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**Data Visualisation – CA2**

**B9DA104**

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# Introduction

Music streaming applications are currently the most popular ways to listen to music. Spotify is one of them. It was originally founded in 2006 and has accumulated 144 million premium members. The platform allows users to stream music from various devices. (*Spotify users - subscribers in 2020*,)

The dataset we have explored for this assignment is the [Spotify Dataset 1921-2020, 160k+ Tracks](https://www.kaggle.com/yamaerenay/spotify-dataset-19212020-160k-tracks). It contains 170,000 songs collected from a Spotify API. Each row in the dataset represents a unique track.

Track features:

The dataset contains numerical data:

- accousticness (Ranges from 0 to 1)

- danceability (Ranges from 0 to 1)

- energy (Ranges from 0 to 1)

- duration\_ms (Ranging from 200k to 300k)

- instrumentalness (Ranges from 0 to 1)

- valence (Ranges from 0 to 1)

- popularity (Ranges from 0 to 100)

- tempo ( Ranging from 50 to 150)

- liveness (Ranges from 0 to 1)

- loudness (Ranging from -60 to 0)

- speechiness (Ranges from 0 to 1)

- year (1921 to 2020)

Data visualisation helps understand data by placing it in a visual context. To explore the data, we are using three visualisation tools; Python, R and Tableau.

**Python** is a high-level programming language. Plotting libraries such as Plotly, ggplot, seaborn, Pandas and Matplotlib are imported and used. Google Colab is used to write and execute python code through the browser. It is suited for data analysis and visualisation.(*google colab what is - Google Search*)

**Tableau** is an interactive data visualisation tool. Visualisations created are in the form of dashboards and worksheets. It helps simplify raw data into an easily understandable format.(*What is Tableau? Uses and Applications*). The advantage of Tableau over python and R is that it does not require programming skills to create complex dashboards. It allows non-technical users to create customised dashboards.

**R** has several packages for creating graphs, but the most versatile is ggplot2. This package provides a range of functions and outputs different types of plots. These plots include histograms, bar/ line chart and scatter plot.

# Visualisations

Firstly we looked at the artists song count over time. Line graphs are primarily used to represent trends over time. Therefore we created the line graph on figure 1. The x-axis is the year, and the y axis is the song count. The top 10 artists with the highest song counts are selected. We have implemented a key in the top right which contains the artists. We can tell from this graph Эрих Мария Ремарк and Эрнест Хемингуэй had the most songs between the 1930s and 1940s. They wrote many songs during WW2. In the 1960s the beach boys wrote the most songs, followed closely by Bob Dylan. This graph can help perform time-series analysis.

The bar graph in Figure 2 displays the artist with the most releases from the year 1921-2020. A bar chart is ideal for this as it shows the hierarchy of measures in a simple manner. Sorting the bar graph provides insights on the highest (or lowest) measure based on the desired dimension.

Figure 3 is a greyscale version of figure 2. Based on one of Tufte's Design Principle, varying shades of grey show varying quantities better than colour. The dark shade indicates a higher song count then the lighter grey shade

