

What makes a song become a hit in Spotify?

Bryan Garcia, DA PT 2022



On average, Spotify's active
users listen +25 hours of
content monthly



SPOTIFY IN NUMBERS

+50M

Available songs

524 M

Worldwide Users

32%

Market Share

\$0.00331 USD

is paid per stream to the artist



\$21.5 M USD

Was paid to Post Malone in
2019 for 6.5 Billion streams

ABOUT DATASET

SCOPE

2K most popular songs in 2019

EXTRA INFO

Release year, from 1956 to 2019

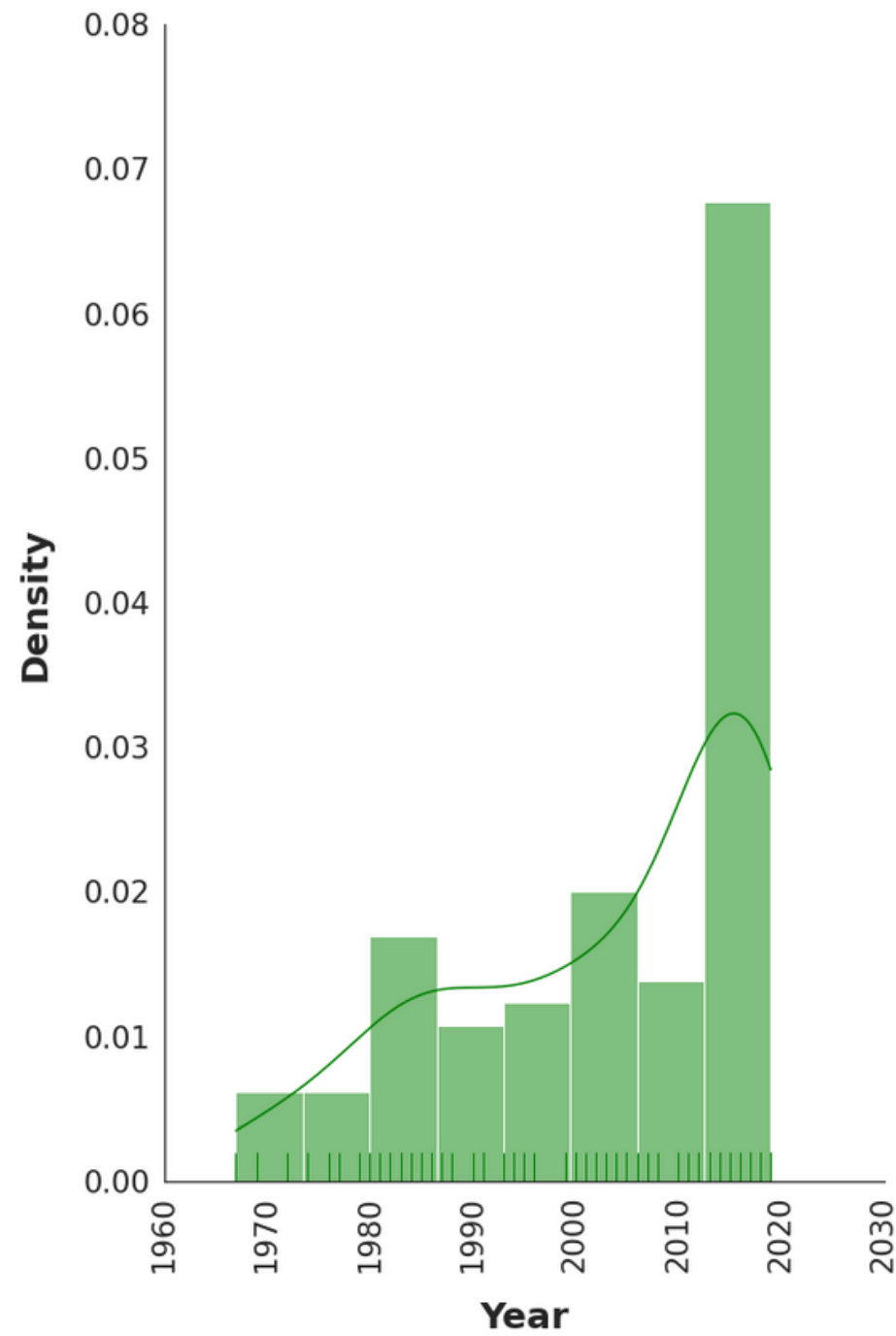
149 different genres

FEATURES

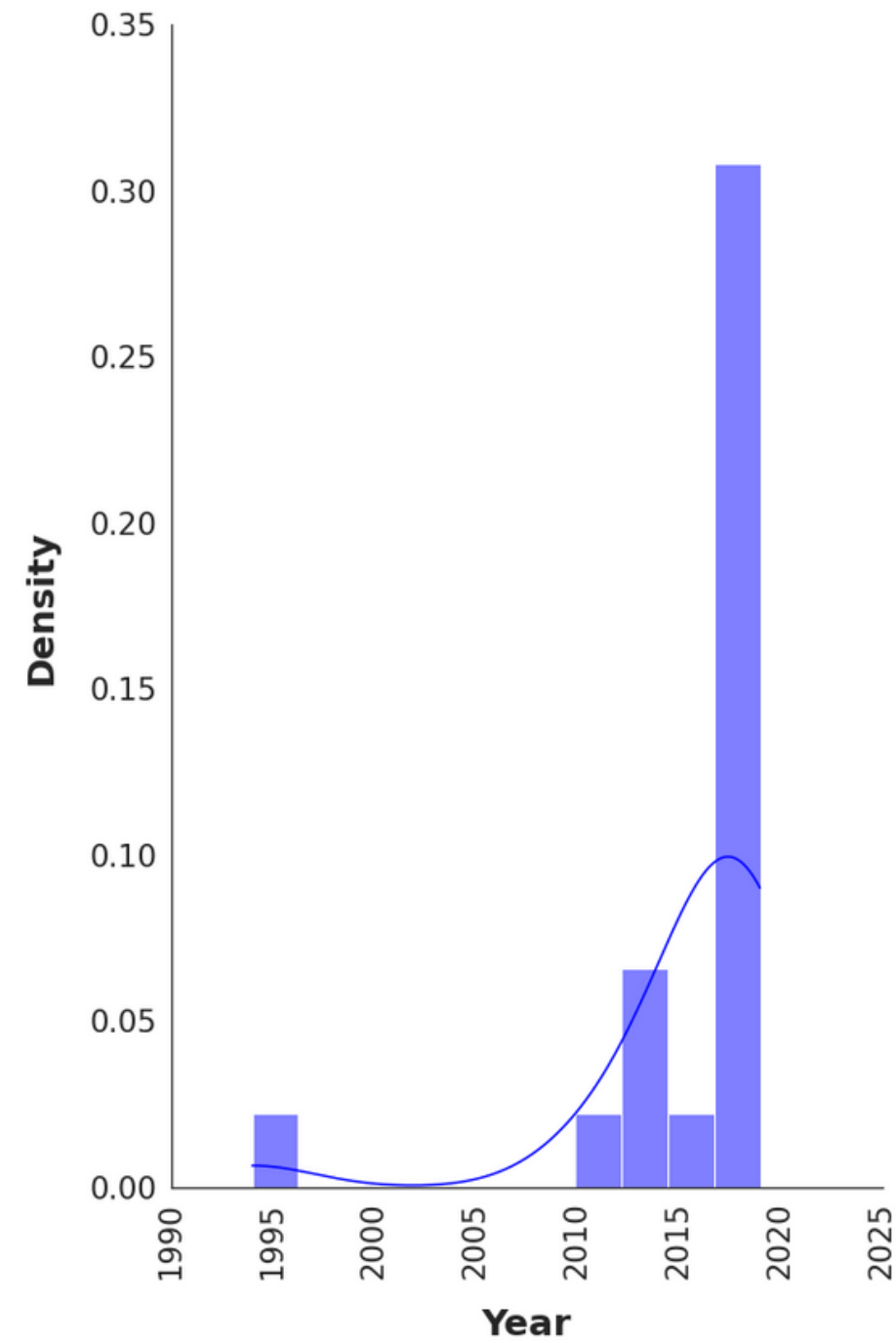
- Beats Per Minute (BPM)
- Energy
- Danceability
- Loudness (dB)
- Liveness
- Valence
- Length
- Acousticness
- Speechiness
- Popularity

