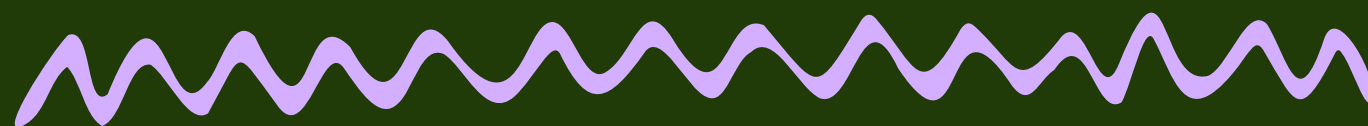# Spotify

Spotify Analysis Project

Welcome

In today's digital music era, understanding listening patterns is crucial for both users and streaming platforms. This analysis focuses on Spotify Albums Data, providing insights into user engagement with albums over time.

Steps in project

- Business Requirements
- Data Walkthrough
- Data Connection
- Data Cleaning
- Data Modeling
- Data processing
- DAX Calculations
- Dashboard Lay outing
- Charts Development and Formatting
- Report Development
- Insights Generation
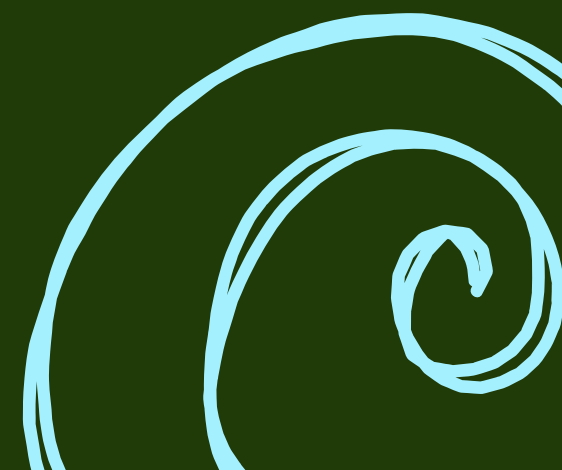
Business Requirment
ALBUMS

1

Total Albums Played Over Time - Track how album listening trends change over months and years.

Number of Albums Listened by Year - Identify annual listening habits and volume

2

Albums Played on Weekday and Weekend - Identify the pattern of music listening on weekdays and weekends.

Top 5 Albums - Identify the most played albums based on listening frequency.

3

Latest Year vs Previous Year Analysis - Compare album consumption between the latest and previous years, including;

- LY (Latest Year) vs PY (Previous Year) Trends
- YoY (Year over Year) Growth Analysis

Business Requirement
ARTISTS

1

Total Artists Played Over Time -
Track how artist listening trends evolve across months and years.

Number of Artists Listened by Year -
Identify annual listening habits and artist diversity.

2

Artists Played on Weekday and Weekend -
Identify the pattern of music listening on weekdays and weekends.

Top 5 Artists -
Identify the most played artists based on listening frequency.

3

Latest Year vs Previous Year Analysis -
Compare artist engagement between the latest and previous years, including;
- LY (Latest Year) vs PY (Previous Year) Trends
- YoY (Year over Year) Growth Analysis

Business Requirement

Tracks

1

Total Tracks Played Over Time -
Monitor how track listening trends change across months and years.

Number of Tracks Listened by Year -
Identify annual listening habits and track diversity.

2

Tracks Played on Weekday and Weekend -
Identify the pattern of music listening on weekdays and weekends.

Top 5 Tracks -
Identify the most played tracks based on listening frequency.

3

Latest Year vs Previous Year Analysis -
Compare track engagement between the latest and previous years, including;
- LY (Latest Year) vs PY (Previous Year) Trends
- YoY (Year over Year) Growth Analysis

Business Requirement
Listening Patterns

Listening Hours Analysis - Identify peak listening times using a Heat Map that visualizes patterns across hours and days with color intensity

Average Listening Time (min) vs Track Frequency - Use a Scatter Plot with Quadrant Analysis to categorize tracks based on:

High Frequency & High Listening Time - Most engaging tracks

Low Frequency & High Listening Time - Niche but impactful tracks

High Frequency & Low Listening TIme - Short & frequently played tracks

Low Frequency & Low Listening Time - Less popular tracks

Business Requirement
Details Grid

In this report, we aim to analyze Spotify data by creating in interactive and dynamic Grid View. The Grid will display key details such as Album Name, Artist Name, Track Name, and other relevant attributes.

Key requirements:

Grid View with Essential Fields: Grid should present critical data points for an intuitive and structured view.

Drill Through Functionality: Users Should be able to drill through from the main reports to explore underlying data for detailed

insights, the drilled through data should be exported to a CSV file based on user requirements.

Drill Down, Drill Up , and Hierarchy:

The Grid should support hierarchical navigation, allowing users to drill down and up for in-depth data exploration.