? Question: How do you get the most listens on your podcast?

👤 Audience: Content creators and small business owners looking to start their own podcast.
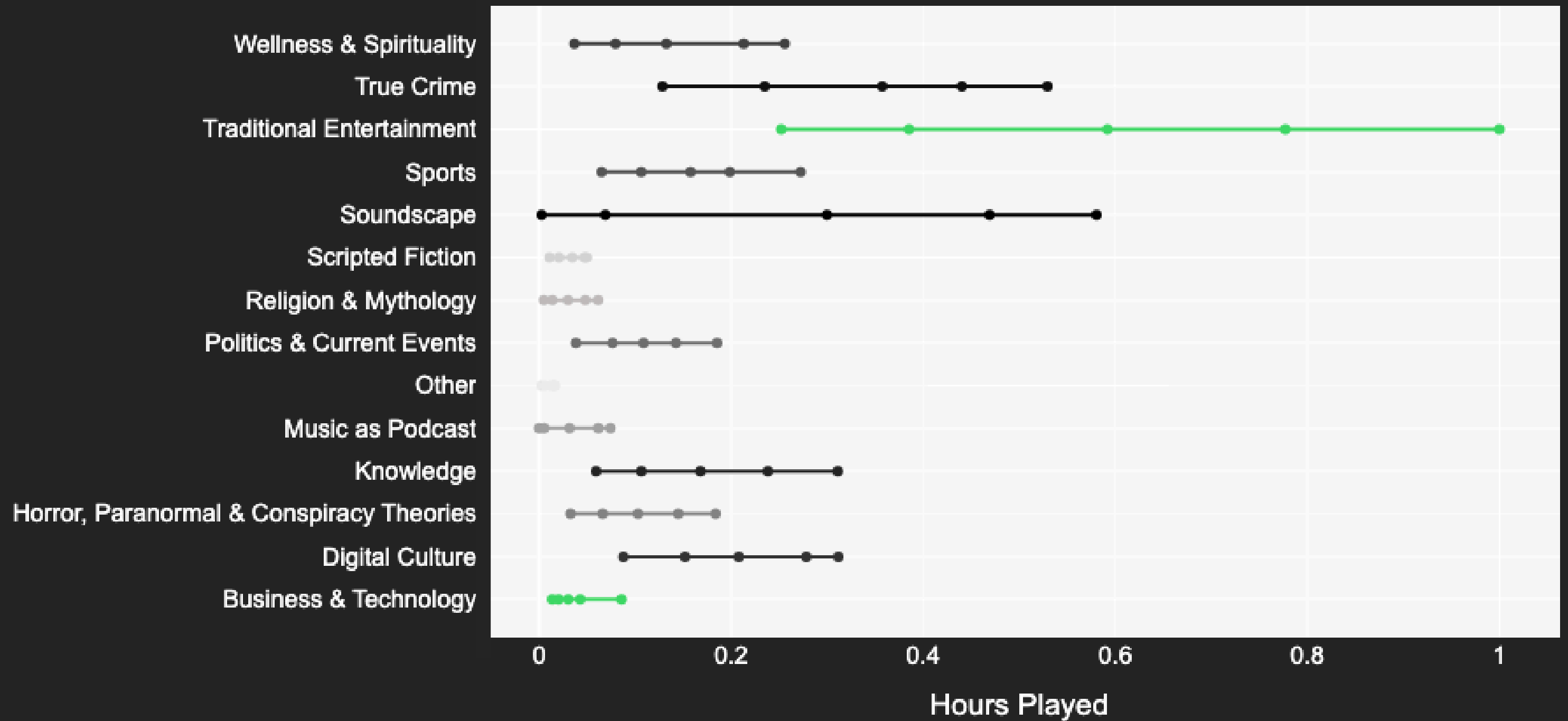
Spotify Shows
Podcast • Mike Bowen

