

# SPOTIFY ANALYSIS - DASHBOARD

**OVERVIEW**

**ARTISTS**

**TRACKS**



**AUDIO**

**INSIGHTS**

**RECOMMENDATIONS**

Visualization Performed By Syed Sarfaraz Ahmed. Loaded Spotify Top Hits from '2000 - 2022'



# OVERVIEW

892  
Total Artists

72.87  
Avg Artist Popularity

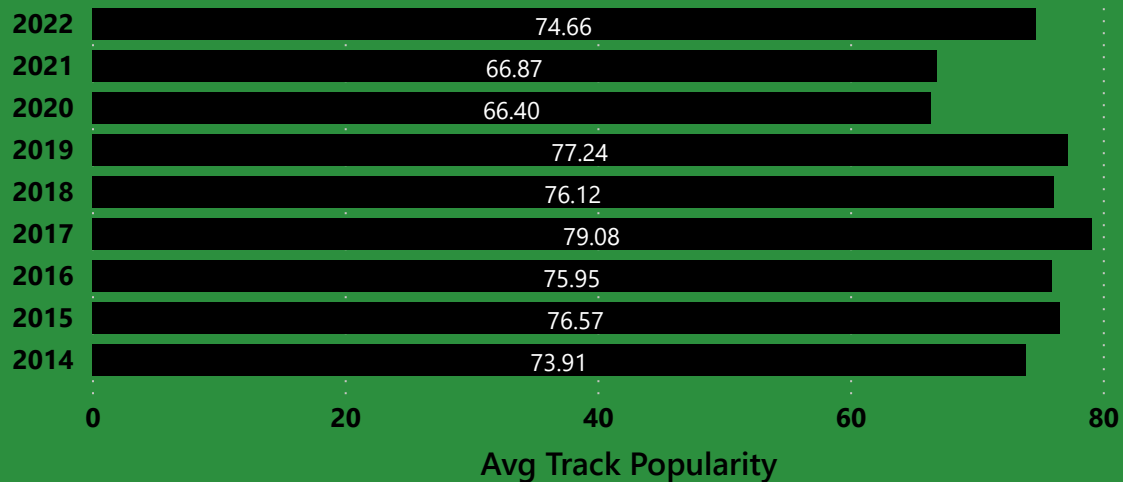
## List of Top Tracks by Popularity

Track Name	Artist	Track Popularity	Valency	Tempo
Cruel Summer	Taylor Swift	100	0.56	169.99
Anti-Hero	Taylor Swift	93	0.53	97.01
august	Taylor Swift	93	0.40	89.94
I'm Good (Blue)	David Guetta	93	0.30	128.04
Blinding Lights	The Weeknd	92	0.33	171.01
Calm Down (with Selena Gomez)	Rema	92	0.80	107.00
I Ain't Worried	OneRepublic	92	0.83	139.99
Starboy	The Weeknd	92	0.49	186.00

