**Spotify Listening History Project Summary**

**Objective:**

To investigate how a user’s listening habits—such as skip rates and shuffle usage—and song popularity vary based on shuffle settings and reasons for starting or ending a song. The goal is to understand which factors influence whether songs are skipped or played fully.

**Data:**

The dataset contains detailed Spotify listening history with track metadata, playback behavior, and user interactions. A reduced subset of fewer than 2,000 rows was used for the analysis, focusing on data from June to December 2024.

**Data Cleaning:**

• Filtered sessions between June and December 2024.

• Removed songs with zero playtime.

• Selected the top 25 most-played artists.

• Excluded plays from Mac and Windows platforms to focus on other devices.

**Main Analysis:**

• Identified the most popular artists and albums for each month (June to December). For example, The Beatles and Kendrick Lamar appear frequently as top artists.

• Explored relationships between reasons for song start/end, shuffle mode, and skip rates.

Key Findings:

• Certain start reasons (e.g., “trackdone” or “forwardbtn”) have low skip rates, indicating intentional listening.

• Other start reasons (e.g., “appload” or “clickrow”) have higher skip rates, suggesting passive or exploratory listening.

• End reasons like “endplay” and “trackdone” correspond to full plays, while “backbtn,” “logout,” and “fwdbtn” correlate with higher skip rates.

• Shuffle mode generally shows higher skip rates, possibly because randomized tracks may not match user preference now.

Visualizations:

• Bar chart showing skip rates by shuffle mode.

• Heatmap displaying skip rates by combinations of reasons for song start and end.

**Conclusion:**

Playback settings and reasons for interaction significantly influence whether songs are skipped or fully played. These insights help understand user behavior and can improve music listening experiences.

This summary highlights the main points for your presentation: what was done, how it was done, the important findings, and why these matters. If you want, I can help you create slides based on this.