



Key Findings



Major Geo Difference

Geographic **continent** is the best indicator of what type of music people like.



Different Music Tastes

South American prefer **energetic and happy music** while Asian are more likely to listen **relaxing and mellow songs**.



Similar Music Features

Tracks with key in **C or C-sharp** and topic in **love** are popular around the world.



MUSIC Analysis



How to write a
popular song?

Group #14: Honda Zhang, Jessica Zhu

Questions to answer



01

Similar/diverse music taste?

Are there any groups of countries that share similar music taste?

Which country holds a distinctive music preference?

02

Typical audio features?

What characteristics of popular tracks in a country share?

What are the major differences between different types of music?

03

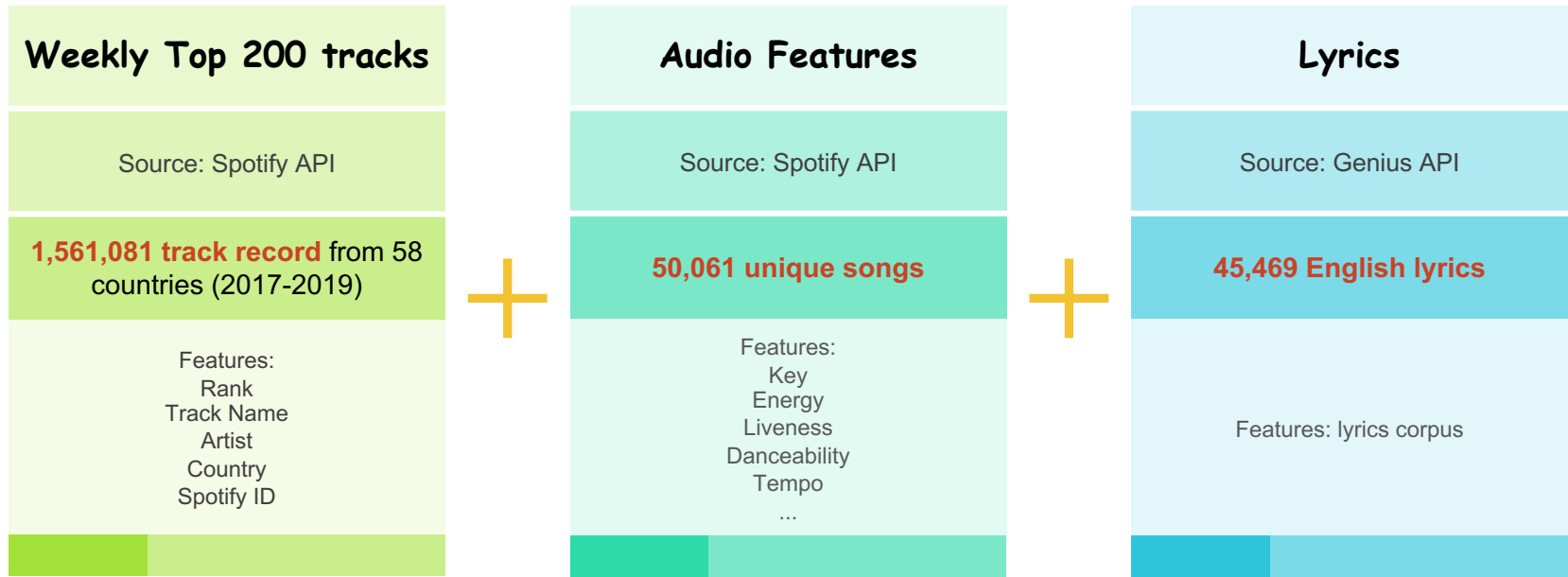
Popular singers?

Are there any artists popular in multiple countries, even if they have different music tastes?

For countries prefer a music type, which artists are only popular in these countries?



Datasets Overview



- Scraping data from Weekly Top 200 songs chart in 58 countries between 2017 and 2019.
- Extracting audio features and lyrics accordingly.









