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Overview



Trends



INTRODUCTION

This dataset, sourced from **Kaggle**, contains over **4,500 rows** of data related to music streaming, including key metrics such as total streams, total tracks, and total artists. It offers valuable insights into listener preferences and artist performance, enabling analysis of trends in the music industry. The dataset includes data from various platforms, including **AirPlay Spins, Apple Music, Deezer, Pandora, Shazam, Spotify, TikTok, and YouTube**.

Our major focus in this analysis is on **Spotify, YouTube, and TikTok**, as we explore their impact on music consumption patterns and engagement in the digital age.



KPI CARD

These key performance indicators highlight the significant impact of music streaming today, showcasing **4 trillion total streams, 4,319 total tracks**, and **1,998 total artists**. These metrics reflect the vast reach and diversity of content in the music industry.



4T

Total Streams



4319

Total Track



1998

Total Artist



INSIGHTS

The analysis reveals significant insights into artist engagement across various platforms, highlighting trends in streaming performance. These findings indicate the dynamics of listener preferences and artist popularity in the current music landscape.

- **BTS and BLACKPINK** receive the most **YouTube likes**, reflecting strong fan engagement on the platform.
- **Taylor Swift** has the highest playlist reach on **Spotify**, indicating her widespread popularity among Spotify listeners.
- **Drake, Taylor Swift, and The Weeknd** are the leading artists on Apple Music, showing strong cross-platform appeal.
- On **Pandora**, **Drake and Maroon 5** top the artist rankings, highlighting their popularity with Pandora users.
- **Kevin MacLeod** ranks highest in **TikTok** views, suggesting his tracks are popular choices in user-generated content on the platform.
- **January** shows the peak in streaming activity with **0.51 trillion** total plays, suggesting a strong start to the year in streaming activity.



FILTER PANEL

Released Date

All

Artist

All



KPI CARD



4T

Total Streams



4319

Total Track



1998

Total Artist



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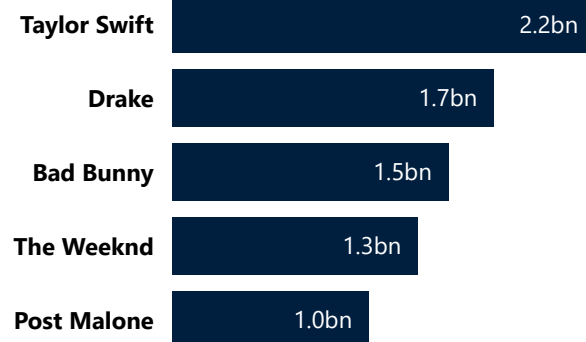


