Spotify Behavioral analysis

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This is a behavioral data analysis of Spotify user data collected through a survey.The dataset is publicly available on Kaggle.

Our aim through this visualization project is to make some clean data visualizations to draw insights and trends on user's music streaming patterns and preferences.

We have used Tableau to make the visualizations and made a dashboard to display all the visualizations.
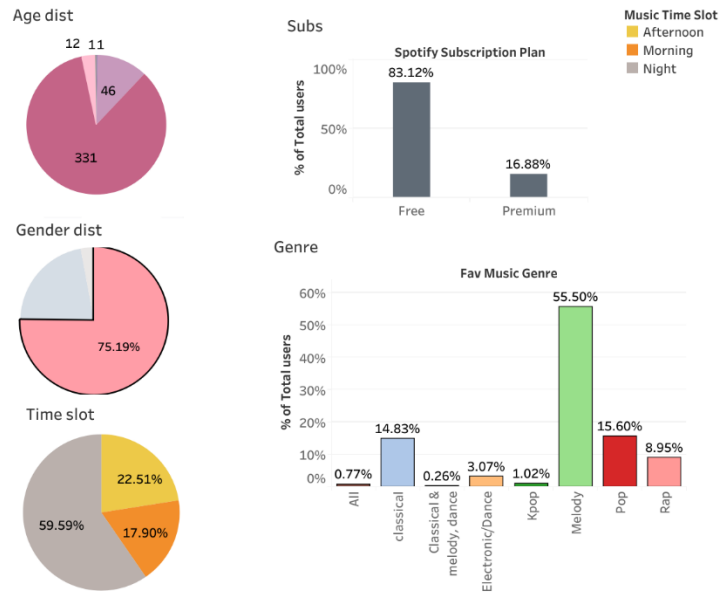
This analysis starts with distributing all the categorical values(age,gender,subscription plan,music genre and time slot).

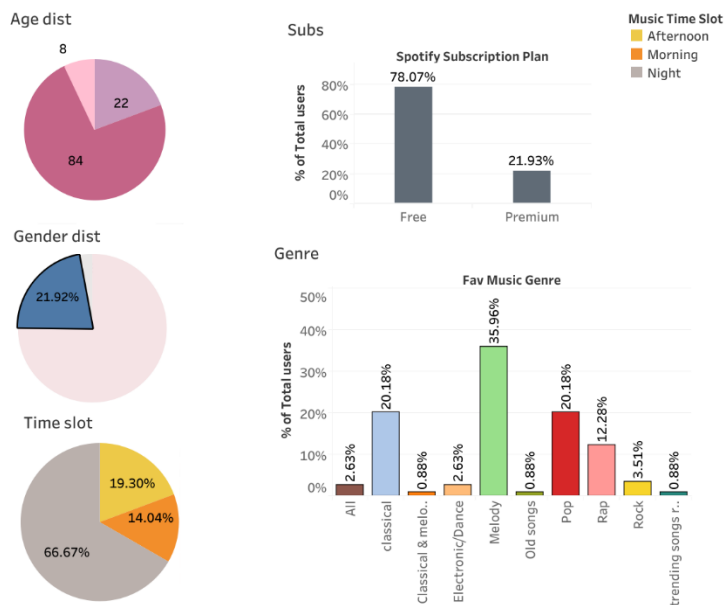Then all the distributions are segmented into a dashboard.
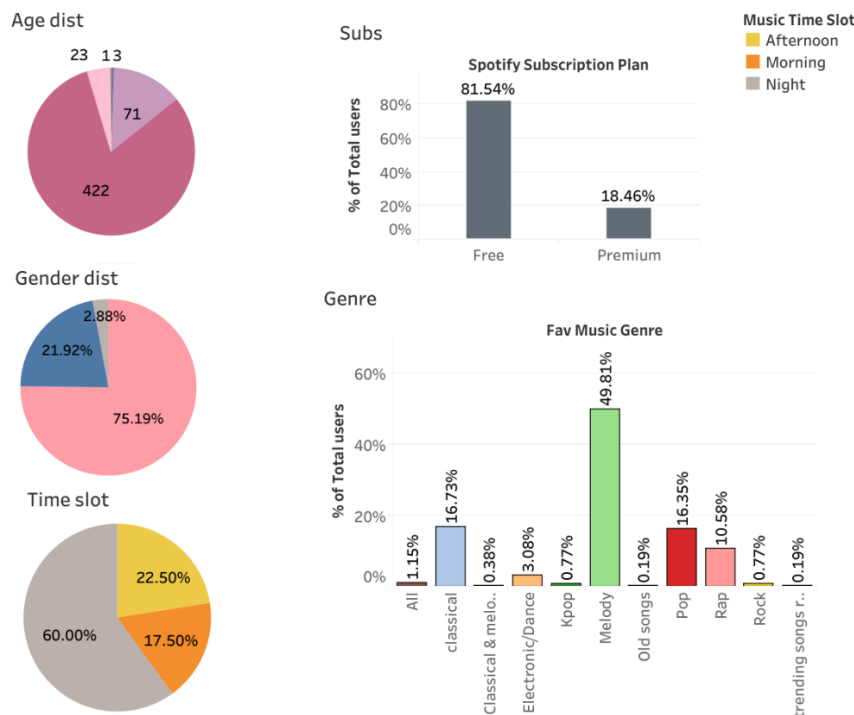
Analysis:

Even though the total percentage of users who use Spotify to stream music is mostly <u>women</u>.