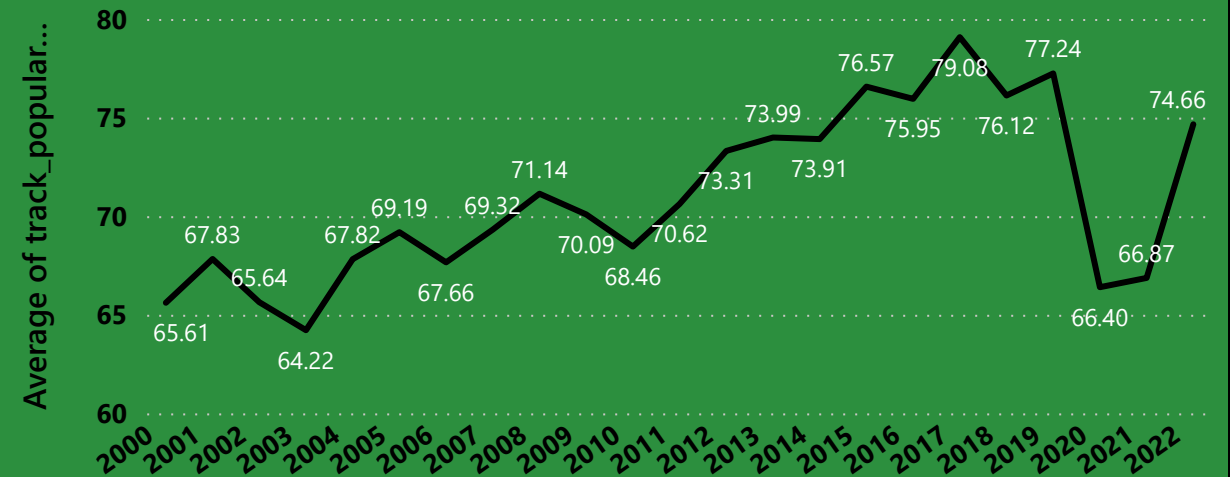
2300  
Total Tracks

70.94  
Avg Track Popularity

## Average Track Popularity by Year



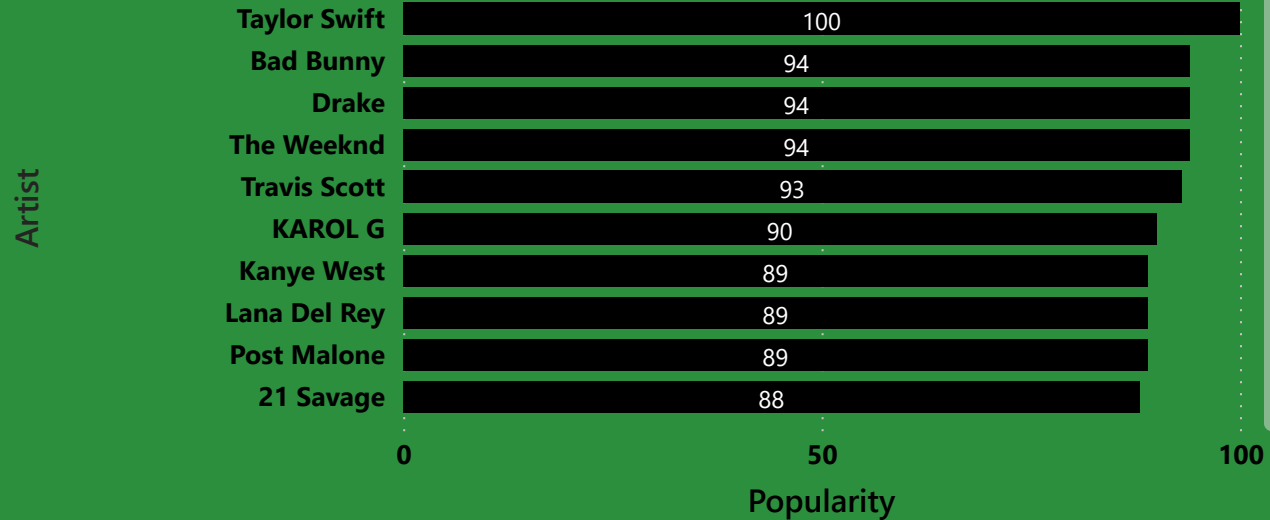
## Average of track\_popularity by year



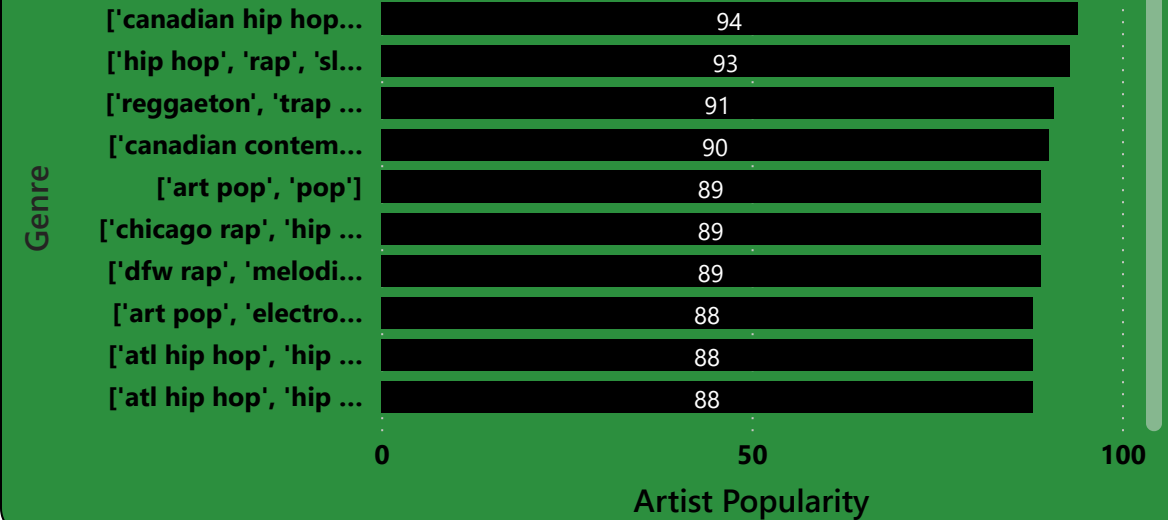


# ARTIST ANALYSIS

## Popularity by Artist



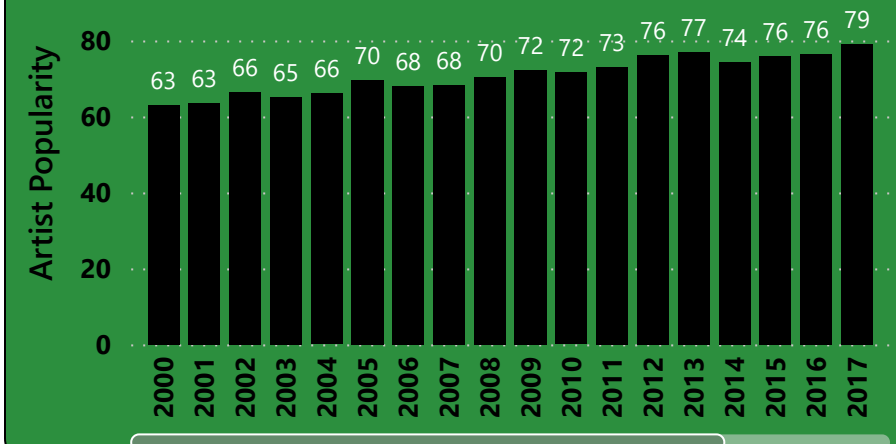
## Artist Popularity by Genre



## List of Artist

Artist	Genre	Popularity
Taylor Swift	['pop']	100.00
Bad Bunny	['reggaeton', 'trap latino', 'urbano latino']	94.00
Drake	['canadian hip hop', 'canadian pop', 'hip hop', 'pop rap', 'rap']	94.00
The Weeknd	['canadian contemporary r&b', 'canadian pop', 'pop']	94.00
Travis Scott	['hip hop', 'rap', 'slap house']	93.00
KAROL G	['reggaeton', 'reggaeton colombiano', 'trap latino', 'urbano latino']	90.00
Kanye West	['chicago rap', 'hip hop', 'rap']	89.00
Lana Del Rey	['art pop', 'pop']	89.00

