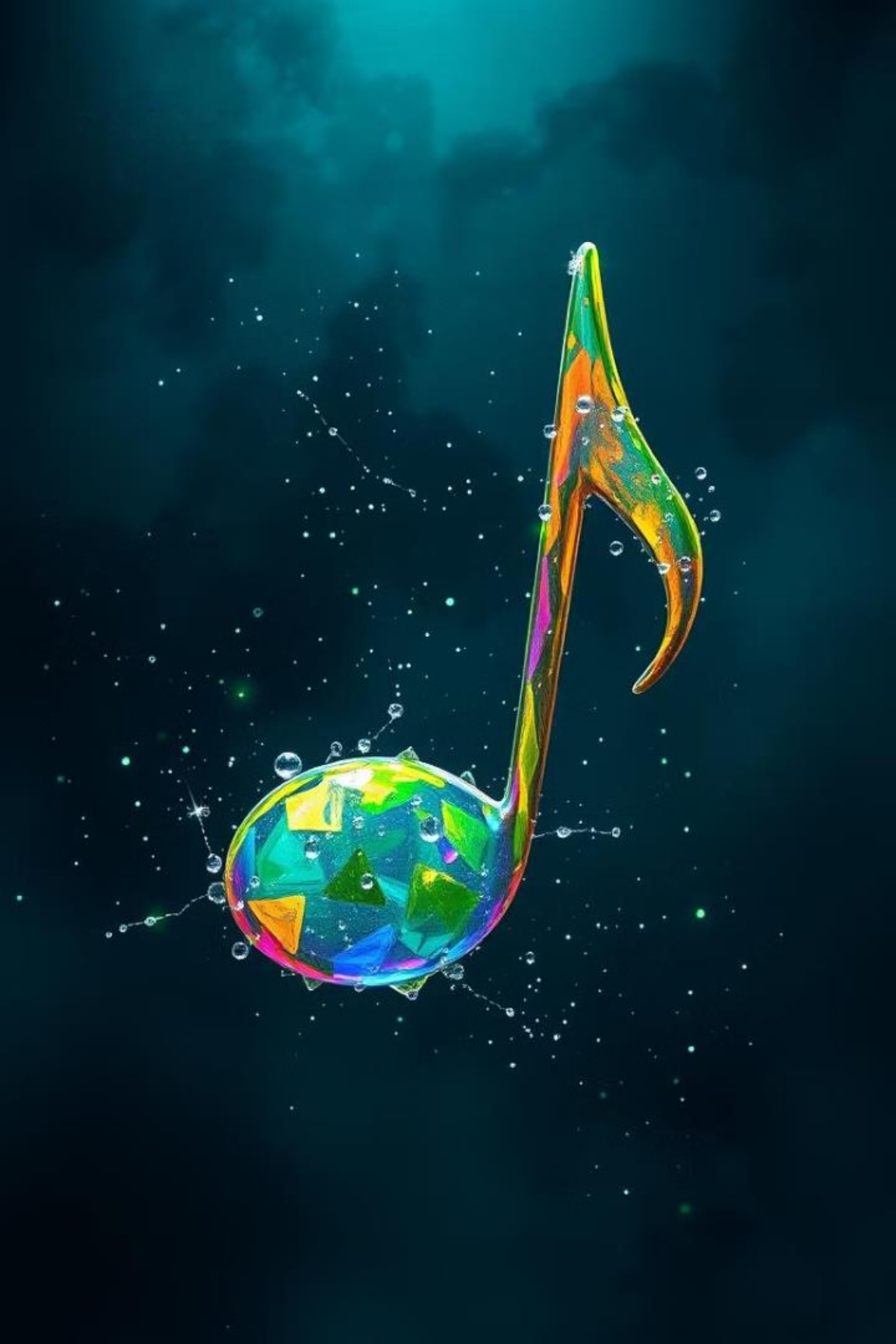




Spotify Data Analysis

---by Gitanjali Pekamwar



Introduction

In today's digital age, music streaming platforms like Spotify have revolutionized how we consume and discover music. This project delves into a dataset of Spotify audio features, aiming to uncover insights using SQL (Structured Query Language) into the characteristics of popular music and explore potential relationships between audio attributes and listener preferences.

