

Q 5:

Pie charts with shared artist and shared songs

When comparing popular music charts like Billboard to Spotify's charts, there are both similarities and differences. The pie chart shows that almost half (48.6%) of the artists are on both charts, meaning they are popular on both platforms. However, 27.1% of the artists are only on Billboard, and 24.3% are only on Spotify. This shows that each platform ranks music differently. Comparing the overlap of songs between Spotify and Billboard, there are more differences than similarities. The songs that appear on only one chart make up the same percentage of 39.2% each, while the songs that appear on both charts account for 21.6%. This shows that although some songs are popular on both platforms, many are unique to either Spotify or Billboard.

Correlation between Spotify and Billboard rank

The scatter plot shows that there is a connection between Billboard and Spotify rankings. Artists who do well on one platform often do well on the other too. However, there are some differences. Some artists rank higher on Spotify because of streaming, while others rank higher on Billboard because of sales and radio play. This shows how music consumption is changing, with streaming and traditional methods influencing the charts in different ways but still being connected.

Q2:

Spotify is most popular in Europe and North America, as these regions have the highest number of active users. However, North America's user engagement has been slowly decreasing, while Europe remains strong.

The growth rate chart shows that Latin America and the Rest of the World (RoW) have had ups and downs, with RoW seeing the biggest spikes in growth. This suggests that Spotify is growing fast in places like Asia and Africa. At the same time, North America's growth has been negative, meaning fewer new users or some leaving the platform.

Overall, Europe and North America have the most users, but Asia, Africa, and Latin America are becoming more important as Spotify expands.

