

Spotify 2024 Global Streaming Data Analysis - steps followed

Step 1: Importing the data into Power bi

Step 2: Understanding the data

1. Country : Tells us where in the world people are hitting play.
2. Artist : Has list of artists.
3. Album : Album created by artists.
4. Genre : Tells which genre the album belongs.
5. Release Year : Tells us the year the song was first released.
6. Monthly Listeners (Millions) : Number of people (in millions) who listen to the artist monthly.
7. Total Streams (Millions) : The total number of times songs from the album were played (in millions).
8. Total Hours Streamed (Millions) : The total number of hours people spent listening to the album (in millions).
9. Avg Stream Duration (Min) : The average length of time (in minutes) that each stream lasted.
10. Platform Type : Whether the listener used a Free or Premium.
11. Streams Last 30 Days (Millions) : The number of times songs from the album were played in the last 30 days (in millions).
12. Skip Rate (%) : The percentage of times listeners skipped the song before it finished.

Step 3 :Performed Normalization and Data Modelling

- Created dimensional table - Dim_Country, Dim_Artist, Dim_Album, Dim_Genre, Dim_Platform Type
- Created fact table

Step 4 : Visualization

- Built a Power BI dashboard with targeted visuals to uncover trends and patterns in the streaming data
- Analysed the trends and delivered insights.
- Provided recommendations.

Step 5 : Used SSMS passed queries for analysis