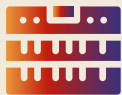




# Business Problem



## Purpose

Targeted towards Spotify's talent managers who are seeking out new artists to promote on Spotify; used for decision making in **Talent Acquisition** process



## Key Metrics

Our dashboard focuses primarily on Artist **Popularity Score**, which quantifies an artist's popularity on the Spotify platform



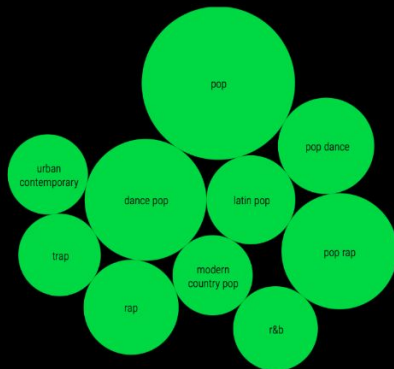
## Data Source

We acquired all of our data from the **Spotify API**

# Spotify Discovery Dashboard



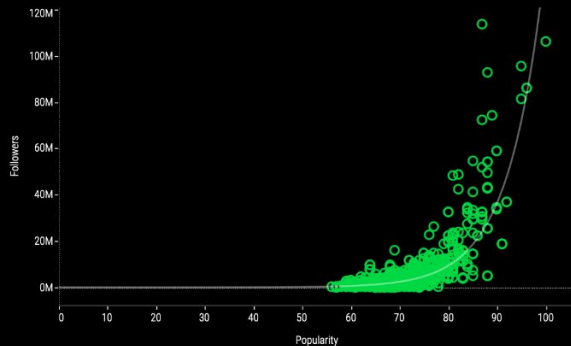
Volume of Artists by Genre



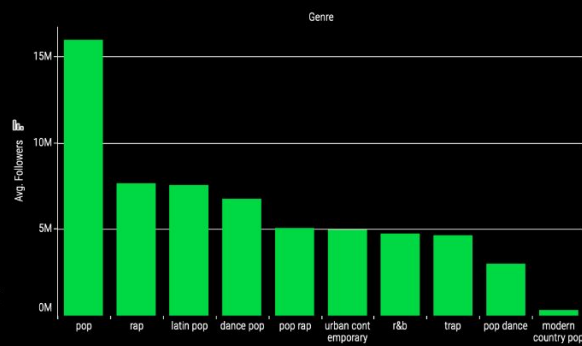
Top 20 Artists by Popularity Score

Artist Name	Popularity Score
Taylor Swift	100
Drake	96
The Weeknd	95
Ariana Grande	95
Beyoncé	92
SZA	91
Rihanna	90
Olivia Rodrigo	90
Lana Del Rey	90
Justin Bieber	89
Ty Dolla Sign	88
Post Malone	88
Dua Lipa	88
David Guetta	88
Coldplay	88
Bruno Mars	88
Billie Eilish	88
BTS	87

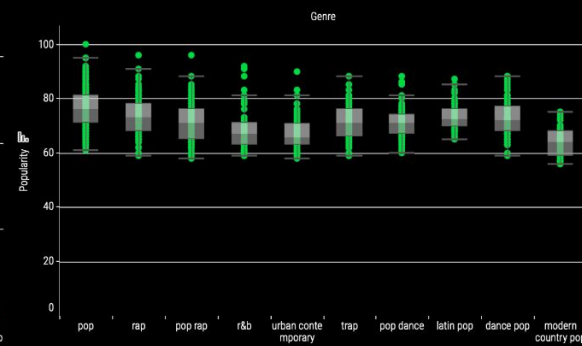
Relationship Between Popularity and Followers



Average Followers by Genre

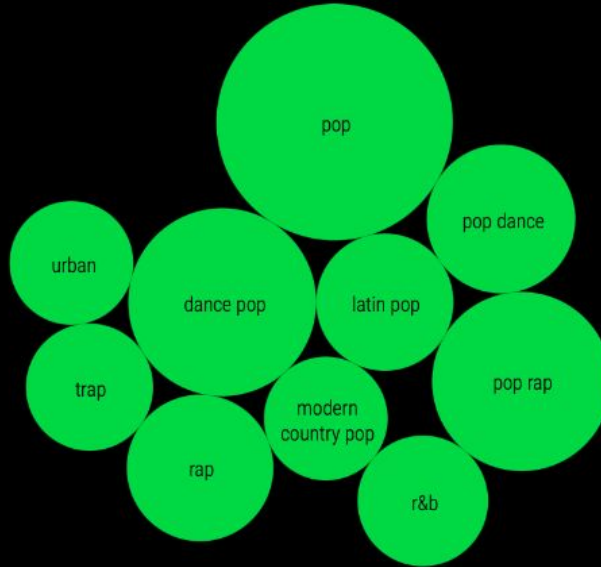


Distribution of Popularity by Genre



# Pop, Dance Pop, and Pop Rap are the highest saturated genres on Spotify

Volume of Artists by Genre



## Recommendation:

Focus on pop artists

## Prediction:

Having a larger pool of talent to pull from in pop will provide more opportunities for artists to gain popularity



