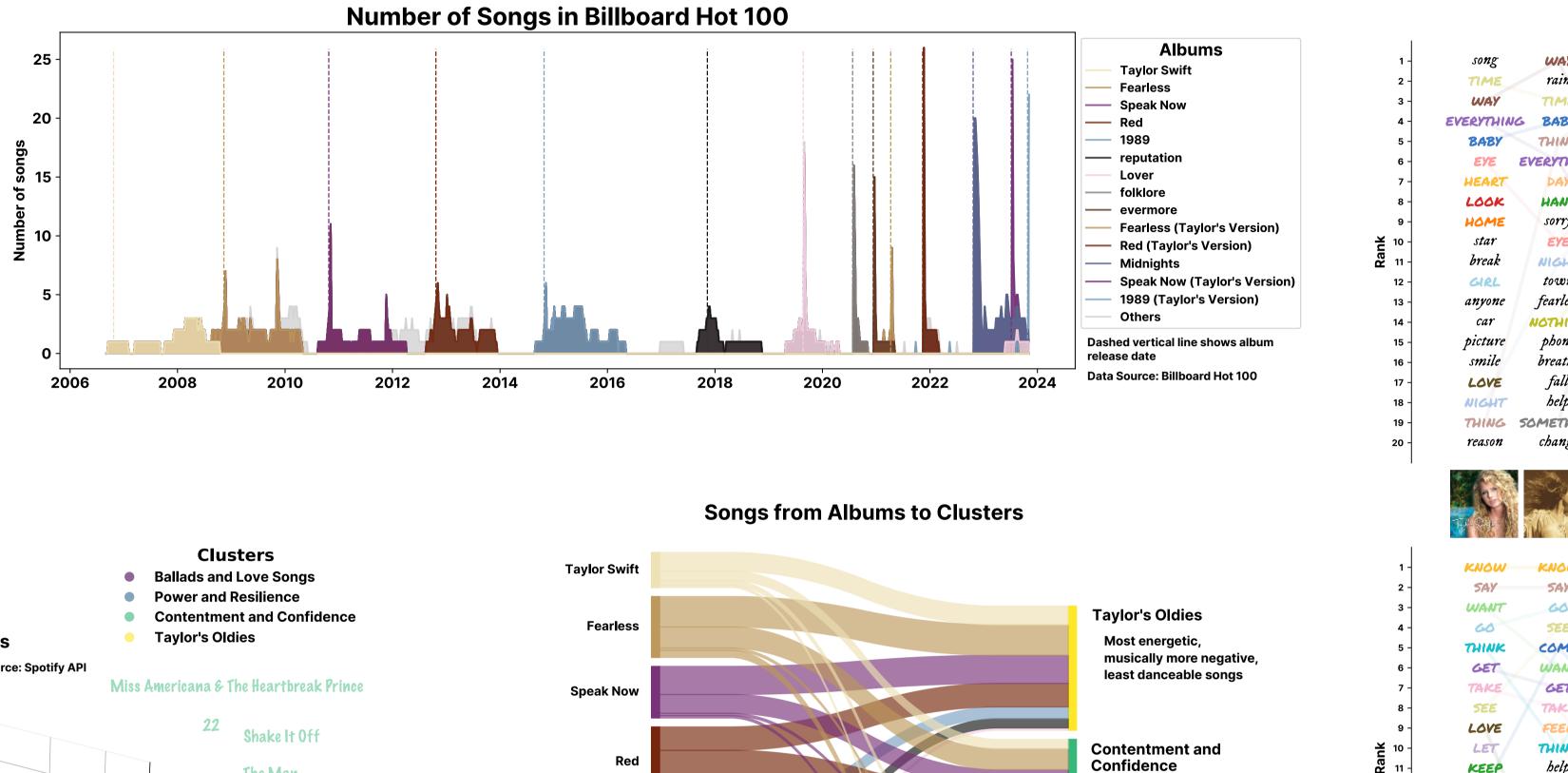
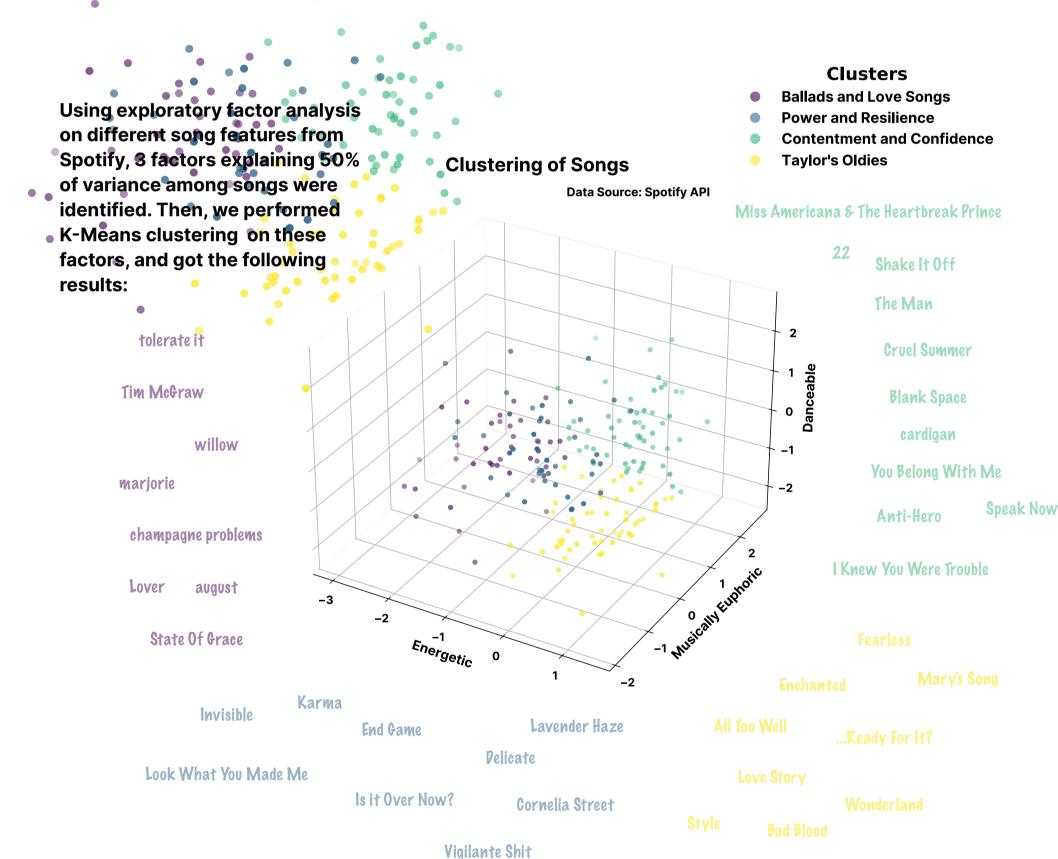
TAYLOR SWIFT FRAS What is she made of? Music, lyrics, and success of Taylor Swift eras

