**Analysis Mission Statement**

Podcasts are more popular than ever nowadays and more and more of them keep popping up everyday it seems. How does a new podcaster find their way in the growing market and not get lost in a sea of podcasts that no one but their mom listens to. The goal of this analysis is to assist new podcasters with increasing the popularity and quality of their podcasts using data based on current top podcasts from Spotify. Using information about top podcasts we will try to establish common attributes across popular podcasts and present actionable insights for new podcasters. The two datasets that we will use for this are available on Kaggle: Spotify User Behavior Dataset and Spotify Top 100 USA Podcasts with EP. Based on what common attributes current popular and high quality podcasts have, this analysis will provide new podcasts with concrete qualities that current popular and high quality podcasts have along with actionable insights with how they may replicate said podcasts.