DISTRIBUTION UNDERSTANDING

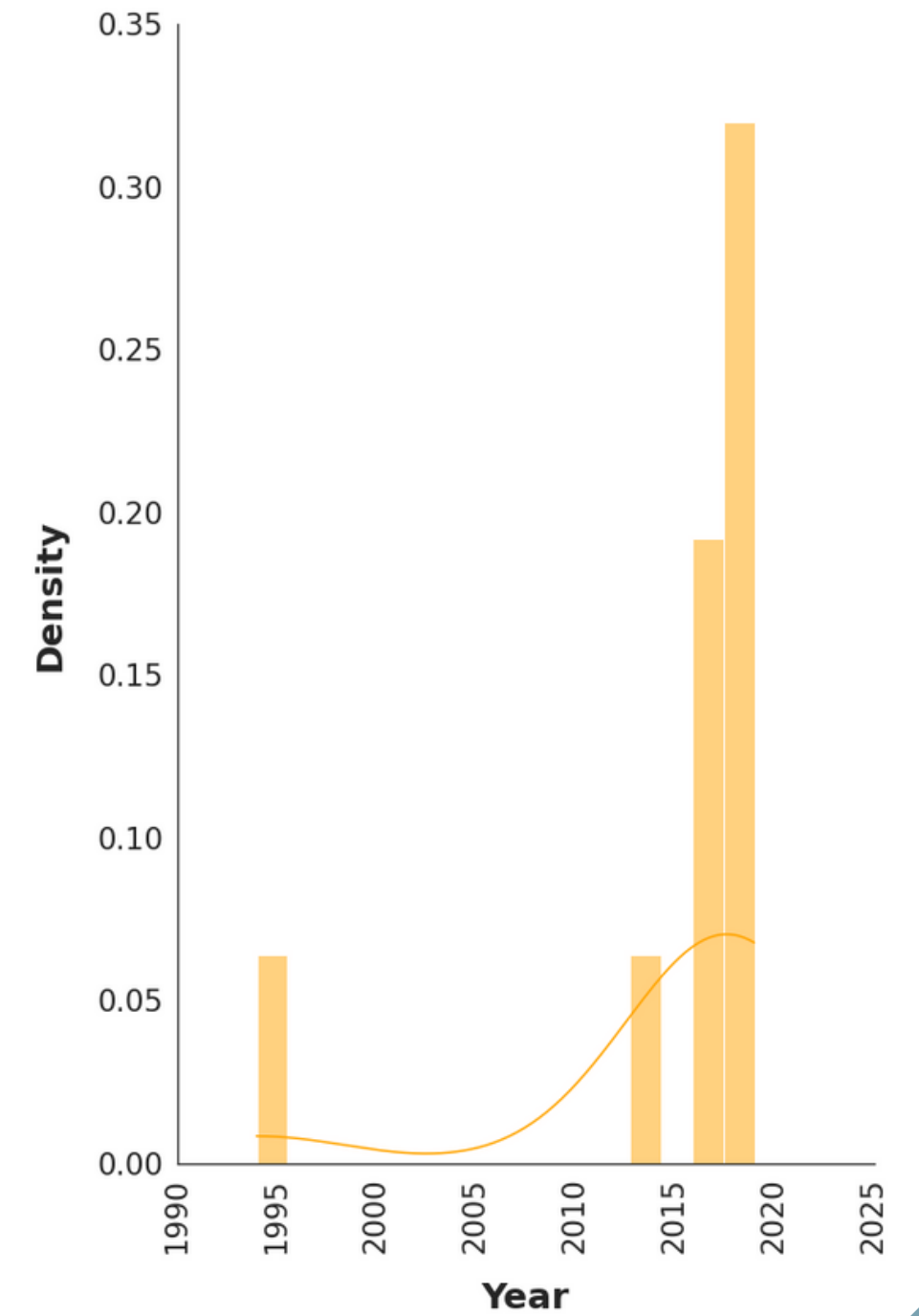
Top 100: Songs by release year