RSS Episodes
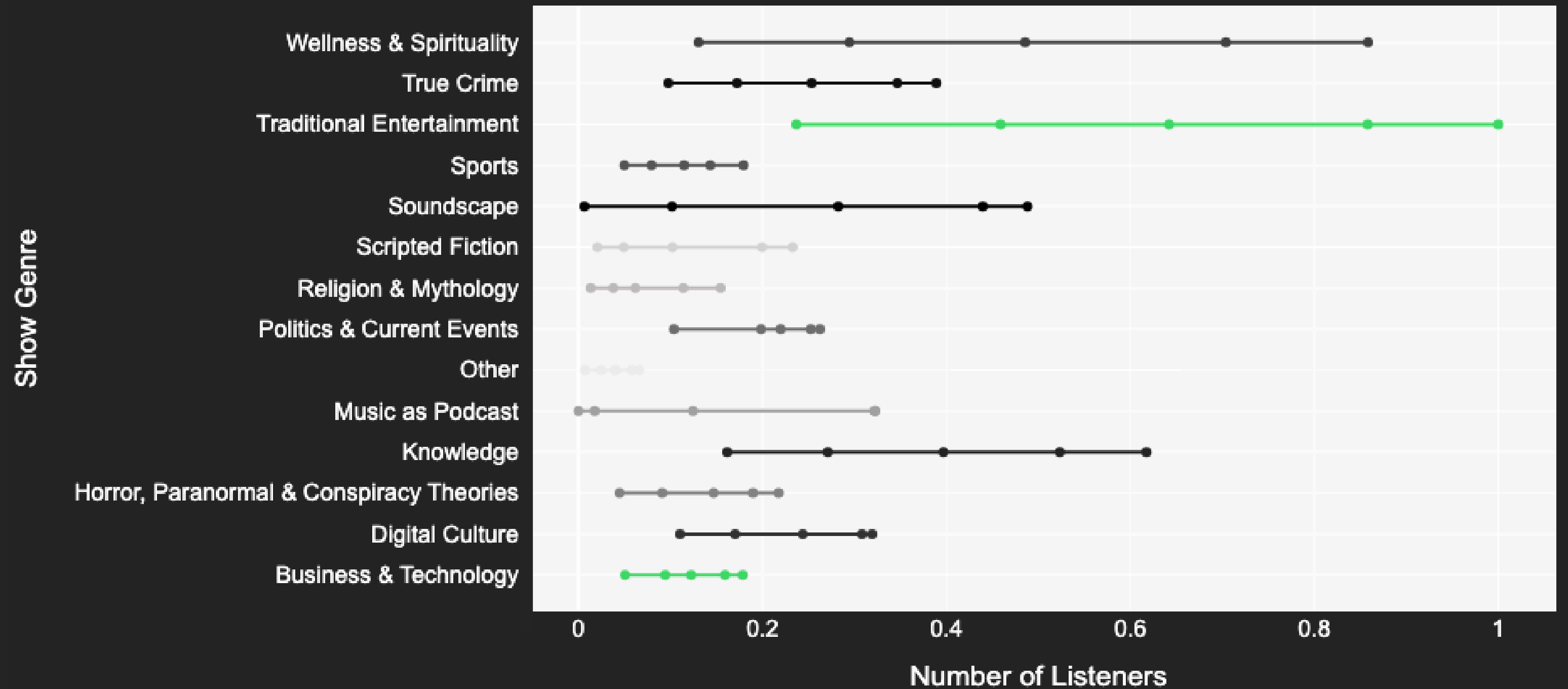Podcast • Let's Get After It

Total Hours Played per Show by Genre

Spotify Shows

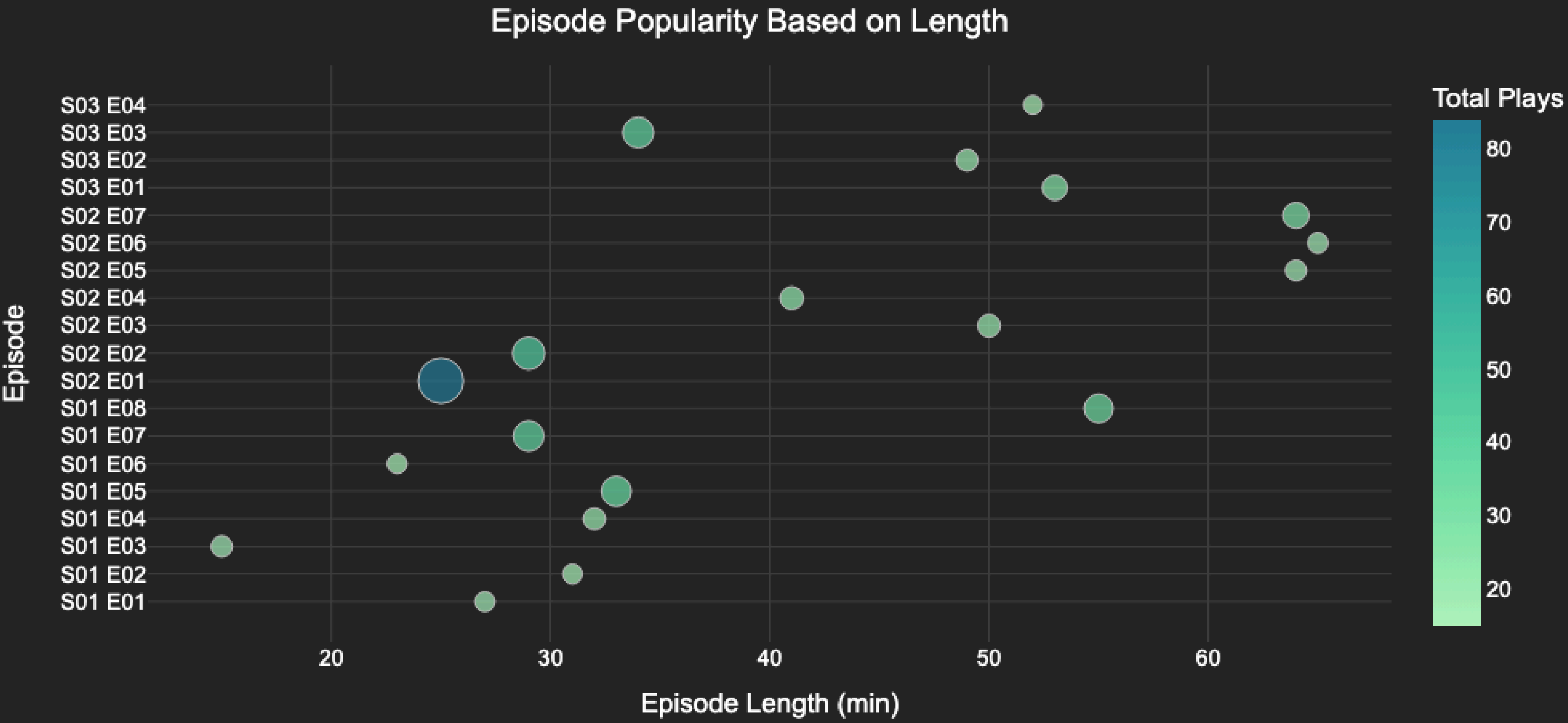Traditional Entertainment reigns supreme as the most listened to genre.

