

SPOTIFY TRACKS ANALYSIS



MOST STREAMED SPOTIFY SONGS 2023



Total Spotify Tracks

953

Total Count of Artist Lead or Features

1483

4955719

Sum of Spotify Playlists Songs

367084

Sum of Deezer Playlists Songs

64625

Sum of Apple Playlists Songs

Sum of Streams

489bn

Average Streams per Year

513.60M

Count of Track Year Release

50

Released Year

All

Artist Name

All

TOP 5 ARTIST CHART - SPOTIFY 2023

No. of Streams

Count of Tracks



14,185,552,870

22

THE WEEKEND



14,053,658,300

34

TAYLOR SWIFT



13,908,947,204

9

ED SHEERAN



11,608,645,649

17

HARRY STYLES



9,997,799,607

19

BAD BUNNY

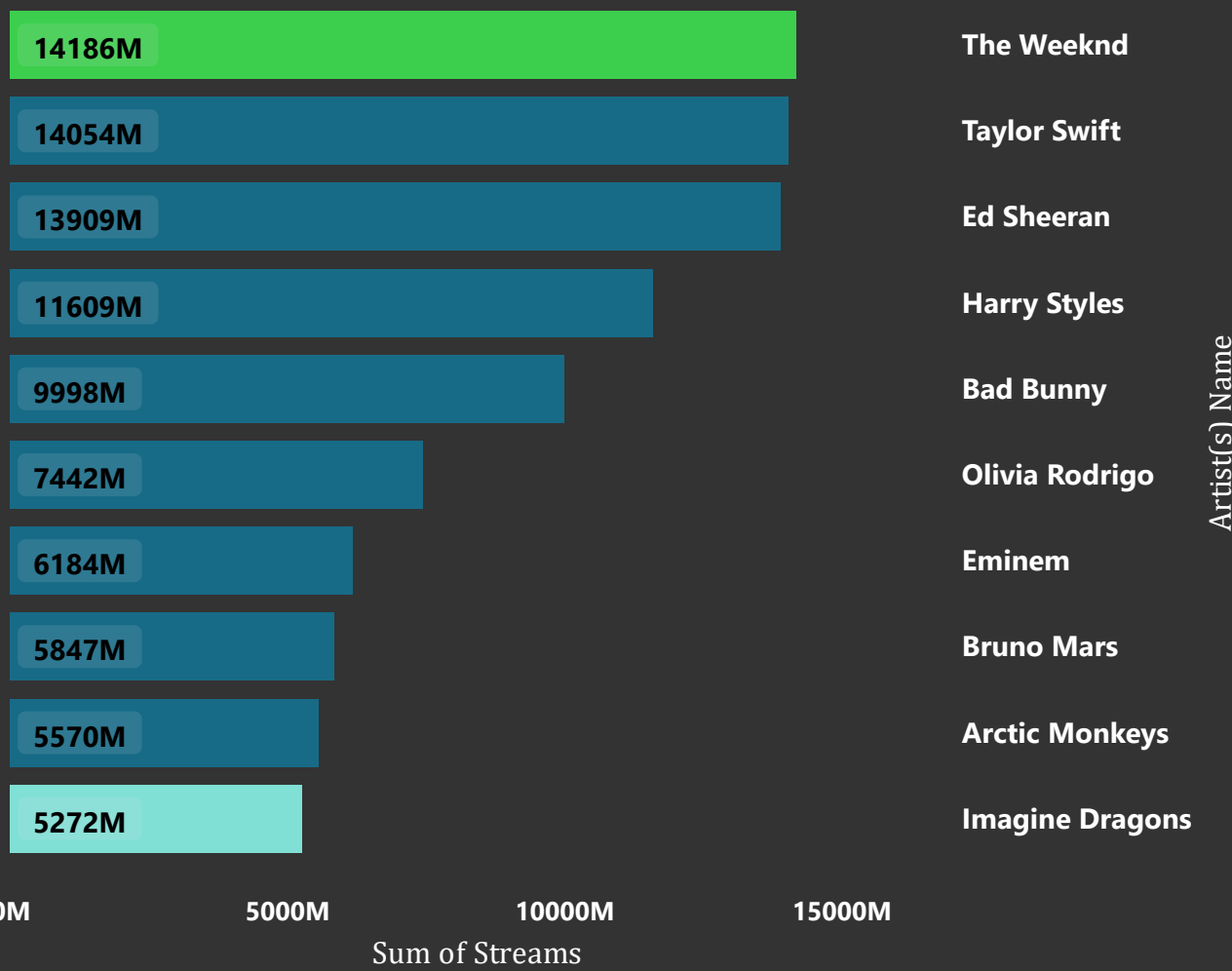
Data Source: ONYX DATA

Onyx Data # Zoom Charts # novyPro

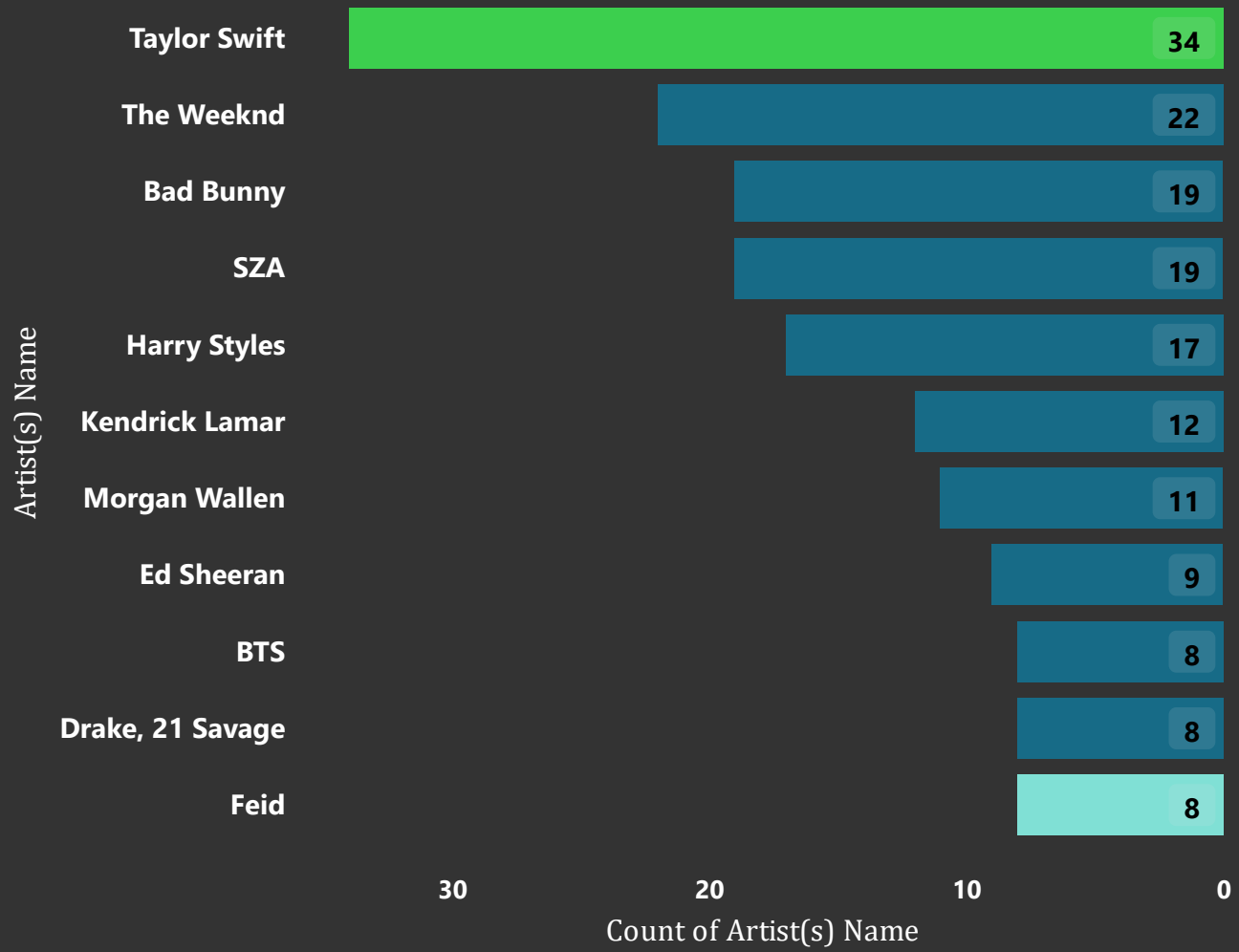
#Leon Gordon #Injae Park
Kaarrie Liu # Kavita Behera

