**Problem Objective:**

As a data scientist, we should perform exploratory data analysis and perform cluster analysis to create cohorts of songs. The goal is to gain a better understanding of the various factors that contribute to creating a cohort of songs.

**Steps Perform:**

* Initial data inspection and data cleaning:
  + Check whether the data has duplicates, missing values, irrelevant (erroneous entries) values, or outliers.
* Depending on your findings, clean the data for further processing.
* Perform Exploratory Data Analysis and Feature Engineering:
  + Use appropriate visualizations to find out which two albums should be recommended to anyone based on the number of popular songs in an album.
  + Perform exploratory data analysis to dive deeper into different features of songs and identify the pattern.
  + Discover how a song's popularity relates to various factors and how this has changed over time.
  + Comment on the importance of dimensionality reduction techniques, share your ideas and explain your observations.
* Perform Cluster Analysis:
  + Identify the right number of clusters
  + Use appropriate clustering algorithm
  + Define each cluster based on the features