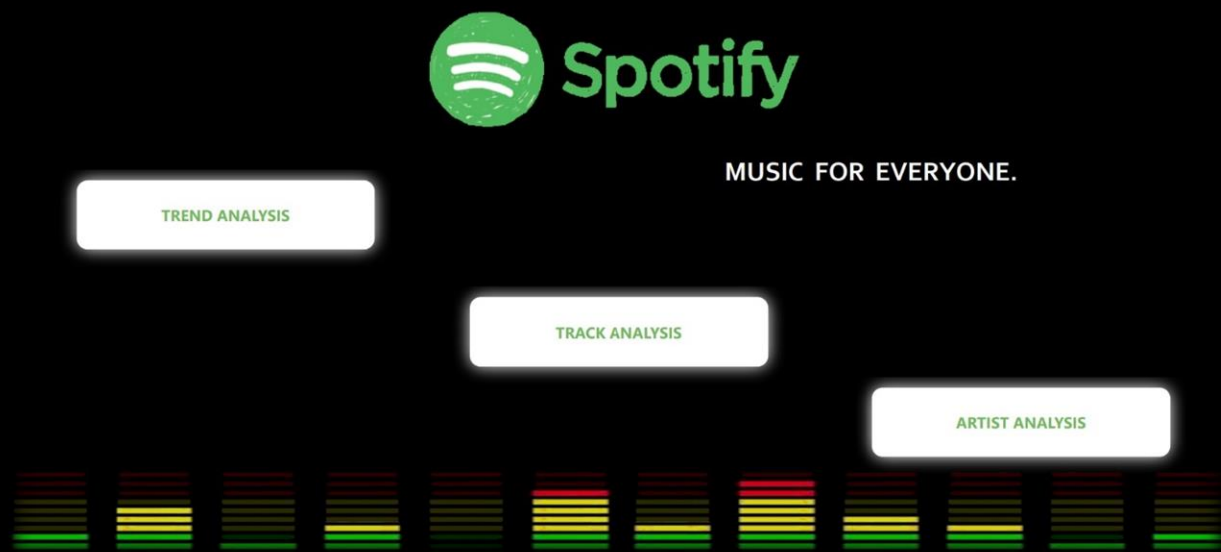# INTRODUCTION:

Uncover the music you love with the Spotify Power BI dashboard!

This interactive dashboard provides insights into your listening habits, the latest trends, and the most popular artists and tracks. With a few clicks, you can explore your music data in new and exciting ways.

This is the *HOME PAGE*, which contains *TREND ANALYSIS, TRACK ANALYSIS, ARTIST ANALYSIS.*

Here are just a few of the things you can do with the Spotify Power BI dashboard:

See your top artists, tracks, and Trend of the business

Discover new music based on your listening streams

Track the latest trends in music

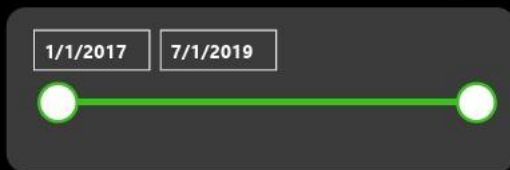Analyze the performance of your favorite artists and track

Whether you're a casual music listener or a die-hard fan, the Spotify Power BI dashboard has something to offer everyone, The Spotify Dashboard also allows you to analyze these 3 pages (Trend analysis, Track analysis, artist analysis) in more detail. Let's explore one by one.

To access the analysis features, click on the "Trend Analysis" tab at the top of the dashboard.

Start exploring today and discover the music you love!

TREND ANALYSIS

This section shows your top Trend of the streams for a given time period how the popularity of streams has changed over time.

1/1/2017	7/1/2019

You can filter the data by day, week, month, or year by using the *DATE SLICER* option.

To use the dashboard, simply select the time period and country you want to analyze from the drop-down menus at the top of the page.

Select all	Australia	Brazil	France	Germany	Italy	Mexico	Netherlands	Spain	United Kingdom	United States

You can also use these *COUNTRY SLICER* to analyze trend of streams on those particular selected countries and the countries you are going to select as a slicer are the top 10 countries by streams.

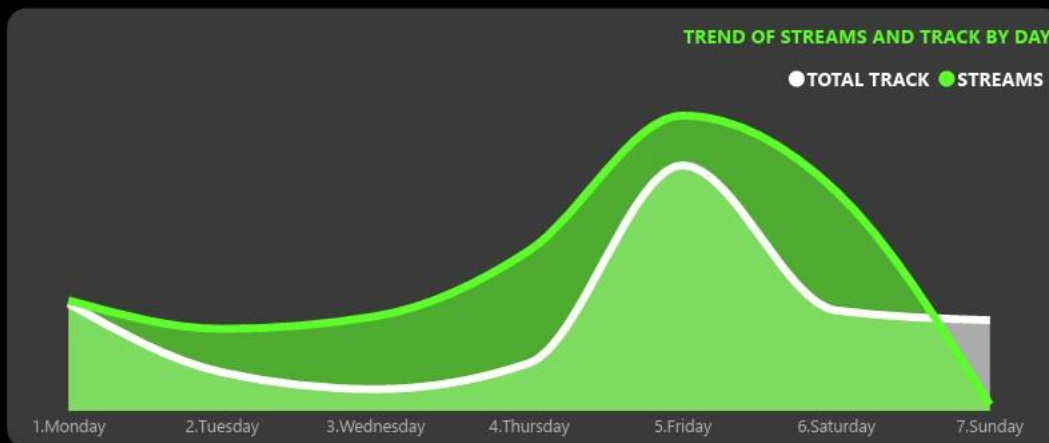Here is a *KEY PERFORMANCE INDICATOR* of Spotify:

There are:

* **24.7k tracks** are streaming on Spotify

* **7.6k Artist** are uploading their tracks

* Among 195 countries there are **63 Countries** are listening music and songs on Spotify

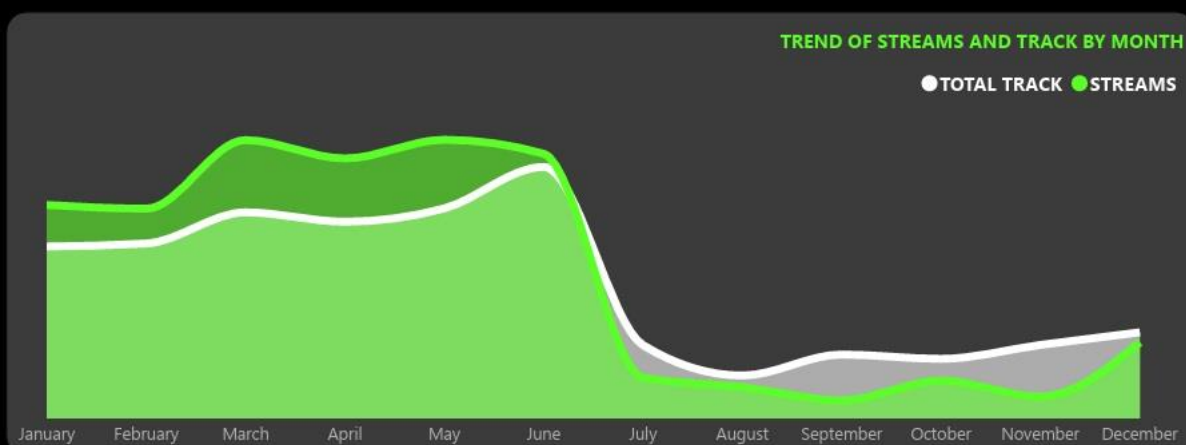| TOTAL TRACK	TOTAL ARTIST	TOTAL COUNTRY
24.7K	7.6K	63

➢ **1ˢᵗ VISUAL** *Trend of streams and track by day.*

The line graph shows the trend of streams and track views by day. The *GREEN* line represents the sum of streams per day, while the *WHITE* line represents the total number of track views per day.

On Monday, the track had an average of streams and track views. On Tuesday, the number of streams was little decreased, while the number of track views remained the same. On Wednesday, the number of streams continued to increase to, while the number of track views is decreased. This trend continued throughout the week, with the number of streams and track views peaking on Friday and Saturday, respectively On Sunday again it dropped, the number of streams and track. We can see that; Friday was the most streamed day of all and Sunday was the lowest.

➢ **2ⁿᵈ VISUAL** *Trend of streams and track by Month.*

The line graph shows the trend of streams and track views by month. The *GREEN* line represents the sum of streams per month, while the *WHITE* line represents the total number of track views per month

We can see that January to May was increasing and the summer months (June, July, and August) typically see a decrease in the number of track streams. This is because many people are on vacation and are less likely to be listening to music. However, it again started to increase little on September to December and the graph shows that the number of tracks continued to increase during the summer months. This suggests that the track is very popular and is being listened to by a large number of people.

➢ **3rd VISUAL** *Trend of business.*

The line graph shows the trend of Business views by period of January 2017 to July 2019.

The *GREEN* line represents the sum of streams,

the *ORANGE* line represents the total number of countries,

the *YELLOW* line represents the total number of tracks and

the *RED* line represents the total number of artists.

The overall trend of the graph is positive, suggesting that the track is becoming more popular over time. This is a good sign for the artists, as it means that more people are listening to their music.

2018–12 was the peak of the streams

➢ **4th VISUAL**

This visual represents:

❖ Total streams of *WEEKDAYS*
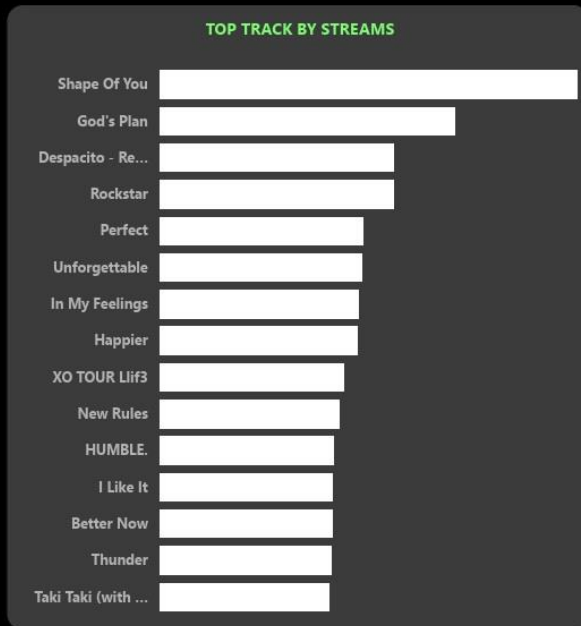❖ Total streams of *WEEKEND*

TRACK ANALYSIS

The Spotify Track Analysis Dashboard is a data visualization tool that provides insights into various aspects of music tracks. It is designed for music enthusiasts, artists, and professionals in the music industry to gain a deeper understanding of the ratings, quality, and modes of tracks.

The dashboard is divided into four sections:

➢ **1ˢᵗ VISUAL** *Top tracks by streams.*

This section shows the top 15 most streamed tracks between 2017 and 2019.

The most popular track on Spotify is "Shape of You" by Ed Sheeran, with more streams.

