

# Group project: Spotify's buzz analysis

Start Presentation

Big Data Based Marketing Analytics



## Group Project



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Spotify is a digital music, podcast, and video service that gives you access to millions of songs and other content from creators all over the world.

Basic functions such as playing music are totally free, but you can also choose to upgrade to Spotify Premium.

Whether customers have Premium or not, they can:

Get recommendations based on their taste  
Build collections of music and podcasts  
And more!





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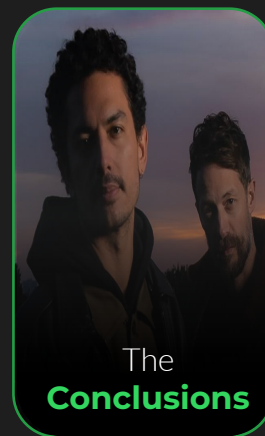
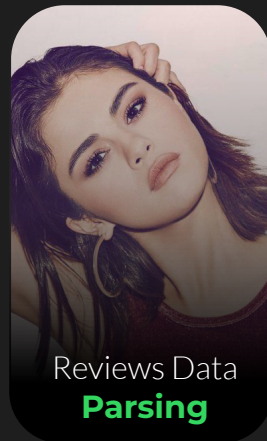
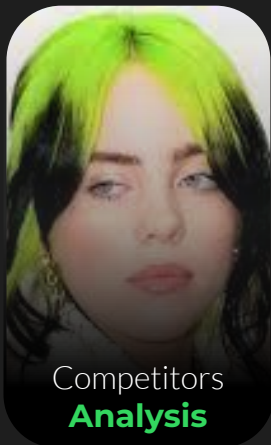


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# Competitors Analysis

## Spotify Competitors in Russia

- Yandex Music
- Apple Music
- VK Music
- Zvuk Music

| Platform     | Service Name    | Price/Month |
|--------------|-----------------|-------------|
| Spotify      | Spotify Premium | 169 RUB     |
| VK Music     | VK Combo        | 159 RUB     |
| Yandex Music |                 | 299 RUB     |
| Apple Music  | Individual      | 169 RUB     |
| Zvuk         |                 | 169 RUB     |



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# Spotify Competitive Advantages

A. Spotify has a larger library of music tracks than its direct competitors.

B. All services do an excellent job of music recommendations and user preferences, but Spotify is somewhat better because it also has a larger library.

C. The search for foreign music is much faster and clearer in Spotify, but the Russian-speaking segment of the music world is better and easier to search in Yandex Music and other Russian platforms.

D. High quality and user-friendly interface.

E. Spotify can gather more user's data, so the user data at Spotify is a valuable resource that allows Spotify to use machine learning and artificial intelligence to give users a personalized listening experience





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# Data: scraping and preprocessing

1. Data retrieved from google play store ([link](#))
2. Data was retrieved with a Python library google-play-scraper
3. Data was splitted into 5 columns: time\_submitted, review, rating, author\_account\_name, reply ([link](#))
4. We set the review filter to English for a clearer analysis



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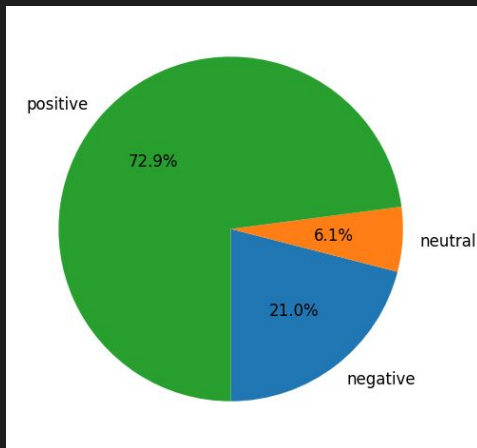
Topic Modeling



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# Semantic Analysis & NPS

- **Semantic analysis** helps us study and analyse the impact and influence of the services we provide.



We used the dataset with thousands of reviews to analyze the user's ratings.

72.9% of the analyzed reviews are positive while 21% were negative.

