Spotify API Data Exploration

Dashboards are also available at:

https://public.tableau.com/profile/laura.ware#!/vizhome/spotify_api_data_exploration/Dashboard1
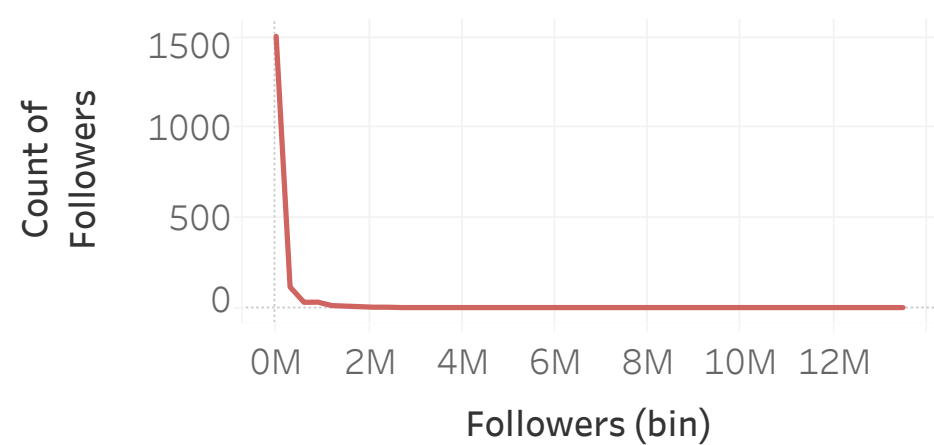https://public.tableau.com/profile/laura.ware#!/vizhome/spotify_api_data_exploration/Dashboard2
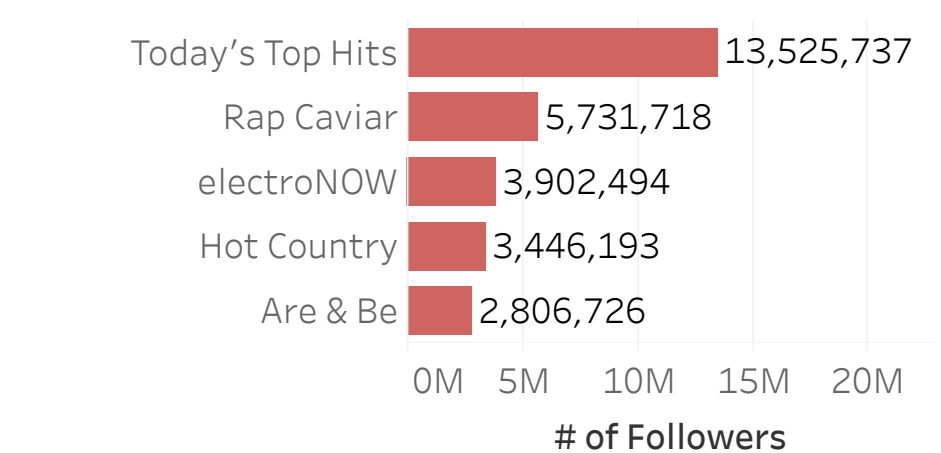https://public.tableau.com/profile/laura.ware#!/vizhome/spotify_api_data_exploration/Dashboard3

Spotify has 1726 playlists, but only a few with millions of followers.

