WHAT MAKES A PLAYLIST SUCCESSFUL?

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Process

Explore – Model - Visualize

Use Dashboard Best Practices

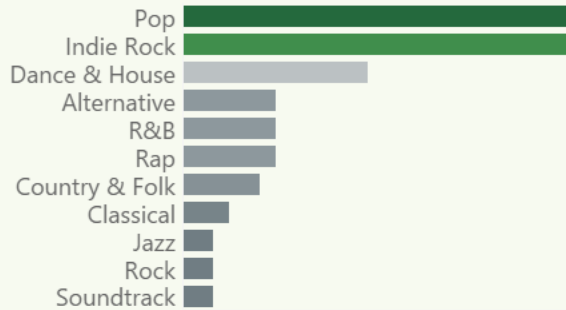Make it fun

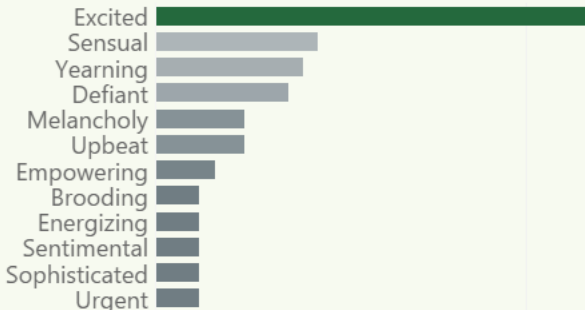# What makes All playlists successful?
KPI based on Top 100

Monthly Streams (30s)	MAU +/- Last Mo	Trending (%)	Heat (%)	Skip Rate	Tracks	Artists
1.9M	12.7K	6	32	2%	100	77

Top 10 Genres in Top 100

Genre	
Pop	
Indie Rock	
Dance & House	
Alternative	
R&B	
Rap	
Country & Folk	
Classical	
Jazz	
Rock	
Soundtrack	

Top 10 All Moods in Top 100

Mood	
Excited	
Sensual	
Yearning	
Defiant	
Melancholy	
Upbeat	
Empowering	
Brooding	
Energizing	
Sentimental	
Sophisticated	
Urgent	

Playlist Search

Top 100

Playlist Owner

(All)

Playlist Stats - Genre: All Mood: All

.	Genre 1	Genre 2	Mood 1	Token 1	Mo. Stream	MAU +/- Last Mo	Trend (%)	Heat (%)	Skip Rate	Tracks	Artists
1	Pop	R&B	Excited	top	42.5M	465K	8	34	2%	51	51
2	Pop	Dance & House	Excited	top	40.7M	482K	8	35	2%	100	93
3	Indie Rock	Country & Folk	Melancholy	favorite	10.5M	-13K	6	35	1%	162	80
4	Pop	R&B	Excited	top	9.9M	323K	6	32	3%	100	100
5	Pop	Indie Rock	Yearning	afternoon	8.9M	56K	8	35	2%	106	99
6	Pop	Dance & House	Excited	top	8.6M	11K	14	46	4%	50	47
7	Rap	R&B	Defiant	hip	7.6M	-89K	8	35	2%	402	189
8	Country & Folk	Spoken & Audio	Upbeat	ultimate	7.1M	-107K	8	36	1%	51	45
9	Pop	Alternative	Sophisticated	acoustic	6.8M	23K	6	34	1%	68	59
10	Pop	Rock	Rowdy	great	5.7M	65K	7	36	2%	76	73
11	Pop	R&B	Excited	teen	5.6M	90K	8	28	2%	43	41
12	Indie Rock	Electronica	Melancholy	deep	5.4M	25K	4	33	1%	91	54
13	Pop	Indie Rock	Energizing	mood	5.3M	-101K	5	27	1%	104	99
14	Indie Rock	Alternative	Sensual	new	5.2M	-43K	3	41	1%	67	62
15	Dance & House	Electronica	Excited	edm	5.1M	17K	9	35	3%	522	448
16	Indie Rock	Alternative	Yearning	top	4.6M	43K	5	31	2%	100	100
17	Pop	R&B	Empowering	pop	4.2M	-15K	6	32	2%	95	87

Playlists | Tracks_Artists | Test