This project analyzes the most streamed songs worldwide, tracking their performance across major online platforms (YouTube, TikTok, Spotify, and Pandora) from 2000 to the present. The dataset used for this analysis was sourced from **Kaggle**, specifically the **"Most Streamed Songs Worldwide"** dataset. The dashboard provides insights into how songs have gained popularity, highlighting streaming trends, content type distribution, and platform-wise engagement.

**Dataset Details**

* **Total Records in Raw Dataset**: **110,629**
* **Source**: Kaggle (Dataset: "Most Streamed Songs Worldwide")
* **Columns Considered for Analysis**:
  + **Song & Artist Details**: Track Name, Album Name, Artist, Release Date, All-Time Rank, Track Score
  + **Spotify Data**: Spotify Streams, Spotify Playlist Counts
  + **YouTube Data**: YouTube Likes, YouTube Views
  + **TikTok Data**: TikTok Likes, TikTok Views
  + **Apple Music Data**: Apple Music Playlist Count, Apple Spins
  + **Amazon Music Data**: Amazon Playlist Count
  + **Pandora Data**: Pandora Streams
  + **Content Type**: Explicit Type (Explicit/Non-Explicit)

**Data Cleaning & Preparation**

To ensure accurate analysis and meaningful insights, the following **data preprocessing steps** were performed:

✅ **Remove Unnecessary Columns** – Retained only the relevant columns for analysis.  
✅ **Handle Missing & Error Values** – Used Ctrl+G → Special → Blanks to find and remove blank rows, eliminating errors.  
✅ **Remove Glitched Rows** – Deleted entire rows to prevent visual distortions in charts.  
✅ **Replace Explicit Values** – Used Ctrl+H (Find & Replace) to standardize explicit/non-explicit labeling.  
✅ **Convert Raw Data into a Table** – Applied Ctrl+T to create a structured table format for better usability.  
✅ **Create PivotTables** – Generated pivot tables to summarize key insights dynamically.  
✅ **Number Formatting** –

* **Millions Format** ($#,##0.0,,"M") – Used to display large values in a readable format.
* **Lakh to Million Conversion** (0.00,, "M") – Adjusted Indian numbering format to a global standard.

**Key Metrics & Visualizations**

The dashboard presents the following **key insights** to analyze music trends:

**Track Score vs. Spotify Streams** – Displayed using a **Column Chart with a Trendline**, this metric shows how a song’s track score correlates with its total Spotify streams.

**Views Across YouTube & TikTok** – Visualized using a **Stacked Bar Chart**, comparing song popularity across social media platforms.

**Total Streams on Spotify & Pandora** – Represented through a **Grouped Column Chart**, highlighting differences in streaming behavior on these platforms.

**Time Period vs. Total Reactions** – Shown using a **Line Chart with Data Labels**, this metric tracks the sum of total reactions (streams + views) over different years, capturing long-term trends in music popularity.

**Interactive Features (Slicers)**

To enhance usability, the dashboard includes **interactive slicers** for flexible data exploration:  
✔ **Year Filter** – Allows users to analyze streaming and view trends for a specific year or range of years.  
✔ **Content Type Filter** – Enables filtering of songs based on their content category:

* **Explicit**: Tracks with explicit content.
* **Non-Explicit**: Family-friendly or clean tracks.

**Insights & Impact**

This dashboard helps in understanding how songs perform across digital platforms, identifying patterns in music consumption, and analyzing the impact of content type on song popularity. The interactive filters allow users to deep dive into specific time periods and content preferences, making the analysis more dynamic and insightful.