# Spotify Quarterly Revenue

## Data Dictionary

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| --- | --- | --- | --- | --- |
| Variable | Variable name | Measurement Unit | Allowed values | Description |
| Date as End of Quarter | Date | dd-mm-yyyy | 31-03-2017 - 31-03-2023 | The revenue values were collected on quarterly basis from 2017 - 2023 |
| Total Revenue  (In Euro Millions) | Revenue | Numeric | 0 - 9999 | Total revenue generated by Spotify due to users buying Premium accounts |

## Data Collection Methodology

* The dataset has been sourced from Kaggle, a reputable and well-known platform for datasets and data science resources [Author: Shivam Maurya].
* The data collected pertains to Spotify, a widely recognized and leading music streaming service in the industry.
* The total revenue, measured in Euro Millions, is directly attributed to the purchases made by Spotify Premium users.
* The data is collected on quarterly basis starting from March 2017 to March 2023.

## Why the dataset is intriguing?

* Spotify allows users to stream a wide range of music content, including millions of songs from various artists and genres. Its unique blend of music discovery tools, active user engagement, and data-driven insights makes it an exceptionally captivating platform, appealing to both music enthusiasts and individuals with a keen interest in the music and technology industries.
* However, the listening experience can be somewhat frustrating when users encounter ads interrupting their music. As a result, many users opt to subscribe to premium accounts to enjoy uninterrupted, ad-free music.