Overview

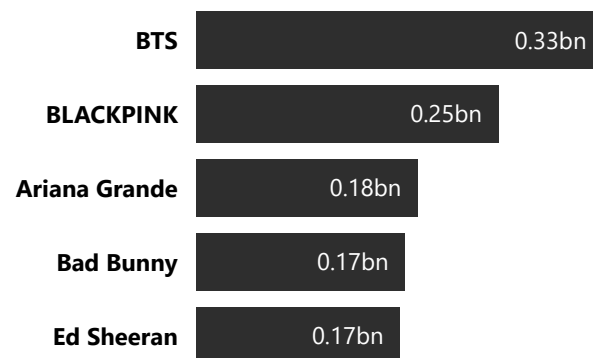


Trends

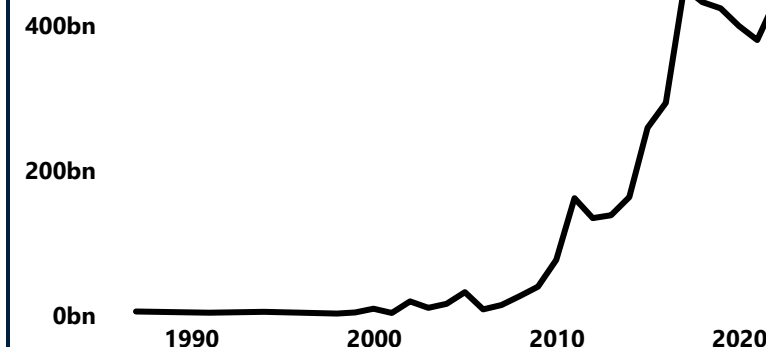
Spotify Playlist Reach by Artist



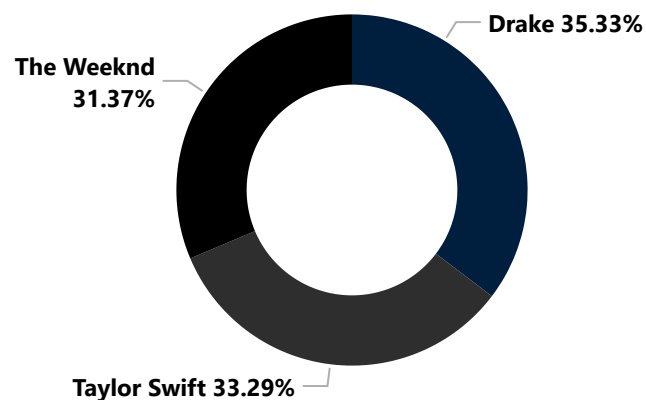
YouTube Likes by Artist



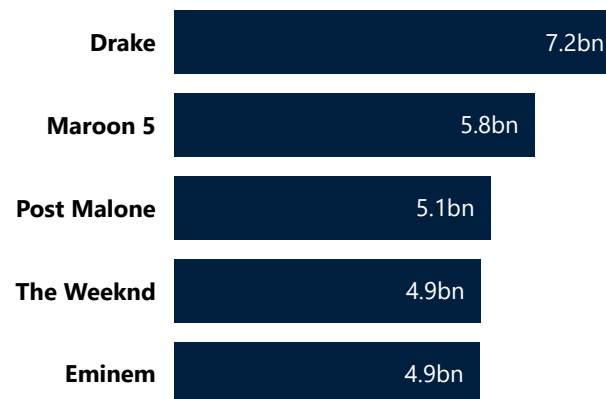
Total Streams by Year



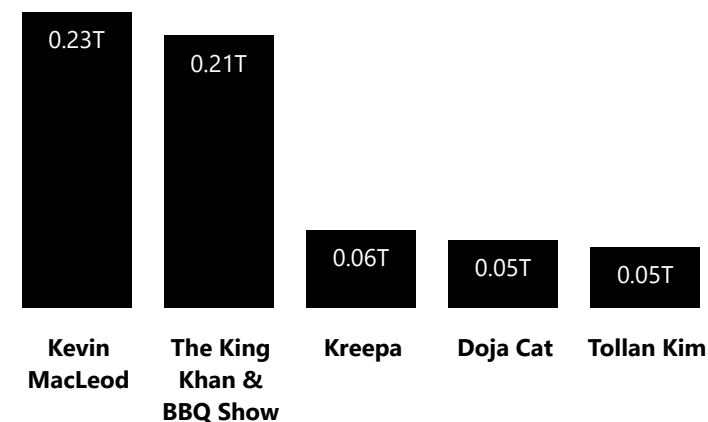
Apple Music Playlist Count by Artist



Pandora Streams by Artist



TikTok Views by Artist





"We're all in this together, once we know that we're all stars, and we see that we can make it."



