**Brief: Utilizing Power BI to Analyze Spotify and YouTube Statistics**

**Objective:** In this briefing, I aim to present an effective strategy to our esteemed stakeholders (artists, and recording labels). Leveraging the power of data analytics through Power BI, I intend to provide valuable insights gleaned from the comparison of Spotify and YouTube metrics. My objective is to equip our clients with actionable information to optimize their digital presence and enhance audience engagement.

I'm addressing artists and recording labels keen on Spotify and YouTube statistics, particularly focusing on artists' performance on each platform. Our goal is to glean insights that will inform future song releases and optimize our digital presence.

Cleaning data

Import data from excel

A screenshot of a computer

Description automatically generated

Adding missing field and removing null or error field, remove url columns.

After cleaning data

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Inspect data is clean by looking at the distribution graphs above every column.

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Close and apply

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Description automatically generated

Start creating visualisations.