We can see that men are more likely to subscribe to <u>Spotify premium</u> instead of <u>women</u>.

The majority age-group who use Spotify for streaming music is between 20 to 25 and they prefer listening to Melodious and Pop music.
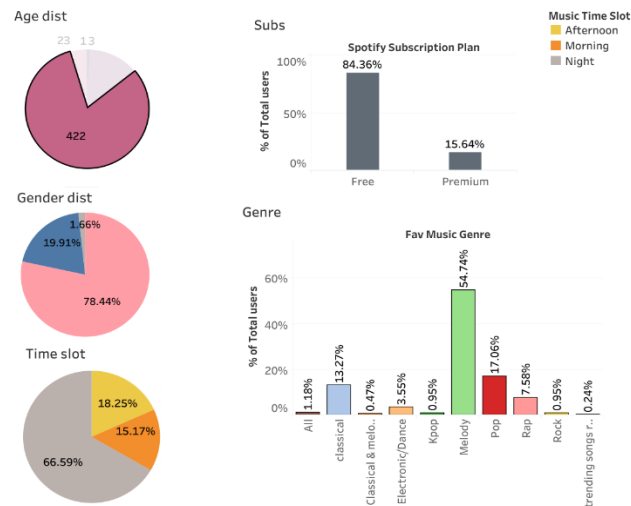

The next major age-group which uses Spotify for music is between 12 to 20 and there is a high preference for classical music.Since the people in this demographic is predominantly students,they might have Classical Music as a part of curriculum which explains the high statistical volume of classical music.
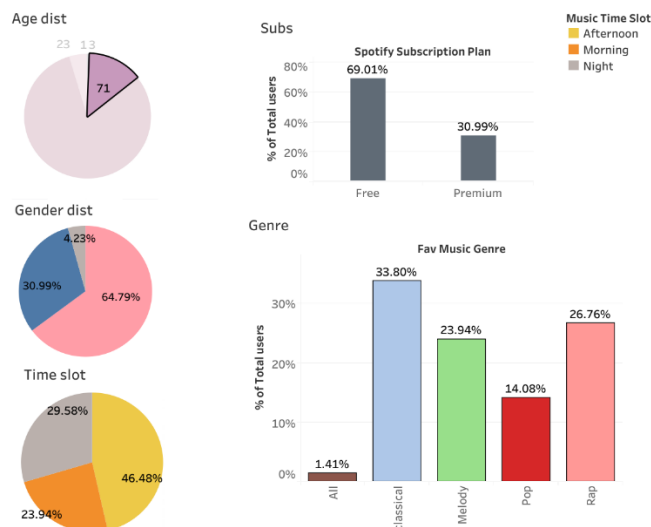
There is also a high preference for <u>melodious and rap music</u>,which is throughly expected.

Insight/trend:Maybe Spotify can promote artists which make this kind of music specifically or an amalgamation of Melody and Rap known as <u>Emo Rap</u> to cater to this age-group.

The next major age-group whihc uses Spotify is between 35 to 60 and they also prefer listening to Melodious music predominantly.But they also like listening to classical music which isnt a surprise.
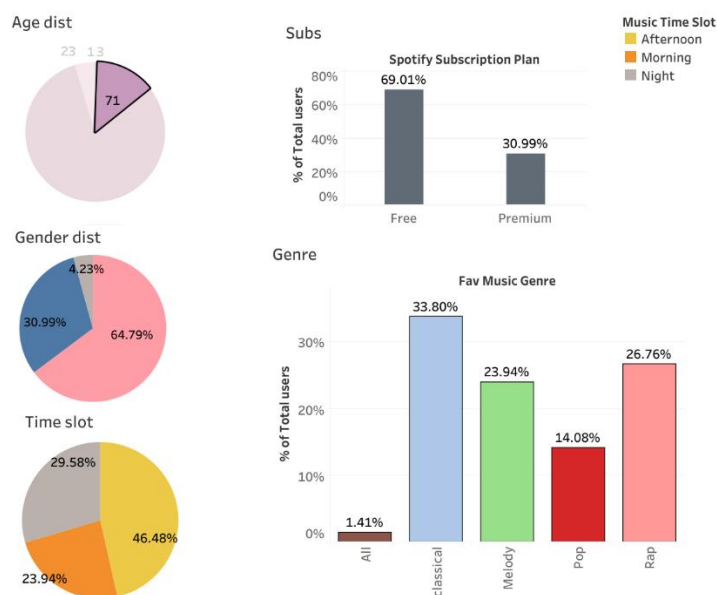
But what's surprising is this demographic prefers <u>Rap and Pop music</u> which is unusual for this age-group.

Insight/trend:Maybe this says alot about the general popularity growth of Rap music or Hip Hop in general.Maybe be Spotify can promote more hip hop artists with classical production like Jazz Rap ,Orchestral rap,Progressive rap etc.

We can observe that a user is most likely to stream <u>EDM and Pop music</u> at night.We can assume this happens because social gatherings like house parties primarily take place at night.

Insight/trend:Maybe Spotify can curate some Pop and EDM music,make a playlist and send push notifications for the same to users.