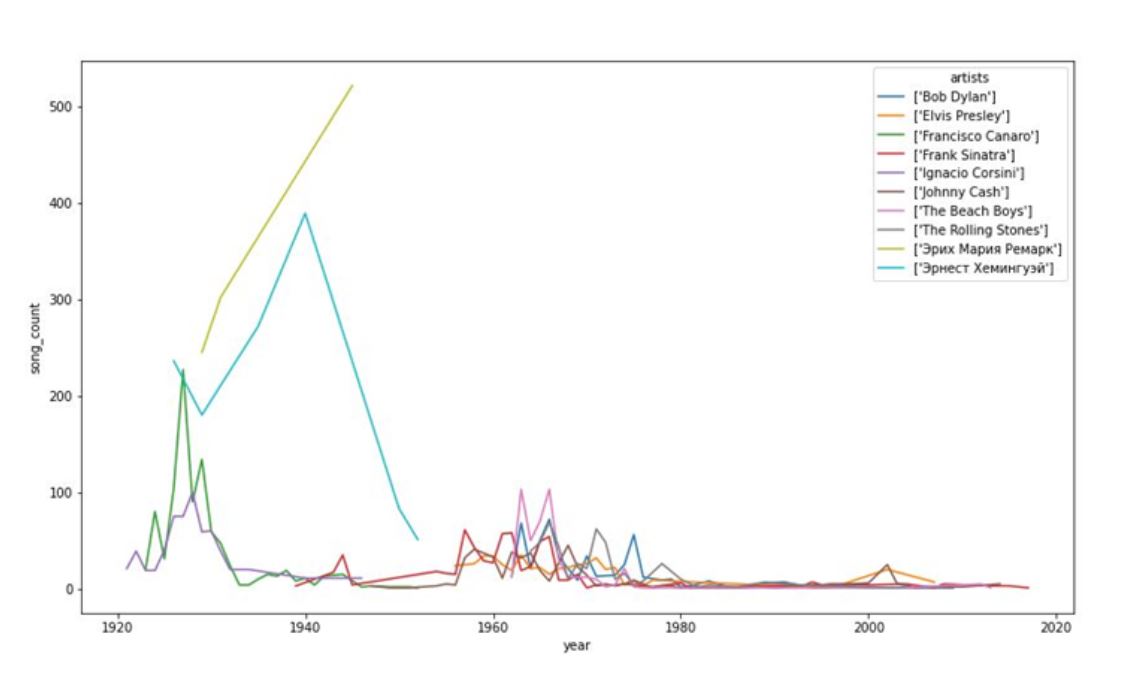


Figure 1 - Song Count(Line Graph)

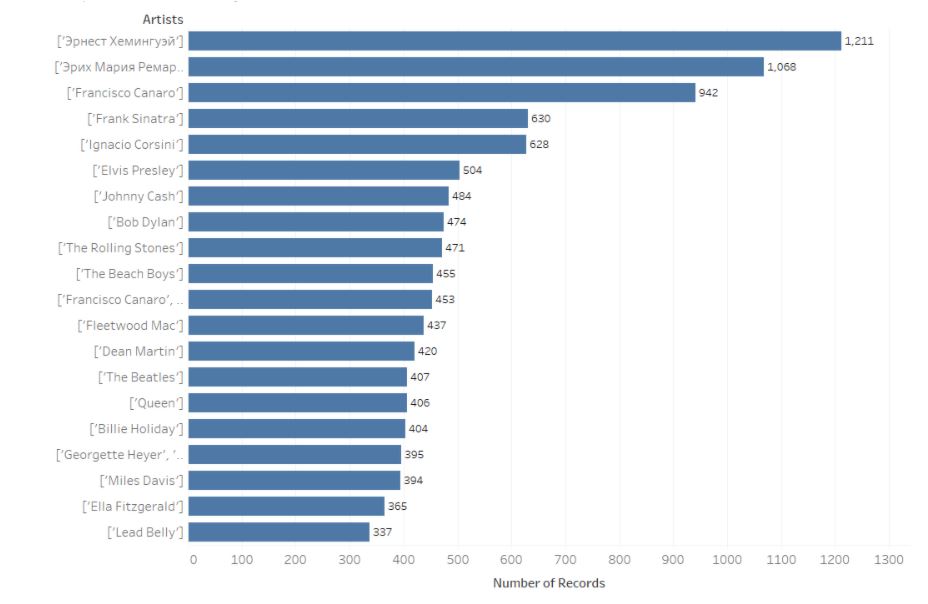


Figure 2 - Song Count(Bar Chart)

