

SPOTIFY DATA ANALYSIS

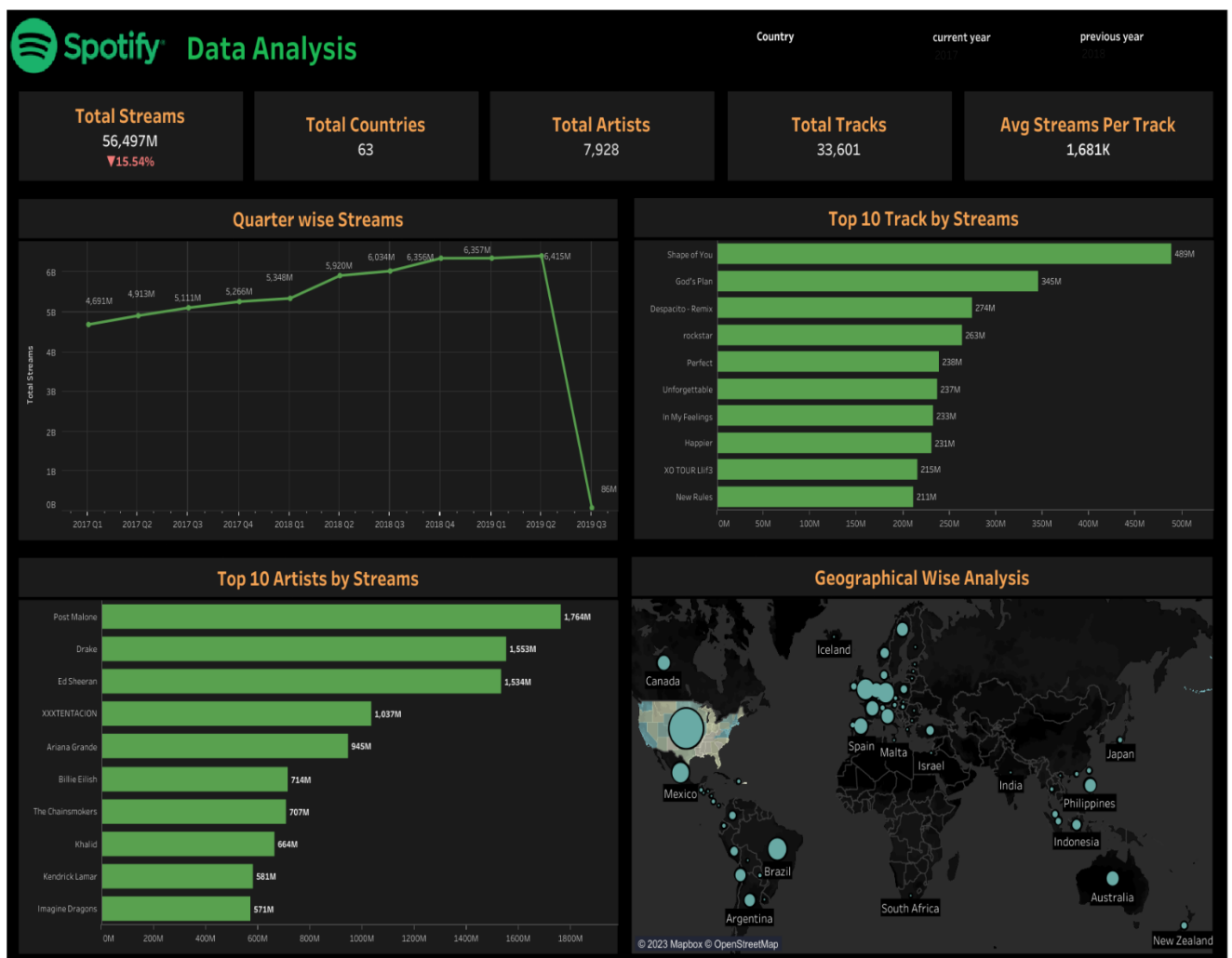
Problem statement:

The objective of this project is to utilize Tableau's data visualization capabilities to analyse and present insights from Spotify data. This project seeks to leverage Tableau's visualization capabilities to transform raw Spotify data into meaningful and interactive visualizations that enable users to gain insights, make data-driven decisions, and explore their music preferences in a visually engaging manner. As an analyst come up with the recommendation on suggesting advertisement s to stay competitive in music industry.