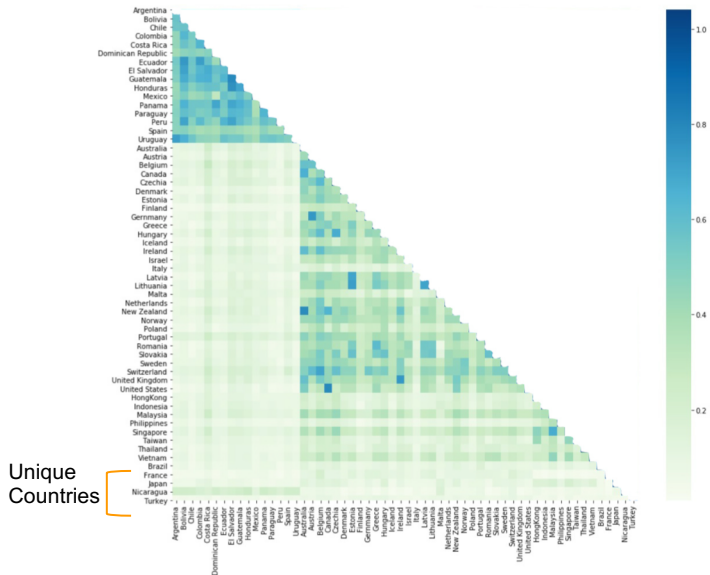
Country to Country Similarity



- Eliminate unique music taste countries by comparing top songs similarity.
- Applied K-Means Clustering to find countries sharing similar music taste.

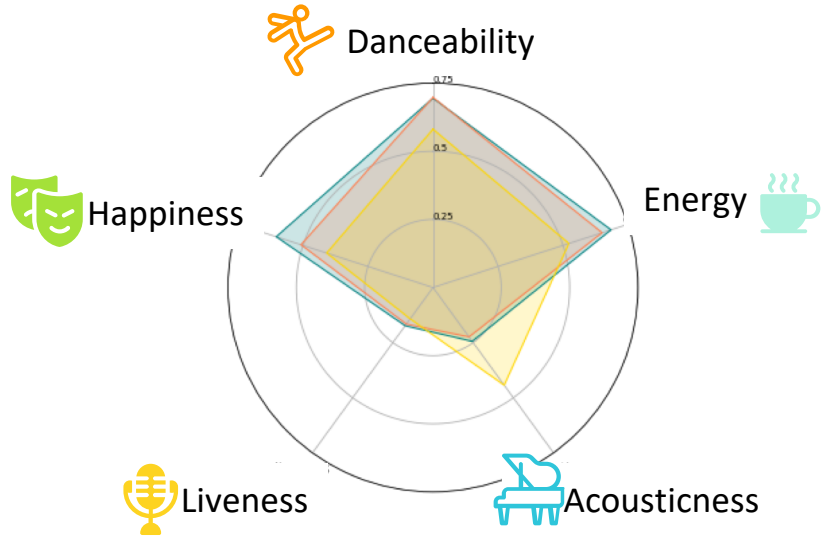


-  Cluster 1: South America
-  Cluster 2: Europe, North America & Oceania
-  Cluster 3: South & East Asia
-  Unique Countries: Brazil, France, Japan, Nicaragua, Turkey





