

Interactive Dashboard for Spotify Data Analysis



INSIGHTS :-

a) Executive Summary – Spotify Top 50 Dashboard (Global)

- **Total Tracks Analyzed:** 50
- **Unique Artists:** ~30
- **Average Popularity Score:** High (Top global streaming range)
- **Average Song Duration:** ~3 minutes
- **Explicit Content Share:** Significant presence across top tracks

b) Audio Feature Insights

High-Impact Features Across Top Tracks:

- **Danceability:** Consistently high — indicates preference for rhythmic, upbeat music
- **Energy:** Strong correlation with chart ranking
- **Valence:** Moderate to high, suggesting mood-lifting content dominates

Lower-Impact Features:

- **Acousticness:** Low — electronic & studio-produced tracks perform better
- **Speechiness:** Limited — music-focused tracks outperform spoken-heavy songs

c) Artist & Popularity Insights

Artist Dominance:

- A small group of artists appears multiple times in the Top 50
- Repeated presence indicates **strong fan retention and global reach**

Popularity Pattern:

- Highly popular tracks maintain a balance of **energy, tempo, and danceability**
- No single feature alone guarantees success — combination matters

d) Track Duration Insights

Optimal Song Length:

- Majority of tracks fall between **2.5 – 3.5 minutes**
- Shorter tracks likely improve replay rate and streaming numbers

e) Content Insights

Explicit Content Performance:

- Explicit songs form a large portion of the Top 50
- Indicates **explicit lyrics do not negatively impact global popularity**

f) Global Listening Insights

- Global listeners favor **high-energy, mood-boosting tracks**
- Pop and dance-oriented music dominates international charts
- Mainstream sound patterns show strong consistency across regions

g) Business & Analytics Takeaways

- Artists can increase chart potential by focusing on **danceability, energy, and duration optimization**
- Streaming platforms can leverage audio features to **predict hit probability**
- Labels can use feature-based analysis for **data-driven music production and marketing**