Taylor Swift is one of the most successful musicians of our time

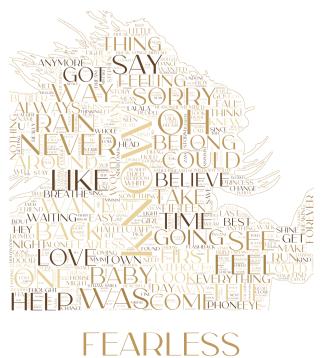
- She has accumulated 12 Grammy Awards, numerous chart-topping songs, and albums.
- Her estimated current net worth is **\$1.1 billion. This wealth is attributed to** her successful Eras Tour, comprising 146 worldwide dates and a subsequent tour movie. Her total 53 U.S. dates added \$4.3 billion USD to the country's GDP.

In this poster, we unpack the elements that contribute to the success of Taylor Swift's various albums, focusing on both musical and lyrical aspects.





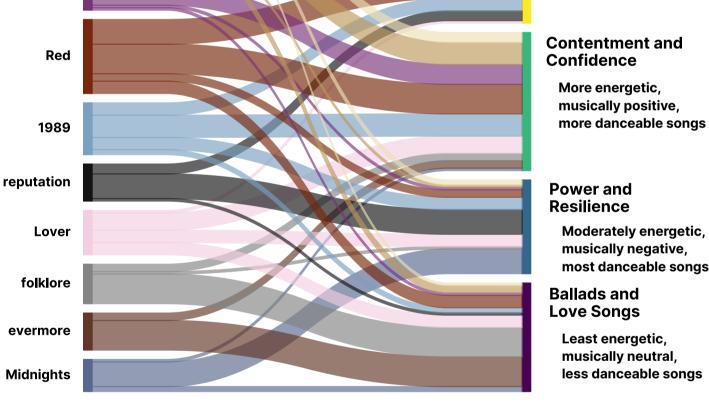
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Speak Now