- Link to Colab:  
<https://colab.research.google.com/drive/1i-mzt8p1hD7lBjeEkQ9KoSI-L3nIW-lo?usp=sharing#scrollTo=qmMRhoIJ9nCq>





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## Competitors Analysis



## Reviews Data & Semantic Analysis



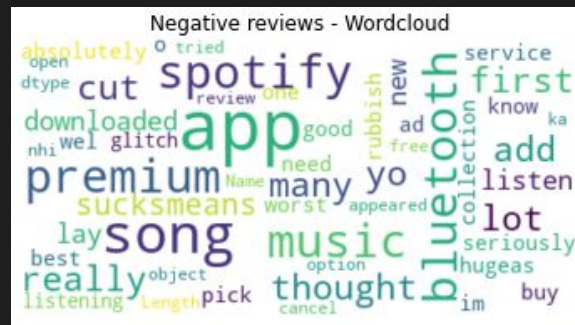
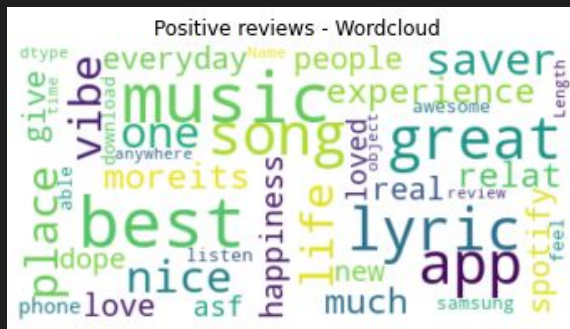
# Topic Modeling



## Conclusions

# Semantic Analysis & NPS

- As seen below, the top words used in the reviews were analyzed and split into 2, the most used in positive reviews and the top used in negative reviews.



- The Net Promoter Score(NPS) was calculated in the code, the result is 51.93%



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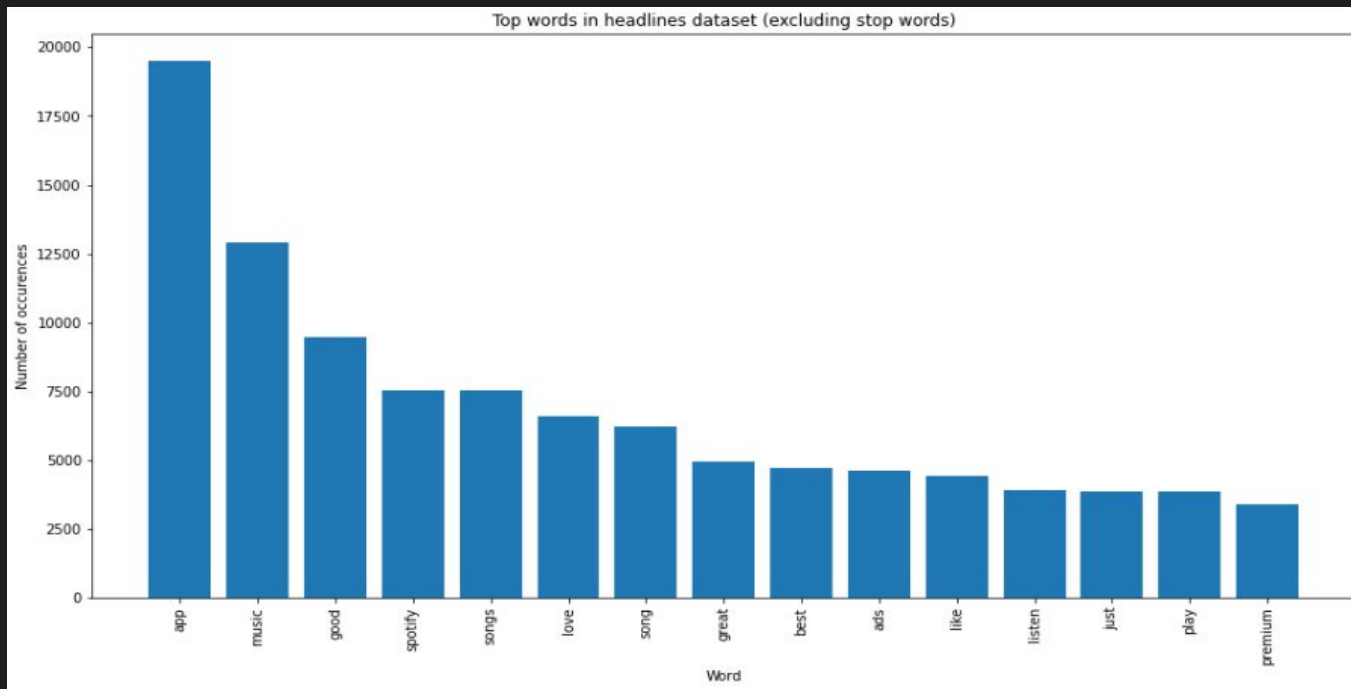