Task:

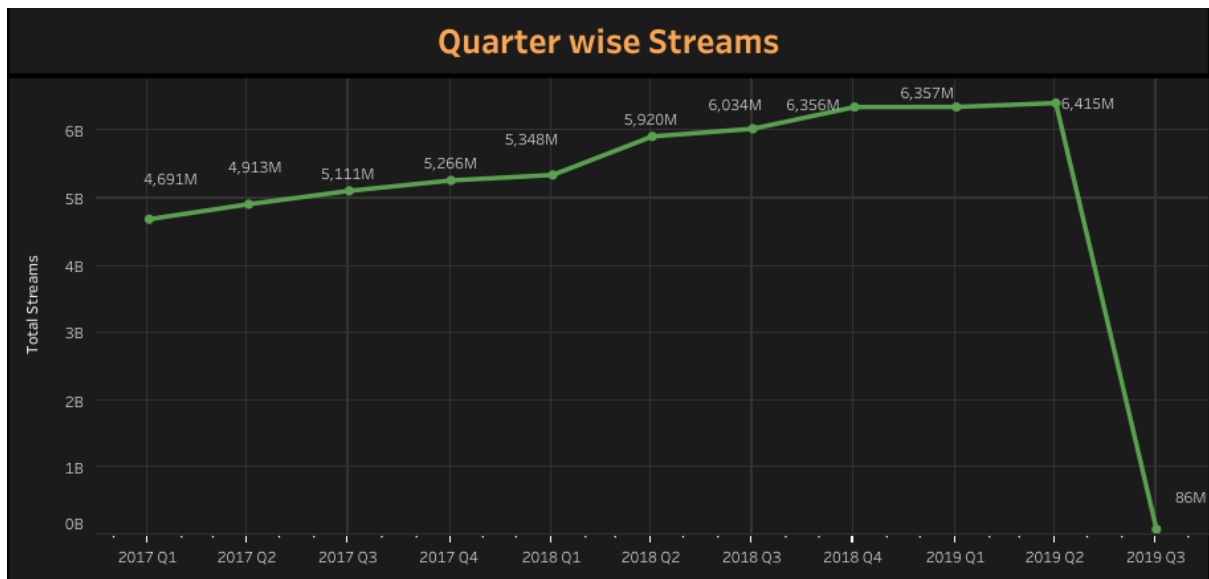
As an analyst come up with the recommendation on suggesting advertisement s to stay competitive in music industry.

Overall dashboard:



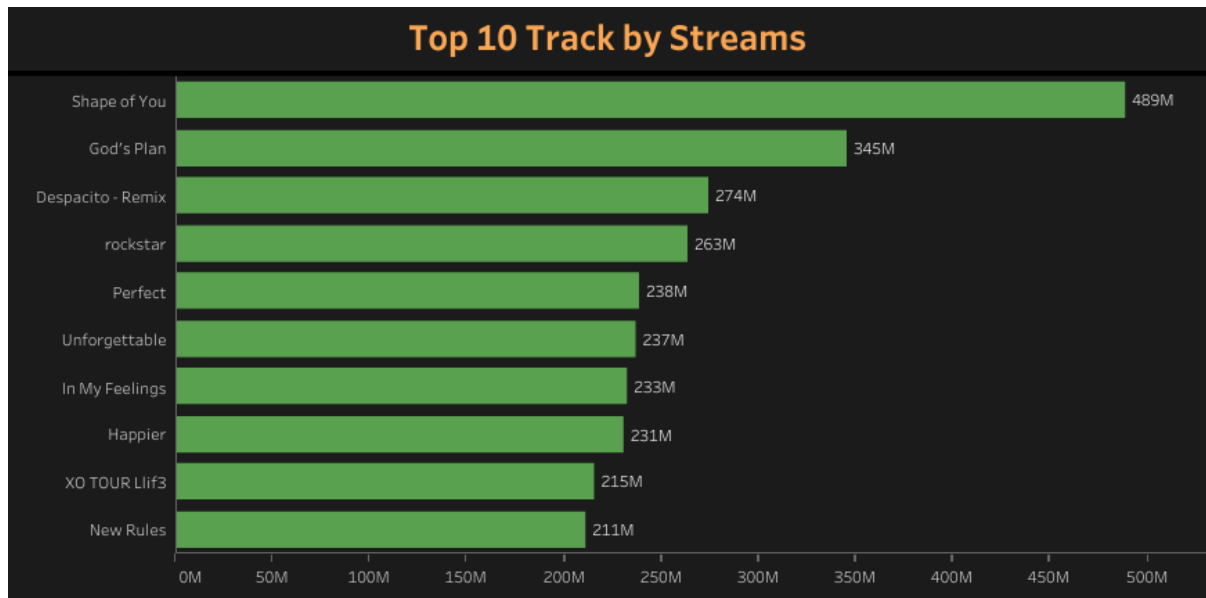
- Approximately **56,497 million streams** were recorded on Spotify between the years 2017 and 2019.
- Based on the available data, Spotify is being used in **63 countries** for listening to songs.
- The **total number of artists is 7,928**.
- There are a **total of 33,601 tracks** available on Spotify.
- On average, each track on Spotify has approximately **1,681k streams**.

