Spotify Project Plan

Objectives and KPIs
1. Understand long-term user growth trends and Premium vs Ad-supported segmentation to guide strategy
2. Understand revenue trends by stream, Premium ARPU, and profitability to improve revenue strategies.
3. Break down Spotify's cost structure and identify areas for cost optimization without reducing quality

Sarah- Head of Strategy	Mark - Director of Revenue	Olivia - VP of Operations
Total MAUs Premium MAUs Ad MAUs Conversion Rate	Premium Revenue Ad Revenue Premium ARPU Ad ARPU Gross Margin	Cost of Revenue Sales & marketing cost R&D cost G&A Cost Operational efficiency ratio

Data Analysis Steps
Phase 1: Data Familiarization and Cleaning
- Review data and understand column meanings
- Clean and prepare for analysis, check missing or inconsistent data

Phase 2: Exploratory Data Analysis (EDA)
- Identify and calculate KPIs for each stakeholder
  - Ad ARPU, Revenue share, Conversion rate, Expense ratios, Gross margins, Operational efficiency ratio

Phase 3: Visualization and Insights
- Create 3-4 charts and kpis for each stakeholder
- Build a dashboard that can move between each focus

Phase 4: Recommendations and Reporting
- Summarize findings with visuals
- Generate reports for each stakeholder
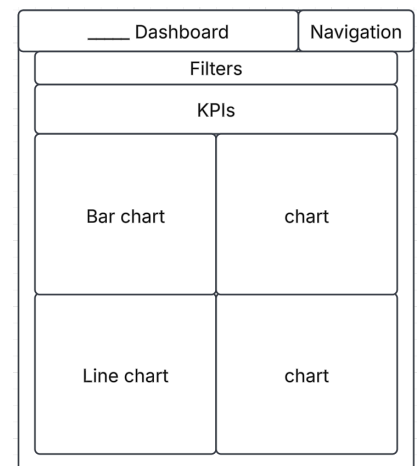
Tools and Techniques

Google Sheets	Data cleaning, EDA, pivot tables	Techniques used: Trend analysis, segmentation, ratio analysis
Tableau	Dashboards, data visualization	