



Introduction



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Spotify as a music streaming platform has seen a boom in popularity over the recent years. The large collection of data on Artists, Tracks and the preferences of the users provide an endless possibility to derive various insights by visualizing how these attributes fair against one another.

Our dataset comprises of a comprehensive collection of Spotify music data that includes important attributes such as the song name, artist name, year, popularity, genre, and various musical features such as danceability, energy, key, and more.

We aim to shed light on the trends and patterns that have emerged in popular music, with a focus on the different elements that make up a song



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Trend Analysis

- ▶ Spotify's Performance ⋮
- ▶ Covid-19 Hypothesis ⋮



Feature Analysis

- ▶ Feature Correlation ⋮
- ▶ Features vs Popularity ⋮
- ▶ Factors of Popularity ⋮

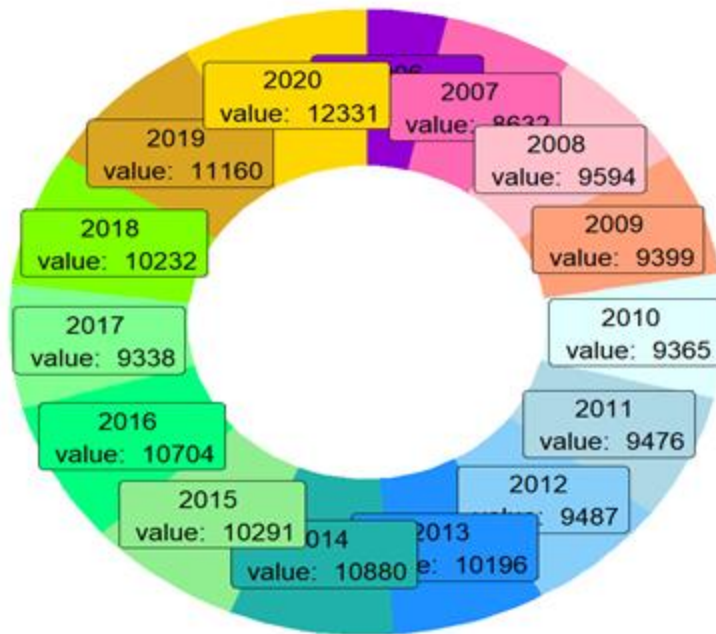


Time Series Analysis

- ▶ Popularity of artists and their period ⋮
- ▶ Popularity of Genres ⋮
- ▶ Explicitness as a factor ⋮

