



Spotify Data Analysis Project

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- Requirement Gathering/ Business Requirements
- Data Walkthrough
- Data Connection
- Data Cleaning / Quality Check
- Data Modeling
- Data Processing
- DAX Calculations
- Dashboard Lay outing
- Charts Development and Formatting
- Dashboard / Report Development
- Insights Generation



Select Platform

android

cast to device

iOS

mac

web player

windows

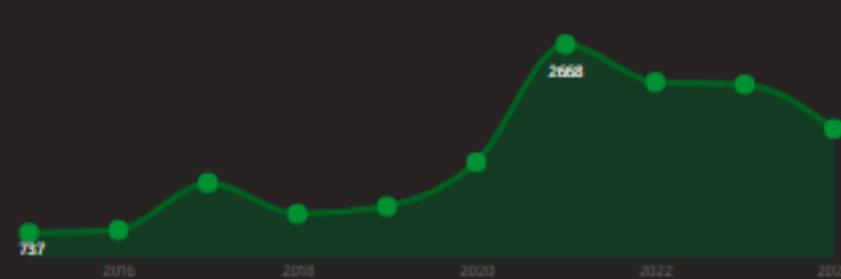
Is Skipped

All

Is Shuffled

All

ALBUMS

7383 Albums Played Over TimeLatest Year (LY)
vs Previous Year (PY)**1802**

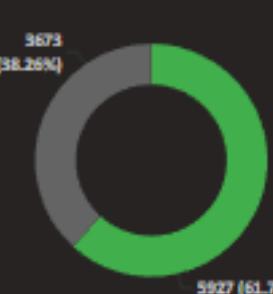
vs PY: 2,258(-20.19%)

2024



Albums Played

Weekday ● Weekend



Top N Album

10

Top Albums

by album_name

The Beatles	1987
Past Masters	1627
Abbey Road	1360
The Wall	1139
Revolver	982
Help!	923
At Folsom Prison	874
Sgt. Pepper's Lo...	836
Where the Light ...	818
Exile On Main St...	812

ARTISTS

3835 Artists Played Over TimeLatest Year (LY)
vs Previous Year (PY)**1058**

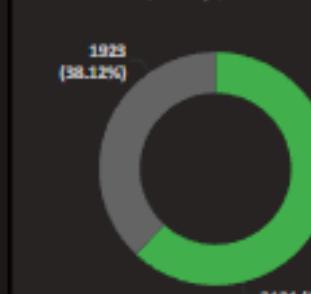
vs PY: 1,400(-24.43%)

2024



Artists Played

Weekday ● Weekend



Select No of Top Artists

10

Top Artists

by artist_name

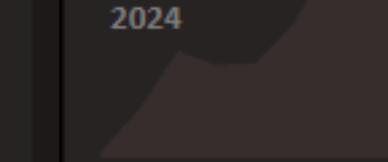
The Beatles	12897
The Killers	6072
John Mayer	4344
Bob Dylan	3548
Paul McCartney	2593
Johnny Cash	2375
Led Zeppelin	2331
Radiohead	2188
The Rolling Stones	2175
The Black Keys	2152

TRACKS

12724 Tracks Played Over TimeLatest Year (LY)
vs Previous Year (PY)**3508**

vs PY: 3,916(-10.42%)

2024



Select No of Top Tracks

10

Top Tracks

by track_name

Ode To The Mets	180
In the Blood	168
Dying Breed	164
19 Dias y 500 No...	144
Concerning Hobbl...	138
For What It's Wor...	138
Come Together - ...	132
Crucify Your Mind	127
The Boxer	127
Yesterday - Rema...	125



