

2025



Predicting 2025 Wrapped



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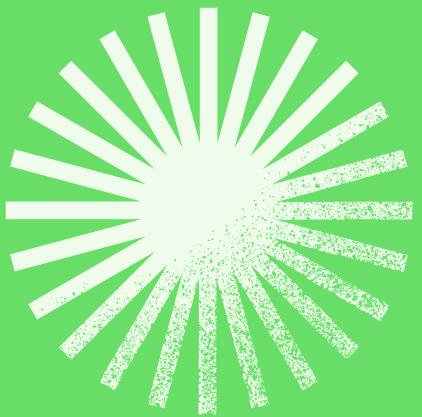
Spotify

https://open.spotify.com/user/walton_09si=a29d26e8a97241c1

2025



Agenda



● About Me

● Project Introduction

● Spotify

● Dataset & Filtering

● My Listening History

● Methodology

● Analysis

● Limitations

● Conclusion

● Thank You

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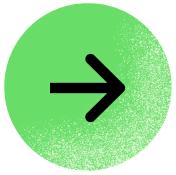
About Me

MARCUS WALTON

I have been an active spotify listener since 2015

Music is a huge part of my life. I love discovering new artists and curating playlists. This project blends my passion for music and data science, uncovering insights from my Spotify history

2025



Project Introduction



This project aims to predict the top artists and songs for a personalized Spotify Wrapped in 2025 using my historical listening data

Data

The project uses Spotify listening data from 2015 to early 2025, including details such as track name, artist, and playtime

Outcome

The outcome is a prediction of the user's top 5 artists and songs for 2025, providing insights into future music preferences



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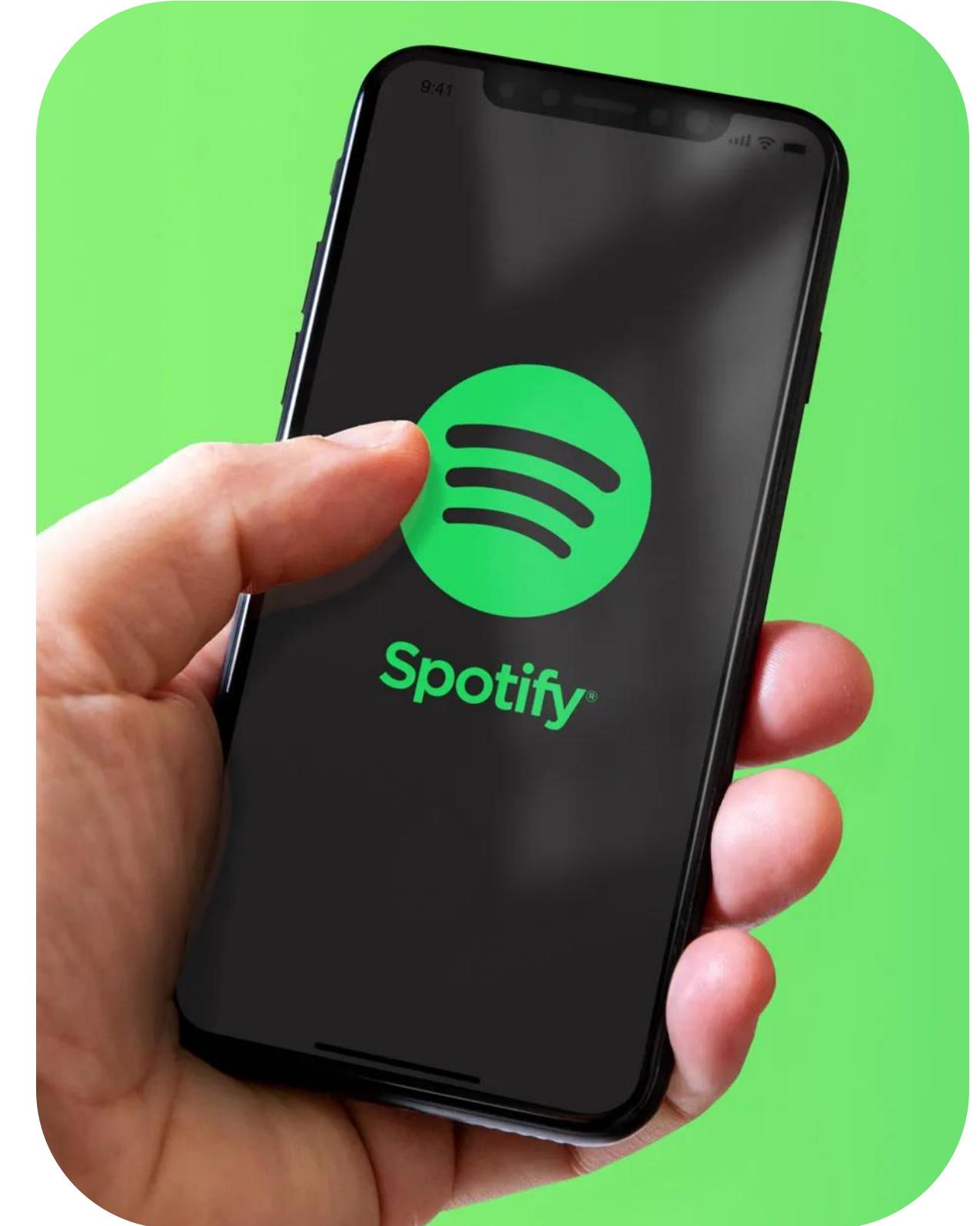
Spotify Overview