Analyzing Spotify's performance since its inception in 2006

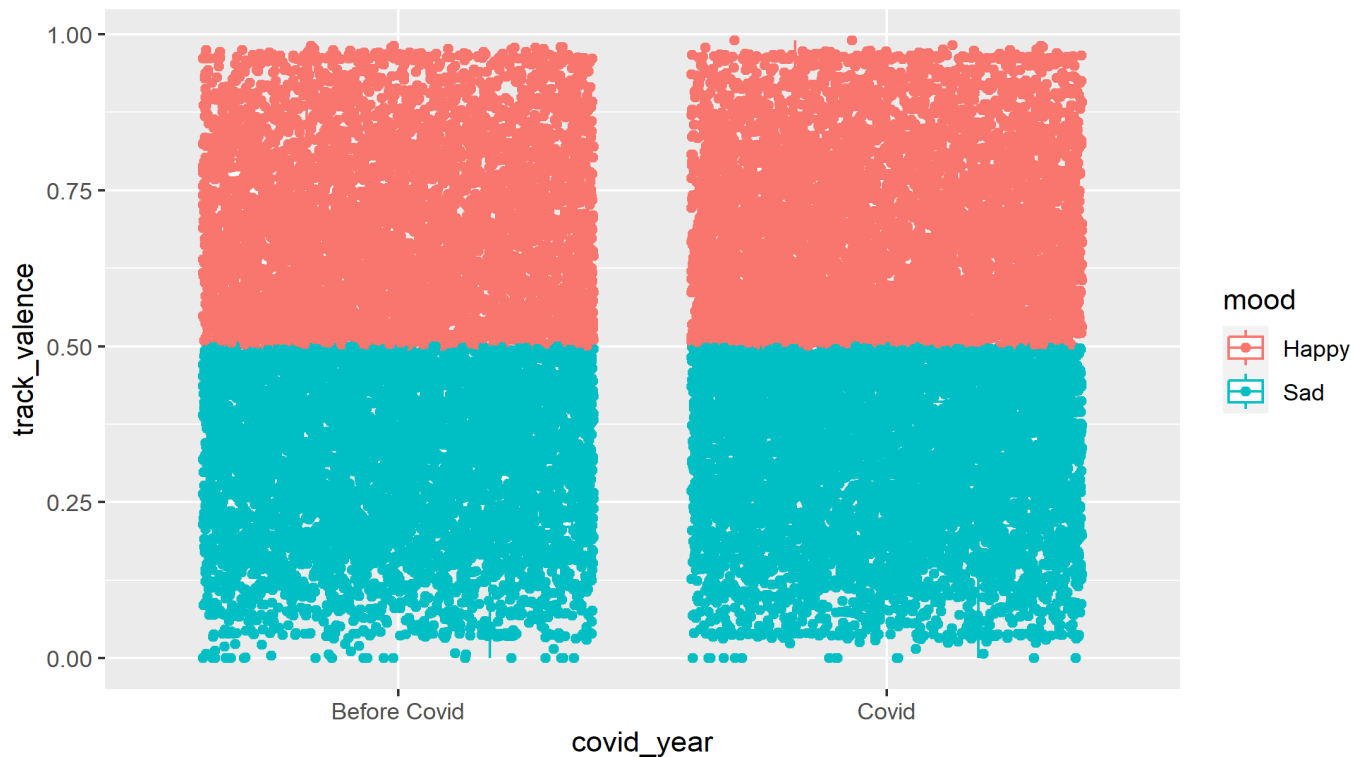
Trends of tracks released on Spotify



The donut chart depicts the evolution of the number of tracks released on Spotify, starting with 5304 tracks in 2006 and steadily increasing to 12331 tracks in 2020.

A comparative study for the years 2019 and 2020 in order to find a relation between the type of songs released on Spotify and people's mental health

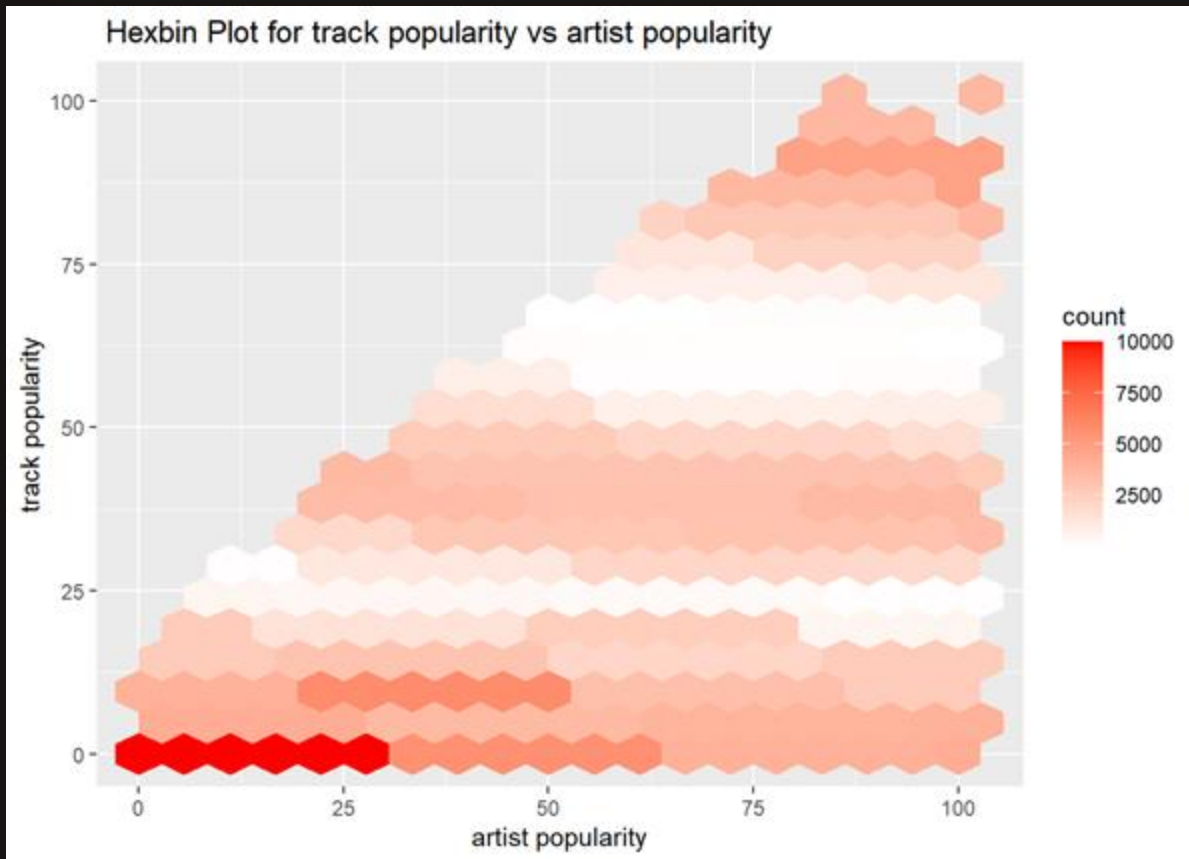
Comparing Emotional Tone in Music Before and During the COVID-19 Pandemic



There is no significant change in the type of tracks released on Spotify before and during Covid-19.

Trend Analysis

What drives popularity of a track? Can we predict if a new song released on Spotify will be popular or not?