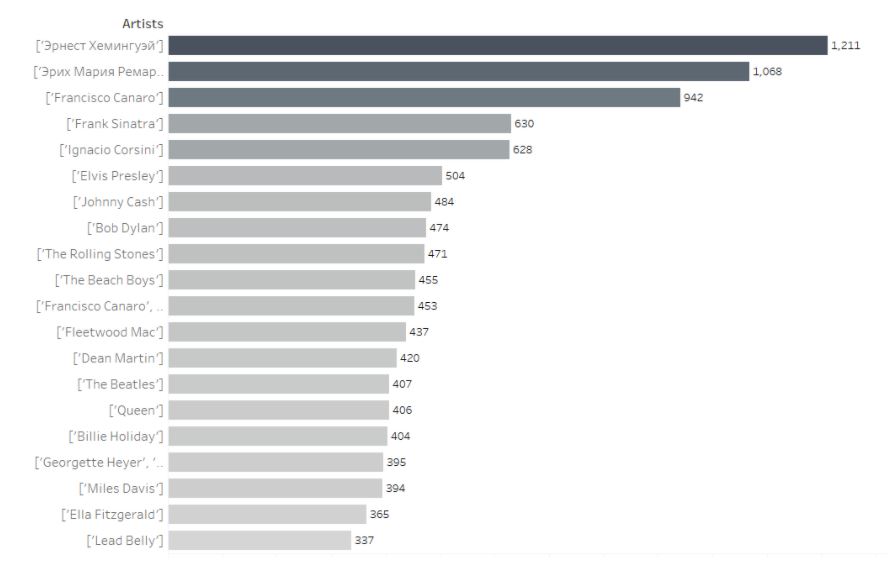


Figure 3 - Song count (Grey)

Figure 4 is an area graph. It displays the loudness of music over time. As you can see, the average loudness is increasing over the years. If we were to use a bar chart for this, then we run into the risk of constructing decoration rather than decorating construction. Figure 5 considers Tufte's design principles. We removed gridlines to declutter, removed y axis to decrease information overload and only labelled Min and Max values to highlight differences of the increasing trend of loudness.

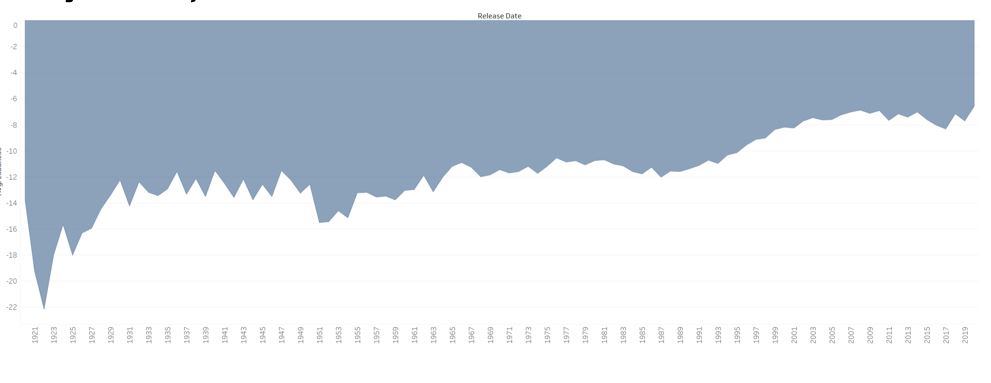


Figure 4 - Average Loudness by year

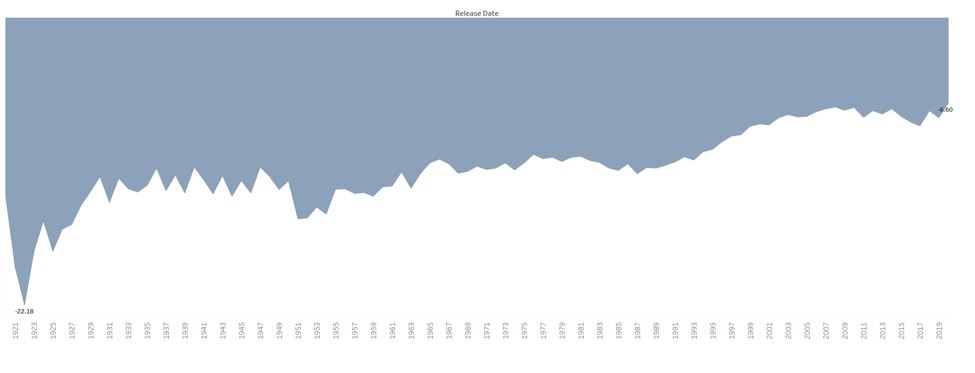


Figure 5 - Average Loudness by Year(Tufte)

Figure 6 is a side-by-side horizontal bar chart showing the differences between the median danceability and the average danceability. Observing differences with Median and Mean side-by-side can reveal potential skewness. The Bar graph can once again clearly show measure hierarchy. The Sort key is in order of natural hierarchy to maintain natural order. Figure 7 is similar to figure 6, but it follows Tufte's principles. It remove gridlines to declutter, uses colour to highlight most and least danceable keys and labels most and least danceable values (Tufte principle: going legend-less)

