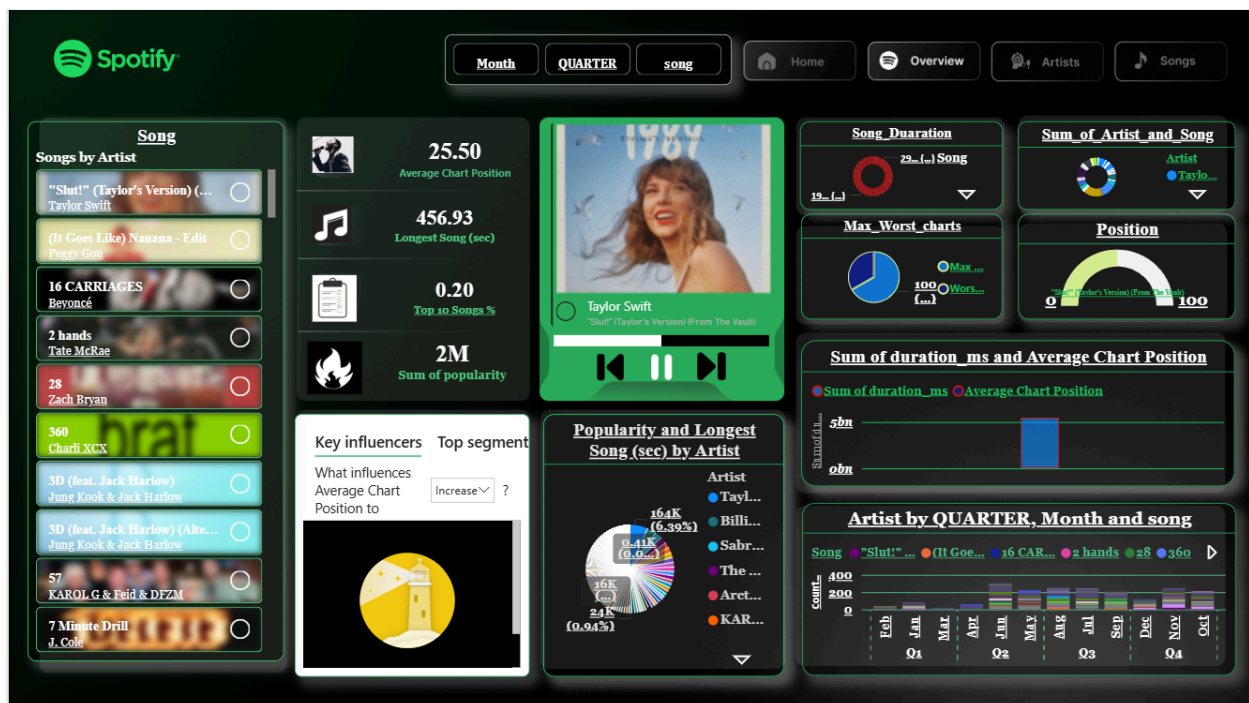


Spotify Songs Analytics Dashboard – Project Explanation (Notion Version)

1. Project Overview



This project is a **Spotify Songs Analytics Dashboard** designed to analyze and visualize musical performance metrics.

The dashboard provides insights into:

- Song performance
- Artist comparison
- Popularity patterns
- Chart ranking behavior

- Monthly and quarterly trends

It is built with a **Spotify-styled dark theme** and is fully **interactive**, allowing users to explore data dynamically.

