Spotify Dashboard

Ву

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For Artists | User Behavior | Genre Popularity

Three Pages to Navigate

For Artist

This is page is for artist to use to decide which genre of song they should make and how different factors have an effect on their song

User Behavior

This is a page for users to look at and observe user behavior on the Spotify app and how likely they are to upgrade their subscription plan

Genre Popularity

This is a page for users to interact with and observe which artist is most popular in a specific genre.

FOR ARTISTS

Popular Song Titles

Here the artist can see what song titles are the most popular and it may give them an idea of what song title they should use for their own song



FOR ARTISTS

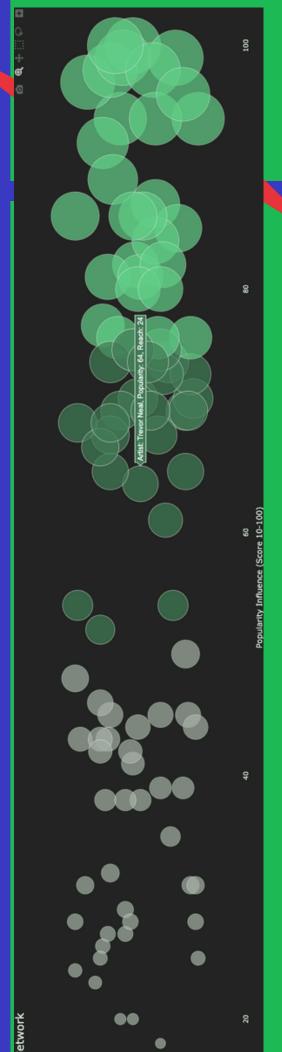
Popularity By Genre

Here the artist
can see a tree
map what genre
of song is the
most popular and
it may give them
an idea of what
genre of music
they should use
for their own song

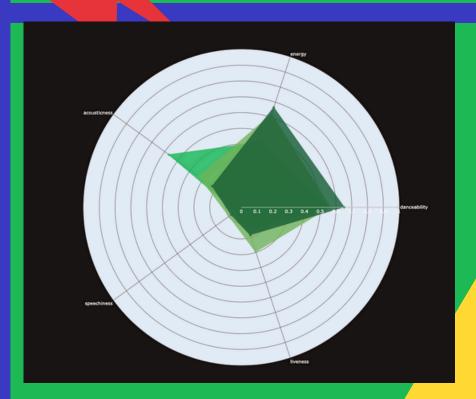


Artist Collobaration Network

Here the artist can see a network of how popular a artist is and how likely are they to collobarate with someone. The size of the bubble indicates thier reach to the populus. This may give them an idea of who they should collaborate with and why collaborating is beneficial



FOR ARTISTS



Track Feature Comparison

The purpose of this radar chart is to visually compare key audio features (danceability, energy, acousticness, speechiness, liveness) across multiple music genres to highlight their unique characteristics.

USER BEHAVIOR



Subscription and Willingness to Upgrade

This shows the distribution of users on Spotify who use 'Free' version or 'Paid' Version and their willingness to Upgrade



USER BEHAVIOR



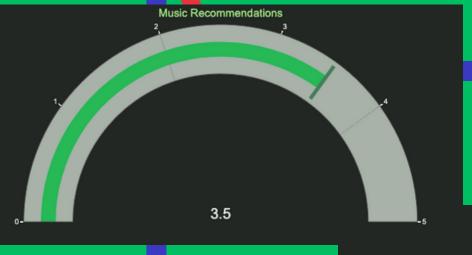
Listening time by

Age Group

This polar chart visualizes listening time preferences across Morning, Afternoon, and Night for different age groups, highlighting variations in behavior.

Can help in age specific ads

USER BEHAVIOR



Podcast Variety 3.42

Music Recommendation and Podcast Variety

Gauge

This dual-gauge chart evaluates user satisfaction levels for music recommendations (left) and podcast variety (right), where the average ratings are displayed prominently on a scale of 0 to 5.

Night Melody Pop classical Rap Morning Classical Rap All Rock

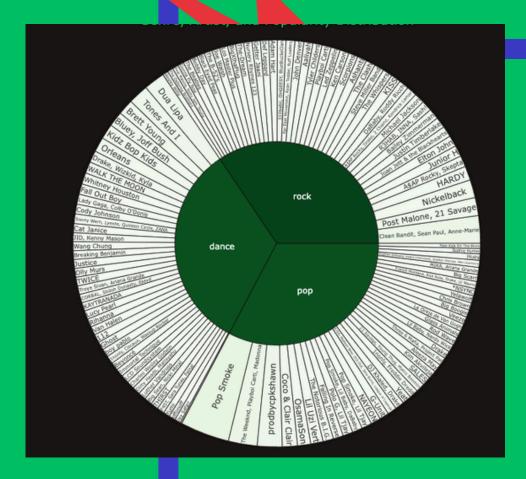
Rap

FOR ARTISTS

User Behavior Clustering

This treemap visualizes user behavior clustering based on subscription type (Free vs. Premium), time of day (Night, Morning, Afternoon), and favorite genres. Each section's size represents the count of users, providing insights into listening preferences across different groups.

GENRE POPULARITY



Genre, Artist and Popularity Distribution

This visualization represents Genre Popularity Insights using a multi-layered pie chart. It offers two interactive filters:

- 1. Filter by Genre: Allows selection of specific genres to focus the analysis.
- 2. Number of Genres to Display: Adjusts the number of top genres shown.

The chart visually breaks down genres, artists, and their popularity, making it easier to interpret music trends and preferences.

Spotify Wrapped

Thank

You

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