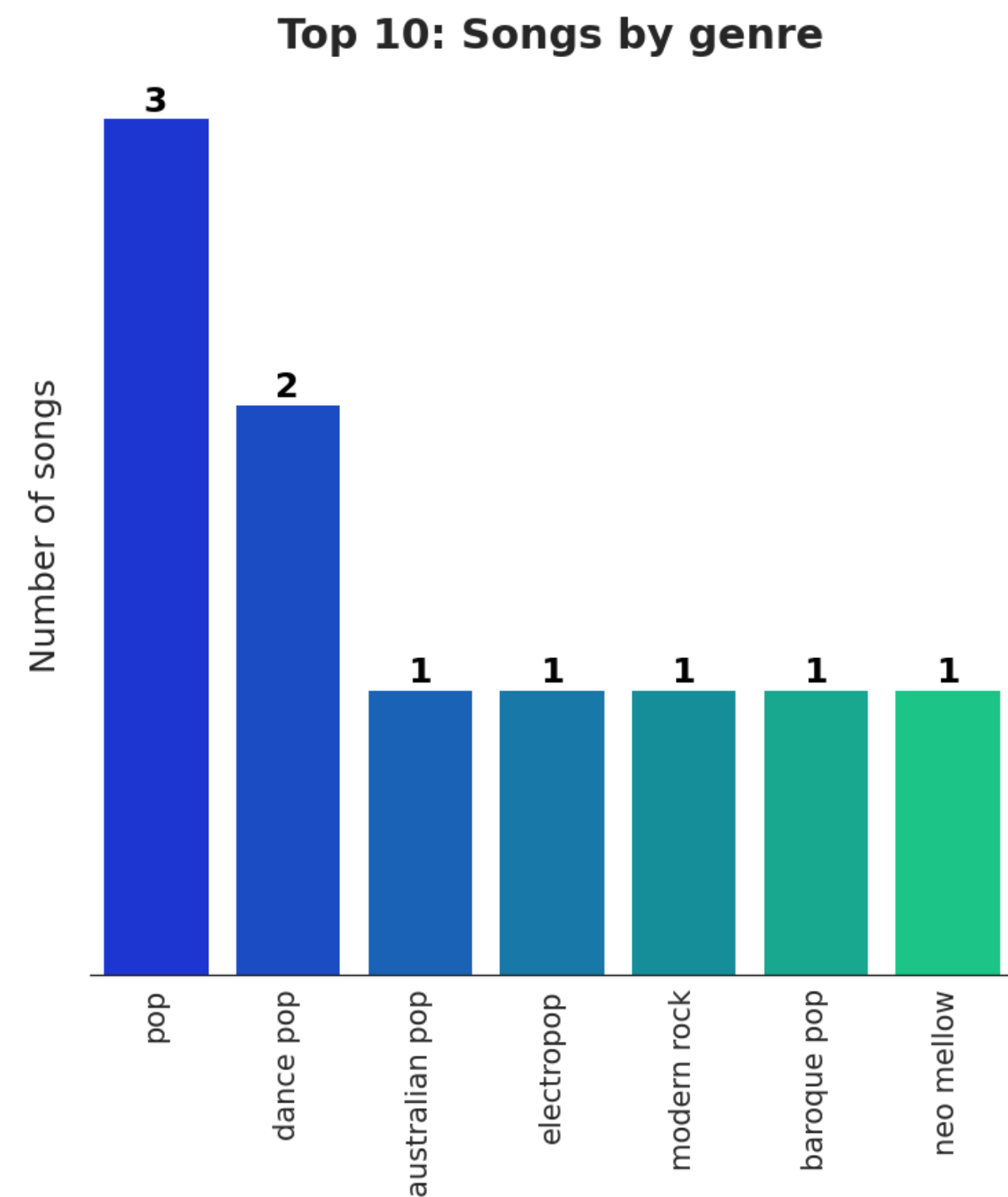
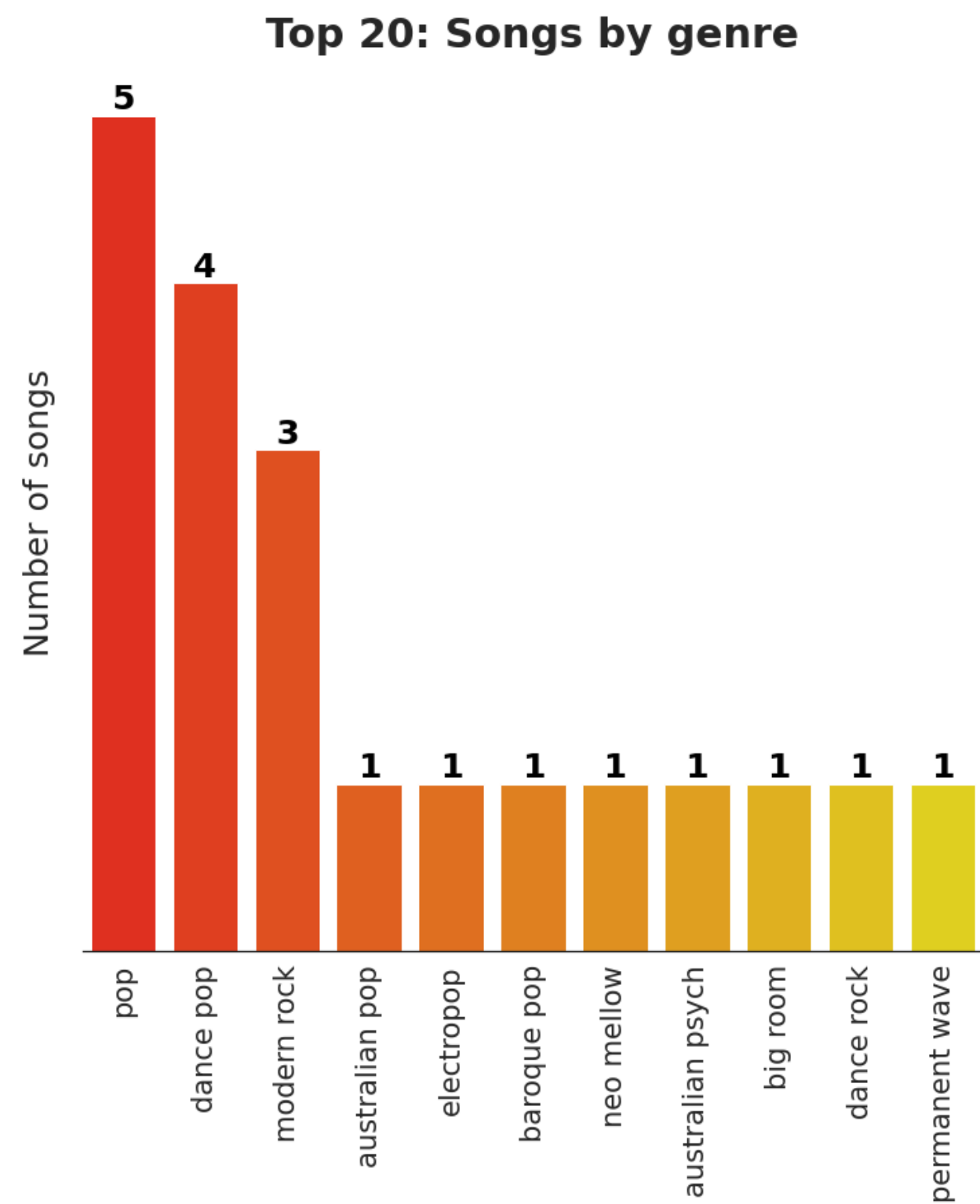
Top 20: Songs by release year