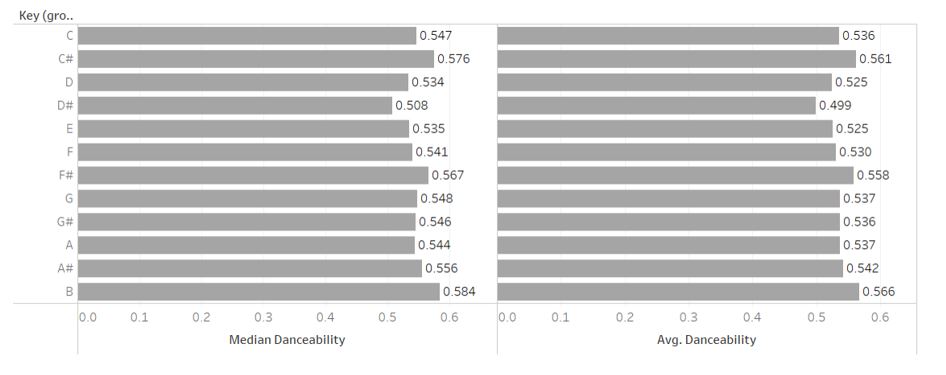


Figure 6 - Danceability by Key

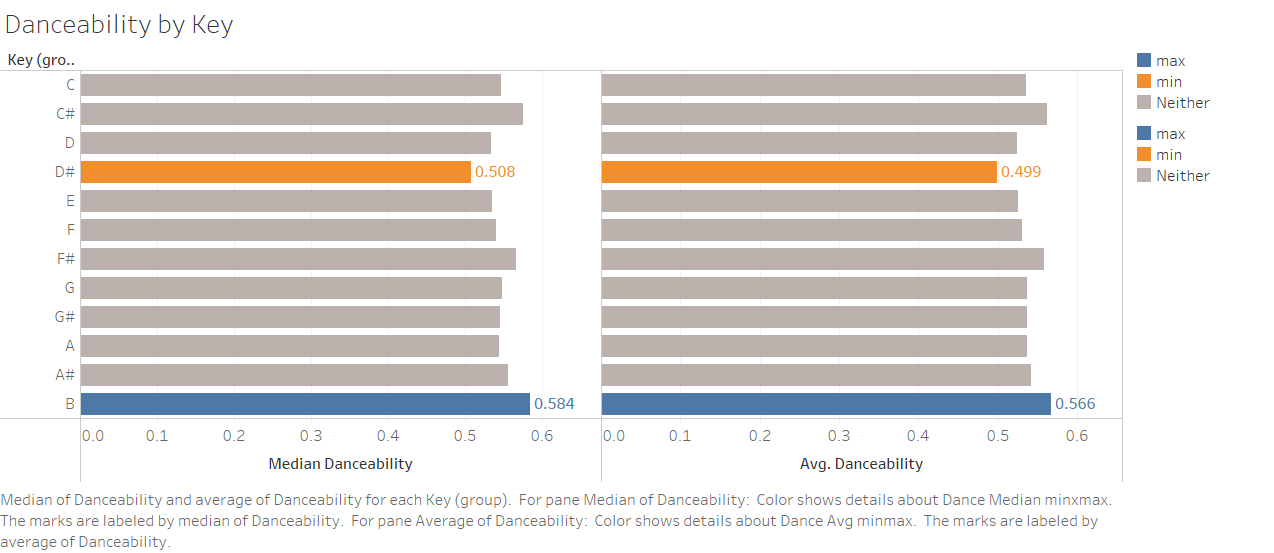


Figure 7 - Danceability by Key(Tufte)

In figure 8, we can see the danceability vs tempo. Danceability is on the y-axis, and tempo is on the x-axis. The idea behind a scatterplot is to reveal patterns by showing all the data points. It's an attractive graph which attracts curiosity to the viewer. This graph can tell the viewer to think about substance rather than methodology.