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Setting the stage for our analysis and outlining the project's objectives.

3 Business Problem

Identifying the real-world business questions we aimed to address through data analysis.

5 Insights

Unveiling the key findings and trends discovered through our data exploration.

2 Tech Stack

A glimpse into the tools and technologies employed in this project.

4 Querying & Analysis

Diving deep into the data extraction and analysis techniques utilized.

6 Conclusion

Summarizing the key takeaways and highlighting the project's impact.

Technology Used



PostgreSQL



Gamma



MS Power-Point

Database & Source

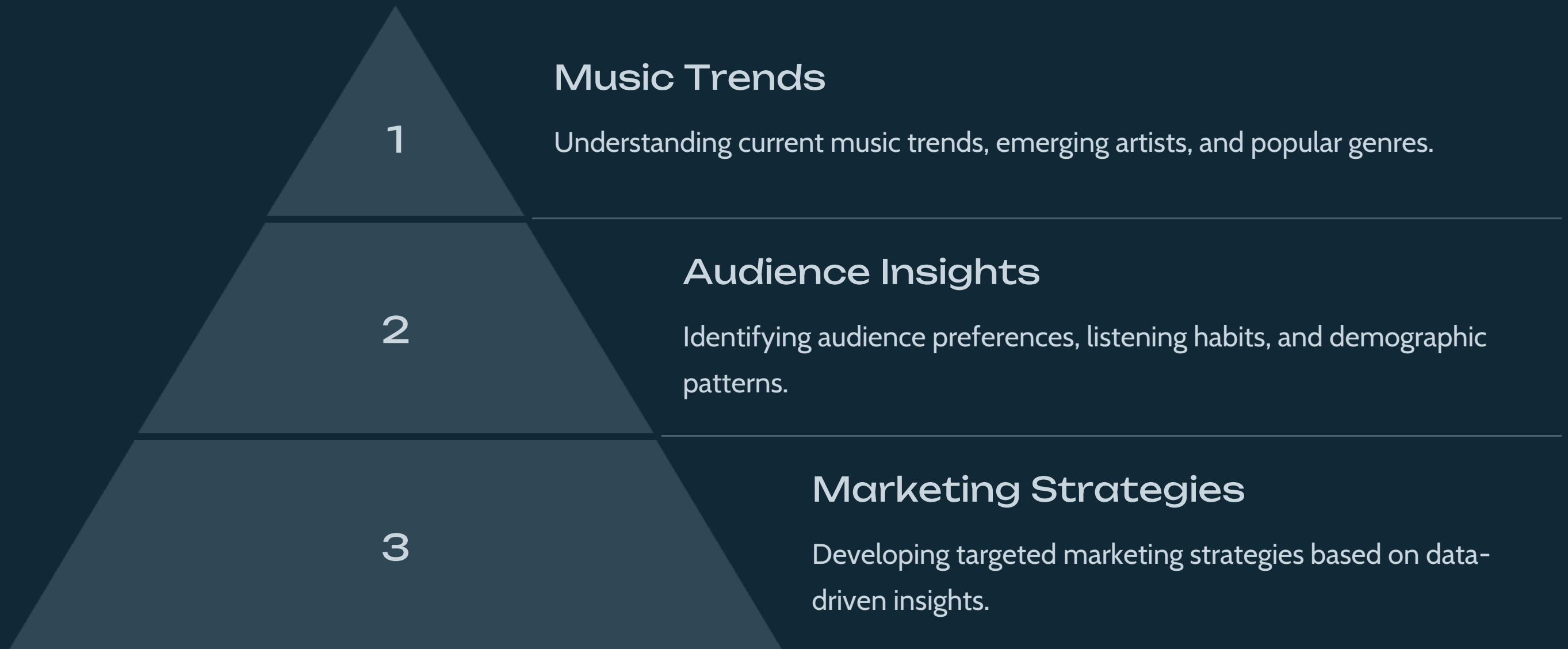
Spotify Dataset

The project utilizes a publicly available dataset containing millions of Spotify music tracks, encompassing information like artist, genre, release date, and popularity metrics.

