



MUSIC FOR EVERYONE

MUSIC FOR EVERYONE

PRESS TO CONTINUE



MINUTES PLAYED

1,233K

CHURNING RATE

25.89%

AVERAGE LISTENING TIME PER USER

154.07

COUNTRIES

All

Age Groups



16-24



25-34



35-44



45+

Subscription Type



Family



Free

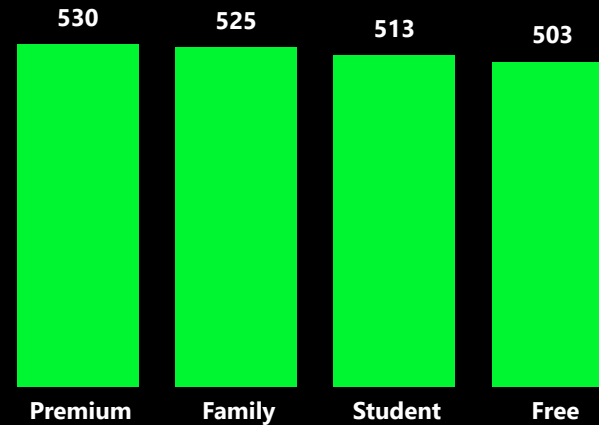


Premium

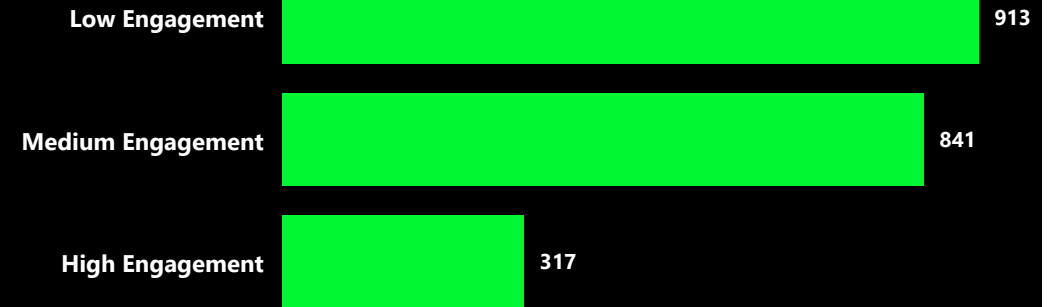


Student

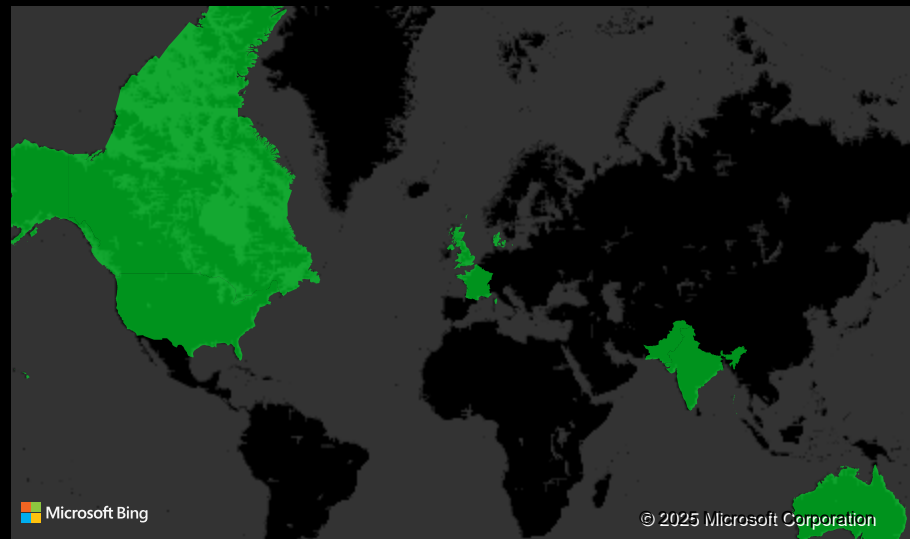
CHURNING RATE BY SUBSCRIPTION TYPE



CHURNING RATE BY ENGAGEMENT TYPE

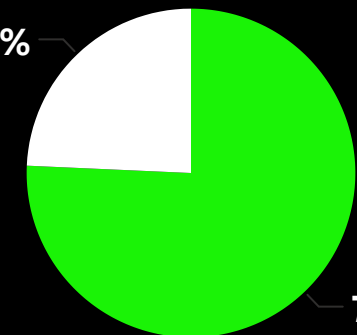


TOTAL CHURNED USERS PER COUNTRY



● Has Offline ● Online Only

24.29%



75.71%

CLICK ME TO MOVE AHEAD

CLICK ME TO MOVE BACK



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- ☐ 25-34
- ☐ 35-44
- ☐ 45+

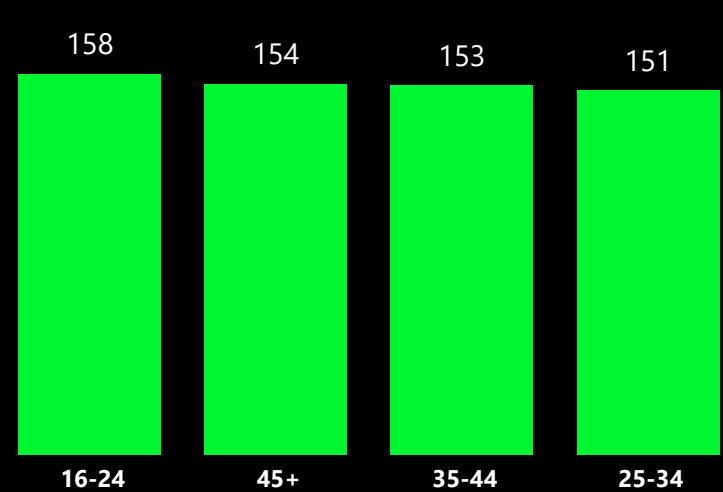
