Your History

INTRODUCTION

In this dashboard, we explore the intricate patterns of how users engage with Spotify, focusing on key metrics like **album playtime**, **artist popularity**, and **platform usage**. By analyzing **total playtime** for each album and artist, we'll identify the most played and most skipped tracks. We'll also examine how **shuffle mode** affects listening habits and explore the reasons behind track **skips** using the **reason_start** and **reason_end** columns.

Additionally, we'll dive into time-based trends by extracting **month**, **year**, and **day** from the timestamp data, allowing us to identify peak listening periods. By analyzing user behavior across various **platforms**, we'll uncover which platforms are most popular and how interactions vary. Through KPI cards, bar charts, line graphs, and donut charts, this dashboard will provide clear and actionable insights into user behavior on Spotify.

1 **album_name**: The name of the album the track belongs to.
2 **artist_name**: The name of the artist performing the track.
3 **ms_played**: The total milliseconds a track was played.
4 **platform**: The platform used to play the music (e.g., mobile, desktop).
5 **reason_end**: The reason why the track ended (e.g., completed, skipped).
6 **reason_start**: The reason the track started (e.g., user action, autoplay).
7 **shuffle**: Whether the track was played in shuffle mode.
8 **skipped**: Whether the track was skipped by the user.
9 **spotify_track_uri**: Unique identifier for the track within Spotify.
10 **track_name**: The name of the track.
11 **ts**: The timestamp of when the track was played.

KPI CARD

7907
Total Unique Albums

4112
Total Artists

6
Total Platform

RECOMMENDATION

This analysis provides insights into the performance of albums, artists, and platforms on Spotify, helping us identify areas for improvement and growth. The data reveals key trends in playtime, skips, and engagement across various albums, artists, and platforms. Based on these insights, here are some recommendations to optimize user engagement and boost performance:

1 Since **"The Beatles"** and **"The New Abnormal"** dominate with **35%** of playtime, focus on increasing visibility for **"Imploding the Mirage"** (29.99%) through playlists and recommendations.
2 **"The Beatles"** and **"The New Abnormal"** each have **187M** playtime, so promoting **"Imploding the Mirage"** (160M) can help balance the playtime distribution.
3 With **2062 skips** for **"The Beatles"**, target reducing skips by curating more engaging playlists for albums like **"Past Masters"** (1672) and **"Abbey Road"** (1429).
4 **"The Beatles"** leads with **1.21bn** total playtime, and **"The Killers"** (1.06bn) could benefit from more personalized recommendations to boost playtime, alongside **John Mayer** (0.73bn).
5 **Android** has **140K** skips, while **Web Player** has the lowest playtime at **25M**. Improving the Web Player experience could reduce skips and boost its performance.
6 **Android** takes **96.01%** of playtime, so efforts to increase **Cast to Device** playtime (3.99%) through exclusive content or features would help balance platform usage.

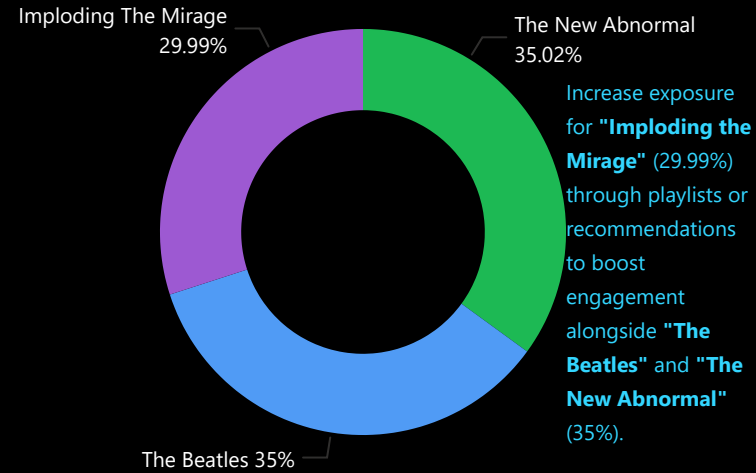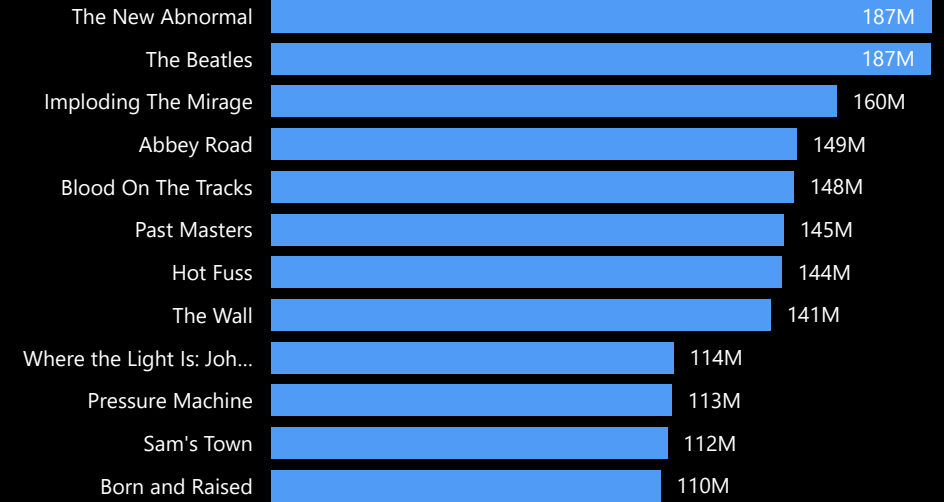"With Spotify, music is your daily soundtrack."

