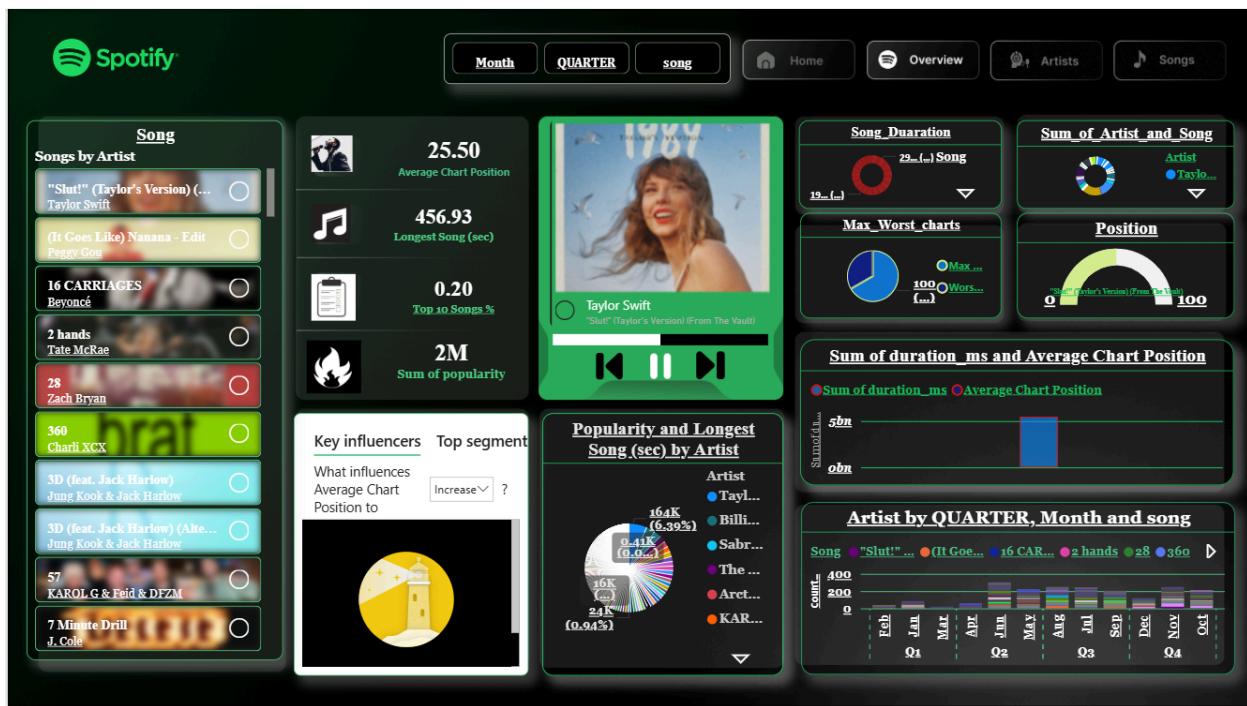


🎧 Spotify Songs Analytics Dashboard – Project Explanation (Notion Version)

