**Top Songs Streamed on Spotify in 2023**

**Introduction**

The music industry has undergone a significant transformation with the advent of streaming platforms, which have become the primary mode of music consumption worldwide. Spotify stands out due to its extensive library, making it a key player in shaping music trends and listener preferences. The vast amount of data generated by Spotify offers a great opportunity to analyze various factors that contribute to a song’s success. This study focuses on key variables that may affect the popularity of different songs, including release dates, valence, energy, liveness, and danceability. By examining this data and investigating these factors, we aim to gain deeper insights into the impacts of different streaming platforms and the effects of the release dates of these songs.

**Hypotheses**

1. Songs with higher energy, valence, and danceability will have higher streaming numbers compared to those with lower values in these attributes.
2. Songs are streamed more often in the year 2023 than those streamed in earlier years.
3. Spotify produces more streams compared to Apple Music, Deezer, and Shazam.

**Methodology**

To test these hypotheses, we analyzed a dataset of the top-streamed songs on Spotify in 2023, sourced from [https://www.kaggle.com/datasets/nelgiriyewithana/top-spotify-songs-2023?resource=download] The dataset included variables such as release dates, valence, energy, liveness, danceability, and total streams. We compared streaming data across different platforms to evaluate Spotify's dominance. Although this dataset did a great job of categorizing everything, the existence of null values as well as other categories could make this analysis more extensive and descriptive.

**Discussion**

This study provides valuable insights into the factors that influence the streaming success of songs on Spotify. The results suggest that music higher in valence, energy, and danceability has higher streams than those with lower attributes. It also highlights the effect that Spotify has on the streams compared to other platforms. Furthermore, it indicates that the most popular artists and songs streamed in the same year, as opposed to music from years prior. This research allows us to examine the impacts of positive, energetic, and danceable music on streaming charts, delving into Spotify's dominance over other music platforms, and understanding how the year of music release affects its chart position.

Future research could explore additional variables such as social media presence and collaborations with popular artists to understand other dynamics that impact streaming success on various platforms. This way, the music industry can better strategize their approaches to music production and chart success.