Key Insights:

- **Genre Preferences:** In the top 10 songs Energy is always above 40, Valence is also high that means songs are positive, Liveness is below 40, instrumental Ness is 0, danceability is more than 50 that means all songs are danceable, acoustic Ness is high in some songs and low in some songs and lastly speechiness lower than 10. So top 10 songs are more likely to be more energetic, more danceable and have positive content.

- **Month-Based Trends:** In January month maximum songs (134) are released.
- **BPM Analyse:** The average beats per minute (BPM) of the most streamed songs is 100.
- **Musical Mode Distribution**: Major mode (550) is more frequently used among the top streamed songs in year of 2023.
- **Count of Song per Key**: Majorly used key in most streamed songs is C#.
- **Most streaming Artist:** The artist's name is "Taylor Swift" has maximum no. of songs in most streamed songs and then "the weekend" and others.
- **Most streaming Song:** The track name "Blinding lights" is the most streaming song in year of 2023.
- **Charts Analyse:** By analysing top 10 track name in a different chart like Shazam, Apple and Deezer, apple charts are most streamed.

Conclusions and Recommendations:

- Schedule targeted promotions or releases during peak engagement times.
- Collaborate with artists or curators for playlist placement and tailor!
- marketing efforts around popular content.
- tailor marketing strategies to specific demographics and regions for more personalized campaigns
- Optimize the user experience and advertising based on the predominant device usage.
- Develop strategies to convert free users to premium and enhance the premium user experience!
- Curate personalized playlists and recommendations based on individual genre preferences.

- Focus marketing efforts on regions with growth potential and analyses reasons for lower engagement in specific areas.
- Plan seasonal promotions analysed the impact of new features, and adjust strategies based on temporal trends.
- Strategize collaborations with popular artists to boost user engagement and platform visibility.
- Using insights to refine algorithms for song recommendations and improve user satisfaction.
- Analysed the most played playlists and tracks.
- Identify peak usage hours and days.
- Explore user demographics (age, location, etc.).
- Identify regions with high and low user engagement.
- Assess the impact of artist collaborations.
- analyse skip and replay behaviour.