# Multi-faceted artists such as Taylor Swift, Drake, and The Weeknd tend to be most popular among users

Top 20 Artists by Popularity Score	
Artist Name	Popularity Score
Taylor Swift	100
Drake	96
The Weeknd	95
Ariana Grande	95
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SZA	91
Rihanna	90
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Lana Del Rey	90
Justin Bieber	89
Ty Dolla \$ign	88
Post Malone	88
Dua Lipa	88
David Guetta	88
Coldplay	88
Bruno Mars	88

## Recommendation:

Leverage rising talents' ability to perform across genres

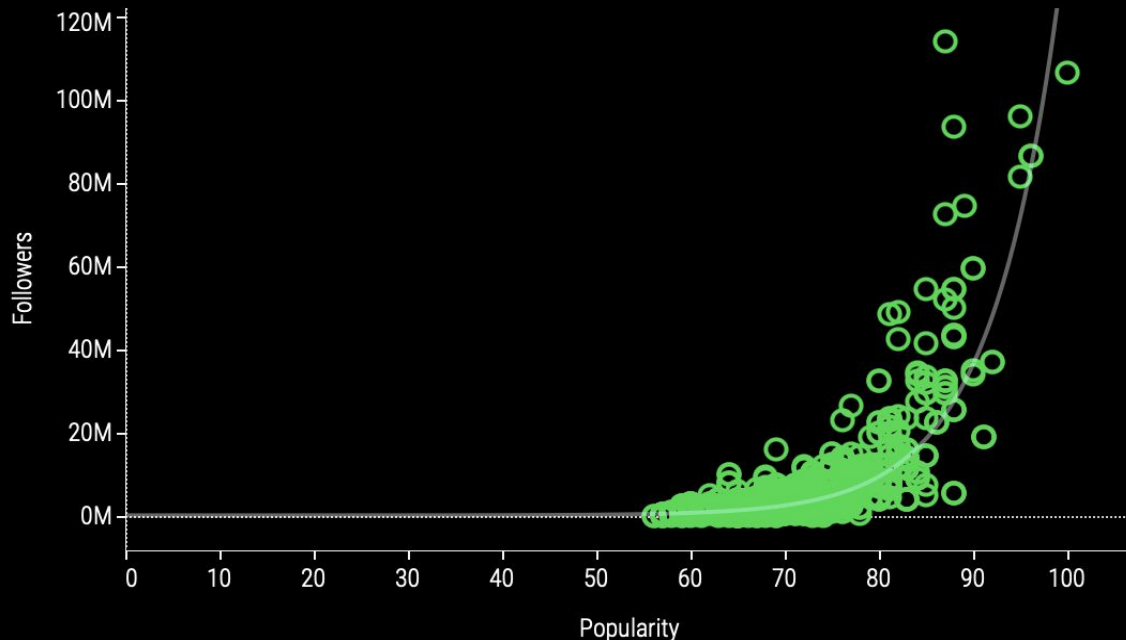
## Prediction:

Introducing an artist that succeeds across genres will result in a high popularity score



