Spotify

Hottest Spotify Hits 🎵

Aayoshi Dutta

Introduction

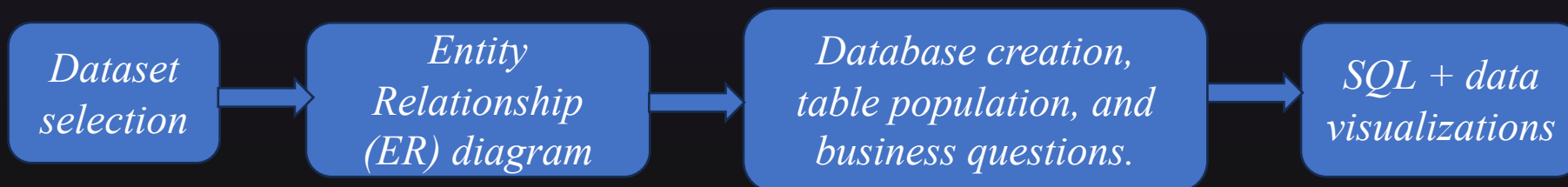**Data Source**: https://www.kaggle.com/datasets/nelgiriyewithana/top-spotify-songs-2023/data

Description: This dataset contains a comprehensive list of the most famous songs of 2023 as listed on Spotify. It provides insights into each song's attributes, popularity, and presence on various music platforms.

Project Methodology:

Dataset selection → *Entity Relationship (ER) diagram* → *Database creation, table population, and business questions.* → *SQL + data visualizations*

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Artist Performance - 1

Business Question

How do the top 10 artists rank in terms of their popularity on Spotify, as evidenced by their chart entries, and what does this imply about their market penetration and listener engagement?

Inference

Harry Styles dominates Spotify's charts, indicating a strong market influence, while a notable decline in entries for the remaining artists suggests a competitive environment that demands strategic engagement efforts.

