**Title: Global Music Streaming Dashboard**

**Overview:** This document explains how the Global Music Streaming Dashboard was created using Tableau. It outlines why this dataset was selected, the purpose of each chart, the specific columns and rows used, the dashboard layout, and how interactivity was added.

**📁 Project Summary**

**Project Name:** Global Music Streaming Dashboard  
**Tools Used:** Tableau, CSV dataset (Kaggle), GitHub, PDF export  
**Dataset Size:** 5,000 user records from platforms like Spotify, Apple Music, YouTube, and Tidal

**📌 Why This Dataset?**

The dataset was chosen for its rich mix of behavioral and demographic fields, allowing for multi-dimensional analysis:

* Global coverage (multiple countries)
* Multiple streaming platforms
* Listening time by daypart (Morning, Afternoon, Night)
* User demographics: age, subscription type
* Preferences: artists, genres, repeat listening, discover weekly

This variety made it perfect for a comprehensive Tableau dashboard.

**🧱 Dashboard Structure & Charts**

**Chart 1: Avg. Minutes Streamed by Platform**

* **Why this chart?** To compare user engagement across platforms.
* **Columns:** Streaming Platform
* **Rows:** Minutes Streamed Per Day (Average)
* **Filters:** Country, Subscription Type, Age

**Chart 2: Filled Map – Listener Count by Country**

* **Why this chart?** To identify global distribution of listeners.
* **Columns:** Country (Geographic)
* **Color/Label:** User\_ID (Count)
* **Filters:** Streaming Platform, Subscription Type, Age

**Chart 3: Stacked Area Chart – Listening Time by Subscription Type**

* **Why this chart?** To compare daily streaming habits between Free and Premium users.
* **Columns:** Listening Time (Morning/Afternoon/Night)
* **Rows:** User\_ID (Count)
* **Color:** Subscription Type
* **Filters:** Country, Platform, Age

**Chart 4: Horizontal Bar Chart – Top 10 Most Played Artists**

* **Why this chart?** To rank artist popularity globally.
* **Rows:** Most Played Artist
* **Columns:** User\_ID (Count)
* **Filters:** Country, Platform, Subscription Type, Age

**Chart 5: Heat Map – Genre Popularity by Platform**

* **Why this chart?** To compare genre trends across platforms.
* **Columns:** Top Genre
* **Rows:** Streaming Platform
* **Color:** User\_ID (Count)
* **Filters:** Country, Subscription Type, Age

**🔄 Interactivity Features**

* **Filter Actions:**
  + Click on a country or platform → filters all other charts
* **Global Filters:**
  + All filters are set to "Apply to All Using This Data Source"