WHAT IS SPOTIFY

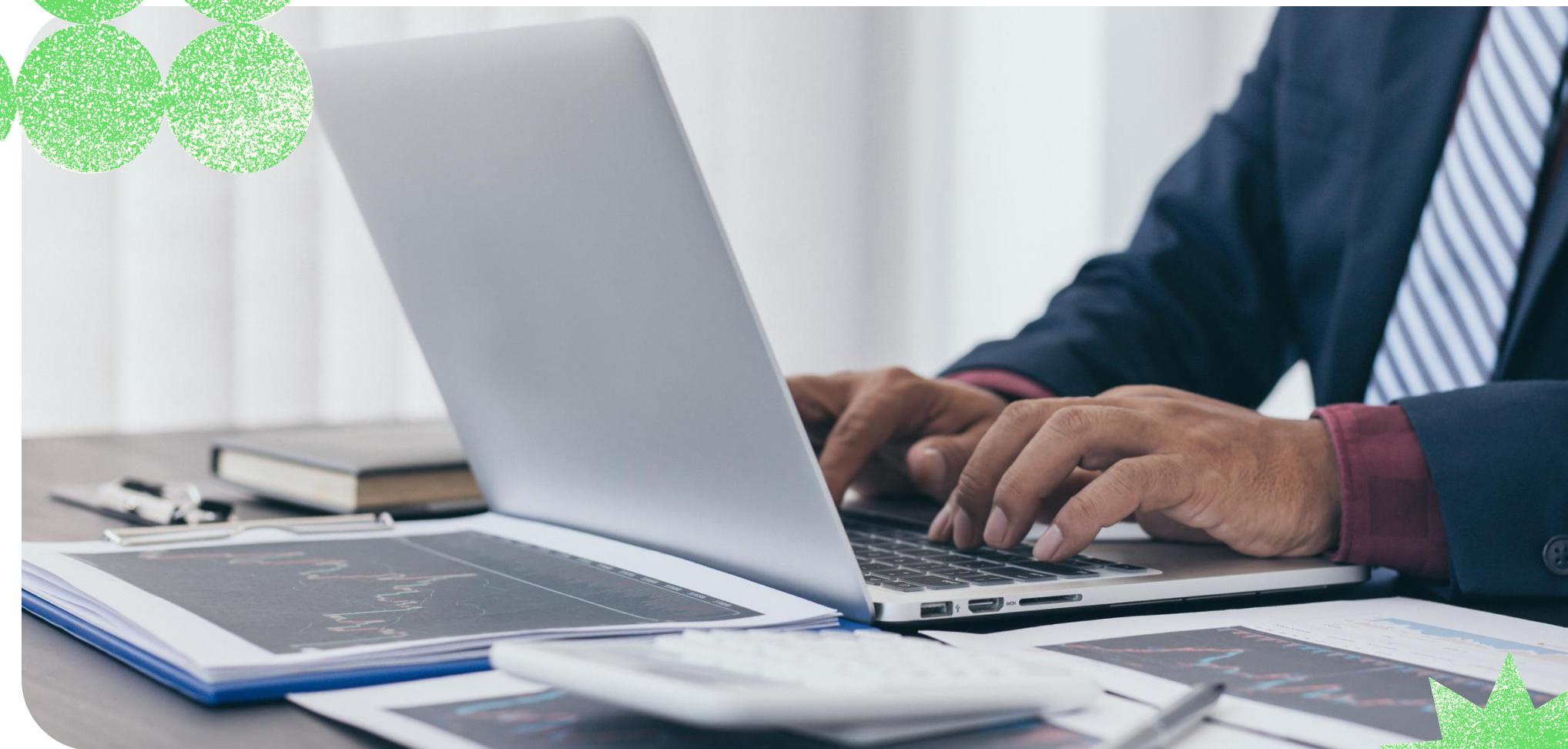
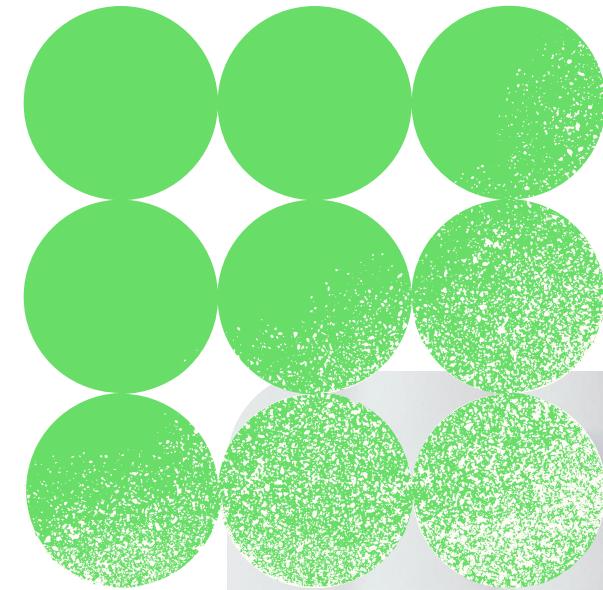
Spotify is a digital music streaming service that provides access to millions of songs, podcasts, and audiobooks from artists worldwide. It offers both free and premium subscription options, allowing users to create playlists, discover new music, and stream content on various devices.

MY DATA

I requested my listening history from Spotify's Privacy Settings, they then emailed me with downloadable files with track plays, timestamps, and metadata.



2025



My personal data consists of:

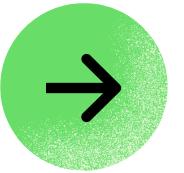
- 112,937 rows
- 23 columns

The data consists of:

- Date
- Track Name
- Album Name
- Artist Name
- Milliseconds Played
- Shuffled
- Skipped
- Reason Start
- Reason End
- Platform
- Country
- Audiobook Related Data
- Podcast Related Data

Dataset

2025



I removed 12 columns from the dataset, but turned around and added 7 more

With the limited information on periods, I did some altering to the timestamp column as well as added the following columns:

- Year
- Season
- Month
- Hour
- Seconds Played
- Minutes Played
- Year/Month

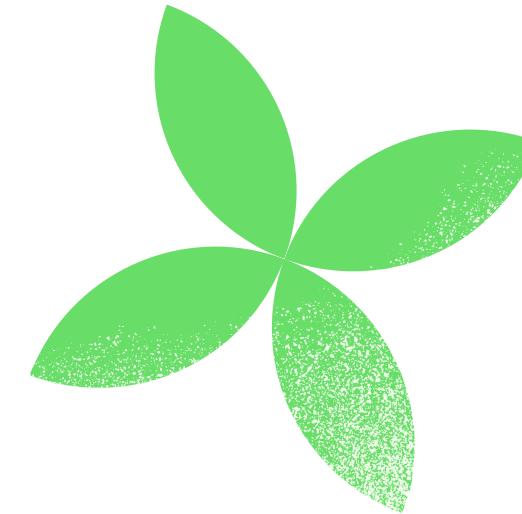


Filtering

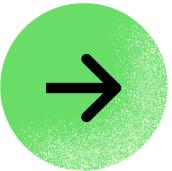


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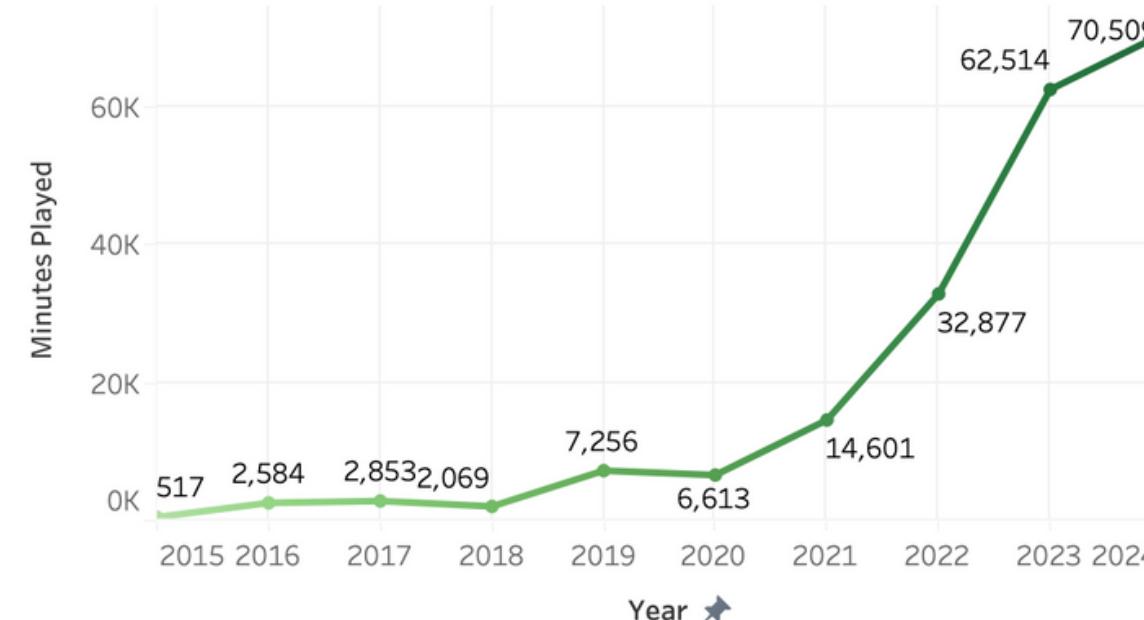
My History



