



Exploring the Popularity

Most Streamed Spotify Songs in 2023

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About Background

Spotify revolutionized music listening when it launched in 2008. Spotify is a digital music, podcast, and video service that gives you access to millions of songs and other content from creators worldwide.



[Kaggle](#), as an **open-source data platform**, provides access to **Spotify's data** that many people use for data analysis.

I conducted a **data exploration project** to **enhance my analytical skills** by diving deep into the year's streaming patterns and trends.



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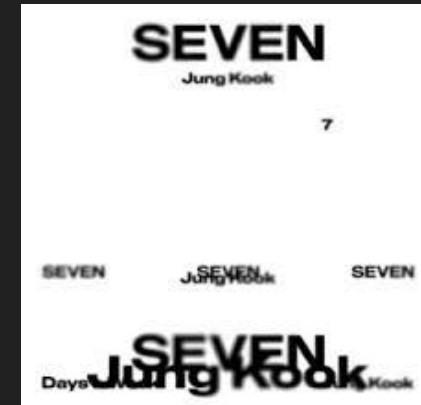
Based on the famous song in the list



What are the key demographic characteristics of artists with top hits?



What is the relationship between a song's inclusion in Spotify playlists and its number of streams?



Are specific characteristics (danceability, energy) common among the most streamed songs?



How does the number of artists on a track (solo vs. collaborations) affect the number of streams?



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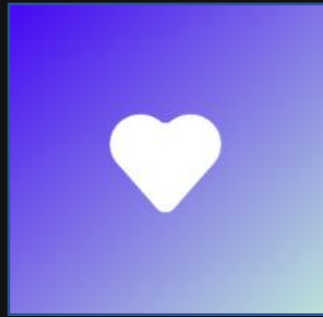
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Data using the variables contains: Track Name, Artist(s) Name, Artist Count, Released, Spotify Playlists, Streams, Danceability (%), Energy (%)

Total Tracks

948

Released Date



1 January 1930

14 July 2023

Total Artist(s)

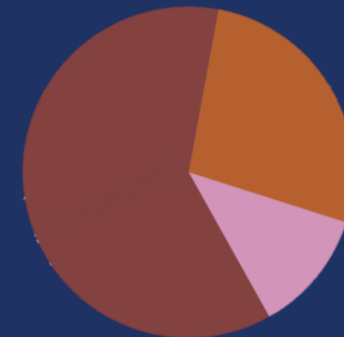
644

Number of Artis(s) on Track
Solo vs Collaborations

Solo: 61%

Duet:
27%

Big Collab: 12%



Average Streams

514,336,542



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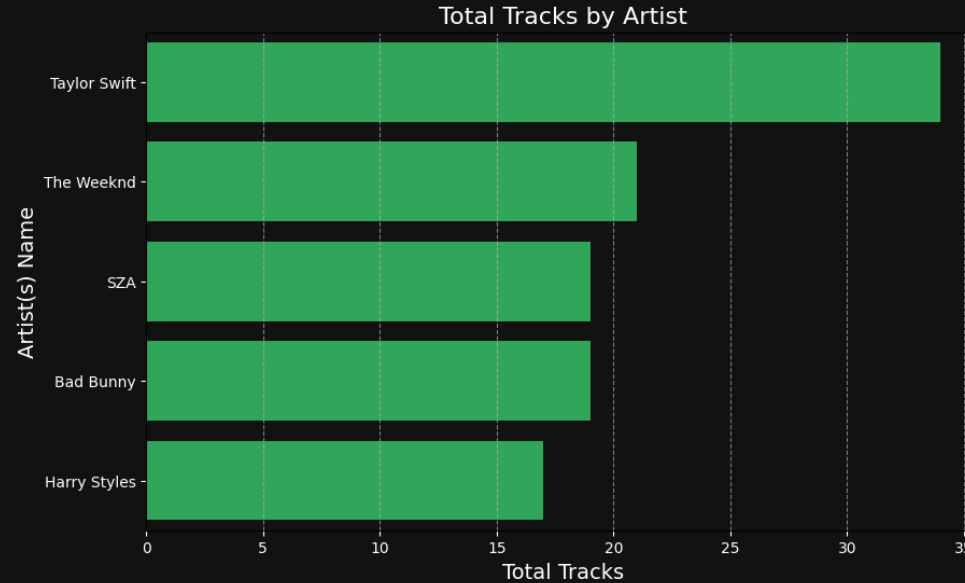
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Demographic Characteristics of Artists With Top Hits



Popular Artists

Taylor Swift has the most top hits, with 34 tracks. This reflects her consistent **release** of **new albums each year**, with multiple top hits in each album.