The top 15 tracks are dominated by pop and hip-hop music, with a few exceptions, such as "Despacito" by Luis Fonsi, Daddy Yankee, and Justin Bieber, which is a Latin pop song

➢ **2ⁿᵈ VISUAL** *Top countries by track.*

This section shows the top 15 countries where the most of tracks are listen.

Netherlands, Switzerland, France, Sweden and Germany are the top 5 countries listening to more tracks.
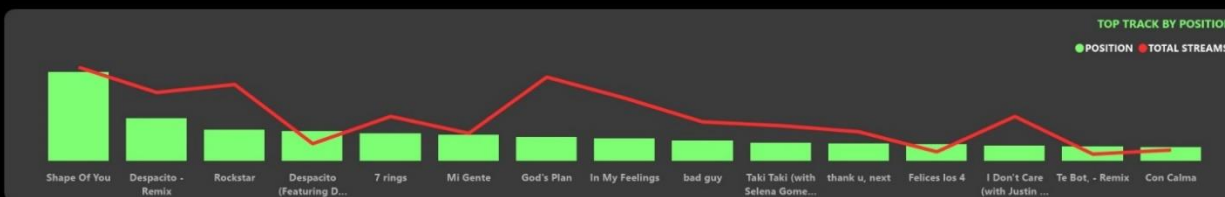
➢ **3ʳᵈ VISUAL** *Popular track by country.*

This section shows the most popular top 15 track by country. The most popular track on Spotify is "Believer" by Imagine Dragons.

POPULAR TRACK BY COUNTRY

The top 15 tracks are also dominated by pop and hip-hop music. Pop music is the most popular genre on Spotify, with hip hop being the second most popular genre. This suggests that pop and hip hop are the most popular genres of music overall.

➤ **4ᵗʰ VISUAL** *Top track by position.*

This section shows the top 15 tracks by position, which shows the track position, total streams, and track name. this visual show that which track gets more times in the 1st position and Shape of you is the top 1 track.
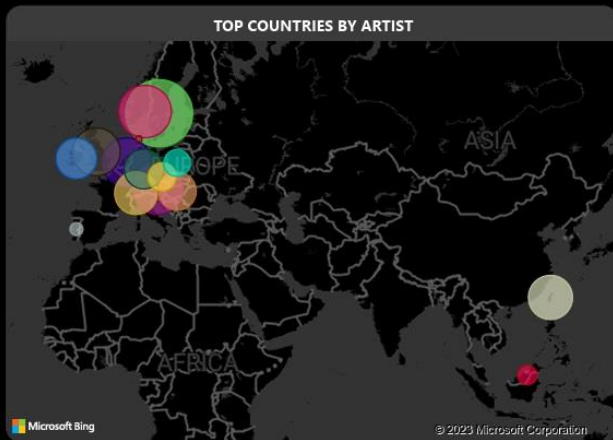
ARTIST ANALYSIS

This report provides an overview of the top artists on Spotify, based on stream count and popularity in different countries. The data covers a period from 2017 to 2019. The Spotify Artist Analysis Dashboard provides valuable insights into the most popular artists on Spotify and where they are most popular.
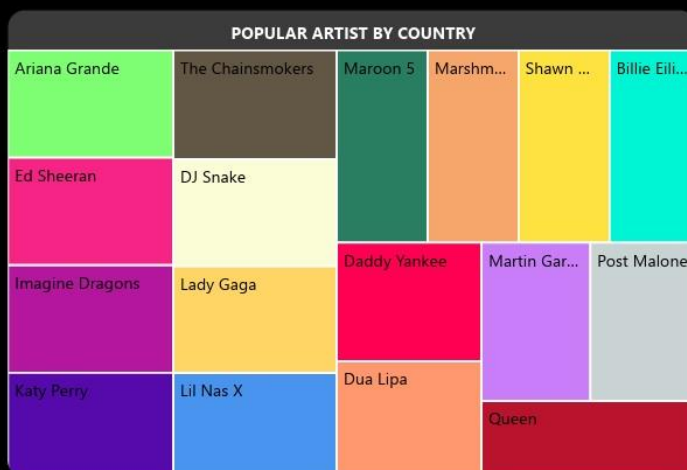
The dashboard is divided into four sections:

➤ **1ˢᵗ VISUAL** *Top countries by artist.*

This section shows the top 15 countries where the country listening to more different artists.
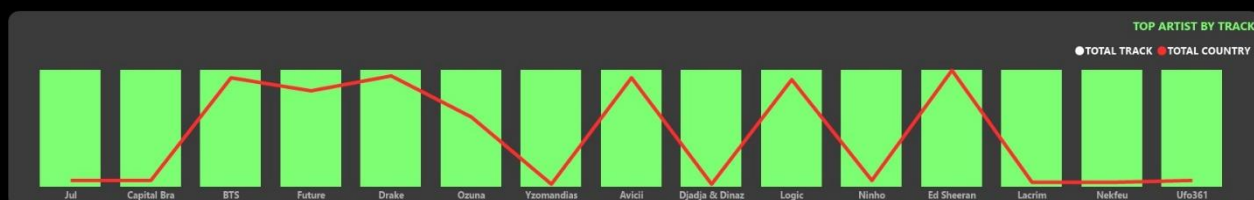
TOP COUNTRIES BY ARTIST

Sweden, Norway, Austria, Netherlands and United Kingdom, are the top 5 countries listening to more artist's track.

➢ **2ⁿᵈ VISUAL** *Popular artist by country.*

POPULAR ARTIST BY COUNTRY

This section shows the most popular top 15 artist by country. The most popular artists on Spotify are Ariana Grande, Ed Sheeran, Imagine Dragons, Katy Perry and The Chainsmokers there are 63 countries listening this artists track.

The most popular artist is a mix of English and non-English artists, which suggests that Spotify has a global audience.

