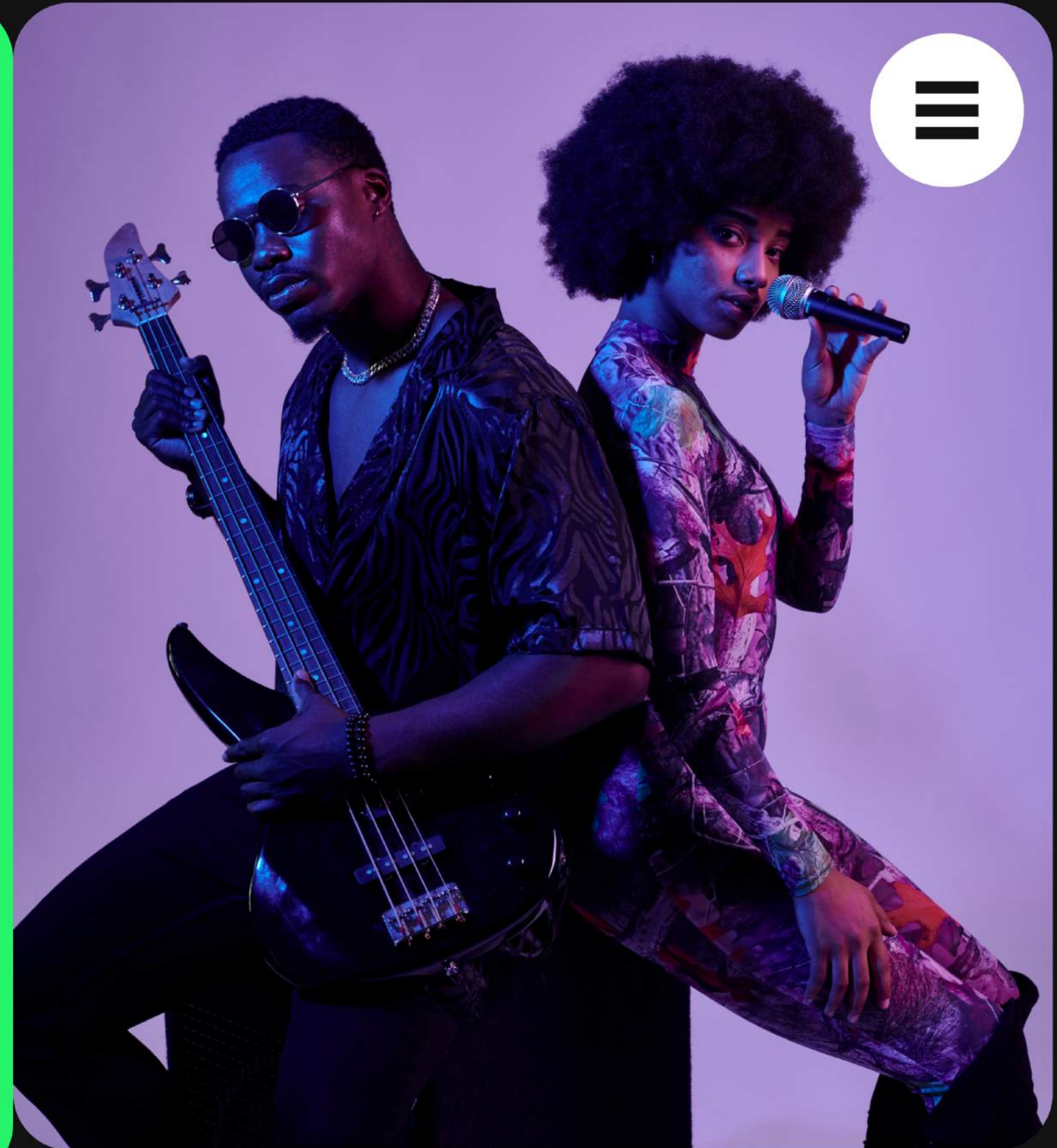


SPOTIFY 2023 STATS ANALYSIS

OPTIMIZING MONTHLY
LISTENERSHIP STRATEGIES:
INSIGHTS FROM SPOTIFY DATA
ANALYSIS

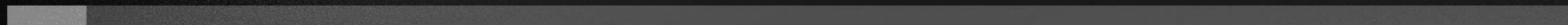
Rahul Gupta





INTRODUCTION

Welcome to this presentation on music streaming trends, where we delve into insightful data analysis extracted from Spotify's extensive dataset. In this presentation, we will explore various facts of music consumption, artist popularity, and listener preferences based on comprehensive SQL queries performed on Spotify's 2023 data.