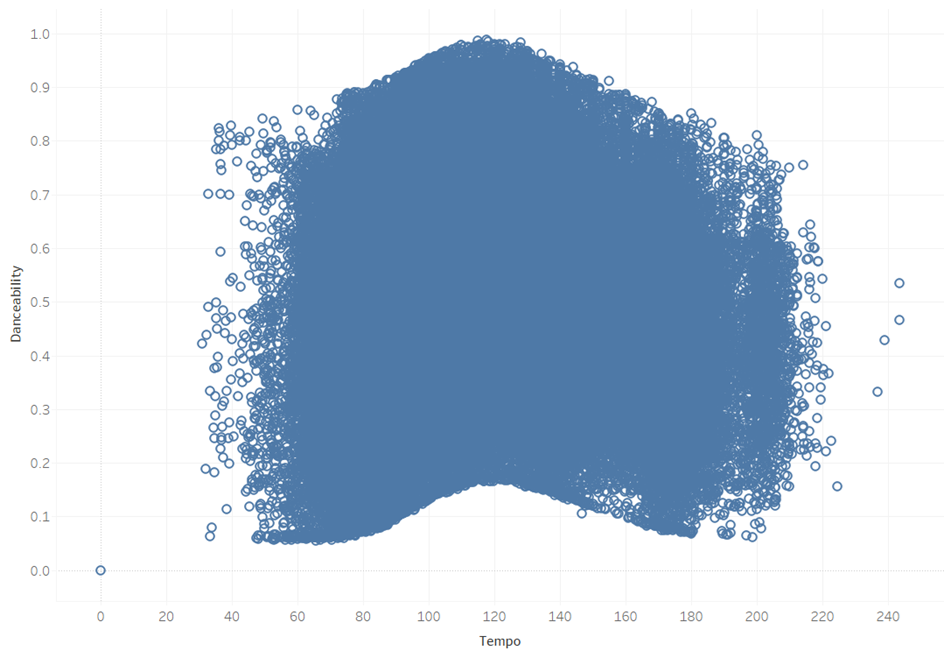


Figure 8 - Danceability vs Tempo

Temp over time can be seen on figure 9. Tempo is on the Y-axis and release year on the X-axis. Box plot can inform the data distribution by showing: Median, Upper/Lower Quartile, Min/Max and Outliers. No legend is required for a box plot. In the year 1990, no outliers were found and has the widest min/max tempo range out of all the decades

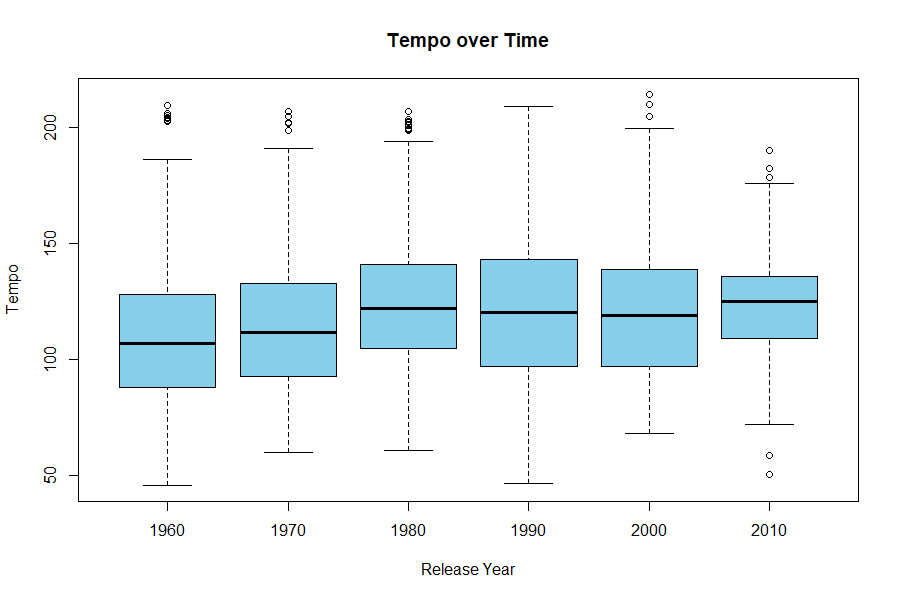


Figure 9 - Temp over time

In figure 10 the most popular artists of all time were found by summing the popularity. This gave a numerical result which can be represented on a graph. We have chosen a horizontal bar chart to illustrate the results. The darker the blue colour is, the more popular the artist.