FILTER PANEL

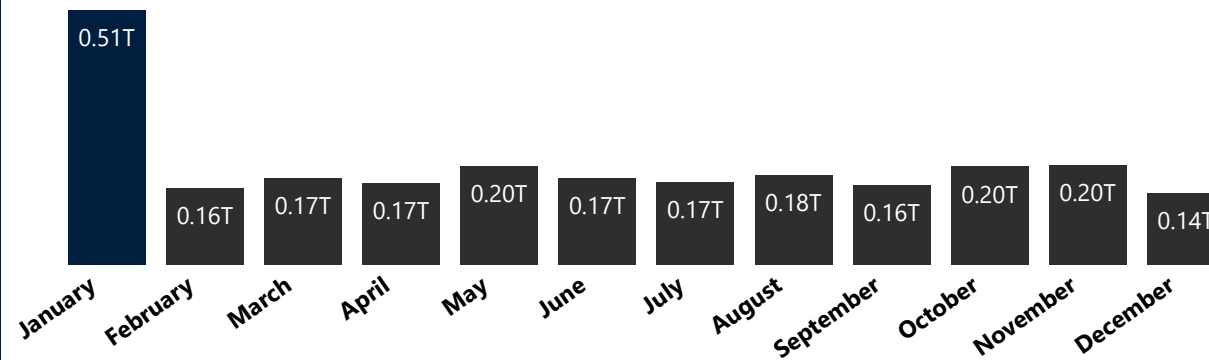
Explicit Track

All

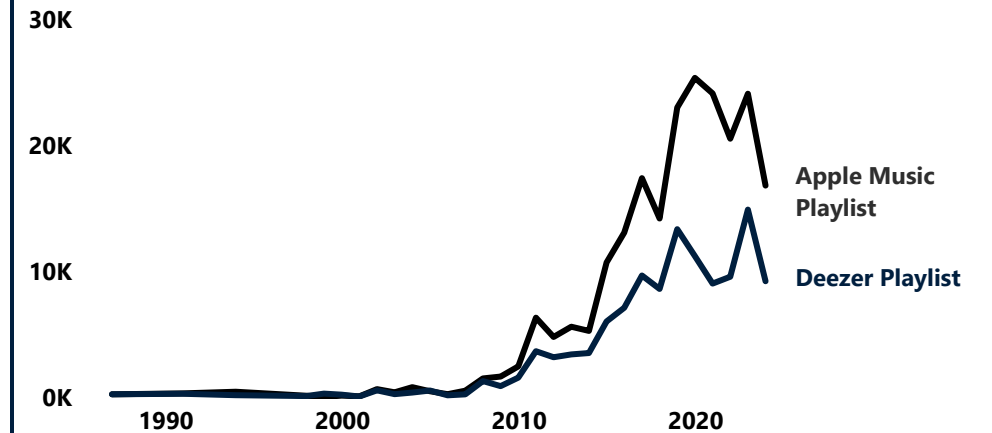
Release Date

All

Monthly Total Plays Trend



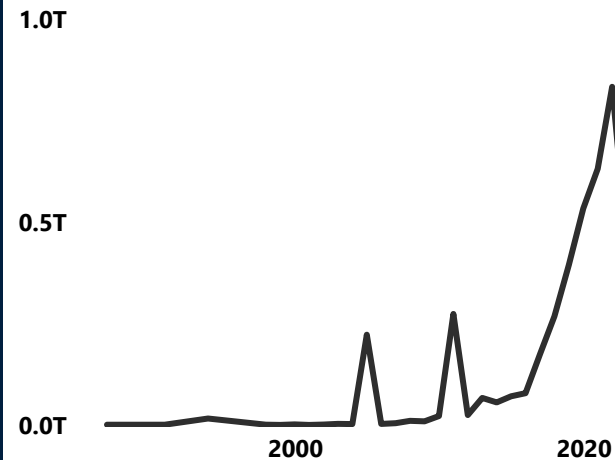
Music Playlist Count per Year



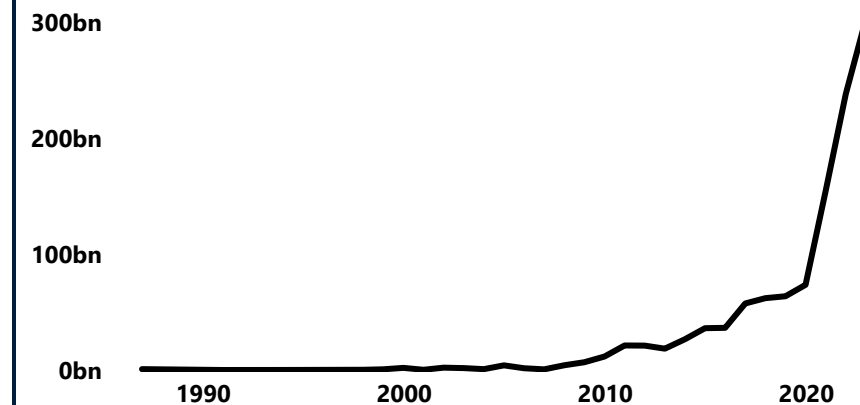
Spotify Playlist Count by Year



Total TikTok Views by Year



Total YouTube Playlist Reach by Year



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