Total Listeners per Show by Genre

Number of Listeners

Show Genre

Spotify Shows

Traditional Entertainment maintains it's first place title, however we see a difference in the runners up.
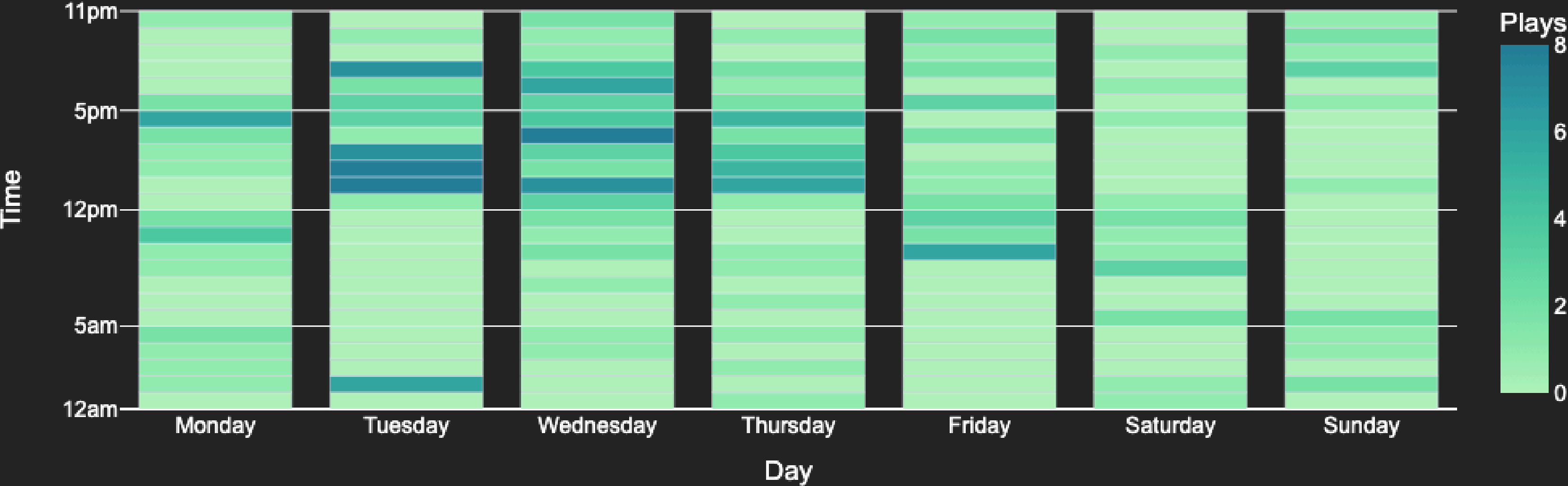
Episode Popularity Based on Length

Episodes ranging from 20–40 minutes are the sweet spot with those right around 30 minutes having the most listeners.

Weekly Average Plays Based on Time of Day

On average, weekday afternoons, specifically between Tuesday–Thursday, garner the most listeners.

Podcasting

Alizeh Khalifa Final Project

May 6 • 2 min 17 sec left

Final Thoughts

From this data we have seen what traits can help boost your podcast. When picking a genre, consider Traditonal Entertainment. If you are in the Business & Technology genre, stick to around 30 minute episodes and release these episodes during weekday afternoons.

Considerations: data was limited. From Spotify, this information is more relevant if you don't already have an industry you are pursuing. From RSS, this data was from a specific genre and a niche audience making it biased and potentially only applicable to similar shows.

https://github.com/awkhalifa/indata_sp24/blob/main/Khalifa_Final%20Project.ipynb