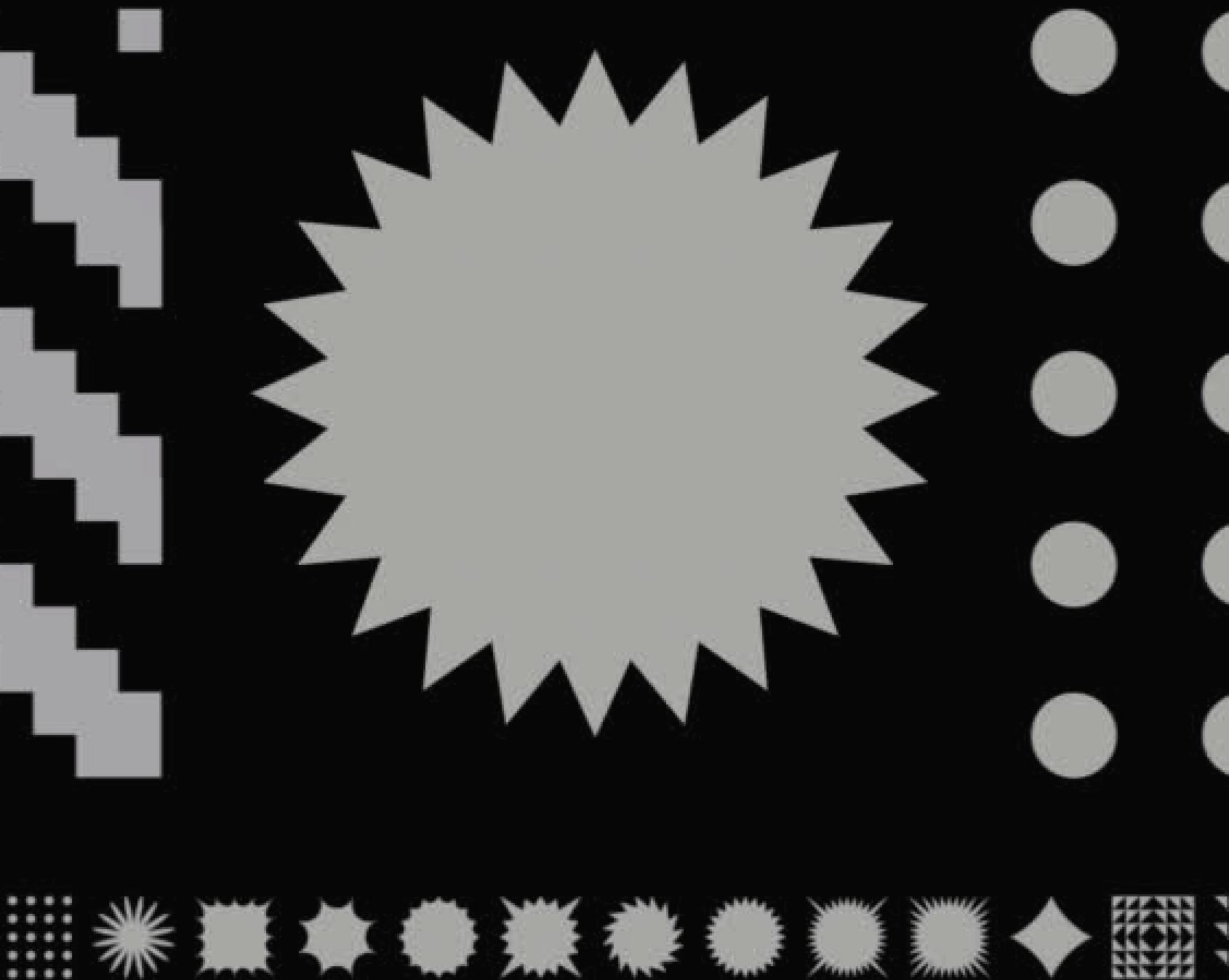


SPOTIFY WRAPPED: ANALYSIS & DISCUSSION

STREAM ANALYTICS FINAL PROJECT

GROUP 1



QUERY ANALYSIS



- 1 ARTIST ENGAGEMENT METRICS
- 2 USER ENGAGEMENT METRICS
- 3 TOP ARTISTS BY LOCATION

QUERY #1



ARTIST ENGAGEMENT METRICS

This query calculates engagement metrics for artist-emphasized insights.