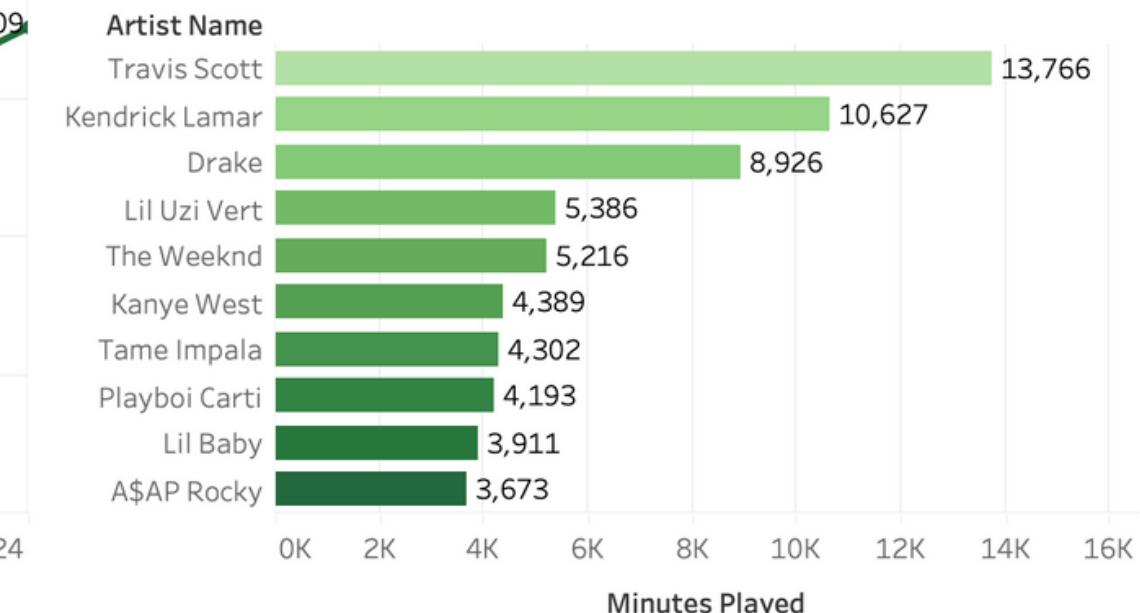
My Spotify History



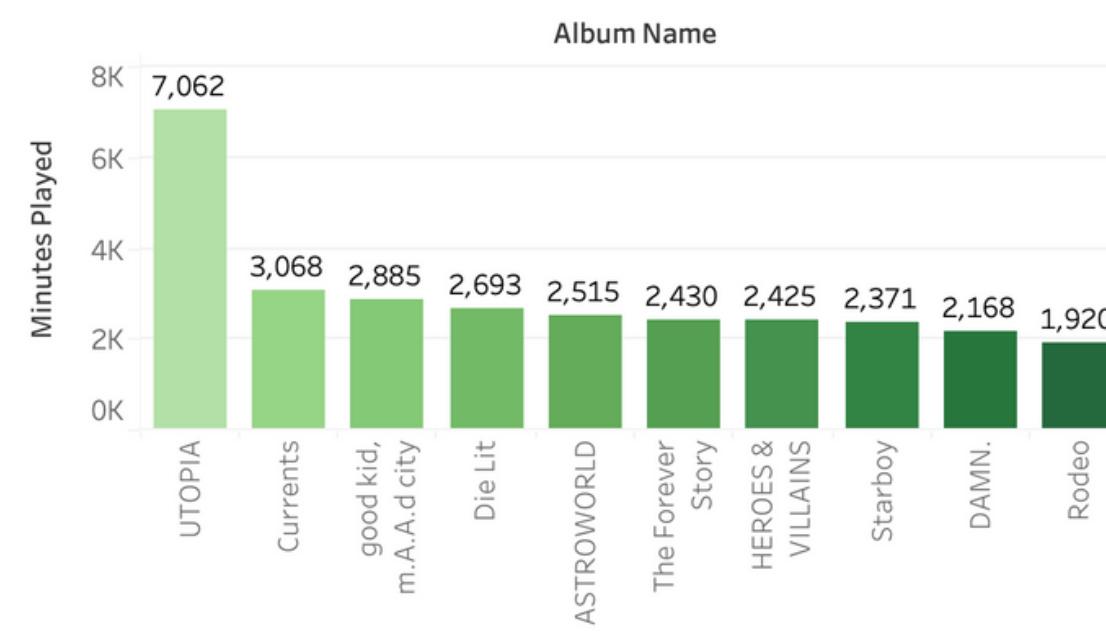
Yearly Minutes Played



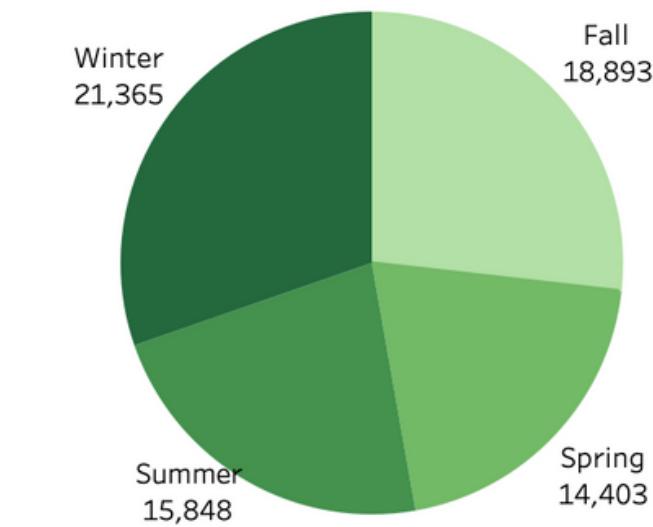
Top 10 Artists



Top 10 Albums



2024 Minutes By Season



2025

My Profile

BEST YEAR

My best year in stream time was last year in 2024.
Almost a 10,000 minute increase from 2023

TOP ARTIST

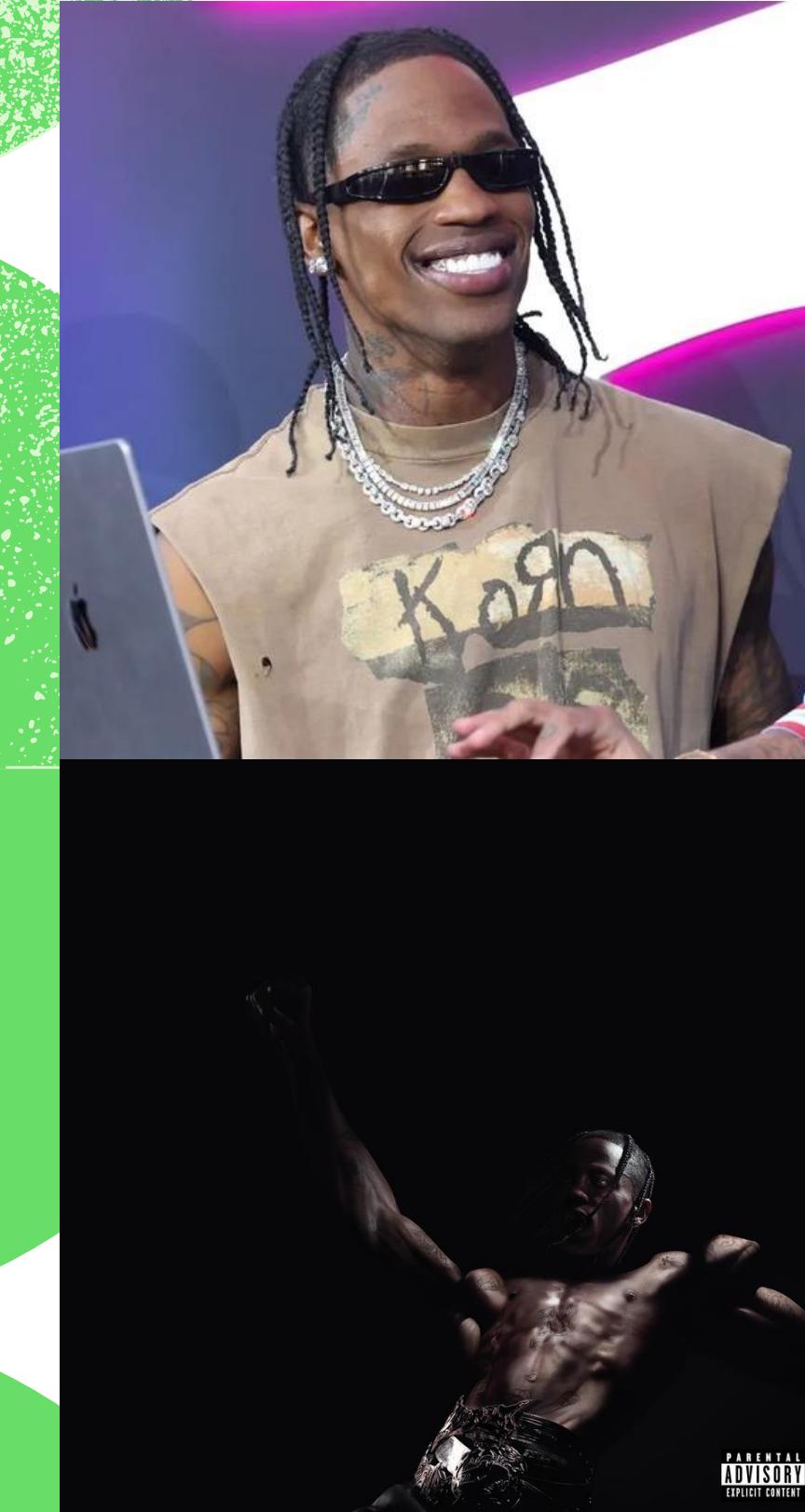
Travis Scott is my most listened-to artist on Spotify

