

# Spotify Project Report

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## Introduction:

Spotify is a prominent music streaming platform that offers millions of tracks to users across the globe. The company operates on a freemium model, combining ad-supported services with premium subscription options. Its business success depends on effectively balancing revenue streams, controlling costs, and expanding its user base, including both premium subscribers and ad-supported listeners. Measuring and analyzing these key aspects of Spotify's business model is crucial to ensure the company focuses on the right priorities.

## Project Phases:

1. **Explored the Dataset:** I reviewed Spotify's dataset in Google Sheets, identifying trends and relationships to address stakeholder needs. In addition, cleaning of the dataset was required by correcting calculated fields.
2. **Defined Goals:** Based on stakeholder requirements, I established specific, measurable goals, such as identifying revenue drivers and cost-saving opportunities.
3. **Set KPIs:** I determined metrics like revenue growth, user growth, and cost efficiency to evaluate success.
4. **Created a Project Plan:** I developed a detailed plan outlining the analyses, visualizations, and progress tracking needed.
5. **Built the Dashboard: Using** Tableau, I created visualizations and interactive elements that highlighted key insights, such as revenue trends, cost breakdowns, and user split, tailored to stakeholder needs.

## Design Process:

The dashboard focuses on 3 main divisions in the organization and aims to satisfy the requirements of the stakeholders described below:

- **Sarah, Head of Strategy:** She is focused on long-term growth and strategic direction.
- **Mark, Director of Revenue:** Mark is responsible for optimizing revenue streams.
- **Olivia, VP of Operations:** Olivia is focused on operational efficiency.

The stakeholders shared a brief description of their expectations for their Dashboards.

The design of this dashboard was focused on satisfying their requirements by creating charts that will answer all their concerns.

Multiple charts were developed and grouped into 3 separate dashboards for each stakeholder.

## Dashboard Overview:

**User Growth Trends for Strategy:** Offers Sarah, the Head of Strategy, a detailed view of user growth trends, highlighting changes in both premium and ad-supported users. This helps shape long-term growth strategies.

**Revenue Insights for Optimization:** Provides Mark, the Director of Revenue, with a breakdown of premium and ad-based revenue streams since 2017, along with Premium ARPU analysis to assess subscriber profitability and optimize revenue.

**Cost Structure Analysis for Efficiency:** Gives Olivia, the VP of Operations, a comprehensive view of Spotify's cost structure, detailing expenses for revenue, sales and marketing, and research and development. This helps identify opportunities for cost reduction while maintaining service quality.

## Conclusions:

It is important to acknowledge that future enhancements to the dashboard are possible. The current design is based on a limited dataset, which has introduced constraints in terms of interactivity and depth of analysis. I recommend expanding the dataset to enable more granular drill-down capabilities and provide deeper, more actionable insights.