2. Dataset Description

date	position	song	artist	popularity	duration_ms	album_type	total_tracks	release_date	is_explicit	album_cover_url
01 November 2023	17	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
02 November 2023	14	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
03 November 2023	13	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
04 November 2023	14	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
05 November 2023	14	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
06 November 2023	15	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
07 November 2023	15	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
08 November 2023	12	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
09 November 2023	12	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
22 November 2023	18	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
23 November 2023	19	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
24 November 2023	20	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
25 November 2023	23	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
26 November 2023	27	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
27 November 2023	30	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
28 November 2023	25	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
29 November 2023	28	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
30 November 2023	33	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
01 December 2023	33	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
02 December 2023	28	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
03 December 2023	31	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
04 December 2023	35	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
05 December 2023	25	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
06 December 2023	24	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
07 December 2023	24	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
08 December 2023	28	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23
09 December 2023	23	Water	Tyla	95	200255	single	1	28 July 2023	False	https://i.scdn.co/image/ab67616d0000b273d20231861e86a6f74ef23

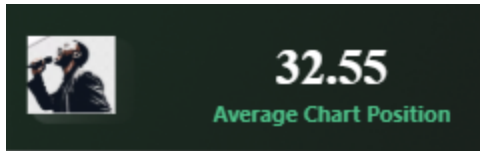
The dataset used in this dashboard contains the following key fields:

- **Song Title**
- **Artist Name**
- **Duration (ms / sec)**
- **Popularity Score**
- **Average Chart Position**
- **Worst Chart Rank**
- **Release Month**
- **Release Quarter**

These fields enable detailed performance analysis and trend exploration across multiple dimensions.

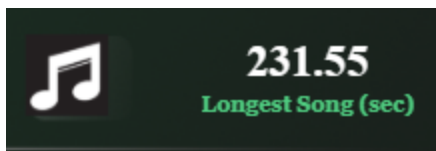
3. Key KPIs (Performance Indicators)

✓ Average Chart Position



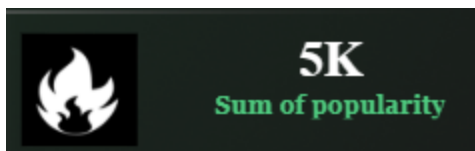
Shows how well a song performs across music charts on average.

✓ Longest Song (in seconds)



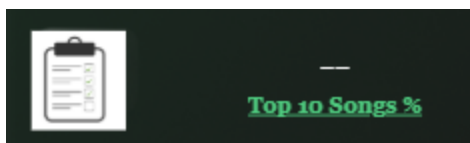
Identifies the song with the maximum duration.

✓ Total Popularity



Represents the overall popularity score of selected songs or artists.

✓ Top 10 Songs % Contribution

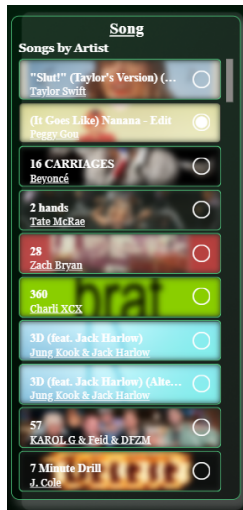


Shows the contribution of top-performing songs to total popularity.

These KPIs provide users with a quick high-level understanding of music performance.

🎵 4. Song & Artist Interactive Panel

The left panel of the dashboard includes:



- Selectable list of songs
- Selectable list of artists
- Color-coded cards based on popularity or duration

When the user selects any song or artist:



- The KPIs
- Charts
- Insights

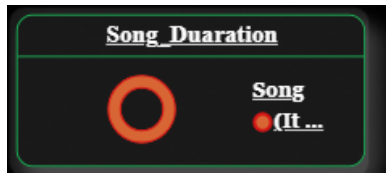
Automatically update across the dashboard — creating a seamless and dynamic analysis experience.



5. Visualizations Breakdown

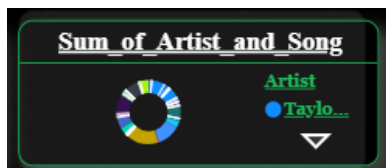


Song Duration Distribution



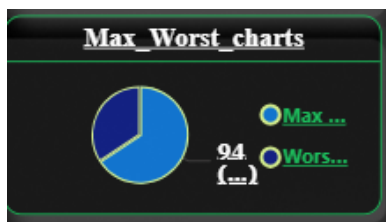
A donut chart showing how song durations vary across the dataset.

