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Description automatically generated**

**Spotify User Behavior**

1. **Overview**

This dashboard provides an in-depth analysis of Spotify users' behavior based on various parameters, including demographics, listening habits, and preferences.

2. **Objectives**

* To understand the demographics and preferences of Spotify users.
* To analyze usage patterns and willingness to subscribe to premium plans.
* To identify popular devices and content types among users.

3. **Key** **Insights**

**Demographics:**

* Age Categories: The majority of users (81%) are adults, followed by teenagers (14%). Other age groups represent a small proportion.
* Gender Distribution: Female users dominate (391), with significantly fewer male (114) and other gender users (15).

**Usage Behavior:**

* Most users have been using Spotify for more than two years (169 users).
* Usage across other time ranges (e.g., 6 months to 1 year, 1–2 years) is fairly balanced.

**Subscription Preferences**:

* The Student Plan at Rs 59/month is the most popular, with 208 users choosing it.
* The Individual Plan (95 users) and Duo Plan (84 users) are moderately preferred, while the Family Plan (39 users) is the least popular.

**Device Preferences:**

* A majority of users (300) listen on smartphones, while only 48 use computers or laptops.

**Content Type:**

* Music is overwhelmingly preferred (410 users), compared to podcasts (110 users).

**Music Genre Preferences:**

* The most popular genre is Melody, followed by Pop and Old Songs. Genres like Rap and Classical have lower preferences.

**Willingness to Pay for Premium:**

* A significant proportion of users (324) are willing to pay for a premium subscription, while 186 are not.

4. **Solutions and Recommendations**

* Marketing Strategy: Focus marketing efforts on adult and teenage users, especially females, as they constitute the largest user base.
* Subscription Plans: Promote the Student Plan further to attract more users while offering incentives to increase uptake of the Family Plan.
* Device Optimization: Prioritize mobile-friendly features, as most users access Spotify via smartphones.
* Content Development: Expand music content, particularly in the Melody and Pop genres, while exploring ways to grow interest in podcasts and niche music genres like Rap and Classical.

**5. Visual Features**

The dashboard includes:

* Pie charts (age categories, listening devices, willingness to pay).
* Bar graphs (gender distribution, content type, and premium plan preferences).
* Line graphs (favored genres and subscription plan comparisons).

6**. Next Steps**

* Conduct deeper analysis on why users avoid premium plans.
* Examine time-based trends to understand changes in user preferences.