

Spotify Dashboard

Business Requirement

Spotify stakeholders (music analysts, playlist managers, and marketing teams) need a **consolidated dashboard** to monitor song and artist performance across different dimensions.

Based on the screens provided, the business requires:

1. Overview Page

- Track KPIs like **Total Songs, Distinct Artists, Average Popularity, Avg Duration**.
- Compare **Explicit vs Non-Explicit Songs** and see their share.
- Analyze **Songs by Album Type** (single, album, compilation).
- View **Distinct Songs and Avg Popularity by Year**.
- Trend analysis of **Avg Popularity & Distinct Songs by Month**.
- Highlight **Top Songs & Top Artists by Popularity**.

2. Artist Page

- Show **Top Artists by Popularity**.
- Compare **Tracks per Album** and **Songs by Artist**.
- Provide drill-down to artist-level data (songs, release date, avg popularity, avg position, duration).
- Support identifying artists with **consistent hits and #1 positions**.

3. Songs Page

- Rank **Top Songs by Popularity**.
- Show **Tracks per Song (Album/Single distribution)**.
- Compare **Songs by Song Count**.
- Provide detailed table with **song name, release date, distinct artists, avg popularity, position, duration per year**.

Problem Statement

Currently, Spotify's raw "Top 50" dataset is limited to lists and rankings, making it difficult for stakeholders to **see patterns and take insights quickly**.

From the screens, the key problems solved are:

- **No clear KPI monitoring** → Dashboard provides quick summary of total songs, artists, popularity, duration, etc.
- **Lack of explicit vs non-explicit analysis** → Users can compare how explicit songs perform vs non-explicit.
- **Difficulty in tracking song/album distribution** → Visuals show breakdown by album type and release year.
- **Trend visibility missing** → Popularity and distinct songs trends are shown over time (monthly & yearly).
- **Artist vs Song level insights not connected** → Drill-down pages for Artists and Songs connect overview insights to detailed records.
- **Decision-making gaps** → Marketing and curation teams can now identify which artists/songs to promote, trends to follow, and which content resonates with audiences.