Spotify

By - Aman Kumar Sharma

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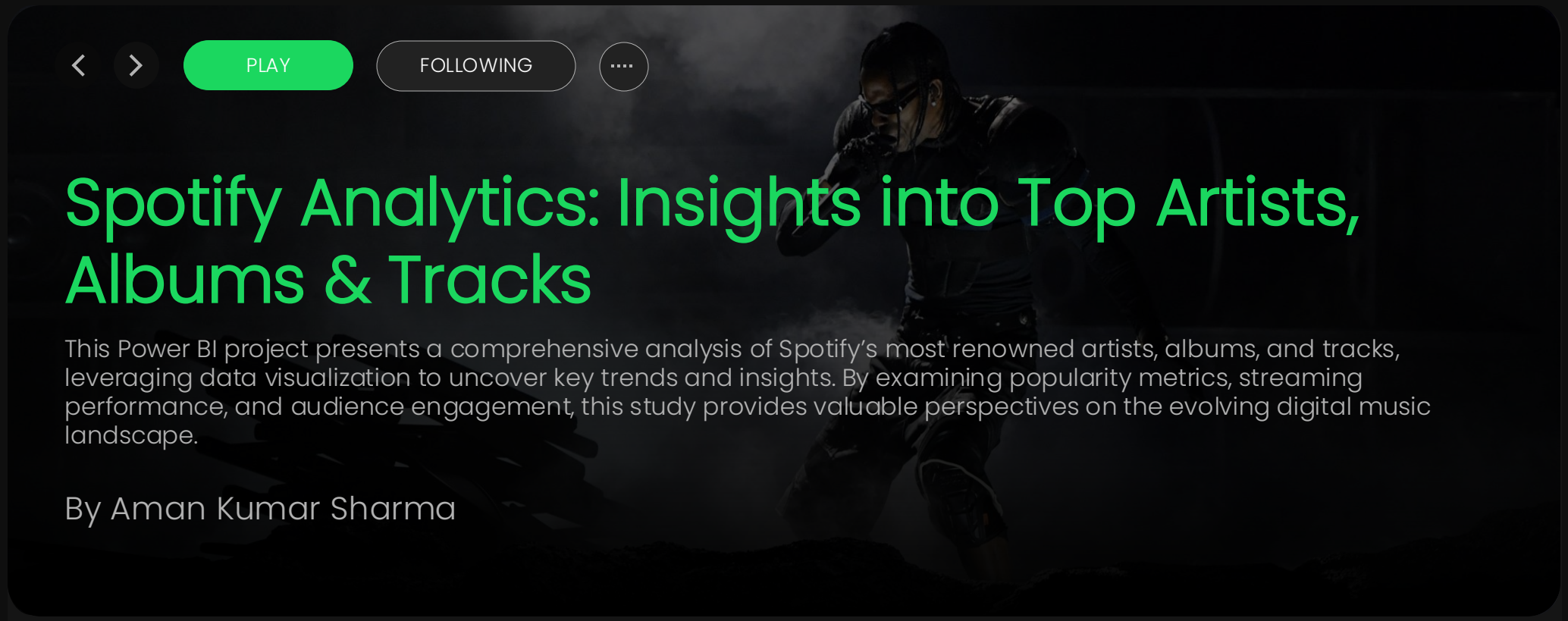


PLAY FOLLOWING

Spotify Analytics: Insights into Top Artists, Albums & Tracks

This Power BI project presents a comprehensive analysis of Spotify's most renowned artists, albums, and tracks, leveraging data visualization to uncover key trends and insights. By examining popularity metrics, streaming performance, and audience engagement, this study provides valuable perspectives on the evolving digital music landscape.

By Aman Kumar Sharma

On Tour

Oct 26	**Milton**	Sat 5:30 PM | Suncorp Stadium
Oct 31	**Auckland**	Thu 6:00 PM | Eden Park
Nov 16	**Las Vegas**	Sat 11:00 AM | Convention Center

Steps in Project

- Business Requirements
- Data Walkthrough
- Data Connection
- Data cleaning
- Data Modelling
- Data processing
- Dax Calculations
- Dashboard lay outing
- Report Development

Business Requirement

In today's digital music era, Understanding listening patterns is crucial for both users and streaming platforms. This analysis focuses on for both users and streaming platforms. This analysis focuses on Spotify Album Data, Providing Insights into user engagement with album over time.

