01

Diagnostic Dashboard

Diagnostic Dashboard: Business Problem

Our purpose:

To help talent managers during the talent acquisition phase and streamline the decision-making process.

Key Metrics:

Primarily focusing on artists' popularity scores as the key factor influencing decisions.

Data Source:
Spotify API
Data Warehouse - AWS

Diagnostic Dashboard: Overview

Top 10 Artist by Average Popularity

Artist	Avg. Popularity
Taylor Swift	100.00
Drake	94.00
The Weeknd	93.00
Ariana Gr..	92.00
Feid	90.00
Beyo..	90.00
SZA	89.00
Riha..	89.00
Lana Del ..	89.00
Olivia Rodr..	88.00

Lowest Artists Popularity Scores

Name	Avg. Popularity
Kidd G	55.000
Evercl..	55.000
Devin Dawson	55.000
David Morris	55.000
Brand New	55.000
Avery Anna	55.000
Ashley Cooke	55.000
Hailey Whitt..	54.000

Most Followed Genres

pop,
dance pop, pop
art pop, pop
canadian
pop

Genre and Average Popularity

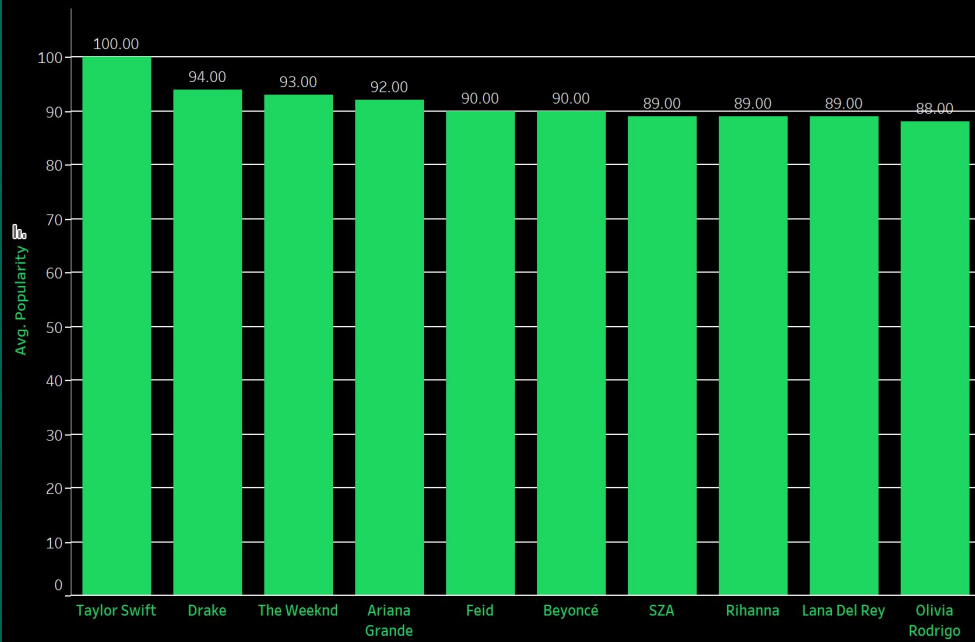| Genres	
pop	76.77
dance pop, pop	75.15
k-pop	71.25
k-pop girl group	71.00
k-pop, k-pop boy group	70.13
latin arena pop, latin pop, mexican pop	69.63
pop, post-teen pop	67.29
contemporary country, modern country pop	67.14
singer-songwriter pop	65.60
modern country pop	61.07

Energy vs Loudness

Taylor Swift, Drake, TheWeeknd, Ariana Grande dominate the music industry

Top 10 Artist by Average Popularity

Artist	Avg. Popularity
Taylor Swift	100.00
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The Weeknd	93.00
Ariana Grande	92.00
Feid	90.00
Beyoncé	90.00
SZA	89.00
Rihanna	89.00
Lana Del Rey	89.00
Olivia Rodrigo	88.00

Recommendation:

Prioritize Top Ranking Artists

Prediction:

Top ranking artist will continue to dominate

Female country singers like Hailey Whitters and Ashley Cooke have the lowest popularity
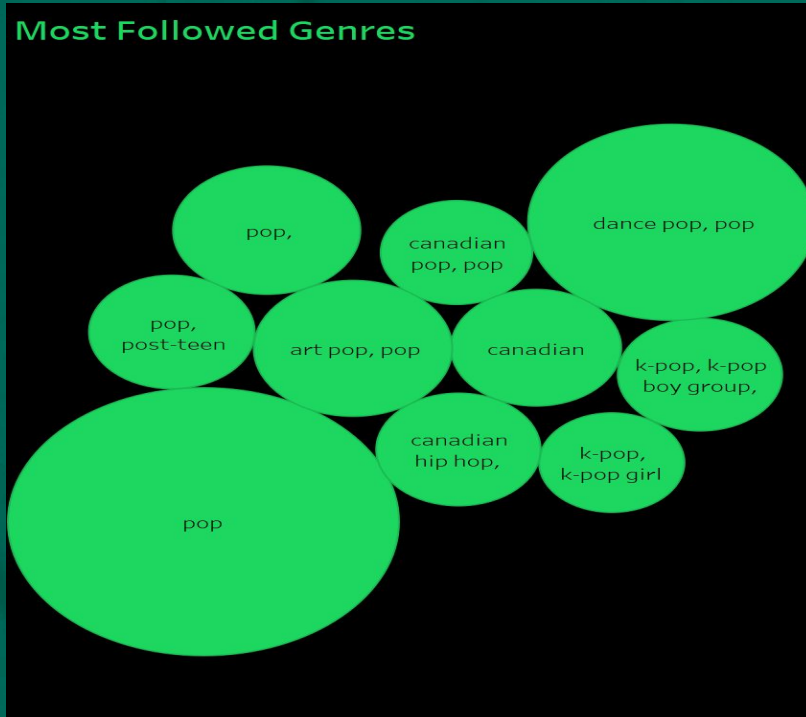
Lowest Artists Popularity Scores

