HOMEWORK 2 REPORT

Streaming data is very crucial for artists in their careers in the following ways:

**1. Brand Partnerships an promotions.**

Every brand wants to partner with a popular artist to get their brand know by a lot of people. This data might suite brands that are trying to find artists to push their products to consumers. Adding data like country of the artist might help if a brand wants to expand to other countries by finding suitable popular artist in the country.

**2. Artist performance insights**

We usually find ourselves asking the question of who Is the greatest artist of our generation. Streaming data might help us come up with the answer to this.

In our Data set we can clearly see that drake is dominating in streaming numbers and has a billion plus streams on a couple of songs. Based on numbers it is safe to say a lot of people clearly love Drake and might be the greatest in our generation.

**3. Artists to collaborate with.**

This data might help artists boost their audience by finding the best artist to collaborate and make music with. For example if an artist wanted to gain more African listeners they would find the best artist in the region based on streams and try collaborate on something to captivate and gain new listeners.

**4. Tour planning.**

Tours are also a major part of artists revenue generation. Streaming data can help an artist make proper decisions on their choice of destinations, when they start the tour and which other artist the might need to invite in their performances in the tours.