
1. Listening Behavior & Popularity Trends

A. Trending Over Time
SELECT most_playedon, COUNT(*) AS Songs_Played
FROM spotify_data
GROUP BY most_playedon
ORDER BY most_playedon;

B. Hidden Gems: High Likes, Low Views
SELECT Track, Artist, Views, Likes, ROUND(Likes/Views * 100, 2) AS Like_to_View_Percentage
FROM spotify_data
WHERE Views > 1000
ORDER BY Like_to_View_Percentage DESC
LIMIT 10;

C. Engagement by Comments

SELECT Track, Artist, Views, Comments,
ROUND(Comments / Views * 100, 2) AS Comment_Engagement
FROM spotify_data
WHERE Views > 10000
ORDER BY Comment_Engagement DESC
LIMIT 10;

2. Audio Feature Analysis

A. Most Danceable Tracks
SELECT Track, Artist, Danceability
FROM spotify_data
ORDER BY Danceability DESC
LIMIT 10;

B. Party Tracks: High Energy, Low Acousticness SELECT Track, Artist, Energy, Acousticness FROM spotify_data WHERE Energy > 0.8 AND Acousticness < 0.3 ORDER BY Energy DESC LIMIT 10;

C. Instrumental vs Vocal

SELECT

CASE

WHEN Instrumentalness > 0.7 THEN 'Instrumental'

ELSE 'Vocal'

END AS Track_Type,

COUNT(*) AS Count

FROM spotify_data

GROUP BY Track_Type;

1. Distribution of Track Popularity Metrics

A. Views Distribution (Binned)

SELECT

CASE

WHEN Views < 1000 THEN '<1K'

WHEN Views BETWEEN 1000 AND 10000 THEN '1K-10K'

WHEN Views BETWEEN 10001 AND 100000 THEN '10K-100K'

WHEN Views BETWEEN 100001 AND 1000000 THEN '100K-1M'

ELSE '>1M'

END AS View_Range,

COUNT(*) AS Song_Count

FROM spotify_data

GROUP BY View_Range;

B. Likes to Views Correlation Buckets

SELECT

CASE

WHEN Likes / Views BETWEEN 0 AND 0.01 THEN '0-1%'

WHEN Likes / Views BETWEEN 0.01 AND 0.05 THEN '1-5%'

WHEN Likes / Views BETWEEN 0.05 AND 0.10 THEN '5-10%'

ELSE '>10%'

END AS Like_Rate_Bracket,

COUNT(*) AS Song_Count

FROM spotify_data

WHERE Views > 0;

2. Audio Feature Clustering Indicators

A. Average Features per Album Type

SELECT Album_type,

ROUND(AVG(Energy), 2) AS Avg_Energy,

ROUND(AVG(Danceability), 2) AS Avg_Danceability,

ROUND(AVG(Valence), 2) AS Avg_Valence,

ROUND(AVG(Tempo), 2) AS Avg_Tempo

FROM spotify_data

GROUP BY Album_type;

B. Mood Category Distribution

SELECT

CASE

WHEN Valence >= 0.7 AND Energy >= 0.7 THEN 'Happy & Energetic'

WHEN Valence < 0.7 AND Energy >= 0.7 THEN 'Energetic but Sad'

WHEN Valence >= 0.7 AND Energy < 0.7 THEN 'Chill but Happy'

ELSE 'Low Energy & Sad'

END AS Mood_Category,

COUNT(*) AS Track_Count

FROM spotify_data

GROUP BY Mood_Category;

3. Time-Based Trends

A. Monthly Trends in Views
SELECT DATE_FORMAT(most_playedon, '%Y-%m') AS Month,
SUM(Views) AS Total_Views
FROM spotify_data
GROUP BY Month
ORDER BY Month;

B. Weekday Engagement Patterns
SELECT DAYNAME(most_playedon) AS Weekday,
ROUND(AVG(Likes), 2) AS Avg_Likes,
ROUND(AVG(Views), 2) AS Avg_Views
FROM spotify_data
GROUP BY Weekday;

4. Instrumental & Live Song Insights

A. Live Track Popularity
SELECT Track, Artist, Liveness, Views
FROM spotify_data
WHERE Liveness > 0.8
ORDER BY Views DESC
LIMIT 10;

B. Instrumental Focused Creators

SELECT Artist,

COUNT(*) AS Track_Count,

ROUND(AVG(Instrumentalness), 2) AS Avg_Instrumentalness

FROM spotify_data

GROUP BY Artist

HAVING Track_Count > 2 AND Avg_Instrumentalness > 0.7

ORDER BY Avg_Instrumentalness DESC;