Top 10: Songs by release year

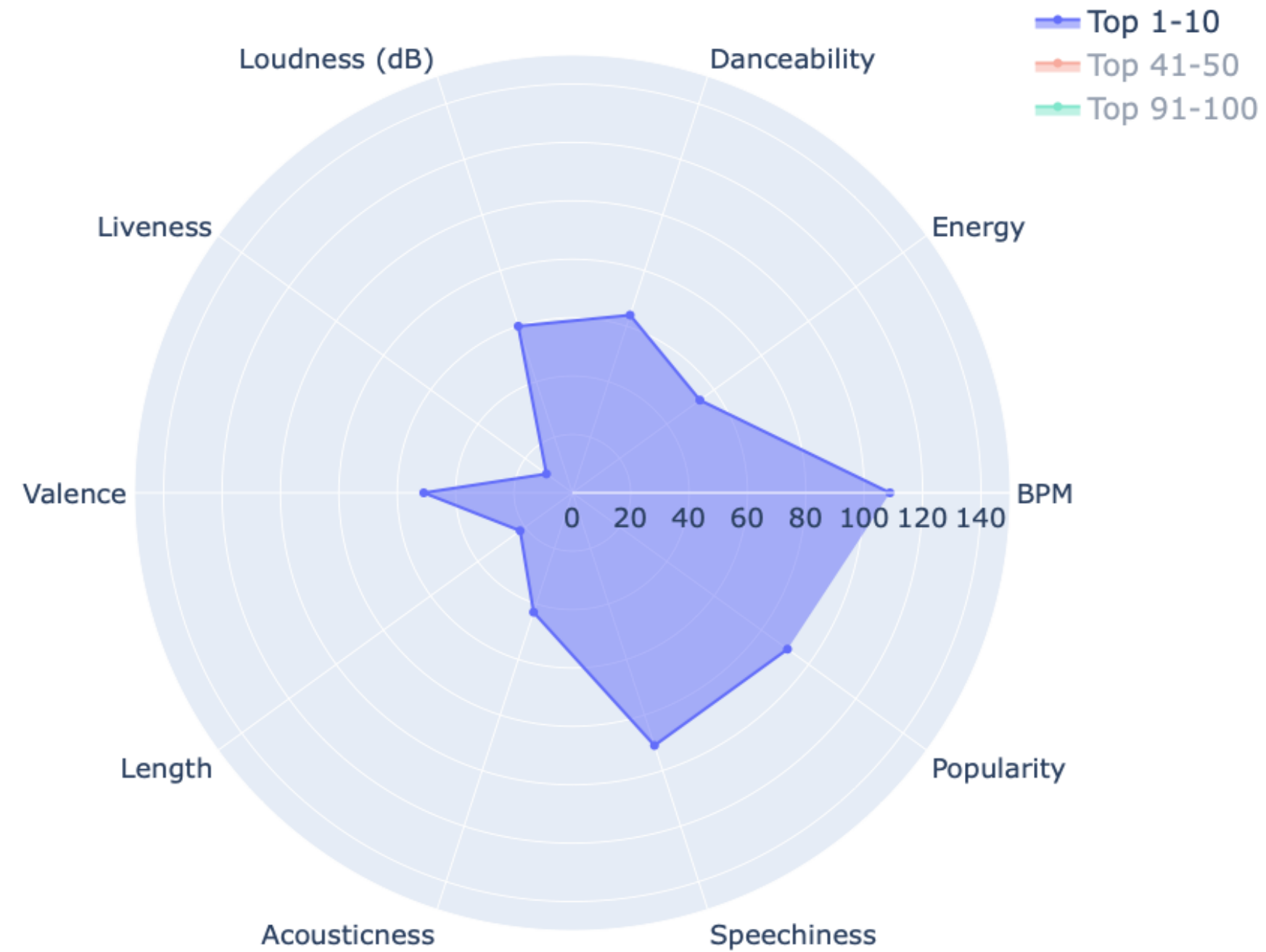


DISTRIBUTION UNDERSTANDING