➢ **3ʳᵈ VISUAL** *Top artist by track.*

TOP ARTIST BY TRACK
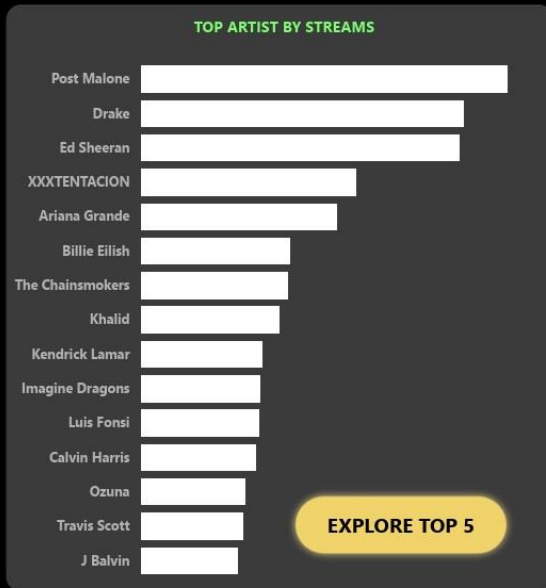TOTAL TRACK   TOTAL COUNTRY

This section shows the top 15 artist by track, which shows the top artist who sang more track, total streams, and number of countries listening. This visual show that which artist has more tracks on spotify.

Jul is top artist who have 124 tracks on Spotify but only 4 countries are listening his tracks.
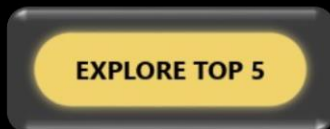
> ➢ **4th VISUAL** *Top artist by streams.*

The visual shows the top 15 Spotify artists by streams, based on the data of from 01-01-2017 to 01-07-2019. The artists are ranked in order of streams, with the artist with the most streams at the top.

TOP ARTIST BY STREAMS

Post Malone
Drake
Ed Sheeran
XXXTENTACION
Ariana Grande
Billie Eilish
The Chainsmokers
Khalid
Kendrick Lamar
Imagine Dragons
Luis Fonsi
Calvin Harris
Ozuna
Travis Scott
J Balvin

EXPLORE TOP 5

Post Malone is the most streamed artist on Spotify, with over *176 million streams*.

The list is dominated by pop and hip-hop artists, but there is also a representation of other genres, such as rock and electronic music. The list is relatively diverse, with artists from different countries and backgrounds represented

YOU CAN ALSO EXPLORE TOP 5 ARTIST BY CLICKING THIS BUTTON.
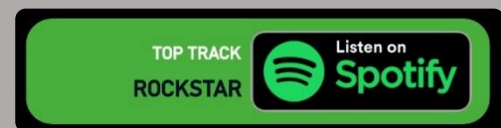
EXPLORE TOP 5

This section shows you the top 5 artist details, their top tracks, trend of streams and popularity. Let's explore one by one.

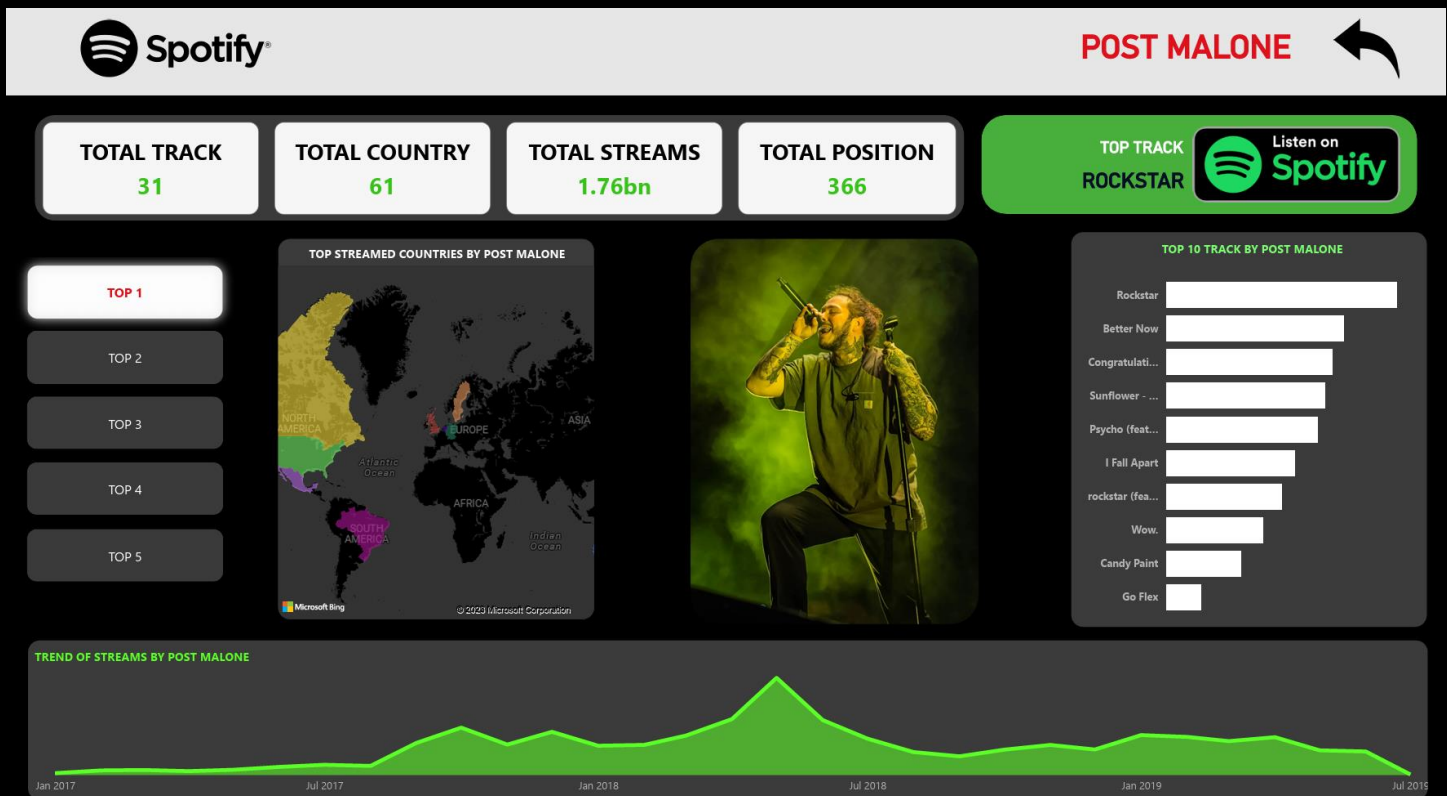You can use this button to explore the top artists.