Name

Kidd G	Everclear	Devin Dawson	David Morris	Brand New	Avery Anna	Ashley Cooke	Hailey Whitters
55.000	55.000	55.000	55.000	55.000	55.000	55.000	54.000
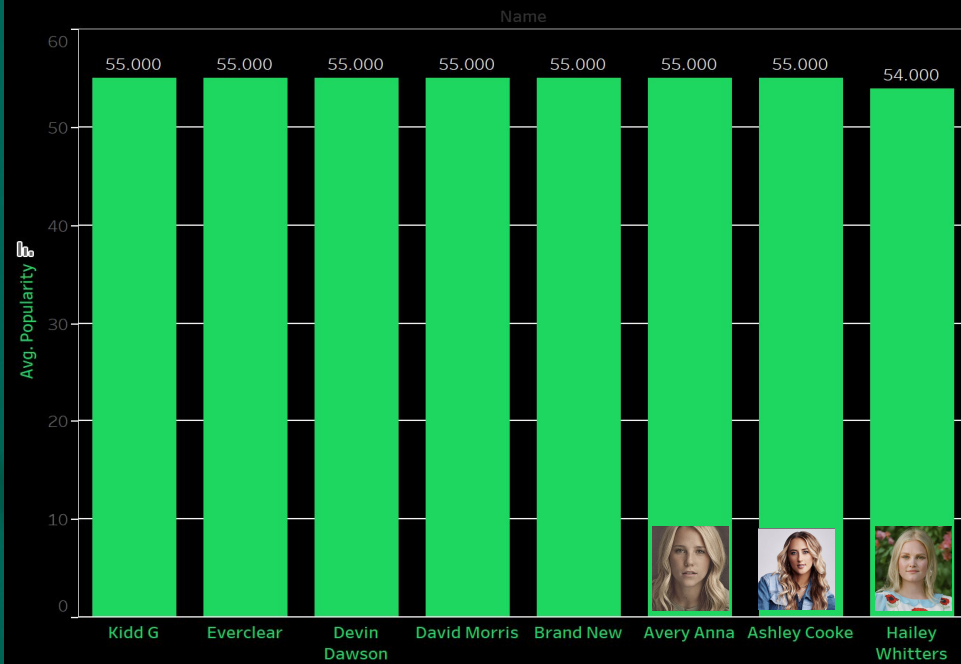
Avg. Popularity

Recommendation:

Looking for artists with higher popularity to maximize audience interest and engagement.

Prediction:

Artists might not attract large audiences currently due to their low popularity scores.

Business Problem | Updated ERD & ETL | Predictive Model | A/B Test | **Diagnostic Dashboard** | Data Manifesto

✳ Pop subgenres with the largest share of followers ✳

Most Followed Genres

Recommendation:

Potential Growth in Pop subgenres

Prediction:

Continued Growth for Diverse Pop Subgenres

✳ Pop dominates and emerging subgenres on the rise ✳

Genre and Average Popularity

| Genres	
pop	76.77
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Recommendation:
Consider diversifying artist rosters by scouting and investing in emerging pop subgenres to capture new market segments.

Prediction:
As the interest in varied musical styles grows, it's expected that niche pop subgenres, particularly K-pop categories, will continue to gain popularity

Positive correlation between energy and loudness
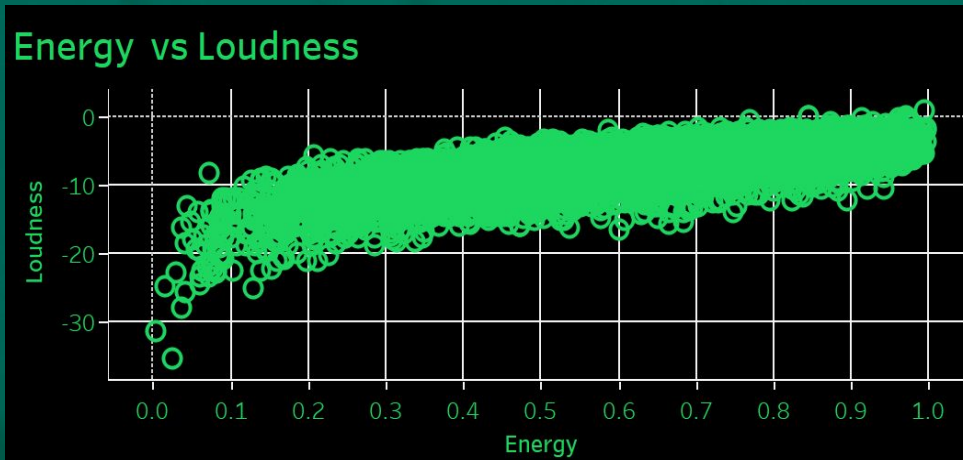
Recommendation:
Artists should focus on creating music that feature energy and loudness as these attributes are trending in listener preferences and can enhance the track's popularity.

Prediction:

Artists producing tracks with these audio features are likely to see continued favor among listeners