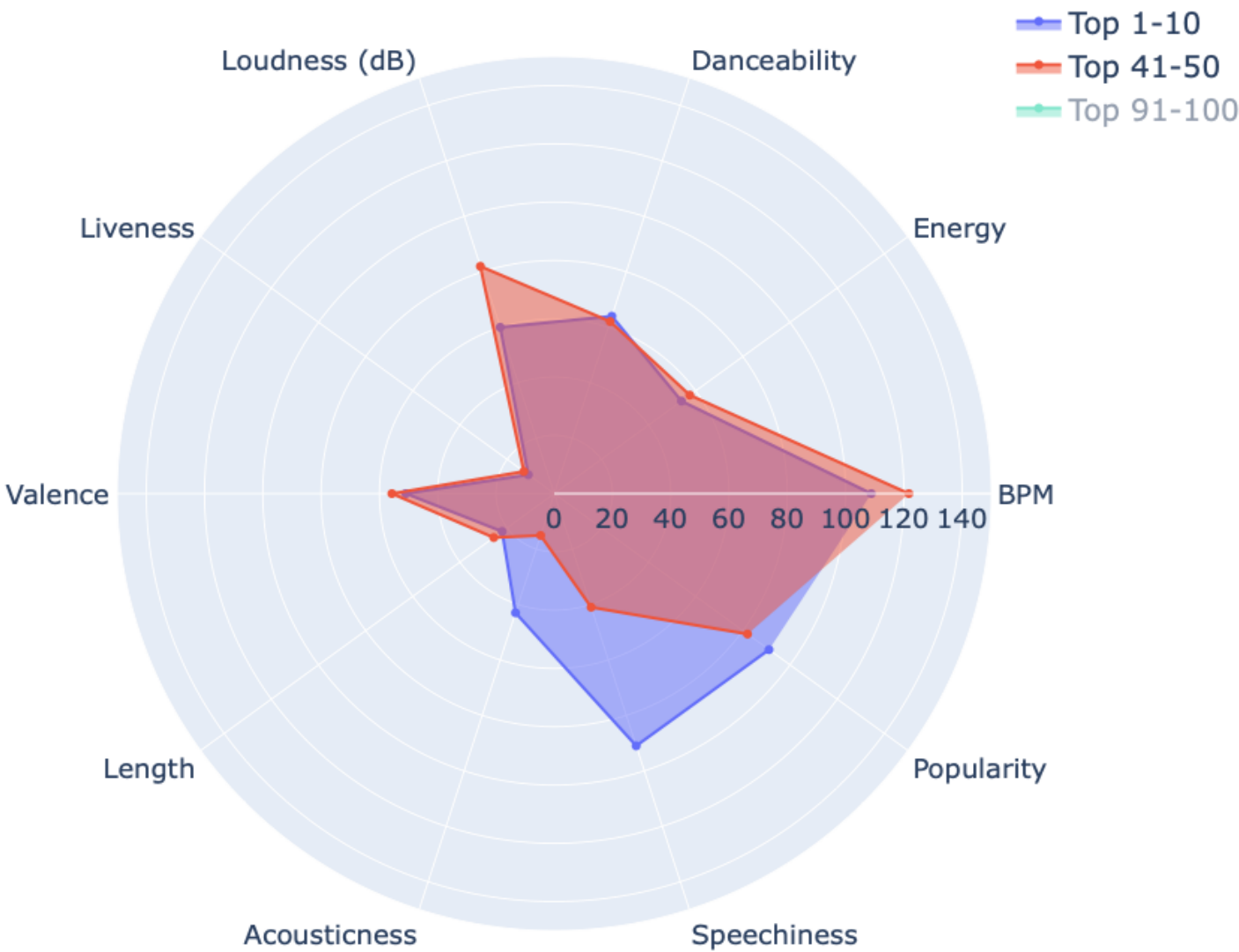
PROPERTIES UNDERSTANDING

Average songs performance