ALBUMS

- **Total Albums played over time -** Track how a album listening trends change over months and years.
- **Number of Albums Listened by Year –** Identify annual listening habits and volume (Find the Min and Max Albums in the view).
- **Albums Played on weekend & weekday -** Identify the pattern of Music listening on weekdays & weekends.
- **Top 5 Albums -** Identify the most played albums based on listening frequency.
- **Latest year Vs Previous Year Analysis -** Compare albums consumption between the latest and previous years, Including:
    1) LY (Latest Year) Vs PY (Previous Year) Trends
    2) YO (Year-over-Year) Growth Analysis

Business Requirement

ARTISTS

- **Total Artists played over time -** Track how a artist listening trends evolve across months and years.
- **Number of Artists Listened by Year –** Identify annual listening habits and artists diversity. (Find the Min and Max Artists in the view).
- **Artists Played on weekend & weekday -** Identify the pattern of Music listening on weekdays & weekends.
- **Top 5 Artists -** Identify the most played artists based on listening frequency.
- **Latest year Vs Previous Year Analysis -** Compare artists engagement between the latest and previous years, Including:
    1) LY (Latest Year) Vs PY (Previous Year) Trends
    2) YO (Year-over-Year) Growth Analysis

Business Requirement

TRACKS

- **Total Tracks played over time -** Monitor how track listening trends change over months and years.
- **Number of Tracks Listened by Year –** Identify annual listening habits and Track diversity. (Find the Min and Max Tracks in the view).
- **Tracks Played on weekend & weekday -** Identify the pattern of Music listening on weekdays & weekends.
- **Top 5 Tracks -** Identify the most played Tracks based on listening frequency.
- **Latest year Vs Previous Year Analysis -** Compare Tracks engagement between the latest and previous years, Including:
    1) LY (Latest Year) Vs PY (Previous Year) Trends
    2) YO (Year-over-Year) Growth Analysis

Spotify

Select Platform

android | cast to device | iOS | mac | web player | windows

Is Shuffled? All

Is Skipped? All

ALBUMS

7907 Albums Played Over time

Latest Year (LY)
Vs Previous Year (PY)

1824

Vs PY: 2,333 (-21.82%)

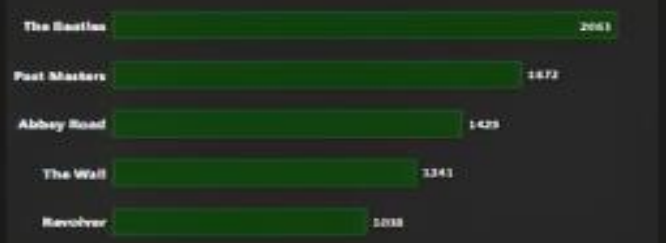
2024

Albums Played

weekday weekend

Top 5 Albums

By Total Album Count



ARTISTS

4112 Artists Played Over time

Latest Year (LY)
Vs Previous Year (PY)

1071

Vs PY: 1,455 (-26.39%)

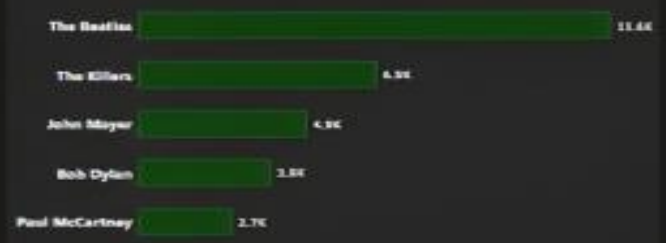
2024

Artists Played

weekday weekend

Top 5 Artists

By Total Artists Count



ALBUMS

13665 Tracks Played Over time

Latest Year (LY)
Vs Previous Year (PY)

3568

Vs PY: 4,031 (-11.49%)