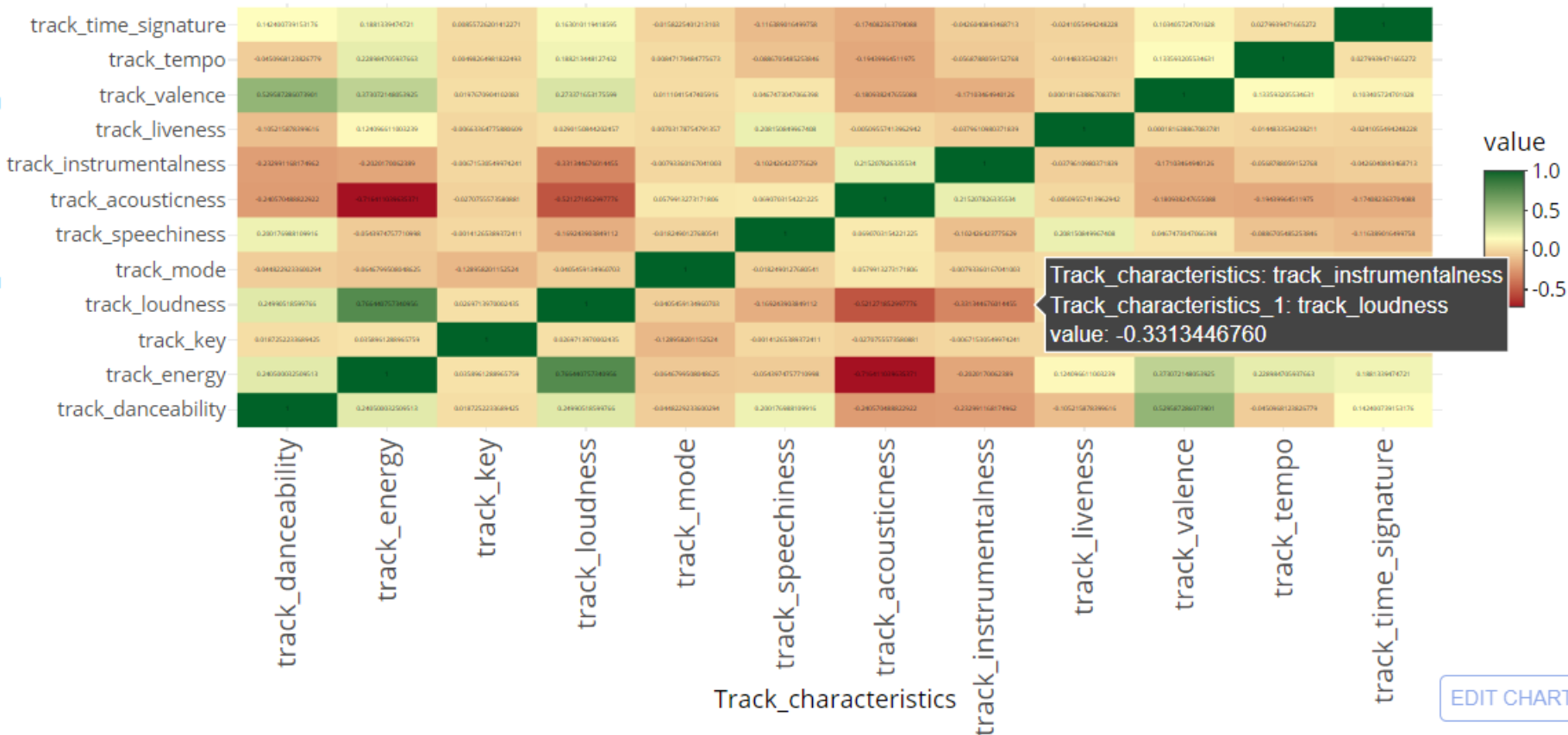


The track popularity is highly dependent on the popularity of an artist and how many followers he/she has.