- For artists, it aggregates the total number of plays, likes, and skips for each artist.
- For users, it aggregates the total number of plays and likes for each user.

Artist	Total Plays	Total Likes
Stevie Wonder	3	1
Sam Fender	2	0
Claire Rosinkranz	2	0
Fitz and The Tantrums	1	1
Owl City	1	1
Halsey	1	0
Fly By Midnight	1	0
Oh Wonder	1	0
Cults	1	0
Marvin Gaye	1	0

QUERY #2



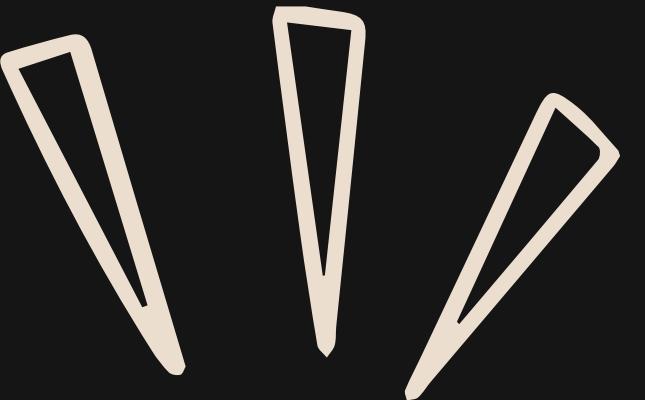
USER ENGAGEMENT METRICS

This query takes an emphasis towards Spotify's attempt to know more about both the user and artist as context.

- Identifies the top artists by region, showing the popularity of artists based on the number of listeners in each region.

UserId	Plays	Skips	Likes
6f13ba88-c296-4818-b17f-9c6c0fbbe35f	7	0	0
df6e70f2-7b93-4cb2-825f-db3465795512	11	0	9

