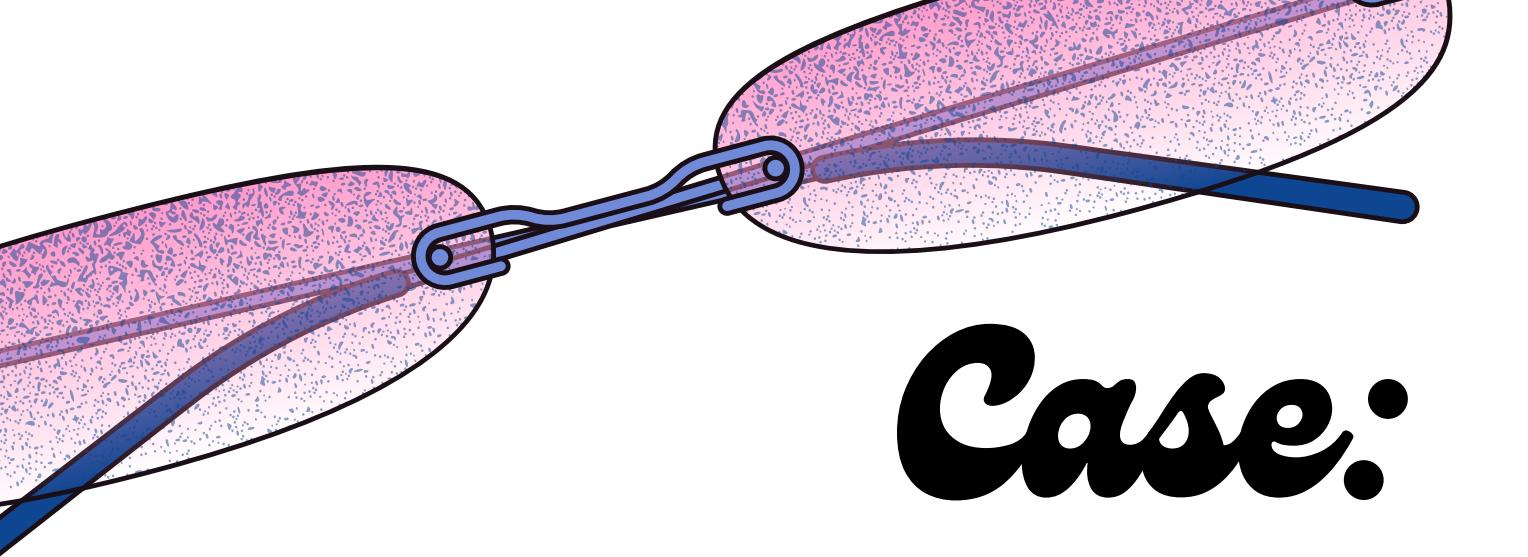


SHAKING IT OFF THE CHARTS.

Taylor Swift

PH SPOTIFY TOP 200
CHART ANALYSIS

PRESENTED BY: YGLG



Case:

CARMI, A SWIFTIE, WANTED TO GET A SENSE IF CERTAIN ACTIONS OR ANNOUNCEMENTS BY HER IDOL TAYLOR LED TO MORE STREAMING ACTIVITIES.

Categories:

- Album Announcement
- Album Release
- Single Announcement
- Single Release
- Tour-Related News
- Awards
- Other News

**Observe changes
on Total Streams
and Amount of
Songs on the
Daily Charts.**



Dataset: SPOTIFY PHILIPPINES DAILY TOP 200*

RANGE: JANUARY 01, 2017 TO OCTOBER 15, 2023

- DATE
- POSITION
- TRACK ID
- TRACK NAME
- ARTIST
- STREAMS

Tools & Languages: TABLEAU, GOOGLE COLABORATORY,
MS EXCEL, PYTHON

DETAILED EXPLORATORY DATA ANALYSIS [HERE.](#)

*Source: KC Peralta on [Kaggle](#)

Story Dashboard Preview:

