The aim of this analysis is to identify what contributes to a hit track on spotify. The following can be concluded from our analysis:

Majority of the most popular songs are songs that were released in recent years.Release year and popularity are correlated . This makes sense as most songs generated by spotify algorithm are recent songs.

Popular songs tends to be energertic and Loud. There's a high correlation between Energy and Loudness

There is a negative correlation between popularity and acousticness. There is a low chance of songs purely accoustic to be popular. Acousticness is highly negatively correlated with energy, loudness and release year.

Danceability and valence are highly correlated. A popular song has musical positiveness and is suitable for dancing.

**Audio Characteristics over the years**

Acousticness which was on the rise in the early 1900's has dropped significantly over the years. Songs contain low speechiness but the level of speechiness flunctuated between 1900 to 1940. Energy trend has been on the rise from 1950s with recent years having songs with the highest energy. Danceability and Valence have been somewhat steady over the years.

**Recommendation**

I would recommend that an artist should produce a song with high energy ,loudness and valence and with less or no acousticness. This would improve the chances of popularity.