QUERY #3



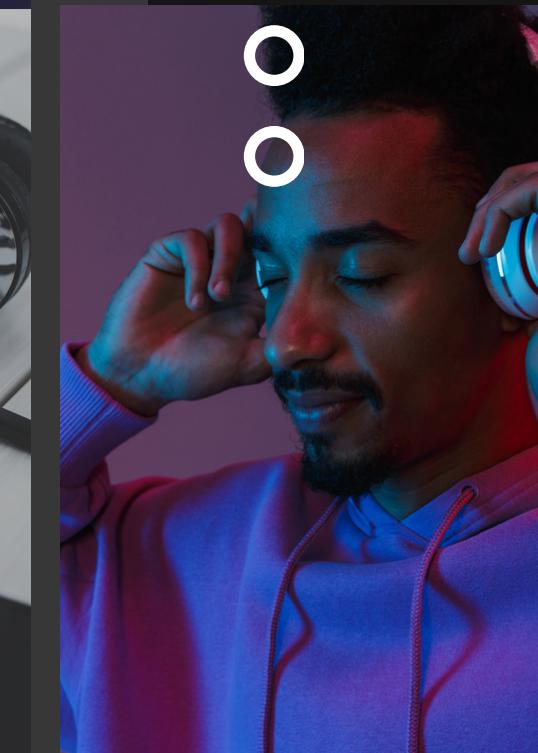
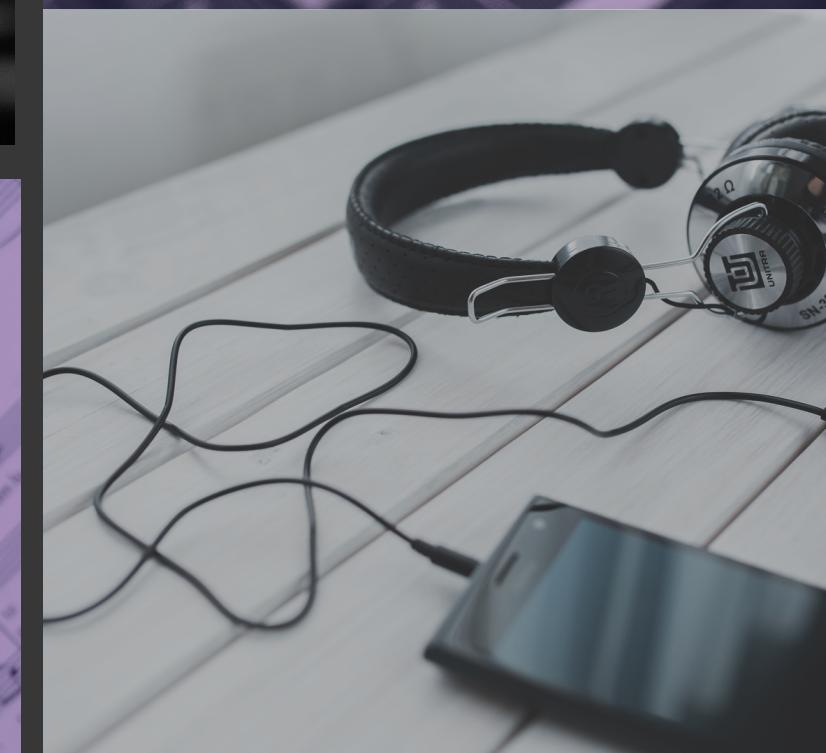
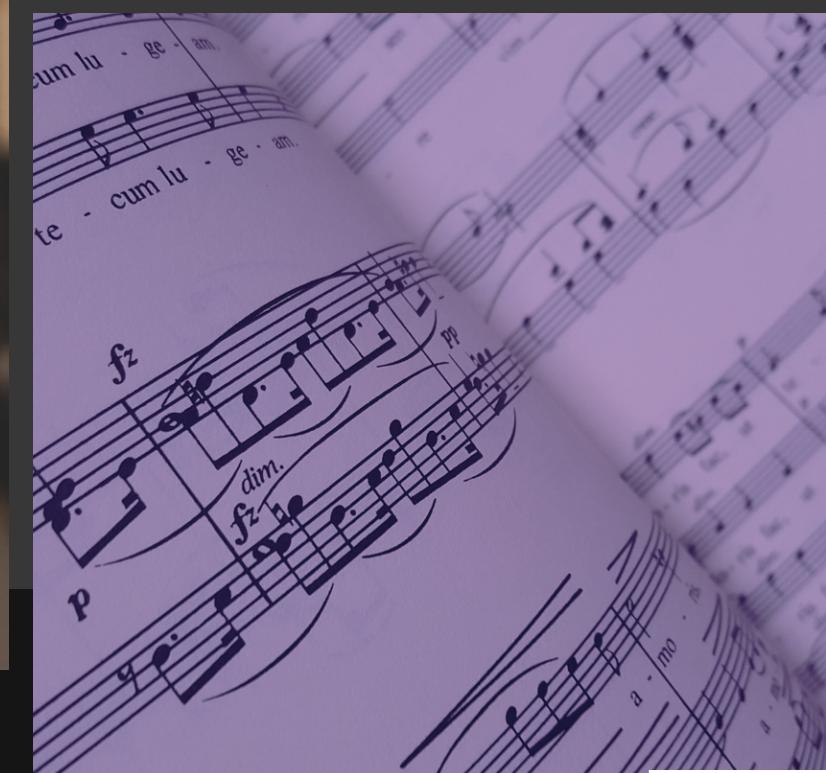
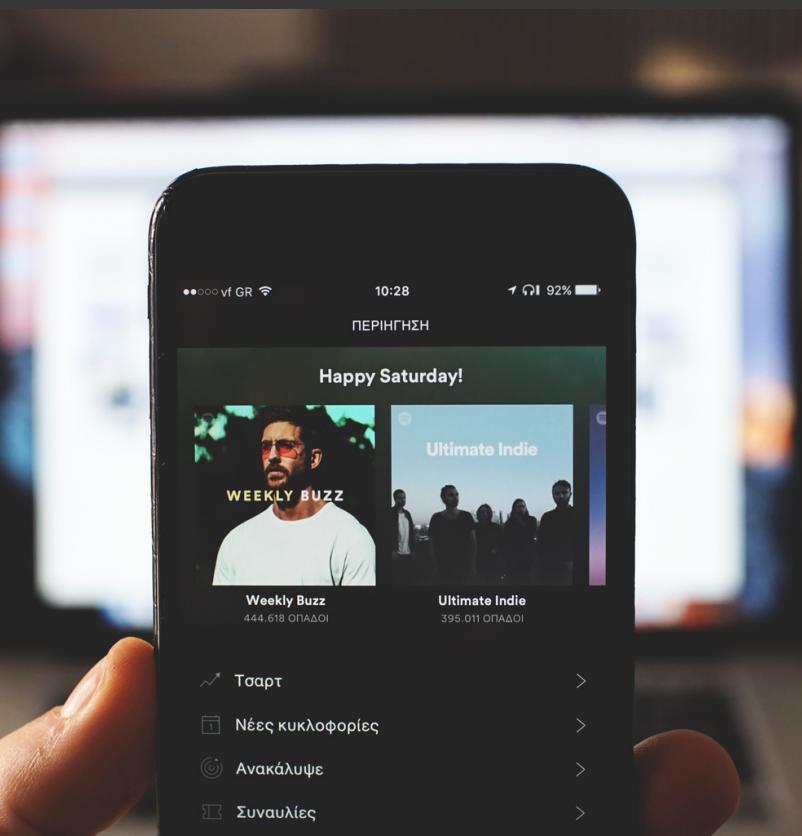
TOP ARTISTS BY LOCATION

