



SPOTTING THE HITS

A BRIEF DATA ANALYSIS OF THE SPOTIFY
TOP 100 SONGS FROM THE 2010s

QUINN STODDARD-O'NEILL, CS106

WHAT IS SPOTIFY? WHY USE IT FOR DATA?

- "A digital music, podcast, and video service that [grants] access to millions of songs and other content from creators all over the world" (Spotify)
- Roughly 406 million people actively used Spotify as of the end of 2021 (Music Ally)
 - Yields lots of data!



QUESTIONS OF INTEREST

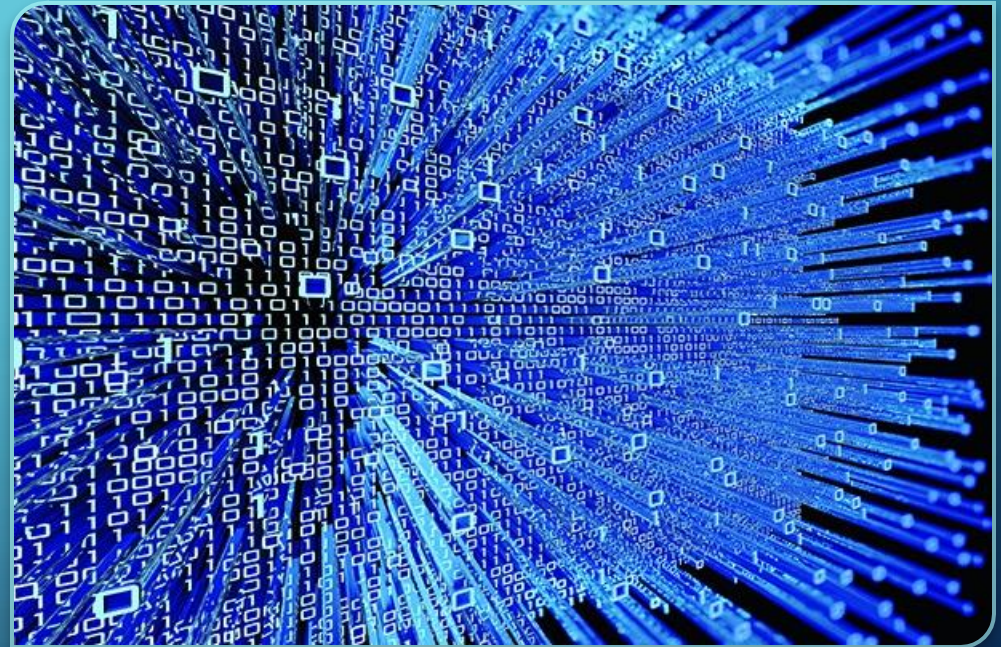
How many songs by Taylor Swift were popular during the 2010s?

Which songs by The Wanted were most popular to Spotify users during the 2010s?

Of all the songs during the 2010s, which was/were the most popular on Spotify?

DATA

- "Spotify Top 100 Songs of 2010-2019" dataset (courtesy of Michael Morris on Kaggle)
- Read the csv into python and transposed it to a numpy array
- Consult me if you'd like the csv file and the Python Code for my solutions!



QUESTION #1: TAYLOR SWIFT



- Used a counting loop
- Answer: Taylor Swift wrote 21 songs that made the Spotify Top 100 charts during the 2010s

QUESTION #2: THE WANTED



- Using numpy functions, filtered the artist and printed the title(s)
- Answer: All Time Low, Glad You Came and Chasing the Sun by The Wanted made the Top 100 charts during the 2010s

QUESTION #3: MOST POPULAR SONG



- Variable called pop that quantifies popularity
 - The higher the number, the higher the popularity
- Used `np.max(pop)` and printed the title and artist
- Answer: the most popular song(s) on Spotify during the 2010s was/were Sweater Weather by The Neighbourhood

AREAS FOR FUTURE WORK



- What were the most danceable songs during the 2010s?
- Involve hypothesis testing?

THANK YOU! QUESTIONS?



WORKS CITED

- Dredge, Stuart. “How Many Users Do Spotify, Apple Music and Streaming Services Have?” *Music Ally*, Music Ally, 3 Feb. 2022, [https://musically.com/2022/02/03/spotify-apple-how-many-users-big-music-streaming-services/#:~:text=At%20the%20end%20of%202021,supported%20\(i.e.%20free\)%20listeners.](https://musically.com/2022/02/03/spotify-apple-how-many-users-big-music-streaming-services/#:~:text=At%20the%20end%20of%202021,supported%20(i.e.%20free)%20listeners.)
- “What Is Spotify?” *Spotify*, Spotify AB, <https://support.spotify.com/us/article/what-is-spotify/>.

LINKS TO IMAGES (IN ORDER OF APPEARANCE)

- https://commons.wikimedia.org/wiki/File:Spotify_App_Logo.svg
- <https://towardsdatascience.com/why-and-how-to-use-pandas-with-large-data-9594dda2ea4c>
- <https://www.deviantart.com/neonflowerdesigns/art/Taylor-Swift-Red-Taylor-s-Version-866620614>
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