Team # and Members:

Project Team 1: Gracy Ahuja, Fahad Ibrahim, Sanjana Kumar, Prachi Shah

Topic:

Spotify Management System

Mission Statement:

      Our goal is to unleash the potential of human creativity, providing millions of creative artists with the chance to sustain themselves through their art, while offering billions of fans the opportunity to enjoy and find inspiration through it. Our vision is to create a cultural platform where skilled creators can surpass the limitations of their respective mediums. Here, individuals from all walks of life can indulge in an immersive artistic journey, fostering empathy and a sense of belonging within a larger community. (Parker 2024)

      Spotify prioritizes keeping its platform current and engaging to meet user expectations. The company recognizes the importance of fostering sustainable communities and offering a vital online environment for its target audience. The streaming platform was established with the aim of offering equitable opportunities for content creators to reap the rewards of their efforts. Spotify continuously introduces new products and solutions to enrich the user experience while maintaining its commitment to fair and equal treatment of creators.

Objectives (Scope):

1. Retrieve data from multiple sources

2. Storing data into the database

3. Create data visualization graphs

4. Identify key influencers

5. Track user engagement

6. Trend, Artist and Content analysis

7. Geographic insights

8. Data volumes and user traffic

Primary Database: AzureSQL

Implementation Platform: Azure, Class Server, Tableau, PowerBI

References:

Parker, B. (2024, March 20). Spotify Mission Statement | Vision | Values | Strategy (2024

Analysis). Business Strategy Hub.
https://bstrategyhub.com/spotify-vision-mission-core-values-a-complete-analysis/#:~:text
=2%5D-,Spotify's%20Mission%20Statement,and%20be%20inspired%20by%20it.%E2%
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