1. Project Overview



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

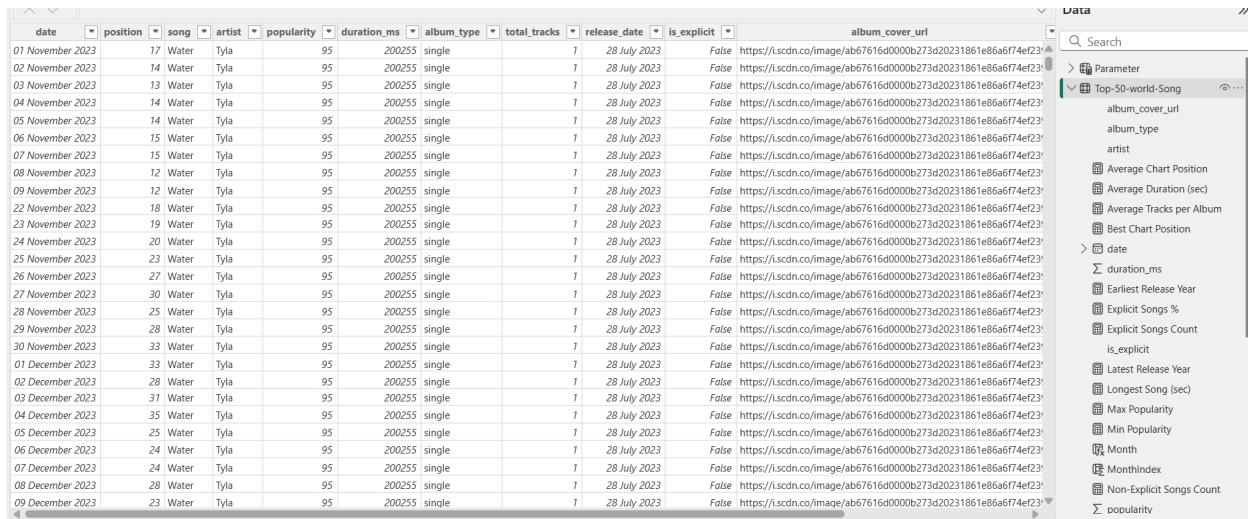
The dashboard provides insights into:

- 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



The screenshot shows a data visualization interface with a table of song data on the left and a sidebar on the right. The table has columns for date, position, song, artist, popularity, duration_ms, album_type, total_tracks, release_date, is_explicit, and album_cover_url. The sidebar lists various metrics and parameters, such as Top-50-world-Song, Average Chart Position, and Earliest Release Year.

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://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
02 November 2023	14	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
03 November 2023	13	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
04 November 2023	14	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
05 November 2023	14	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
06 November 2023	15	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
07 November 2023	15	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
08 November 2023	12	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
09 November 2023	12	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
22 November 2023	18	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
23 November 2023	19	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
24 November 2023	20	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
25 November 2023	23	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
26 November 2023	27	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
27 November 2023	30	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
28 November 2023	25	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
29 November 2023	28	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
30 November 2023	33	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
01 December 2023	33	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
02 December 2023	28	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
03 December 2023	31	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
04 December 2023	35	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
05 December 2023	25	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
06 December 2023	24	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
07 December 2023	24	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
08 December 2023	28	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23
09 December 2023	23	Water	Tyla	95	200255	single	1	28 July 2023	False	https://iscdn.co/image/ab67616d00000273d20231861e86a6f74ef23

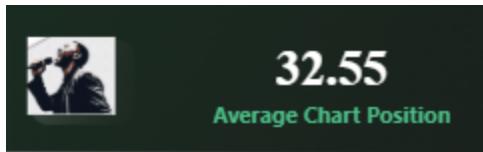
The dataset used in this dashboard contains the following key fields:

- **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.

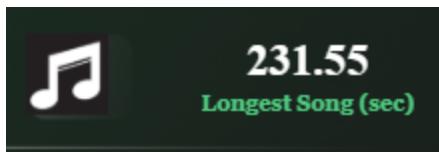
3. Key KPIs (Performance Indicators)

✓ Average Chart Position



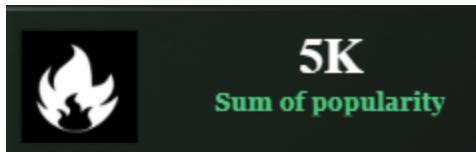
Shows how well a song performs across music charts on average.

✓ 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

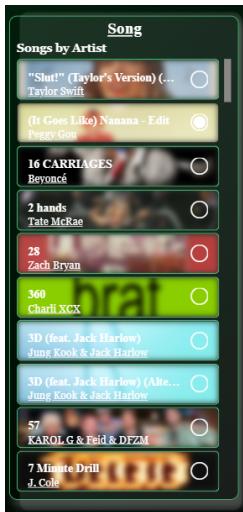


Shows the contribution of top-performing songs to total popularity.

