Data Visualization Steps

Created a CSV file for the provided data; 10 top and bottom streamed songs. All the data was formatted in one csv file with a column showing the Category; top or bottom. These dataset has been provided as it serves as the reference to the song tracks and their albums that will need to get their other details from Spotify. Reference dataset: (top\_bottom\_taylor\_songs.csv)

Create a Spotify Developer Account and registered a new demo application to provide authentication and access to the Spotify Web API. <https://developer.spotify.com/> This includes submitting an app name (Any name), App description and Redirect URL form values. (On redirect url you can use [http://localhost](http://localhost/)) as we will not be redirecting anyone to login with Spotify but just connecting with the API. An access token will be generated using the CLIENT ID and CLIENT SECRET provided by the demo app.

The dataset above is the cleaned by checking for null values duplicates.

Used Spotify Web API to access track/song details for each of the provided song in the top 10 streamed and bottom 10 streamed songs. The details extracted include:

- Track Name

- Artist Name

- Album Name

- Count of market availability (No of countries)

- Track duration

- Explicitness of the song

- Song popularity

- Song locality

The above data is saved in another CSV file: extracted\_songs\_data.csv and used in various visualizations and analysis.

The Jupyter Notebook reference: Taylor Swift Sentiment Analysis.ipynb