 **LiveLab** | Top TikTok Tracks #2

**INTRODUCTION:** TikTok has become a central hub for popular music, where tracks gain attention through their use in catchy TikToks. Record labels have capitalized on this trend, turning numerous tracks into global hits.

The data you’ll be working with in this LiveLab is from TikTok! You’ll use filtering and sorting skills in SQL to explore the TikTok Top Tracks chart data.

**HOW IT WORKS:** Follow the prompts in the questions below to investigate your data. Post your answers in the provided boxes: the **yellow boxes** for the queries you write and **blue boxes** for text-based answers. No need to submit this document to your Global Tech Team – it’s just for you!

SQL App: [**Here’s that link**](https://sql.hq.globaltech.org/queries/new) to our specialized SQL app, where you’ll write your SQL queries and interact with the data.

**—** Data Set **Description**

**track\_title** - Refers to the title of the track added to a TikTok post. Each row in the dataset represents a specific track.

**artist** - Refers to the artist of the track.

**num\_posts** - Total number of TikTok posts that have added the track to the video’s content.

**chart\_velocity** - Measures the rate at which a track is climbing the charts. Higher chart velocity suggests a rapid increase in popularity.

**time\_on\_chart** - Measures the number of days the track was on the Top TikTok Tracks chart.

**peak\_rank** - Refers to the highest position on the Top TikTok Tracks chart that the track achieved.

**— Task 1:** Query the Top TikTok Tracks data

To warm up, write a query that returns all the columns in the dataset (tiktok.tracks). Copy and paste your query into the box below. How many rows are in the dataset? Post your query into the yellow box, and the number of rows in the dataset in the blue box.

| (write your query here) |
| --- |

| (write your answer here) |
| --- |

**— Task 2:** What’s going viral on TikTok?

You’ve been asked to look at the most viral TikTok tracks, in terms of the total number of posts, the chart velocity, and the total number of days on the Top TikTok Tracks chart.

1. Write a query that returns all TikTok tracks ordered by the total number of posts, from largest to smallest. What is the name of the track that has the highest total number of TikTok posts? How many posts does it have?

| (write your query here) |
| --- |

| (write your answer here) |
| --- |

Jawsh 685 is a YouTube success story! The New Zealand music producer had originally posted Laxed – Siren Beat to YouTube in 2019. Following its viral success, the song was officially released to online platforms in April 2020 and Jawsh 685 signed with Columbia Records in May 2020.

1. Next, write a query that returns all TikTok tracks ordered by chart velocity, from largest to smallest.

| (write your query here) |
| --- |

1. How many posts does the TikTok with the highest velocity have? What is the ratio of this number of posts to the top posted TikTok (Task 2A)?

**Remember:** The ratio is obtained by dividing the first number by the second. This should be done with a calculator outside of SQL using what was returned from the part A query, and not with a new SQL query!

| (write your answer here) |
| --- |

1. And finally, write a query that returns all TikTok tracks ordered now by the number of days on the TikTok Top Tracks chart, this time from smallest to largest.

| (write your query here) |
| --- |

1. How many posts does the TikTok with the smallest time on the chart have?

| (write your answer here) |
| --- |

**— Task 3:** How can we identify new artists on TikTok?

Now that we’re starting to understand the various ways in which a track can be deemed “viral” on TikTok, our next task is to combineall measures of virality – the number of posts, the time spent on the TikTok Top Tracks chart, and the chart velocity – in order to identify tracks from new artists with the potential to go viral. Those artists are who Epic Records wants to sign.

1. Write a query that returns all TikTok tracks ordered by the total number of posts, from largest to smallest **and** filters the tracks to return only those with the number of posts between 6,000,000 and 10,000,000.

**Note:** If done correctly, your query should return 92 rows.

| (write your query here) |
| --- |

1. Modify your query in Part A to additionally filter out any tracks with the peak rank equal to 1.

**Tip:** Adding parentheses around each filtering condition ensures that the logic is preserved and makes it clear which column each condition applies to. Add parentheses for best practice!

If done correctly, your query should now return 88 rows.

| (write your query here) |
| --- |

1. Modify your query from Part B with additional filters on other measures of virality. For example, you might:

- Filter to tracks with the time on the chart shorter than 1 year, or 6 months.

- Filter to tracks with a positive chart velocity.

Remember identifying potentially viral yet unknown artists is nuanced and subjective. You and your teammates will write several queries in your data exploration before moving on to Part D.

1. Present **five** tracks and artists you find most interesting in sorting and filtering on all metrics in the data. These are the artists Global Tech Analytics will recommend to the scouting team at Epic Records.

Make sure you justify the artists you present. Why do they have potential to be the next big thing?

| (write your answer here) |
| --- |