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# Topic Modeling



In the topic modeling ([link](#)) we can see the top words



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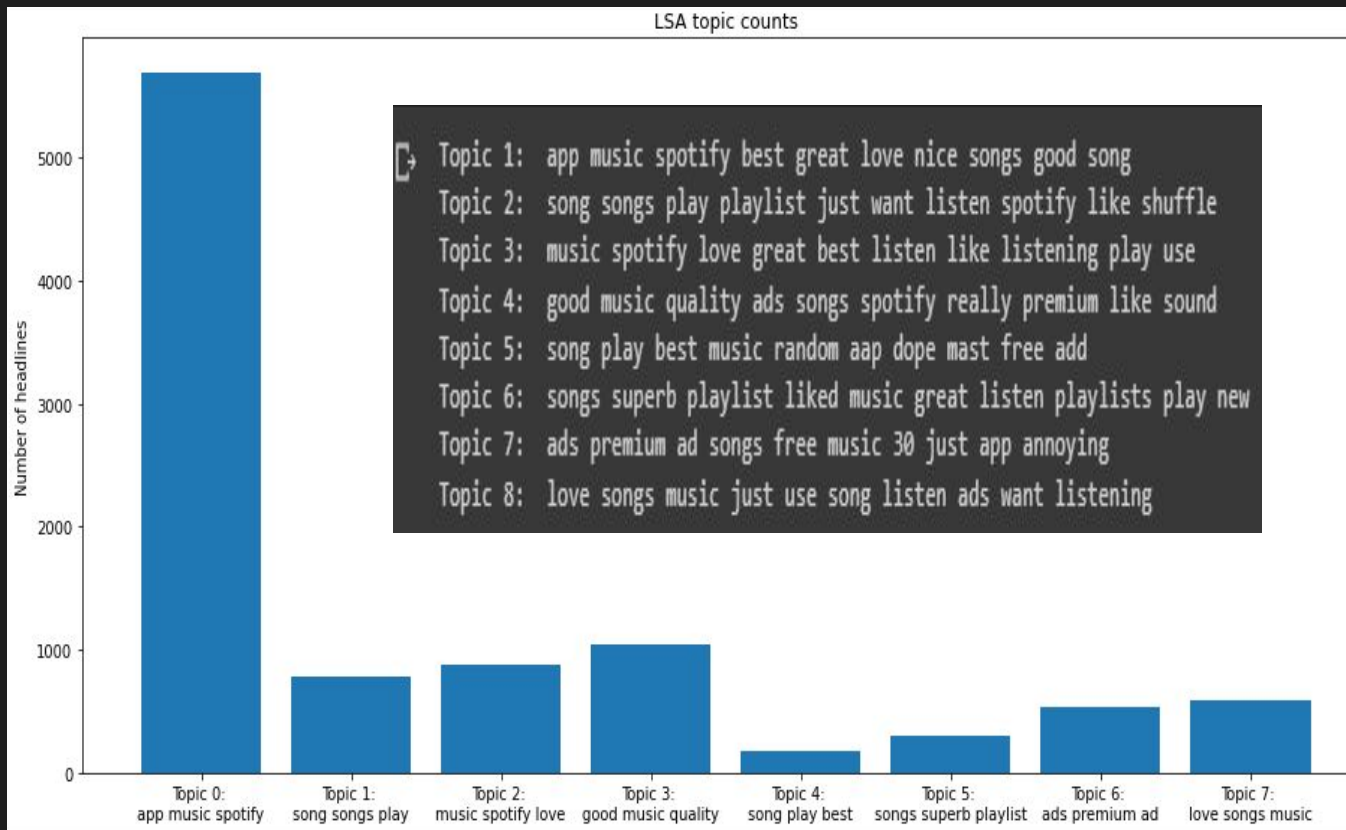


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In conclusion from the sentiment analysis we see most of the reviews are positive, that's why **Spotify** is growing fast. Also, **Spotify** has more competitive advantages than its competitors for various reasons. One of them is the number of users and the number of libraries which makes it better in processing the data and creating recommendation systems better than the competitors. On the other hand, this study shows that **Spotify** for Russian music listeners and navigators might not be as effective as for the other foreign languages. Therefore, Yandex music takes a huge partition of the Russian market and now after the sanctions almost all Russians are not able to use **Spotify**.



**Group Project**  
**Thanks**