SPOTIFY ANALYSIS - DASHBOARD

OVERVIEW

ARTISTS

TRACKS

AUDIO

INSIGHTS

RECOMMENDATIONS

Visualization Performed By Syed Sarfaraz Ahmed. Loaded Spoitfy Top Hits from '2000 - 2022'
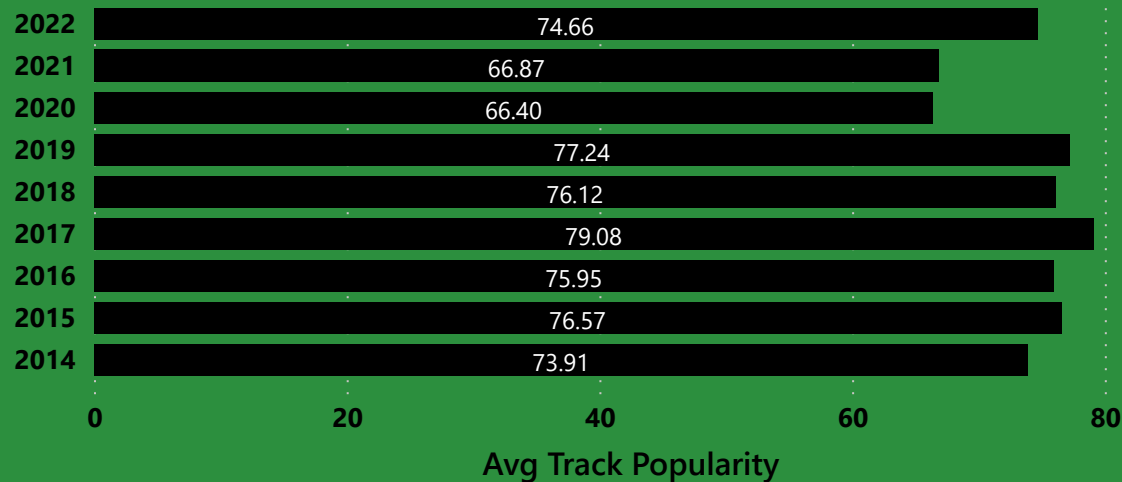
892
Total Artists

72.87
Avg Artist Popularity

2300
Total Tracks

70.94
Avg Track Popularity

List of Top Tracks by Popularity

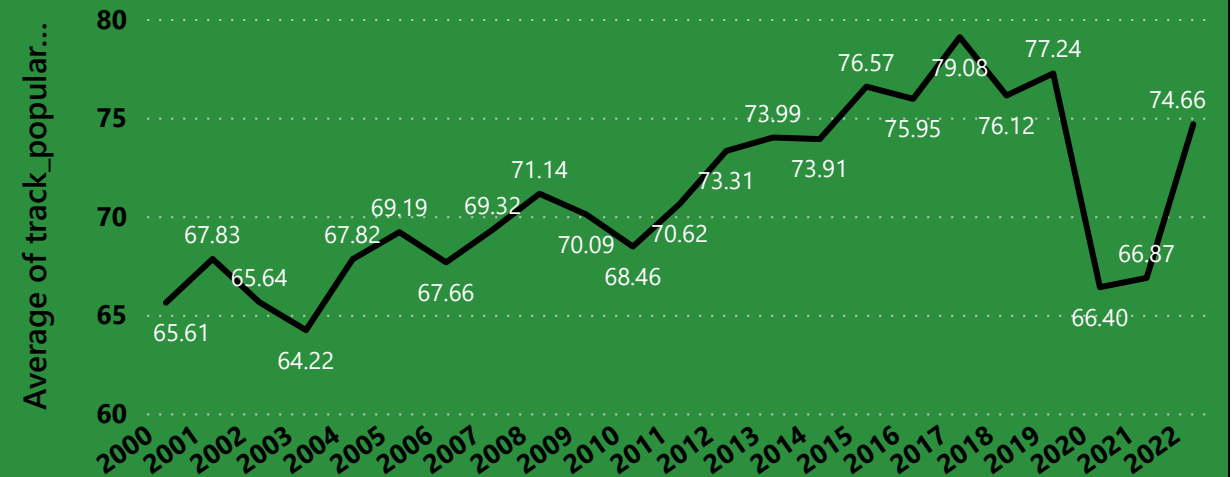| Track Name	Artist	Track Popularity ▼	Valency	Tempo
Cruel Summer	Taylor Swift	100	0.56	169.99
Anti-Hero	Taylor Swift	93	0.53	97.01
august	Taylor Swift	93	0.40	89.94
I'm Good (Blue)	David Guetta	93	0.30	128.04
Blinding Lights	The Weeknd	92	0.33	171.01
Calm Down (with Selena Gomez)	Rema	92	0.80	107.00
I Ain't Worried	OneRepublic	92	0.83	139.99
Starboy	The Weeknd	92	0.49	186.00