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SPOTIFY HISTORY ANLYSIS

Created by NISHA CHANDILA

Album

All

7907
Total Unique Albums

"Every album tells a story; let's uncover which ones resonate the most with listeners."

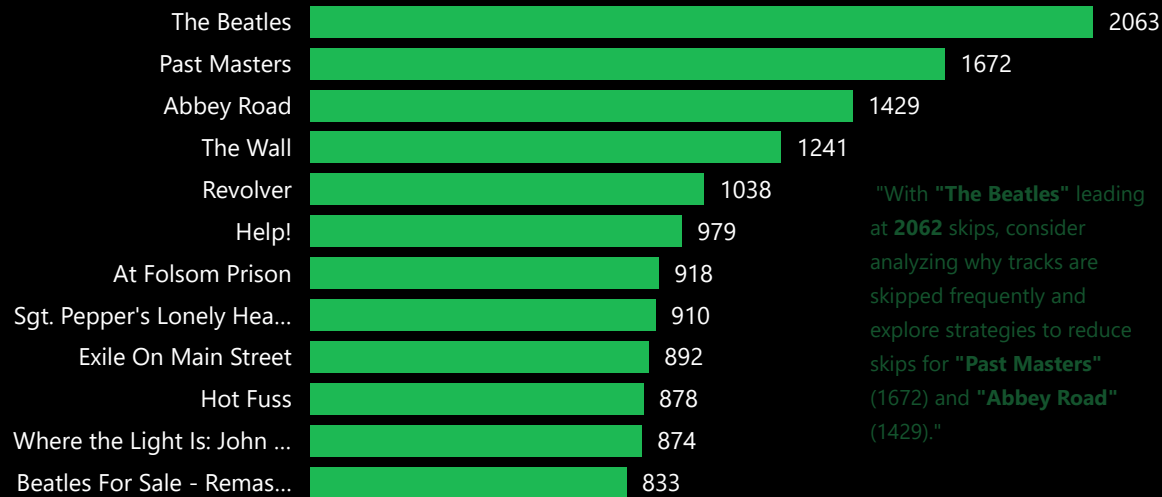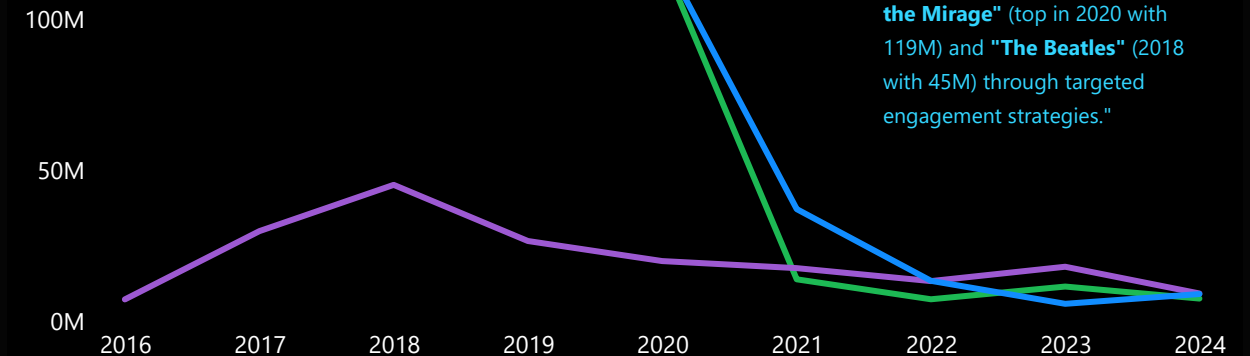## Playtime Share by Album

