

SPOTIFY WRAPPED ANALYSIS

Stream Analytics

Angela Serafico, Alexander Benady, Pablo Chamorro, Louis Golding, Laura Villax

CHOICE OF QUERIES



Country Analysis

Day vs night listening behavior

Listening stats per personality

CHOICE OF QUERIES

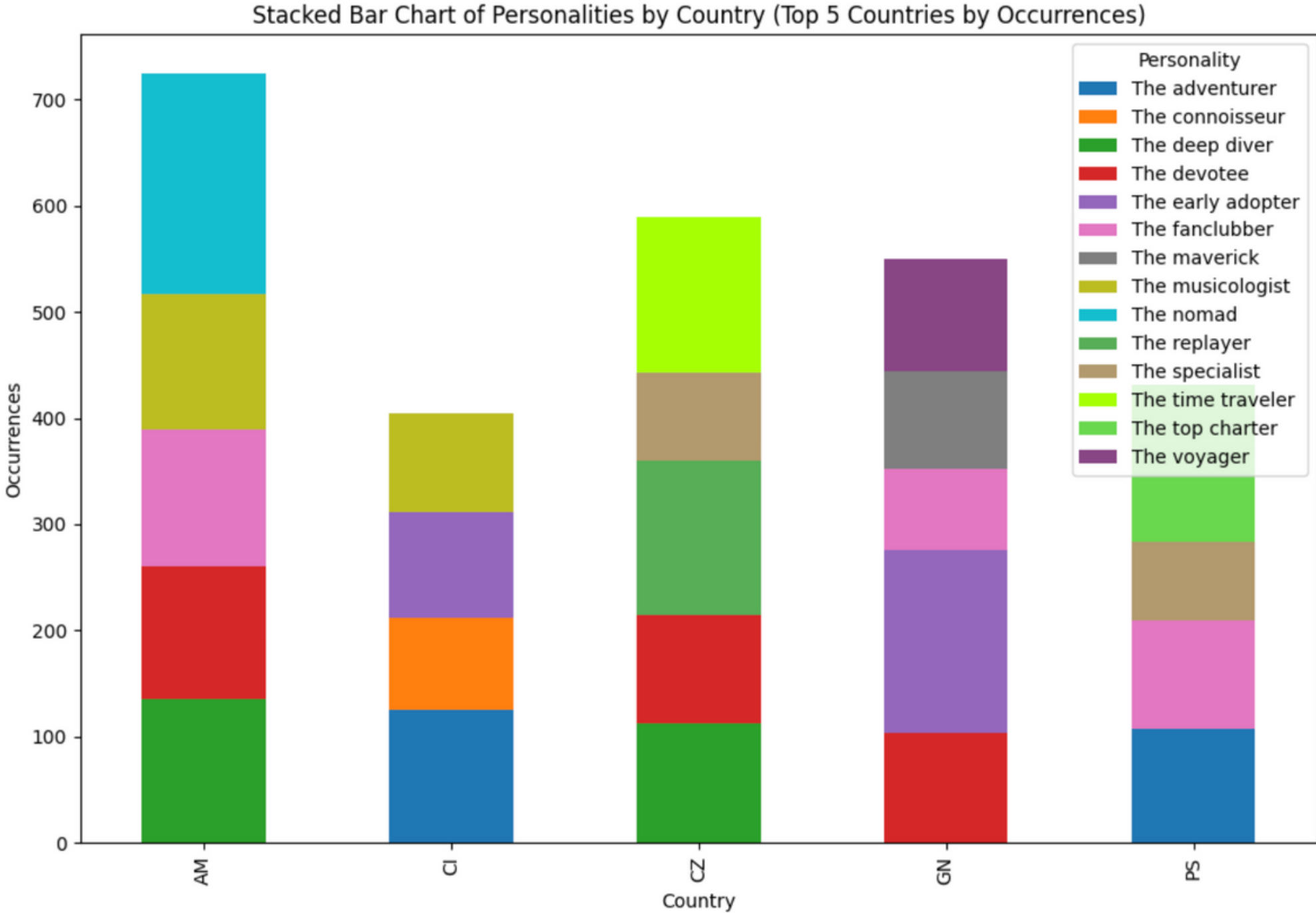
We put ourselves in Spotify's shoes, who aim to make the best song suggestions to their clients.