Audio Feature Analysis

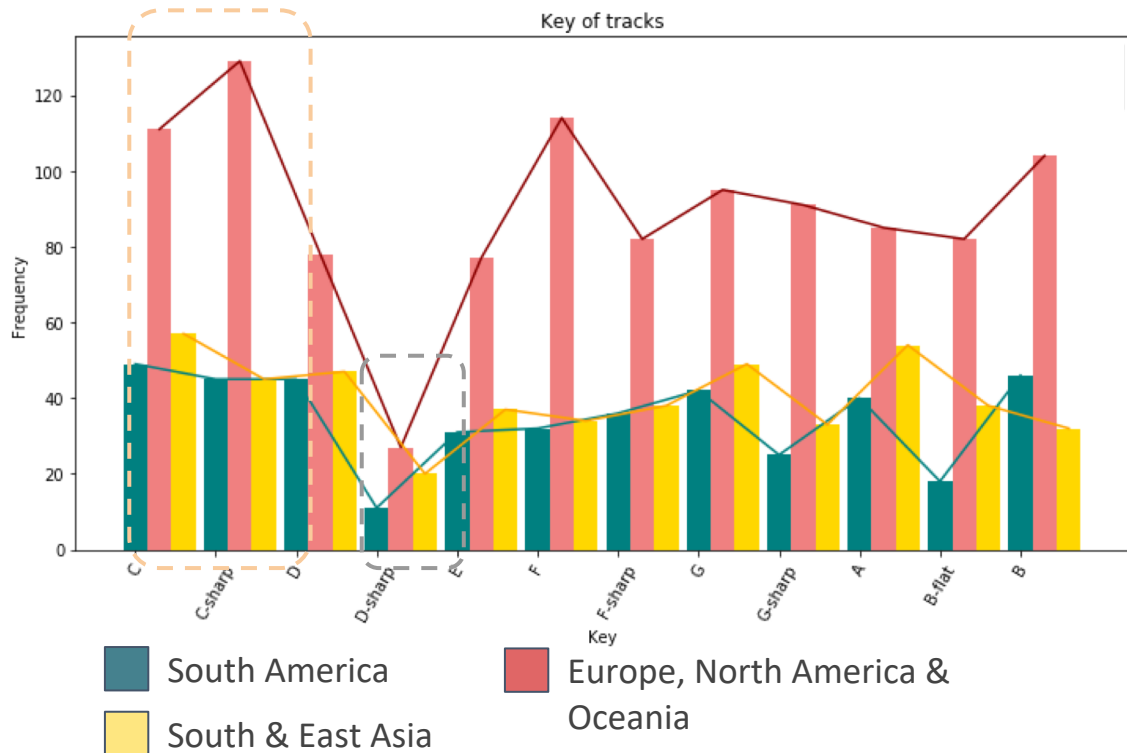


- ❖ South American prefer energetic, danceable, and positive music.
- ❖ Asian like music that primarily uses acoustic instruments that produce sound instead of electronic instruments.





Audio Feature Analysis Cont.



People around the world demonstrate similar preference in terms of key of tracks.

Prevailing keys
C-sharp - Shape of You
C - Despacito

Disliked keys
D-sharp - Crimen





 Cluster 1: South America

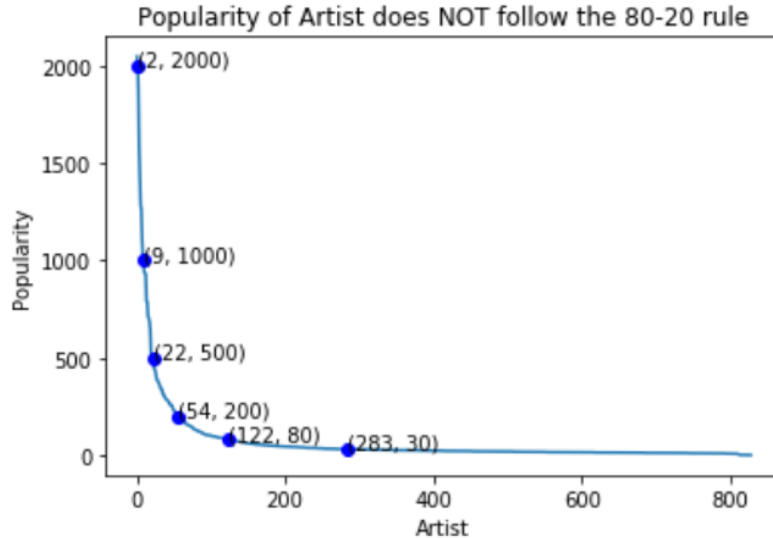
Cluster 3: South & East Asia



Popular Artists



Global Popularity: 2049



In a total of 833 artists on the list:

- Only 2 artists enjoy a popularity over 2000
- Only 22 artists enjoy a popularity over 500
- Only 122 artists have a popularity over 80

Conclusion:

Popularity of artists does **NOT follow the 80-20 rule**, with a few famous artists and lots of mediocre artists





Popular Artists Cont.