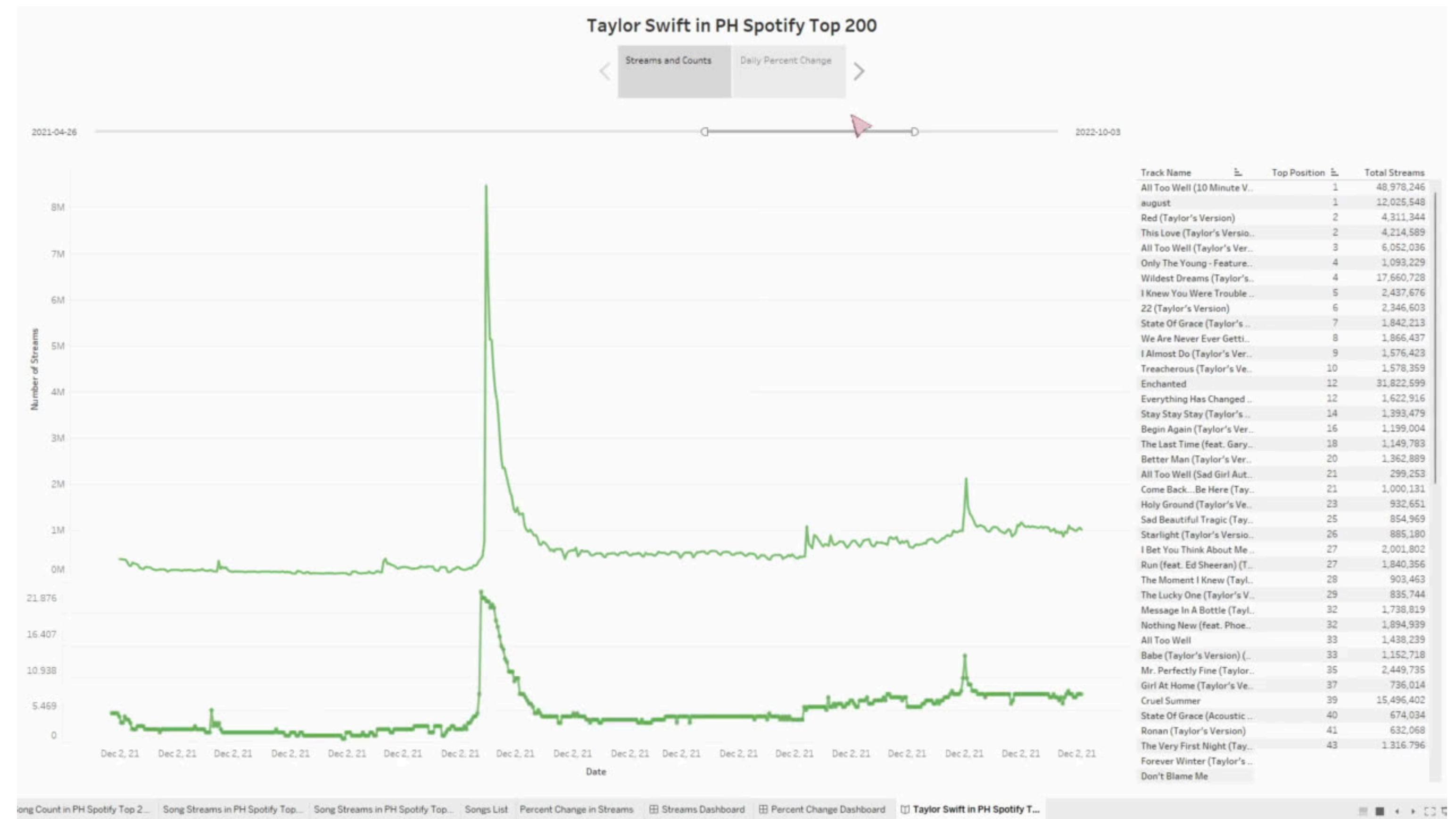


TABLEAU LINK HERE

General Observations:

- Taylor Swift pulled out all her songs on Spotify in 2014 “citing Spotify’s low royalties and refusal to make certain songs more expensive to access than others.”
- As soon as she returned to Spotify on June 09, 2017, she immediately charted in the Top 200 occupying 11 spots out of 200.

Track Name	Top Position	Total Streams
Style	70	35,793
Blank Space	71	35,690
Shake It Off	86	30,187
Wildest Dreams	92	28,662
Love Story	95	28,308
Back To December	106	26,611
Bad Blood	110	25,821
You Belong With Me	115	25,394
Out Of The Woods	117	24,917
Welcome To New York	123	23,835
We Are Never Ever Ge..	142	21,916
All You Had To Do Wa..	144	21,602
I Knew You Were Trou..	150	21,264
Fifteen	157	20,803
Everything Has Chan..	160	20,635
Red	167	19,936
22	174	19,223

General Observations:

- Taylor never left the charts since April 26, 2019 (more than 4 years).