Spotify has 1726 total playlists, and our dataset includes 1717 of these (the last 9 had API errors). The number of playlist followers seems to follow a power law, with a very long tail. Spotify's most popular playlist, Today's Top Hits, has over 13 million playlists, which is more than twice the number of followers for the second most popular playlist. There are a number of playlists with zero followers, so it is unclear why Spotify still has these playlists available to users.
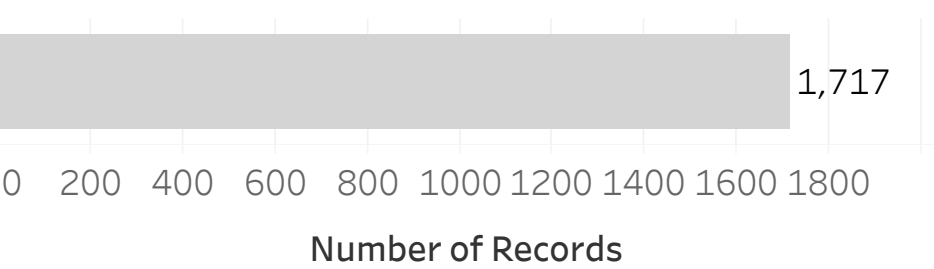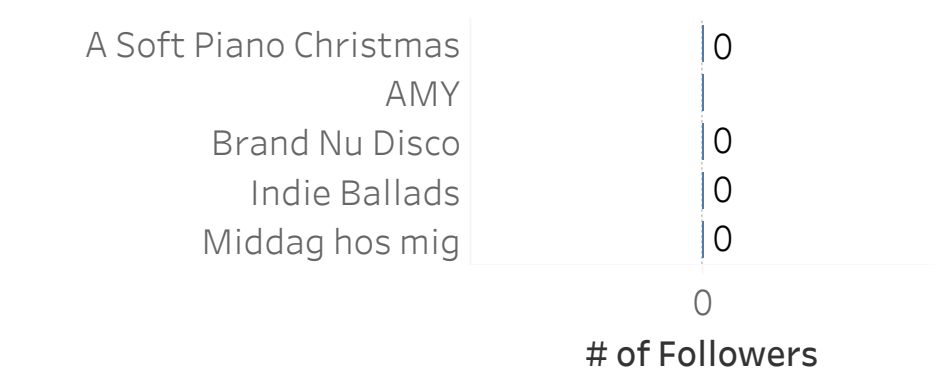
of Playlist Followers

5 Most Popular Playlists

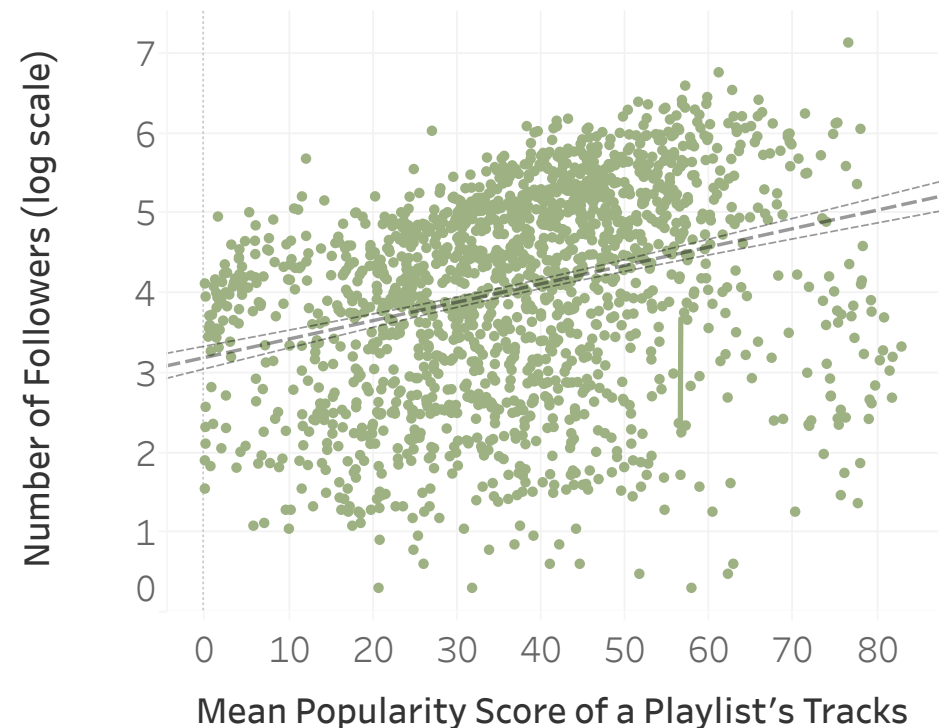| Playlist	# of Followers
Today's Top Hits	13,525,737
Rap Caviar	5,731,718
electroNOW	3,902,494
Hot Country	3,446,193
Are & Be	2,806,726

