Spotify 2023 Analysis with Power BI

Introduction to Power BI and DAX

Power BI is a powerful business analytics tool developed by Microsoft. It allows you to visualize data and share insights across your organization or embed them in an app or website. Power BI connects to various data sources, transforms, and cleans the data, and creates interactive visualizations using its intuitive interface.

DAX (Data Analysis Expressions): DAX is a collection of functions, operators, and constants that can be used for creating custom formulas in Power BI. It enables you to create calculated columns and measures to enhance your data analysis and visualization capabilities.

Visualization 1: Released Year vs. Sum of Streams

Description: This chart represents the sum of streams for each released year.

1. Load Data: Import the Spotify 2023 dataset into Power BI.

2. Visualization Type: Create a Clustered Column Chart.

3. Axis: "Released Year" on the X-axis and "sum of Streams" on the Y-axis.

Visualization 2: Area Chart for Released Year and Average Number songs in charts.

Description: This chart shows the average number of streams by year using an area chart.

1. DAX Measure: Create a DAX measure to calculate the average streams by year.

2. Visualization Type: Area Chart.

3. Axis: "Released Year" on the X-axis and the created DAX measure on the Y-axis.

Visualization 3: Sum of Streams by Artist Name (Bar Chart)

Description: This chart displays the sum of streams for each artist.

1. Visualization Type: Clustered Bar Chart.

2. Axis: "Artist Name" on the X-axis and "Sum of Streams" on the Y-axis.

Visualization 4: Scatter Chart for BPM and Energy

Description: This chart visualizes the relationship between BPM and Energy.

1. Visualization Type: Scatter Chart.

2. Axis: "BPM" on the X-axis and "Energy" on the Y-axis.