## Artist Popularity by year

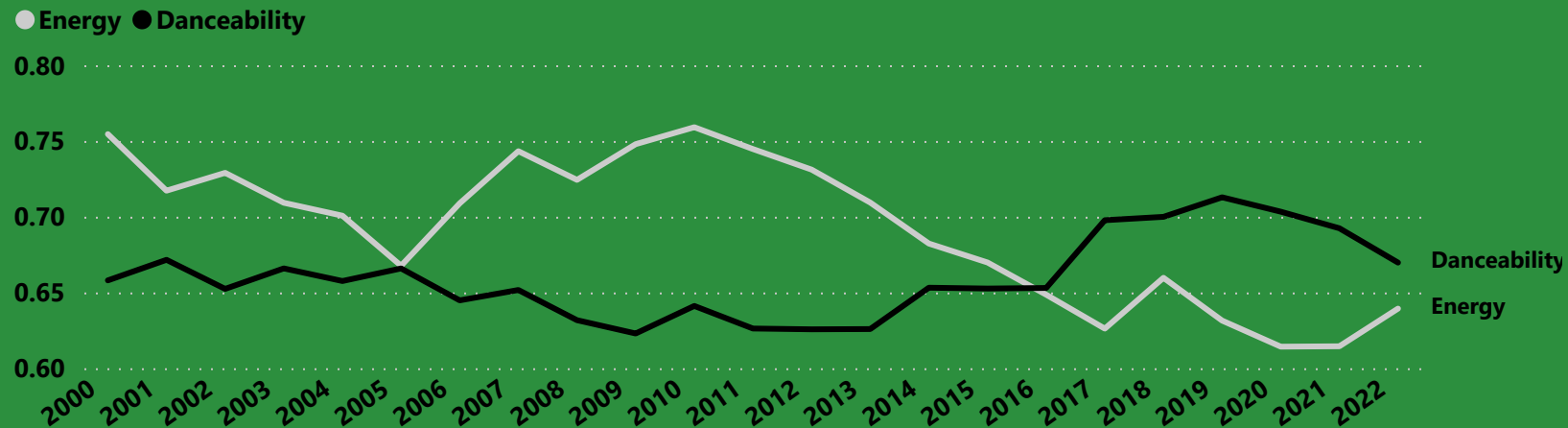




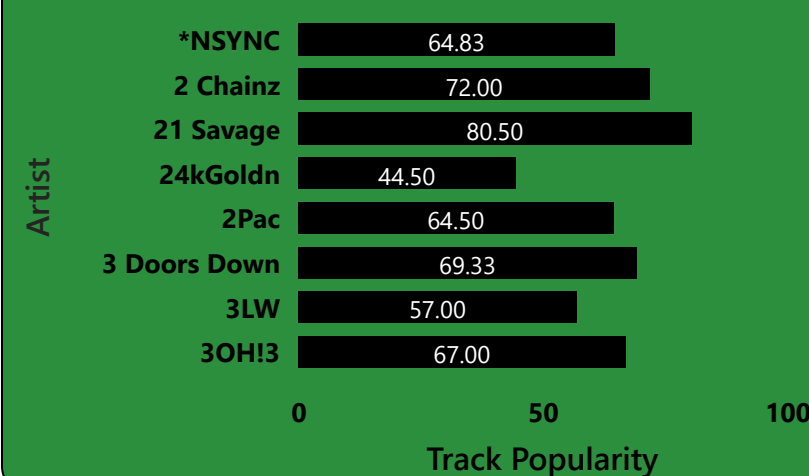
# TRACK ANALYSIS



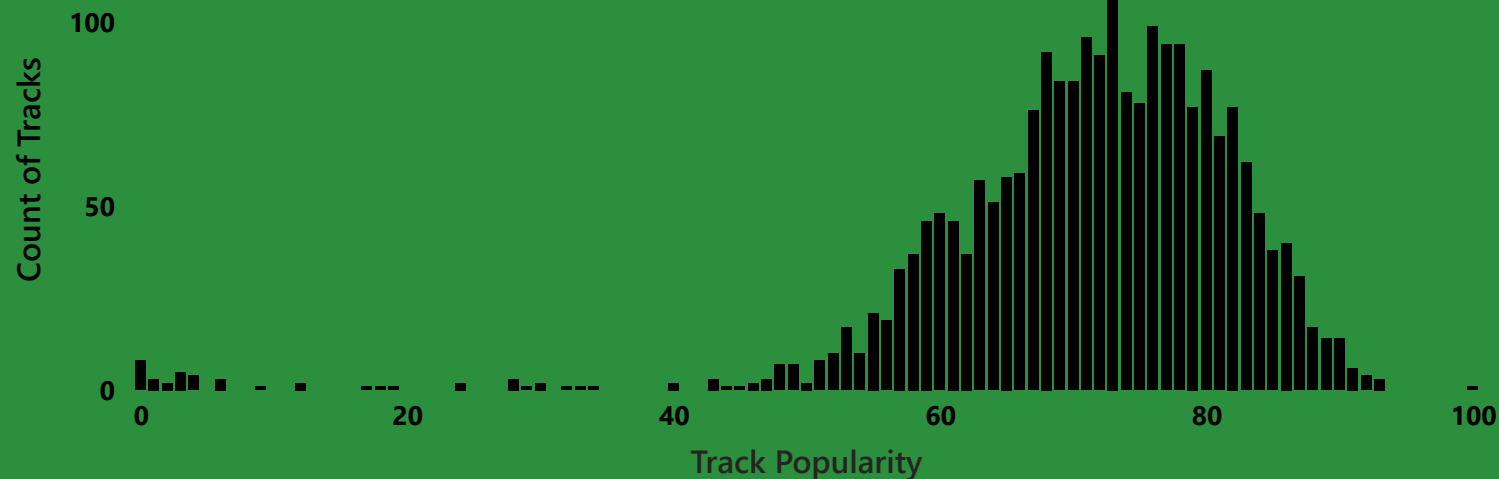
## Energy and Danceability over the years