Is Skipped

All

Is Shuffled

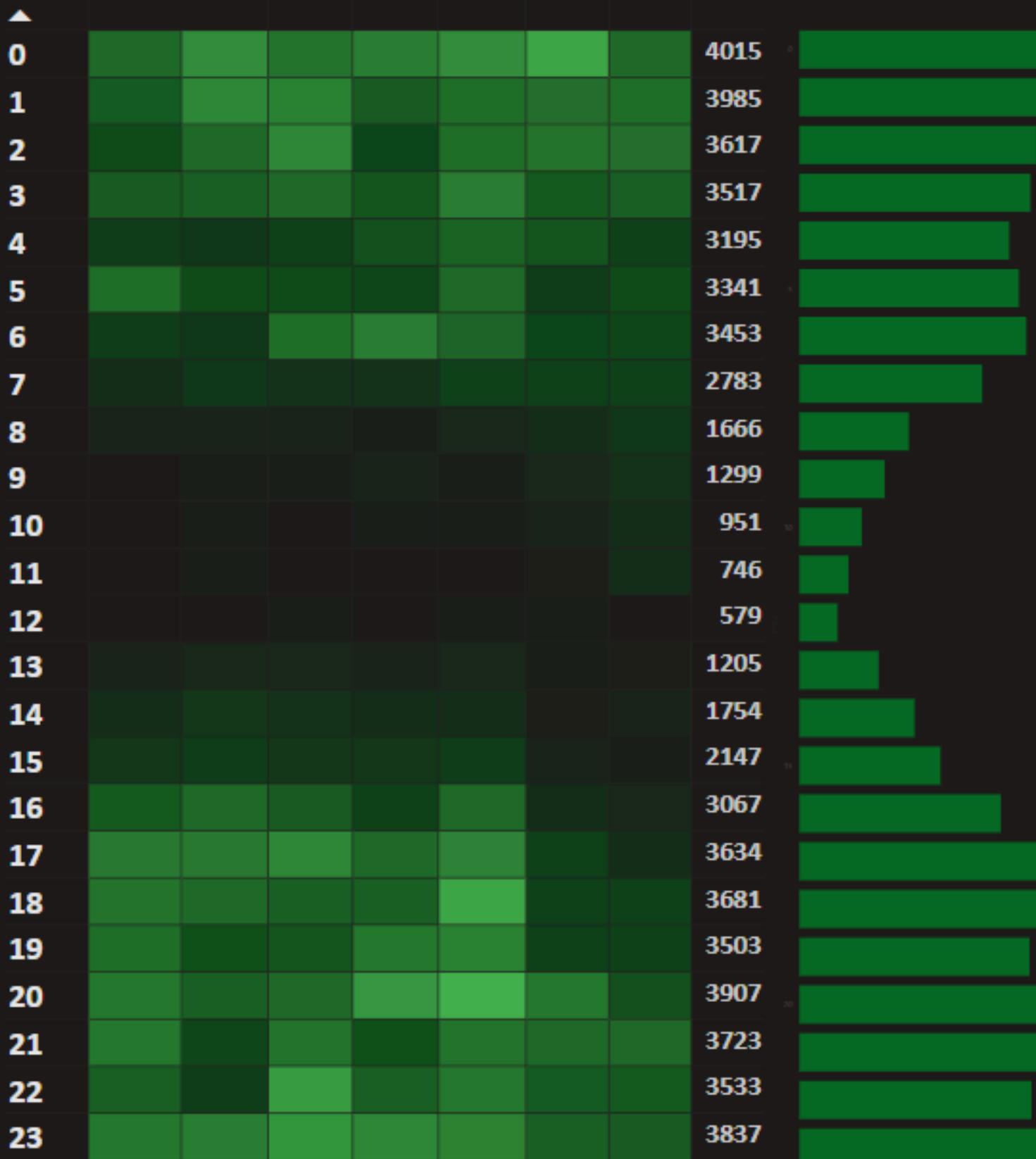
All

Year

All

Listening Hours Heat Map

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
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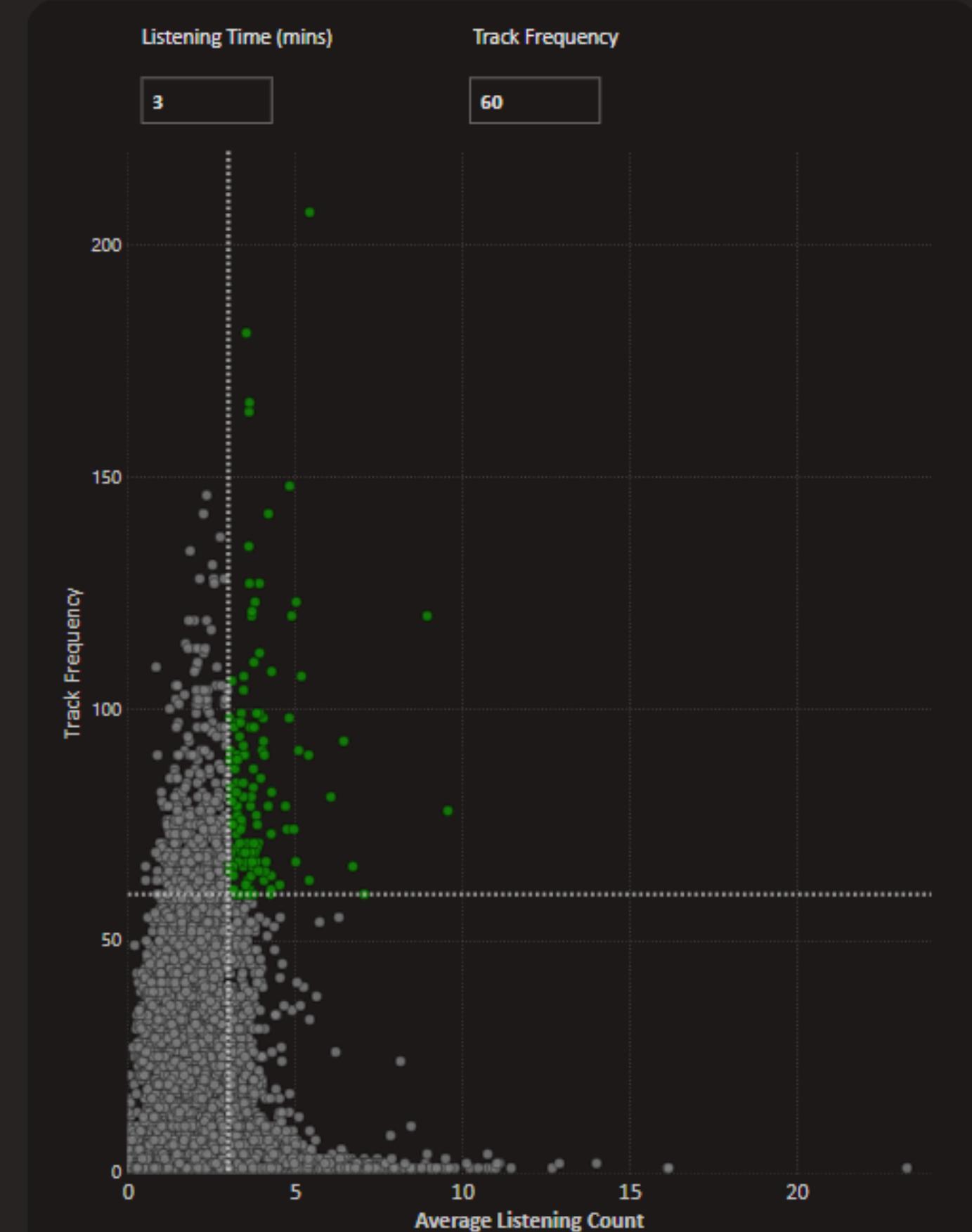