Welcome

Artist Performance

Top Artist

Platform Analysis

Track Acoustics

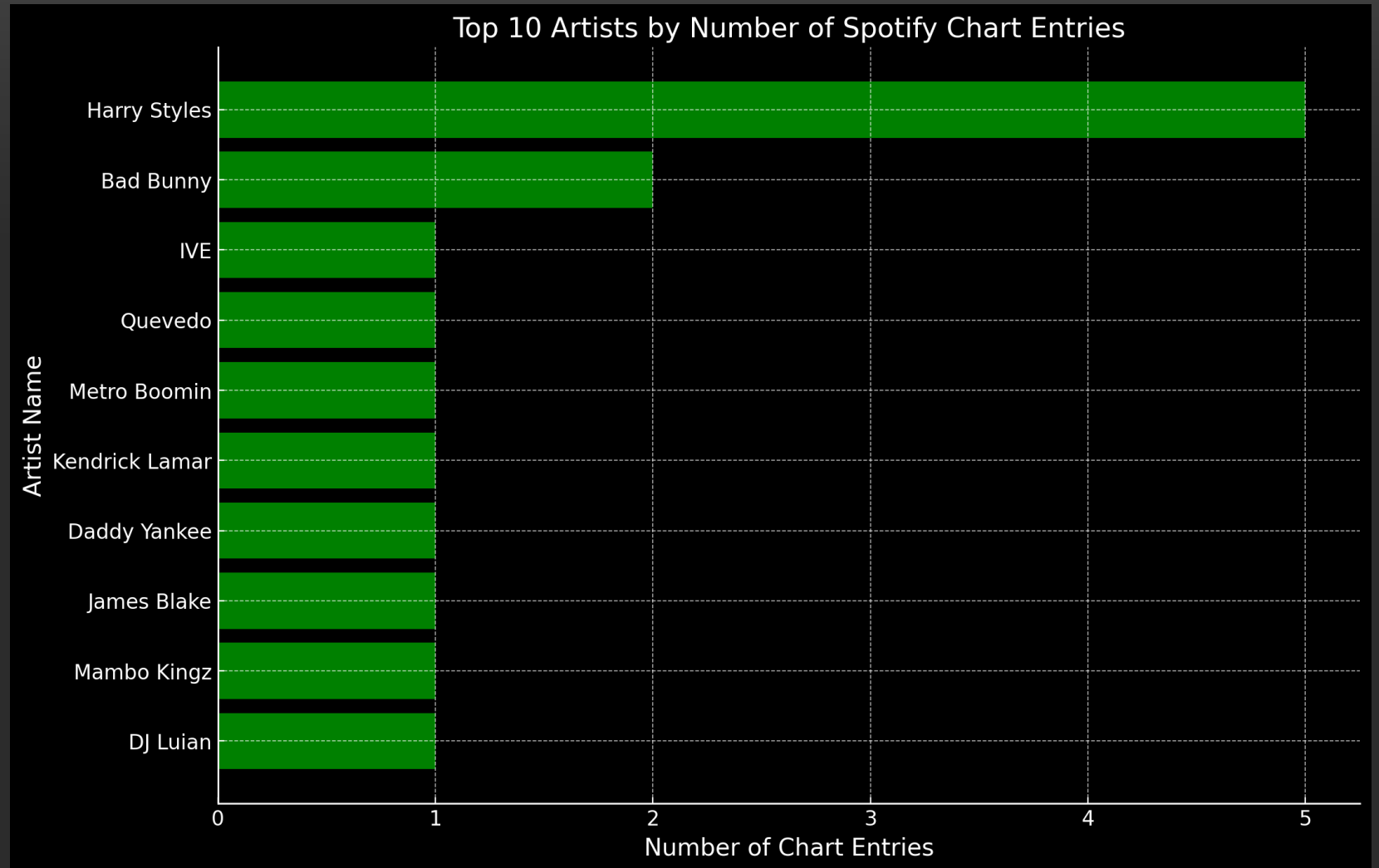Market Dynamics

Conclusion

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Top 10 Artists by Number of Spotify Chart Entries

Artist Performance – 2

Business Question

Which artists demonstrate the most energetic and danceable tracks on average, and how prominently do these attributes feature in their presence within Spotify playlists?

Inference

The data reveals a varied landscape of energy and danceability in popular Spotify tracks. 'Peso Pluma' and 'Feid' showcase high scores in both, indicating a preference for energetic and rhythmic music in playlists. Conversely, 'Taylor Swift' and 'Drake', with lower energy levels but high playlist presence, suggest that playlist popularity is influenced by a blend of factors, including artist recognition and genre, beyond just track attributes.

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Top Artist

Business Question

Which artist has the greatest number of tracks across multiple platforms and which of his tracks are most prominent across major streaming platforms, indicating the artist's universal appeal and potential areas for targeted promotion?

Inference

Bad Bunny has the highest nuber of tracks across all platforms. "WHERE SHE GOES," "un x100to," and "MOJABI GHOST" are his leading tracks across Spotify, Apple, and Deezer, suggesting these are key titles for engagement and strategic marketing efforts.

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Platform Analysis - 1

Business Question

Which tracks demonstrate widespread popularity by featuring in playlists and charts across major music platforms Spotify, Deezer, and Apple Music?

Inference

The Weeknd's "Die For You" stands out with the highest combined platform count, highlighting the track's broad appeal and strong cross-platform performance. This insight can be valuable for focusing promotional activities and understanding listener preferences