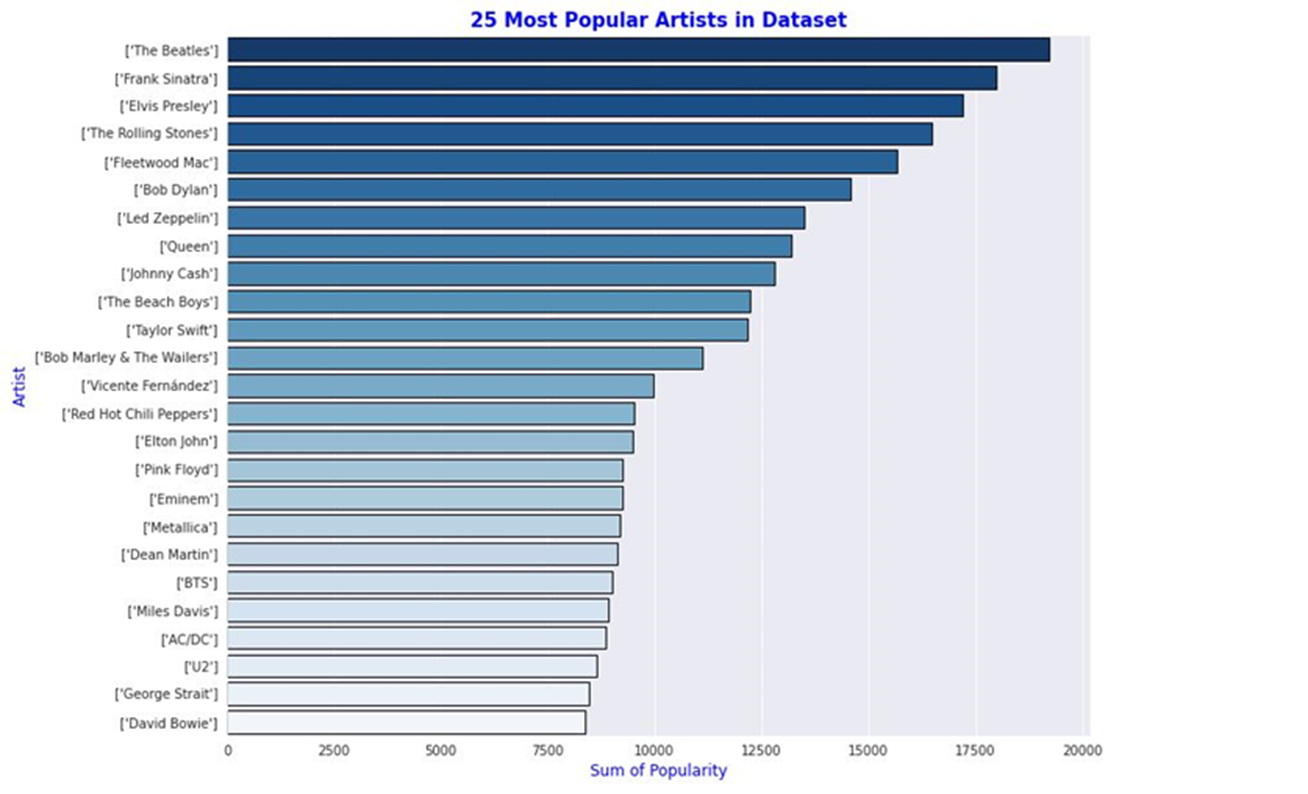


Figure 10 - Most popular artists

This line graph shows trends in variables over time. In figure 11, the x-axis is the year, and the y axis is the danceability of the song. The energy and danceability is trends upwards, the liveness and valence is more or less remains consistent, and the accousticness is decreasing in music over time.

![Chart, line chart

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Figure 11 - Audio Characteristics

Each graph in figure 12, we can quickly identify which year influences the popularity of each artist. Queen's popularity spiked towards the end due to the movie "Bohemian Rapsody" being released in 2018. Moby released many songs in the 1990s and has not released any in the 2000s, so the popularity did not increase. Britney Spears had a personal crisis which influenced the popularity and Daft Punks popularity spiked in 2007 as they had a huge concert that year.

![Chart, line chart

Description automatically 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line chart

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line chart

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line chart

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Figure 12 - Relationship between popularity for a single artist

In figure 13, we can identify the music trend differences between the year 1950 and 2020. The main difference is the accousticness Is rarely found in music in 2020 than in 1950. The danceabilty, loudness, energy and tempo in 2020 are all skewed more right then 2020, meaning these characteristics have all increased.