Data Source

The dataset was sourced from Kaggle, a platform for data science and machine learning competitions. It provides a rich resource for exploring music trends and patterns.

Business Problem



❏ Table Creation

```
3 DROP TABLE IF EXISTS spotify;
4 ✓ CREATE TABLE spotify (
5     artist VARCHAR(255),
6     track VARCHAR(255),
7     album VARCHAR(255),
8     album_type VARCHAR(50),
9     danceability FLOAT,
10    energy FLOAT,
11    loudness FLOAT,
12    speechiness FLOAT,
13    acousticness FLOAT,
14    instrumentalness FLOAT,
15    liveness FLOAT,
16    valence FLOAT,
17    tempo FLOAT,
18    duration_min FLOAT,
19    title VARCHAR(255),
20    channel VARCHAR(255),
21    views FLOAT,
22    likes BIGINT,
23    comments BIGINT,
24    licensed BOOLEAN,
25    official_video BOOLEAN,
26    stream BIGINT,
27    energy_liveness FLOAT,
28    most_played_on VARCHAR(50)
29 );
```


□ Data Exploration (EDA)

```
33  -- EDA
34  select count(*) from spotify;
35
36  select count( Distinct artist) from spotify;
37
38  select count( Distinct album) from spotify;
39
40  select Distinct album_type from spotify;
41
42  select max(duration_min) from spotify;
43
44  select min(duration_min) from spotify;
45
46  ✓ select * From spotify
47    where duration_min=0 ;
48
49  ✓ Delete from spotify
50    where duration_min = 0;
51
52  select count( Distinct channel) from spotify;
53
54  select Distinct most_played_on from spotify;
55
56  select count( Distinct title) from spotify;
```


- Task1) Retrieve the names of all tracks that have more than 1 billion streams.

```
61  
62 ▼ select track  
63     from spotify  
64     where stream > 1000000000  
65     ;  
66
```

Data Output		Messages	Notifications
	track character varying (255)		
1	Feel Good Inc.		
2	Californication		
3	Under the Bridge		
4	In Da Club		
5	Yellow		
6	Viva La Vida		
7	Something Just Like This		
8	The Scientist		
9	A Sky Full of Stars		
10	Hymn for the Weekend		
11	Fix You		
12	In the End		
13	Numb		
Total rows: 385		Query complete 00:00:00.328	

- Task2) List all albums along with their respective artists.

```
68 |  
69 | select Distinct album,  
70 |         artist  
71 | from spotify  
72 | order by 1;  
73 |
```

Data Output			Messages		Notifications	
<div><div><div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><d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- Task3)Get the total number of comments for tracks where licensed = TRUE.

```
76 ▼ select sum(comments) as total_comment  
77     from spotify  
78     where licensed = 'true';  
79
```

Data Output		Messages	Notifica
total_comment			
numeric			
1	497015695		

- Task4) Find all tracks that belong to the album type single.

```
81 select track, album
82     from
83         spotify
84     where
85         album_type = 'single';
86
```

Data Output Messages Notifications		
Showing rows: 1 to 1000		
	track character varying (255)	album character varying (255)
1	New Gold (feat. Tame Impala and Bootie Brown)	New Gold (feat. Tame Impala and Bootie Brown)
2	New Gold (feat. Tame Impala and Bootie Brown) - Dom Dolla Remix	New Gold (feat. Tame Impala and Bootie Brown) [Dom Dolla Remix]
3	Cracker Island (feat. Thundercat)	Cracker Island (feat. Thundercat)
4	Best Friend - Remix	Best Friend (Remix)
5	Lux Æterna	Lux Æterna
6	Screaming Suicide	Screaming Suicide
7	Get Lucky (feat. Pharrell Williams & Nile Rodgers) - Radio Edit	Get Lucky (feat. Pharrell Williams & Nile Rodgers) [Radio Edit]
8	Numb / Encore	Numb / Encore: MTV Ultimate Mash-Ups Presents Collision Course
9	Pump It Louder	Pump It Louder
10	Never Gonna Not Dance Again	Never Gonna Not Dance Again