Feature Analysis - Correlation Matrix

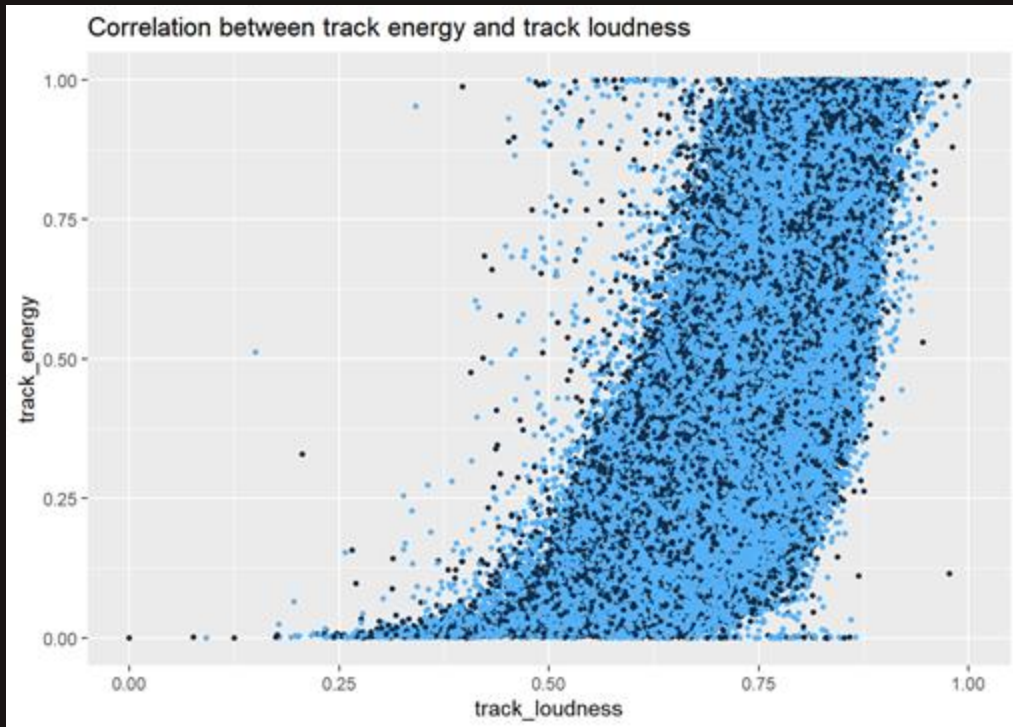


Track_characteristics_1



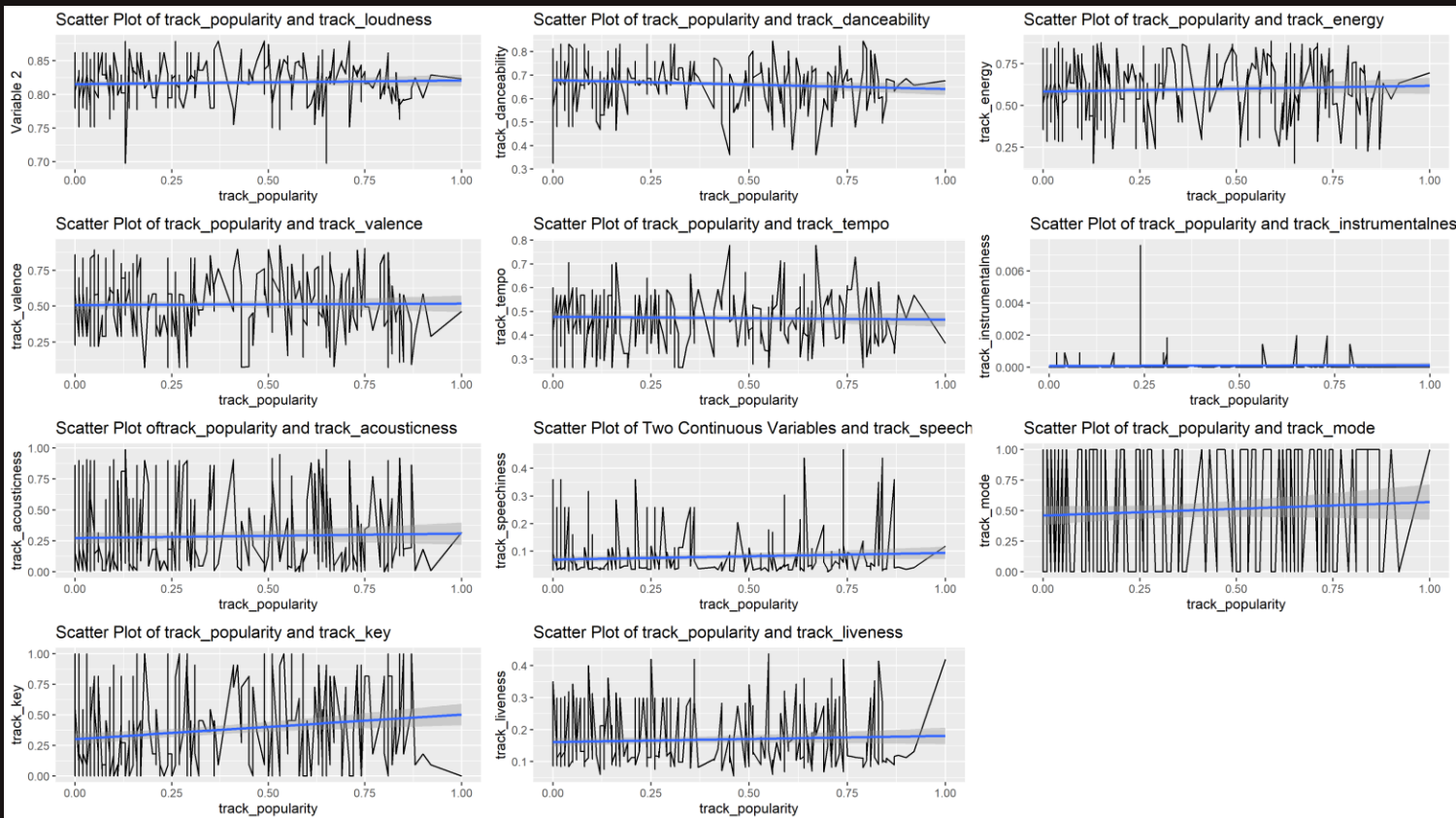
EDIT CHART

How are the features of a song related to one another?