- **Country:** Enables personalized music suggestions for new users based on minimal information—just age and location
 - Align Spotify's offerings with popular regional trends, improving initial user engagement and satisfaction
- **Day vs. Night:** Helps Spotify tailor suggestions to when users are most likely to listen
 - Enhances overall user experience & encourages longer/more frequent listening sessions
- **User Personality:** Allows for more specific and relevant music suggestions (personalization)
 - If a song is popular among a specific personality group, Spotify can recommend it to similar users
 - Refined user experience, stronger connection between listeners and music they love

COUNTRY ANALYSIS

TOP PERSONALITIES

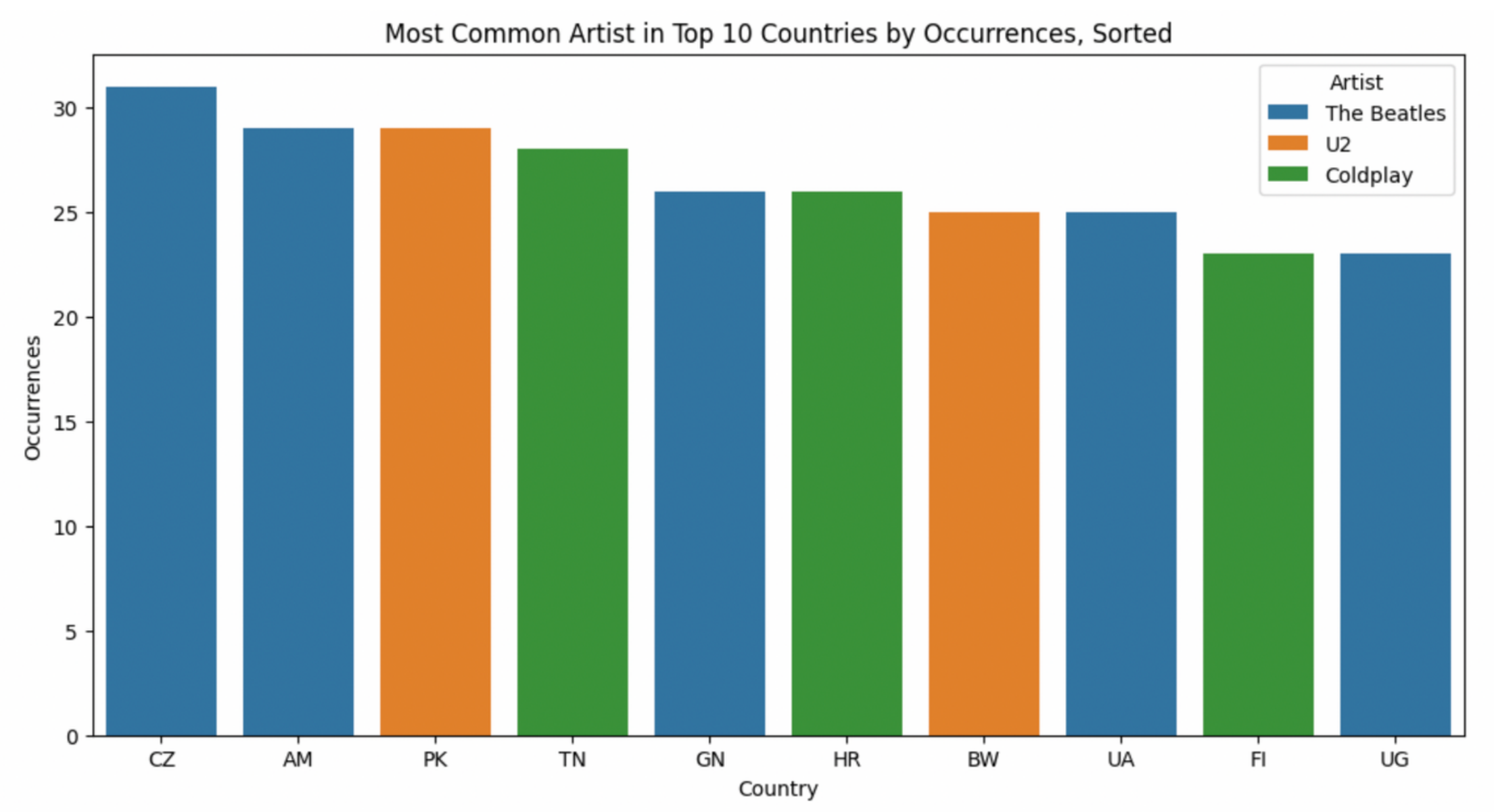
CONTINENT	PERSONALITY
ASIA	THE FANCLUBBER
EUROPE	THE ADVENTURER
AFRICA	EARLY ADOPTER
NORTH AMERICA	THE DEEP DIVER
SOUTH AMERICA	THE ENTHUSIAST
OCEANIA	THE DEVOTEE