- Task5)Count the total number of tracks by each artist

```
89 select artist,  
90        count(*) as total_tracks  
91 from  
92     spotify  
93 Group by 1  
94 order by 2 desc ;  
95
```

Data Output			Messages	Notifications
	artist character varying (255)	total_tracks bigint		
1	Marisela	10		
2	Ray Charles	10		
3	Joey Bada\$\$	10		
4	La Mosca Tse-Tse	10		
5	TheFatRat	10		
6	Leo Dan	10		
7	Tyga	10		
8	Grupo Marca Registrada	10		
9	Tyler, The Creator	10		
10	NCT DREAM	10		
11	Last Child	10		
12	Plan B	10		
13	Afghan	10		
Total rows: 2074			Query complete 00:00:00.159	

- Task6) Calculate the average danceability of tracks in each album.

```
104
105 select
106     album,
107     avg(danceability)
108 from spotify
109 group by 1
110 order by 2 desc;
111
```

Data Output Messages Notifications		
SQL		
	album character varying (255)	avg double precision
1	FOR CERTAIN (Deluxe)	0.975
2	Funky Friday	0.975
3	The House Is Burning [homies begged]	0.971
4	Quality Control: Control The Streets Volume 2	0.97
5	N9NA	0.97
6	Aka Entre el Humo	0.967
7	Peru (Remix)	0.966
8	Street Gossip	0.964
9	Imdat (feat. Hadise)	0.964
10	Freddie's Inferno - Ghost Slowed	0.963
11	Tukoh Taka (Official FIFA Fan Festival™ Anthem)	0.963
12	Harder Than Ever	0.963
Total rows: 11853		Query complete 00:00:00.166

- Task7)Find the top 5 tracks with the highest energy values.

```
select
    track,
    max(energy) as highest_energy
from spotify
group by 1
order by 2 desc
limit 5;
```

Data Output			Messages	Notifications
	track	highest_energy		
	character varying (255)	double precision		
1	Rain and Thunderstorm, Pt. 7	1		
2	Rain and Thunderstorm, Pt. 33	1		
3	Rain and Thunderstorm, Pt. 4	1		
4	Rain and Thunderstorm, Pt. 6	1		
5	Gentle Piano Melodies	1		

- Task8) List all tracks along with their views and likes where official_video = TRUE.

```
124 ▼ select track,  
125         sum(views) as total_views,  
126         sum(likes ) as total_likes  
127         from spotify  
128 where official_video = 'true'  
129 group by 1  
130 order by 2 desc  
131 limit 5;
```

Data Output Messages Notifications			
≡+ 📄 ▼ 📋 ▼ 🗑️ 🗄️ ⬇️ 📈 SQL			
	track character varying (255) 🔒	total_views double precision 🔒	total_likes numeric 🔒
1	Despacito	16159296273	101577278
2	See You Again (feat. Charlie Puth)	11547595554	80295292
3	Shape of You	5908398479	31047780
4	Calma - Remix	5322011392	25649519
5	This Is What You Came For	5252059812	21207312

- Task9) For each album, calculate the total views of all associated tracks.

```
135 select album,  
136         track,  
137         sum(views) as total_views  
138 from spotify  
139 group by 1,2  
140 order by 3 desc;  
141
```

Data Output Messages Notifications			
SQL			
	album character varying (255)	track character varying (255)	total_views double precision
1	VIDA	Despacito	16159296273
2	See You Again (feat. Charlie Puth)	See You Again (feat. Charlie Puth)	11547595554
3	Peace Is The Mission (Extended)	Lean On	9974504694
4	÷ (Deluxe)	Shape of You	5908398479
5	MUNAY	Calma - Remix	5322011392
6	This Is What You Came For	This Is What You Came For	5252059812
7	Swalla (feat. Nicki Minaj & Ty Dolla \$ign)	Swalla (feat. Nicki Minaj & Ty Dolla \$ign)	5162403752
8	CoComelon Kids Hits, Vol. 1	Wheels on the Bus	4898831101
9	Taki Taki (with Selena Gomez, Ozuna & Card...	Taki Taki (with Selena Gomez, Ozuna & Cardi B)	4828403435
Total rows: 18680		Query complete 00:00:00.165	

