Spotify intends to analyze the impact of its recommendation algorithm updates on user satisfaction and discoverability of new music.

The objective:

is to evaluate whether the algorithm changes have led to an increase in user engagement with recommended tracks.

Understanding the Data:

1. Data Collection:
   - Collect data on user interactions with recommended tracks, including play counts, likes, and playlist additions, before and after the recommendation algorithm updates.
2. Data Cleaning:
   - Ensure the accuracy of recommendation interaction data.
   - Address any missing or irregular data points.
3. Data Exploration:
   - Explore the data to identify patterns in user engagement metrics with recommended tracks.
   - Analyze changes in play counts, likes, and playlist additions associated with the updated recommendation algorithm.

Structuring the Narrative:

4. Choose the Right Visualization:
   - Utilize a radar chart to visually represent the distribution of user interactions with recommended tracks across different metrics (play counts, likes, additions to playlists) before and after the algorithm updates.
   - Use bar charts to show the top genres or artists that gained popularity post-update.
5. Craft a Compelling Narrative:
   - Develop a narrative that outlines the goals of the recommendation algorithm updates and the expected impact on user satisfaction.
   - Emphasize specific adjustments made to the algorithm to improve the accuracy of track recommendations.

Incorporate Context and Real-World Examples:

6. Incorporate Context:
   ○ Provide context on the evolving landscape of music consumption and emerging trends in user preferences.
   ○ Explain any technological advancements or partnerships that influenced the recommendation algorithm updates.
7. Real-World Examples:
   ○ Share stories of users discovering new favorite songs through the updated recommendations.
   ○ Highlight instances where user feedback directly contributed to refining the recommendation algorithm.

Communicate Key Insights Effectively:

8. communication:

   ○ Present findings through visuals, highlighting the positive impact of the algorithm updates on user engagement.
   ○ Showcase the percentage increase in likes or playlist additions as key indicators of the algorithm's success.
   ○ Connect the data to Spotify's commitment to providing a personalized and enjoyable music streaming experience.