

Spotify 2023: Insights

A comprehensive analysis of Spotify's top tracks, artists, and streaming trends in 2023, using SAS.



by Aniruddha Desai



Most Streamed Track

1

Blinding Lights

The Weeknd's hit track with over 3.7 billion streams.



Top Artist by Streams

The Weeknd

The top artist with 14.19 billion total streams.





Second Most Streamed Track

1

Shape of You

Ed Sheeran's hit with over 3.56 billion streams.

Most Collaborative Success

One Dance

Drake, WizKid, and Kyla's collaborative track with over 2.71 billion streams.



Artist Consistency

1

Ed Sheeran

Shape of You in 32,181 playlists and top 10 Spotify charts.

2

Taylor Swift

Top female artist with 14.05 billion streams.

Collaboration Impact

Single Artist Tracks

Higher average stream count of 568 million.

Collaborative Tracks

Decrease in average streams as number of artists increases.





Trends and Insights



Top Genres

Pop and Electronic dominate top streamed tracks.



Release Patterns

Most songs released in January and May.



Playlist Impact

Correlation between playlist appearances and high stream counts.



Evergreen Tracks

Avicii's 'Wake Me Up' still has 1.97 billion streams.

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