

Social Media Analytics for Strategic Branding

Project Overview :

You are hired as a Data Analyst by **Spotify**, a global leader in music streaming services, with a dynamic presence across social platforms such as Instagram, Twitter, Facebook, and YouTube. Over the past year, Spotify has launched multiple music-driven campaigns and artist collaborations to grow its listener base, promote new features like podcasts and wrapped, and strengthen its digital brand identity.

However, the marketing team is facing challenges in unifying and measuring the impact of diverse campaign strategies across platforms. They seek clarity on:

- Which content types and artists drive the most engagement?
- Where to allocate advertising budget effectively?
- What influences follower growth and app downloads?
- How do social campaigns correlate with premium subscriptions?

Project Objective:

Build a comprehensive **Social Media Intelligence Solution in Excel** that consolidates Spotify's social data and delivers actionable insights to enhance content strategy, optimize platform investments, and evaluate campaign success.

(If you're unfamiliar with marketing concepts like campaigns, ROI, or other domain-specific terms, feel free to take the help of Google or AI tools like ChatGPT or Gemini to understand them better and apply them effectively in your project.)

Dataset Description: [Spotify Marketing Dataset](#)

(Please refrain from using AI to perform the tasks mentioned below, as it will only provide generic solutions.)

Posts Dataset

Includes details of social media posts across platforms (e.g., platform, post type, artist tag, likes, comments, shares, impressions, hashtags).

Engagement Summary Dataset

Weekly aggregated metrics per platform covering ad spend, follower growth, clicks, impressions, and ad spends.

Campaign Metadata Dataset

Details of Spotify's major campaigns (e.g., ChillVibes, Wrapped 2024 etc), including start/end dates and objectives.

Tasks to be Performed:

Task 1: Data Preprocessing and Cleaning (12 Marks)

- Eliminate duplicate post entries
- Standardize date and platform formats
- Ensure numeric columns (likes, impressions, ad spend, downloads) are correctly formatted
- Split multi-hashtag columns into separate entries

Task 2: Engagement Analysis (8 Marks)

Use the “Posts” sheet to:

- Calculate Engagement Rate per platform:
(Likes + Comments + Shares) / Impressions
- Identify Top 10 posts by engagement rate
- Create Pivot Table showing:
 - Total Likes, Shares, Comments by Content Type (e.g., Text, Story) and Platform
 - Average Clicks per post by Hashtag
- Highlight Top-performing hashtags using ranking formulas

Task 3: Platform Performance Analysis (12 Marks)

- Determine which platform yields highest engagement
- Compare weekly follower growth rates across platforms
- Visualize Ad Spend vs. Engagement using charts
- Recommend focusing on 1–2 platforms or continuing multi-platform justify with data

Task 4: Hashtag & Content Strategy (16 Marks)

Identify:

- Most frequent hashtags and average engagement for each
- Compare content types (Text, Story, Reel) performance across platforms
- Recommend optimal content type-platform combinations

Task 5: Campaign Effectiveness (16 Marks)

- Compute:
 - Total & average impressions, likes, clicks per campaign
 - Engagement uplift during vs. before campaign
- Evaluate:
 - Campaign with highest ROI (engagement/ad spend)
 - Campaign with strongest follower or app download growth

Task 6: Follower Retention & Loyalty (16 Marks)

- Identify week with highest net follower gain
- Moving average chart to analyze follower trends
- Correlation between Ad Spend vs. Follower Growth/App Downloads

Task 7 : Video explanation: Expressing the finding and actionable insights (20 Marks)

(The summary should be in your own words and must NOT be generated using AI. Please don't write a script and read it aloud. Marks will be deducted for doing so.)

Summarize the key findings and provide **concrete, data-backed recommendations** for improving **Spotify** social media marketing strategies, campaign planning, content performance, and platform-specific ROI.