The identified clusters showcase intentional diversity, from ballads and love songs to power and resilience, and energetic 'oldies'. Notably, the contentment and confidence cluster contains the most popular songs, emphasising positive energy and danceability, providing insights into the intricate patterns and thematic variations in Taylor Swift's music.







reputation



Jover

Timur Naushirvanov Julia Szamely Clara Eminente



EVERYT

COME

FIND

bope

MAKE

TELL

walk

GIVE

LOOK

bold

Most common nouns across albums

WAY	TIME	TIME	LOVE	LOOK	man	TIME	TIME	TIME
rain	THING	trouble	BABY	call	BABY	THING	man	LOVE
TIME	mind	dance	york	TIME	street	sign	EYE	karma
	SOMETHING	S NIGHT	bey	BABY	daylight	show	HAND	room
THING	DAY	HOME	wish	game	NIGHT	woman	THING	NIGHT
EVERYTHING	S EYE	everybody	wood	THING	HOME	EVERYTHING	DAY	midnight
DAY	NIGHT	LOVE	blood	HAND	THING	HEART	story	DREAM
HAND	NOTHING	EYE	shake	car	boy	NOTHING	bouse	HOME
sorry	WAY	EVERYTHING	GIRL	dance	bless	end	LIFE	NOTHING
EYE	LIFE	LOOK	LOOK	end	TIME	try	head	haze
NIGHT	yes	starlight	HAND	getaway	summer	film	LOOK	sweet
town	EVERYTHING	s walk	hate	LIFE	LOVE	call	wreck	maroon
fearless	please	place	TIME	reputation	fun	SOMETHING	plan	SOMETHING
NOTHING	vow	change	place	face	LOOK	summer	WAY	lavender
phone	story	twentytwo	style	NOTHING	think	town	gold	everybody
breathe	room	THING	work	HEART	friend	party	champagne	someone
fall	figure	NAME	DREAM	SOMETHING	HAND	bope	happiness	shit
help	NAME	DREAM	people	DREAM	nobody	breathe	closure	kind
SOMETHING	s look	door	cheek	dress	paper	mind	problem	problem
change	GIRL	stand	lip	NAME	GIRL	HOME	letter	EYE
			Stop		A		all.	
KNOW	60	KNOW	60	WANT	WANT	KNOW	KNOW	WANT
SAY	KNOW	GET	GET	MAKE	60	GIVE	60	SAY
60	SAY	SAY	SAY	SAY	GET	SAY	THINK	60
SEE	SEE	WANT	KNOW	KNOW	KNOW	SEE	TAKE	GET
COME	THINK	COME	shake	60	SEE	THINK	GET	MAKE
WANT	grow	60	COME	GET	SAY	60	LOVE	SEE
GET	MAKE	THINK	THINK	TAKE	THINK	WANT	LEAVE	KNOW
TAKE	GET	SEE	LOVE	SEE	LOVE	MAKE	MAKE	THINK
FEEL	COME	ask	TAKE	LOVE	walk	COME	FEEL	LOVE
THINK	REMEMBER	TAKE	MAKE	FEEL	TAKE	warning	5AY	FEEL
help	RUN	LOVE	wood	bold	need	LEAVE	WANT	GIVE
TELL	LET	FEEL	wish	begin	MAKE	TAKE	TELL	LEAVE
believe	TAKE	MAKE	STAY	THINK	COME	GET	PUT	TELL
LOOK	LEAVE	LOOK	WANT	meet	worship	turn	call	PUT
RUN	KEEP	TELL	REMEMBER	e rest	ring	KEEP	SEE	TAKE
FIND	LOVE	PUT	SEE	KEEP	FIND	try	meet	lose
MAKE	fly	STAY	LEAVE	hear	LEAVE	TELL	grow	COME
LOVE	TELL	follow	TELL	save	STAY	lear n	die	REMEMBER
sing	FEEL	forget	LET	LEAVE	RUN	call	like	FIND
wait	light	REMEMBER	wait	LET	exist	LOOK	FIND	LOOK

Most common verbs across albums

Data Source: Genius API

Early albums: mix of knowing, expressing, and desiring.

"Speak Now" and "Red": intensified relationship themes with storytelling. "1989": shift to pop with modern love expressions.

"Reputation": explores darker themes with continued emotional focus. "Lover": return to romantic and optimistic themes.

"Folklore" and "Evermore": indie folk storytelling with introspection. "Midnights": maintains introspection, focuses on desires and actions.



folklore





Midnights

evermore