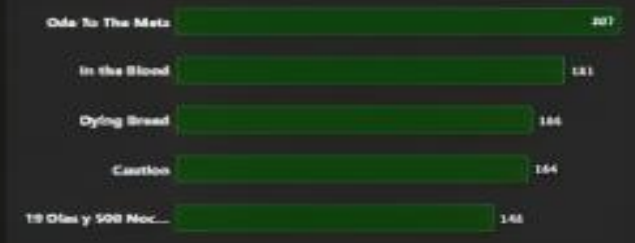
2024

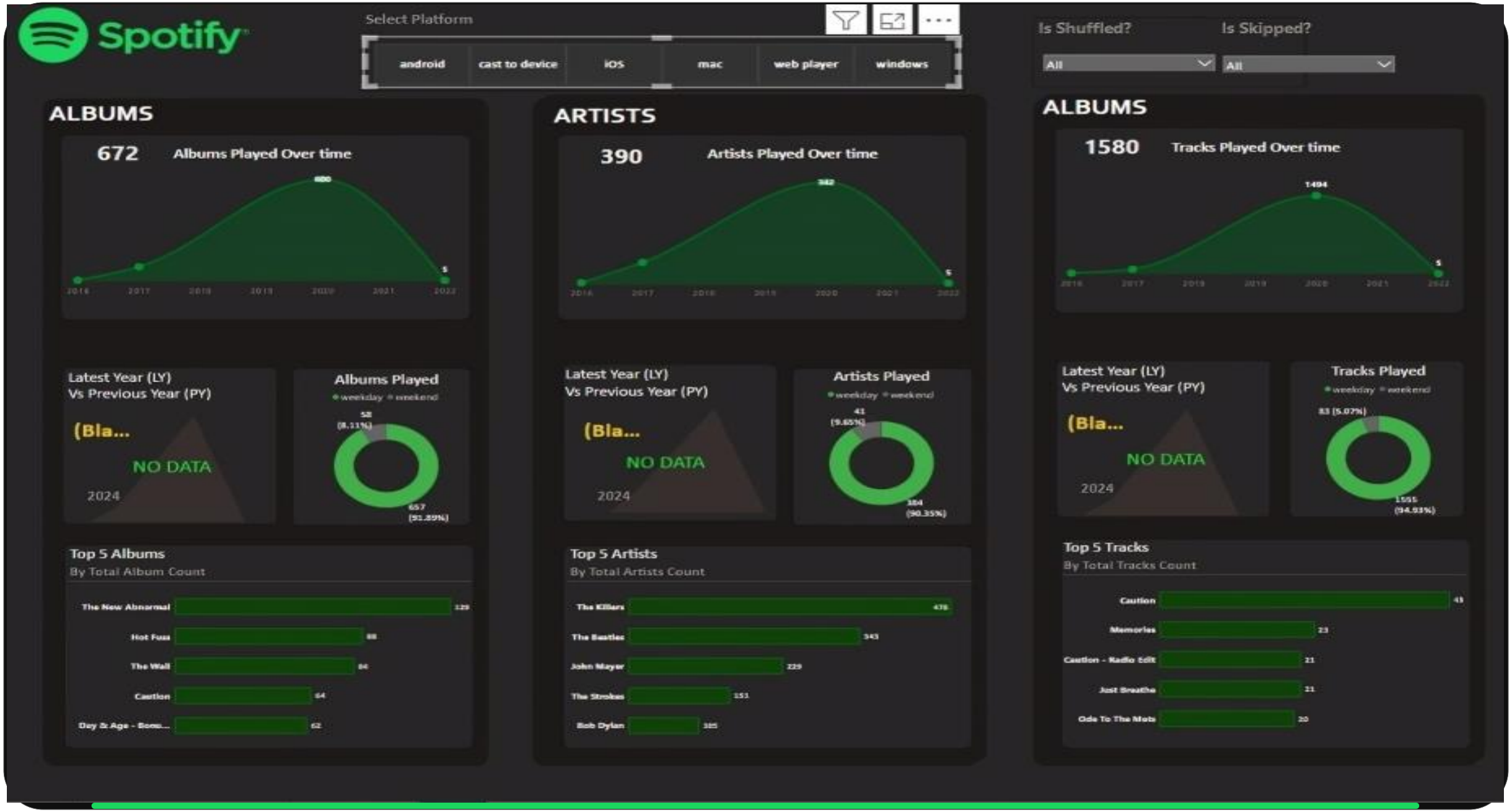
Tracks Played

weekday weekend

Top 5 Tracks

By Total Tracks Count




Spotify
Select Platform
android
cast to device
iOS
mac
web player
windows
Is Shuffled?
All
Is Skipped?
All
ALBUMS
672
Albums Played Over time
Latest Year (LY)
Vs Previous Year (PY)
(Bla...
NO DATA
2024
Albums Played
weekday
weekend
58
(8.11%)
657
(91.89%)
Top 5 Albums
By Total Album Count
The New Abnormal
Hot Fuss
The Wall
Caution
Dey & Age - Bonu...
ARTISTS
390
Artists Played Over time
Latest Year (LY)
Vs Previous Year (PY)
(Bla...
NO DATA
2024
Artists Played
weekday
weekend
41
(9.65%)
384
(90.35%)
Top 5 Artists
By Total Artists Count
The Killers
The Beatles
John Mayer
The Strokes
Bob Dylan
ALBUMS
1580
Tracks Played Over time
Latest Year (LY)
Vs Previous Year (PY)
(Bla...
NO DATA
2024
Tracks Played
weekday
weekend
83 (5.07%)
1555
(94.93%)
Top 5 Tracks
By Total Tracks Count
Caution
Memories
Caution - Radio Edit