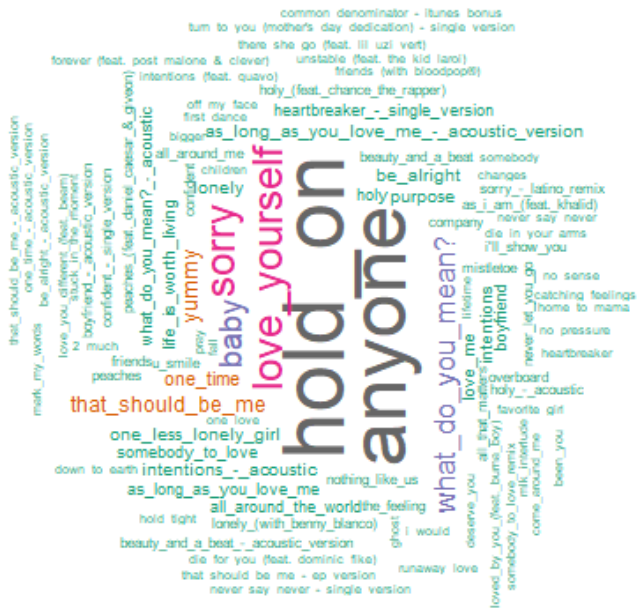


- The plot showcases the correlation between different characteristics of the song tracks, indicating how they are related to one another.
- If the values are close to 1, then the features are positively correlated and are depicted in green, such as between "track_loudness" and "track_energy."
- On the other hand, if the values are close to -1, then the features are negatively correlated and are shown in red, for instance, between "track_acousticness" and both "track_energy" and "track_loudness".

What factors contribute to the popularity of the track of a popular artist?



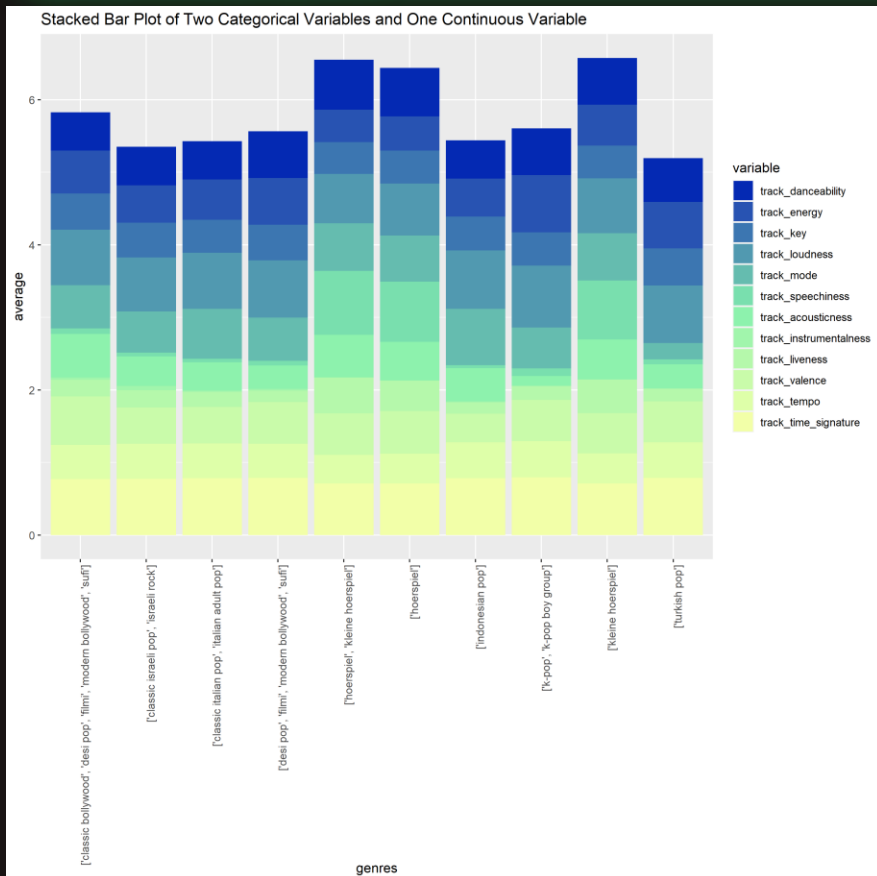
What is the occurrence rate of track names for a leading artist?



- The wordcloud visualization indicates that the track titles "hold_on" and "anyone" appear frequently for the artist "Justin - Bieber".
- The font size in the wordcloud allows us to determine which track titles occur most frequently and which do not.
- Hence, the wordcloud visual provides information about the occurrence rate of track names for a leading artist.