STS

TOP ARTISTS

PER COUNTRY

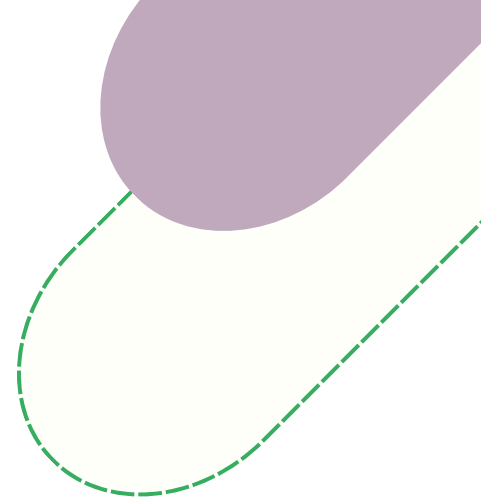


GLOBAL ARTISTS

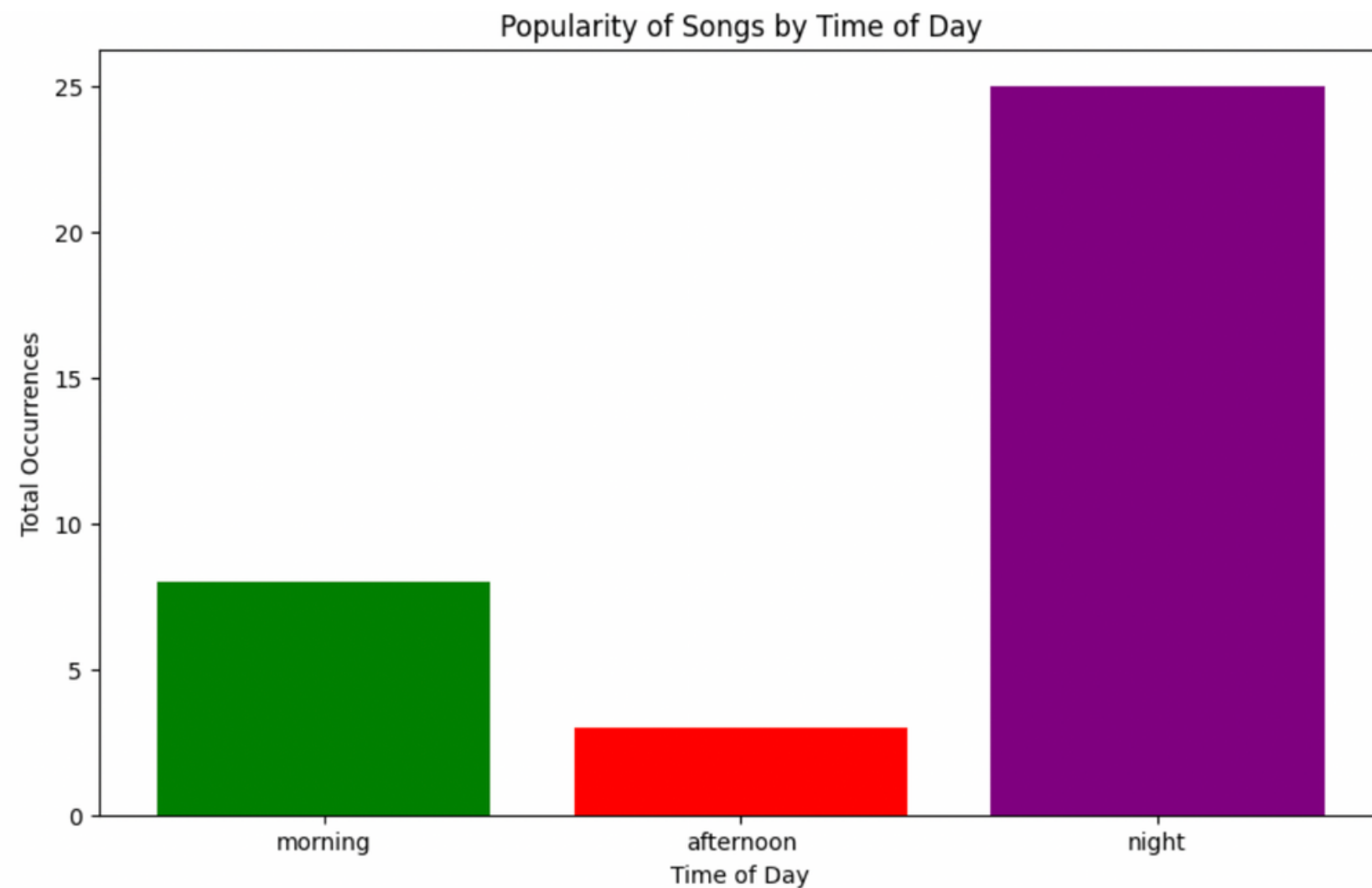
COUNTRY	OCCURRENCES
The Beatles	681
Coldplay	457
U2	450
Racoon	147
Eminem	8
BLOF	4
Dire Straits	4