TOP ALBUM

UTOPIA by Travis Scott is my most listened-to album.
The album was released in 2023

SEASON

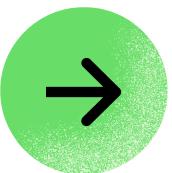
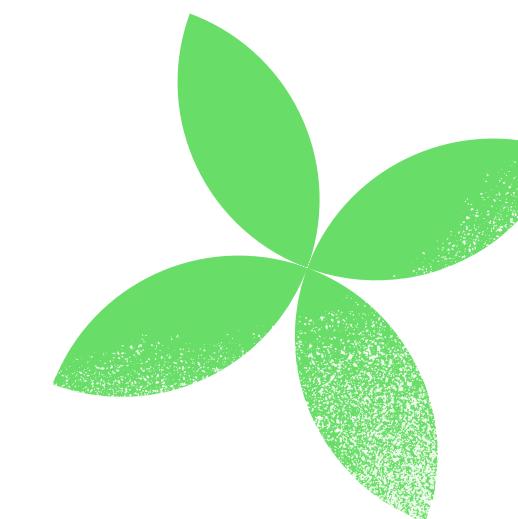
The winter is my most popular season for listening



PARENTAL
ADVISORY
EXPLICIT CONTENT

2025

My
2024

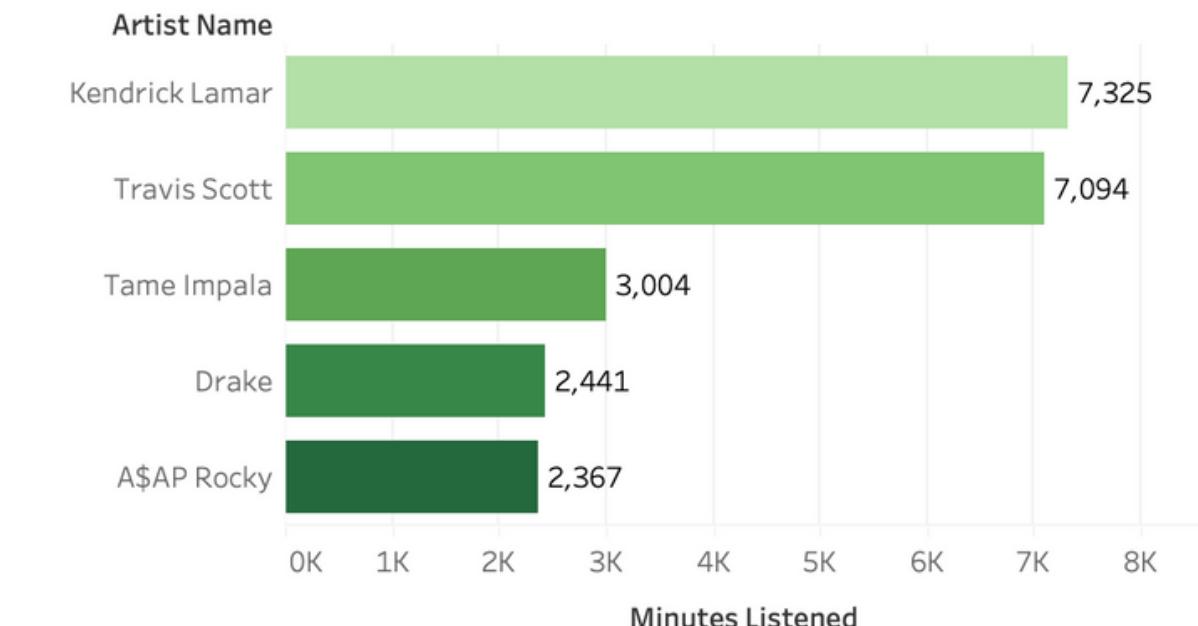


2024 Spotify Wrapped

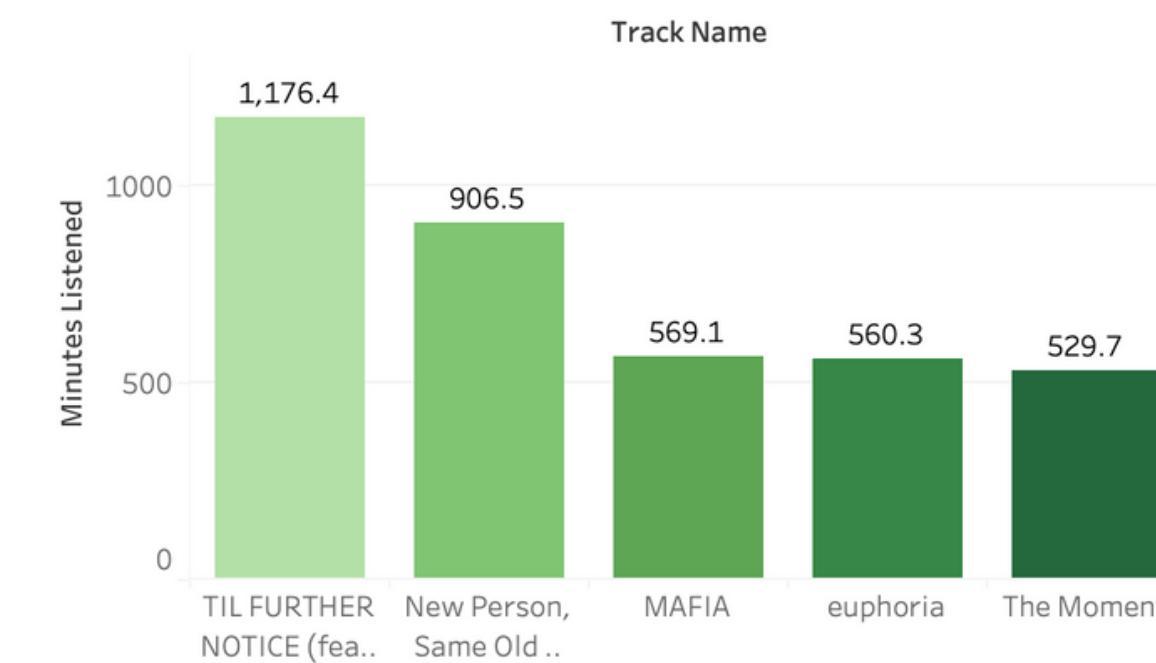
2024 Listening

70,509
Minutes

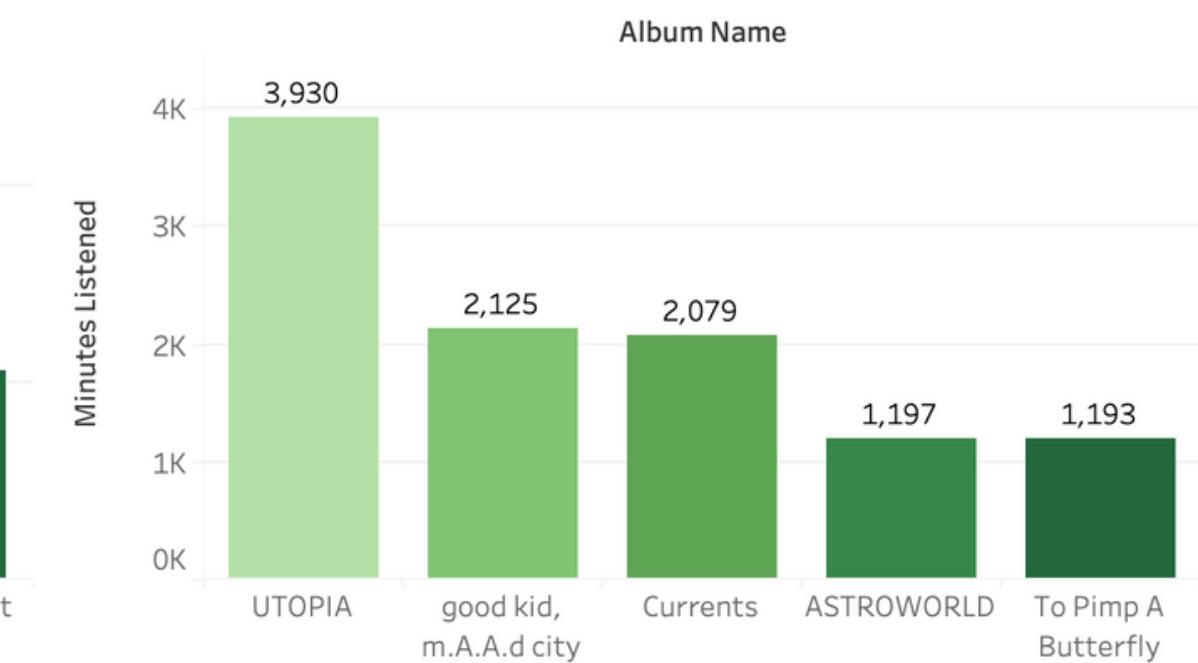
2024 Top Artists



2024 Top Songs



2024 Top Albums



