Spotify Data Analysis Using Power BI

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Outline

Problem Statement

1. Title of the song by Popularity
2. Artists by Valence of the song
3. Artist by Count of Songs
4. Artist by Popularity
5. Year by Count of Songs
6. Title by Speechiness
7. Duration of the song by Popularity
8. Variation of Danceability ,Acousticness and Tempo in accordance with Year

Proposed Solution

This graph represents top five popular songs. The higher the value the more popular the song is. For example:

- **Memories song is 99% popular.**
- **The song which is 97% popular is Lose You To Love Me.**
- **Someone You Loved song is 96% popular.**
- **Senorita song is 95% popular.**
- **How Do You Sleep? Song is 93% popular.**

Developed Solution

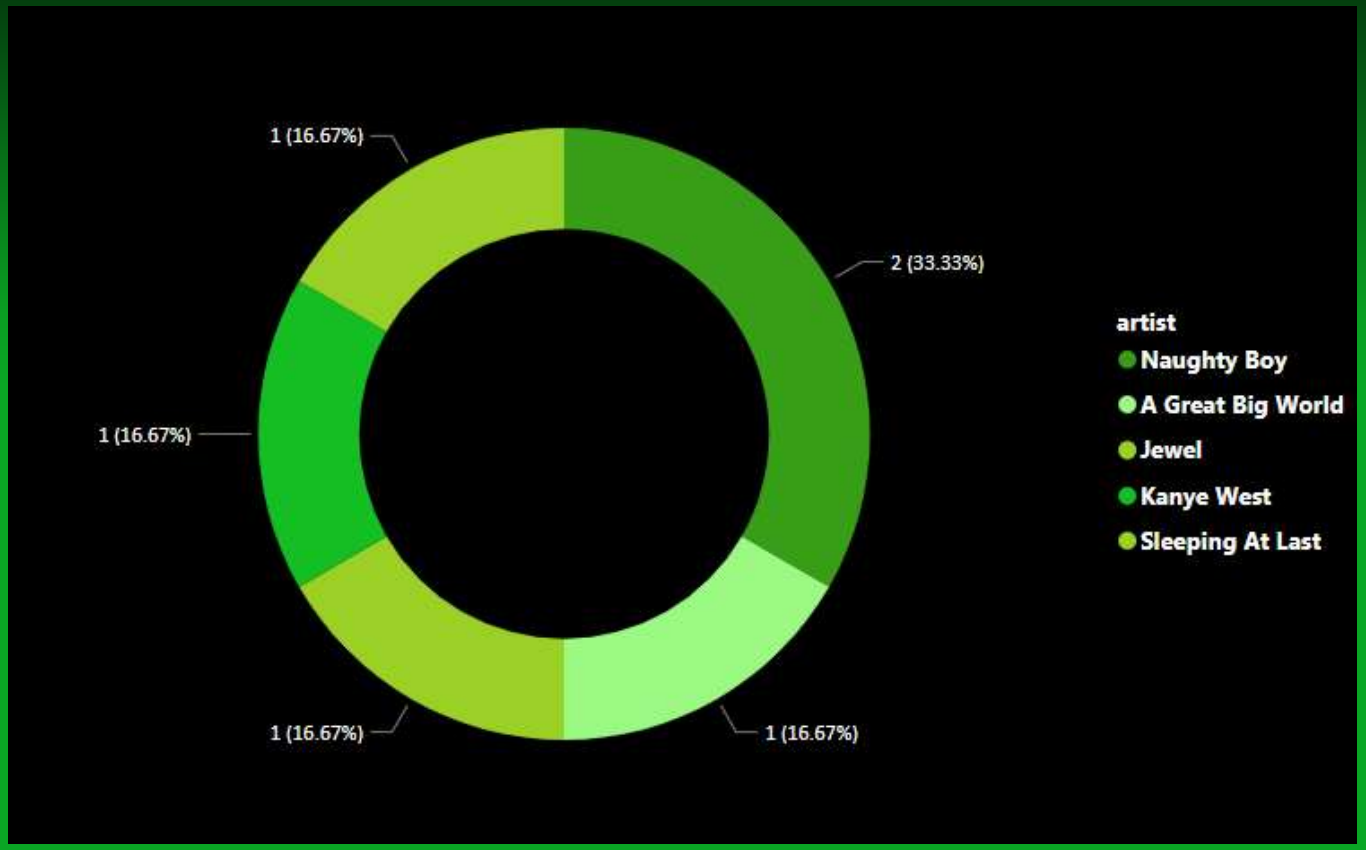
Funnel Chart Demonstrating Top 5 most Popular Songs