Top Artist by Total
Streams

The Weeknd
14,054,897,067

Second Highest
Streamed Artist

Taylor Swift
14,053,658,300

Most Streamed Song

Blinding Lights
3,703,895,074



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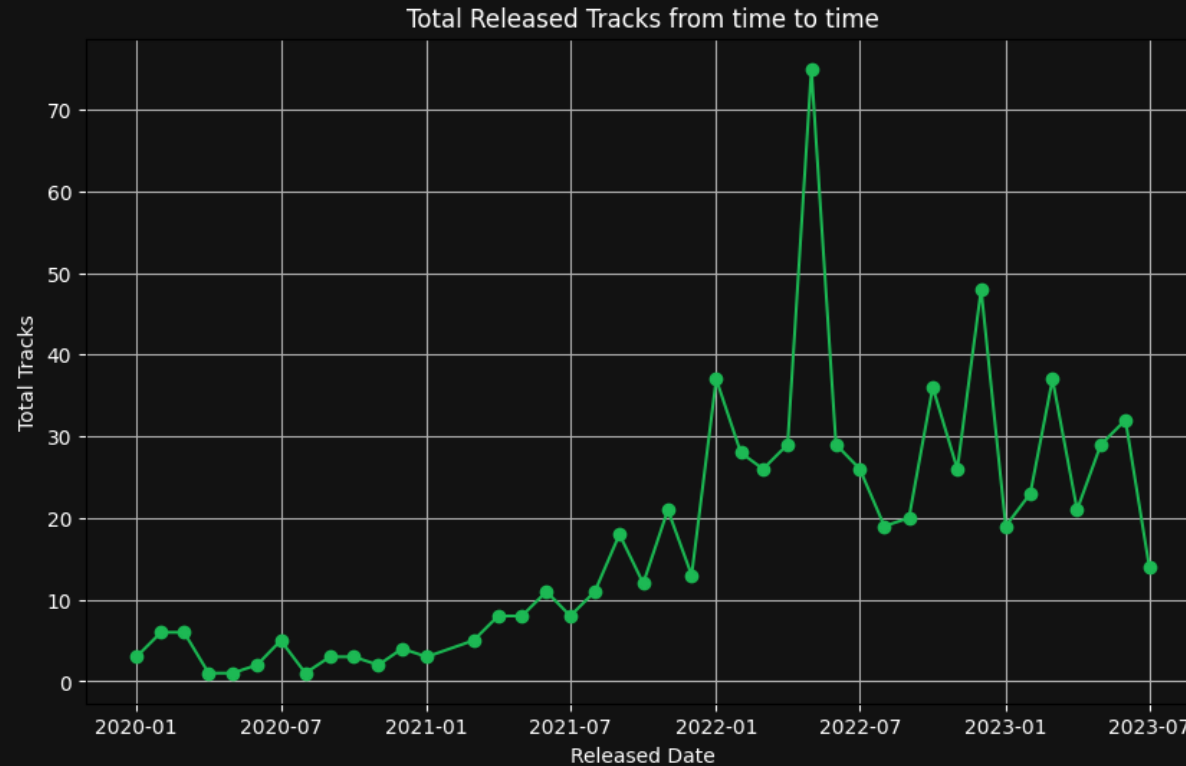
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Demographic Characteristics of Artists With Top Hits



2020 - mid 2021:

Pandemic restrictions led to fewer releases of songs

mid 2021 - early 2022:

The easing of restrictions and the return of live events spurred more releases.

early 2022 - mid 2022:

Summer hits and festivals peaked releases and streams.



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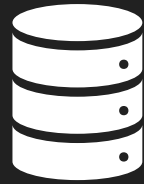


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Song's Inclusion in Spotify Playlists VS Its Number Of Streams

Correlation Result



Spearman correlation
coefficient:
0.83

There is a **significant correlation** between **Spotify Playlists** and **streams**.

- the number of Spotify playlists a song is included in increases, and the number of streams also tends to increase significantly.
- playlist inclusion is a strong predictor of a song's streaming success.



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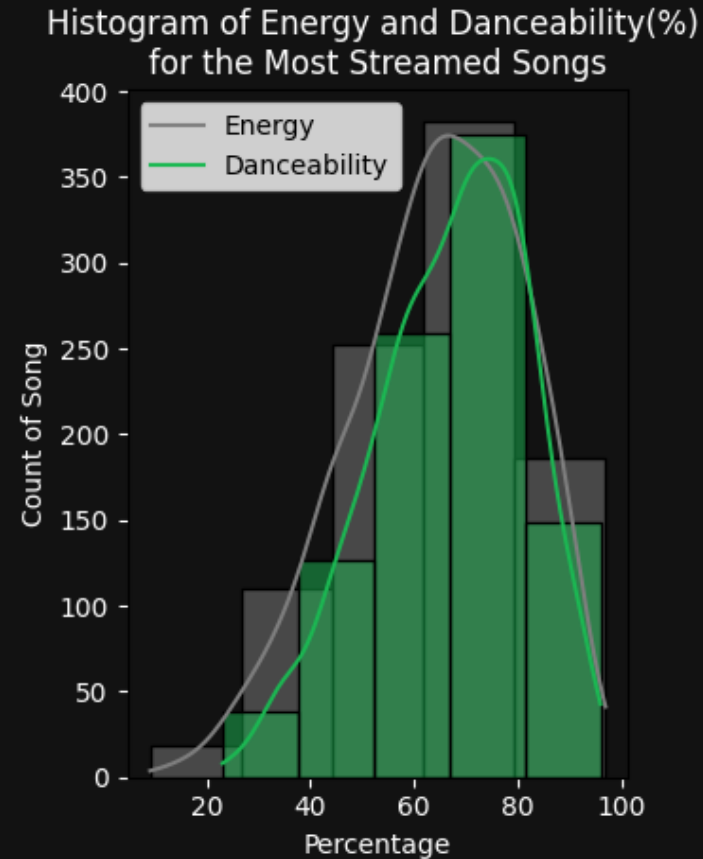
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Specific Characteristics (Danceability, Energy) that are Common Among the Most Streamed Songs?