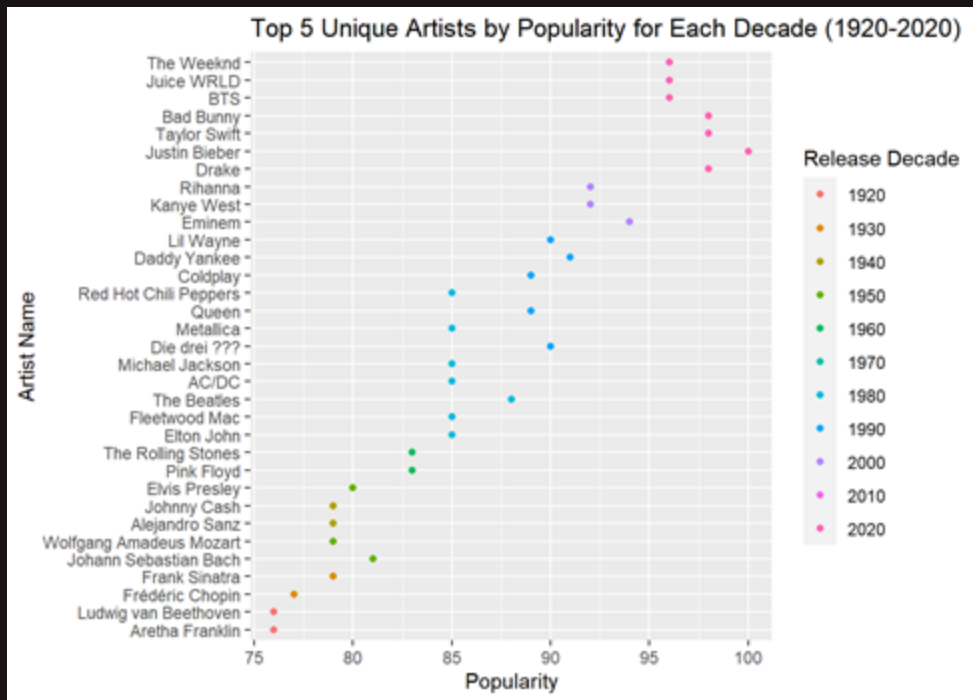
Feature Analysis

What variation in track characteristics can be observed across the top 10 music genres?



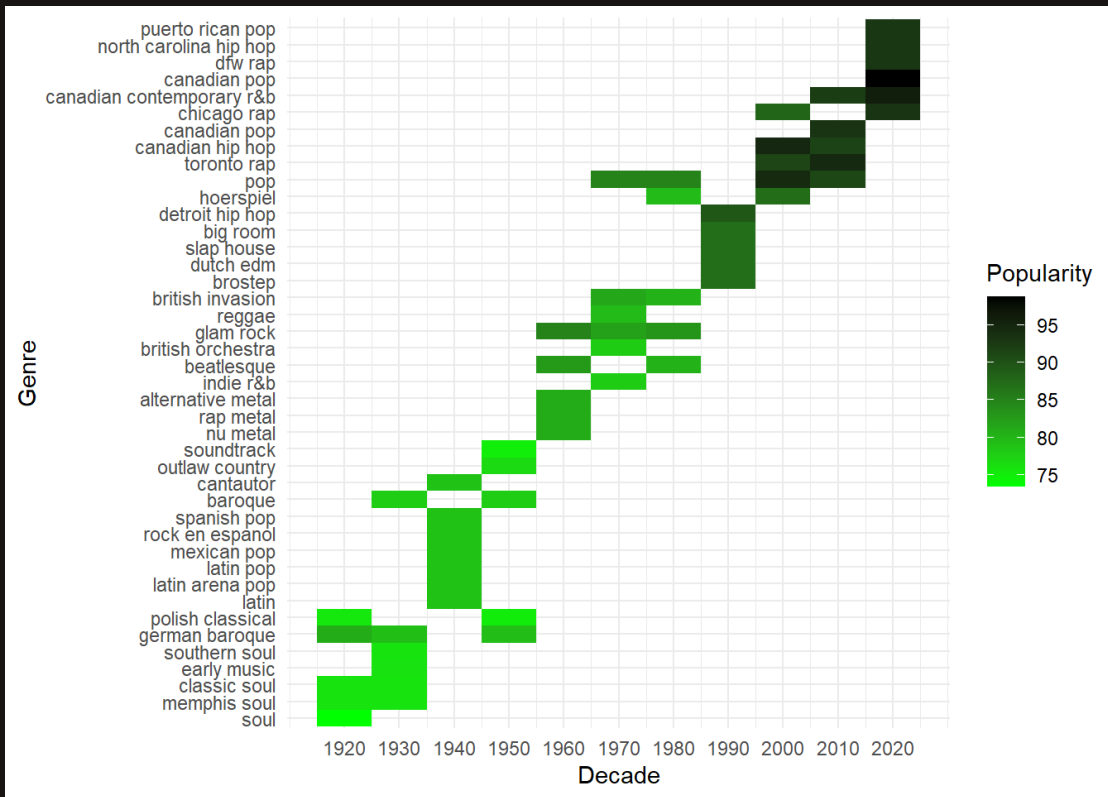
- According to the Stacked bar chart, it can be noted that the "kleine hoerspiele" genre possesses the highest values for several track features, including "track_danceability," "track_energy," "track_key," "track_loudness," "track_mode," "track_speechiness," and "track_acousticness."
- This allows us to observe the variations in each track characteristic among the top 10 music genres.

