

## Executive Summary: Spotify History Analysis

**Objective:** The purpose of this analysis is to gain insights into the user's Spotify listening history by identifying patterns in artist preferences, song popularity, listening habits, and user engagement. This information helps understand whether the user explores new artists or prefers replaying favourites, their most-played songs, and the time of day they engage with music.

### Key Findings:

#### 1. Total Listening Activity:

- The user has listened to **149,860** tracks in total.
- The total streaming duration is **192,295,309,35 milliseconds** (~53,415 hours of music played).

#### 2. Unique Engagement Metrics:

- Unique Artists: **4,112**
- Unique Tracks: **13,665**
- Unique Albums: **7,907**

#### 3. Top Artists:

- The most listened-to artists include **The Beatles, The Killers, John Mayer, Bob Dylan, Paul McCartney, and Pink Floyd**.
- A strong preference for classic rock and singer-songwriter genres is evident.

#### 4. Most Played Songs:

- The top songs include **"Ode to the Mets," "The Return of the...," "The Fellowship," "In the Blood," and "Dying Breed."**
- These songs have been played frequently, showcasing user preferences and repeated engagement.

#### 5. Skipping Behaviour:

- Tracks are categorized as either **skipped (TRUE)** or **not skipped (FALSE)**.

- The proportion of skipped songs gives insights into engagement levels with certain tracks.

#### 6. Listening Habits by Time of Day:

- The preferred times for listening to music are **Evening and Night**, followed by **Afternoon and Morning**.
- This indicates that the user primarily listens to music in relaxed or leisure periods.

#### 7. New vs. Favourite Artists:

- A significantly higher number of plays are from **favourite artists**, indicating a strong preference for re-listening rather than exploring new music.
- The analysis uses an **IF formula** to classify whether an artist is a "New Artist" or a "Favourite Artist" based on listening history.

#### 8. Yearly Trends:

- The dataset spans multiple years from **2016 to 2024**.
- Filtering by year allows for trend analysis to see how listening preferences have evolved over time.

#### Recommendations:

- **Music Discovery:** Since the user listens to favourite artists more frequently, they might benefit from personalized recommendations to explore new music.
- **Playlist Curation:** Create custom playlists based on time-of-day preferences to enhance listening experiences.
- **Engagement Optimization:** Understanding which songs get skipped more often can help in curating more engaging playlists and avoiding songs with lower user interest.
- **Trend Monitoring:** Continuous monitoring of music preferences over different years can help track shifts in genre preferences and engagement levels.

**Conclusion:** This Spotify history analysis provides valuable insights into the user's music consumption behaviour, helping in understanding key preferences,

engagement patterns, and listening habits. The insights gained can be used to optimize music recommendations and enhance the overall music experience.