Proposed Solution

Donut chart represents bottom five artists who have less valence. Valence is the mood of the song, higher the value more positive mood of the song.

As we have added the slicer it varies based on the year.

Developed Solution



Donut Chart representing Bottom 5 Artists by Valence Attribute

Proposed Solution

Stacked bar graph represents top five artists based on

Maximum number of songs they have made in that particular year.

It varies from year to year database.

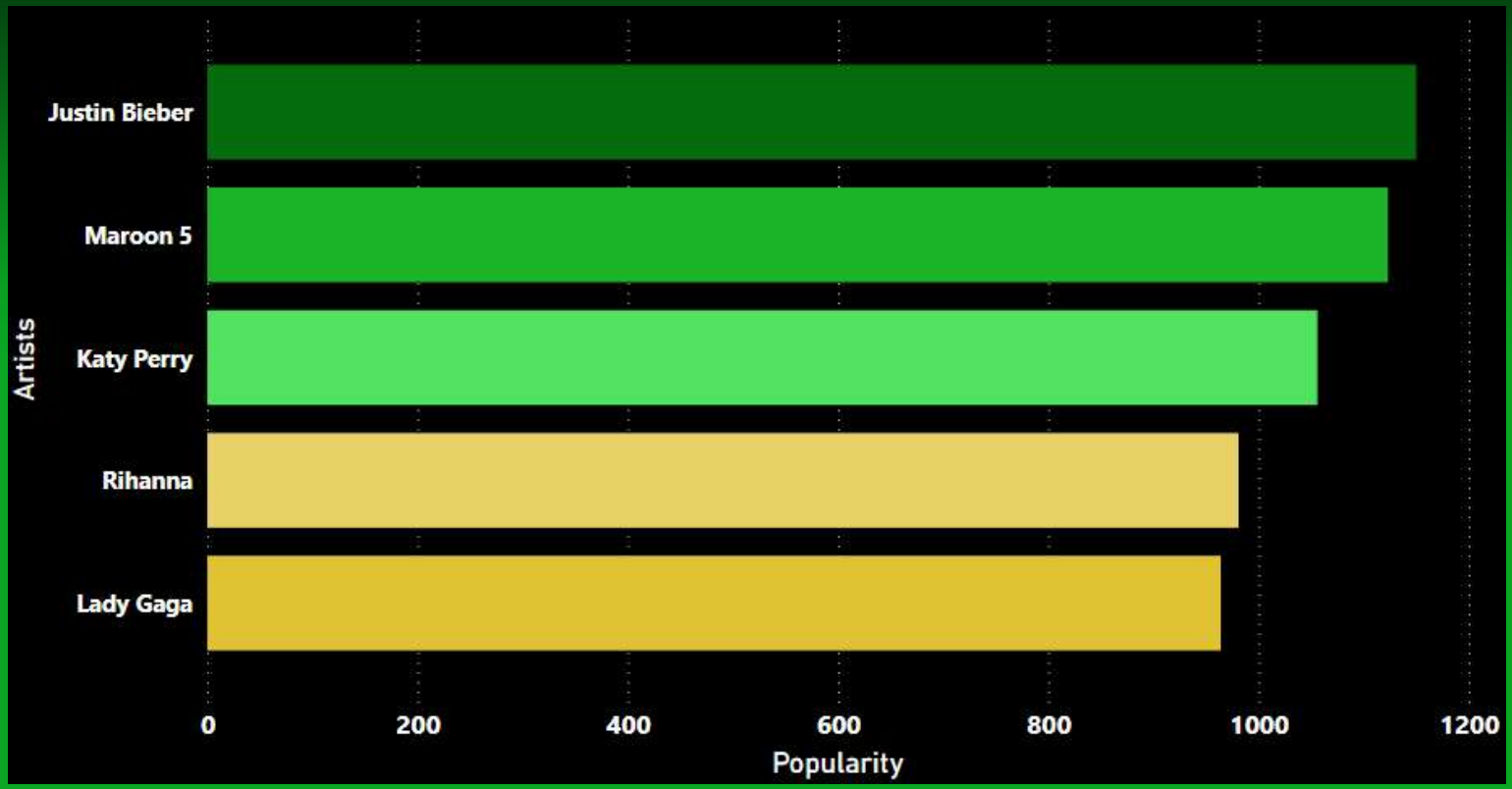
Developed Solution