Total Number of Playlists

Number of Records: 1,717

5 Least Popular Playlists

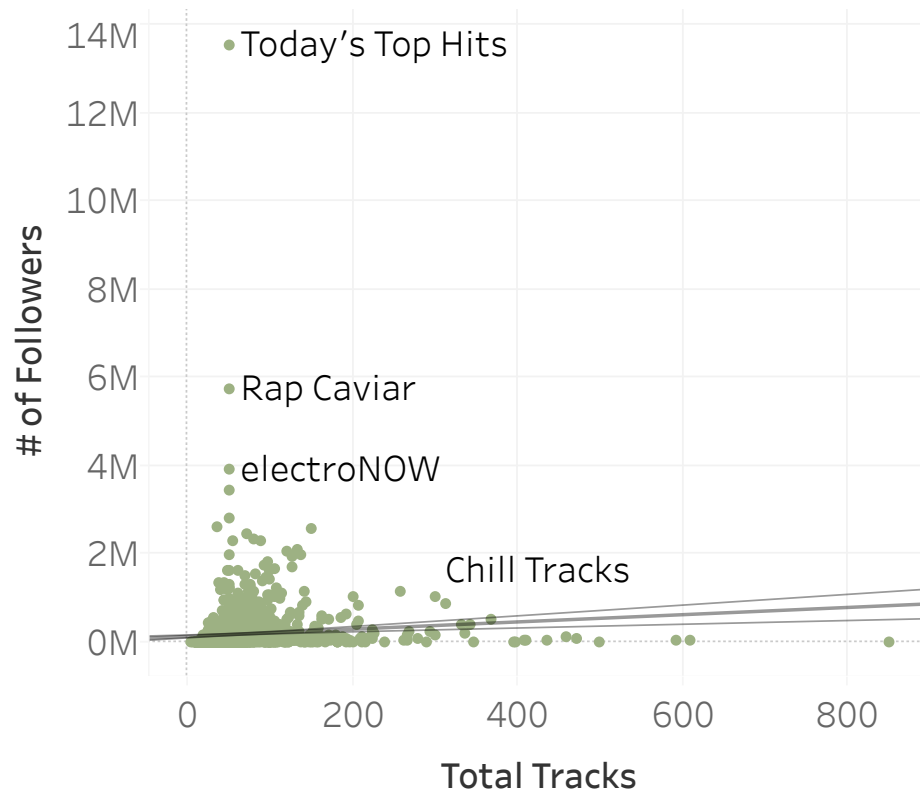| Playlist	# of Followers
A Soft Piano Christmas	0
AMY	
Brand Nu Disco	0
Indie Ballads	0
Middag hos mig	0

Number of playlist tracks and mean popularity of a playlist's tracks may be (weak) predictors of playlist popularity

There is a very weak relationship between number of tracks and number of followers. There is a somewhat stronger exponential relationship between the mean popularity score of a playlist's tracks and number of followers. However, the mean popularity of a playlist's tracks could have increased significantly as a direct result of the introduction of a playlist, so it is not really a fair predictor of number of followers for that playlist. A more appropriate predictor would be the popularity of the tracks before a playlist is introduced.
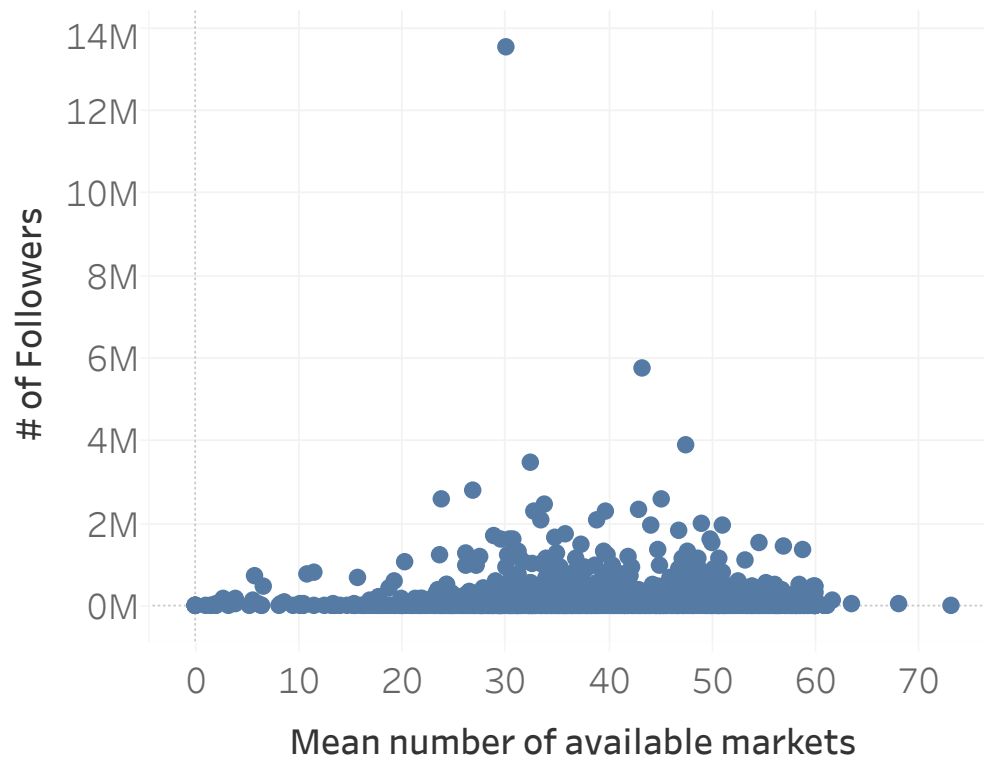
Number of Followers vs Number of Tracks