Just Breathe
Ode To The Mets

Spotify
Select Platform
android
cast to device
iOS
mac
web player
windows
Is Shuffled?
All
Is Skipped?
All
ALBUMS
492
Albums Played Over time
321
244
2023
2024
Latest Year (LY)
Vs Previous Year (PY)
244
Vs PY: 321 (-23.99%)
2024
Albums Played
weekday
weekend
44
(8.30%)
481
(91.62%)
Top 5 Albums
By Total Album Count
Wagner: Das Rhei...
Younger Now
Sob Rock
Waiting on a Song
Battle Born
Pressure Machine
Pure - Maria Callas
The Beatles
ARTISTS
311
Artists Played Over time
221
158
2023
2024
Latest Year (LY)
Vs Previous Year (PY)
158
Vs PY: 221 (-28.51%)
2024
Artists Played
weekday
weekend
40
(11.63%)
304
(88.37%)
Top 5 Artists
By Total Artists Count
The Killers
John Mayer
The Beatles
Giacomo Puccini
Bob Dylan
ALBUMS
712
Tracks Played Over time
433
334
2023
2024
Latest Year (LY)
Vs Previous Year (PY)
334
Vs PY: 433 (-22.86%)
2024
Tracks Played
weekday
weekend
64 (5.93%)
698
(94.07%)
Top 5 Tracks
By Total Tracks Count
Malibu
Until You
Sorry Now
You And I

