

Marketing and Advertising Analysis for Sway's Album Release

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1. Executive Summary

This project focuses on developing a data-driven marketing and advertising strategy for the global release of Sway's second album. By analysing listener demographics, preferences, and competitor performance, this study provides actionable insights to position Sway as a globally recognized music artist.

The analysis draws on datasets of 3,000 listeners and 10 competitors, leveraging Power BI for ETL, visualization, and dashboard creation. The outcome is a set of strategic recommendations aimed at audience expansion, platform optimization, and competitive positioning in the global music market.

2. Problem Statement

Despite regional success, Sway's brand faces three major challenges:

1. Limited Global Reach – Popularity is concentrated in a few regions, limiting international market penetration.
2. Intense Competition – Established competitors dominate album sales and streaming platforms.
3. Evolving Consumer Preferences – Rapid changes in music consumption habits require adaptive marketing strategies.

The core objective is to overcome these barriers through targeted marketing and data-informed decisions.

3. Business Objectives

- Achieve Global Recognition – Expand Sway's reach into new markets.
- Data-Driven Decisions – Use analytics to guide campaign investments.
- Platform Optimization – Focus on the most effective digital platforms.
- Audience Segmentation – Tailor campaigns to specific listener groups.
- Campaign Effectiveness – Monitor and adjust based on performance metrics.

4. Data Description

Two datasets were used in the analysis:

A. Listeners Dataset (3,000 records)

- Demographics: Age, Gender, Location, Income Level.
- Preferences: Music Genre, Streaming Platform, Acquisition Medium.
- Engagement: Album Purchases, Streaming Numbers.

B. Competitor Dataset (10 artists)

- Metrics: Followers, Album Sales, Streaming Numbers.
- Attributes: Genre classification.

Both datasets were cleaned, transformed, and prepared for visualization in Power BI.

5. Methodology (ETL Process)

1. Data Importation – Loading datasets into Power BI.
2. Data Cleaning & Transformation – Handling missing values, standardizing formats, and creating calculated fields.
3. Data Analysis – Exploring KPIs, segment distributions, and competitor benchmarks.
4. Visualization & Reporting – Designing an interactive dashboard with filters, charts, and KPI cards for stakeholders.

6. Dashboard Overview

The Power BI dashboard includes:

- KPIs: Total listeners, gender breakdown, total streaming numbers, total album sales.
- Charts:
 - Line charts for location-based listener trends.
 - Bar charts for age ranges, music preferences, and income distribution.
 - Pie charts for acquisition and streaming platforms.
- Filters: Genre, location, and competitor name for deeper insights.

(Refer to the attached Dashboard.pdf for a visual preview.)

7. Key Insights

- Demographics:
 - 50.8% female, 46.7% male, and 2.5% other genders.
 - Largest age segment: 39–45 years.
 - Majority from low-income groups.
- Music Preferences:
 - Pop is the dominant genre overall, but Hip-Hop leads in Lagos.
 - London's audience skews younger (18–25), Tokyo has more listeners aged 32–38.
- Competitive Positioning:
 - Sway ranks lowest in sales and streams among 10 competitors.
 - Strong Instagram presence places Sway 4th in follower count.
 - Chris Sounds leads in album sales (4,500 units), Melodic Maven in followers, and Electrovibe in streaming numbers.

- Acquisition & Platforms:
- Most listeners acquired via advertising.
- Spotify is the most-used streaming platform for Sway's audience.

8. Recommendations

1. Geographic Targeting – Prioritize Melbourne, Lagos, and London with tailored campaigns.
2. Platform-Specific Ads – Increase Spotify promotions and leverage Instagram engagement.
3. Genre Diversification – Incorporate Hip-Hop elements for Lagos market penetration.
4. Influencer Marketing – Collaborate with influencers in key demographics to accelerate reach.
5. Competitive Benchmarking – Adapt successful strategies from top-performing competitors.

9. Conclusion

The analysis reveals untapped market opportunities, audience-specific preferences, and competitive benchmarks. Implementing the recommended marketing strategies can significantly improve Sway's international visibility, streaming numbers, and album sales.

The interactive dashboard allows stakeholders to monitor campaign performance in real-time, making ongoing optimization possible.

10. Appendices

A. Files Provided:

- Sway Report.pbix – Power BI Dashboard File.
- competitors_analysis_dataset.csv – Competitor data.
- listeners_dataset.csv – Listener data.
- Dashboard.pdf – Dashboard preview.

B. Tools Used:

- Power BI – Data cleaning, transformation, visualization.
- Microsoft Excel – Data pre-processing.