

Spotify's Greatest Hits

About

You are a rising-star analyst working for a consultancy company Tell-Me-About-It Inc. advising a global entertainment company Will-You-Be-Mine Ltd. The client approached your company about a Spotify dataset that they discovered on Kaggle but unsure how to extract meaningful insights from the data to boost their revenue on Spotify. The dataset can be found in link below.

<https://www.kaggle.com/datasets/paradisejoy/top-hits-spotify-from-20002019?resource=download>

Assignment

Timeframe: **24 Hours**

Output: Create a **Jupyter Notebook ("JN")** with code **written in Python** that:-

1. Contains at least **3 questions** that you might pose related to how the data can be used to improve the client's revenue on Spotify. The 3 questions (or more) must be explicitly mentioned in the JN with clear descriptions.
2. Clearly shows the following key sections:
 - a. **Data Preparation** – How data issues are identified and handled with necessary justifications in the form of comments.
 - b. **Analysis** (machine learning models are optional) – That provides a clear connection between your questions and how your analysis answers them using dataset provided. The analysis may be in the form of charts / graphs, supported by written justifications and explanations in the JN.
 - c. **Model** – If you did use a model for this analysis, provide reasons to why it was used and preferred over other alternative algorithms. If you didn't use a model, provide suggestions and reasons to the possible models that are fit for this analysis.