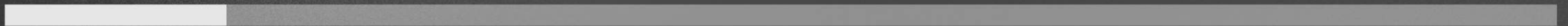


DATA BASE SCHEMA SPOTIFY



Data set contain table which contains columns :

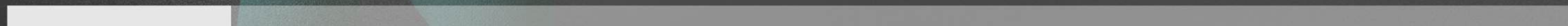
- 1) Track name
- 2) Artist name
- 3) Artist count
- 4) Released date
- 5) total streams
- 6) genre etc

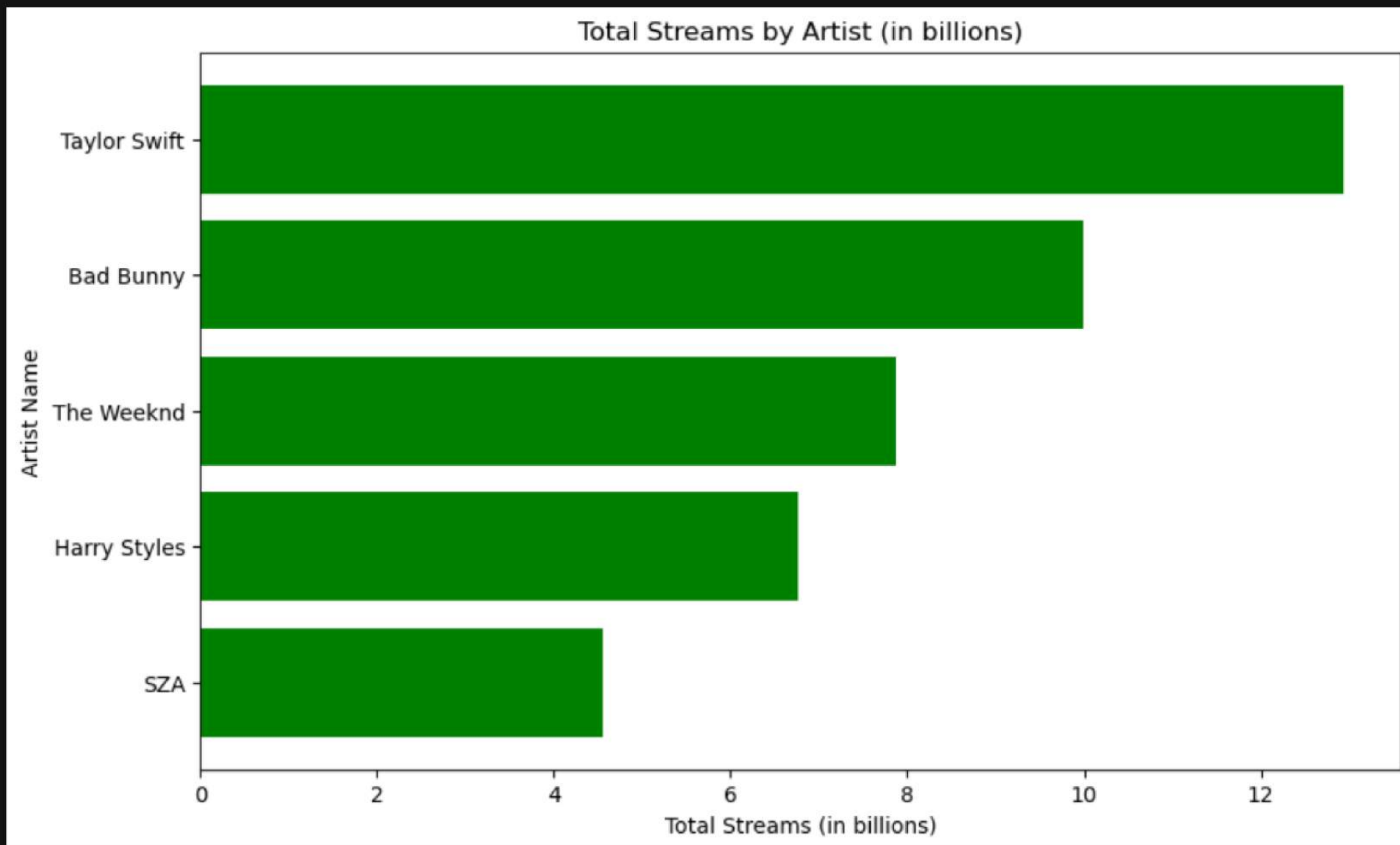


TOP 10 MOST STREAMED TRACKS