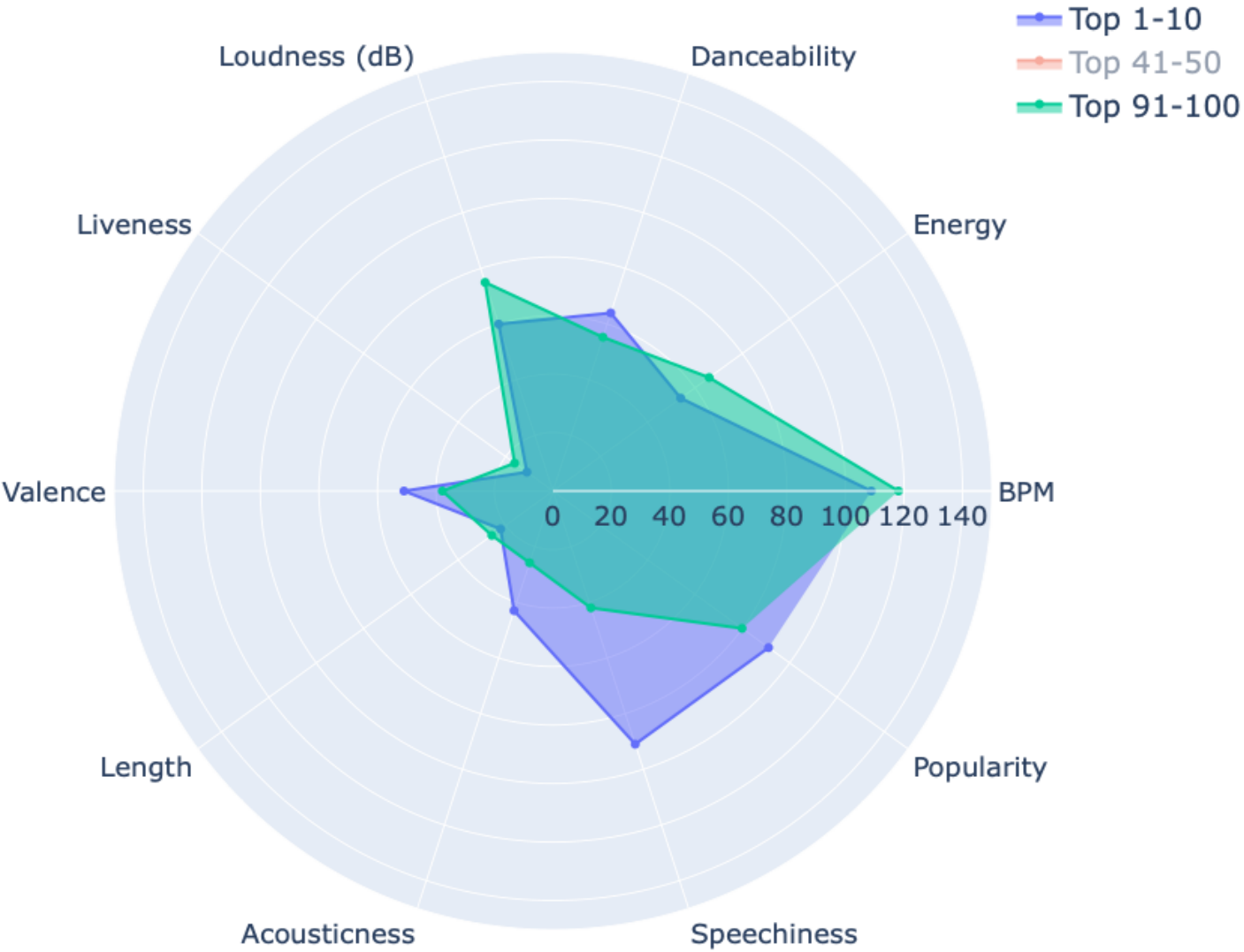
PROPERTIES UNDERSTANDING

Average songs performance



TOP 1-10 VS 91-41-50

