

# Spotify Streaming Data

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# DataViz Purpose

Introduction

Objective Clarification

Audience Focus

Context Establishment

Key Questions





# Questions

How did the popularity of songs vary by release year?

What are the dominant musical modes (major or minor) in these songs?

What is the distribution of beats per minute (BPM) in the most streamed songs?

Is there a correlation between valence and energy in music?

How do the artists with the highest song counts compare?

How many different Spotify playlists were the songs in?



# Insights

- Surge in streaming for songs released in recent years, indicating a strong preference for contemporary music.
- An almost balanced distribution between major and minor modes, suggesting a diverse musical landscape in the top-streamed songs.
- Uncovers a wide range of tempos, with a notable concentration in the moderate range.
- Positive correlation between valence and energy, suggesting that songs with higher positivity also tend to have higher energy levels.