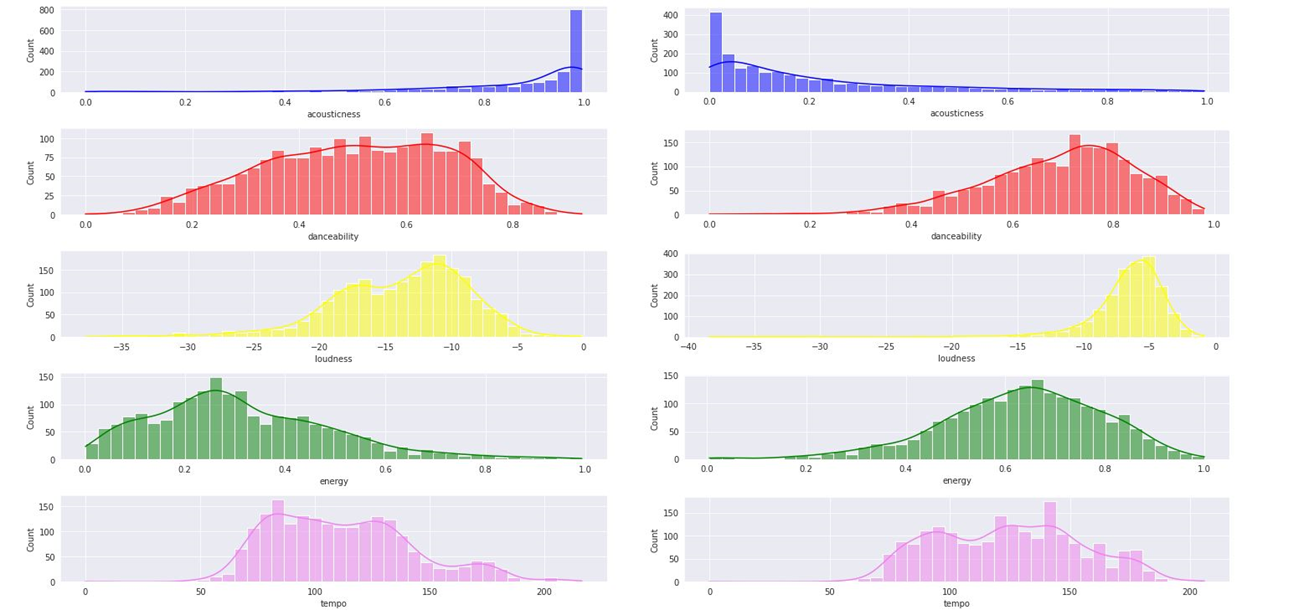


Figure 13 - Music characteristics between the 1950s(left) and 2020(right)

# Uses

* Time series analysis
* Predicting track popularity
* Danceability prediction
* Song or artist recommendation system
* Identify music trends

*google colab what is - Google Search* (no date). Available at: https://www.google.com/search?sxsrf=ALeKk01s56ZBlncXw1TM-gSynyyALf24Jw%3A1608081816133&ei=mGHZX4jVB7-q1fAP06qfyAo&q=google+colab+what+is&oq=google+colab+what+is&gs\_lcp=CgZwc3ktYWIQAzIFCAAQyQMyBggAEBYQHjIGCAAQFhAeMgYIABAWEB4yBggAEBYQHjIGCAAQFhAeMgYIABAWEB4yBggAEBYQHjoECAAQRzoHCAAQyQMQQzoECAAQQzoCCAA6CAgAEMkDEJECOgcIABAUEIcCUJYXWL4hYNwiaABwAngAgAFYiAHjA5IBATiYAQCgAQGqAQdnd3Mtd2l6yAEIwAEB&sclient=psy-ab&ved=0ahUKEwiIga7Lq9HtAhU\_VRUIHVPVB6kQ4dUDCA0&uact=5 (Accessed: 16 December 2020).

*Spotify users - subscribers in 2020* (no date) *Statista*. Available at: https://www.statista.com/statistics/244995/number-of-paying-spotify-subscribers/ (Accessed: 16 December 2020).

*What is Tableau? Uses and Applications* (no date). Available at: https://www.guru99.com/what-is-tableau.html (Accessed: 16 December 2020).