Imploding The Mirage 29.99%

The New Abnormal 35.02%

The Beatles 35%

Increase exposure for **"Imploding the Mirage"** (29.99%) through playlists or recommendations to boost engagement alongside **"The Beatles"** and **"The New Abnormal"** (35%).

Album Name vs. Total Playtime

Album	Playtime
The New Abnormal	187M
The Beatles	187M
Imploding The Mirage	160M
Abbey Road	149M
Blood On The Tracks	148M
Past Masters	145M
Hot Fuss	144M
The Wall	141M
Where the Light Is: Joh...	114M
Pressure Machine	113M
Sam's Town	112M
Born and Raised	110M

Album Name vs. Skipped Count

Album	Skipped Count
The Beatles	2063
Past Masters	1672
Abbey Road	1429
The Wall	1241
Revolver	1038
Help!	979
At Folsom Prison	918
Sgt. Pepper's Lonely Hea...	910
Exile On Main Street	892
Hot Fuss	878
Where the Light Is: John ...	874
Beatles For Sale - Remas...	833

"With **"The Beatles"** leading at **2062** skips, consider analyzing why tracks are skipped frequently and explore strategies to reduce skips for **"Past Masters"** (1672) and **"Abbey Road"** (1429)."

Monthly Playtime of Top Albums

Album ● Imploding The Mirage ● The Beatles ● The New Abnormal

100M

50M

0M

2016 2017 2018 2019 2020 2021 2022 2023 2024

"With **"The New Abnormal"** leading in 2020 at **121M**, focus on boosting playtime for **"Imploding the Mirage"** (top in 2020 with 119M) and **"The Beatles"** (2018 with 45M) through targeted engagement strategies."

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SPOTIFY HISTORY ANLYSIS

Created by NISHA CHANDILA

Your History

Artist
All

4112
Total Artists

"Great music stays timeless – see how the legends and rising stars are shaping the charts."

Artist	Track	Reason Start	Reason End
Coldplay	✨	trackdone	trackdone
Billie Eilish	!!!!!!!	clickrow	trackdone
The Gaslight Anthem	"45"	backbtn	fwdbtn
The Gaslight Anthem	"45"	clickrow	endplay
The Gaslight Anthem	"45"	fwdbtn	endplay
The Gaslight Anthem	"45"	fwdbtn	fwdbtn
The Gaslight Anthem	"45"	fwdbtn	trackdone
The Gaslight Anthem	"45"	trackdone	trackdone
Louis Armstrong	"C" Jam Blues - Live At Symphony Hall, Boston, MA/1947	trackdone	trackdone
David Bowie	"Heroes" / "Helden" - 2001 Remaster	clickrow	endplay
iLoveMemphis	"Hit the Quan" #HTQ	backbtn	trackdone
iLoveMemphis	"Hit the Quan" #HTQ	clickrow	fwdbtn

Yearly Playtime Trend of Top Artists

Artist ● John Mayer ● The Beatles ● The Killers

*"With **The Killers** leading in 2020 at **360M**, focus on maintaining momentum for **John Mayer** (top in 2017 with 195M) and **The Beatles** (top in 2017 with 243M) by promoting their music through targeted campaigns."*

400M
300M
200M
100M
0M
2015
2020

Artist Name vs. Skipped Count

Artist	Skipped Count
The Beatles	14K
The Killers	7K
John Mayer	5K
Bob Dylan	4K
Paul McCartney	3K
Led Zeppelin	2K
Johnny Cash	2K
The Rolling St...	2K
Radiohead	2K
The Black Keys	2K
Imagine Drag...	2K
Pink Floyd	2K
The Strokes	2K
Coldplay	2K