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Last Year

BEST YEAR

Most minutes streamed ever on Spotify was in 2024

KENDRICK YEAR

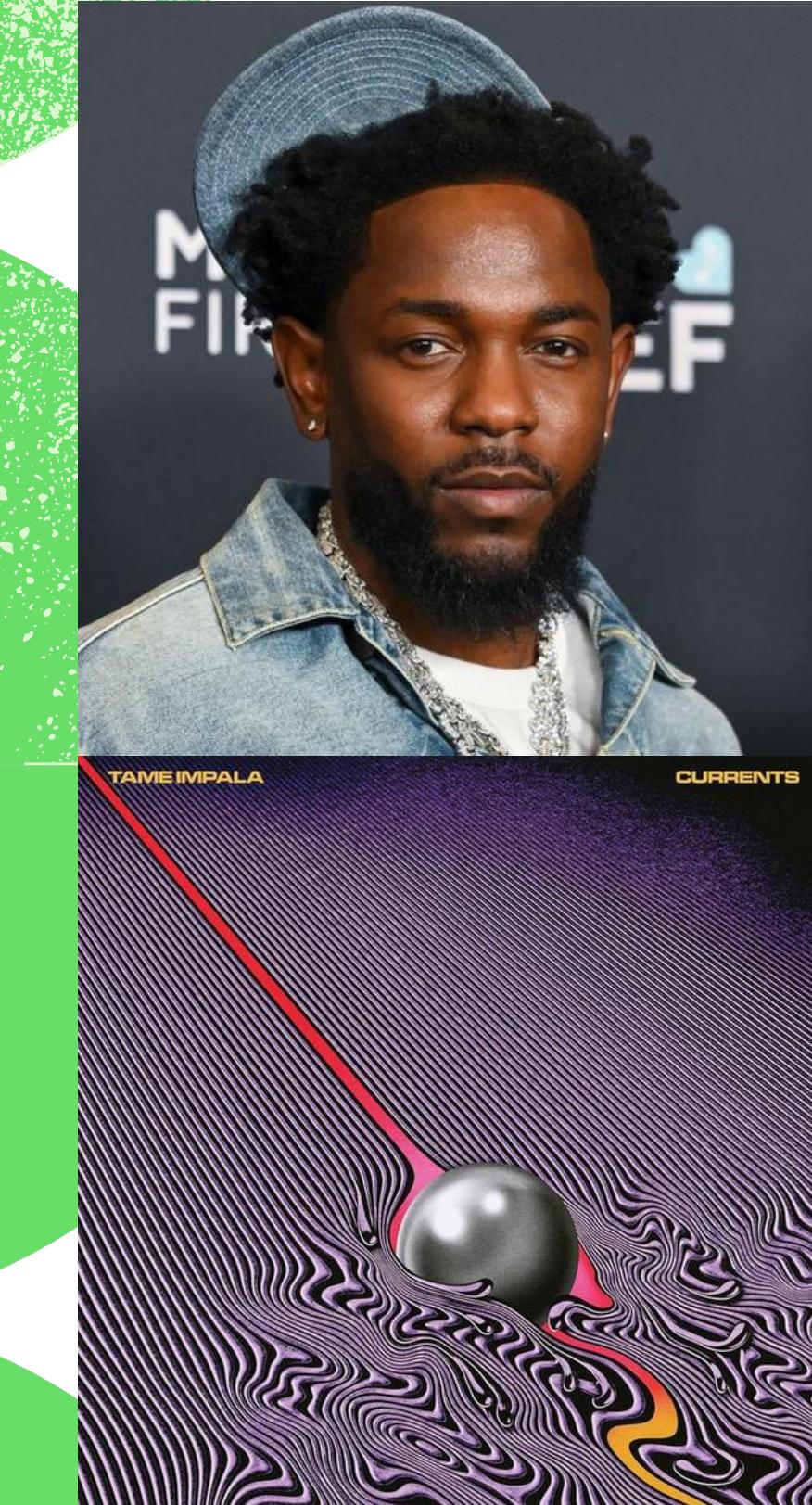
Kendrick Lamar moved to be my top artist for the year. A change from Travis Scott in 2023

TAME IMPALA

Tame Impala made a big jump into my top 5 artists while having two songs in my top 5

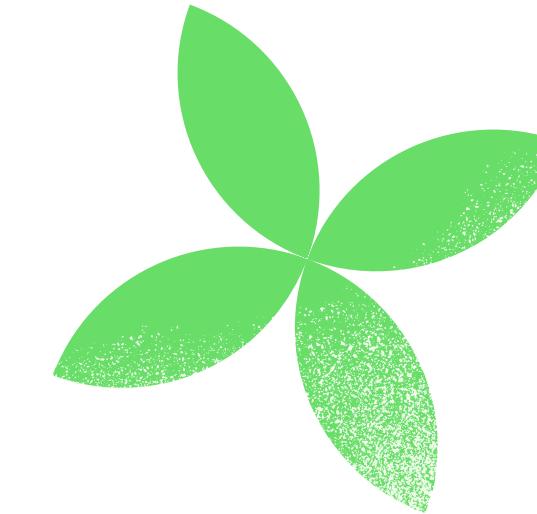
2 ARTISTS
2 ALBUMS

Two artists Travis and Kendrick both had two albums in my top 5 albums for the year