Average songs performance

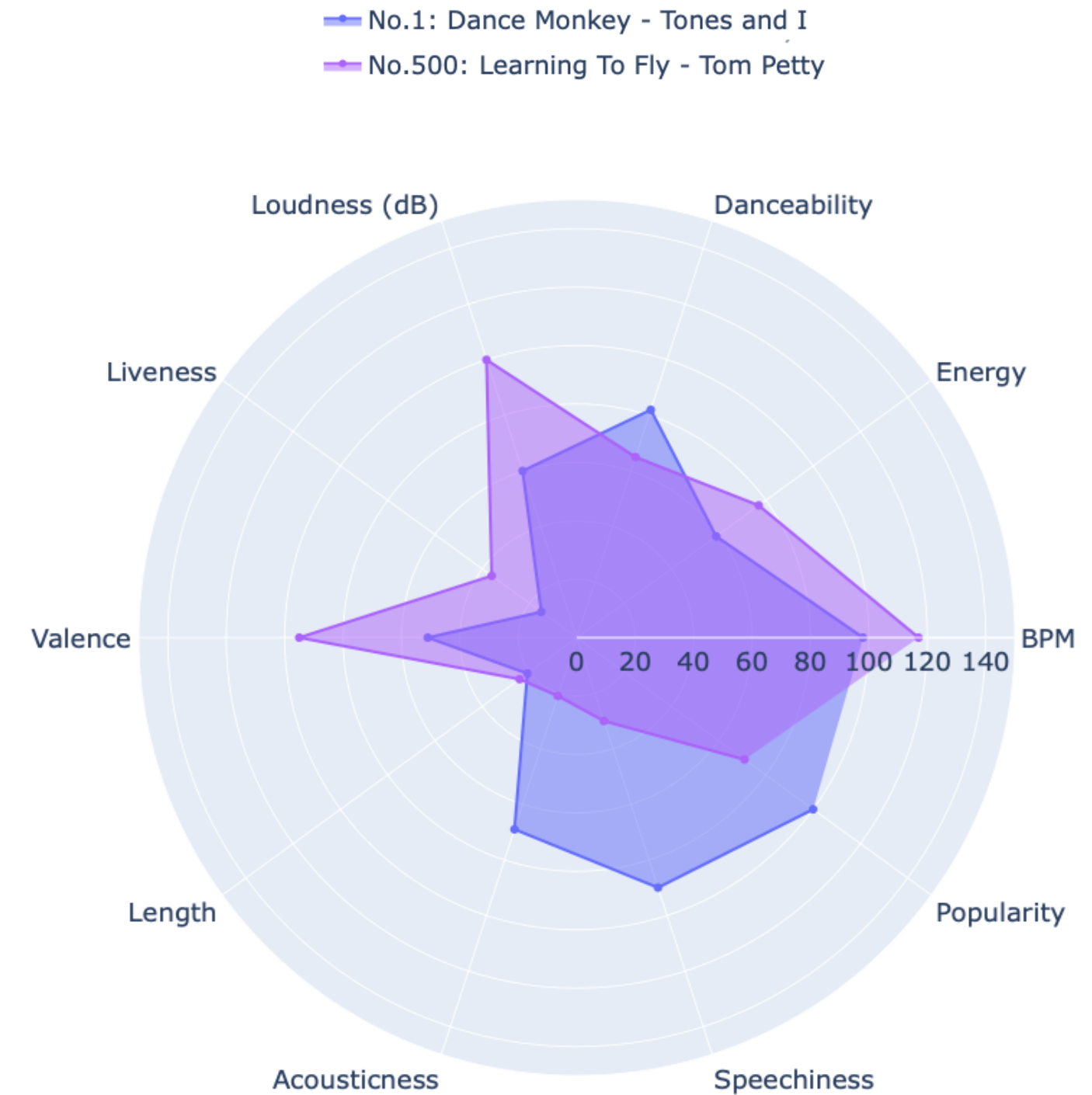
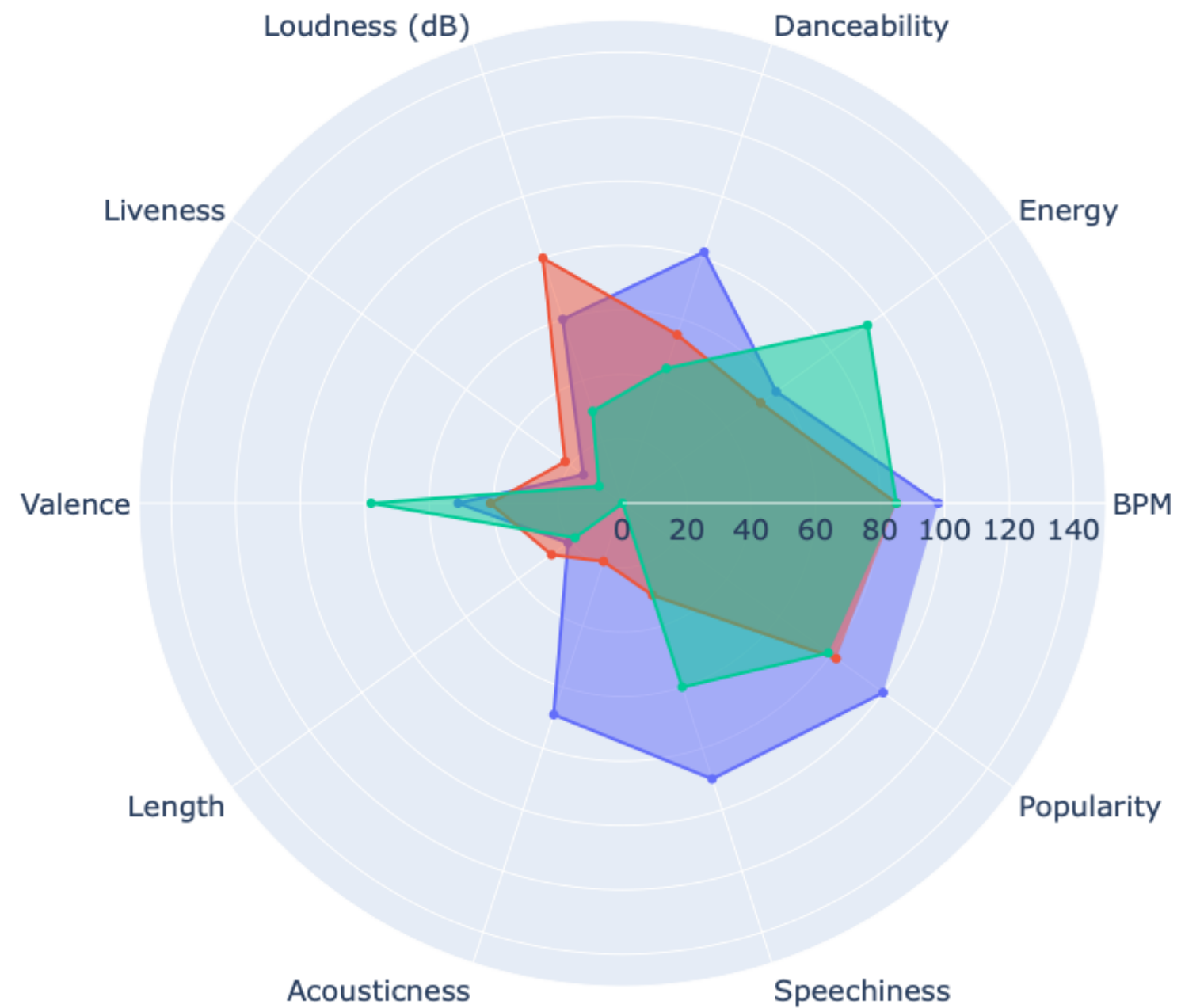


