The Best of Both Worlds

A DS4002 Case Study by Tu-Yen Dang

In the past, Disney Channel was well known for creating iconic shows and original movies. In these releases starred many child and teen actors, who quickly rose to fame after their on-screen appearances. Many of these stars continued to pursue the entertainment industry, including music. The list of former Disney artists who are now music artists includes Demi Lavato, Selena Gomez, Ross Lynch, and more.

Along with the growth of these actors turning into musicians, their former audience has also grown up. There is now a question of whether or not these new careers are successful throughout the years, and if their prior success reflects current times.

Spotify is a music streaming platform founded in 2006, but rapidly became one of the most popular music streaming platforms in America. Seeing if these former stars continue to gain success on this platform can help determine the longevity of their careers.

A music agency is considering signing other former childhood actors to become musicians, and are asking you to investigate stars from 2006-2016 Disney Channel media and if their success continued throughout their music career to present day. To do so, you will conduct a time series analysis to see each artist's Spotify monthly listeners from 2021 to present day (2024), and analyze the percent increase/decrease throughout their time. The following GitHub repository will further brief you with more information on the study:

https://github.com/tu-yendang/DS4002CS3