TOP 1
TOP 2
TOP 3
TOP 4
TOP 5

You can listen to Top track of top artist on spotify by clicking the "**listen on spotify**"

TOP TRACK
ROCKSTAR
Listen on
Spotify

❖ TOP 1 Post Malone

Post Malone is the most popular artist on Spotify, with over 1.76 billion streams. He has a total of 31 tracks on Spotify and is popular in over 61 countries. His top streamed track is "Rockstar," which has over 263 million streams. The trend of streams for Post Malone is generally upward, with some fluctuations. There was a significant increase in streams in 2017, This increase continued in 2018 and 05-2018 was a peak time of Post Malone and he has been 366 times in 1st position.

Post Malone's popularity is due to his unique blend of hip hop, pop, and rock music. He is also known for his energetic live shows and his collaborations with other popular artists, such as Swae Lee and Justin.
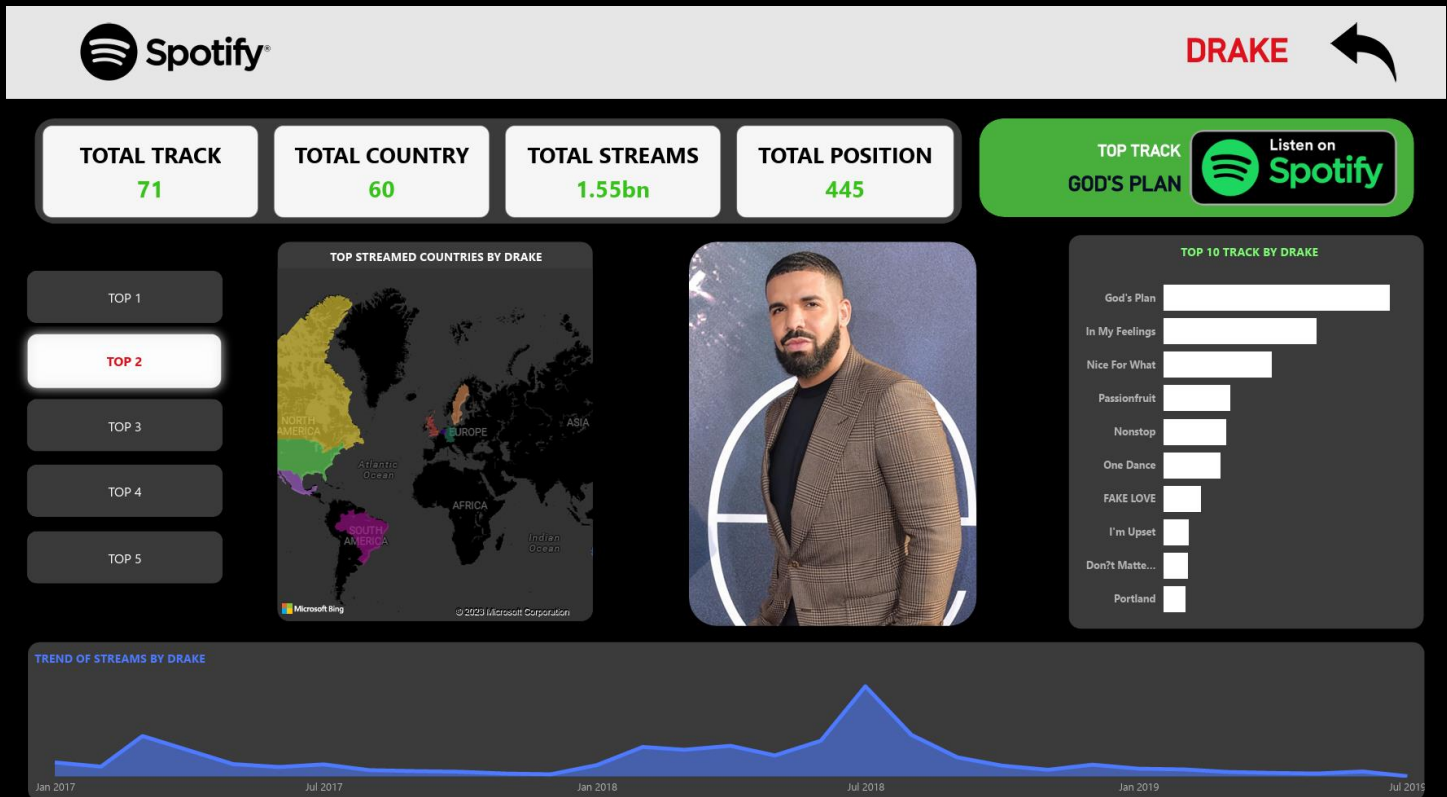
Post Malone's top 5 most streamed tracks:

- Rockstar
- Better Now
- Sunflower (feat. Swae Lee)
- Congratulations (feat. Quavo)
- Psycho (feat. Swae Lee)

Post Malone's top 5 most streamed Country:

- United states
- United Kingdom
- Canada
- Germany
- Australia

❖ TOP 2 Drake

Drake is one of the most popular artists on Spotify, with over 1.55 billion streams. He has a total of 71 tracks on Spotify and is popular in over 60 countries. His top streamed track is "god's plan" which has over 345 million streams. Overall, the dashboard shows that Drake is one of the most popular artists on Spotify. He has a large number of tracks and countries in which his music is streamed and he has been 445 times in 1st position.