Platform Analysis -1

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Cross-Platform Popularity of Tracks
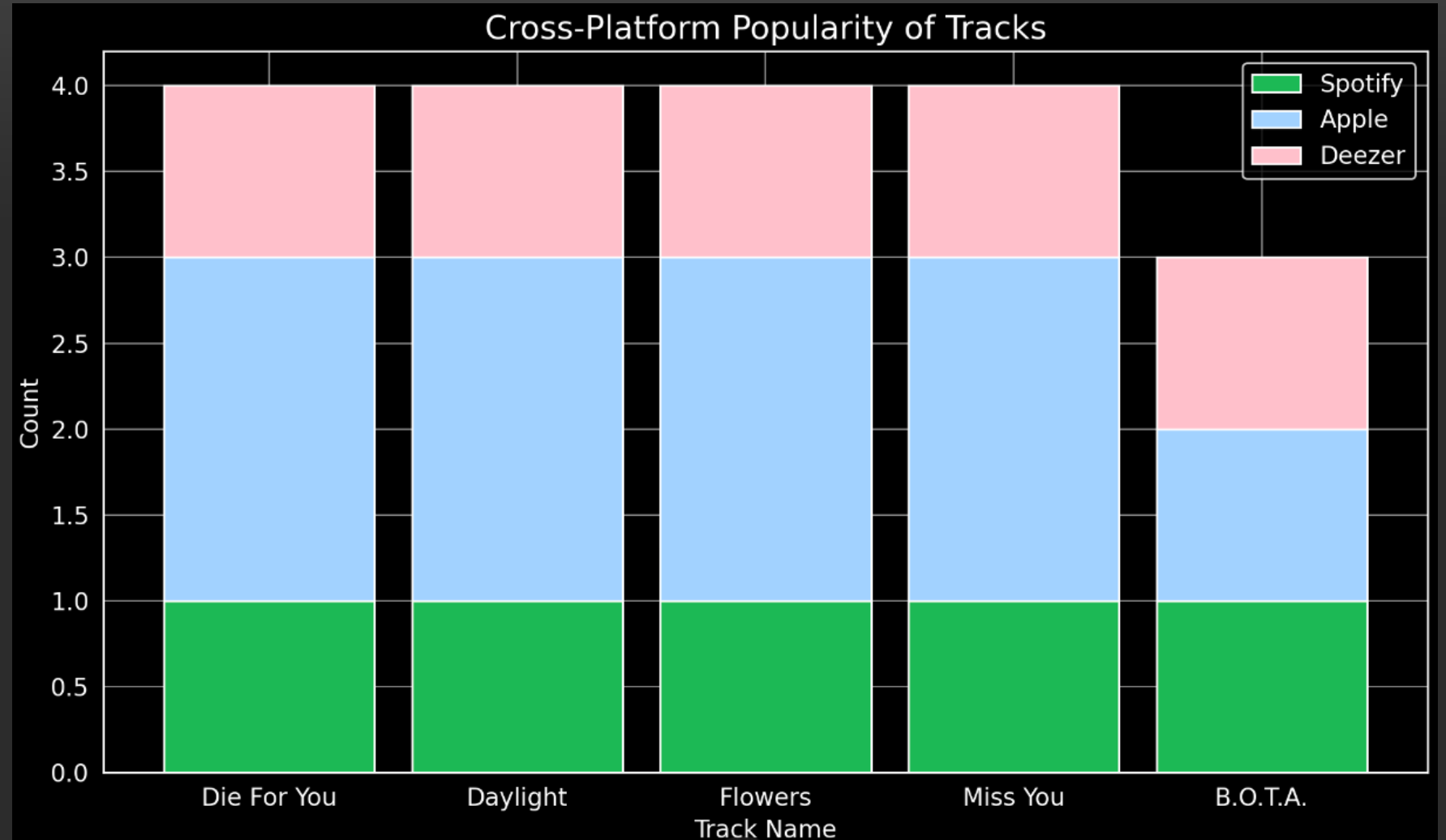
Platform Analysis – 2

Business Question

How effective are Spotify playlists in generating streams for included tracks on average, indicating the value of playlist placements for artists and record labels?

Inference

The average number of streams per playlist inclusion helps gauge the impact of playlist features on track popularity. A higher average (184648 in this case) suggests that being featured on playlists is a significant driver for a song's streaming numbers.

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Track Acoustics – 1

Business Question

Are tracks with higher 'liveness' also characterized by greater 'danceability' and 'energy', indicating a potential trend that could inform music production and targeted audience engagement strategies?

Inference

Visual analysis of the top tracks shows that liveness does not consistently predict danceability or energy, implying that these attributes may be influenced by factors other than the live sound of a recording