LISTENING BEHAVIOUR

TIME OF DAY

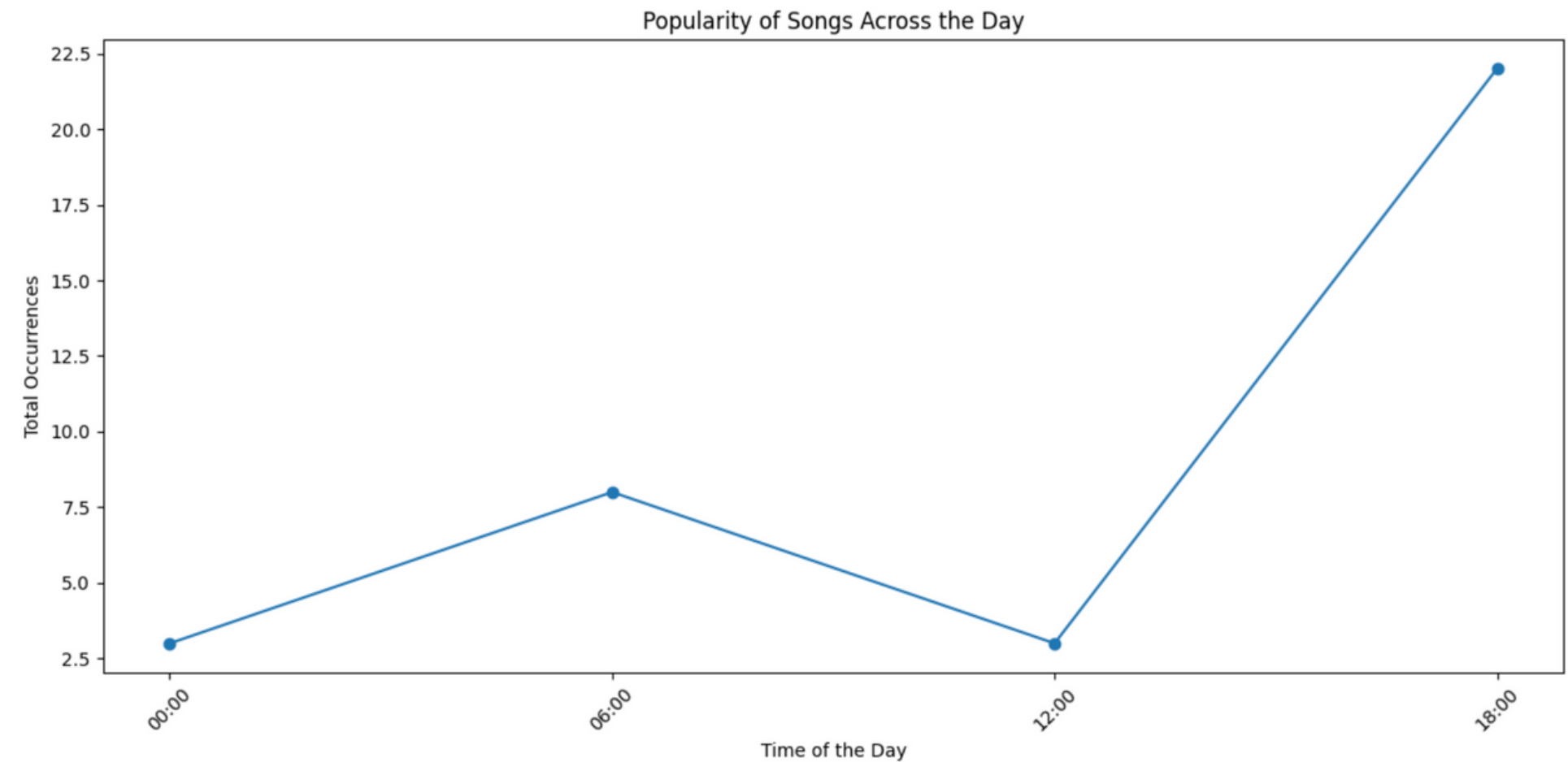


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