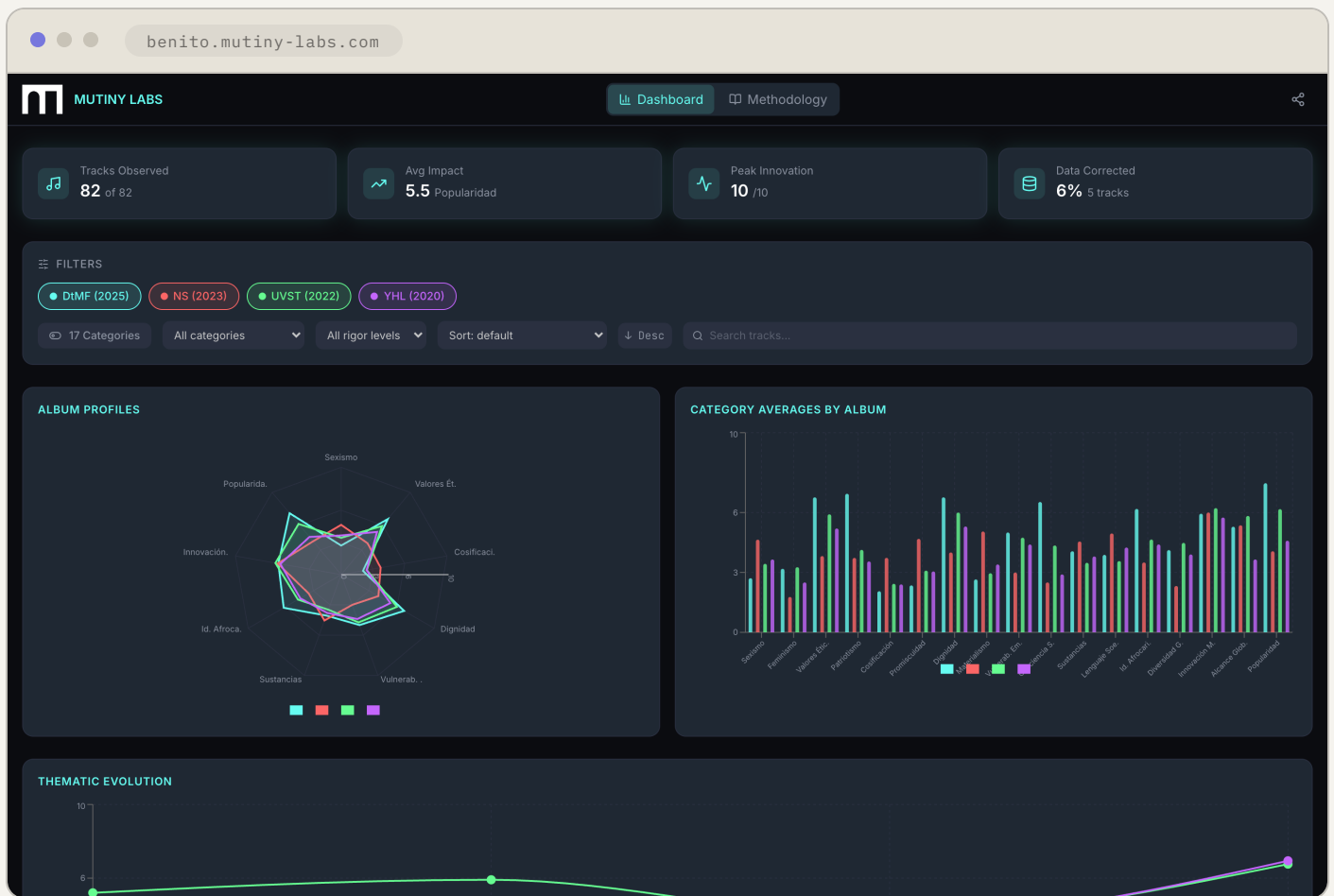


MUTINY LABS LAB

Bad Bunny: Thematic Evolution

What happens when you score an artist's whole catalog the way an impact evaluator scores a program.



82

SONGS SCORED
MUTINY-LABS.COM

17

VALIDATED CATEGORIES
• INNOVATION & STRATEGY

4

ALBUMS, 2020 TO 2025
• PUERTO RICO

DATA

CULTURE

LAB

// 01

The context

Cultural commentary about music is opinion all the way down. As a research lab exercise, Mutiny Labs asked whether the craft could be measured: how an artist's themes actually move across a career, with a methodology someone could check and challenge.

// 02

The challenge

The discipline is the point. Every track had to be scored against the same validated category definitions, corrections documented, and popularity normalized so streaming impact could sit beside thematic depth without one drowning the other. The result had to be explorable by anyone, not a paper for a drawer.

// 03

How we worked

The methodology came first: category definitions were locked and validated before scoring began, every track was scored against the same rubric, and corrections were documented instead of silently overwritten. Then the data got the treatment client work gets: a designed, interactive dashboard rather than a spreadsheet, because analysis that nobody explores persuades nobody.