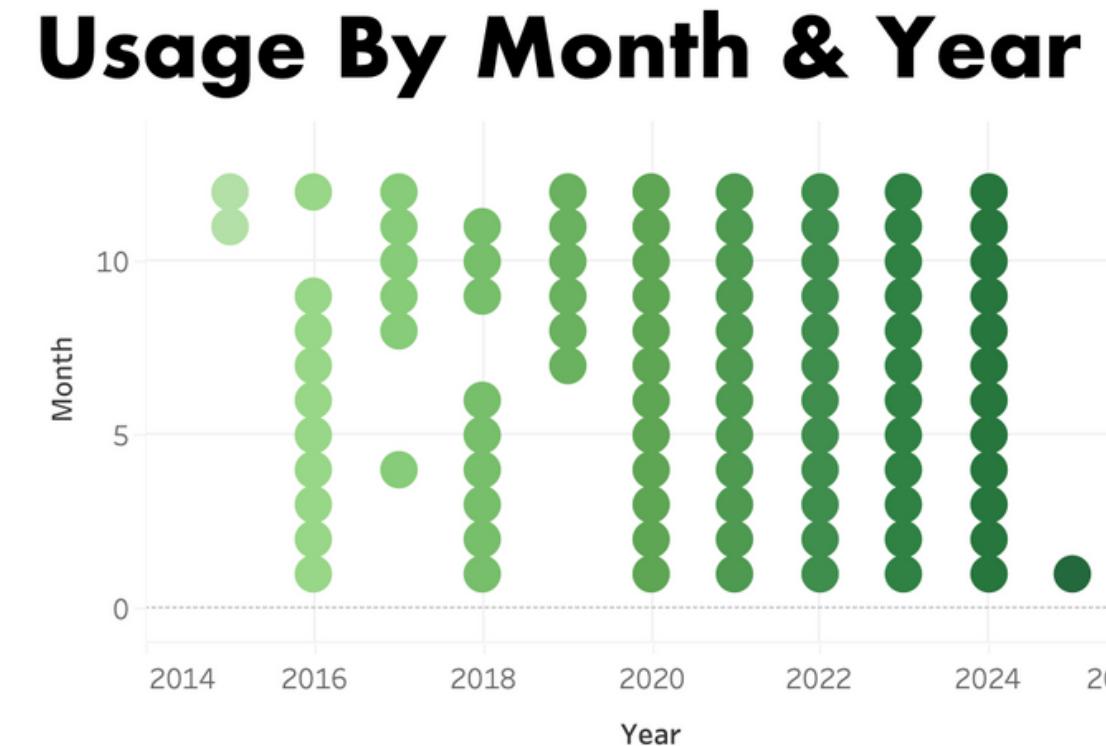


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My Habits



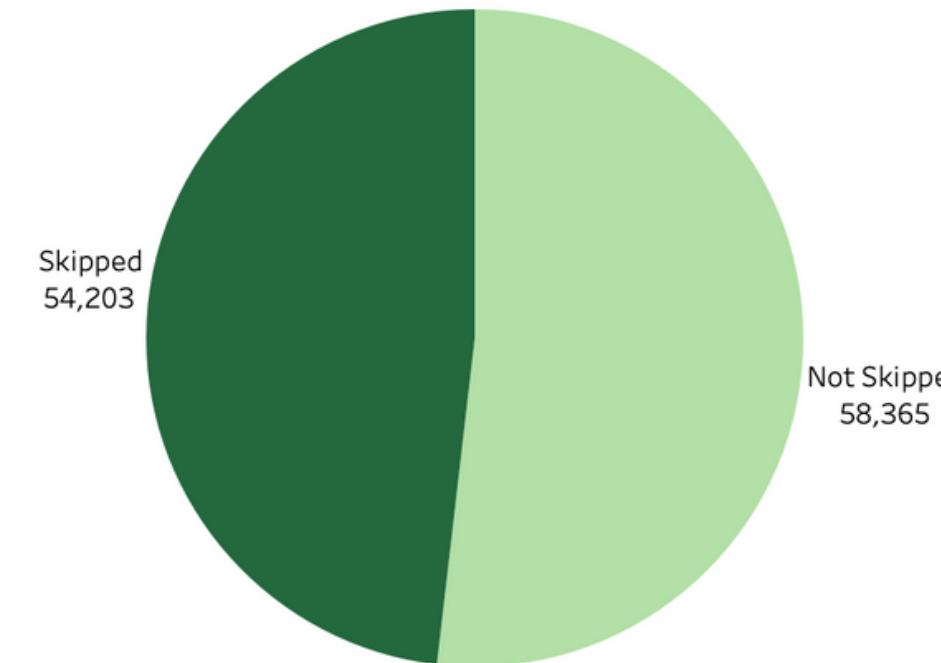
My Listening Tendencies →



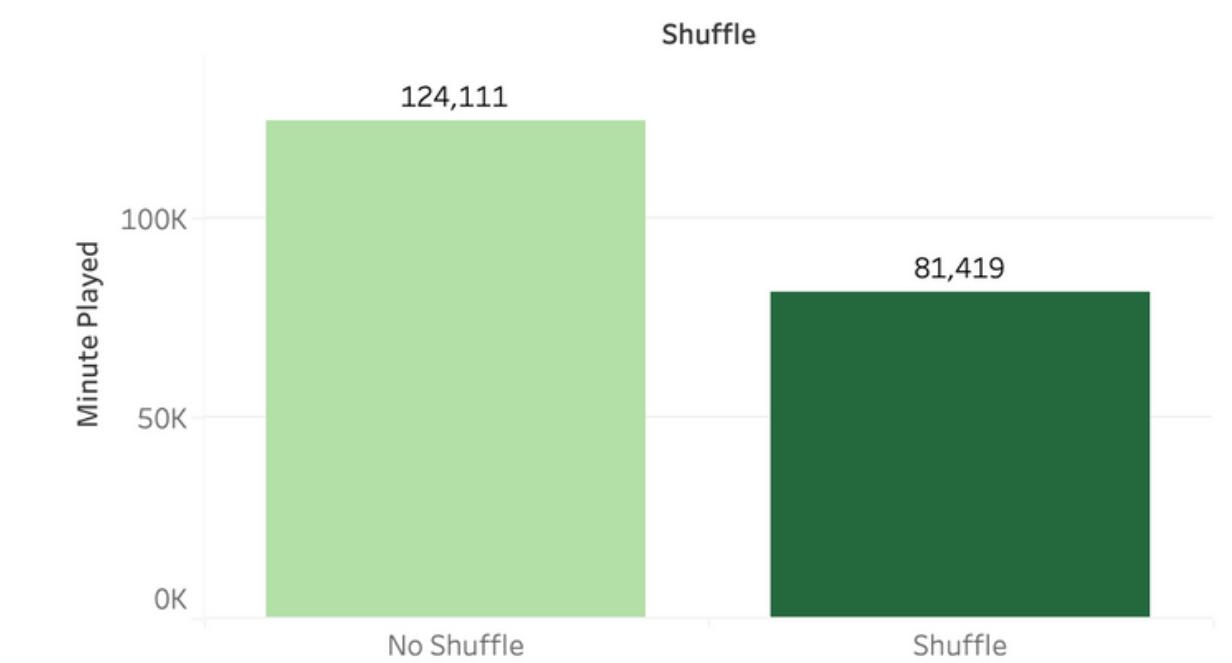
Total Listening By Hour



Skipped vs Not Skipped



Minutes on Shuffle vs Not

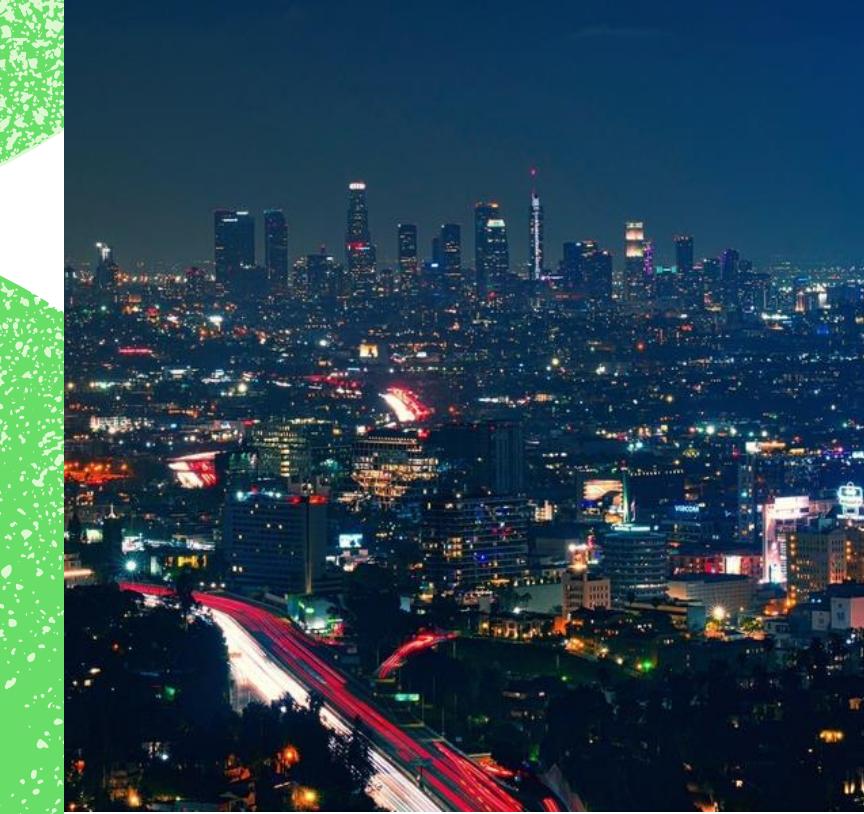


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What Else?

2020

My first year listening to Spotify for every month of the year



PRIME TIME

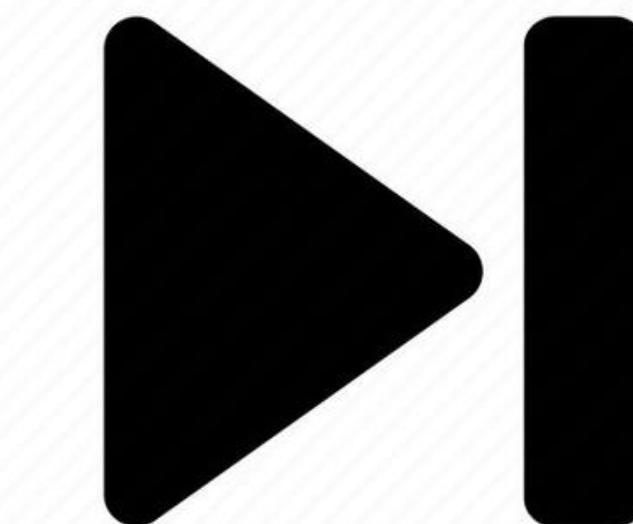
Most of my listening time happens at night, but more specifically 10pm

A LOT OF SKIPS

Almost half of the total songs I've played on Spotify have been skipped

NO SHUFFLE

Most of my listening has not been on shuffle. I tend to queue my own music