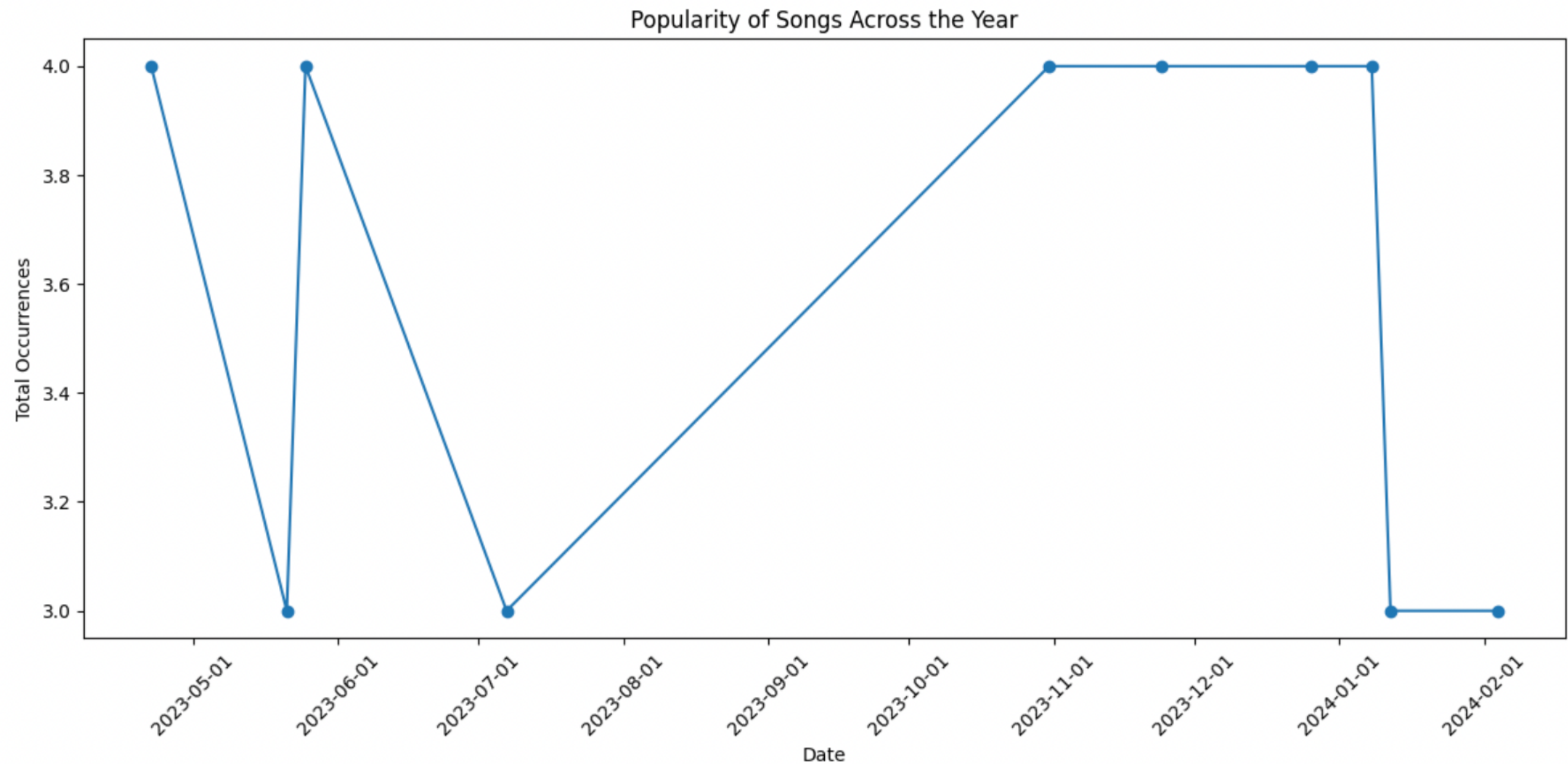
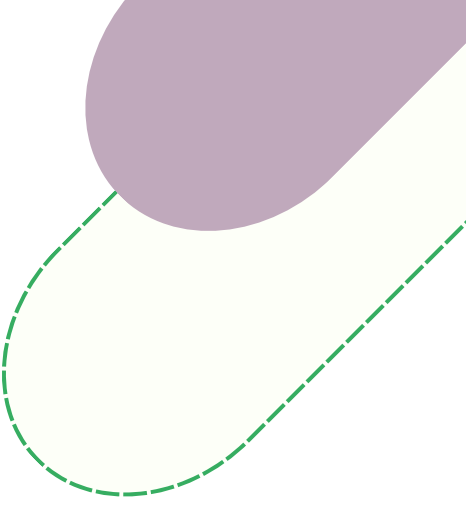


