

# Data Analysis & Visualization Project

**Title: Spotify Analysis**

**Team Members:**

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**Objective/Aim:** Content Analysis, Playlist Popularity Analysis, Chart Performance Analysis, Genre and Mood Analysis, User Engagement Trends, Recommendation System Insights

**Technical Details:** Python Language with libraries numpy, pandas, matplotlib, seaborn.

**Innovativeness and Usefulness:** To analyse artist and listener trends, relationship between a track's presence on different platforms, identify patterns between different genres and moods of the track, use available data to gain insights into how tracks are recommended based on their attributes.

**Current Status of Development:** Data Cleaning

**Market potential and Competitive Advantage:** To analyse the growth of music streaming industry, competition among streaming platforms to better serve the needs of stakeholders.

**Source of data:** [Most Streamed Spotify Songs 2023 | Kaggle](#)