Average Track Popularity by Year

Year	Avg Track Popularity
2022	74.66
2021	66.87
2020	66.40
2019	77.24
2018	76.12
2017	79.08
2016	75.95
2015	76.57
2014	73.91

Average of track_popularity by year

Year	Average of track_popularity
2000	65.61
2001	67.83
2002	65.64
2003	64.22
2004	67.82
2005	69.19
2006	67.66
2007	69.32
2008	71.14
2009	70.09
2010	68.46
2011	70.62
2012	73.31
2013	73.91
2014	73.99
2015	76.57
2016	75.95
2017	79.08
2018	76.12
2019	77.24
2020	66.40
2021	66.87
2022	74.66

ARTIST ANALYSIS

Popularity by Artist

Artist	Popularity
Taylor Swift	100
Bad Bunny	94
Drake	94
The Weeknd	94
Travis Scott	93
KAROL G	90
Kanye West	89
Lana Del Rey	89
Post Malone	89
21 Savage	88

Artist Popularity by Genre

Genre	Artist Popularity
['canadian hip hop...	94
['hip hop', 'rap', 'sl...	93
['reggaeton', 'trap ...	91
['canadian contem...	90
['art pop', 'pop']	89
['chicago rap', 'hip ...	89
['dfw rap', 'melodi...	89
['art pop', 'electro...	88
['atl hip hop', 'hip ...	88
['atl hip hop', 'hip ...	88
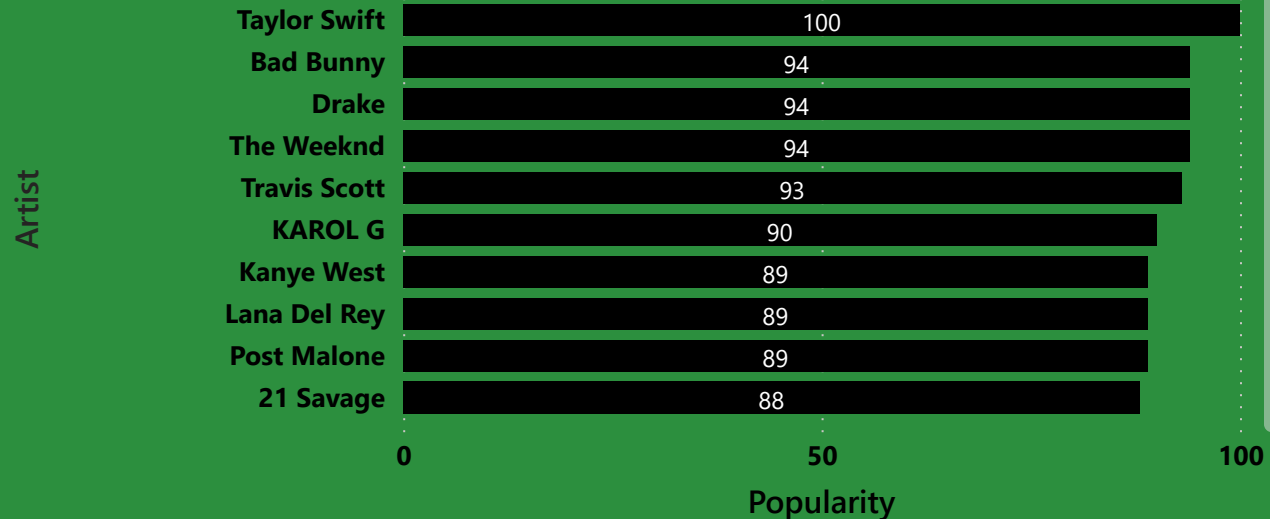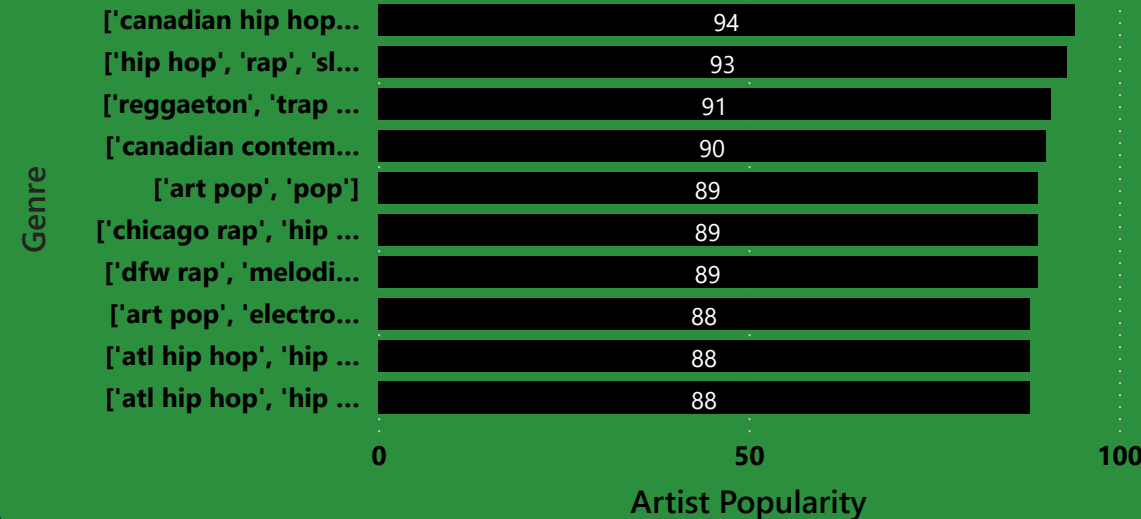
List of Artist

