6.7 Creating Data Dashboards

Guidance Questions

1. Who: General public. Anyone interested in learning about Spotify Top Songs playlist. Most likely those with Spotify accounts and music interest.
2. Why: Out of interest and curiosity. I use Spotify on a daily basis and enjoy analyzing my own listening habits. I thought it intriguing to analyze listening habits on a global scale.
3. What: The storyboard will provide insights into listening habits by country and song performance.
4. When: The dataset includes data on Top Songs playlists released between February 2021 and July 2022. The analysis took place in September 2022.
5. Where: Tableau Public

Storyboard Outline

Introduction: Set the stage and provide introduction to dataset and goals of analysis. Include a choropleth showing countries included and streaming numbers by country. Include line graph of streaming total across data time frame.

Data Exploration by Country: An interactive dashboard that allows users to see artists, songs, audio features, and genres by country.

Data Exploration of Audio Features: Includes multiple choropleths that show how audio features compare by country.

Feature vs Rank: Scatterplots show that there is no relationship between different audio features and rank. Scatterplot of strongest linear relationship between rank and previous rank. Introduce initial hypotheses and restated hypotheses.

Linear Regression and Cluster Analysis: Discuss methods used to test hypotheses and explore differences in data points.

Key Cluster Differences & Cluster Differences Continued: Compare key differences between clusters using bar charts.

Conclusion: Summarize results, limitations, and next steps.