**SPOTIFY DATA REPORT BRIEFING**

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1. After thorough and extensive data cleaning/analysis we identified the most popular genre of music between the year 2000-2014 which are:

* Pop
* Hip-hop, Pop, R&B
* Hip-hop, Pop
* Pop, R&B

While the least popular genres are:

* Rock, Dance/Electronic
* World/Traditional, Rock, Pop
* Latin
* Folk/Acoustic, Rock

1. Between the year 2000-2001 there was a 52.1% increase in the streams and downloads of songs which in turn lead to an increase in the general popularity of songs. Also between the year 2000-2020 there was a 98.2% decrease in songs popularity. Here are the top 4 years with an all-time high in songs popularity:

* 2000 with a total popularity of 6291
* 2005 with a total popularity of 6228
* 2008 with a total popularity of 5752
* 2010 with a total popularity of 5689

While years with the least song value or popularity are:

* 2018 with a total popularity of 43
* 2020 with a total popularity of 73
* 2017 with a total popularity of 111
* 2013 with a total popularity of 180

1. From our analysis we noticed that songs without explicit contents have more streams, download and value(popularity) compared to the song that contains explicit content. In here non-explicit songs received 73.89% of the total popularity collated.
2. Focusing on mainly the top 5 most valuable(popular) songs we realized that on average:

* More of Hip-pop tracks were performed or recorded live with an average of 0.23
* Followed by Hip-hop, Pop tracks with a liveness average of 0.21
* Pop tracks with an average of 0.18
* Hip-hop, Pop, R&B and Pop, R&B tracks both had the least with an average of 0.17

1. From the analysis of the data provided it’s safe to assume that the most danceable genre of song is:

* Hip-hop, pop with an average of 0.73
* Hip-hop with an average of 0.71
* Hip-pop, pop, R&B with an average of 0.70
* Pop, R&B with an average of 0.68
* Pop with an average of 0.65

1. After thorough and extensive analysis of the given data we noticed that:

* More of Hip-pop, pop tracks were performed or recorded live with an average of 0.20
* Followed by Pop, Dance/Electronic with a liveness average of 0.18
* Pop and hip-hop, pop, R&B with an average of 0.17
* Pop, R&B had the least with an average of 0.16