*"With **"The Beatles"** leading at **14K** skips, explore reasons behind high skip rates and consider reducing skips for **"The Killers"** (7K) and **"John Mayer"** (5K) through better curation or playlist adjustments."*

Artist Name vs. Total Playtime

Artist	Total Playtime
The Beatles	1.21bn
The Killers	1.06bn
John Mayer	0.73bn
Bob Dylan	0.57bn
Paul McCartney	0.36bn
Howard Shore	0.35bn
The Strokes	0.32bn
The Rolling Sto...	0.31bn
Pink Floyd	0.26bn
Led Zeppelin	0.25bn
Imagine Dragons	0.24bn
Johnny Cash	0.24bn
Kings of Leon	0.22bn
Radiohead	0.22bn

With **"The Beatles"** at **1.21bn** playtime, focus on boosting engagement for **"The Killers"** (1.06bn) and **"John Mayer"** (0.73bn) through personalized recommendations or playlist features to increase their playtime.
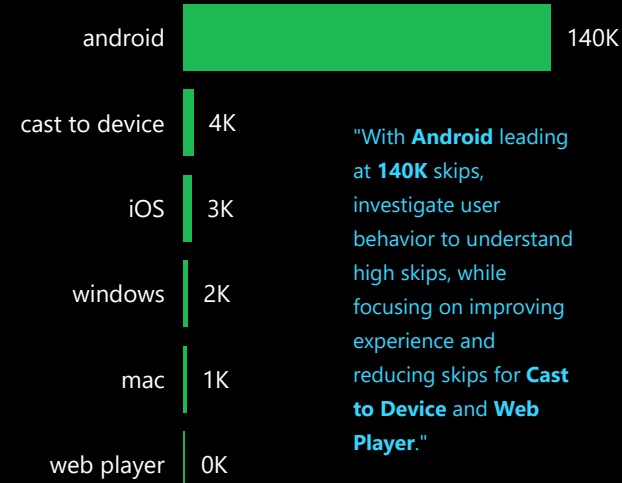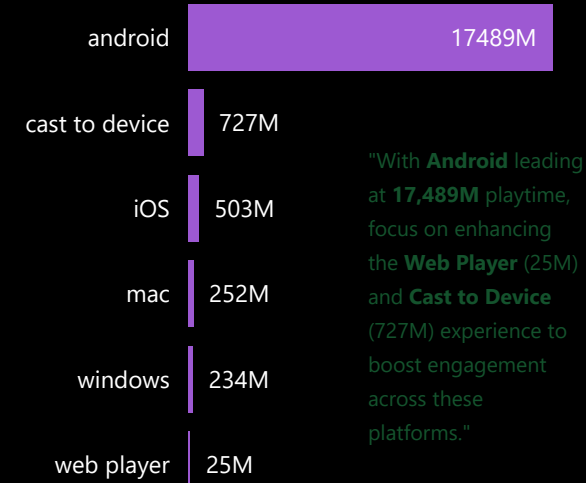
Home   Search   Library

Platform

All

6

Total Platform

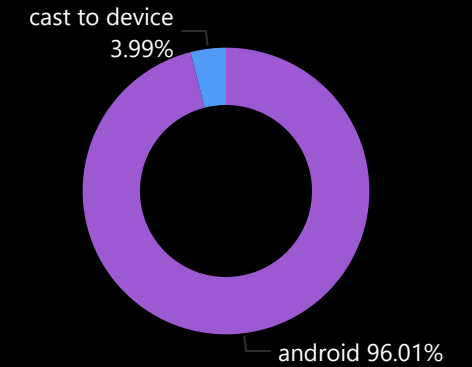*"From mobile to web, every platform plays a part in delivering your favorite tracks."*

Platform vs. Skipped Count

Platform	Skipped Count
android	140K
cast to device	4K
iOS	3K
windows	2K
mac	1K
web player	0K

*"With **Android** leading at **140K** skips, investigate user behavior to understand high skips, while focusing on improving experience and reducing skips for **Cast to Device** and **Web Player**."*

Platform vs. Total Playtime

Platform	Total Playtime
android	17489M
cast to device	727M
iOS	503M
mac	252M
windows	234M
web player	25M