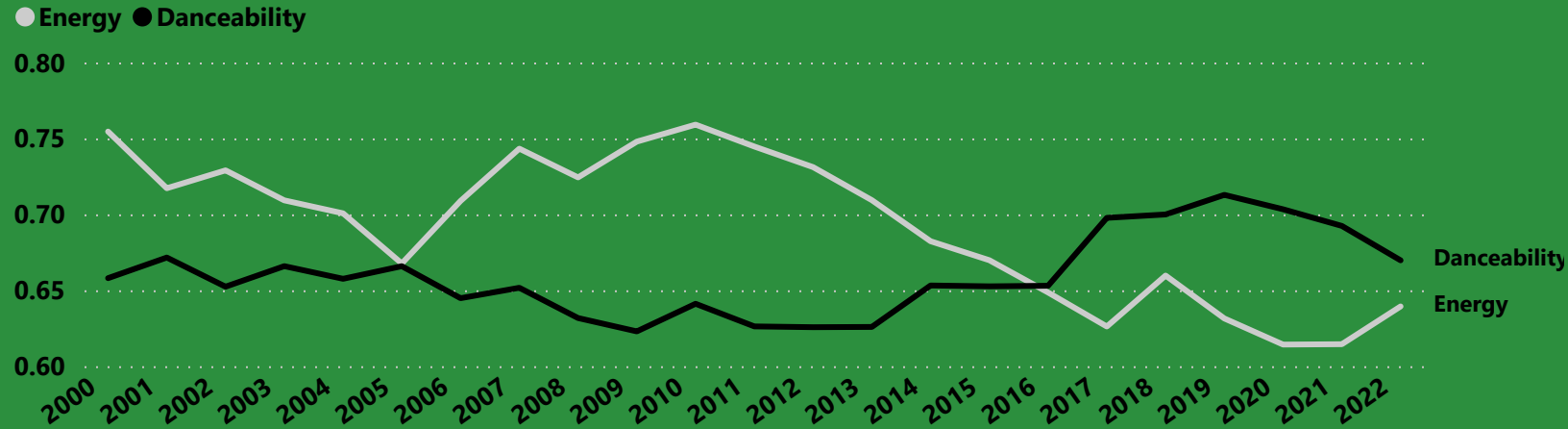| Artist	Genre	Popularity
Taylor Swift	['pop']	100.00
Bad Bunny	['reggaeton', 'trap latino', 'urbano latino']	94.00
Drake	['canadian hip hop', 'canadian pop', 'hip hop', 'pop rap', 'rap']	94.00
The Weeknd	['canadian contemporary r&b', 'canadian pop', 'pop']	94.00
Travis Scott	['hip hop', 'rap', 'slap house']	93.00
KAROL G	['reggaeton', 'reggaeton colombiano', 'trap latino', 'urbano latino']	90.00
Kanye West	['chicago rap', 'hip hop', 'rap']	89.00
Lana Del Rey	['art pop', 'pop']	89.00