Most of the most streamed songs have Danceability and Energy (%) between 40% and 80%.

- Both danceability and energy have their highest frequencies, around 60%-70%.
- Conclusion: the songs with moderate to high levels of both attributes are more likely to be popular.



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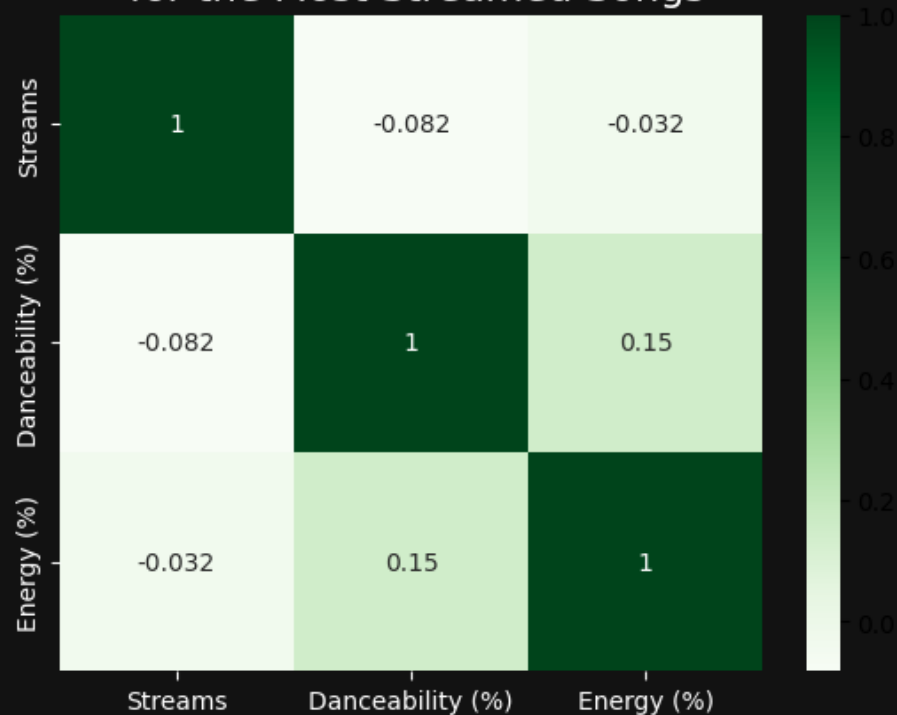


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Specific Characteristics (Danceability, Energy) that are Common Among the Most Streamed Songs?

Heatmap of Danceability (%) and Energy (%) for the Most Streamed Songs



There is **no significant correlation** between **Danceability/Energy (%)** and **streams**.

- As the percentage of Danceability (%) and Energy (%) in the song increases, the number of streams is unaffected.
- The percentage of Danceability (%) and Energy (%) is not a predictor of a song's streaming success.



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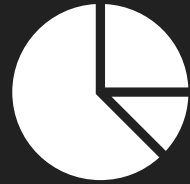


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The Number of Artists on a Track (Solo Vs vs. collaborations)
VS The Number of Streams?

Correlation Result



Spearman correlation
coefficient:
-0.154

There is **no significant correlation** between the
Number of Artists and
streams.

- As the number of artists in the song increases, the number of streams is unaffected.
- The number of artists on a track does not predict a song's streaming success.



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Based on the results of analysis

In early to mid-2022, the music industry saw a peak in song releases and streams, driven by the popularity of summer hits and the resurgence of music festivals.

There is a significant correlation between Spotify Playlists and streams. **Playlist inclusion is a strong predictor of a song's streaming success.**

There is no significant correlation between Danceability/Energy (%) and streams. **Danceability and Energy (%) do not predict a song's streaming success.**

There is no significant correlation between the Number of Artists and streams. **The number of artists on a track does not predict a song's streaming success.**



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Recommendation

Data Enhancement:

- Adding **“Genre”** variable can help identify which genres are trending
- Adding **“Ranking Chart”** variable will give insights into song performances during periods.

Playlist Promotion:

- Promoting songs through playlists is a highly effective way to increase streams

Influencer and Social Media Marketing:

- Collaborate with influencers to create viral dance challenges or trends by involving the songs

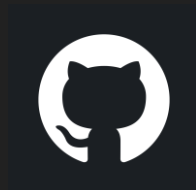
Advertising and Sponsorships:

- Invest in a Spotify ad campaign to promote the song to enlarge the audience
- Join music events to promote the songs



Thank You

Attachment



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