Drake's streams have been increasing over the past few years, 07-2018 was a peak time of drake
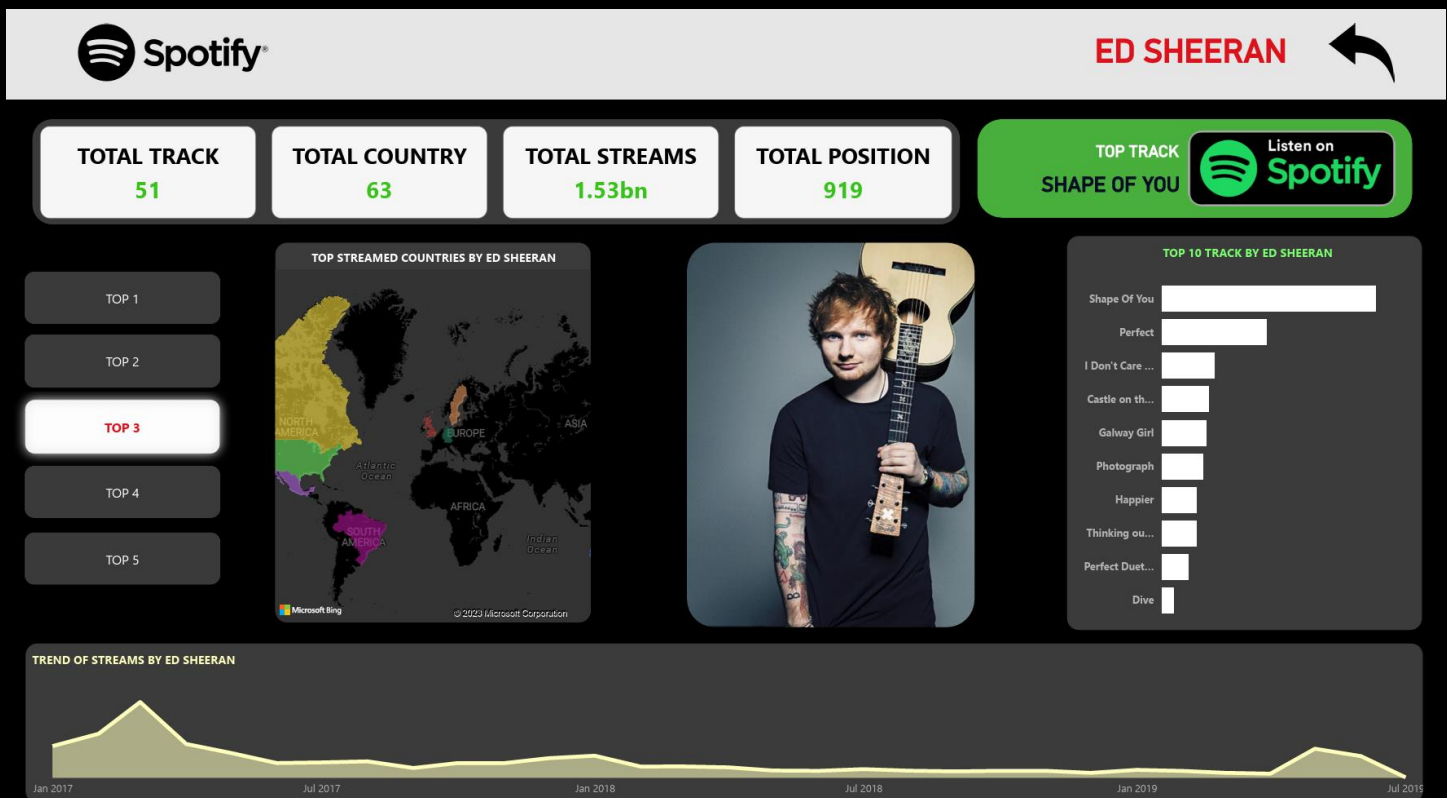
Drake top 5 most streamed tracks:

- God's Plan
- In my feelings
- Nice for what
- Passionfruit
- Nonstop

Drake top 5 most streamed Country:

- United states
- United Kingdom
- Canada
- Germany
- Australia

❖ TOP 3 Ed Sheeran

Ed Sheeran is the most popular artist on Spotify, with over 1.53 billion total streams. He has a total of 51 tracks on Spotify and His top streamed song is "Shape of You," which has been streamed over 489 million times. Sheeran's music is popular in 63 countries. 03-2017 was a peak time of Ed Sheeran. And he has been 919 times in 1st position.

