Power BI Report Documentation

This document provides an overview of the Power BI report titled 'User Retention & Data Strategy nel Digital Streaming', comparing Spotify and Apple Music in Italy for the years 2023-2025. The report includes multiple sections with data visualizations and DAX measures used for analysis.

**Page 1: Title Page**

The first page of the report serves as the title page, providing the overall theme of the report, which focuses on user retention and data strategy in digital streaming platforms, specifically comparing Spotify and Apple Music in Italy from 2023 to 2025.

**Page 2: Overview**

The second page provides an overview of key metrics such as the number of active users, average minutes streamed, engagement score, and churn probability. It helps establish the general performance of both platforms over time.

**Page 3: User Analysis**

This section provides detailed analysis on active users and engagement scores by region. The data shows how both platforms (Spotify and Apple Music) perform in various regions across Italy, helping to identify patterns in user engagement and potential opportunities for market expansion.

**Page 4: Algorithm**

This page highlights the effectiveness of algorithms used by both platforms, focusing on user satisfaction and the ability of the platforms to recommend content. DAX measures for algorithm satisfaction, discover rate, and skip rate are discussed.

**Page 5: IMM (Indice di Magnetismo Musicale)**

The IMM index measures the attractiveness and magnetism of each platform. This section provides insights into how well the platforms retain user attention, as well as their ability to personalize content effectively, with visualizations comparing Apple Music and Spotify on the IMM scale.

**Page 6: UX Sentiments**

The UX Sentiments section analyzes user feedback based on sentiment scores, positive/negative mentions, and the topics most discussed by users. This section provides insights into the overall user experience on both platforms, focusing on topics such as recommendations, UI, pricing, and content library.

**DAX Measures Explanation**

The following DAX measures are used across different pages of the report for normalization and data analysis. They help standardize the data and ensure accurate comparisons between Spotify and Apple Music.

1. Churn Probability Normalized:

This measure normalizes the churn probability by dividing the average churn probability by 1000. This gives a scale that makes it easier to compare across different metrics in the report.

2. Engagement Score Norm:

This measure normalizes the engagement score by dividing the average engagement score by 100. It allows for a standardized comparison of user engagement across regions and platforms.

3. IMM Index Normalized (0–5):

This measure normalizes the IMM (Indice di Magnetismo Musicale) index to a scale of 0–5. It calculates the difference between the platform's IMM score and the minimum IMM score across all platforms, and scales it relative to the maximum IMM score.

4. Personalization Fit Normalized (0–5):

This measure normalizes the personalization fit score by dividing the average score by 5000, and then scaling it to a range of 0–5. This metric helps to understand how well the platform's personalization aligns with user preferences.

5. Sentiment Signal Normalized (0–5):

This measure normalizes the sentiment signal score by dividing the average score by 7000, and then scaling it to a range of 0–5. This score indicates the overall sentiment of users towards the platforms based on their feedback.

6. Algo Satisfaction Normalized:

This measure normalizes the algorithm satisfaction score by dividing the average score by 100, making it easier to compare satisfaction levels across platforms.

7. Selected Metric Value:

This measure dynamically calculates values for various metrics such as algorithm satisfaction, discover rate, skip rate, save rate, and personalized playlists. It selects the appropriate measure based on the metric chosen in the report's slicer.

8. Mentions Negative, Mentions Positive, Mentions Total:

These measures calculate the average number of negative and positive mentions, as well as the total number of mentions, across different regions and platforms.

9. Selected Metric Value UX Sentiments:

This measure dynamically calculates sentiment-related metrics such as mentions total, mentions positive, mentions negative, and various topics (e.g., recommendations, UI, pricing, etc.).

10. Sentiment Score Normalized:

This measure normalizes the sentiment score by averaging the sentiment scores, allowing for easy comparison of the sentiment towards both platforms.

11. Topic – Library, Topic – Pricing, Topic – Recommendations, Topic – Social, Topic – UI:

These measures calculate the average scores for various topics discussed by users, such as recommendations, UI, pricing, and the content library, helping to analyze user sentiment across different aspects of the platforms.

12. Metric Selector and Metric Selector UX Sentiments:

These tables provide the list of available metrics for users to choose from in the slicers. They help in dynamically selecting the appropriate metric for further analysis.

Tables used:

**Calendar**

**dim\_date**

**dim\_feedback\_source**

**dim\_platform**

**dim\_region**

**dim\_user\_segment**

**fact\_daily\_usage**

**fact\_imm**

**fact\_personalization**

**fact\_ux\_sentiment**