**Power BI Task**

**Project Overview:**

The goal of this project is to analyze Spotify streaming data using Power BI and gain insights. The dashboard showcases the insights on albums, artists and tracks.

**Dataset description:**

 spotify**\_track\_uri**

* **Description:** A unique identifier assigned to each track in Spotify’s database.
* **Purpose:** Helps link tracks to their metadata and allows for cross-referencing with Spotify’s catalog.

 ts **(Timestamp)**

* **Description:** The exact time (in UTC) when the track stopped playing.
* **Purpose:** Used for analyzing listening patterns, session durations, and track end times.

 platform

* **Description:** The device or platform used to stream the track.
* **Purpose:** Helps understand where users are consuming music.

 ms**\_played**

* **Description:** The total number of milliseconds the track was played before stopping or skipping.
* **Purpose:** Useful for engagement analysis, identifying completed plays, and calculating revenue (as Spotify pays artists based on streaming duration).

 track**\_name**

* **Description:** The title of the song being played.
* **Purpose:** Helps in analyzing the most played tracks.

 artist**\_name**

* **Description:** The name of the artist performing the song.
* **Purpose:** Useful for ranking popular artists and identifying user preferences.

 album**\_name**

* **Description:** The name of the album the track belongs to.
* **Purpose:** Helps analyze album popularity and user listening trends.

 reason**\_start**

* **Description:** The reason why the track started playing.
* **Purpose:** Helps understand user behavior and track engagement patterns.

 reason**\_end**

* **Description:** The reason why the track stopped playing.
* **Purpose:** Helps identify why users stop listening to tracks, which is crucial for retention analysis.

 shuffle

* **Description:** Indicates whether shuffle mode was enabled during playback.
* **Purpose:** Helps analyze how often users use shuffle mode in their listening sessions.

 skipped

* **Description:** Indicates whether the user skipped the song before it finished.
* **Purpose:** Important for understanding user engagement, drop-off rates, and song popularity.

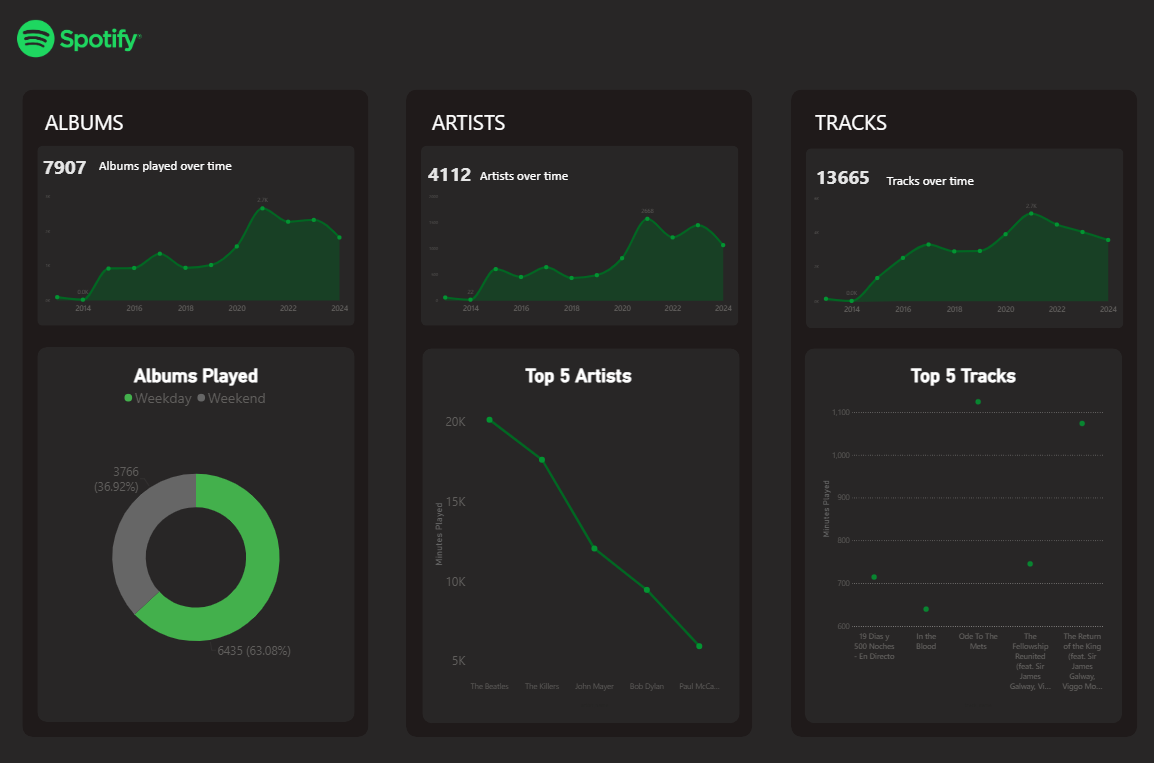
**Tools and Technologies used:**

* Power BI Desktop for dashboard creation.
* DAX (Data Analysis Expression) for custom calculations.
* Excel/CSV as a source dataset.

**Insights obtained:**

* Latest Year (LY) vs Previous Year(PY) Trends.
* YoY (Year-over-Yeaar) Growth Analysis.
* Obtained top 5 performing artist and albums based on listening duration.
* Compared Weekdays and Weekends albums played.

**Visualisation:**

****