This query focuses specifically on user-emphasized engagement metrics.

- The user-emphasized query calculates the total number of plays, skips, and likes for each user.
- Insights into user behavior and preferences.

Location	Artist	Listener Count
Croatia	Chronic Law	2
Croatia	Sean Paul; Dua Lipa	2
Croatia	Cestar; Quique Neira	1
Croatia	Sugar Minott	1
Croatia	6t6; T.O.K; Squash; Rygin King	1
Croatia	Protoje; Chronixx	1
Croatia	Sanchez; Pietkun; Gav Easby	1
Croatia	Sean Paul	1
Croatia	Shamanes Crew	1
Croatia	Sean Paul; Sia	1
Croatia	DeeWunn; Marcy Chin	1

ΕΡΓΑΣΙΑ ΟΤΑΝ ΑΛΛΑΖΕΙ





01. LIKES COUNT BY ARTIST AND LOCATION

- Emphasizes total count of likes for songs by considering the artist and location within specified time windows.
- Aids in understanding user preferences and popularity trends for songs and artists in different locations over time

02. GENRE POPULARITY BY LOCATION

- Analyzes the popularity of genres in different locations. It aggregates the counts of each genre in various locations, highlighting regional preferences in music genres.

03. LISTENING HABITS ANALYSIS

- Examines users' listening habits by grouping interactions based on the time slot of the day.
- Aids in the optimization of content delivery and personalized recommendations.

04. TOP GENRES BY LISTENING DURATION

- Calculates the total listening duration for each genre within defined time windows. It provides insights into the popularity of different genres based on the total listening time per window.





ANALYSIS & DISCUSSION

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CONTEXT RELEVANCE

BUSINESS CONTEXT

ARTIST ENGAGEMENT METRICS

Understanding artist engagement helps in curating content and making decisions about promotions and partnerships. It also aids in identifying trending artists which can influence marketing strategies.