2025



Methodology



Artist & Song

- Used Scikit-Learn's LinearRegression model to predict future listening trends
- Forecasted 365 days into the future to estimate 2025's top artists and songs

Model Comparison

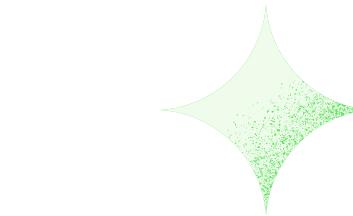
- Compared Tableau's total listening time forecast with Python's artist and song-level predictions
- Identified over/underestimations by checking if the sum of artist/song predictions aligned with total forecasted minutes

Total Listening

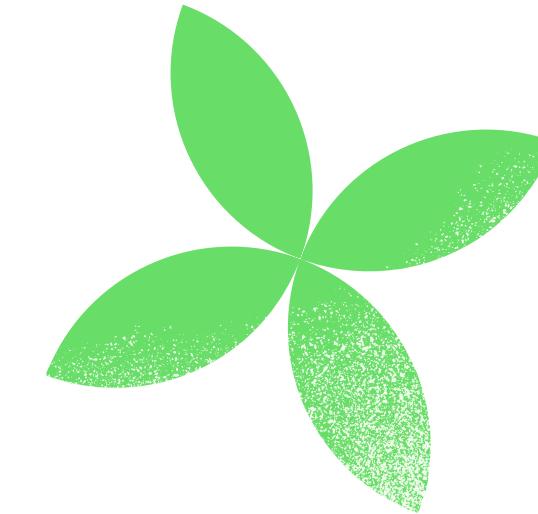
- Applied an exponential smoothing model to capture trends and seasonality
- Adjusted forecast settings to optimize accuracy based on historical listening patterns. (Removing a month of 2025 data)