- Task10) Retrieve the track names that have been streamed on Spotify more than YouTube.

```
WITH track_streams AS (  
    select track,  
           COALESCE(Sum(Case when most_played_on = 'Youtube' then stream end),0) as streamed_on_youtube,  
           COALESCE(Sum(Case when most_played_on = 'Spotify' then stream end),0) as streamed_on_spotify  
    from spotify  
    group by 1  
)  
SELECT track  
FROM track_streams  
WHERE streamed_on_spotify > streamed_on_youtube  
AND streamed_on_youtube <> 0;
```

Data Output		Messages	Notifications
	track character varying (255)		
1	Usted		
2	21 Hungarian Dances, WoO 1: Hungarian Dance No. 5 in G Minor. Allegro (Orch. Schmeling		
3	Mientes Tan Bien		
4	Have You Ever Seen The Rain		
5	Dream A Little Dream Of Me		
6	When I Grow Up		
7	Me Hace Tanto Bien		
8	What You Want (feat. Total)		
9	Suavemente		
10	Emotions		
Total rows: 155		Query complete 00:00:00.127	

Task11) Find the top 3 most-viewed tracks for each artist using window functions.

```
with ranking_artists
as
(
select artist,
       track ,
       sum(views) as total_view ,
       dense_rank() over(partition by artist order by sum(views) desc) as rank
from spotify
group by 1,2
order by 1,3 desc
)
select * from ranking_artists
where rank <= 3;
```

Data Output Messages Notifications				
	artist character varying (255)	track character varying (255)	total_view double precision	rank bigint
1	\$NOT	Tell Em	41100657	1
2	\$NOT	Like Me (feat. iann dior)	15803517	2
3	\$NOT	Mean	13563870	3
4	\$uicideboy\$	Paris	175156959	1
5	\$uicideboy\$	For the Last Time	91771038	2
6	\$uicideboy\$	Kill Yourself (Part III)	31674988	3
7	(G)I-DLE	POP/STARS	541864471	1
8	(G)I-DLE	TOMBOY	204797335	2
9	(G)I-DLE	Oh my god	191587399	3
10	*NSYNC	Bye Bye Bye	315874581	1
11	*NSYNC	This I Promise You	252377383	2
Total rows: 6808		Query complete 00:00:00.347		

- Task12) Write a query to find tracks where the liveness score is above the average.

```
select track,
       artist,
       liveness
from   spotify
where  liveness > (select avg(liveness) from spotify);
```

Data Output				Messages	Notifications
				SQL	
	track character varying (255)	artist character varying (255)	liveness double precision		
1	Feel Good Inc.	Gorillaz	0.613		
2	DARE	Gorillaz	0.298		
3	New Gold (feat. Tame Impala and Bootie Brown) - Dom Dolla Re...	Gorillaz	0.325		
4	Cracker Island (feat. Thundercat)	Gorillaz	0.325		
5	Dirty Harry	Gorillaz	0.672		
6	Dani California	Red Hot Chili Peppers	0.346		
7	Candy Shop	50 Cent	0.38		
8	Just A Lil Bit	50 Cent	0.315		
9	Disco Inferno	50 Cent	0.279		
10	The Unforgiven (Remastered)	Metallica	0.255		
11	One (Remastered)	Metallica	0.42		
Total rows: 6364				Query complete 00:00:00.156	

- Task13) Use a WITH clause to calculate the difference between the highest and lowest energy values for tracks in each album

```
204 with cte
205 as
206 (
207 select album,
208         max(energy) as highest_energy,
209         min(energy) as lowest_energy
210 from spotify
211 group by 1
212 )
213 select album,
214         highest_energy - lowest_energy as energy_diff
215 from cte
216 order by 2 desc ;
217
```

