Featuring artists analysis on Spotify

Social Media Analytics

Table of contents

01 Data

02 Analytics & Visualization

01 Data

Spotify Artist Feature Collaboration Network

- Link
- Nodes = 135k musicians
- Edges = 300k collaborations

Node attributes

spotify_id

id of the artist on spotify

name

artist name

followers

number of followers

popularity

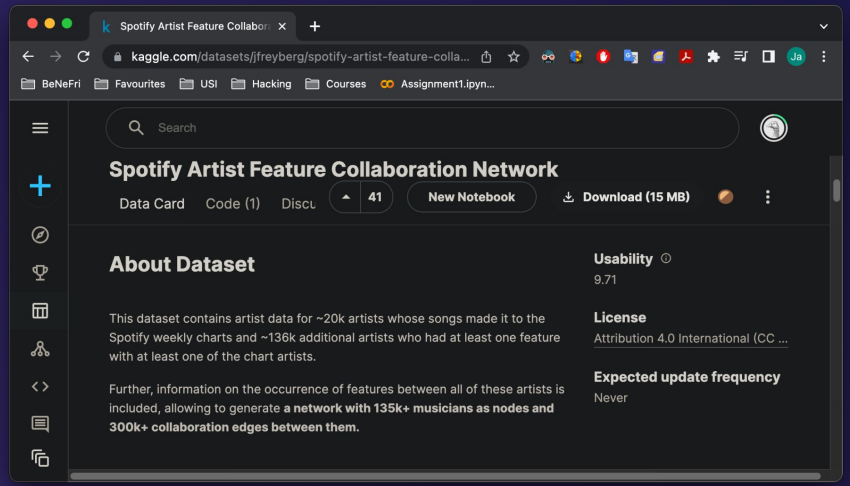
artist popularity

genres

list of genres

chart_hits

list with number of Spotify chart hits in different countries



9.71

Very good usability score

```
nodes[nodes['name'] == 'Michael Jackson']
```

✓ 0.0s Python

	spotify_id	name	followers	popularity	genres	chart_hits
4735	3fMbdgg4jU18AjLCKBhRSm	Michael Jackson	24070351.0	81	['pop', 'r&b', 'soul']	['us (2)', 'gb (4)', 'ar (1)', 'au (3)', 'at (...

```
edges[(edges['id_0'] == '3fMbdgg4jU18AjLCKBhRSm') | (edges['id_1'] == '3fMbdgg4jU18AjLCKBhRSm')]
```

✓ 0.0s Python

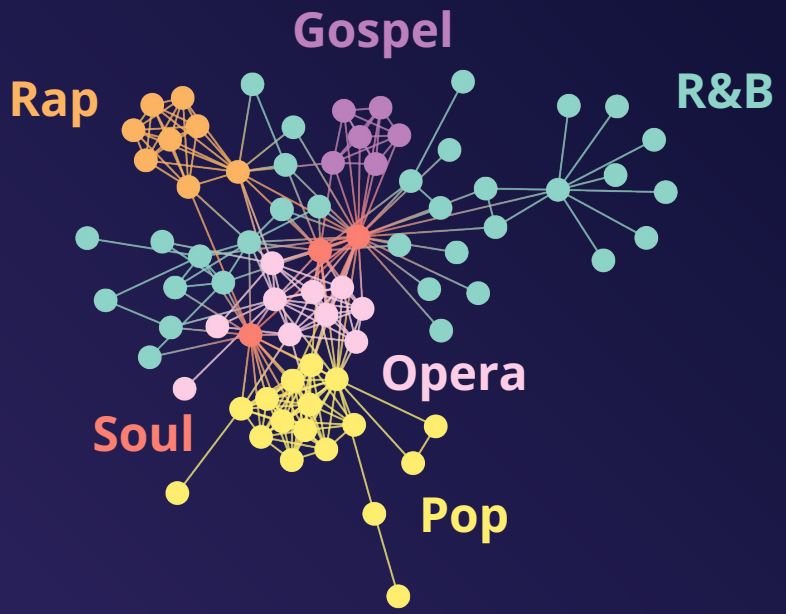
	id_0	id_1
5265	3fMbdgg4jU18AjLCKBhRSm	3r17AfJCCUqC9Lf0OAc73G
9582	085pc2PYOi8bGKj0PNjekA	3fMbdgg4jU18AjLCKBhRSm
17272	3fMbdgg4jU18AjLCKBhRSm	7ceUfdWq2t5nbatS6ollHh
21545	31TPClRtHm23RisEBtV3X7	3fMbdgg4jU18AjLCKBhRSm
23233	3fMbdgg4jU18AjLCKBhRSm	77AiFEVeAVj2ORpC85QVJs
27874	0jJszR81GjA87jeRq0Jgwz	3fMbdgg4jU18AjLCKBhRSm
30990	3fMbdgg4jU18AjLCKBhRSm	7guDJrEfX3qb6FEbdPA5qi
36551	3fMbdgg4jU18AjLCKBhRSm	7dc6hUwyuIhrZdh80eaCEE
43848	0uUlRP8qEQGUKowcF5jFVc	3fMbdgg4jU18AjLCKBhRSm
71084	3fMbdgg4jU18AjLCKBhRSm	7EVlecngyrLHfQUqFMpwkT
74413	2ATkDceAaeLUkxPnJPHGkz	3fMbdgg4jU18AjLCKBhRSm
80679	1SuG5iUNABfgum7OpWYvFi	3fMbdgg4jU18AjLCKBhRSm
82423	3fMbdgg4jU18AjLCKBhRSm	4D75GcNG95ebPtNvoNVXhz
89255	0HXtkeTulrpcFWhWgZ8jNn	3fMbdgg4jU18AjLCKBhRSm
91499	3fMbdgg4jU18AjLCKBhRSm	3hv9jJF3adDNsBSIQDqcjp
99127	3fMbdgg4jU18AjLCKBhRSm	4xnMDfgEmXZEEDdlTKcGuE