Ed Sheeran is a global superstar, and his popularity on Spotify is a testament to his incredible talent. All 63 countries are listening to Ed Sheeran track. he is a dominant force on Spotify, and his music continues to be enjoyed by millions of people around the world.
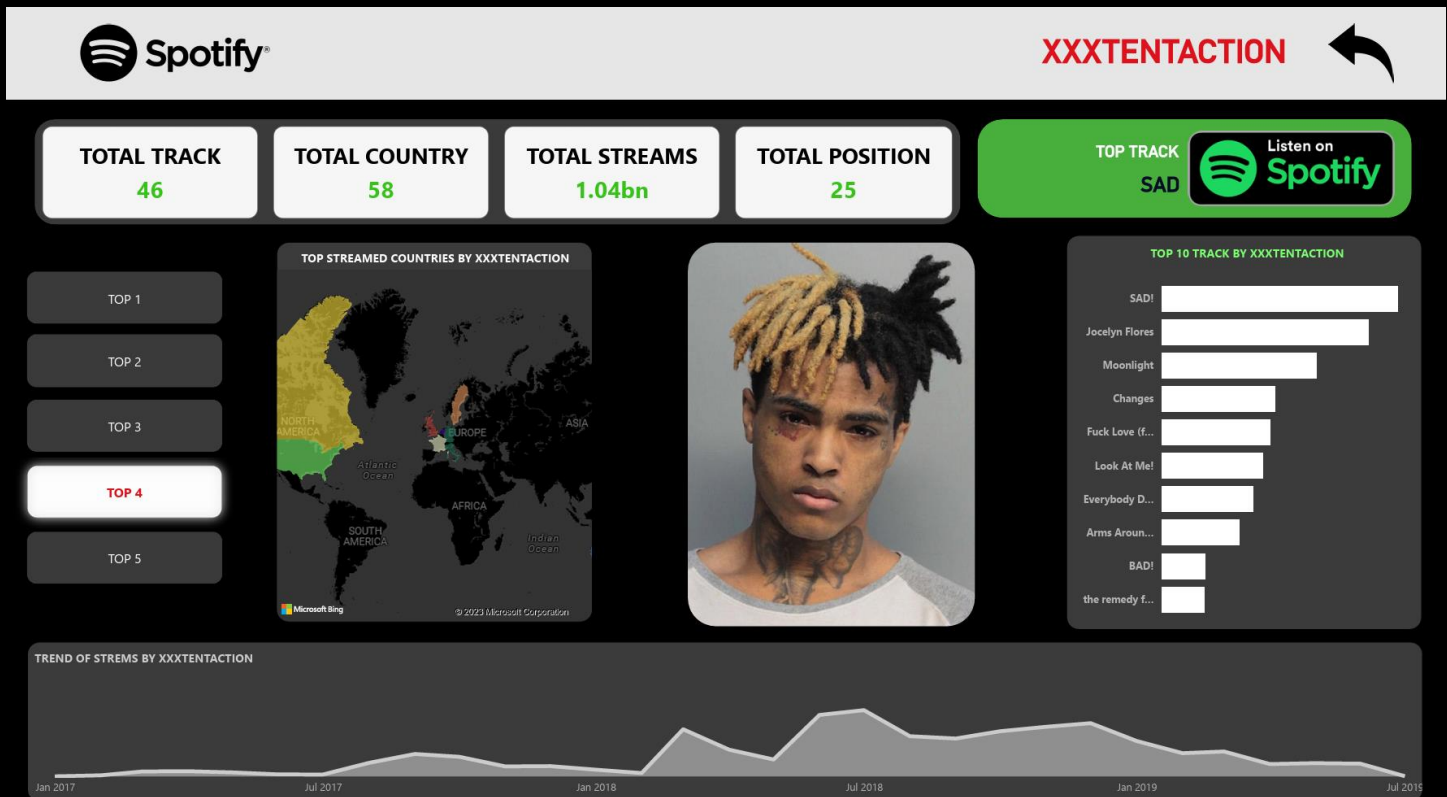
Ed Sheeran top 5 most streamed tracks:

- Shape of You
- Perfect
- I Don't care
- Castle on the Hill
- Galway Girl

Ed Sheeran top 5 most streamed Country:

- United Kingdom
- United states
- Germany
- Australia
- Brazil

❖ TOP 4 Xxxtentaction

Spotify®   XXXTENTACTION

| TOTAL TRACK | TOTAL COUNTRY | TOTAL STREAMS | TOTAL POSITION |
| 46 | 58 | 1.04bn | 25 |

TOP TRACK
SAD   Listen on Spotify

TOP 1
TOP 2
TOP 3
TOP 4
TOP 5

TOP STREAMED COUNTRIES BY XXXTENTACTION

TOP 10 TRACK BY XXXTENTACTION

SAD!
Jocelyn Flores
Moonlight
Changes
Fuck Love (f...
Look At Me!
Everybody D...
Arms Aroun...
BAD!
the remedy f...

TREND OF STREMS BY XXXTENTACTION

Jan 2017   Jul 2017   Jan 2018   Jul 2018   Jan 2019   Jul 2019

Xxxtentaction is one of the most popular and successful artists on Spotify. He has a large and engaged fanbase, and his music is streamed millions of times every day. which has over 1.04 billion streams on spotify. He has a total of 46 tracks and his top streamed song is "Sad!" which has been streamed over 180 million times and his music is popular in 58 countries. The graph shows that xxxtentaction streams have been steadily increasing over 2018 to 2019. And he has been 25 times in 1st position.