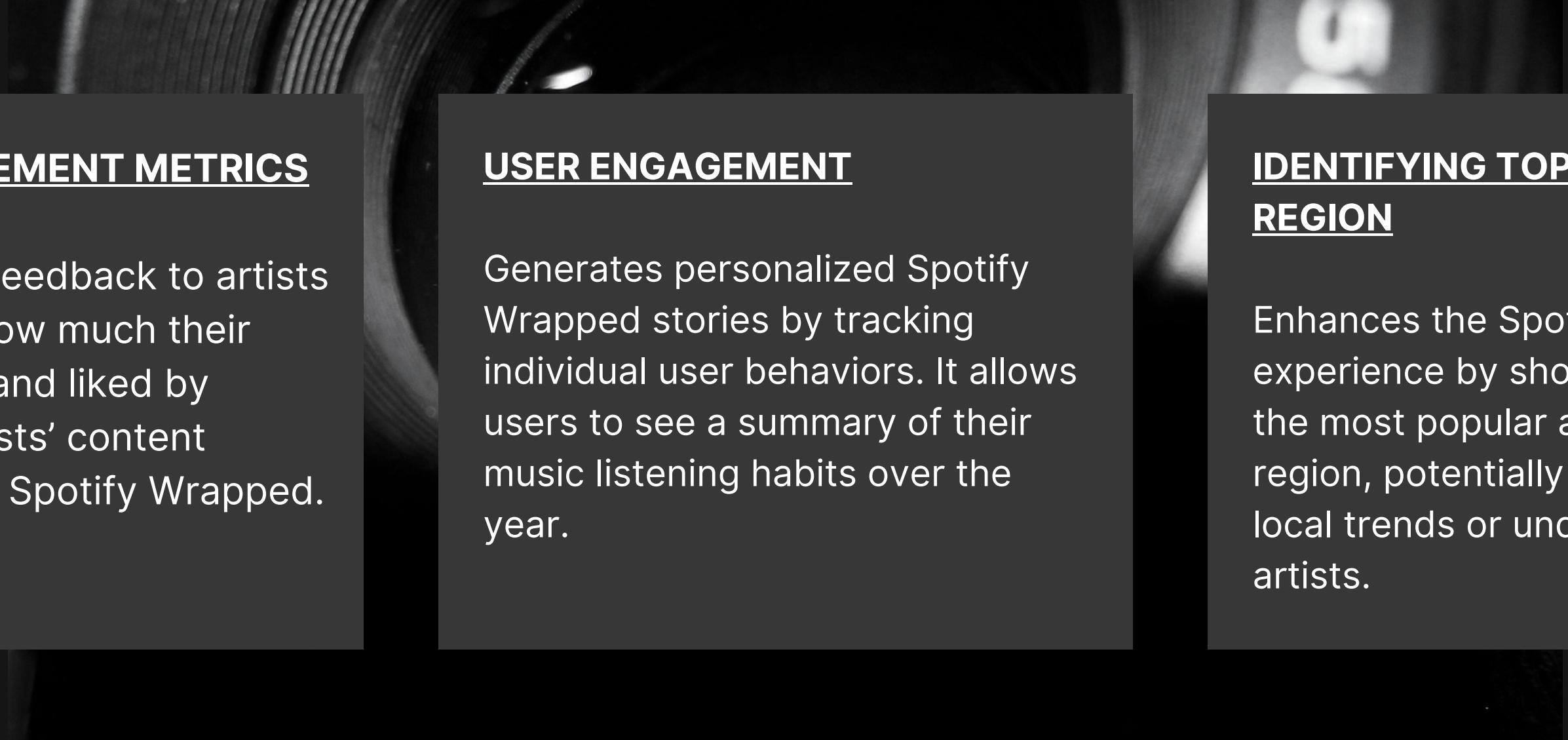
USER ENGAGEMENT

Critical for understanding user preferences and engagement levels. Guides enhancements in user experience and inform the development of features that keep users more engaged, reducing churn and increasing satisfaction.

IDENTIFYING TOP ARTISTS BY REGION

Regional popularity data is essential for localizing content and optimizing the listening experience for different demographics.

CONTEXT RELEVANCE



ARTIST ENGAGEMENT METRICS

Offers valuable feedback to artists by quantifying how much their music is played and liked by listeners. An artists' content shows their own Spotify Wrapped.

USER ENGAGEMENT

Generates personalized Spotify Wrapped stories by tracking individual user behaviors. It allows users to see a summary of their music listening habits over the year.

SPOTIFY WRAPPED CONTEXT

IDENTIFYING TOP ARTISTS BY REGION

Enhances the Spotify Wrapped experience by showing listeners the most popular artists in their region, potentially discovering local trends or under-the-radar artists.

REFLECTION



WINDOW SESSION QUERIES:

- Window time queries correctly ran without outputting data records.
 - Main assumption: The session timestamps that collide with the parameters of the window and sliding intervals.

WORKING WITH DATA CLASSES

- Data classes completely improved the data generation script. 8 different personalities define the behavioural pattern.
- The previous random choice of music approach dismissed real user interactions.

**THANK
YOU**



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