Note:

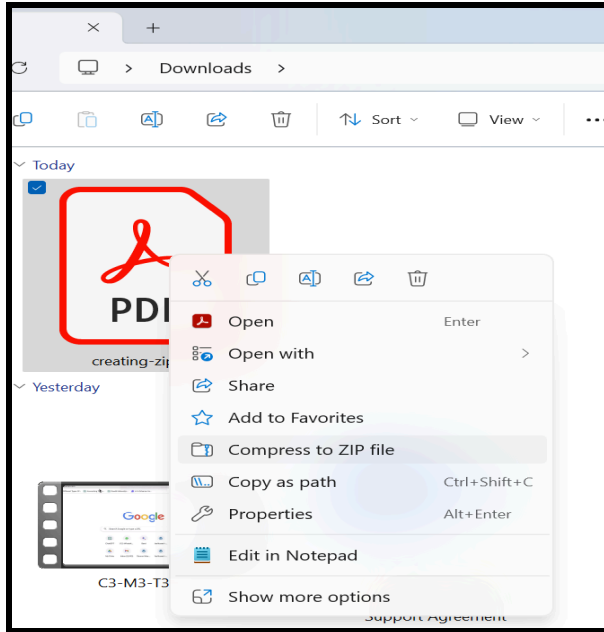
- Please note that, if the student sets their own criteria, they need to clearly mention and explain it. Marks will be given according to the specified criteria if they are acceptable.
- Please do all the tasks in different workbooks for clarity and visibility.
- Plagiarism will result in a penalty, including possible project disqualification.
- The project will be evaluated based on the quality of analysis, depth of insights, and feasibility of recommendations.

Submission Guidelines:

- Save the worksheets in a folder and then convert it into a zipped (.zip) folder. **(Please note, the drivelinek for the video created should also be added in the sheet itself.)**
- Upload the zipped folder on your respective dashboard.
- Failure to comply with submission guidelines will result in no grading/0 marks.

How to ZIP a PDF file:

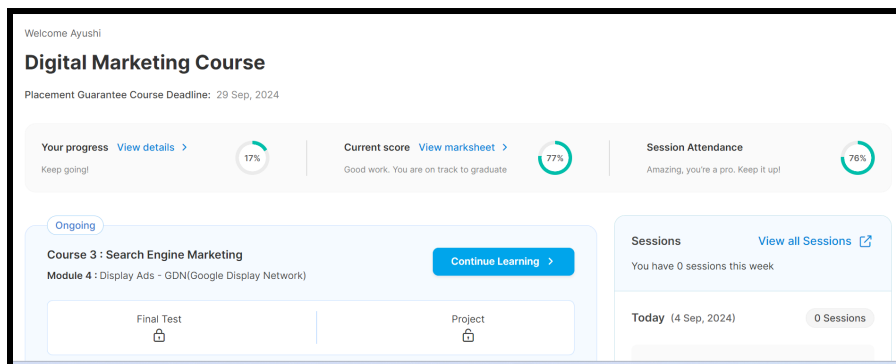
- Put all of the worksheets you want to compress (or just one) into a new folder.
- Right click on that folder.



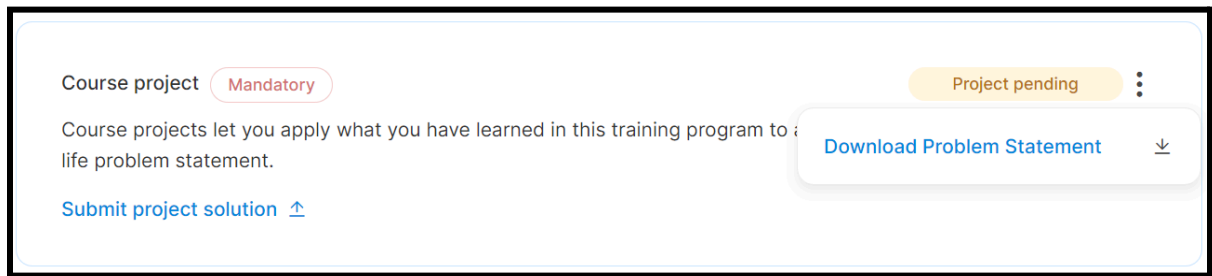
- Select the “Compress to ZIP file” option and then click “Compressed (Zipped) folder.”
- A new .ZIP file will be created that contains your document(s).

In order to submit the projects please follow the following steps:

1. Click on “ Your progress [View details](#)” after logging into your dashboard.



2. Next, click on the tab for the specific child course for which you want to download the problem statement. Then, scroll down to find the "**Course Project**" section.
3. Now, click on the three dots on the right-hand side of the "Course Project" tab to select "**Download Problem Statement.**"



4. Please follow the guidelines (screenshot is shared below) provided in the project to ensure correct submissions. Then, click on "**Upload Project Solution**" to submit your work.