Stacked Bar Chart representing Top 5 Artists who have highest number of Songs

Proposed Solution

Here, stacked bar graph represents top five artists based on the popularity they have gained in a particular year. It varies from year to year.

Developed Solution



Stacked Bar Chart Demonstrating Top 5 most Popular Artists

Proposed Solution

Here, line chart represents total number of songs released in a particular year. Accordingly which means in which year maximum number of songs were released.

Developed Solution

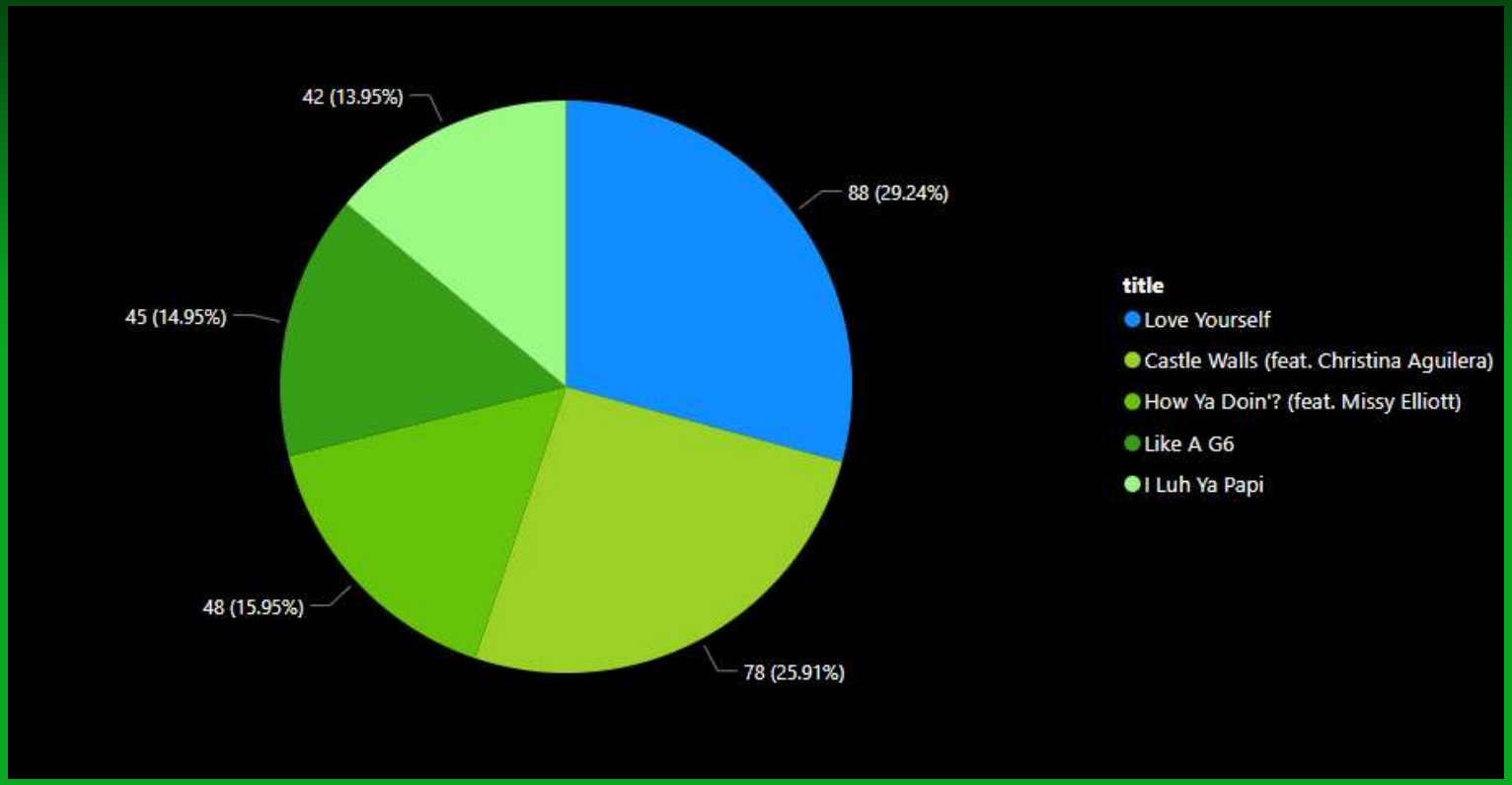
Line Chart Representing Change in the Number of Songs with Year