Business Requirement

LISTENING PATTERNS

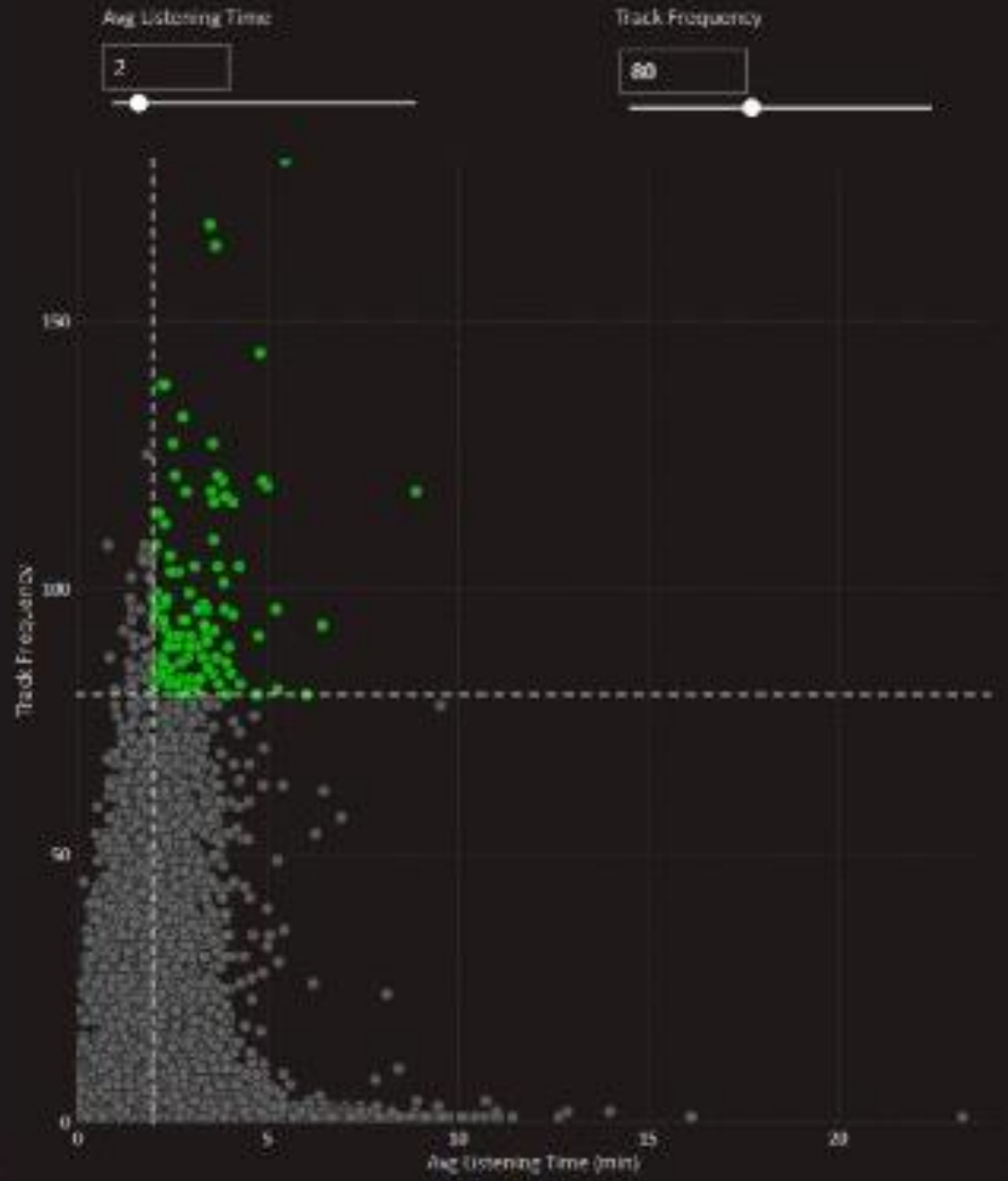
- **Listening Hours Analysis –** Identify peak listening times using a Heat Map that visualizes patterns across hours and days with color intensity.

- **Average Listening time (Min) Vs Track Frequency –** Use a scatter plot with quadrant Analysis to categorize tracks based on :

1) High Frequency & High Listening Time - Most Engaging Tracks
2) Low Frequency & High Listening Time - Niche but impactful Tracks
3) High Frequency & Low Listening Time - Short & frequently played tracks
4) Low Frequency & Low Listening Time – Less Popular Tracks

Listening Hours

Average Listening Time (min) vs Track Frequency



Business Requirement

DETAILS GRID

In this report, we aim to analyze Spotify data by creating an interactive and dynamic GRID VIEW. The grid will display key details such as ALBUM NAME, ARTIST NAME, TRACK NAME, AND OTHER Relevant Attributes.

❖ **Key Requirements –**

1. Grid View with Essential Fields :

❖ The Grid should present critical data points for an intuitive and structured view.

2. Drill Through Functionality :

❖ Users should be able to drill through from the main reports to explore underlying data for detailed insights.

❖ The drilled-through data should be exportable to a CSV file based on user requirements.

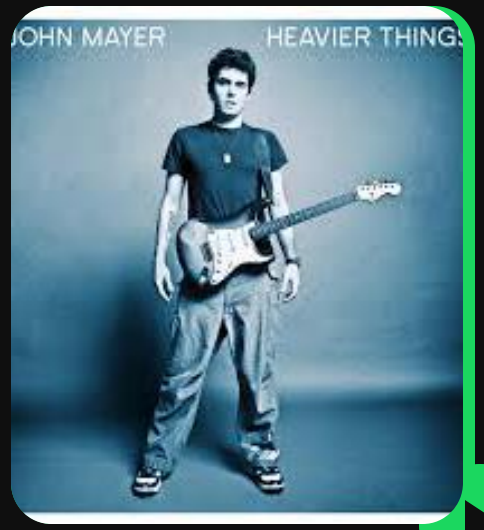
3. Drill Down, Drill Up, and Hierarchy :

❖ The grid should support hierarchical navigations, allowing users to drill down and up for in depth exploration.