Santhanalakshmi Ponnurasan
Stephanie French

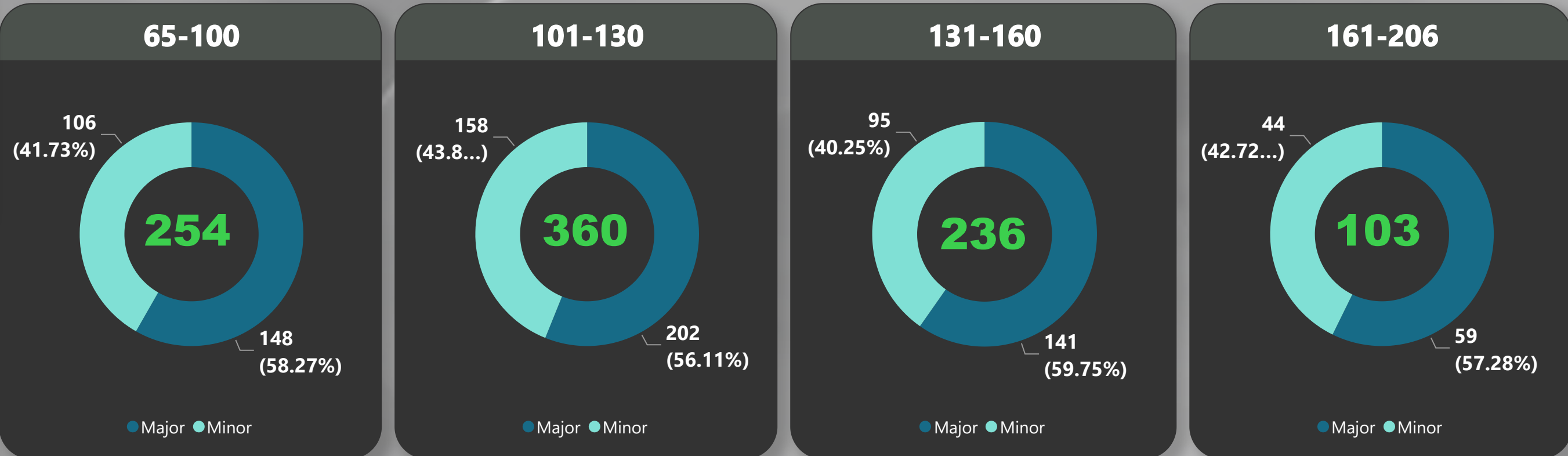
Streams by Artist - Top 10



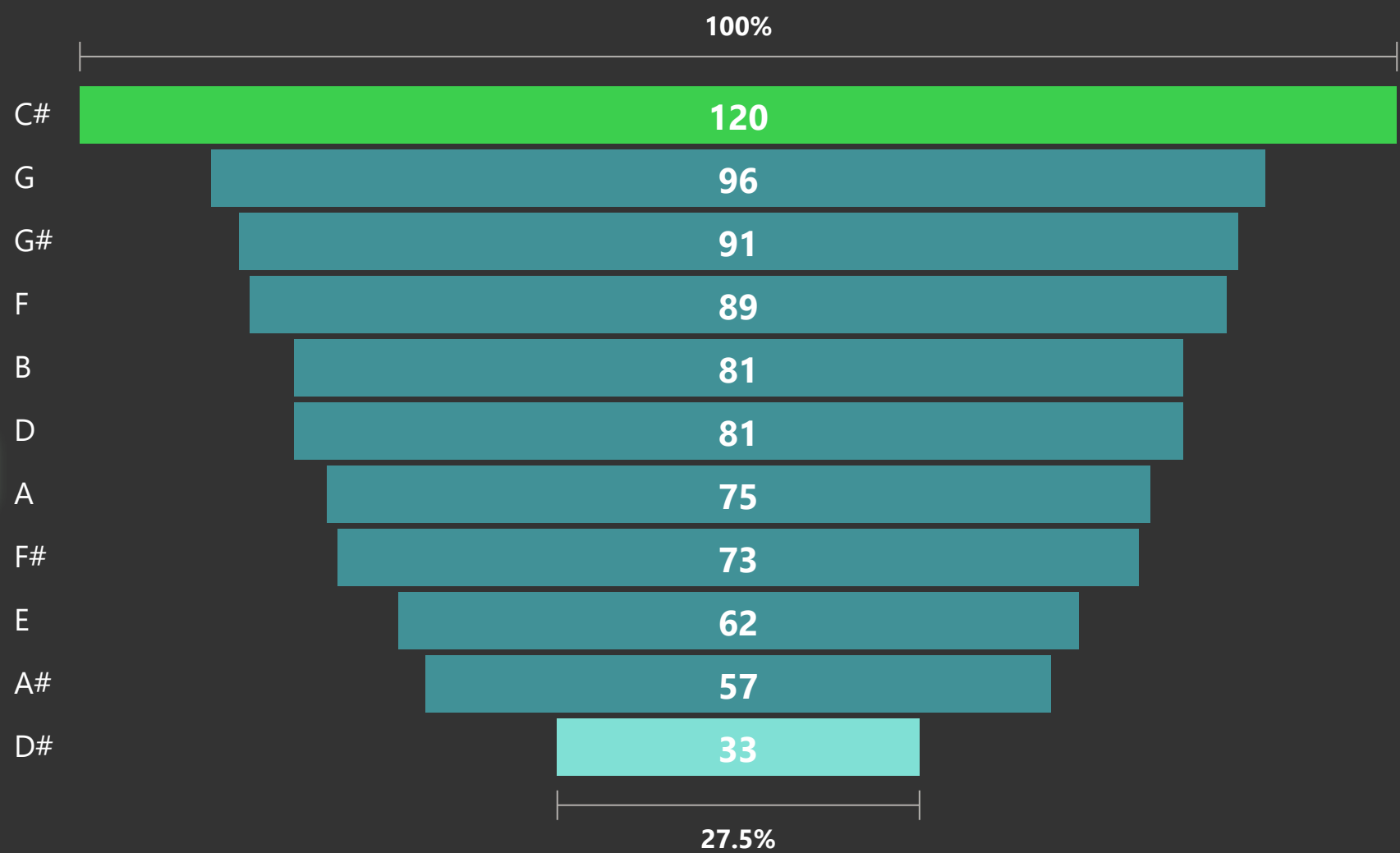
Artists' Track by Count - Top 10



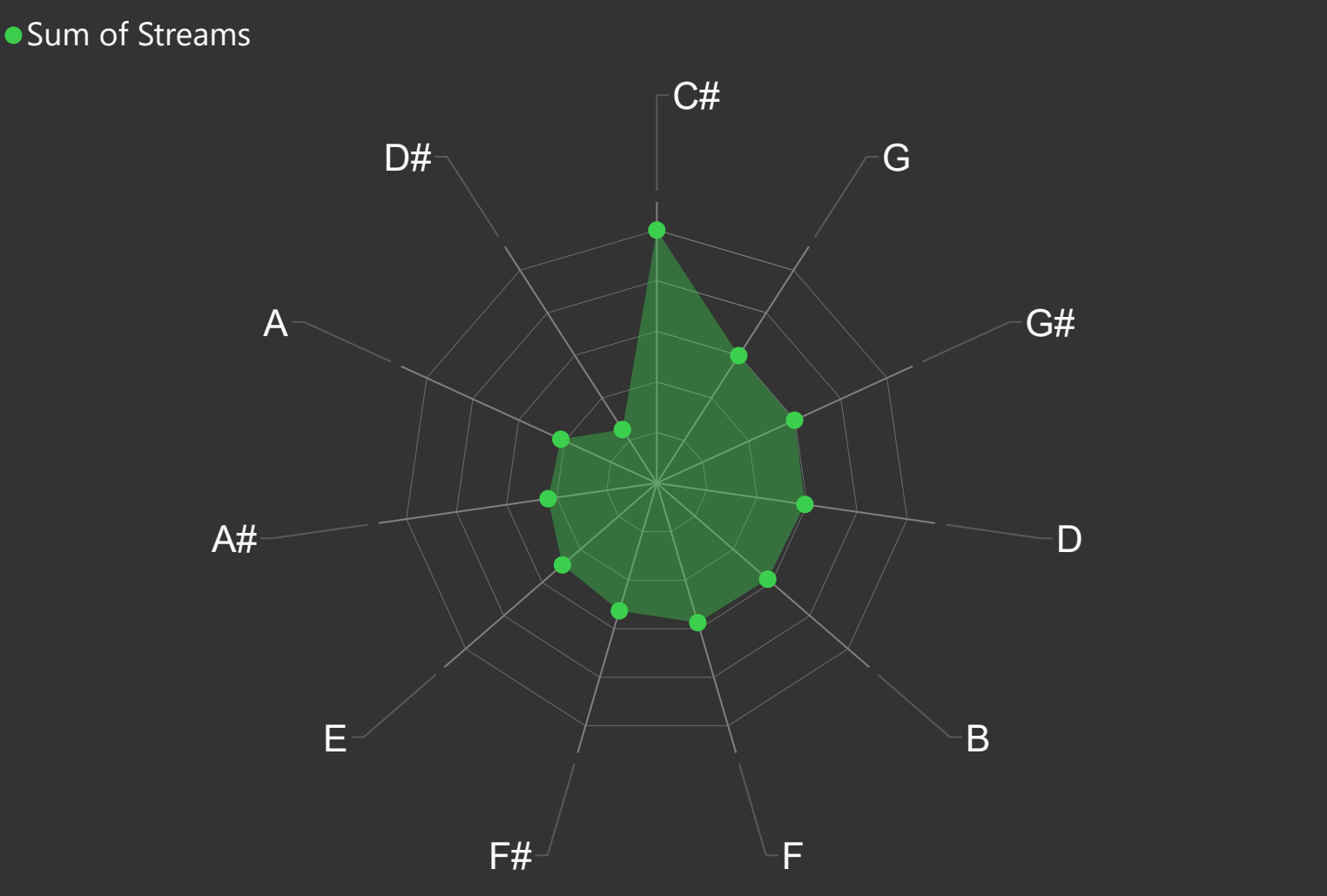
bpm GROUPS PER MODE TYPE



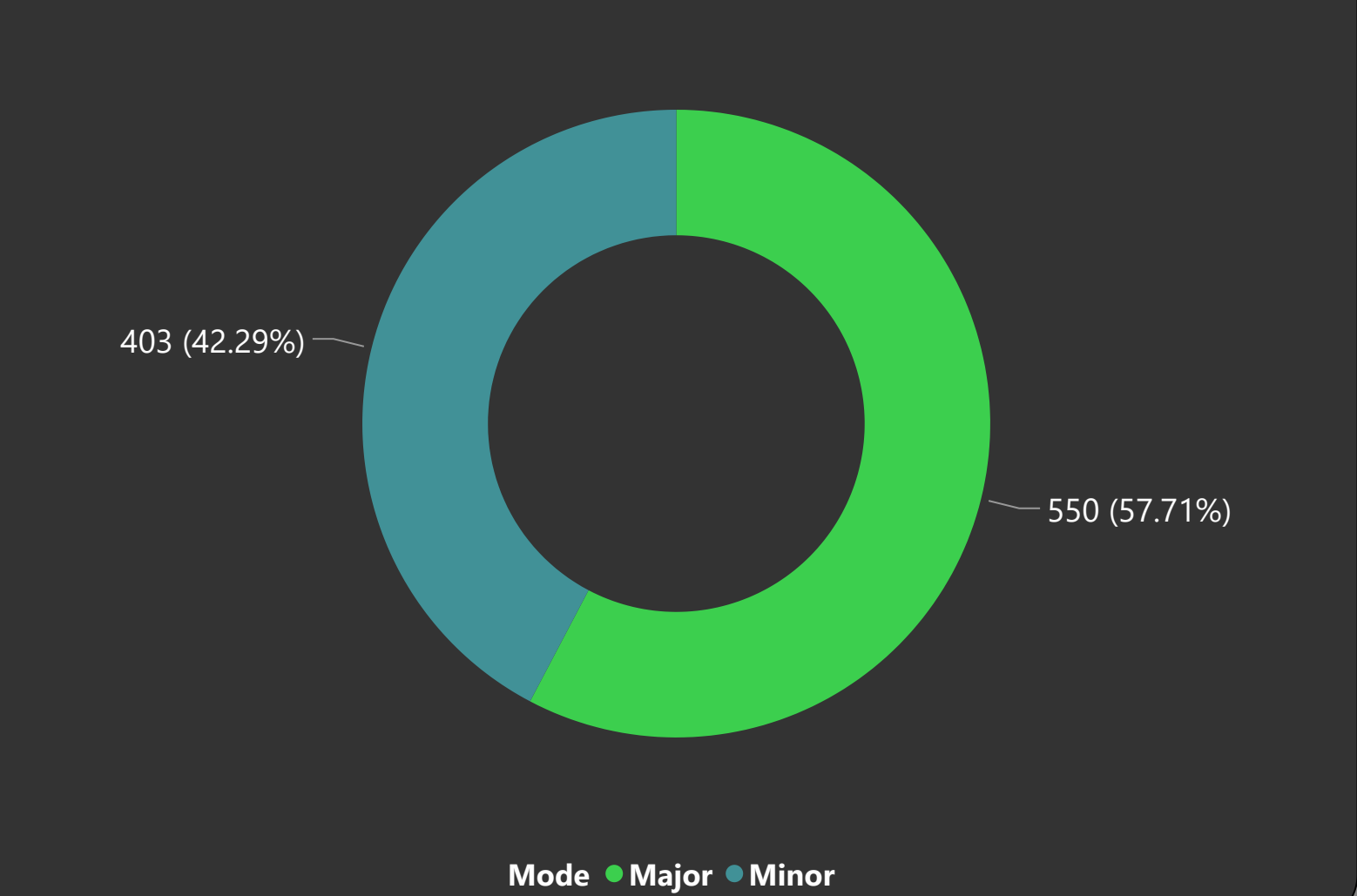
Artist Count by Key Used



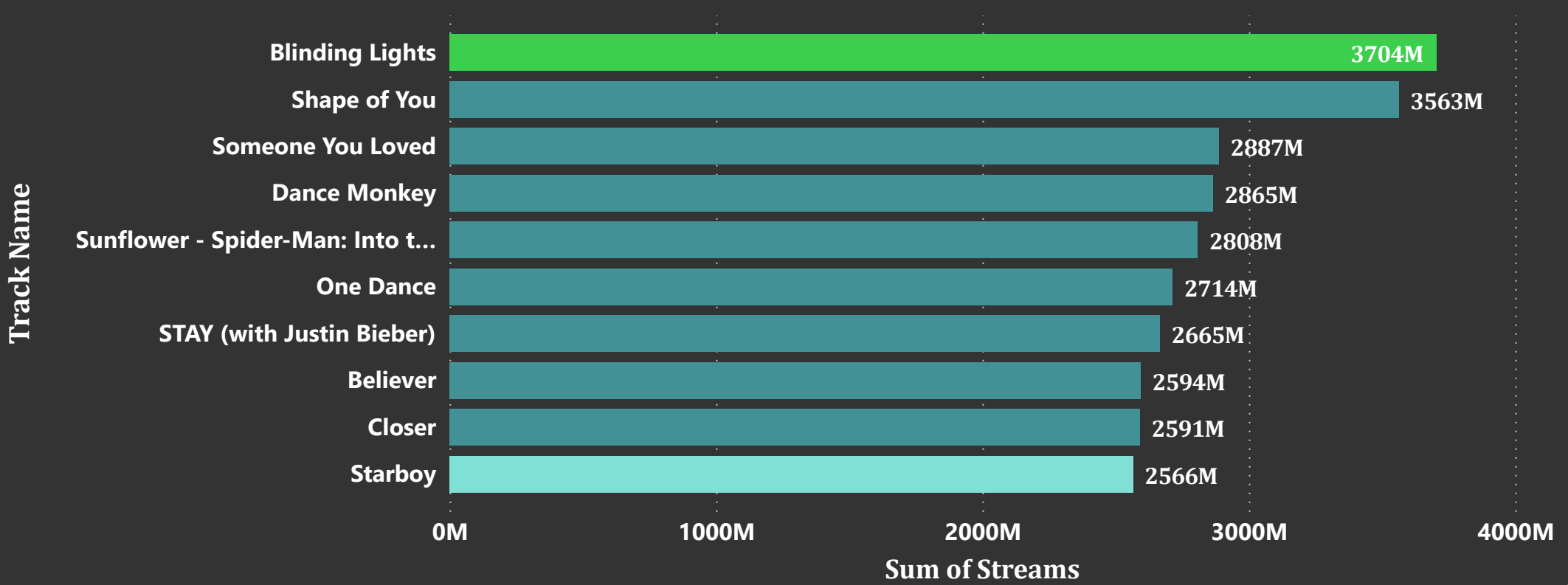
Sum of Streams by Key



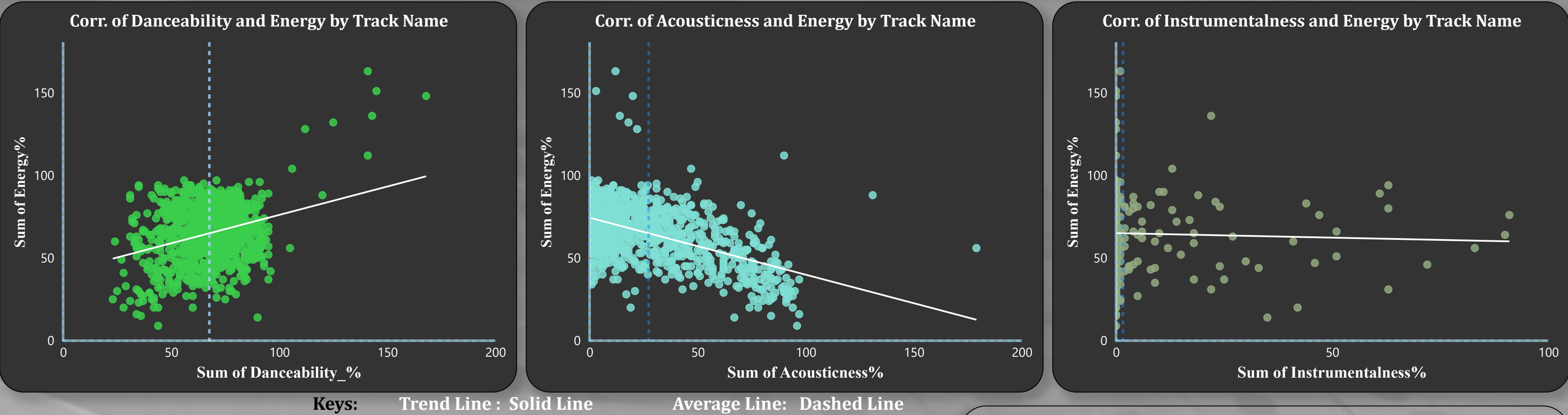
Mode Count Value and %



Sum of Streams by Track Name - Top 10



CORRELATION BETWEEN ENERGY, DANCEABILITY, ACOUSTICNESS, AND INSTRUMENTALNESS (%)



AIM OF THIS ANALYSIS

