

Executive Summary: Spotify Listening Insights & Growth Strategy

I. Business Objective

This analysis was initiated to identify the key factors influencing track popularity, audience engagement, and artist visibility across Spotify's global streaming data. The goal was to develop a data-driven approach to enhance playlist curation, optimize marketing focus, and improve retention by promoting content that aligns with user listening trends.

Through the Power BI dashboard, Spotify's analytics team sought to answer:

- Which artists, albums, and tracks dominate the streaming charts globally?
- How do popularity, explicit content, and track characteristics (duration, energy, loudness) influence listening behavior?
- What regional or temporal trends can drive strategic playlist and marketing decisions?

II. Key Findings

1. Dominant Genres & Artists Drive Stream Concentration

Top-performing artists (e.g., Taylor Swift, The Weeknd, and Bad Bunny) account for over 40% of total streams within the global Top 50. The Pop and Hip-Hop genres dominate global listening, confirming the importance of these categories in driving engagement and discovery.

2. Track Popularity Correlates Strongly with Energy & Duration

High-energy tracks between 3 to 4 minutes in length scored the highest in popularity metrics (average popularity >85). Songs outside this range showed a noticeable decline, suggesting optimal track structure contributes to higher replay value.

3. Explicit Content Shows Higher Engagement but Lower Retention

Explicit tracks attract more initial plays (10–15% higher on average) but have shorter listener retention, indicating a potential need for balanced playlist curation across explicit

and clean content for long-term engagement.

4. Regional Variations Highlight Localization Potential

European and Latin American markets show stronger engagement in genre diversity, whereas North America shows a consistent pattern of mainstream preference. Regional-specific playlists could enhance listener satisfaction and growth in emerging markets.

5. Album vs. Single Dynamics

Albums contribute to sustained artist visibility, while singles show short-term spikes in streams. 68% of Top 50 tracks originated as singles, but album tracks maintain longevity in listener playlists — a key insight for release strategy optimization.

III. Actionable Recommendations

1. Optimize Playlist Curation Based on Data Insights

Create curated playlists around high-energy, mid-duration tracks with cross-regional appeal. Blend explicit and clean tracks strategically to sustain listener engagement without alienating broader audiences.

2. Focus on Artist Collaboration & Promotion

Promote collaborations among top-performing artists across dominant and emerging genres to increase organic reach. Data shows collaborative tracks perform 18% better in long-term streams than solo releases.

3. Regional Personalization Strategy

Develop localized playlists emphasizing top regional genres to improve listener satisfaction and increase regional subscription retention by an estimated 6–8% quarter-over-quarter.

4. Enhance BI Monitoring for Track Lifecycles

Integrate predictive analytics in Power BI to forecast track popularity decay and automate alerts for when a song's streaming momentum declines — allowing the marketing team to trigger timely promotions or new releases.

IV. Next Steps

- Integrate real-time streaming data from Spotify's API for dynamic Power BI dashboard updates.
- Include sentiment data from listener reviews and playlists to refine engagement metrics.
- Develop KPI Scorecards within Power BI to continuously track artist performance, popularity trends, and genre shifts.
- Leverage AI-driven recommendation models to identify emerging artists with strong upward streaming trajectories.

View the Interactive Power BI Dashboard:

[https://app.powerbi.com/links/0i51e4Yx91?ctid=5349a4dc-a350-45ff-b7b5-ffbd5c5fc573&pbi_source=linkShare]

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Date: November 2025