Most popular song at different times: **ARTISTS**

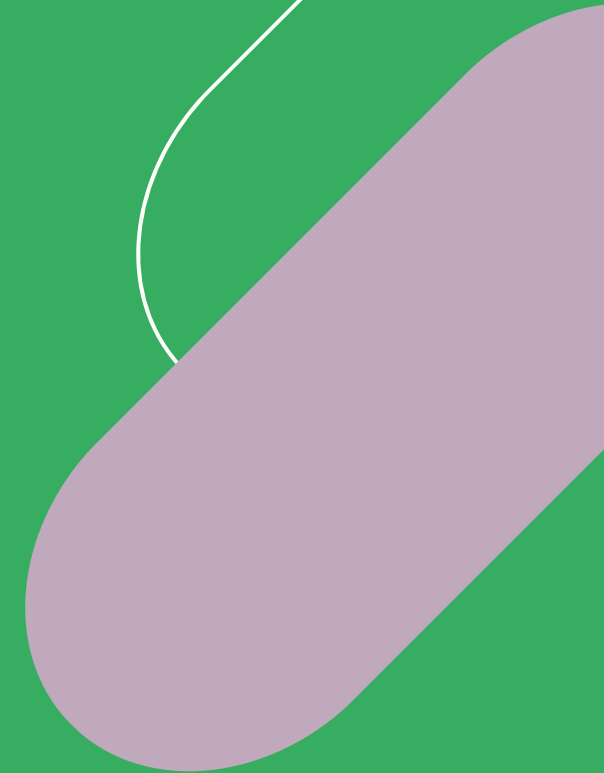
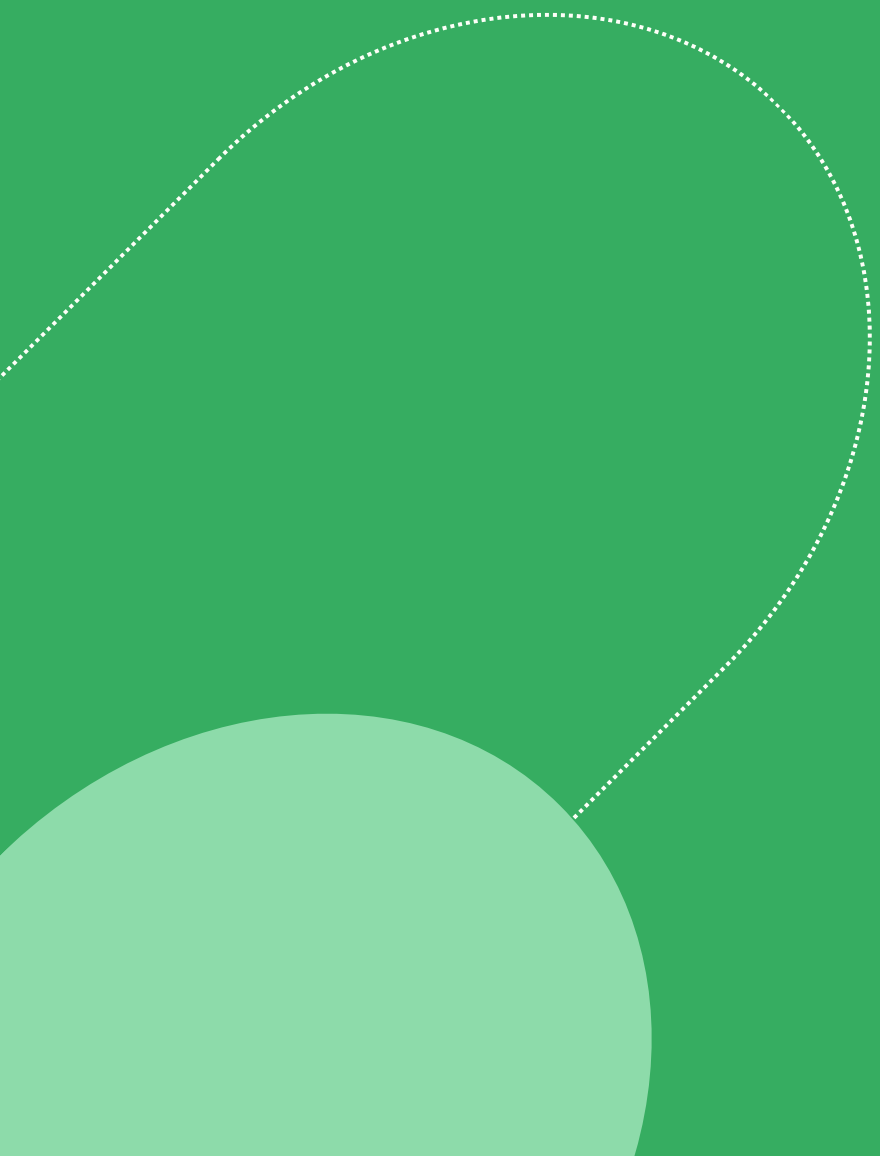
- Morning: Enjoy the Silence - Single Mix
- Afternoon: Mag Het Licht Uit
- Night: I Want To Hold Your Hand - Remastered 2015