Listening Time (mins)

3

Track Frequency

60



BUSINESS REQUIREMENT

For Albums

 **Total Albums Played Over Time** – Track how album listening trends change over months and years.

 **Number of Albums Listened by Year** – Identify annual listening habits and volume (Find the Min and Max Albums in the view).

 **Albums Played on Weekday & Weekend** – Identify the Pattern of music listening on weekdays and weekends.

 **Top Albums** – Identify the most played albums based on listening frequency.

 **Latest Year vs Previous Year Analysis** – Compare track engagement between the latest and previous years, including:

- LY (Latest Year) vs PY (Previous Year) Trends
- YoY (Year-over-Year) Growth Analysis

BUSINESS REQUIREMENT

For Artists

 **Total Artists Played Over Time** – Track how artist listening trends evolve across months and years.

 **Number of Artists Listened by Year** – Identify annual listening habits and artist diversity. (Find the Min and Max Artists in the view).

 **Artists Played on Weekday & Weekend** – Identify the Pattern of music listening on weekdays and weekends.

 **Top Artists** – Identify the most played artists based on listening frequency.

 **Latest Year vs Previous Year Analysis** – Compare artist engagement between the latest and previous years, including:

- LY (Latest Year) vs PY (Previous Year) Trends
- YoY (Year-over-Year) Growth Analysis

BUSINESS REQUIREMENT

For Tracks

 **Total Tracks Played Over Time** – Monitor how track listening trends change across months and years

 **Number of Tracks Listened by Year** – Identify annual listening habits and track diversity. (Find the Min and Max Tracks in the view).

 **Tracks Played on Weekday & Weekend** – Identify the Pattern of music listening on weekdays and weekends.

 **Top Artists** – Identify the most played tracks based on listening frequency

 **Latest Year vs Previous Year Analysis** – Compare artist engagement between the latest and previous years, including:

- LY (Latest Year) vs PY (Previous Year) Trends
- YoY (Year-over-Year) Growth Analysis



⌚ Listening Hours Analysis – Identify peak listening times using a Heat Map that visualizes patterns across hours and days with color intensity.

📊 Average Listening Time (min) vs Track Frequency – Use a Scatter Plot with Quadrant Analysis to categorize tracks based on:

- High Frequency & High Listening Time – Most engaging tracks 🎵
- Low Frequency & High Listening Time – Niche but impactful tracks
- High Frequency & Low Listening Time – Short & frequently played tracks
- Low Frequency & Low Listening Time – Less popular tracks

DETAILS GRID

In this report, we aim to analyze Spotify data by creating an interactive and dynamic Grid View. The Grid will display key details such as Album Name, Artist Name, Track Name, and other relevant attributes.

Grid View with Essential Fields:

The Grid should present critical data points for an intuitive and structured view.

Drill Through Functionality:

Users should be able to drill through from the main reports to explore underlying data for detailed insights

Drill Down, Drill Up, and Hierarchy:

The Grid should support hierarchical navigation, allowing users to drill down and up for in-depth data exploration.





thank you



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