrame operations, in a Python script or application.

Loads a CSV file named "Final_Dataset_Result.csv" from a cloud storage location ('gs://final-project-dsa/') into a PySpark DataFrame named df. It specifies that the schema should be inferred, considers the first row as the header, and uses a comma (',') as the delimiter for parsing the CSV data.

Data Manipulation:

The code calculates and prints the total row count of the DataFrame df.

The code filters out rows in the DataFrame df where the 'Stream' column is not equal to '\N', removes any remaining null values in the 'Stream' column.

Prints the updated schema and the first 10 rows of the DataFrame.

```
In [7]: M df.show(10)

| Title|Rank|Year| Artist| Region|Chart| Trend|Stream|
| Ride|112|2017|Twenty One Pilots|Argentina|top200| MOVE_DOWN|22015|
| Heathens|134|2017|Twenty One Pilots|Argentina|top200| MOVE_DOWN|19334|
| Hymn for the Week...|140|2017| Coldplay|Argentina|top200| MOVE_DOWN|18823|
| Stressed Out|164|2017|Twenty One Pilots|Argentina|top200| MOVE_DOWN|16845|
| Adventure of a Li...|188|2017| Coldplay|Argentina|top200| MOVE_DOWN|14834|
| 24K Magic|12|2017| Bruno Mars|Australia|top200| MOVE_DOWN|14834|
| 24K Magic|12|2017| Drake|Australia|top200| MOVE_DOWN|62524|
| Fake Love|20|2017| Drake|Australia|top200| MOVE_DOWN|62524|
| Party Monster|66|2017| The Weeknd|Australia|top200| MOVE_DOWN|24466|
| Hymn for the Week...|80|2017| Coldplay|Australia|top200| MOVE_DOWN|24466|
| Hymn for the Week...|80|2017| Coldplay|Australia|top200| MOVE_DOWN|24466|
| Hymn for the Week...|80|2017| Coldplay|Australia|top200| MOVE_DOWN|24466|
```

Insight Discovery:

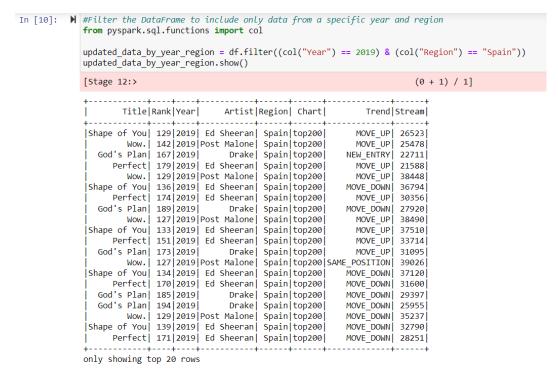
Aggregation by Year and Region: Total Streams

The code utilizes PySpark's DataFrame API to aggregate the total streams for each combination of year and region from the DataFrame df. The results are displayed, showing the summed streams as "TotalStreams" in a new DataFrame named "total_streams_by_year_region".

```
In [8]: ► #Aggregation by Year and Region
           from pyspark.sql.functions import sum
           #The total streams for each combination of year and region
           total_streams_by_year_region = df.groupBy("Year", "Region").agg(sum("Stream").alias("TotalStreams"))
           total_streams_by_year_region.show()
                                                                            (1 + 1) / 2
           |Year| Region|TotalStreams|
           +----+
           |2019| Estonia| 3687917.0|
|2017| Honduras| 5526259.0|
|2017| Lithuania| 2487193.0|
            2019
                      Canada 4.36392581E8
                  Paraguay 4153911.0
            2019
            |2019|United States|2.69949996E9|
                    Romania 6976044.0
            2018
            2019
                       Spain 7.4312117E7
            2020
                      Hungary | 1.9060842E7
                    Bolivia| 4168105.0|
            2018
            2020
                       Israel | 1.4914685E7
                      Latvial 4309045.01
            20201
            2018
                      Norway 1.41605217E8
            2020
                      Vietnam | 8321781.0
            2019
                      Belgium | 5.1379833E7 |
            2019
                     Malaysia 6.4653862E7
                     Panama| 3610330.0|
            2019
            2019
                       Norway 1.18586776E8
            2018
                      Denmark 1.14516952E8
                     Finland| 5.0443215E7|
           2018
           +----+
```

Filtering Data by Year and Region: 2019, Spain

The code filters the DataFrame df to include only data from the year 2019 and the region "Spain" using PySpark's DataFrame API. The results are displayed in a new DataFrame named "updated_data_by_year_region".



FINER Questions:

- 1) How does the distribution of trending music tracks vary throughout the year?
- 2) Which five artists have the highest number of songs in the dataset, and how does the distribution of their songs compare to each other?
- 3) For a specific artist (e.g., "Ed Shareen"), how does the total stream count vary throughout the years?