Artist Popularity by year

Year	Artist Popularity
2000	63
2001	63
2002	66
2003	65
2004	66
2005	70
2006	68
2007	68
2008	70
2009	72
2010	72
2011	73
2012	76
2013	77
2014	74
2015	76
2016	76
2017	79
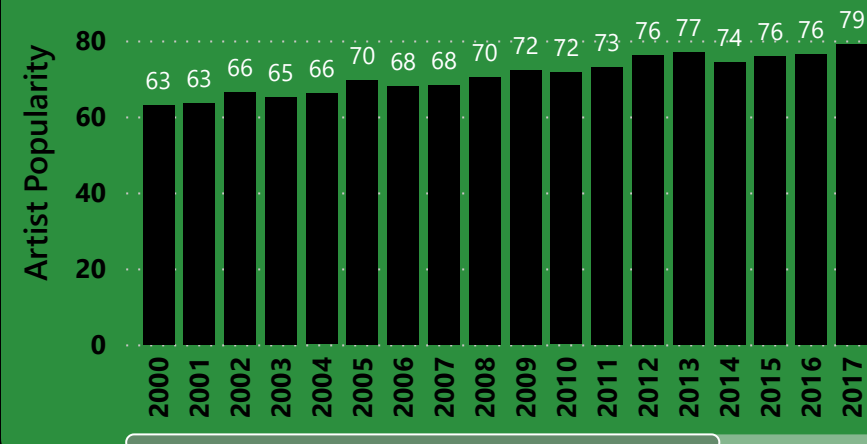
TRACK ANALYSIS

Energy and Danceability over the years

● Energy ● Danceability

Year	Value

Danceability

Energy

Track Popularity by Artist

Artist	Track Popularity
*NSYNC	64.83
2 Chainz	72.00
21 Savage	80.50
24kGoldn	44.50
2Pac	64.50
3 Doors Down	69.33
3LW	57.00
3OH!3	67.00
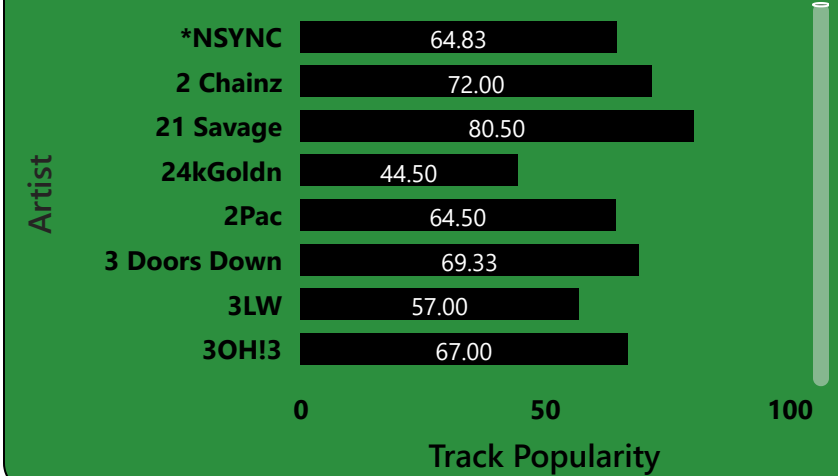
Distribution of Track Popularity
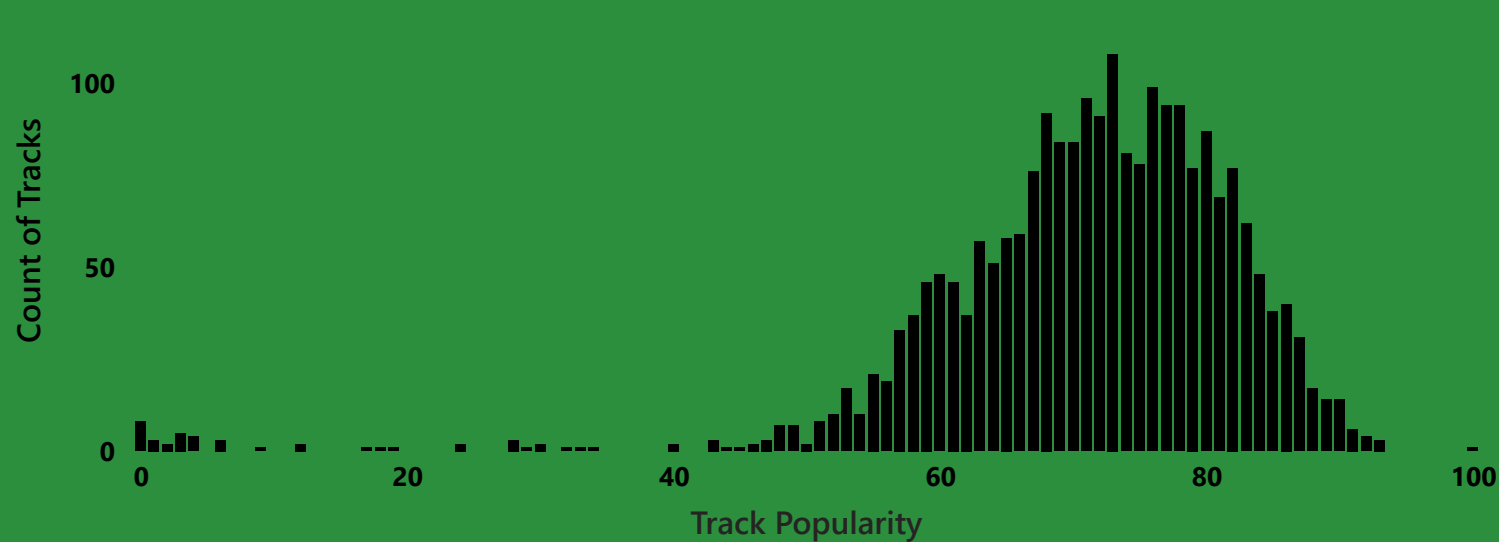
Distribution of Popularity by Genre

