Spotify Music Insights Documentation

A. Dataset Name :

Spotify Tracks & Artists Dataset

B. Problem Statement :

To create a Power BI report on 'Spotify Music Insights' to analyze track popularity, artist performance, genre trends, album types, and music release patterns using tabular and graphical visualizations.

C. Data Description :

The dataset consists of **15 columns and 9,999+ rows**.
Key columns include:

- Track ID
- Track Name
- Track Popularity
- Explicit Tracks
- Artist Name
- Artist Popularity
- Artist Followers
- Artist Genres
- Album Name
- Album Type
- Album Release Date
- Album Total Tracks
- Track Duration

This structure was used for data cleaning, transformation, and analysis before creating visualizations.

D. Visualizations Used :

◆ **KPI Cards -**

- Total Tracks

- Total Artists

- Average Track Popularity

- Average Artist Popularity

- Explicit Tracks

These cards provide a quick overview of key metrics.

◆ **Bar Chart – Top Artists by Followers :**

Purpose -

Displays the top artists based on follower count, helping identify the most influential artists on Spotify.

◆ **Bar Chart – Average Track Popularity by Genre :**

Purpose -

Shows the average popularity score across genres, useful for understanding listener preferences.

◆ **Line Chart – Tracks Released Over Time :**

Purpose -

Represents the trend of track releases over the years, highlighting growth in music production.

◆ **Donut Chart – Album Type Distribution :**

Purpose -

Shows the proportion of albums, singles, and compilations in the dataset.

◆ **Slicers :**

- Album Type

- Album Release Date

These slicers allow interactive filtering of the dashboard.

E. Conclusion :

The Spotify Music Insights dashboard helps analyze music trends, artist popularity, and genre performance. Interactive filters enable deeper exploration, making the dashboard useful for understanding streaming patterns and content distribution on Spotify.