XXXTENTACION is the most streamed artist on the list, despite having a shorter career than many of the other artists. This suggests that he was a very popular artist, especially among younger listeners.
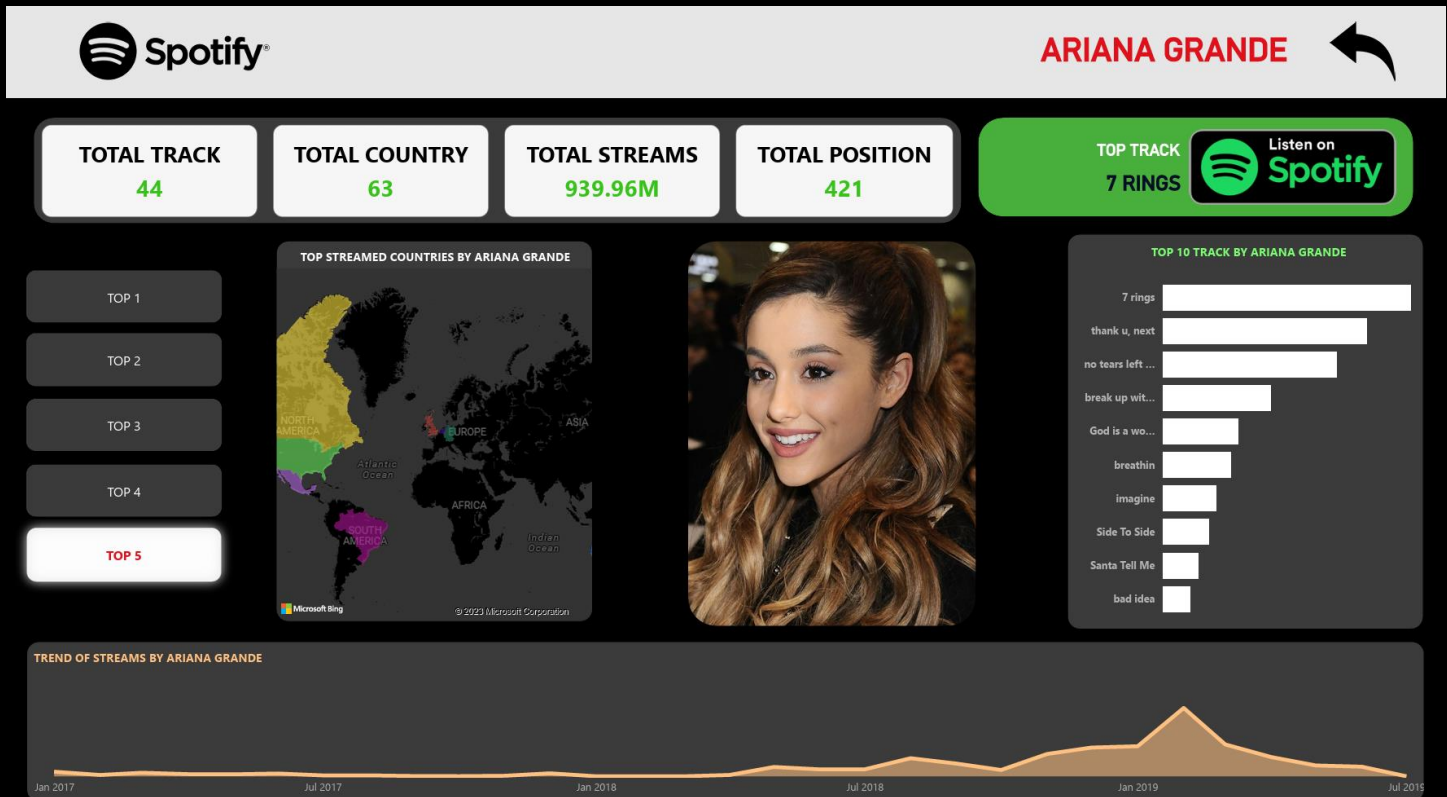
Xxxtentaction top 5 most streamed tracks:

- SAD!
- Jocelyn Flores
- Moonlight
- Changes
- Fuck Love

Xxxtentaction top 5 most streamed Country:

- United states
- United Kingdom
- Australia
- Canada
- Germany

❖ TOP 5 Ariana Grande

Ariana Grande is one of the most popular artists in the world, and her Spotify performance reflects that. She has over 939 million streams, she has a total of 44 tracks on Spotify and Her top streamed song is "7 Rings" which has been streamed over 189 million times. Ariana Grande is popular in 63 countries. Her streams have been steadily increasing over the past few years, and she is currently on track to become the most-streamed female artist on Spotify in history. She has a strong international following, with her music being streamed in over 63 countries. All 63 countries are listening to Ariana Grande track she is a dominant force on Spotify, and her music continues to be enjoyed by millions of people around the world and she has been 421 times in 1st position.

Ariana Grande top 5 most streamed tracks:

- 7 Rings
- Thank u, next
- No tears left to cry
- Break up with your girlfriend, I'm bored
- God is a women

Ariana Grande top 5 most streamed Country:

- United states
- United Kingdom
- Australia
- Canada
- Brazil

CONCLUSION:

The Spotify Dashboard is a powerful tool that can help you discover new music, track the latest trends, and analyze your listening habits. With its interactive interface and customizable features.

- The most popular artist in top 10 countries is a mix of English and non-English artists, which suggests that Spotify has a global audience.

- The top 10 most streamed tracks are all pop songs, which suggests that this is the most popular genre on Spotify.

- The top 10 countries where the tracks are most popular are all developed countries, which suggests that Spotify is more popular in these countries.

Recommendation:

- This data provides a valuable overview of the popularity of different tracks and artists on Spotify. It also suggests that Spotify users in different countries have different listening habits. For example, users in the United States are more likely to listen to pop music, while users in Spain are more likely to listen to Latin music. Spotify can use this data to improve its music recommendations and to create more targeted marketing campaigns. For example, Spotify could recommend Latin music to users in Spain and pop music to users in the United States.

- Spotify could also create marketing campaigns for specific genres of music, targeting users who have listened to those genres in the past.

- Spotify could consider creating more playlists and personalized recommendations for fans of other genres of music, such as Latin pop and Latin trap.

- Spotify could also highlight older songs in their playlists and recommendations more often.

- Spotify could also work to make their platform more accessible to fans of all genres of music, regardless of their location or language.