To analyse the amount of streams by various artist's tracks on Spotify's playlist influenced by the playlist's curator and the activity of their listeners till date 2023.

INSIGHTS

TOP ARTISTS:

The top 5 artists on Spotify streams by sum of streams and count of tracks released were The Weeknd, Taylor Swift, Ed Sheeran, Harry Styles, and Bad Bunny. The Weeknd topped the chart with 14.185bn streams and 22 tracks, followed by Taylor Swift with 14.053bn streams and 34 tracks.

TOP TRACKS:

The Weeknd's "Blinding Lights" track had the highest number of streams at 3.7bn followed by Ed-Sheeran's "Shape of You" with 3.56bn streams. The algorithm populates these spots mostly based on stream count

MUSICAL VARIABLES AFFECTING STREAMS:

There was a positive correlation between observations of danceability and energy with values above average across 65% of tracks that were streamed with few outliers while observations of instrumentals and energy had a moderate positive one with clusters below average and many outliers while lastly observations of acoustics and energy had a negative correlation. It can be presumed that variables of danceability and energy positively influenced the total streams of top artists namely The Weeknd, Taylor Swift, and Ed Sheeran.

The Weeknd and its feature artist have achieved remarkable dominance across all playlists and charts due to its blend in percentage danceability and energy level in his songs. He also had 22 tracks across 7 different years featuring at most other 3 artists in a track which increases audience streams having 14.185billion total streams and an average of 644.80million per year.

ARTIST KEY'S:

Artists singing on key C# accumulated most counts of 120 (12.59%) and also had the highest number of streams 72.5bn followed by artists on keys G and G# with counts of 96 (10.07%) and 91 (9.55%) respectively.

ARTIST COUNT:

Tracks with a single artist on it had the highest number of streams followed by tracks with 2,3,and 4 artists with total streams descending in that order.

TRACK'S GROWTH RATE ON SPOTIFY:

The number of tracks being released on Spotify by year was increasing at a slow rate with just 5 tracks in year 1930-1952 and steadily overtime till there was a geometric increase from 75 to 763 tracks from (2014-2018) to (2019-2023) respectively.

TRACK MODE AND BEAT PER MINUTE (bpm):

360 tracks (37.78%) on the major(202) and minor(158) mode type were within the range of bpm 101-130 followed by 254 tracks in total on bpm 65-100.