album_name	No Of Albums	No of Artists	No of Tracks	Sum of mili second played	Average Listening time (min)
100 ans de jazz	1	1	1	0	0.00
Sta. Generación 2002	1	1	1	0	0.00
A Real Fine Mess (Deluxe Version)	1	1	1	0	0.00
Ambiente	1	1	1	0	0.00
Berlioz: The Complete Works	1	1	3	0	0.00
Black & White Night 30	1	1	1	0	0.00
Blue Berlin	1	1	1	0	0.00
Bonanza	1	1	1	0	0.00
ChangesBowie	1	1	1	0	0.00
Coleccion Cristiana	1	1	1	0	0.00
Contando Lunares (feat. Anitta & Rauw Alejandro)	1	1	1	0	0.00
Cruisin' with Junior H	1	1	1	0	0.00
Dancehall 101 - Vol. 3	1	1	1	0	0.00
DEV, Vol. 2	1	1	1	0	0.00
Dirty Work	1	1	1	0	0.00
Discover Music from Mexico	1	1	1	0	0.00
Don't Stop Believin'	1	1	1	0	0.00
En Tu Perra Vida	1	1	1	0	0.00
Encima De Mil	1	1	1	0	0.00
Estampas De Mexico: Traditional Music From Mexico	1	1	1	0	0.00
Fate	1	1	1	0	0.00
For What It's Worth	1	1	1	0	0.00
For You	1	1	1	0	0.00
'Gîtâ'	1	1	1	0	0.00
Give 'Em Enough Rope (Remastered)	1	1	1	0	0.00
Gracias	1	1	1	0	0.00
Happy Up Here	1	1	1	0	0.00
Total	7907	4112	13665	19229530935	2.14

Popular Artists

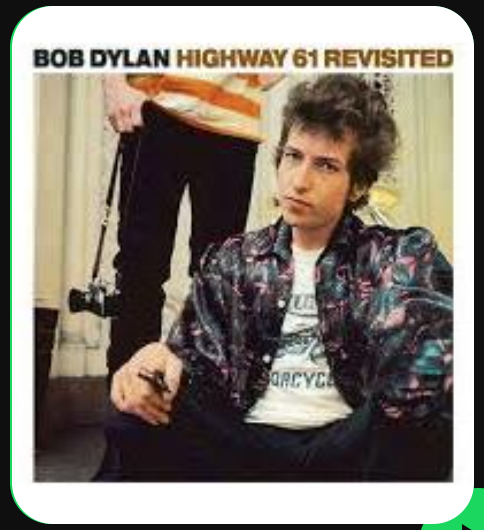
The Killers



John Mayer

The Beatless

Popular Artists



Bob Dylan

Glanco

Bad Bunny

“Music gives a soul to the universe, wings to the mind, flight to the imagination, and life to everything.”

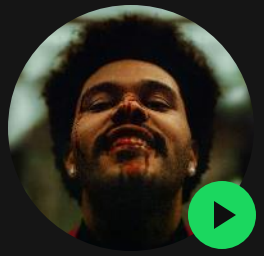
— Plato

What do you want to play ?