Log of number of followers vs mean popularity of its tracks
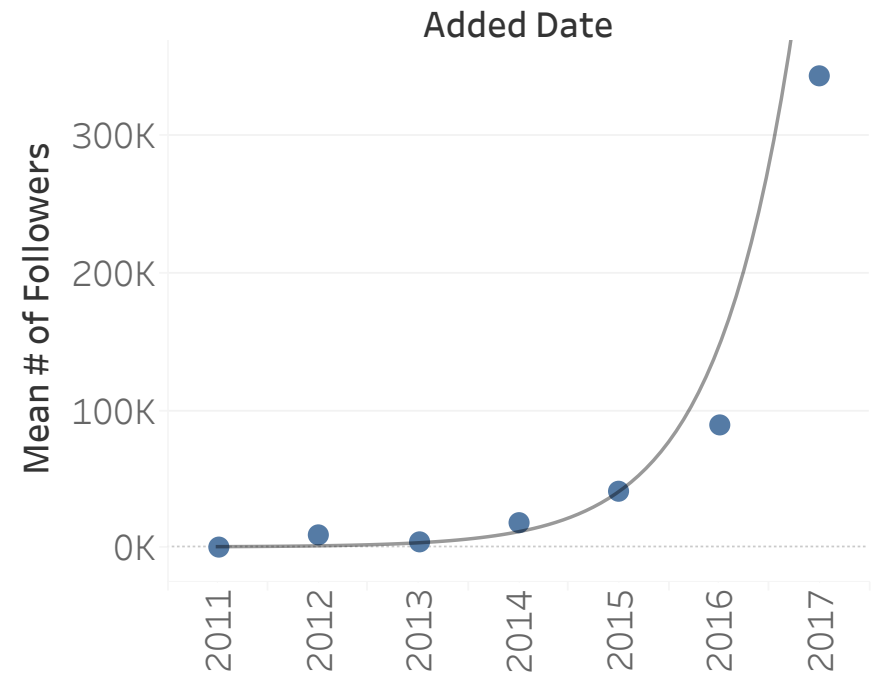
The date a playlist was added seems to have a significant relationship with number of playlist followers.