Track Name	Top Position	Total Streams
ME! (feat. Brendon Urie o..	1	351,288
Delicate	120	30,696
Blank Space	154	26,907
Love Story	189	24,168



Top 10 Percent Change in Daily Streams:

Top	Date	Total Streams	% Change in Streams	Number of Songs in Top 200	Category	Detail
1	Jul 24 2020	5,019,956	3173.8	25	Album Release	Folklore
2	Dec 11 2020	2,989,691	1425.2	22	Album Release	Evermore
3	Nov 12 2021	8,476,377	1053.8	47	Album Release	Red (Taylor's Version)
4	Oct 10 2022	12,926,945	955.45	36	Album Release	Midnights
5	Apr 09 2021	4,476,141	924.49	30	Album Release	Fearless (Taylor's Version)
6	Aug 23 2019	2,188,177	501.19	18	Album Release	Lover
7	Feb 12 2021	880,686	482.66	10	Album Announcement	Fearless (Taylor's Version)
8	Sep 17 2021	324,344	315.48	4	Single Release	Wildest Dreams (Taylor's Version)
9	Jul 07 2023	20,159,438	294.69	56	Album Release	Speak Now (Taylor's Version)
10	Jun 19 2021	327,582	234.58	10	Album Announcement	Red (Taylor's Version)

7 - Album Releases
 2 - Album Announcements
 1 - Single Release



Top 10 Percent Change in Daily Streams:

Top	Date	Total Streams	% Change in Streams	Number of Songs in Top 200	Category	Detail
1	Jul 24 2020	5,019,956	3173.8	25	Album Release	Folklore
2	Dec 11 2020	2,989,691	1425.2	22	Album Release	Evermore
3	Nov 12 2021	8,476,377	1053.8	47	Album Release	Red (Taylor's Version)
4	Oct 10 2022	12,926,945	955.45	36	Album Release	Midnights
5	Apr 09 2021	4,476,141	924.49	30	Album Release	Fearless (Taylor's Version)
6	Aug 23 2019	2,188,177	501.19	18	Album Release	Lover
7	Feb 12 2021	880,686	482.66	10	Album Announcement	Fearless (Taylor's Version)
8	Sep 17 2021	324,344	315.48	4	Single Release	Wildest Dreams (Taylor's Version)
9	Jul 07 2023	20,159,438	294.69	56	Album Release	Speak Now (Taylor's Version)
10	Jun 19 2021	327,582	234.58	10	Album Announcement	Red (Taylor's Version)

7 - Album Releases
2 - Album Announcements
1 - Single Release

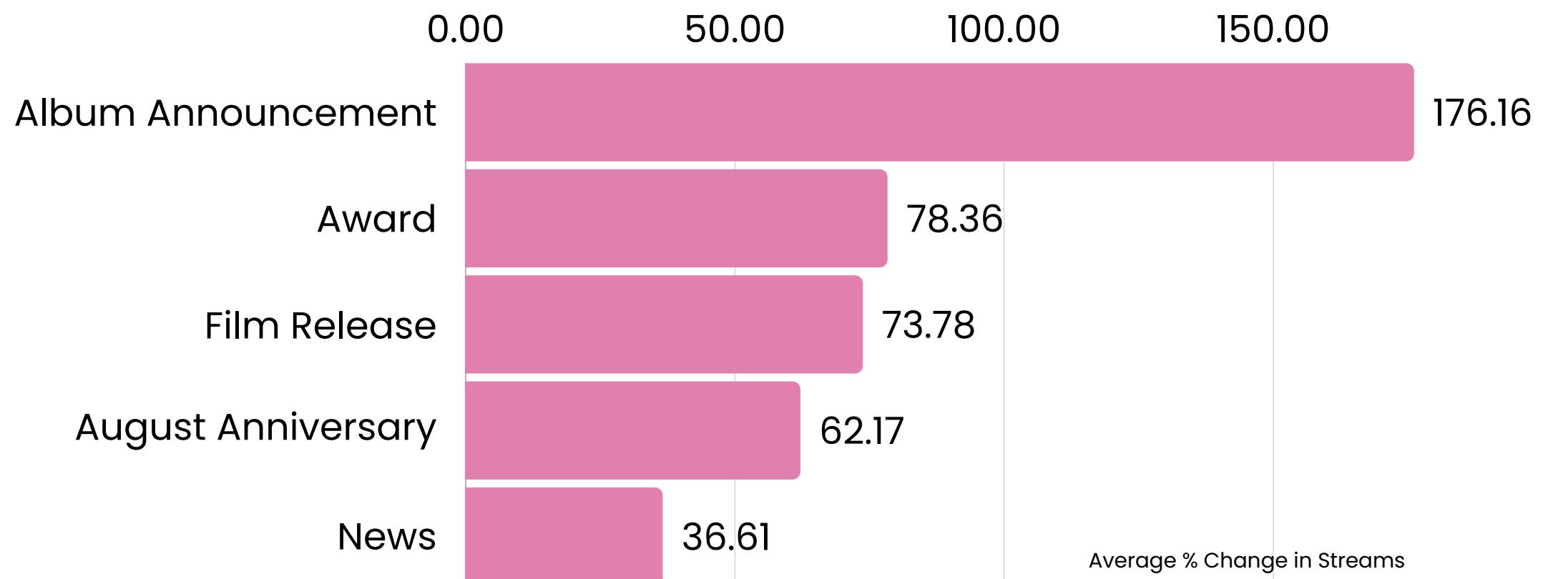
Majority of the increases in streams are attributed to new music releases.