Genre	Popularity
['acid house', '...	77.00
['acoustic pop',...	77.50
['acoustic pop',...	53.00
['acoustic pop',...	69.00
['acoustic pop',...	66.00
['acoustic pop']	82.00
['adult standar...	68.00
['adult standar...	70.20
['afro r&b', 'afr...	82.00
['afrobeats', 'ni...	92.00
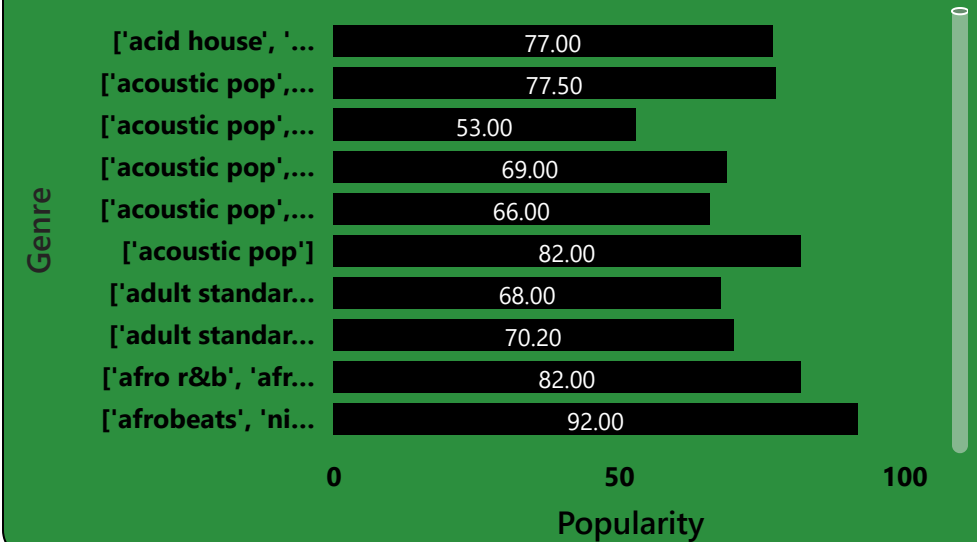
AUDIO FEATURES

Loudness Trend over years

-10
-15
-20

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

Distribution of Track over Mode

Track	
ZEZE (feat. Travis Sc...	
Yummy	
You've Got The Love	
Youth of the Nation	
You're Gonna Go Far...	
You're Beautiful	
You're All I Have	
Your Power	
Your Love Is My Drug	
Your Love Alone Is ...	
Your Body Is a Won...	