Proposed Solution

- **Pie chart here represents top five songs with maximum number of speechiness.**

  Speechiness here means spoken words the song contains. Higher the value the more the spoken words a song contains, hence higher the Speechiness.

Developed Solution

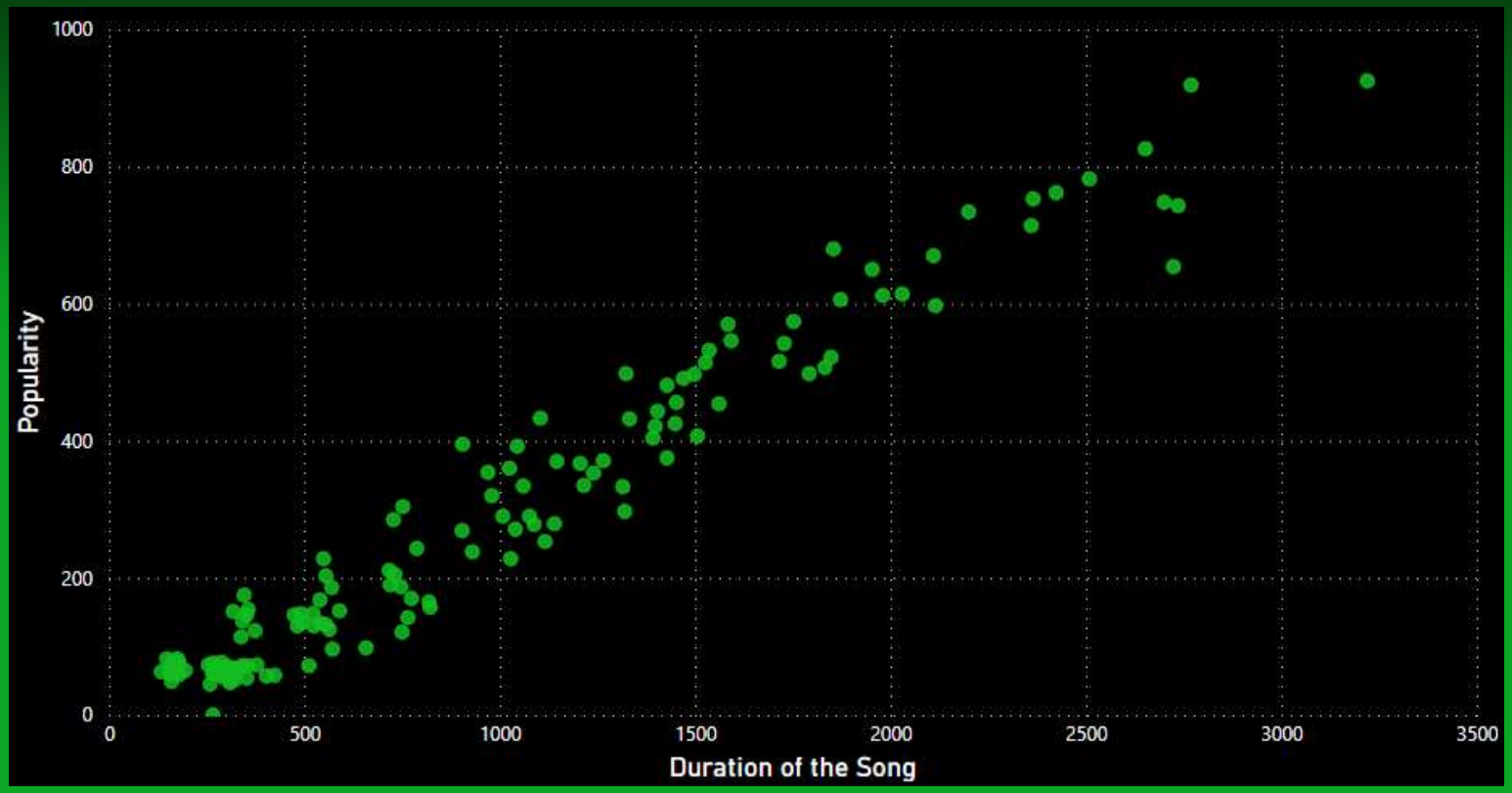


Pie Chart Representing Top 5 Songs with Most Spoken Words

Proposed Solution

Scatter chart here represents the popular songs based on the length of the song. Length here means the duration of the song. Based on the observation of the chart, we can say that the length of the Song does not really affect the its popularity .