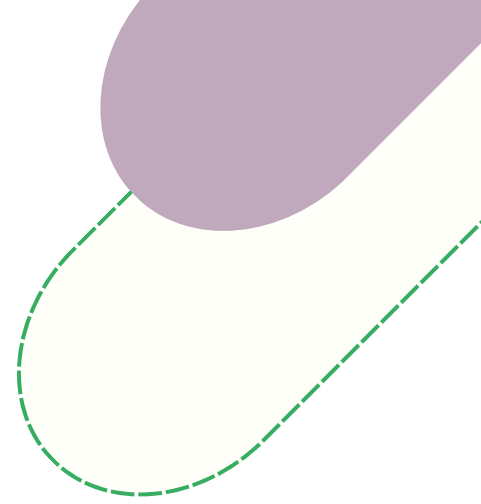
TIME OF YEAR



LISTENING STATS PER BEHAVIOUR



TOP CHARTS



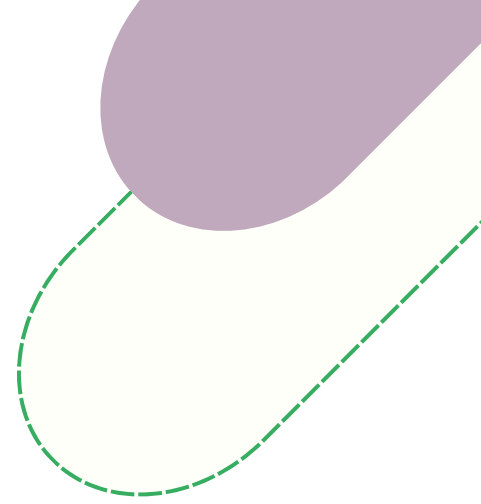
TOP ARTISTS

Interactions	Count
Played	31165
Paused	12586
Skipped	9402

Favourite genres	Count
Album rock	10276
Dutch Indie	4556
Dutch Pop	3606

Favourite songs	Count
Hunger Strike	626
Night Fever	625
Wind of Change	625

TOP CHARTS



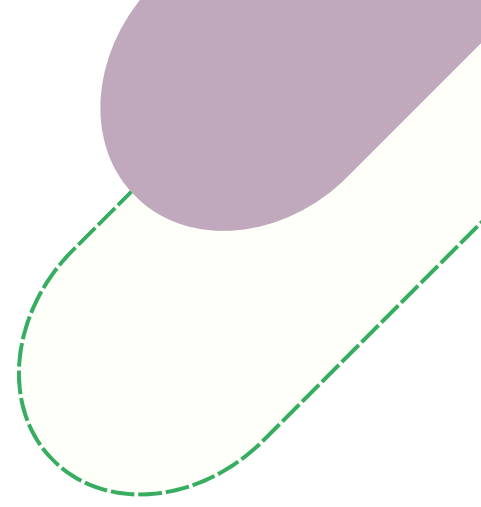
Favourite songs by genre

Genre	Song
Europop	It Must Have Been Love
Art rock	Such a Shame
Christelijk	Papa
Belgian rock	Domino
Alternative metal	Hunger Strike

