

# Spotify Revenue Analysis

**About** : Spotify Revenue, Expenses and Its Premium Users contains the number of premium users, number of Ad-supported users and total monthly active users (MAUs).

The dashboard indicates the summary of expenses done and profits earned by Spotify for a specific quarterly time period.

**Note** : All money figures are in Euro millions except ARPU which is in Euro and as it is.

**Cost of Revenue** : It is expenses done by company.

**Tools used** : Data was sourced from **Kaggle** as CSV format, table creation and queries were written on **BigQuery** a product of **Google Cloud Platform**. Finally the dashboard for the analytical visualisation was created on **Looker Studio**.



### Filter

Date ▾

Ad Reven... ▾

Premium ... ▾

### Summary of Profit in Million (Euros)

Total Revenue	Gross Profit	Ad Gross Profit	Premium Gross Profit
48,730	12,532	352	11,859

### Summary of Expenditure in Million (Euros)

	Date ▾	Sales and Marketing Cost	Research and Development Cost	General and Administrative Cost	Total Expenditure
1.	31 Mar 2023	347	435	140	922
2.	31 Dec 2022	453	415	164	1,032
3.	30 Sept 2022	432	386	160	978
4.	30 Jun 2022	391	336	171	898
5.	31 Mar 2022	296	250	131	677

1 - 26 / 26 < >

Query results - BigQuery - Spoti... Spotify Revenue Dashboard

console.cloud.google.com/bigquery?project=spotifyanalysis&ws=1m101m414m311spotifyanalysis12spotify\_dataset3spotify\_revenue1m41m311s...

Google Cloud SpotifyAnalysis Search (/) for resources, docs, products and more

BigQuery Explorer + ADD DATA

Analysis

- SQL workspace
- Data transfers
- Scheduled queries
- Analytics Hub
- Dataform
- Partner Centre
- Migration
- Assessment
- SQL translation
- Release notes

spotifyanalysis

- Saved queries (1)
- Spotify-Revenue-Analysis-Q...
- SHOW MORE
- External connections
- spotify\_dataset
- spotify\_revenue

Spotify-Reven... RUN SAVE SHARE SCHEDULE

```
1 SELECT * from `spotify_dataset.spotify_revenue`
2
3 /* Summary of Profits */
4 select sum(Total_Revenue) from `spotify_dataset.spotify_revenue`
5
6 select sum(Gross_Profit) from `spotify_dataset.spotify_revenue`
7
8 select sum(Ad_gross_Profit) from `spotify_dataset.spotify_revenue`
9
10 select sum(Premium_Gross_Profit) from `spotify_dataset.spotify_revenue`
11
12 /* Summary of Expenditure by Spotify */
13 select sum(Genreal_and_Adminstraive_Cost) from `spotify_dataset.spotify_revenue`
14
15 select sum(Research_and_Development_Cost) from `spotify_dataset.spotify_revenue`
16
17 select sum(Sales_and_Marketing_Cost) from `spotify_dataset.spotify_revenue`
```

Query results SAVE RESULTS EXPLORE DATA

PERSONAL HISTORY PROJECT HISTORY REFRESH