TOP 1-10 VS 91-100

PROPERTIES UNDERSTANDING

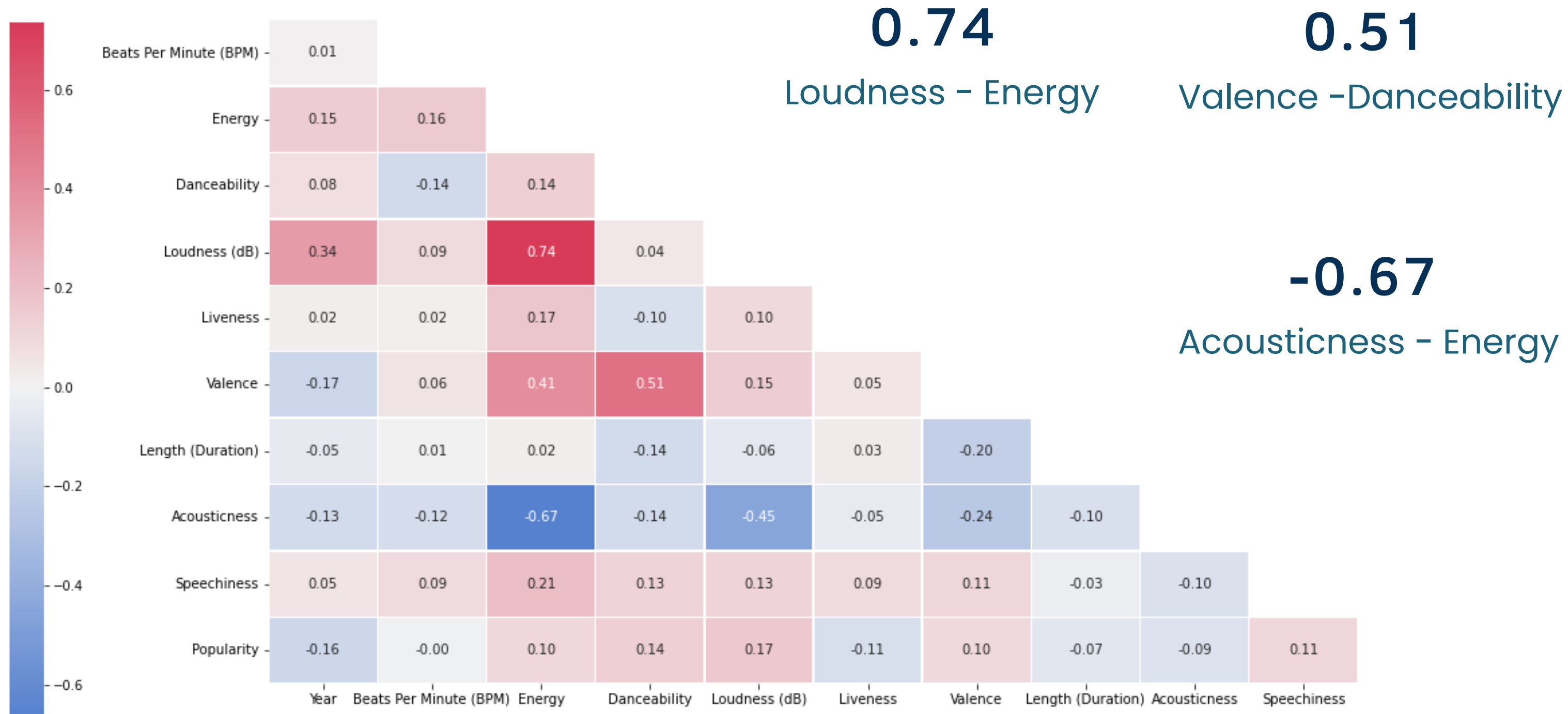
SONG 1 VS : 50, 100 AND 500

- No.1: Dance Monkey - Tones and I
- No.50: Do I Wanna Know? - Arctic Monkeys
- No.100: Basket Case - Green Day



PROPERTIES UNDERSTANDING

CORRELATION MATRIX



REFERENCES

- <https://themusicnetwork.com/music-streaming-market-diversifies/>
- <https://www.midiaresearch.com/blog/music-subscriber-market-shares-q2-2021>
- <https://www.statista.com/statistics/653926/music-streaming-service-subscriber-share/>
- <https://kommandotech.com/statistics/spotify-user-statistics/>