

Spotify 2023: Top Tracks, Artists, and Streaming Insights – A Comprehensive Analysis Using SAS

1. Most Streamed Track :

Blinding Lights by The Weeknd is the most streamed track with over 3.7 billion streams .

2. Top Artist by Streams :

The Weeknd is the top artist with a total of 14.19 billion streams across all tracks .

3. Second Most Streamed Track :

Shape of You by Ed Sheeran is the second most streamed track with over 3.56 billion streams .

4. Most Collaborative Track Success :

One Dance by Drake, WizKid, Kyla is one of the most streamed collaborative tracks with over 2.71 billion streams .

5. Artist Consistency in Playlists and Charts :

Ed Sheeran 's Shape of You appears in 32,181 playlists and was in the top 10 Spotify charts .

6. Top Female Artist by Streams :

Taylor Swift is the second highest overall, and the top female artist, with 14.05 billion streams .

7. Collaboration Impact :

Tracks with a single artist have a higher average stream count (568 million) than those with multiple artists , which decrease as the number of collaborators increases .

8. Top Genre Representation :

Pop and Electronic genres dominate the top streamed tracks, with artists like The Weeknd, Ed Sheeran, and Post Malone appearing repeatedly .

9. Seasonal Release Pattern :

The most songs were released in January (14.06%) and May (13.43%), suggesting these months are peak release periods .

10. Highly Streamed Older Track :

Wake Me Up Radio Edit by Avicii (released in 2013) still has significant traction with over 1.97 billion streams .

11. Top 10 Artists :

Other notable artists in the top 10 include Harry Styles with 11.6 billion streams , Bad Bunny with 9.9 billion , and Eminem with 6.18 billion streams .

12. Impact of Playlists on Streams :

Avicii 's Wake Me Up Radio Edit is included in 50,887 playlists , showcasing the correlation between playlist appearances and high stream counts .

13. Ed Sheeran's Strong Presence :

Ed Sheeran has multiple songs in the top charts, with Perfect and Thinking Out Loud continuing to perform well despite being released several years ago .

14. Collaborative Track Trends :

Collaborative tracks tend to have lower average streams compared to solo tracks, with the average stream count decreasing as the number of artists increases .

15. High Performing Tracks with Multiple Artists :

Sunflower by Post Malone and Swae Lee is among the top 5 tracks with over 2.8 billion streams , indicating strong performance by collaborations .

If you encounter any issues or have questions regarding the project, please don't hesitate to reach out. You can contact me, and I'll be happy to assist you.

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