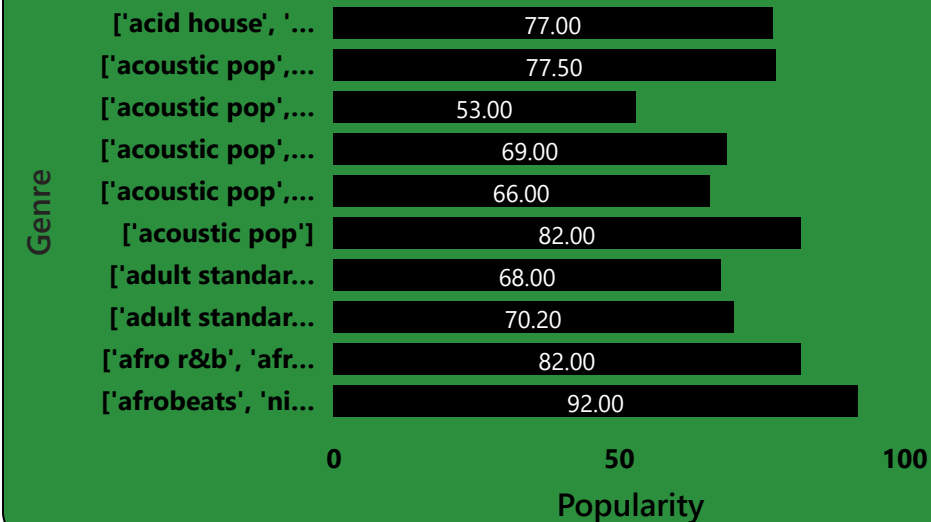
## Track Popularity by Artist



## Distribution of Track Popularity



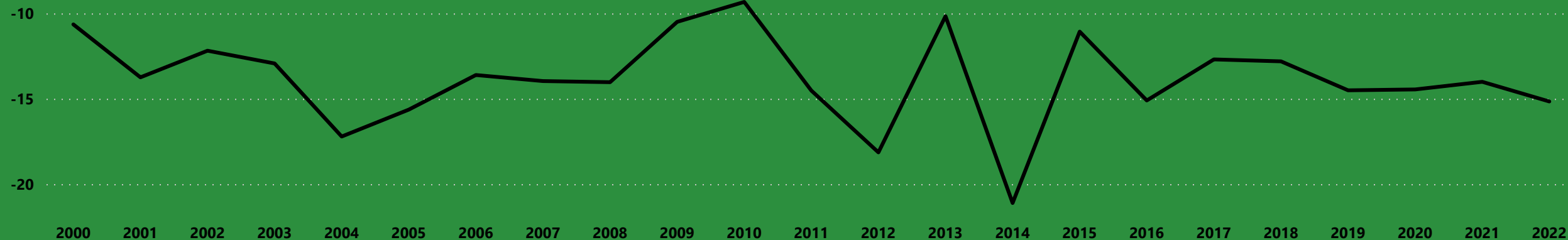
## Distribution of Popularity by Genre



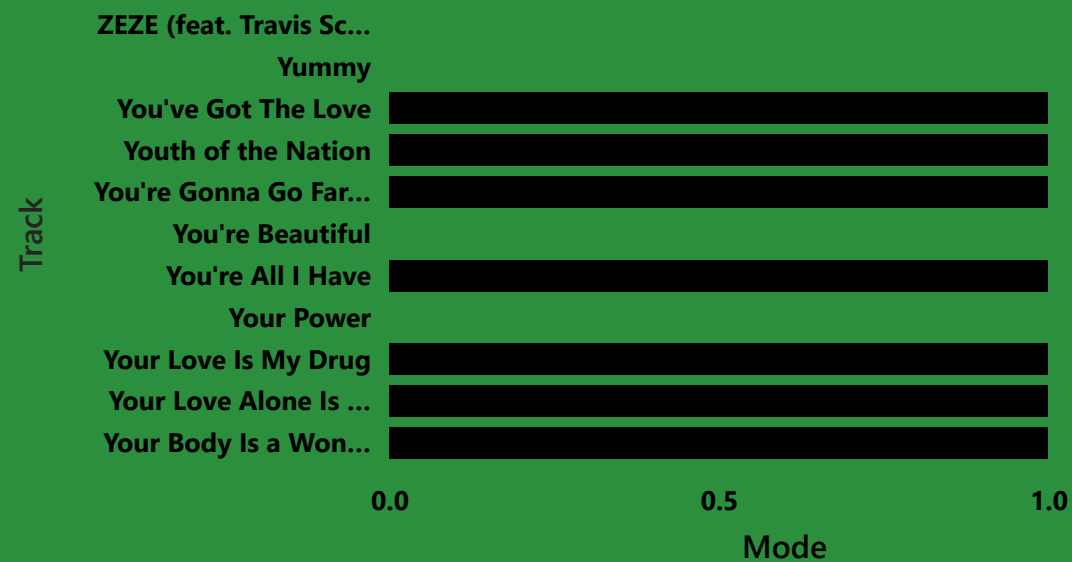


# AUDIO FEATURES

Loudness Trend over years



Distribution of Track over Mode



Distribution of Track over Time Signature





# INSIGHTS

- . After being down for 2 years, It looks like Spotify are back on track with their new tracks and artists.
- . The Major reason for Spotify coming back in trend is because of addition of artists like Taylor Swift, Bad Bunny, Drake, The Weeknd and Others.
- . Canadian Pop, Hip pop, pop and Rap Genre are majorly in trend currently on Spotify.
- . Also with ongoing trend, It can be expected that Low energy, slow songs are more danceable (i.e: They are more used for dance performances/videos).
- . Currently the Average track popularity on Spotify ranges between 70-80 out of 100.
- . The Average time signature for current songs is 4.



# RECOMMENDATIONS

- . Spotify can add more slow/calm songs and artists who create such songs as they are coming trend and also becoming more danceable.
- . Spotify can have a special feature section for their top artists where users can find all top songs quickly.
- . As canadian pop, Hip Hop, Pop, Rap brought back the popularity for Spotify they can add more of upcoming, rising artists to stay with the Industry.
- . From the analysis it can be concluded that their is decline in Australian Pop, Europop. In order to gain more European/Australian Audience Spotify can look out for top artists/songs/genre going on in that region and add them to Spotify.