Data Visualization - 1

Yearly Trends in Music Patterns

The code analyzes and visualizes the distribution of music trends over the years. It groups the DataFrame df by "Year" and "Trend," calculates the count of each trend, and plots the trend distribution using a stacked bar chart. The resulting visualization provides insights into the yearly patterns of music trends.

```
In [20]: N

from pyspark.sql.functions import count import matplotlib.pyplot as plt

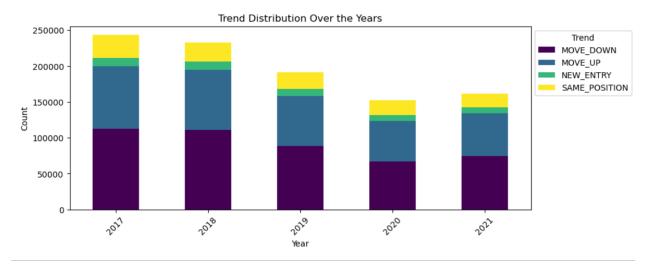
# Group by Year and Trend, calculate the count of each trend trend_counts_by_year = df.groupBy("Year", "Trend").agg(count("Trend").alias("TrendCount")).orderBy("Year", "Trend")

# Convert Spark DataFrame to Pandas for easier plotting pandas_df = trend_counts_by_year.toPandas()

# Pivot the data for better visualization pivoted_df = pandas_df.pivot(index="Year", columns="Trend", values="TrendCount").fillna(0)

# Plotting the trend distribution over the years plt.figure(figsize=(10, 4)) pivoted_df.plot(kind='bar', stacked=True, colormap='viridis', figsize=(10, 4)) plt.title("Trend Distribution Over the Years") plt.xlabel("Year") plt.xlabel("Year") plt.ylabel("Count") plt.xlicks(rotation=45) plt.legend(title="Trend", bbox_to_anchor=(1, 1)) plt.show()
```

<Figure size 1000x400 with 0 Axes>

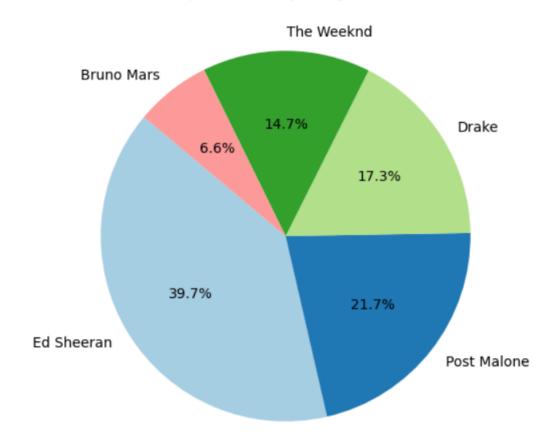


Data Visualization - 2

Top 5 Artists by Song Count

The code groups the DataFrame df by "Artist," counts the number of songs for each artist, selects the top 5 artists, and visualizes the distribution using a pie chart. The resulting chart provides a snapshot of the top artists based on song count in the dataset.

Top 5 Artists by Song Count

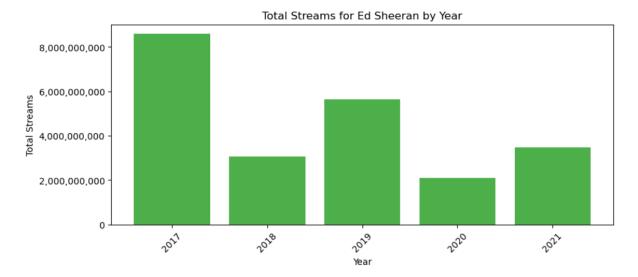


Data Visualization - 3

Total Streams for Ed Sheeran by Year

The code filters the DataFrame df to include only data for the artist 'Ed Sheeran'. It then groups the data by year, calculates the total streams for each year, and visualizes the results using a bar chart. This chart illustrates the yearly streaming patterns for the specified artist, providing insights into their popularity over time.

```
In [23]: ▶ from matplotlib.ticker import StrMethodFormatter
             specific artist = 'Ed Sheeran'
             artist df = df.filter(col('Artist') == specific artist)
             # Grouping by 'Year' and summing the 'Stream' values
             grouped_data = artist_df.groupBy('Year').agg({'Stream': 'sum'}).orderBy('Year')
             # Convert PySpark DataFrame to Pandas for plotting
             pandas_grouped_data = grouped_data.toPandas()
             # Plotting the bar chart
             plt.figure(figsize=(10, 4))
             plt.bar(pandas_grouped_data['Year'], pandas_grouped_data['sum(Stream)'],color=plt.cm.Set1.colors[2])
             plt.title(f'Total Streams for {specific_artist} by Year')
             plt.xlabel('Year')
             plt.ylabel('Total Streams')
             plt.gca().get_yaxis().set_major_formatter(StrMethodFormatter('{x:,.0f}'))
             plt.xticks(rotation=45)
             plt.show()
```



Learning Outcomes:

Data Processing with Hive:

- Understand the basics of Hive and how to write queries in HQL.
- Learn about data types, tables, and joins in Hive.
- Practice using Hive to analyze and transform large datasets.

Distributed Computing with PySpark:

- Learn to use Spark for data processing, machine learning, and graph processing.
- Explore Spark's Python API (PySpark) for working with Spark using Python.

Data Visualization in PySpark:

- Master the basics of Matplotlib and Seaborn for static visualizations.
- Explore Plotly for interactive visualizations and dashboards.
- Practice creating a variety of charts and plots to effectively communicate data insights.

Conclusion:

This project has successfully explored and analyzed a music streaming dataset using PySpark. By examining trends over the years, identifying top artists, and specifically delving into Ed Sheeran's streaming patterns, we gained valuable insights into the dynamic landscape of music consumption. The visualizations provide a comprehensive understanding of music trends, artist popularity, and audience preferences, offering actionable insights for stakeholders in the music industry.