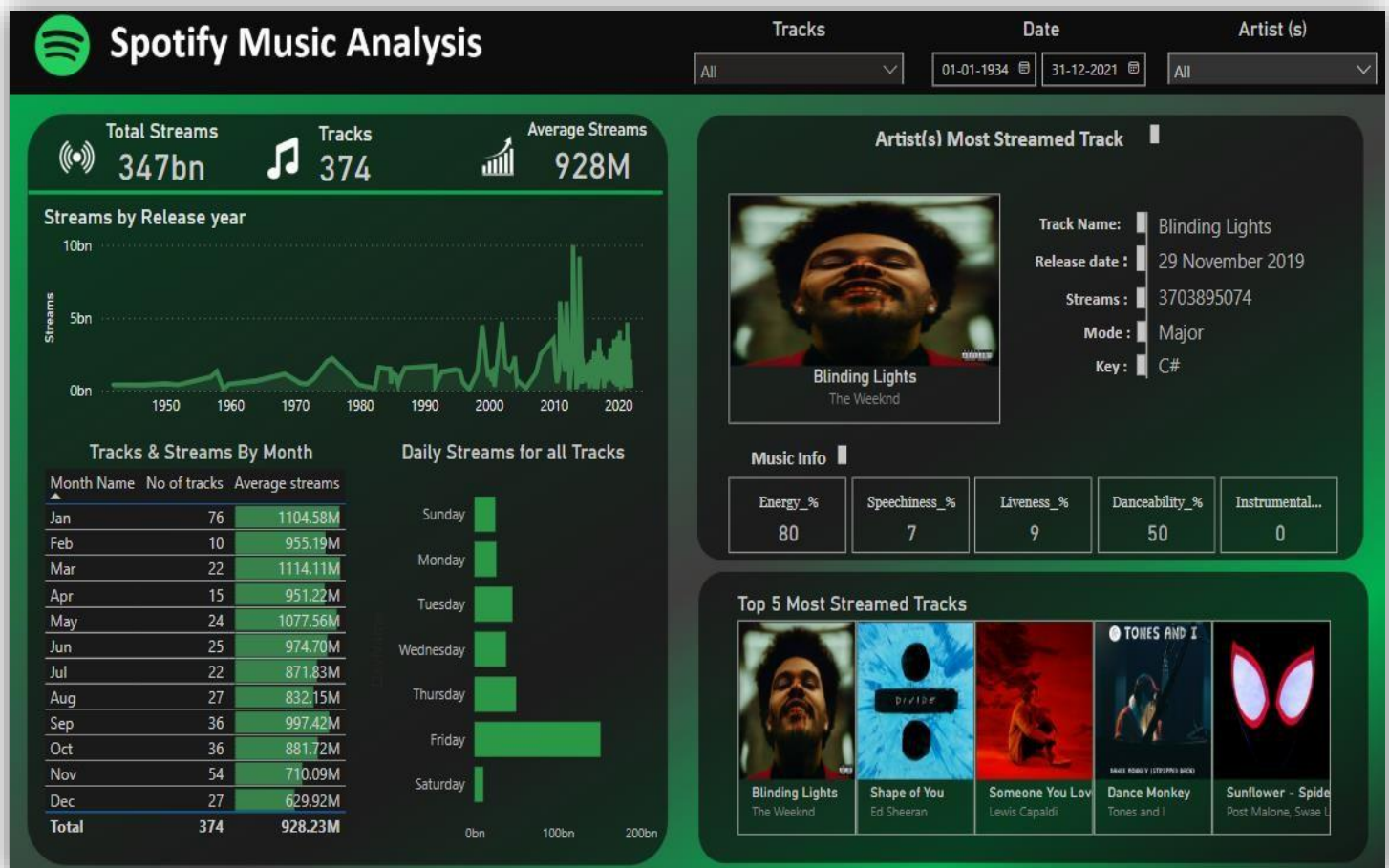




# Spotify Music Analysis

## Summary

The Spotify Music Analysis highlights **347 billion total streams** across **374 tracks**, with an average of **928 million streams per track**. The most streamed track is *Blinding Lights* by **The Weeknd**, with **3.7 billion streams** since its release on **29 November 2019**. Streaming activity peaks on **Fridays** and during the months of **January** and **March**, while tracks released post-2015 show significant growth. High-energy and danceable tracks dominate the top-performing music trends.



# Spotify Music Analysis Report

## Key Metrics

1. **Total Streams:**
  - **347 billion streams** in total.
2. **Tracks Analyzed:**
  - **374 tracks** in the dataset.
3. **Average Streams per Track:**
  - **928 million streams** per track.

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## Streams Analysis

### 1. Streams by Release Year:

- A steady growth in streams can be seen over the years.
- **Peak period:** Streams sharply increased after **2015–2020**, showing a major boost in streaming activity for tracks released in this period.

### 2. Tracks & Streams by Month:

- **Most Streams by Month:**
  - **January:** 76 tracks, **1104.58M** average streams.
  - **March:** 22 tracks, **1114.11M** average streams (highest average streams).
- **Lowest Streams by Month:**
  - **December:** 27 tracks, **629.92M** average streams.
  - **November:** 54 tracks, **710.09M** average streams.
- **Observation:**
  - **January and March** show the highest streaming performance, while **November and December** have relatively lower streams.

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## Daily Streaming Behavior:

- **Highest Streaming Day: Friday** (indicating peak music consumption before weekends).
- **Lowest Streaming Day: Sunday and Saturday** (less engagement over weekends).

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## Top Artist and Track Insights

### 1. Most Streamed Track:

- **Track Name:** *Blinding Lights*
- **Artist:** *The Weeknd*
- **Streams:** 3.7 billion streams.
- **Release Date:** 29 November 2019.
- **Key:** C#
- **Mode:** Major
- **Music Info:**
  - **Energy:** 80%
  - **Danceability:** 50%
  - **Speechiness:** 7%
  - **Liveness:** 9%
  - **Instrumentalness:** 0%

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### 2. Top 5 Most Streamed Tracks:

1. **Blinding Lights** – The Weeknd
2. **Shape of You** – Ed Sheeran
3. **Someone You Loved** – Lewis Capaldi
4. **Dance Monkey** – Tones and I
5. **Sunflower (Spider-Man Soundtrack)** – Post Malone, Swae Lee

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## Key Observations and Trends

### 1. Streaming Growth:

- There has been exponential growth in streaming activity after 2015, indicating rising popularity and accessibility of streaming platforms.

### 2. Monthly Performance:

- Tracks released in January and March perform the best, suggesting that releasing music at the start of the year could maximize streams.

### 3. Daily Trends:

- **Fridays** dominate streaming, indicating that users prefer new music or streaming activity increases just before weekends.

### 4. Top Performing Tracks and Artists:

- *Blinding Lights* by The Weeknd leads globally, reflecting its broad appeal and staying power.
- Popular tracks feature high **energy** and **danceability**, aligning with user preferences for engaging music.

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## Business Recommendations

### 1. Music Release Strategy:

- Release tracks on **Fridays** to capitalize on peak streaming behavior.
- Consider January and March as key months for major album or single releases.

### 2. Focus on Popular Trends:

- Tracks with high **energy** and **danceability** perform better, so artists and producers can emphasize these elements.

### 3. Streaming Growth Opportunities:

- Target younger audiences or streaming trends from 2015 onward, as streaming adoption has grown significantly in the past decade.

### 4. Artist Collaboration:

- Collaborate with successful artists (e.g., The Weeknd, Ed Sheeran) to expand audience reach and improve streaming performance.
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