When releasing a new song, which month will yield the highest number of streams?

Based on the data provided in the previous analysis, Spotify is the most popular streaming service, with 92% of total playlists featuring tracks from Spotify. Therefore, it's reasonable to assume that releasing a new song on Spotify would likely result in the highest number of streams. March might be a good choice for releasing a new song since in many places it is celebrated spring break which is also considered the first big holiday of the year, also, May is often associated with the start of summer in many regions, which usually leads to increased streaming activity as people spend more time outdoors or on vacation. Additionally, there may be fewer major releases competing for attention during this time compared to peak holiday seasons like December.

What is the most popular streaming service based on appearance on playlist?

the most popular streaming service based on appearance on playlists is Spotify. With 92% of total playlists featuring tracks from Spotify, it's evident that Spotify is the dominant platform when it comes to playlist inclusion, after an intensive research we were able to conclude that there a key factors that comes into play on why spotify’s dominance, some are;

* Playlist culture
* Cross-platform compatibility
* User friendly interface
* Exclusive content and partnerships
* Personalized recommendations