

Visibility of Female Artists in the Music Industry

Jamya Day, Kahleem Wilkins, Ellen Wiah, Memoona Khan



Scenario



Question:

- Is there gender equality in the music industry?

Why:

- We want to see the visibility of female artists in the music industry
- What percentage of female artists are included in the top 100 recent concerts?

Description and Key Elements of the Data

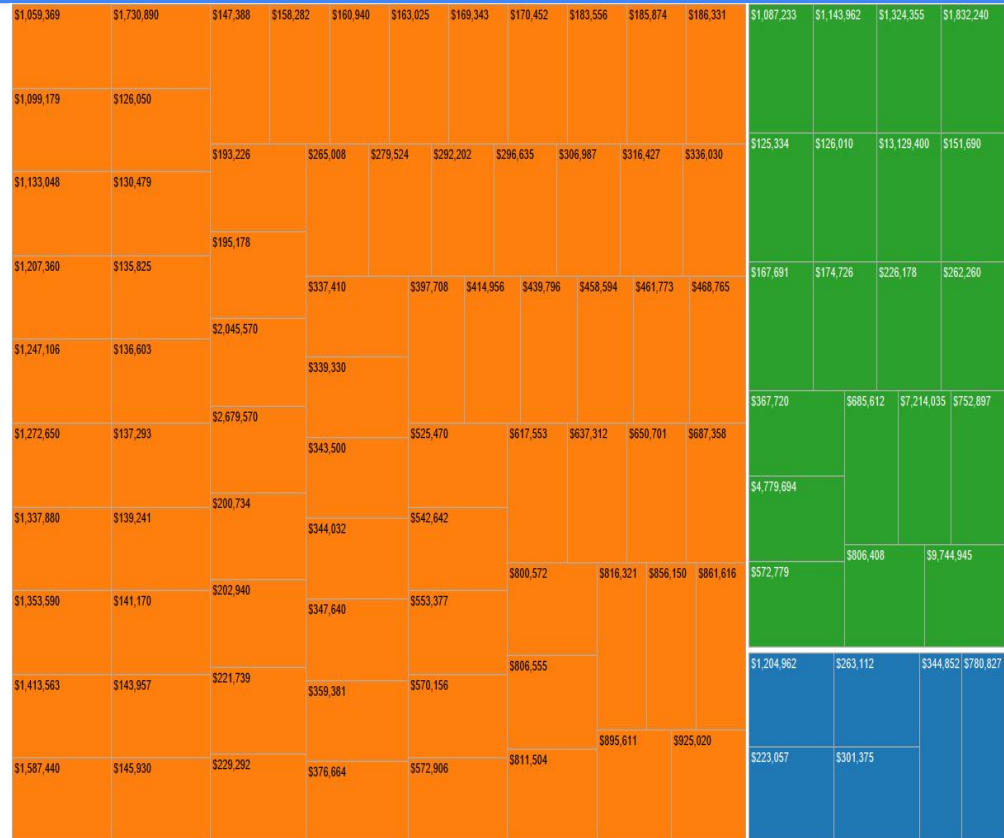
- The data list of Billboard's current top 100 boxscore
- Some key elements of the data include:
 - The rank
 - The artist & event name
 - The venue
 - The gross sales
 - The attendance and capacity
 - The number of shows sold out
- To analyze this data set, we created an additional column for the artist's gender
- The data was taken from Tulane University's Howard-Tilton Memorial Library

Analysis and Results

Breakdown of Sold Out Shows by Gender



Breakdown of Gross Sales by Gender



Infographic

Visibility of female artists in the Music Industry

Is there gender equality in the music industry?

Number of Concerts

- 100 total concerts
 - 75 male artists
 - 5 female artists
 - 20 mixed concerts
- **Only 5% of top grossing concerts were women artists**

Top Concerts over \$1 Million

- 22 total concerts
 - 13 male artists
 - 1 female artists
 - 8 mixed concerts
- **Only 4.5% of these concerts were women artists**

Sold Out Concerts

- 43 total concerts
 - 34 male artists
 - 1 female artists
 - 8 mixed concerts
- **Only 2.3% of these concerts were women artists**

How do women stack up?

Number of Concerts by each Gender



Male (75%) Female (5%) Mixed (20%)

Only 5% of top recent concerts are by female artists

Top Concerts over \$1M



Male (59.09%) Female (4.55%) Mixed (36.36%)

Of the top grossing concerts over \$1M, only 1 was a female concert

Sold Out Shows



Male (79.07%) Female (2.33%) Mixed (18.60%)

Out of all of the sold out shows, only 1 was a female concert

Closing Remarks

From our analysis, we conclude that only 5% of female artists are represented from the top 100 highest gross sales in recent concerts.

- According to Billboard's list of top 100 boxscores, we notice that there is a significant amount of male artists' concerts compared to only female and mixed artists' concerts.
- Of the top grossing concerts of over \$1 million, there was only **1** female artist out of **22** total.
- Lastly, out of all sold out shows, there was only **1** female artist concert out of **43** total.
 - This is portrayed by our two graphs, the tree map and circle map.
- Therefore, there is more visibility of male artists than there is of female artists in the music industry.

References

<http://www.billboard.com/biz/current-boxscore>

<http://libguides.tulane.edu/musicbusiness/musicindustrydata>