0.0   0.5   1.0
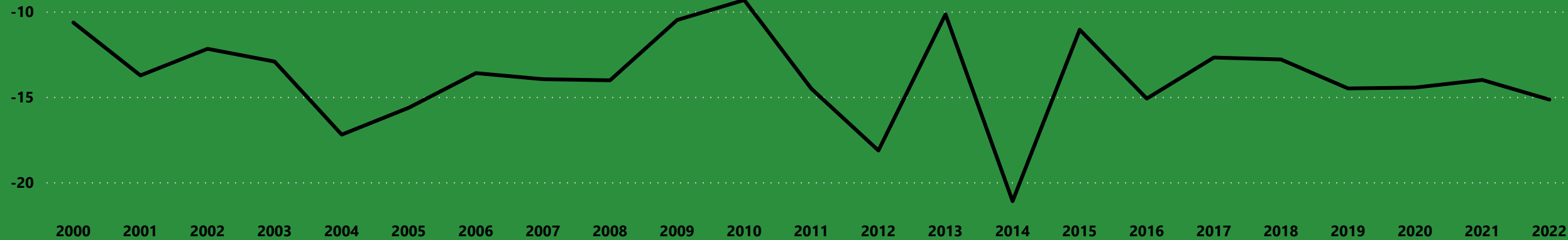
Mode
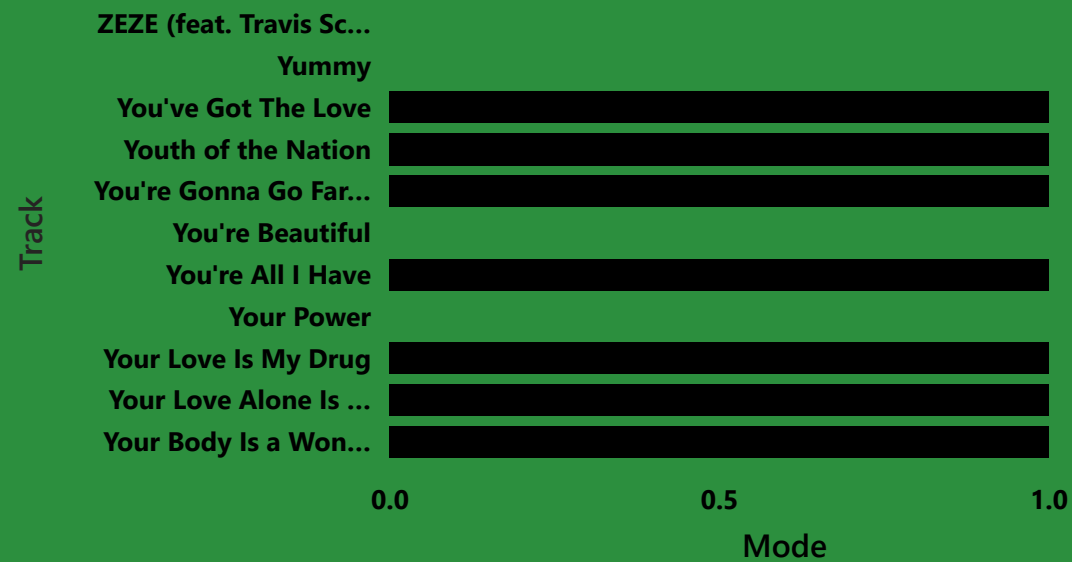
Distribution of Track over Time Signature

Track	Time Signature
ZEZE (feat. Travis Sco...	4.0
Yummy	4.0
You've Got The Love	4.0
Youth of the Nation	4.0
You're Gonna Go Far,...	4.0
You're Beautiful	4.0
You're All I Have	4.0
Your Power	4.0
Your Love Is My Drug	4.0
Your Love Alone Is N...	4.0
Your Body Is a Wond...	4.0

0   2   4

Time Signature

- After being down for 2 years, It looks like Spotify are back on track with their new tracks and artists.
- The Major reason for Spotify coming back in trend is because of addition of artists like Taylor Swift, Bad Bunny, Drake, The Weeknd and Others.
- Canadian Pop, Hip pop, pop and Rap Genre are majorly in trend currently on Spotify.
- Also with ongoing trend, It can be expected that Low energy, slow songs are more danceable (i.e: They are more used for dance performances/videos).
- Currently the Average track popularity on Spotify ranges between 70-80 out of 100.
- The Average time signature for current songs is 4.

- Spotify can add more slow/calm songs and artists who create such songs as they are coming trend and also becoming more danceable.
- Spotify can have a special feature section for their top artists where users can find all top songs quickly.
- As canadian pop, Hip Hop, Pop, Rap brought back the popularity for Spotify they can add more of upcoming, rising artists to stay with the Industry.
- From the analysis it can be concluded that their is decline in Australian Pop, Europop. In order to gain more European/Australian Audience Spotify can look out for top artists/songs/genre going on in that region and add them to Spotify.