02

Analytics & Visualization

Genre collaboration

Detect different featuring communities, their main genres, and how they collaborate.

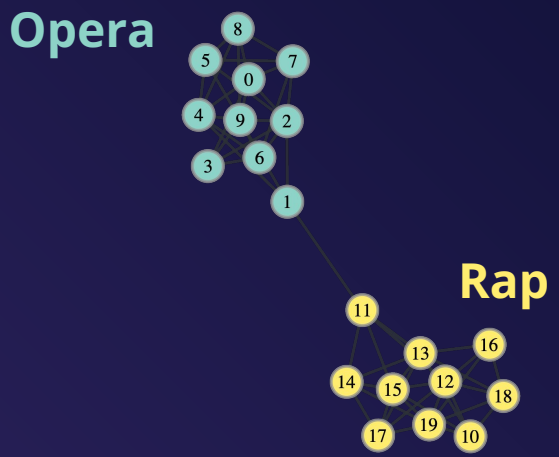


Genres-relation

The two genre-communities often collaborate

Genres-relation

The two genre-communities don’t often collaborate

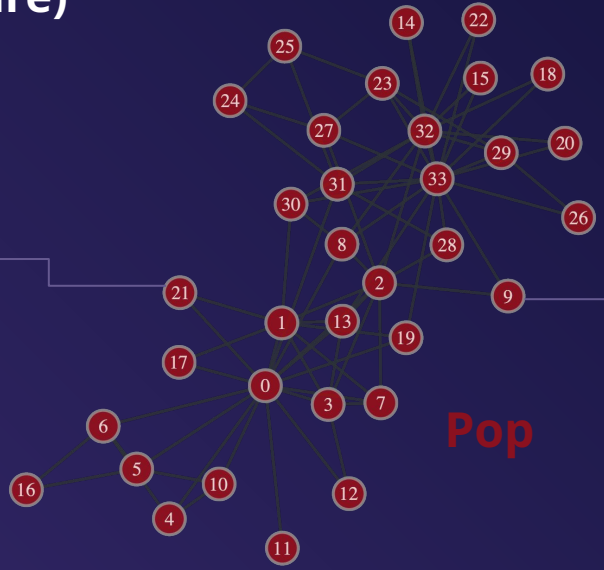


Influence

(per community-genre)

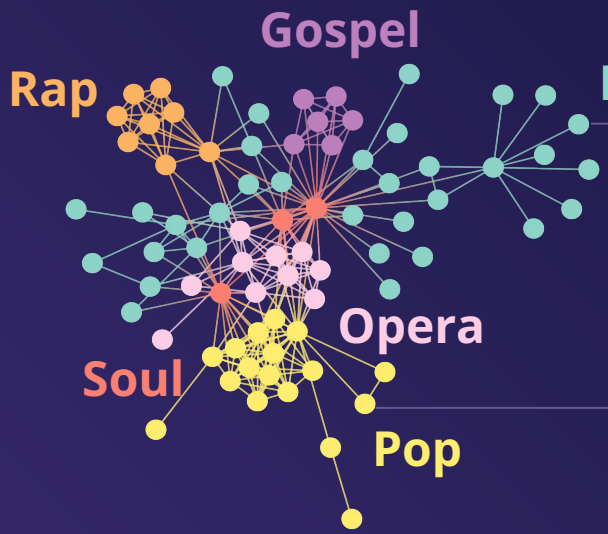
Matthew Sheeran

Less influential artist



Ed Sheeran

Most influential artist



Beyoncé

Ariana Grande

Similarity

Discover artists similar in the way they collaborate

Further research ideas

(if we are bored and have nothing to do...)

- Data Enrichment
- Network Exploration
- Graph Persistence (Neo4j)

Thank you!

Clap and don’t ask tough questions ;-)

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