# There is a positive, exponential relationship between Popularity and Followers in the Top 10 Genres

Relationship Between Popularity and Followers



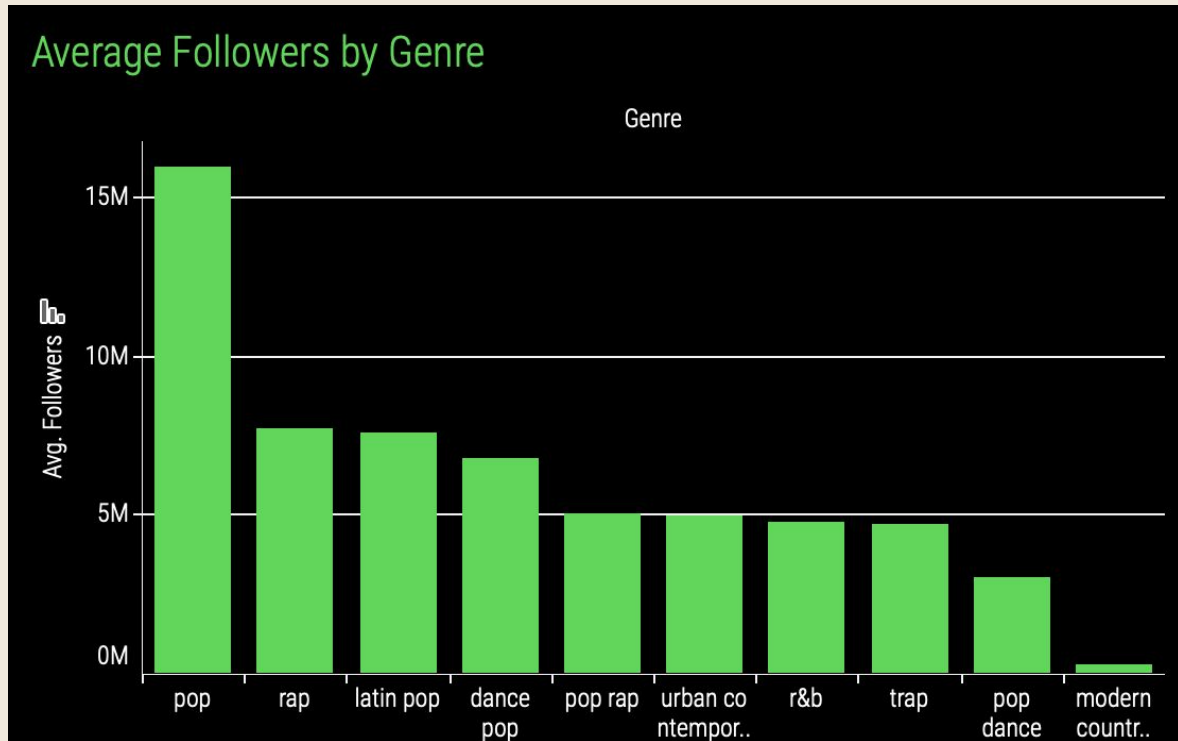
## Recommendation:

Since artists with high Popularity Scores tend to have higher followings, we can leverage Popularity score to promote artist followings

## Prediction:

Promoting an artist to boost their popularity score will likely result in an increase in their following

# Pop artists tend to have the most followers on average



## Recommendation:

Promote artists that fall into the pop category, among other categories

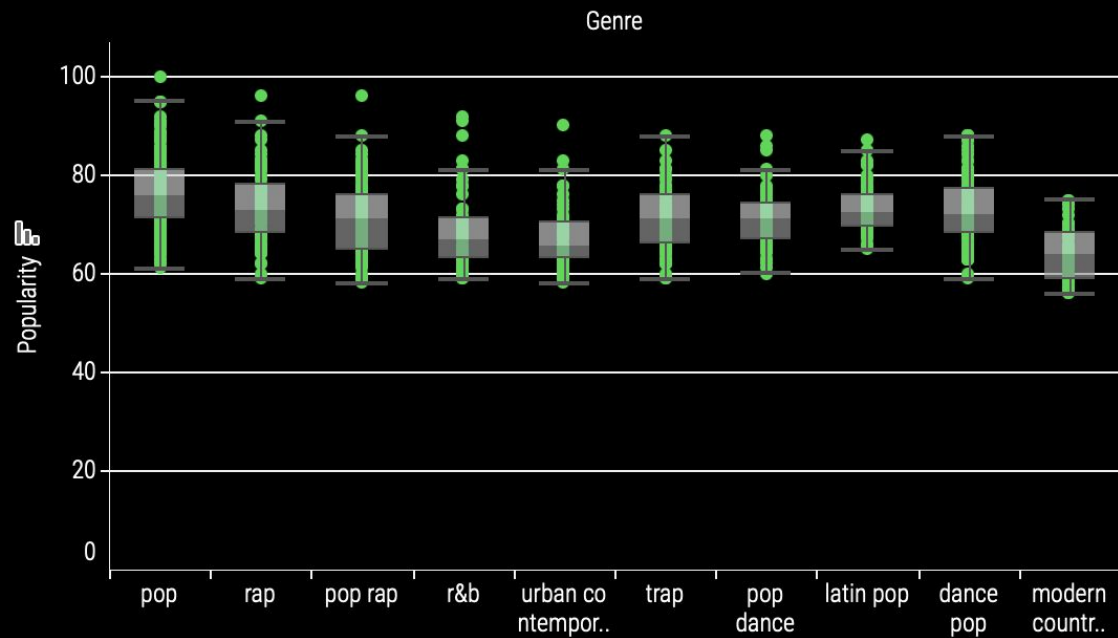
## Prediction:

By promoting multi-faceted artists, average follower counts will become level across genres



# Distribution of artist popularity appears to be normally distributed across genres

Distribution of Popularity by Genre



## Recommendation:

Be cautious of genres that have extreme outliers of popularity scores when assessing genres

## Prediction:

Outliers of highly popular artists within a genre may have an impact on the genre as a whole