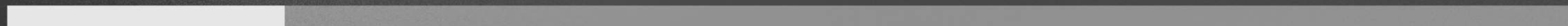


BEFORE YOU GO
CIRCLES
DAKITI
DIE FOR YOU
EVERY BREATH YOU TAKE - REMASTERED 2003
KISS ME MORE (FEAT. SZA)
LEVITATING (FEAT. DABABY)
NO ROLE MODELZ
SAVE YOUR TEARS
WHEN I WAS YOUR MAN

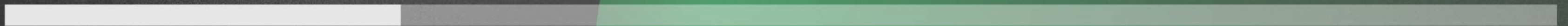
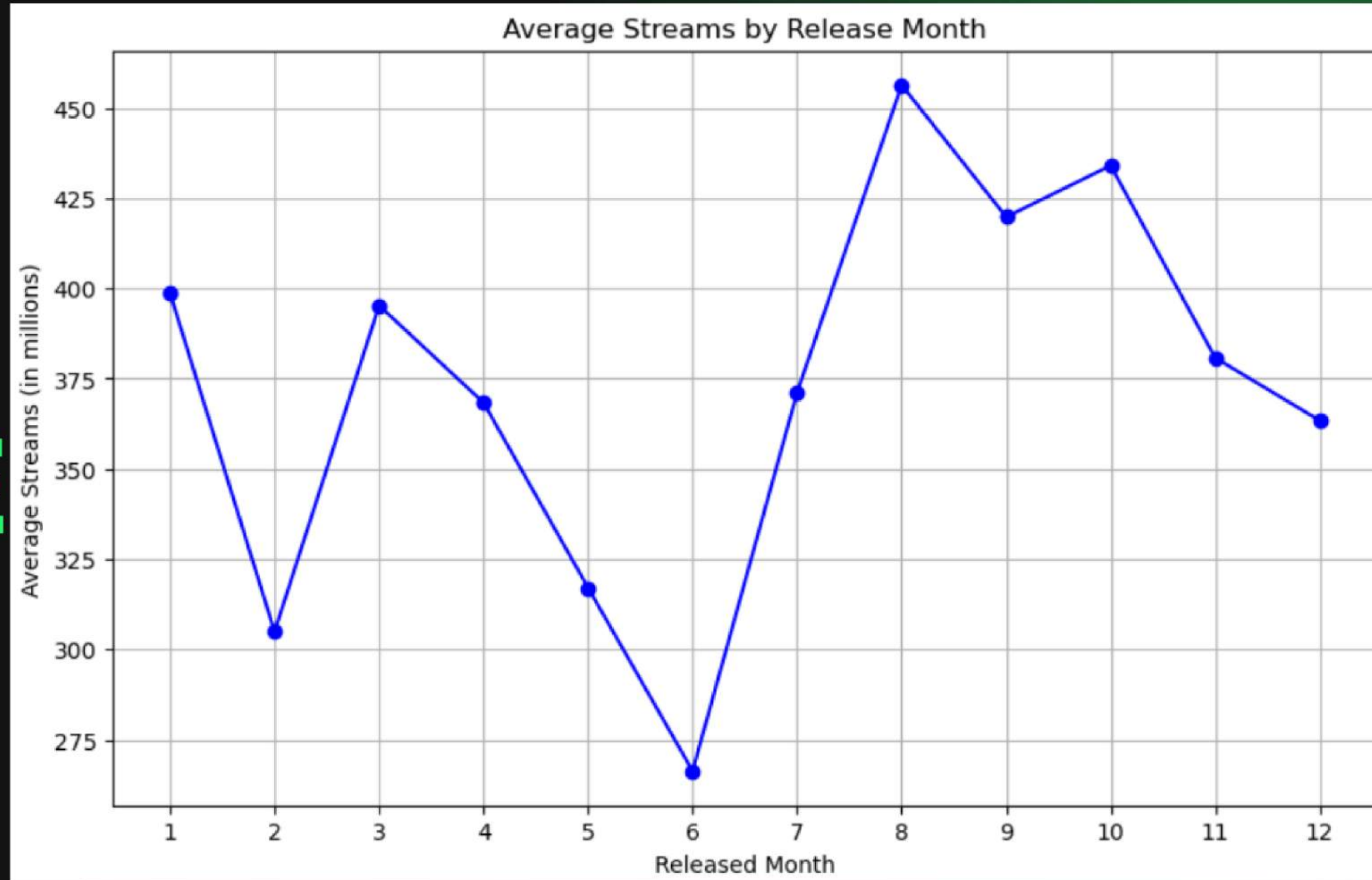




