**Spotify trend analysis and based on trend recommendation on suggesting advertisement to stay competitive in music industry**.

**Introduction:**

As per the Statement, here I prepare the Visualisation based on providing data. That visualisation help to analysis the data and the recommendation on suggesting advertisement

**Problem Statement:**

The objective of this project is to utilize Tableau's data visualization capabilities to analyze and present insights from Spotify data. This project seeks to leverage Tableau's visualization capabilities to transform raw Spotify data into meaningful and interactive visualizations that enable users to gain insights, make data-driven decisions, and explore their music preferences in a visually engaging manner. As an analyst come up with the recommendation on suggesting advertisements to stay competitive in music industry.

**Data Details**

Here I used 3 Years Artist, Track, streaming and location-based data. Based on this data I prepare the visualisation and data analysis

**Purpose of the analysis:**

Find the music Preference and recommendation on suggesting advertisements to stay competitive in music industry.

**Analysis process**

1. Check the data for errors.

2. Choose your tools.

3. Transform the data so you can work with it effectively.

4. Document the cleaning process.

After do this process we are prepare the data visualisation.

**Data Analysis method:**

Here I do data visualisation method, based on data I visualisation Dashboard analysis.

**Findings:**

1. Most of the Tracks View in Europe Country. Based on data **‘France’** is the top of the Table based on Streaming and Track
2. Based on analysis, whenever Music track was increase was increased same time streaming also increased. So Lunching tracks are decreased Streaming also decreased
3. Based on analysis in 2019 Track lunch after June is very low so suddenly streaming also affected.
   1. In 2019 Participating Artist so it affected streaming and track also
   2. In this year highest based on top track streaming count is 1353. It compares to last two year is very low value
   3. Then track launch also very low.
4. In 2017 and 2018 after August Track and stream was increased. Particularly December month Track and stream hit high volume.
5. Based on over all data after June month Track count was not increase so it affected streaming also.
6. Based on over all data particularly January, march, April, May and June month was Streaming volume
7. Based on over all data particularly June month Track Count was High.

**Major Impact:**

1. Here major impact of this data reducing Track count.
2. In 2019 based on track Stream count was low volume.
3. Most of the stream and track count view by Europe country.

**Analysis the Strategy:**

Based on Analysis here I find the recommendation of advertisement content and it help to give stability to sustain the market.

* Based on analysis interduce top Track based advertisement give more effective in the current market, and interduce new track in the marker. because whenever track count was increase Streaming count also increase.
* As per Humen mentality when any one hearing new song if they are life they will continuously hearing and song and they added to hear old listed song also and if they are not like the track, they don’t close the app suddenly surely, they will listen the old listed track. So here more than 50% chance are increase the streaming count
* Then Most of the Stream and Tracks are listed in Europe based few countries, so we need to focus on other region and more Track, so its help to increase more stream.
* Then run the campaign based on artist and tracks so it helps to attract the Attract the more audiences.
* During the campaign involved the audiences feedback and experience. It helps to engaging more audiences and other people also trying to involve the campaigned. so, it reflects advertisement cost possible to decrease the money value
* Only 63 country people use our application, so, trying increase the country and based on country lunch new track and run the advertisement
* Focus on campaign running month, July to December focused on track-based Ad and that Ad try to publish mostly based on popular artist. because of influencing people.

**Summary:**

Over all analysis focus on increase the track and influencing people and try to run a marketing campaign by engaging with audience, so it will reach more place and get more free social media Ad. That Ad run by audience.

**Suggestions:**

My major suggestion is run a marketing campaign involved by audience and increase the Track count and increase the country, so we get more streams

**Conclusion:**

My over all analysis focus on product development and create brand value. Because brand value is more important. So, develop brand with help of consumers. If once we involve the consumer and increase the new customer use age and engaging every 3 months once. These are the marketing campaign and strategy are my advertisement recommendation. This recommendation I develop based on consumer psychology, we are in entertainment industry, every customer thing that planning to spend quality time and expecting relax the mind, at the time we full fill the needs and during the entertainment, we try to involve surely, they will participate and spend more time and if possible, consumer also promote our brand.