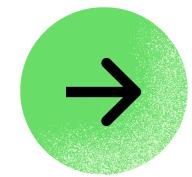
My Minutes



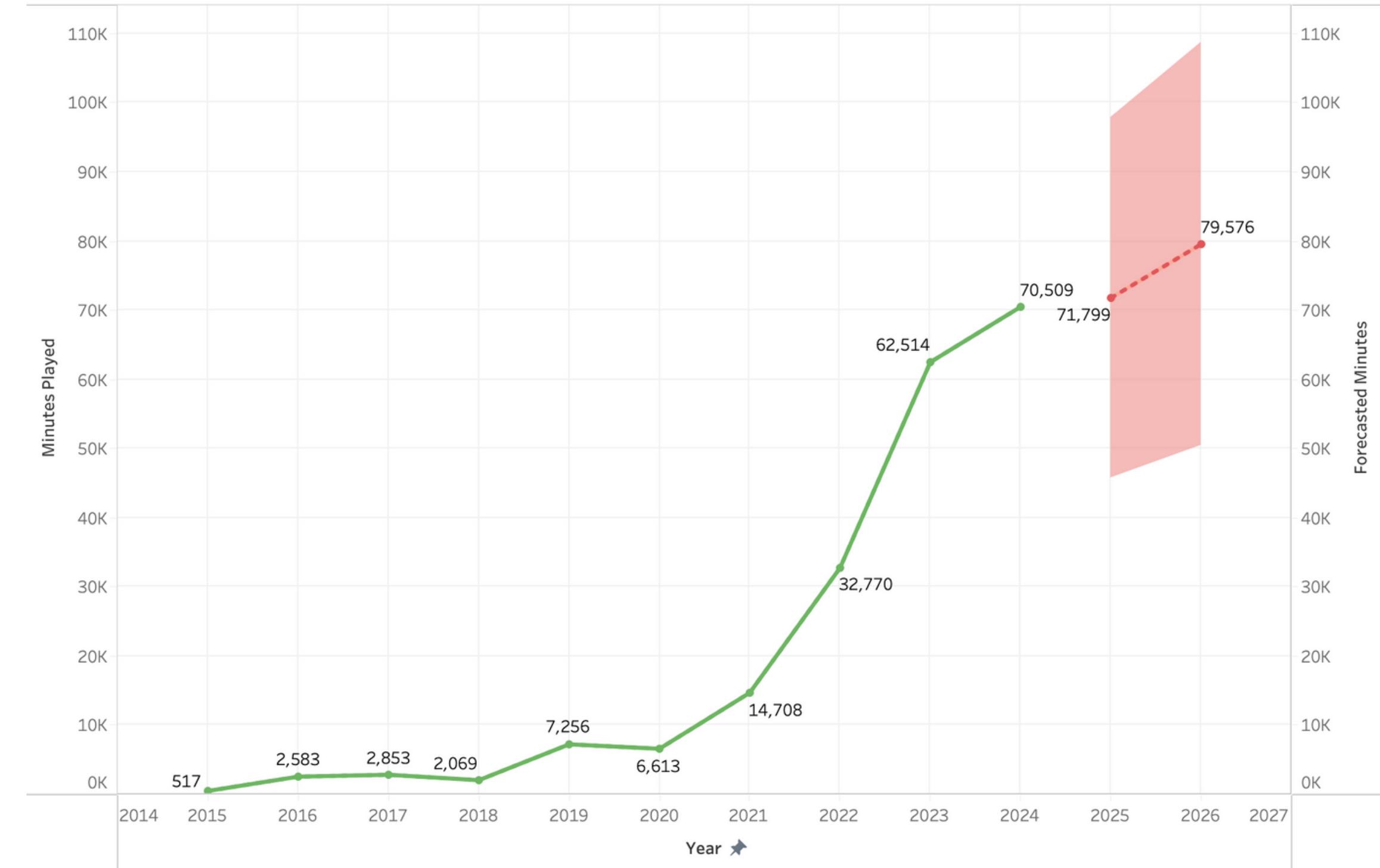
2025



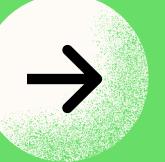
2025 Prediction



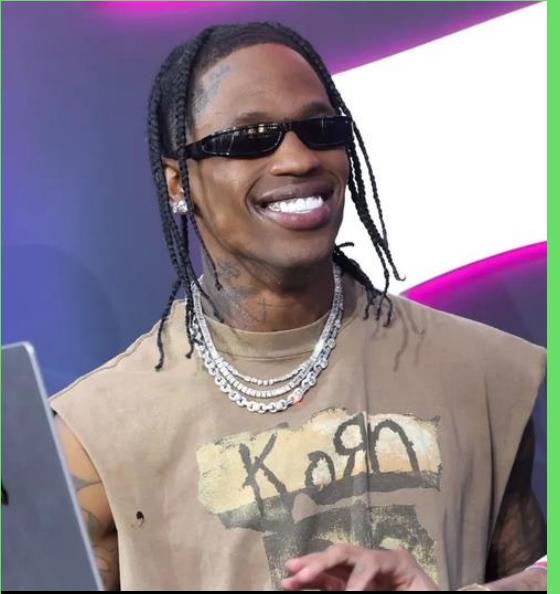
Forecasted Minutes Played



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Top 5 Artists



TRAVIS SCOTT

#1



KENDRICK LAMAR

#2



TAME IMPALA

#3



MICHAEL JACKSON

#4



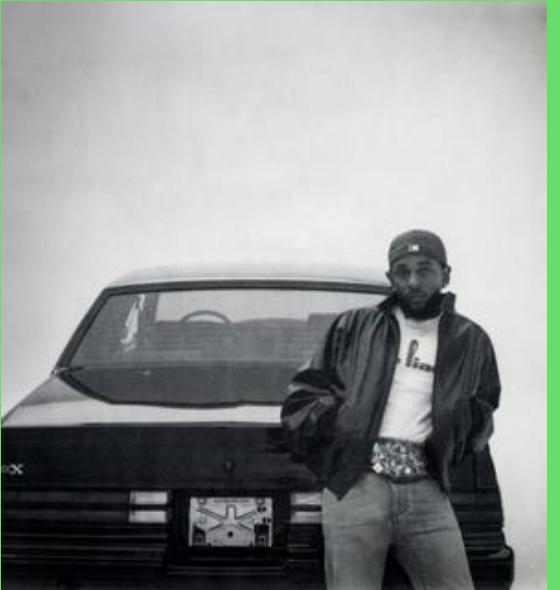
DON TOLIVER

#5

2025



Top 5 Songs



REINCARNATED
KENDRICK LAMAR

#1



DISILLUSIONED
DANIEL CAESAR

#2



DODGER BLUE
KENDRICK LAMAR

#3



BE YOUR GIRL
KAYTRANADA

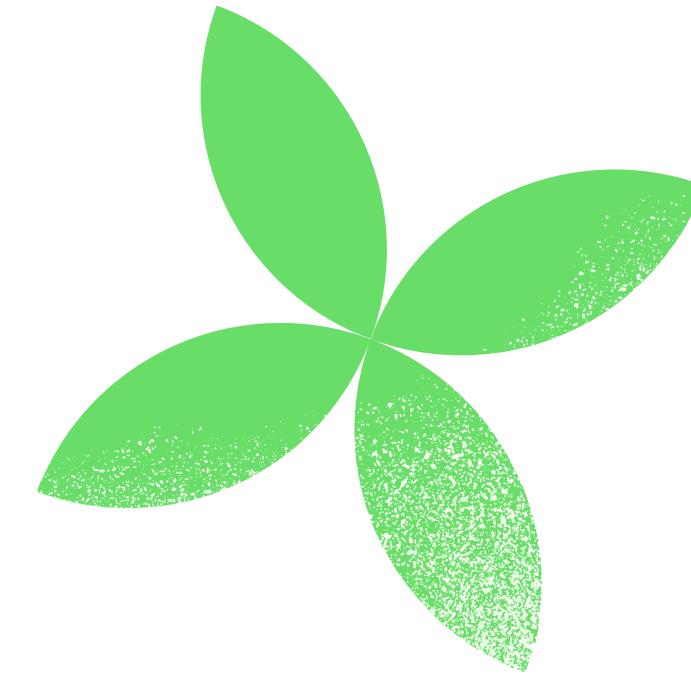
#4



YOU AINT GOTTA LIE
KENDRICK LAMAR

#5

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Limitations

Unpredictability

- The model cannot predict new songs and albums that may dominate listening habits in 2025
 - Breakout artists and unexpected hits could shift preferences dramatically, making current trends unreliable for long-term forecasts

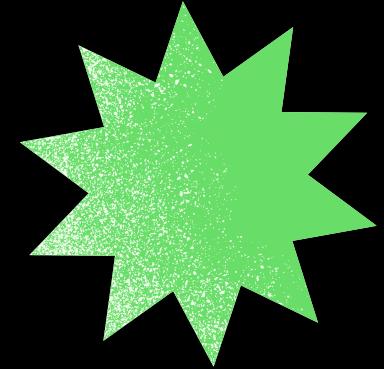
Changes in Listening

- Personal taste and music discovery habits evolve, and the model assumes past trends will continue
- External factors, like concerts, or mood shifts, could significantly alter listening time for certain artists or genres



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Conclusion



◆ Wrapped Up

- My total listening time is expected to increase in 2025.
- My top artist is expected to be Travis Scott
- My top song is predicted to be reincarnated by Kendrick

◆ Next Steps

- Track real 2025 listening data to compare against predictions.
- Experiment with alternative forecasting methods for better accuracy.

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Thank You

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Website

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Spotify

https://open.spotify.com/user/walton_09si=a29d26e8a97241c1