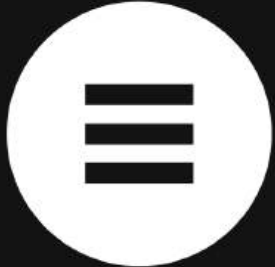
TOP 5 MOST STREAMED ARTIST



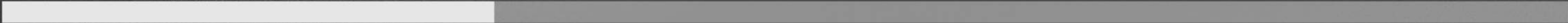
AVERAGE STREAMS BY RELEASE MONTH



TRACKS IN THE MOST APPLE PLAYLISTS



track_name	artist_name	apple_playlists
Circles	Post Malone	391
Kiss Me More (feat. SZA)	SZA, Doja Cat	382
I'm Good (Blue)	Bebe Rexha, David Guetta	291
Easy On Me	Adele	258
The Business	Tiësto	255
Adore You	Harry Styles	246



TOP 5 MOST **ENERGETIC** TRACKS



1

I'm Good (Blue) by
Bebe Rexha, David Guetta

3

That That by
PSY, Suga

5

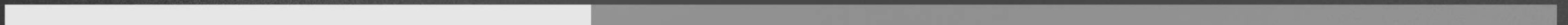
Merry Christmas by
Ed Sheeran, Elton John

2

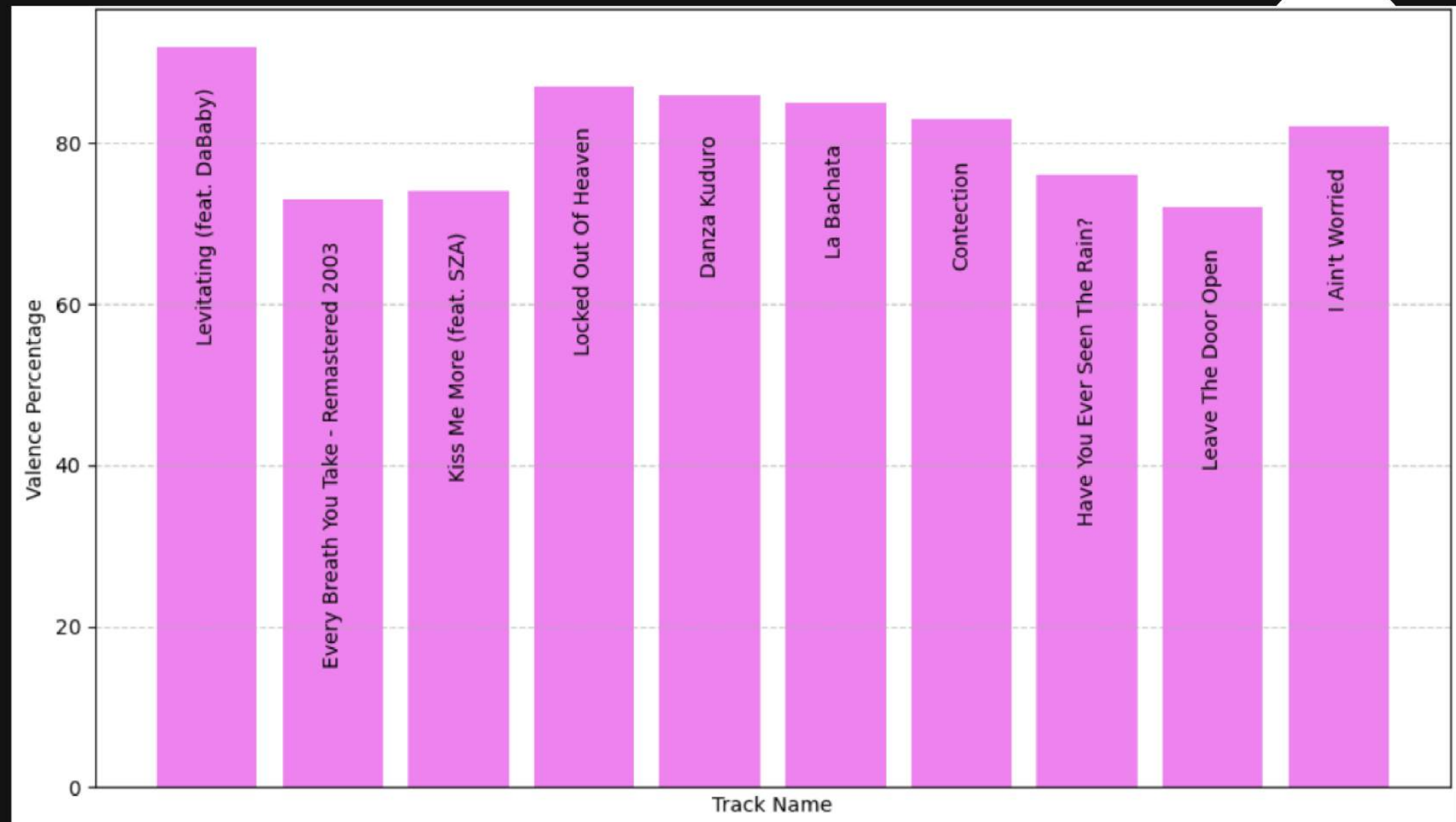
Murder In My Mind by
Kordhell

4

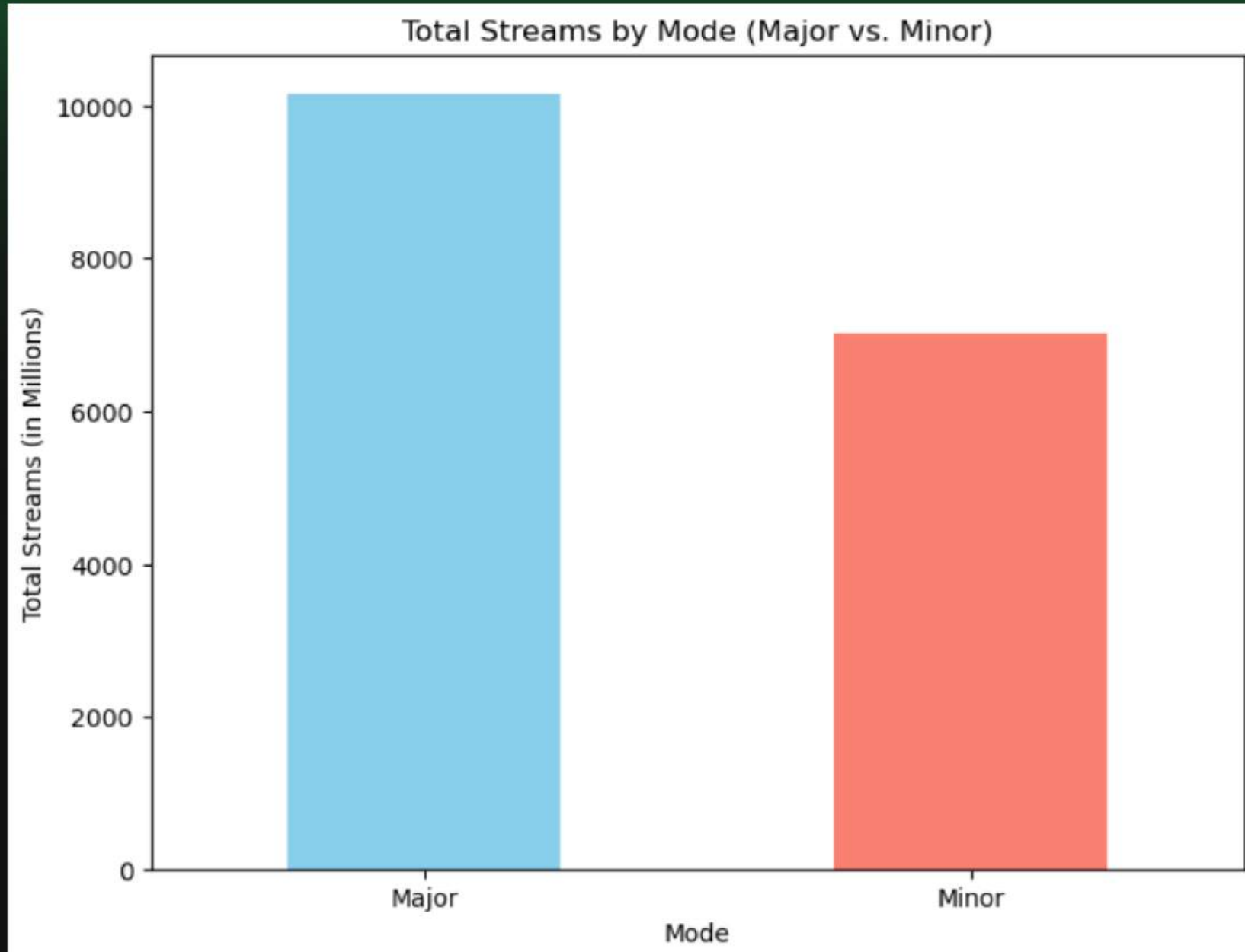
Bombonzinho - Ao Vivo
Israel & Rodolfo, Ana Castela



