Spotify Social Media Performance Analysis

Dataset Size: 300 Posts

Tool Used: Microsoft Excel

Executive Summary

This analysis evaluates the performance of 300 Spotify social media posts across multiple platforms to identify high-impact content strategies. The dataset generated over 1.05M total engagements with an average engagement rate of 9.28%.

Overall Performance Metrics

• Total Posts Analyzed: 300

• Total Engagement: 1,050,000+ interactions

• Average Engagement Rate: 9.28%

• Engagement Variance Across Platforms: ~0.8%

Platform-Level Insights

Twitter achieved the highest engagement rate (~9.60%), indicating stronger audience-platform alignment.

Content-Type Insights

Story-based content (~9.61%) outperformed other formats, demonstrating higher interaction efficiency.

Campaign Effectiveness

ChillVibes (~9.58%) and Wrapped2024 (~9.55%) were the top-performing campaigns, with ~0.78% higher engagement than the lowest-performing campaign.

Strategic Recommendations

• Prioritize high-performing platforms for major campaigns.

• Increase focus on story-based and interactive content formats.

• Replicate themes from top-performing campaigns.

• Continuously monitor engagement KPIs for optimization.

Attached Excel File

The detailed dataset and dashboard analysis can be accessed using the attached Excel file:
File Name
https://docs.google.com/spreadsheets/d/1klNBttsHqkyhp7D50FEogHFTOg3zsEuP/edit?usp=sharing&ouid=117961085555071943983&rtpof=true&sd=true