Track Acoustics - 1

Trend of Track Characteristics

Legend:
- Liveness
- Danceability
- Energy

Y-axis: Percentage (%) — 30, 40, 50, 60, 70, 80, 90, 100

X-axis: Track Name — Vai Lv∅−ø−Ω/∅−ø−Ω Em Casa, Bombonzinho - Ao Vivo, Seu Brilho Sumiu - Ao Vivo, Mal Feito - Ao Vivo, Still With You, Erro Gostoso - Ao Vivo, Oi Balde - Ao Vivo, Happy Xmas (War Is Over), Good Days, Eu Gosto Assim - Ao Vivo
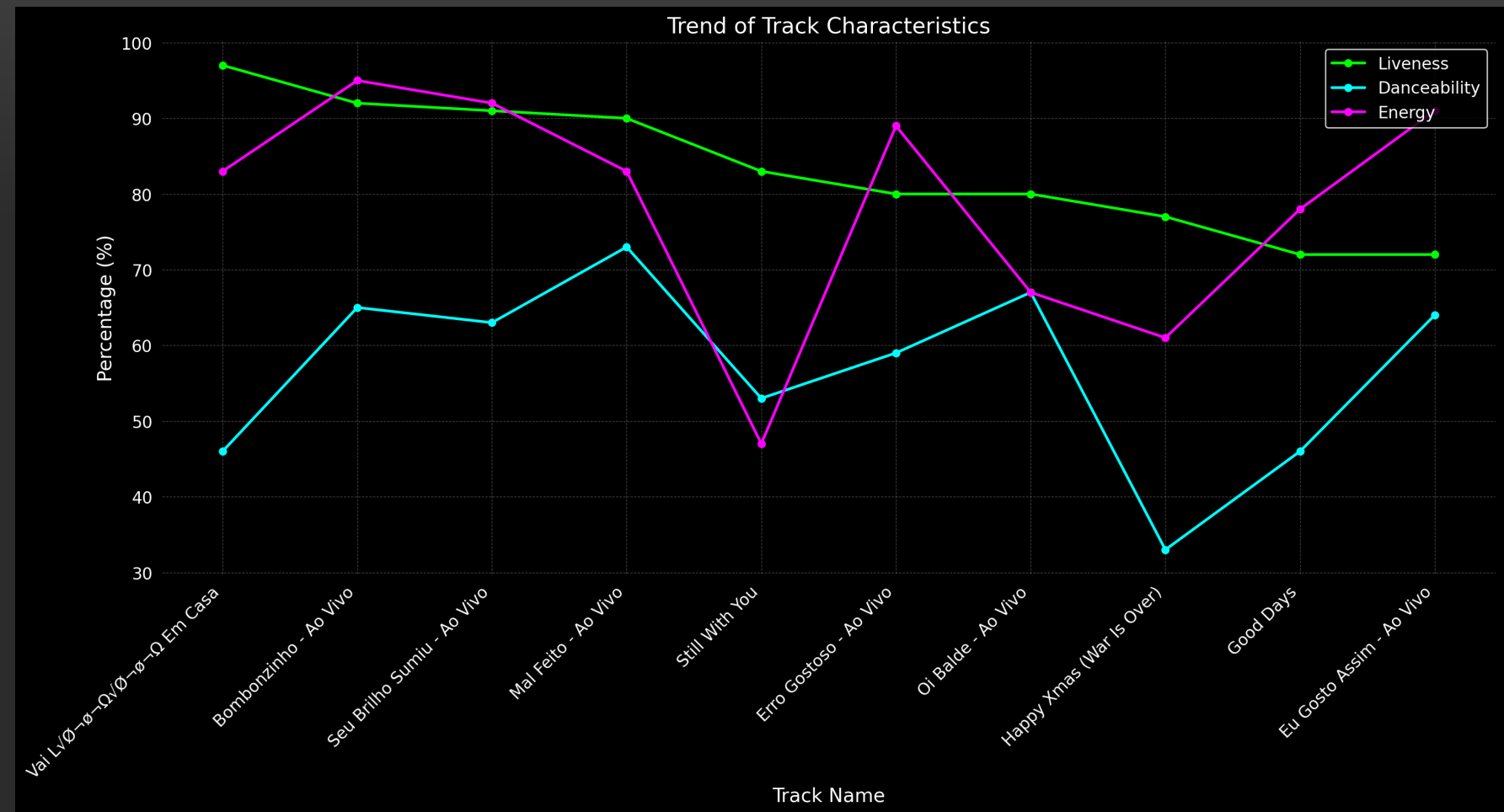
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Track Acoustics – 2

Business Question

Which key and mode combination is most common among the top-streamed tracks on Spotify, suggesting potential patterns or preferences in listener enjoyment?

Inference

Identifying the most common key and mode combination in top-streamed tracks can inform artists and producers about prevailing musical trends and possibly influence the composition of future songs to align with listener preferences. C# Major is the most common with a total of 4.66 billion streams.

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Business Question

In the music industry, timing can be everything. Which month sees the highest number of track releases, and what might this imply about industry trends and release strategies?

Inference

May has the highest number of track releases on Spotify. This could be due to artists and record labels aiming to release new music before the summer, a period typically associated with increased listening as people go on vacations and spend more time outdoors.

Market Dynamics

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Monthly Release of Tracks on Spotify

Conclusion

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Key Findings:

- Harry Styles leads Spotify chart entries; market influence evident
- Bad Bunny dominates cross-platform track volume; notable titles identified for targeted marketing
- The Weeknd's "Die For You" exemplifies cross-platform popularity
- Higher 'liveness' does not equate to higher danceability or energy
- May is the peak month for new track releases; strategic timing for summer listenership
- C# Major dominance observed, signals trend in listener preference.
- Playlist inclusion **a**verages 184,648 streams, highlighting playlists as a key popularity driver.
- Varied energy and danceability affect playlist success; artist recognition also plays a role.
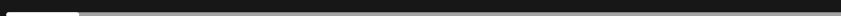

Thank You