* **Introduction:**
  + 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 of their podcasts using data based on current top podcasts from Spotify. Based on what common attributes current popular podcasts have, this analysis will provide new podcasts with concrete qualities that current popular podcasts have along with actionable insights with how they may replicate said podcasts.
* **Problems:**
  + What are common attributes that popular podcasts have? What are the preferences of the people who consume podcasts? I will attempt to answer these questions using two datasets that are available on Kaggle: Spotify User Behavior Dataset and Spotify Top 100 USA Podcasts with EP.
* **Solutions:**
  + Some common attributes from that data that current popular podcasts have are: podcast duration, whether or not a podcast contains explicit content, and how many podcast episodes does a particular podcast have. Some common preferences that consumers of podcasts have are: preferred podcast format, preferred podcast duration, preferred podcast genre, and podcast host preference. Upon further analysis it was beneficial to break preferred podcast duration down by user listening frequency; moreover, it was also beneficial to break preferred podcast format, preferred podcast genre, and podcast host preference down by gender.
* **Conclusions:**
  + The following conclusions were drawn at the end of my analysis. The ideal podcast length is about 30 - 90 minutes and a non-explicit podcast is likely to be more popular. Additionally, a podcast that consistently releases numerous episodes over time is likely to be more popular, the most popular podcast containing over 100 episodes.It is important to understand your audience as unless your audience is viewing podcasts on a very frequent basis, shorter podcasts are likely to be more popular. When broken down by gender it appears that men prefer podcasts with well known hosts about sports and comedy; while, women prefer podcasts with a storytelling format about health, fitness, and lifestyle
* **Next Steps:**
  + My analysis on what makes a podcast popular has come to the following conclusions on what new podcasters can do to help make their podcast more popular. Generally speaking the ideal podcast length is 30-90 minutes and new podcasts should aim to make their podcast fit within this length. Moreover, a podcast that is non-explicit is more likely to become popular than one that contains explicit content. New podcasters should aim to consistently release episodes over time as podcasts with 100 or more episodes are more likely to become popular. Knowing your audience is also important as most views of podcasts prefer shorter episodes; however, if a new podcasters audience is listening to podcasts very frequently that podcasts should actually aim to have longer episodes. Frequent viewers of podcasts prefer longer podcast episodes while more casual views of podcasts prefer shorter episodes. Lastly, new podcasters should understand if their podcast audience is mostly men or women. Men and women have different preferences when it comes to podcasts and if a new podcaster can understand their audience demographics they can tailor their content in a direction their audience prefers. Men prefer podcasts with well known hosts in the genres of sports and comedy. While women prefer podcasts with a storytelling format in the genres of health, fitness, and lifestyle. Following all these recommendations does not guarantee a new podcast will become popular but I do believe it will provide valuable insight to new podcasters so they can take the proper steps towards developing a popular podcast.