Data Output Messages Notifications		
SQL		
	album character varying (255)	energy_diff double precision
1	White Noise	0.9067500000000001
2	Spotify Singles - Holiday	0.8360000000000001
3	Spotify Singles	0.8232
4	UNDERTALE Soundtrack	0.816
5	Making Mirrors	0.8109000000000001
6	Everytime We Touch (Premium Edition)	0.8049999999999999
7	If I Can Dream: Elvis Presley with the Royal Philharmonic Orchestra	0.787
8	Fallen	0.7649999999999999
9	CeeLo's Magic Moment	0.762
10	Greatest Hits	0.741
11	Safe Haven	0.738
Total rows: 11853 Query complete 00:00:00.152		

Insights

- ✓ Firstly, I explored the dataset, Found that there is 20592 of total content on spotify.
- ✓ There are 385 tracks having 1 billion stream.
- ✓ There are 6673 channels on spotify.
- ✓ 'Despacito' track has the highest views and likes.
- ✓ There are 155 tracks have streamed on spotify more than YouTube.
- ✓ There are 6364 tracks having the liveness score above the average.
- ✓ I used CTE, window functions , subqueries and joins to find advanced analysis.

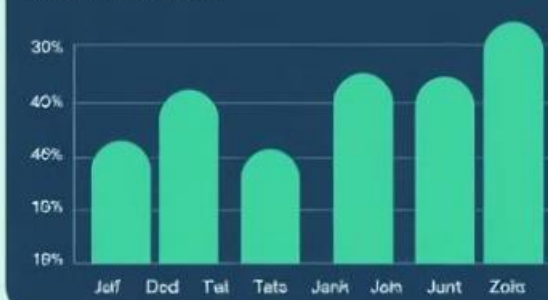
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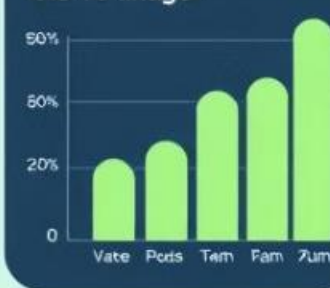
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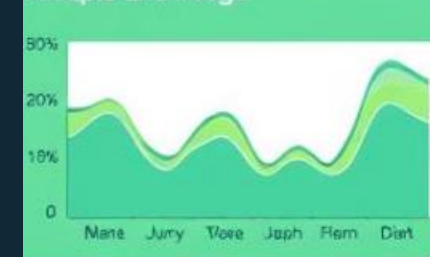
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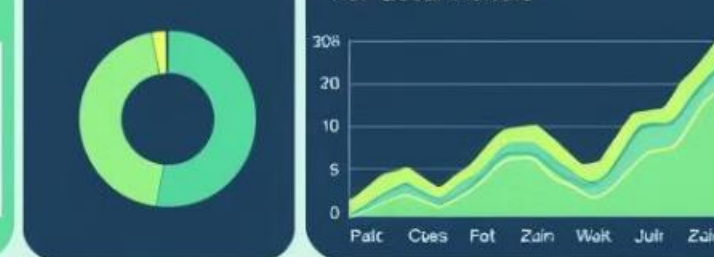
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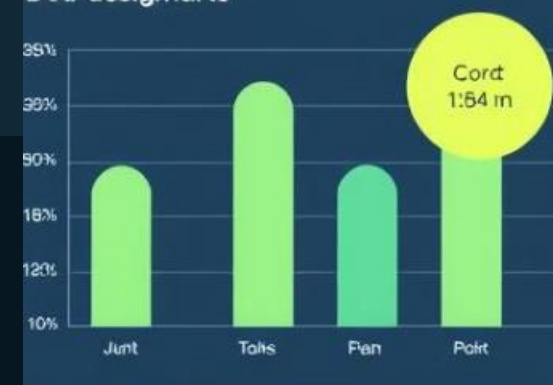
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Conclusion

1

Data-Driven Insights

Data analysis provides valuable insights into music trends, audience preferences, and marketing strategies.

2

Enhanced Decision-Making

These insights empower music industry stakeholders to make informed decisions regarding artist development, content creation, and marketing campaigns.

3

Future Opportunities

Further analysis can explore the impact of social media, streaming platform algorithms, and user behavior on music trends.



Thank You

Thank you for your time and interest in this presentation. I hope it provides valuable insights into the power of data analysis in understanding music trends and driving business success.