Developed Solution



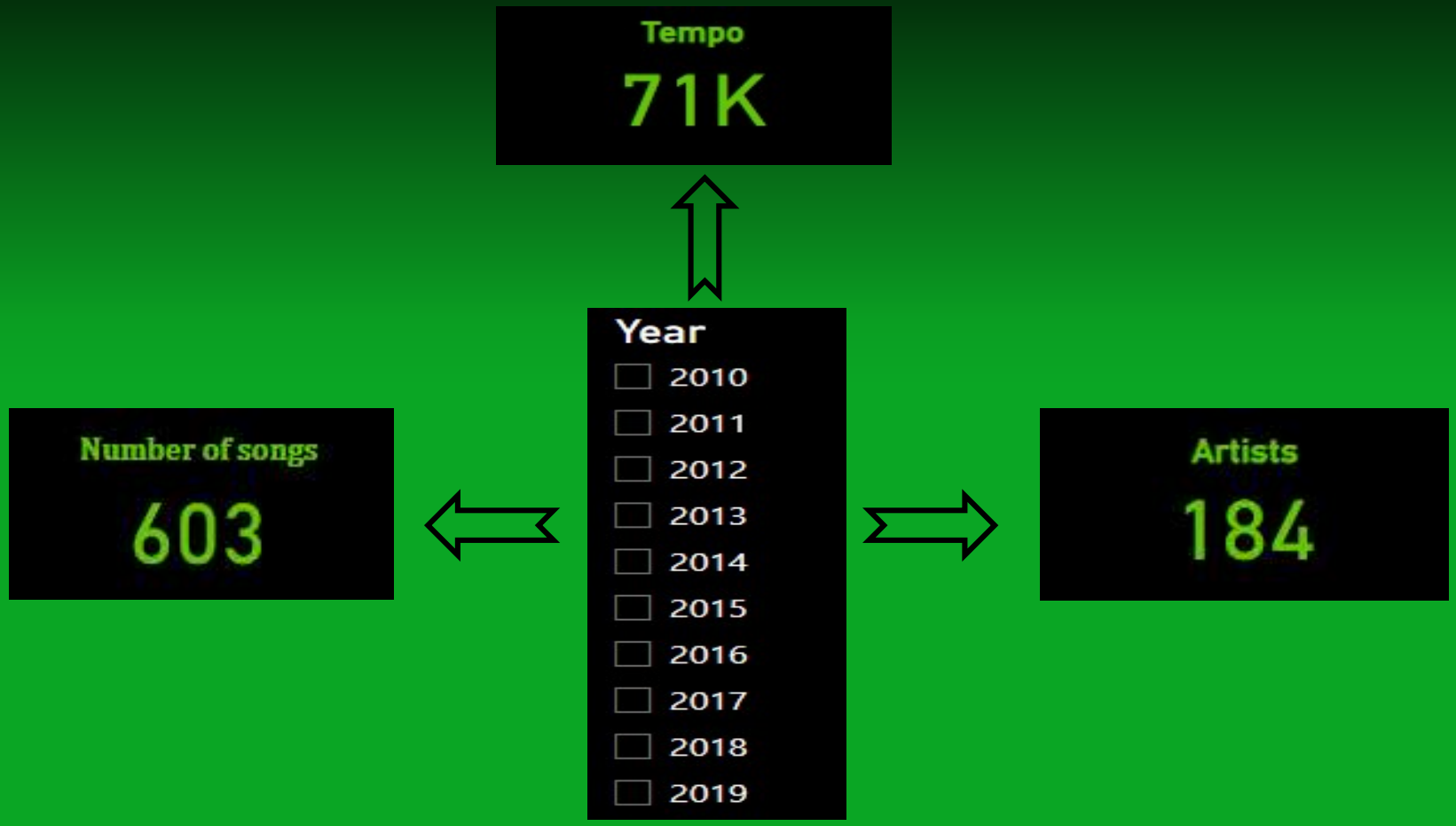
Scatter Chart Representing the trend in Popularity with the Length of the Songs

Proposed Solution

Here cards have been inserted to represent the total number of songs, total number of artists and average tempo in a particular year. It varies from year to year.

Tempo here means beats per minute in a song.

Developed Solution



Variation of Number of Songs , Number of Artists and Tempo of the Songs with the Year

Applications

- Today, production companies are allowing artists to choose their own music, write their songs, and produce music videos based on what they deem relevant to their brand and listeners' preferences.
- The music industry is becoming heavily commercialized. The goal now is to commercial musicians and create music that will appeal to a larger audience and make a profit. Music productions want people to listen to their music and spend their money on albums, concerts, merchandise, and more.
- Analytics is playing an important role in transforming the future of the music industry. With several music companies discovering new applications for analytics, these tools are streamlining many critical aspects of the music industry.
- Data analytics is providing the music industry with a leg up on what listeners are listening to, from where, when, and how many times they are listening to a specific song or a genre.

Conclusions

Where words fail music speaks. The goal is to investigate the characteristics of songs that make them popular. With the help of analysis, we will have a much better understanding of listening taste and habits. The aspects that make music agencies stand out from their competitors is the data and the use of data science and music analytics to monitor what the public is listening to. From forecasting trends to employing music analytics to predicting when’s the best time to release music, set concert dates, and more, data science is leaving lasting imprints in the music industry. This trend will definitely change the course of the music industry in the years to come.

THANK YOU