What is the inclination of Spotify users towards particular artists, and does the year of release play a role in shaping these preferences?



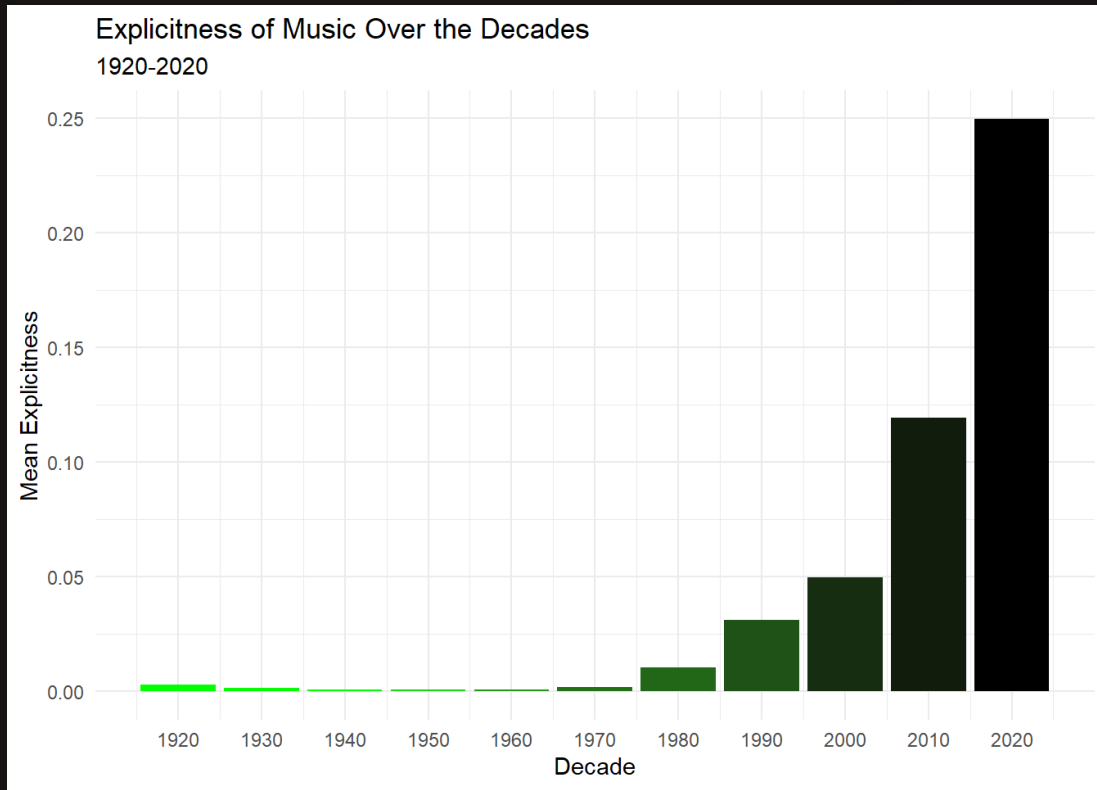
We plot the top 5 artists in each decade between 1920-2020. This plot also shows an increase in popularity for artists in more recent years compared to those in the early ones. This could be due to a few different factors such as the evolution of the music industry in terms of genre preferences, better technology used to create music, globalization of popular genres, etc.

What is the inclination of Spotify users towards different genres of music? Does the decade that this genre originated have an impact on whether people still listen to it?