Quarter wise analysis:



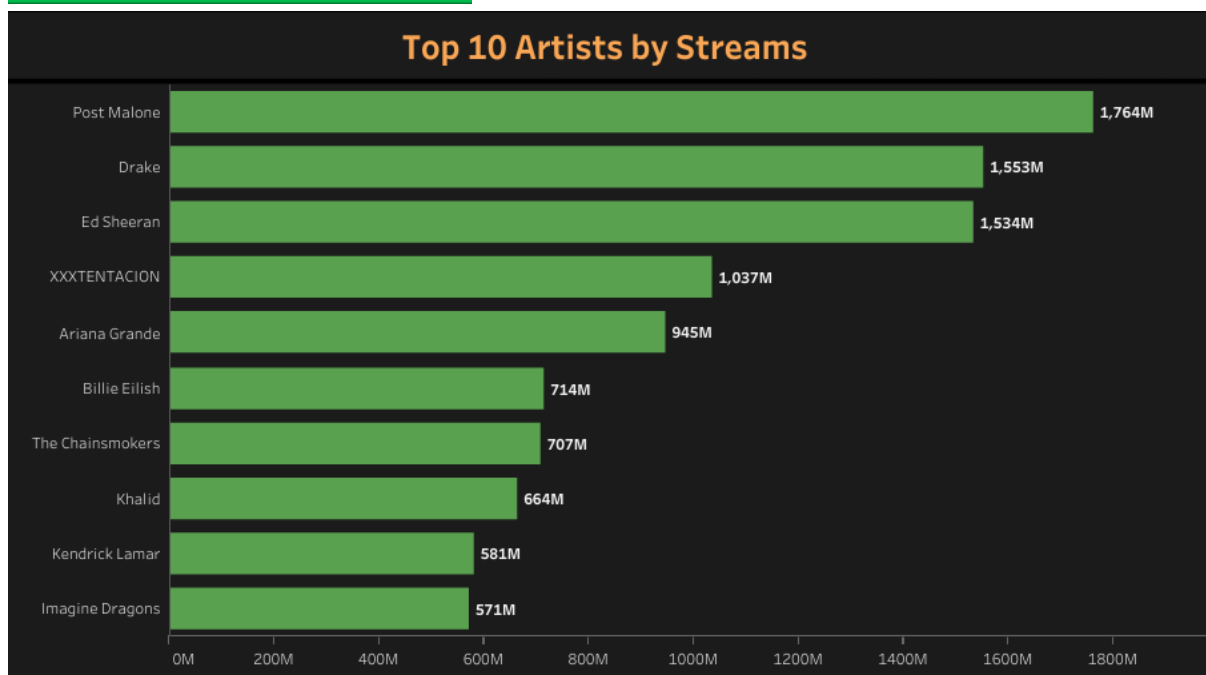
- A line chart depicting quarterly streams over time will help to visualize whether the streams on a quarterly basis are increasing or decreasing.
- The trend line on the line chart illustrates a significant year-on-year increase in streams, indicating a **substantial growth trend over time**.
- **The increase in streams by 18.40% from 2017 to 2018** indicates a notable growth in user engagement and popularity of the platform during that period. This upward trend suggests that more listeners were actively using Spotify and streaming music in 2018 compared to the previous year.
- While the specific year-on-year growth for 2019 cannot be determined without full-year data, the positive trend indicated by the forecasting suggests that the streams were expected to continue increasing in that year as well. The forecasting model predicts a positive trajectory, indicating a potential upward trend in streams for 2019.

Top 10 tracks by Streams:



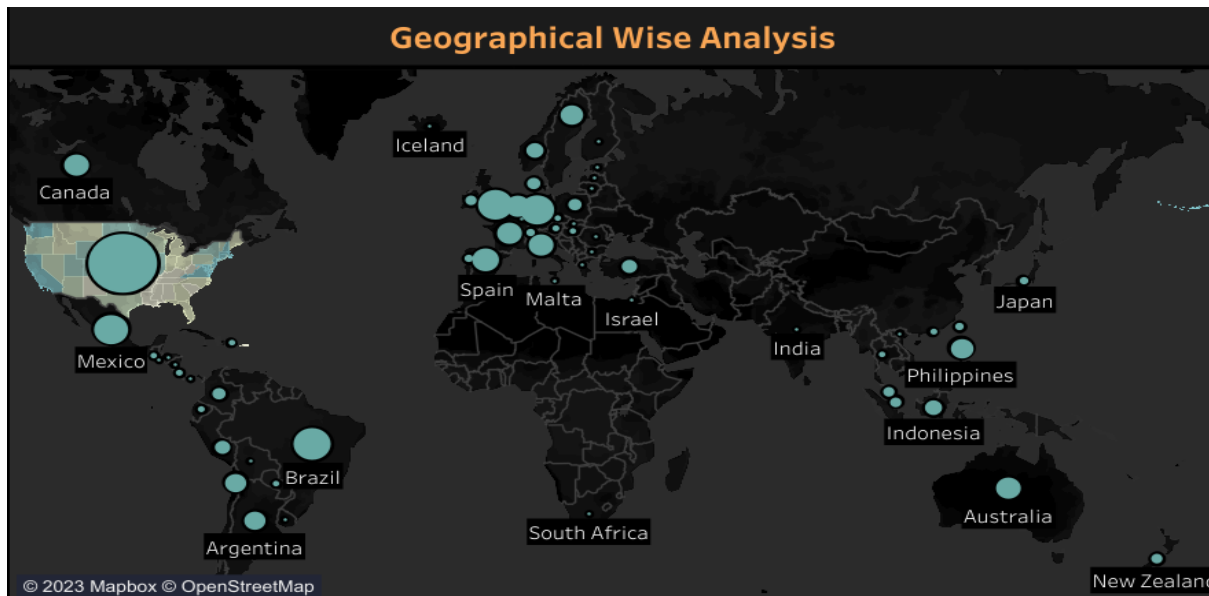
- From the bar chart depicting the top 10 tracks by streams, we can understand which songs have received the highest number of streams on Spotify. The chart provides insights into the most popular and widely listened-to tracks among users.

Top 10 Artists by Streams:



- From the bar chart representing the top 10 artists by streams, we can understand which musicians or bands have garnered the highest number of streams on Spotify. The chart provides insights into the most popular and widely listened-to artists among Spotify users, highlighting their impact and popularity in terms of stream counts

Geographical analysis:



- From the map visualizing geographical analysis by streams, we can understand the distribution of streaming preferences across different regions or countries. The map highlights areas where certain songs or genres are more popular, providing insights into cultural preferences and music trends in different locations. It can also indicate the global reach and popularity of specific artists or tracks, showcasing their influence across borders.

Types of ads in spotify:

1. **Audio Ads:** These are short audio messages played between songs during ad-supported listening sessions. They typically include voiceovers, sound effects, and music to deliver the advertising message to the listener.
2. **Video Ads:** Video ads are brief video clips that play during ad-supported listening sessions. They can be skippable or non-skippable and often include both audio and visual components to deliver the advertising message.
3. **Display Ads:** Display ads are visual advertisements that appear within the Spotify app or web player. They can be static images or interactive banners that include visuals, text, and call-to-action buttons.
4. **Sponsored Playlists:** Advertisers can sponsor playlists on Spotify, where their brand or product is associated with a curated collection of songs. Sponsored playlists can be targeted to specific genres or moods, reaching a relevant audience.
5. **Sponsored Sessions:** This ad format allows users to enjoy an uninterrupted listening session in exchange for engaging with a video ad. After watching the video, users can then enjoy ad-free music for a specific duration.
6. **Branded Playlists:** Brands can create their own playlists on Spotify and curate a collection of songs that align with their brand identity or target audience. These playlists can help create brand awareness and engagement.
7. **Podcast Ads:** Spotify offers targeted audio ads within podcasts hosted on their platform. Advertisers can reach engaged podcast listeners with tailored messages.

Suggestion and Recommendations

- **Target popular tracks and artists:** Identify the top tracks and artists with the highest streams and consider placing advertisements within or around their content. This can help reach a large and engaged audience.
- **Customer Testimonials:** Feature positive customer testimonials or reviews in your advertisements to build trust and showcase the positive experiences of satisfied customers.
- **Monitor Competitors:** Keep a close eye on your competitors' advertising strategies and campaigns. Analyse their messaging, positioning, and promotions to identify areas where you can differentiate yourself or counter their efforts effectively.
- **Utilize interactive and personalized ads:** Spotify offers various ad formats, including interactive and personalized ads. Consider leveraging these formats to engage users and provide tailored experiences based on their streaming habits and preferences.
- **Offer Promotions and Discounts:** Provide limited-time offers, discounts, or exclusive deals to incentivize customers to choose your brand over competitors. Promote these offers through various advertising channels to generate interest and urgency.
- **Consider regional targeting:** Analyse the geographical analysis by streams to identify regions where certain songs or genres are popular. Tailor advertisements to target specific regions or countries where the streaming trends align with your target audience.
- **Leverage year-on-year growth:** Highlight the year-on-year growth in streams, especially if it indicates a positive trend. Emphasize the increasing popularity of the platform and the opportunity to reach a growing user base.