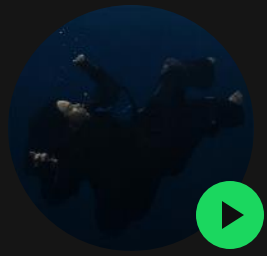
Recent Searches

Anuv Jain
Artist

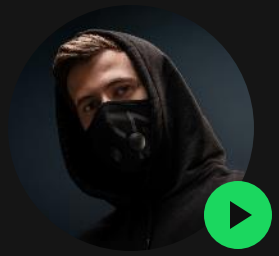
Diljith Dosanth
Artist



The Weeknd
Artist

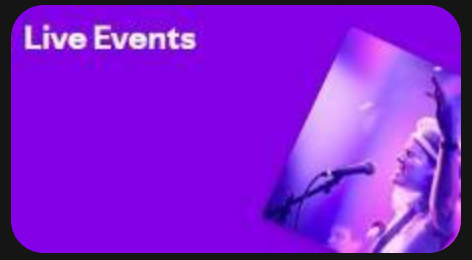


Billie Eilish
Artist

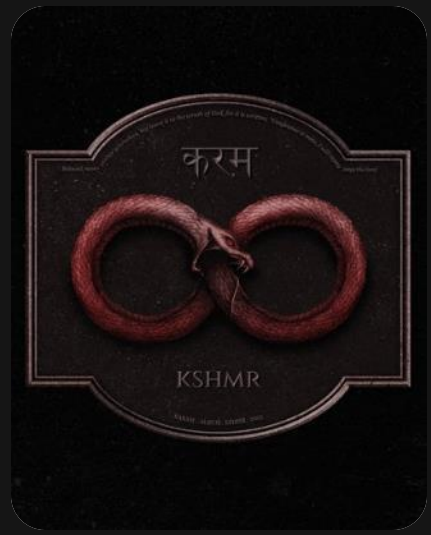


Alan Walker
Artist

Popular Albums

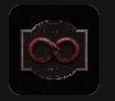


KARAM

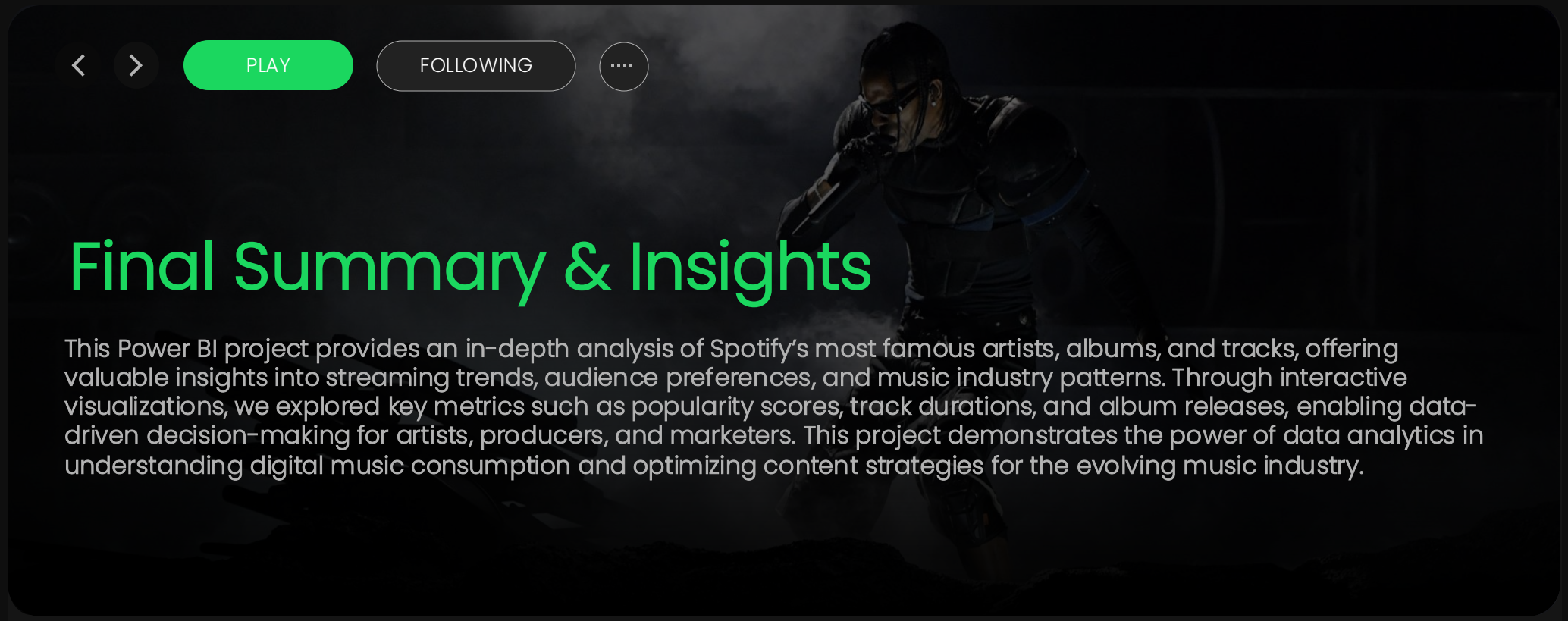


Khoya Sab
KSHMR

Next in Queue



KSHMR
Enemies



Final Summary & Insights

This Power BI project provides an in-depth analysis of Spotify's most famous artists, albums, and tracks, offering valuable insights into streaming trends, audience preferences, and music industry patterns. Through interactive visualizations, we explored key metrics such as popularity scores, track durations, and album releases, enabling data-driven decision-making for artists, producers, and marketers. This project demonstrates the power of data analytics in understanding digital music consumption and optimizing content strategies for the evolving music industry.

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