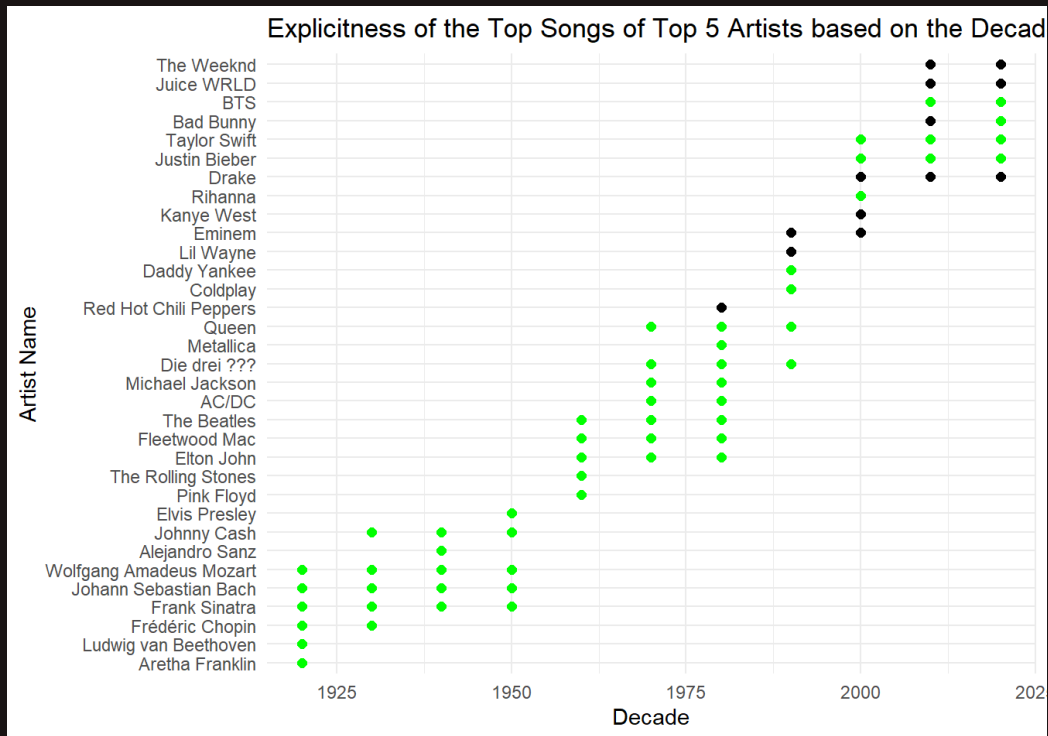
We plot the top 5 genres by popularity that originated in each decade between 1920-2020. What is interesting to note, is that the most popular genres of all time on Spotify are those that originated in the 2000s. From the previous plot, we saw that artists of older decades did not fare well in terms of popularity, but the same trend does not apply to genres. This shows that artists of recent years have adapted older genres into their style of music to make it more appealing to the audience.

What is the popular attitude towards explicit content in music?



To understand this better, we plot the mean for explicitness over the decades from 1920-2020. The mean in this case would represent the proportion of 1s (explicit) in the data set. So, for a given decade, if the mean of the explicitness variable is 0.6, this would mean that 60% of the tracks in the data set for that decade are explicit. By aggregating the mean explicitness per decade, we can see how the proportion of explicit tracks has changed over time and whether there are any trends or shifts in attitudes towards explicit content. This shows us that the cultural attitude towards explicit music and an artist's freedom of expression has increased largely, with most popular songs in the recent decades of the 2000s having popular tracks with explicit lyrics.

What is the popular attitude towards explicit content in music?



To further understand the portion of explicit lyrics in top songs of the artists that have dominated each decade of release, we plot the explicitness for the top song of each artist by decade. We notice that most popular artists of recent decades do not in fact have explicit lyrics in their top tracks. This shows us that though explicit music is popular, it is not a necessity for the success of the song. This could be due to various factors such as the demographic of the audience, Spotify's recommendation algorithms, etc.



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Our Album



Playlist



Artists



Podcast & Shows



Your Library



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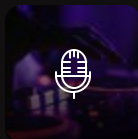
Playlist

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Albums

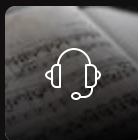
Artist

Downloaded



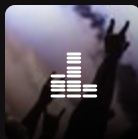
Hoerspiel

Hoerspiel is a genre that emerged in the 1980s, coinciding with the rise in popularity of 29,111. Since then, 29,111 has remained a prominent element of Hoerspiel, accumulating a total popularity of 2,64,830 over the years



kleine Hoerspiel

Kleine Hoerspiel is a genre that emerged in the 1982, coinciding with the rise in popularity of 13,030. Since then, 13,030 has remained a prominent element of Kleine Hoerspiel, accumulating a total popularity of 60,781 over the years



'desi pop', 'filmi', 'modern Bollywood', 'sufi'

Its a genre that emerged in the 2012, coinciding with the rise in popularity of 3,609. Since then, 3,609 has remained a prominent element of Desi Pop, accumulating a total popularity of 51,401 over the years

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TOP #3
SORRY



TOP #1
HOLD ON



TOP #2
ANYONE



Top 3 tracks by a Top Artist, Justin Bieber.



The top three tracks by Justin Bieber, based on their respective popularity rankings, are "Hold On" with a popularity score of 572, "Anyone" with 443, and "Sorry" with 406.

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[Spotify Revenue and Usage Statistics \(2023\) - Business of Apps](#)



[Spotify in 2013: revenues of €746.9m and a €93.1m operating loss](#)



[40+ Spotify statistics 2023: SPOT stock, revenue and performance | Invezz](#)



[RPods - Exploratory Analysis of Spotify Tracks](#)



[Spotify Music Data Analysis: Part 3 | by Pragya Verma | Analytics Vidhya | Medium](#)



[Chapter 12 Interactive Graphs](#)



Thank You

