

Stakeholder Requirements Document: Spotify Analysis

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Client/Sponsor: Spotify Analytics Team

Business Problem:

Spotify's data team seeks to enhance decision-making on song performance, artist trends, and audience engagement. The primary question:

"How can Spotify's data insights optimize curation, marketing, and listener retention strategies?"

Stakeholders:

1. Alex Chen, VP, Product Strategy
2. Maria Lopez, Director, Music Curation
3. Daniel Reed, Director, Data Science
4. Olivia Grant, Head of Marketing

Stakeholder Usage Details:

- Each stakeholder will use the BI dashboard to interpret user engagement, song popularity, and artist performance metrics.
- Marketing leaders will analyze streaming behavior to improve promotional targeting; Curation teams will identify trending genres and artists.
- Data Science teams will validate model accuracy for predicting hit songs.

Primary Requirements:

- A dashboard visualizing "Top 50 Global tracks and artists" by streams, popularity, and duration.
- KPI tracking for "Average Popularity", "Total Streams", and "Explicit vs Clean" content ratio.
- Genre-based performance analysis showing how user preferences evolve over time.
- Trend analysis by region, listener type, and artist engagement.
Insights into platform performance - songs that gain or lose popularity week-over-week.

Success Metrics (KPIs):

- Stream growth % per artist/region
- Average track popularity (scaled 0-100)
- Ratio of explicit to clean content
- Listener retention and engagement rate per playlist
- Trend duration for top songs (how long a song stays in the Top 50)