Subscription Type

- ☐ Family
- ☐ Free
- ☐ Premium
- ☐ Student

CLICK ME TO MOVE AHEAD

CLICK ME TO MOVE BACK

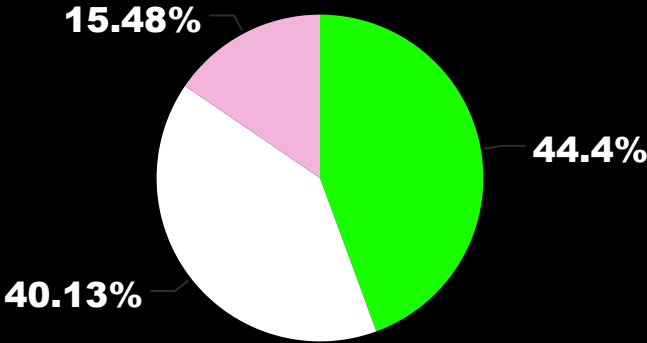
AVERAGE LISTENING TIME



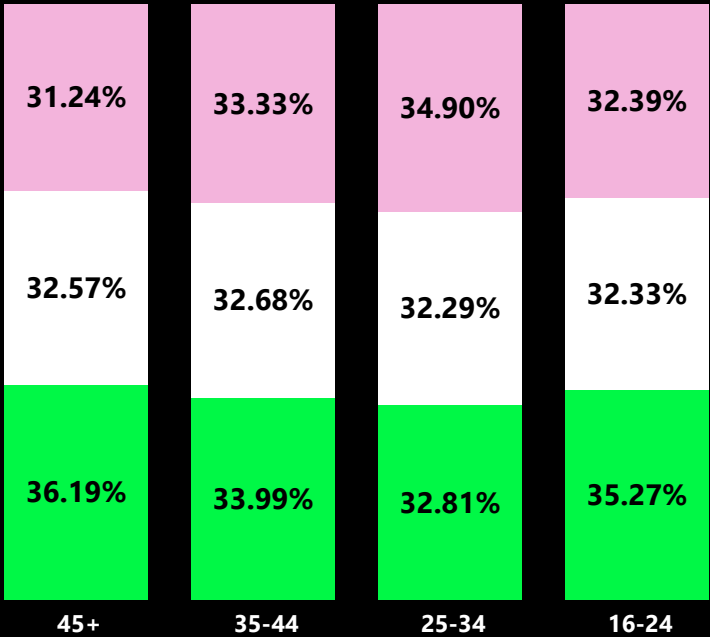
Engagement Type average_skip_rate

Low Engagement	0.302
Medium Engagement	0.299
High Engagement	0.297

Low Engagement Medium Engagement High Engagement



Desktop Mobile Web





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All

Age Group

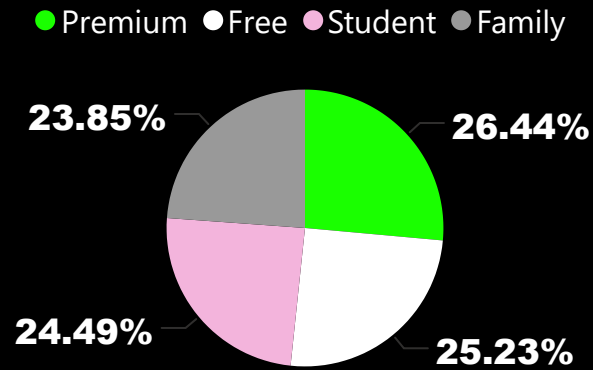
☐ 16-24

☐ 25-34

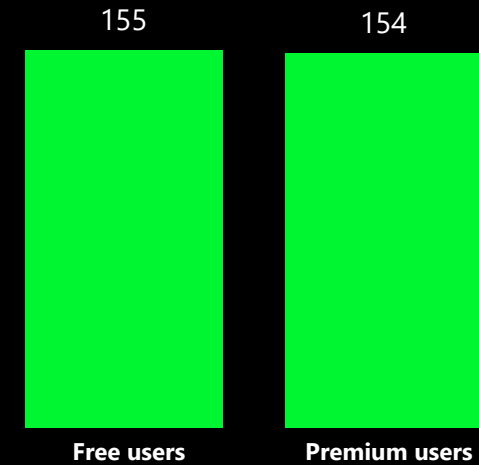
☐ 35-44

☐ 45+

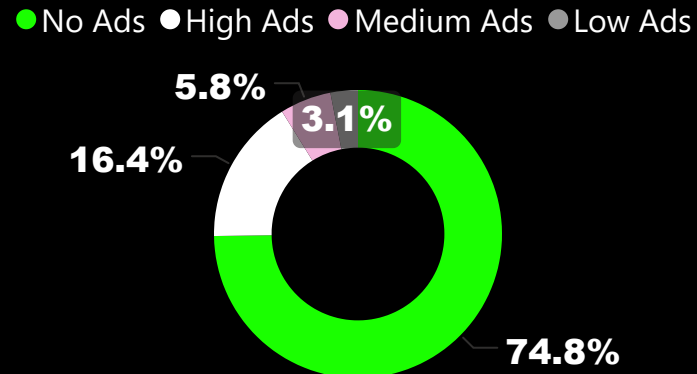
USER BASE



AVERAGE LISTENING TIME BY SUBSCRIPTION TYPE



USER AD EXPOSURE LEVEL



AD EXPOSURE BY CHURNING FOR FREE USERS



CLICK ME TO MOVE AHEAD

CLICK ME TO MOVE BACK



Spotify®

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154.07

Age Groups

☒ 16-24

☐ 25-34

☐ 35-44

☐ 45+

TOP 5 COUNTRIES BY USER COUNT

Australia	1034
United States	1032
Denmark	1015
India	1011
Pakistan	999

SONGS PLAYED PER DAY BY AGE GROUP

16-24	50.52
35-44	49.91
45+	49.72
25-34	49.19

USER DISTRIBUTION BY AGE AND GENDER

Age_Demographics ● 45+ ● 35-44 ● 25-34 ● 16-24

CLICK ME TO MOVE AHEAD

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Other	32.23%	25.06%	21.89%	20.83%
Female	33.77%	25.01%	20.87%	20.35%
Male	32.33%	24.30%	22.04%	21.33%



MUSIC FOR EVERYONE

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THE END
PRESS BUTTON TO GO BACK