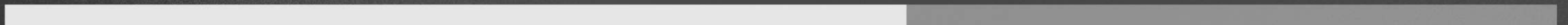
TRACKS WITH HIGH VALENCE MOST STREAMED



MODE ANALYSIS: MAJOR VS. MINOR

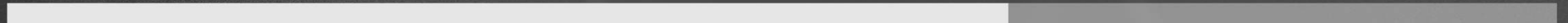


Result shows
that **major**
category have
more streams



TOP ARTISTS BY NUMBER OF TRACKS IN SPOTIFY PLAYLISTS

1.	Taylor Swift -	33
2.	Bad Bunny -	19
3.	SZA -	19
4.	The Weeknd -	18
5.	Harry Styles -	15
6.	Morgan Wallen -	11
7.	Kendrick Lamar-	11
8.	Feid -	8
9.	Drake, 21 Savage-	8
10.	BTS -	7



RECOMMENDATIONS

LEVERAGE POPULAR ARTISTS AND TRACKS

Promote playlists and recommendations featuring the top streamed artists and tracks. This can be done through personalized playlists (e.g., "Your Top Songs") or curated lists (e.g., "Today's Top Hits").

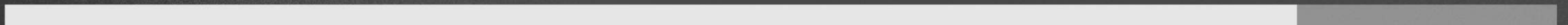


RECOMMENDATIONS



SEASONAL AND YEARLY TRENDS

Create special playlists and marketing campaigns around seasonal trends and anniversaries of popular years. For example, a "Summer Hits" playlist for tracks with high streams in summer months or "Best of [Year]" collections.



RECOMMENDATIONS



PLAYLIST PLACEMENT

Focus on getting tracks added to popular curated playlists, both on Spotify and external platforms like Apple Music.

Collaborate with playlist curators to feature emerging and trending tracks

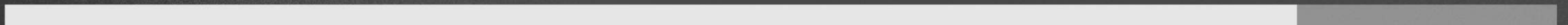


RECOMMENDATIONS



EMOTIONALLY RESONANT TRACKS

Highlight tracks with high energy and valence in workout, party, and feel-good playlists. These tracks can be promoted for activities that align with their emotional tone



RECOMMENDATIONS

DIVERSE MUSICAL MODES

Ensure that playlists have a mix of tracks in both Major and Minor modes to cater to varying listener preferences. Highlighting the diversity in mood and tone can keep the listening experience fresh



THANKS