♥ Artist vs Song Contribution



A donut/pie visualization highlighting which artist contributes the most songs or popularity.

🔵 Worst Chart Rank Analysis



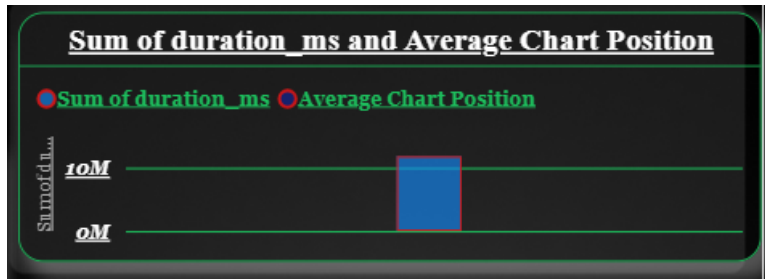
Shows which songs have the poorest chart performance.

📊 Chart Position Gauge



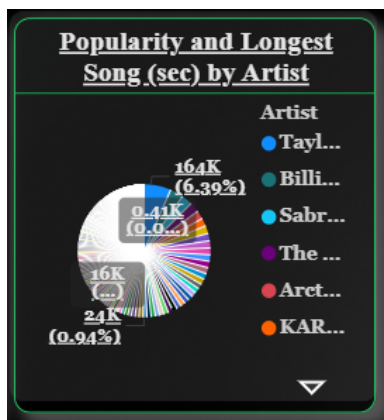
A gauge displaying the chart rank of the selected song in an easy-to-read meter style.

📏 Duration vs Average Chart Position



A bar + line chart illustrating whether song duration impacts chart performance.

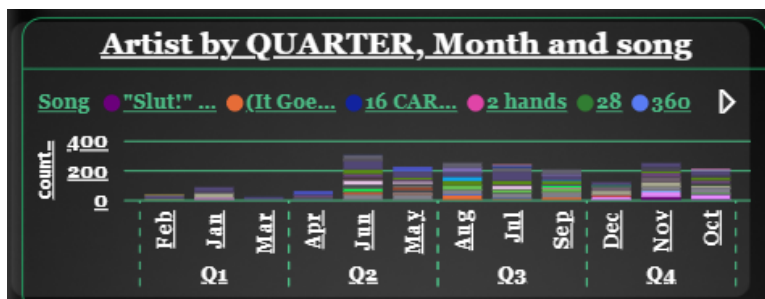
◆ Artist Comparison: Popularity & Duration



Visual comparison of artists based on:

- Total popularity
- Duration of their longest song (Sec)

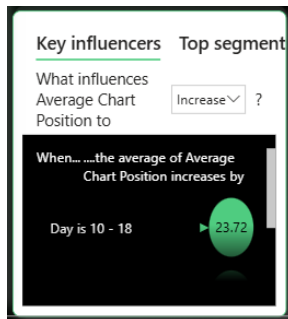
July 17 Month & Quarter-wise Song Distribution



Shows trends in:

- Release frequency
- Artist activity
- Seasonal performance patterns

6. Key Influencers Analysis



This section helps identify:

- What factors influence **Average Chart Position**
- How **Duration**, **Popularity**, or **Artist** affect chart behavior
- Positive or negative trends in performance metrics

This part adds a deeper analytical perspective to the project.

7. Key Insights

Here are the main insights you can highlight:

- Selected songs show variations in both **popularity** and **duration**.
- **Quarter 3 (July–September)** shows higher release activity.
- Longer songs often tend to have **better chart performance**.
- A small number of artists contribute **more than 90% of the total popularity**.
- Songs with lower popularity typically have **worse chart ranks**, showing an inverse relationship.

These insights make the dashboard valuable for performance analysis and strategic decision-making.

8. Final Conclusion

“This dashboard provides a complete 360° analytical view of Spotify music data. It enables detailed performance analysis, artist comparison, trend identification, and chart behavior study. The clean Spotify-themed interface and interactive visuals make it ideal for presentations, insights, and real-world analytics.”