FOCUSING ON THE NEWS AND ANNOUNCEMENTS,

An average of **82.39% increase** in streams happens whenever there is a Taylor Swift-related news.

Breakdown of percent stream per news category:



Album Announcements

Date	Total Streams	% Change in Streams	Number of Songs in Top 200	Highest Rank	
2023-05-06	3170116	14.139	27	12	Speak Now (Taylor's Version)
2022-08-29	1111620	18.555	15	37	Midnights
2021-06-19	327582	234.58	10	51	Red (Taylor's Version)
2021-02-12	880686	482.66	10	1	Fearless (Taylor's Version) less than 24 hours ago
2021-02-11	151149	92.375	4	74	9:17pm; Fearless (Taylor's Version); 1st Taylor's Version
2020-12-10	196025	214.65	5	84	Evermore

An average of **176% increase** in streams happens whenever Taylor has an **album announcement**.

Awards

Date	Total Streams	% Change in Streams	Number of Songs in Top 200	Highest Rank	
2023-09-13	3211268	2.1518	24	4	MTV
2021-03-15	260848	113.24	7	73	Grammys
2020-11-23	58735	119.68	2	170	AMAs
2018-10-09	0	-	0	-	AMAs

An average of **78.36% increase** in streams happens whenever Taylor gets an award.



Film Release

Date	Total Streams	% Change in Streams	Number of Songs in Top 200	Highest Rank	
2020-11-25	144900	122.9	4	99	Folklore
2020-01-31	182518	24.655	5	93	Miss Americana

An average of **73.78% increase** in streams happens whenever Taylor releases a **documentary film**.



August Anniversary

Date	Total Streams	% Change in Streams	Number of Songs in Top 200	Highest Rank
2023-08-31	3455863	1.3928	27	4
2023-08-01	5510443	7.5633	39	3
2022-08-31	1167082	7.6251	15	15
2022-08-01	2120585	49.903	27	1
2021-08-31	98308	201.87	3	134
2021-08-01	111397	104.69	3	51



An average of **62.17% increase** in streams happens on every beginning and end of August with Taylor's song 'August' as her highest song in the charts. The tradition continued ever since she mentioned it on a tweet in 2021.



Miscellaneous News

Date	Total Streams	% Change in Streams	Number of Songs in Top 200	Highest Rank	
2023-10-15	3463565	5.6834	24	3	Relationship; Taylor was seen on a date with Travis Kelce.
2023-10-14	3277303	18.342	23	3	Taylor had an SNL appearance with Travis Kelce.
2023-09-23	3162605	11.392	24	6	Travis Kelce reacts to relationship rumors with Taylor.
2023-04-09	3027764	19.719	27	13	Taylor and Joe's break up was confirmed by People's Magazine
2022-11-01	5373267	3.1318	33	1	Taylor announced her world tour: The Eras Tour.
2022-05-19	878123	34.072	14	39	Taylor received an honorary doctorate from NYU.
2020-11-16	55831	113.08	2	158	Taylor announces that her catalog was sold again.
2020-11-09	57976	111.66	2	159	New Commercial with Capital One feat. Cardigan (Her song 'Cardigan' charted)
2018-11-19	0		0		Taylor got a record deal with Republic Records and Universal Music Group.
2017-12-08	170204	12.379	6	82	Joe Alwyn attends Taylor's Concert

An average of **35% increase** in streams happens for the rest of Taylor Swift-related news.

Conclusion:

Taylor Swift is a record holder of multiple achievements in Spotify ([including the most streamed artist ever](#)) and the Philippines is no stranger to this legend who never left the PH Top 200 charts since April 26 2019.

Almost all Taylor Swift-related news and announcements gathered had a positive relationship on her streams in the Top 200 with an average of 81.83% increase. Among the categories, album announcements had the highest increase in streams averaging at 179.16% increase.