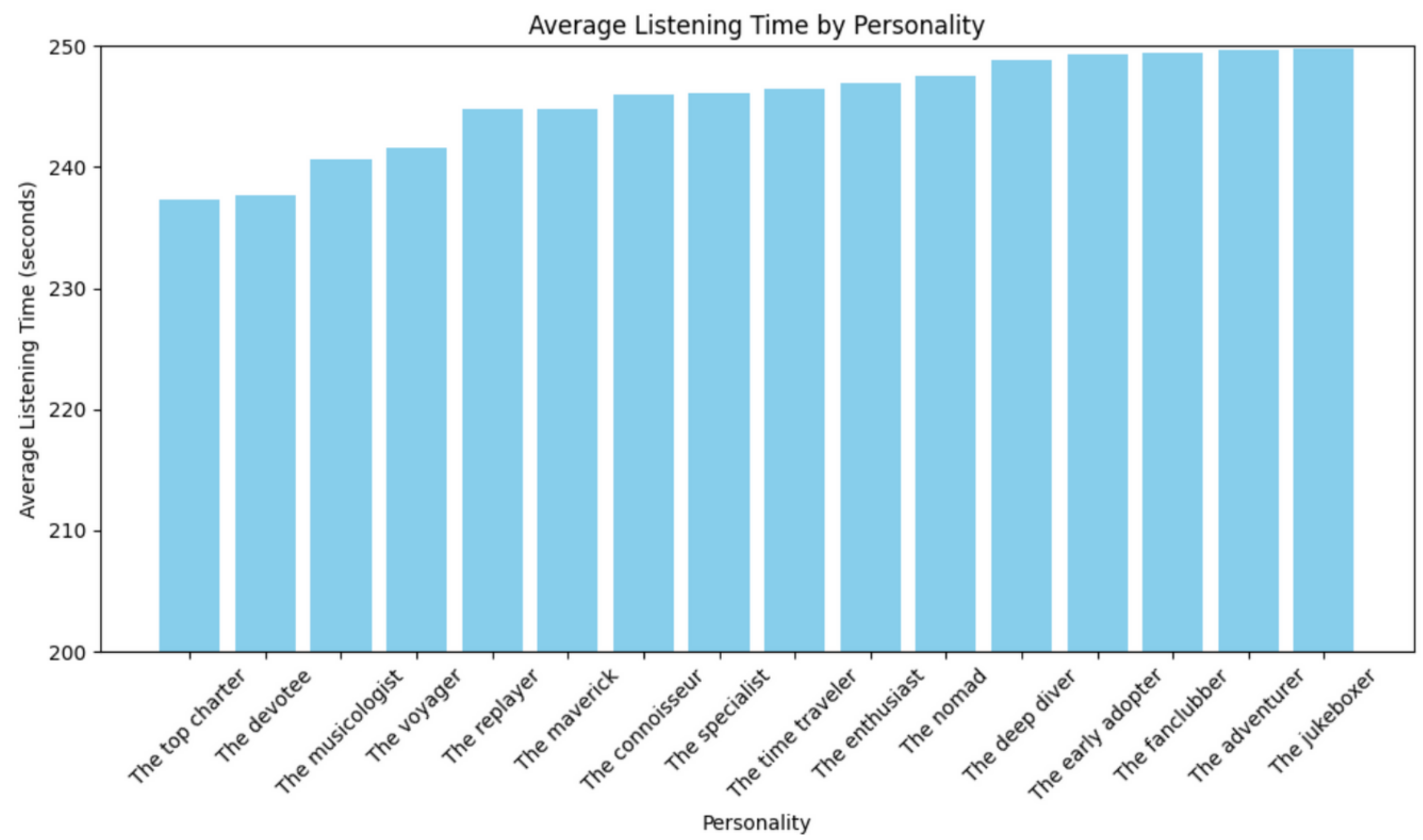
Favourite songs by artist

Artist	Song
Roxette	It Must Have Been Love
Talk Talk	Such a Shame
Stef Bos	Papa
Clouseau	Domino
Elton John	Don't Go Breaking My Heart

LISTENING TIME



TOP ARISTS





FUTURE

RECOMMENDATIONS

RECOMMENDATIONS

- **Enhance synthetic data:** spend more time on synthetic data generation, and making it as real as possible to find insights that are more meaningful and interpretable
 - Allow for better insights that seems more logical and closer to real trends
- **Implement sliding windows** (instead of fixed windows): capture more nuanced trends in user behaviour over time by creating overlapping intervals
 - Provides more dynamic view of user interactions and will make real-time detection of emerging patterns easier



Thank you!

Any questions?

Angela Serafico, Alexander Benady, Pablo Chamorro, Louis Golding, Laura Villax