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

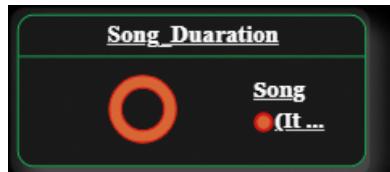
Automatically update across the dashboard — creating a seamless and dynamic analysis experience.



5. Visualizations Breakdown

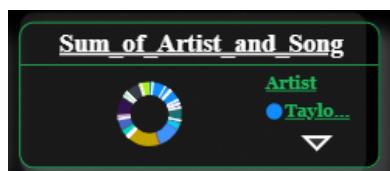


Song Duration Distribution



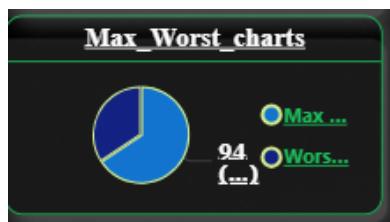
A donut chart showing how song durations vary across the dataset.

Heart icon Artist vs Song Contribution



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

Blue circle icon Worst Chart Rank Analysis



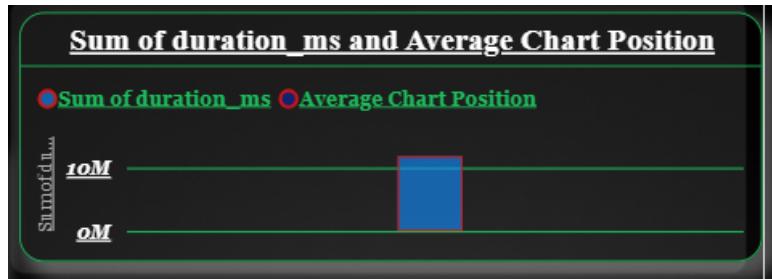
Shows which songs have the poorest chart performance.

Gauge icon Chart Position Gauge



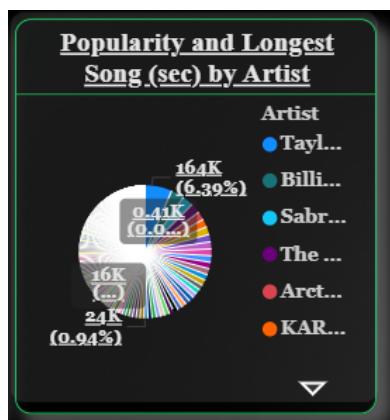
A gauge displaying the chart rank of the selected song in an easy-to-read meter style.

Pencil icon Duration vs Average Chart Position



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

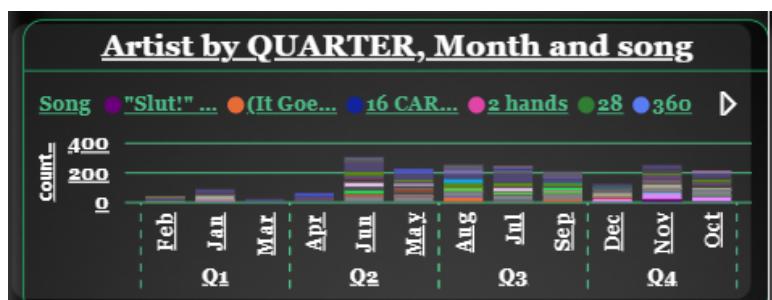
◆ Artist Comparison: Popularity & Duration



Visual comparison of artists based on:

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

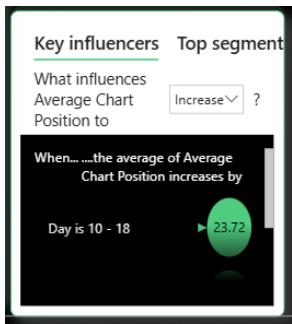
17 Month & Quarter-wise Song Distribution



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.”