*"With **Android** leading at **17,489M** playtime, focus on enhancing the **Web Player** (25M) and **Cast to Device** (727M) experience to boost engagement across these platforms."*

Playtime Share by Platform

cast to device 3.99%

android 96.01%

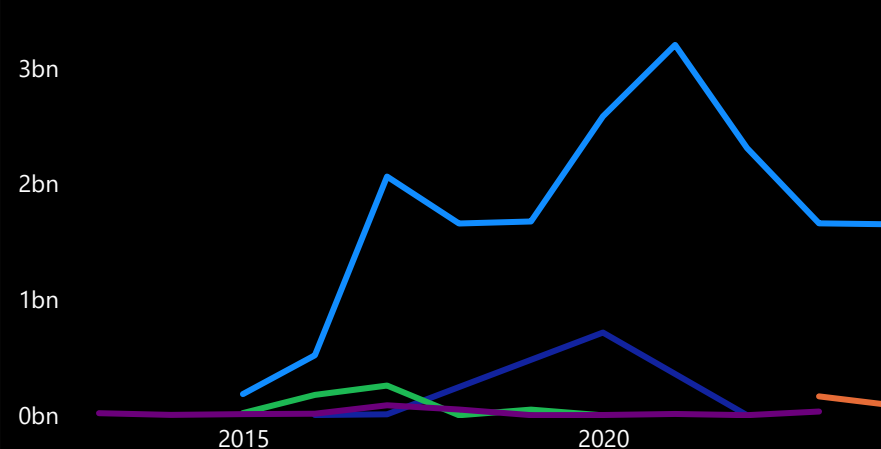*"Increase engagement for **Cast to Device** (3.99%) to balance with **Android**'s dominant **96.01%** playtime share."*

(Data Table)

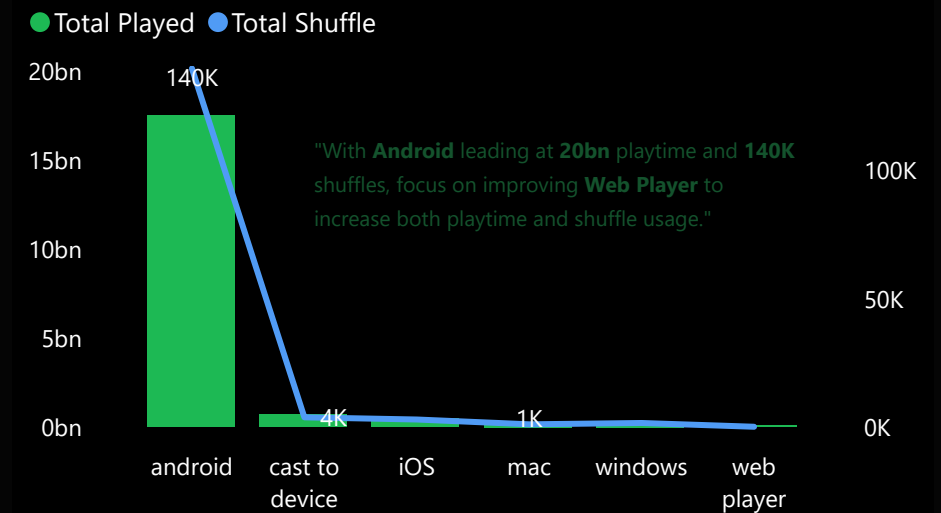| Platform	Reason End	Reason Start
android	appload	appload
android	appload	fwdbtn
android	appload	trackdone
android	backbtn	appload
android	backbtn	backbtn
android	backbtn	clickrow
android	backbtn	fwdbtn
android	backbtn	playbtn
android	backbtn	trackdone
android	endplay	appload
android	endplay	backbtn
android	endplay	clickrow
android	endplay	fwdbtn

Monthly Playtime Trend by Platform

platform ● android ● cast to device ● iOS ● mac ● windows

3bn
2bn
1bn
0bn

2015   2020

Playtime and Shuffle Count by Platform

● Total Played ● Total Shuffle

Platform	
android	140K
cast to device	4K
iOS	1K
mac	
windows	
web player	

20bn
15bn
10bn
5bn
0bn

100K
50K
0K

*"With **Android** leading at **20bn** playtime and **140K** shuffles, focus on improving **Web Player** to increase both playtime and shuffle usage."*