There does not seem to be a relationship between number of followers and the mean number of markets where the playlist's tracks are available. However, the date that the tracks were added seems to be a strong predictor of number of followers, following an exponential curve. Playlists with the most recently updated tracks have the highest number of followers.
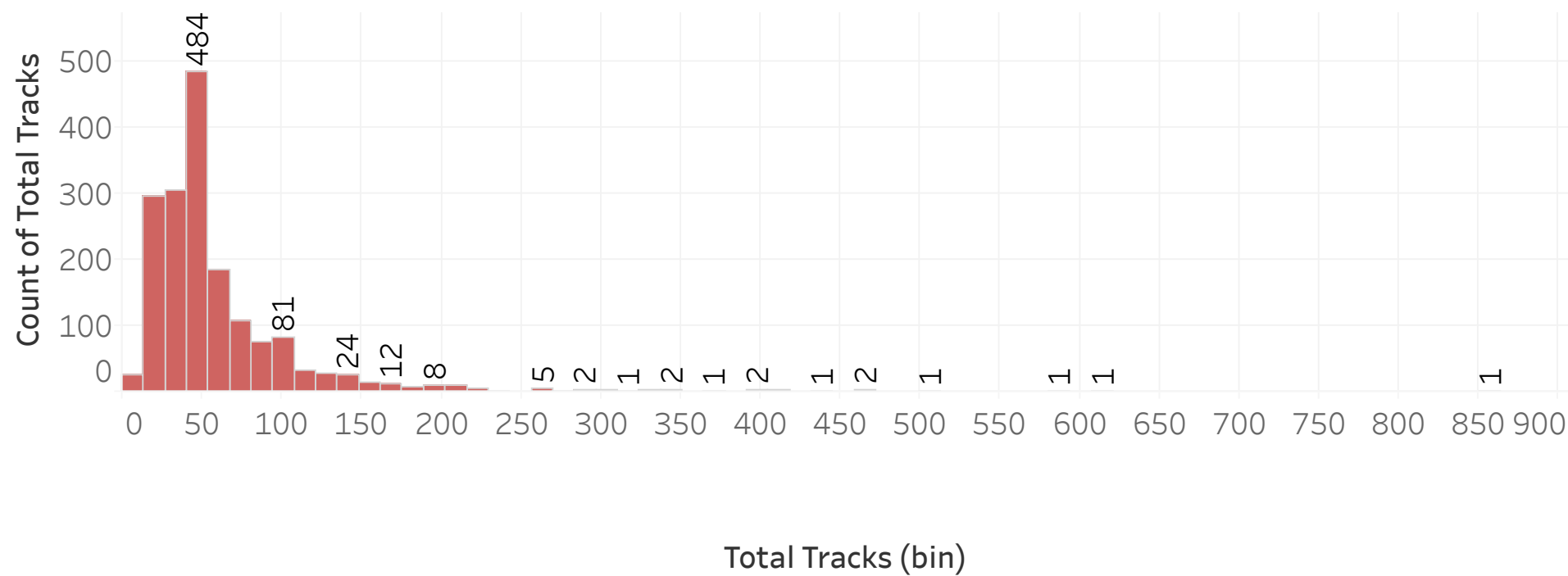
Number of playlist followers vs mean number of available markets across tracks

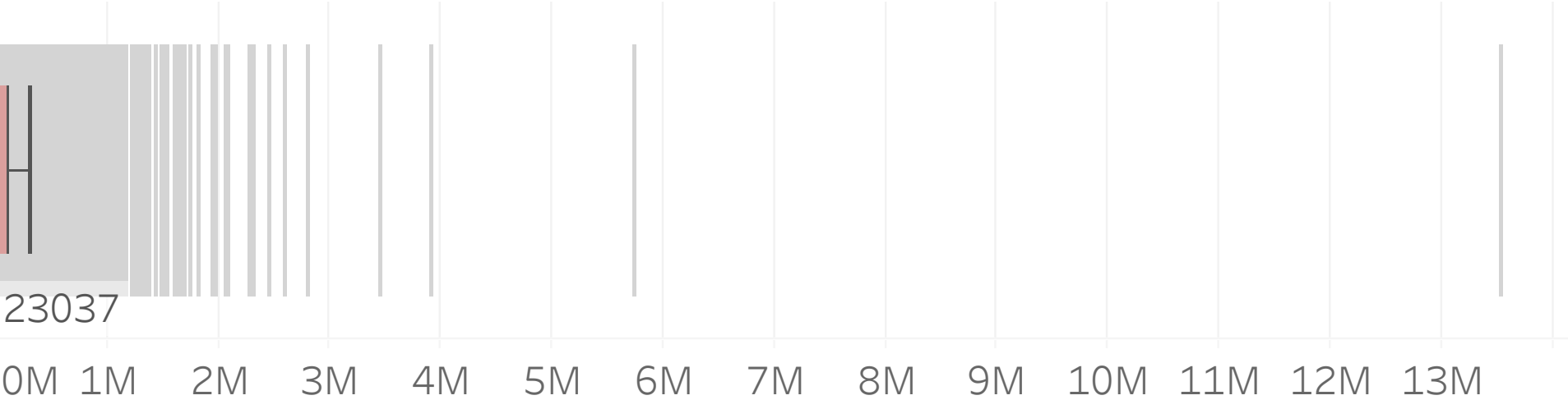## Mean # of followers vs date tracks were added

Histogram of number of tracks in a playlist

The trend of count of Total Tracks for Total Tracks (bin).

The median number of playlist followers is 23037

23037

0M 1M   2M   3M   4M   5M   6M   7M   8M   9M   10M   11M   12M   13M

Followers

Followers.