CLIENT

Mutiny Labs Lab

SECTOR

Data journalism

YEAR

2026

LIVE

benito.mutiny-labs.com

BUILT WITH

React 18, interactive visualization layer, spreadsheet-to-JSON data pipeline with validation

What happens when you score an artist's whole catalog the way an impact evaluator scores a program.

// 04

What we built

01

82 tracks, 17 categories

Four albums from YHLQMDLG (2020) to DtMF (2025), each track scored across 17 validated lyrical categories from sexism and dignity to Afro-Caribbean identity and innovation.

02

Album fingerprints

Radar profiles per album make each era's thematic shape visible at a glance, and comparable.

03

Evolution over time

Category trajectories across the catalog show what rose, what faded and what stayed constant.

04

Impact normalization

Streaming performance normalized per track so popularity and theme can be read together honestly.

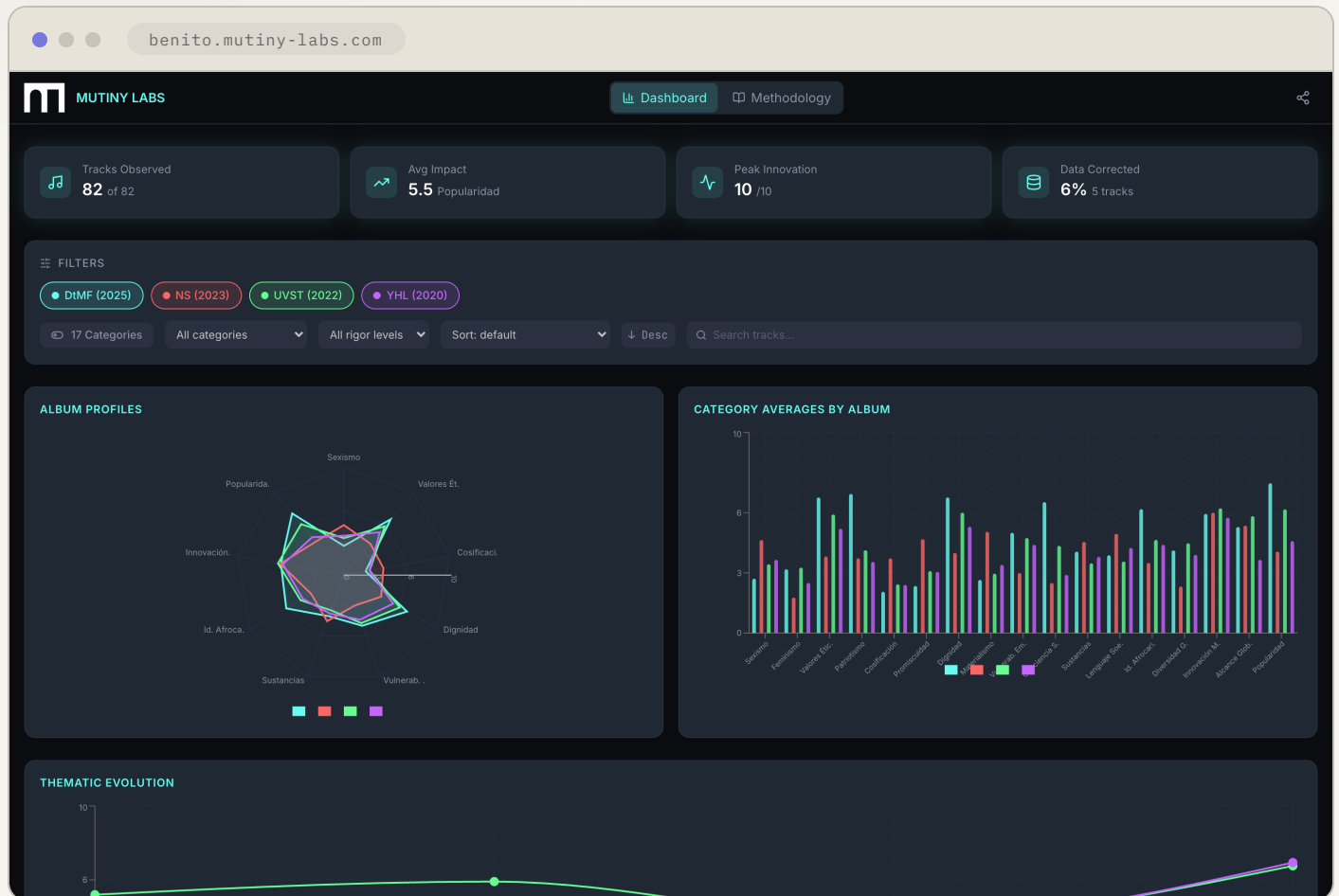
05

Methodology in the open

Data corrections flagged in the interface; the scoring rubric travels with the dashboard.

// 05

In the product



Album radar profiles, category averages and thematic evolution in one interactive dashboard.

// 06

What this demonstrates

- Quantitative rigor applied to cultural material
- The same scoring discipline we use for nonprofit impact measurement
- Interactive data storytelling that earns attention on its own

Let's build yours. mutiny-labs.com