Popularity
breakdown by
areas

Global Popularity: 772

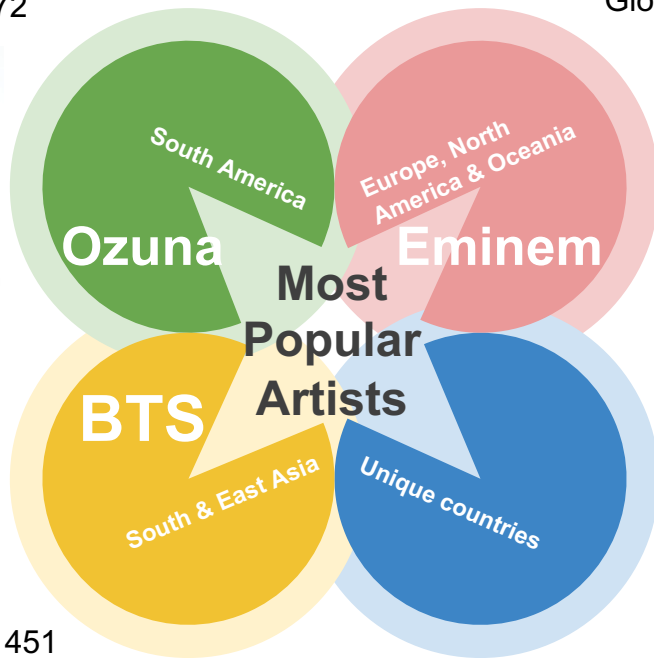


99.2%

32%
30%
29%
8%



Global Popularity: 1451



Global Popularity: 1030



Popularity
breakdown by
areas

87%

6.3%

5.7%

No popular artists for
all unique countries

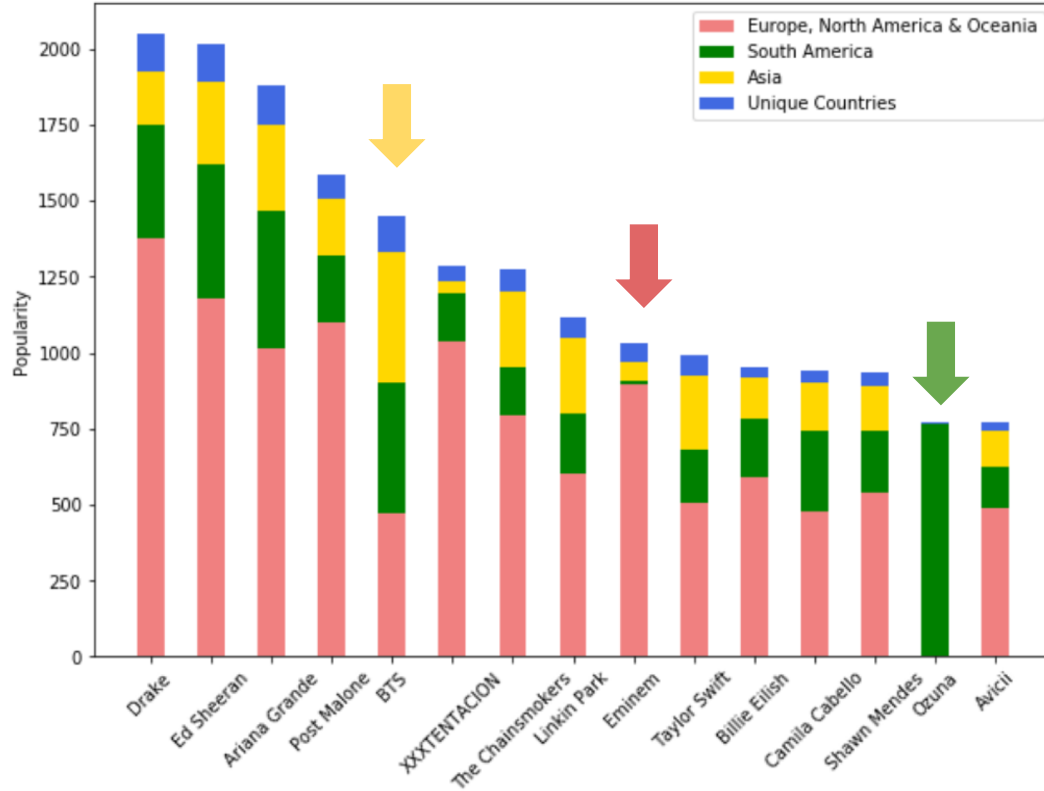




Popular Artists Cont.



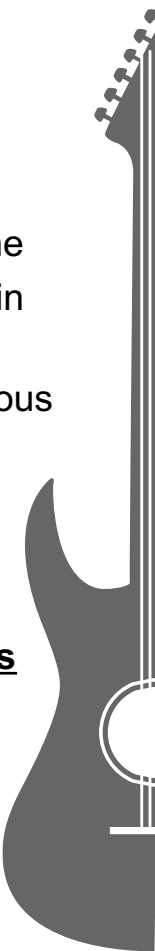
Top 15 Artists' Popularity Breakdown by Areas



- ❖ Some artists are popular around the world while others are famous only in specific areas.
- ❖ But majority of artists become famous because they can attract a variety group of listeners.

Conclusion:

Building a diverse group of listeners gives you better change of becoming famous.



MUSIC

Analysis

Summary &

Next Steps

Music taste of people in different **geographic areas** varies while some characteristics of music are **universal**.

To write a worldwide popular song, artist should find the **balance** between regional preference and global love.

The applicability of this analysis is limited to English songs in countries that Spotify is widely used. To get a better understanding of music taste for the entire world, we should obtain data from **multiple music platforms**.





Thank You
Q & A