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Description automatically generated

Our Tableau dashboard for Spotify isn't solely focused on its visual appeal; its primary purpose is to provide valuable insights that influence the way we comprehend and enjoy music. As we prepare for the official release, let's reveal the fundamental Key Performance Indicators (KPIs) that steer this groundbreaking musical experience.

* **BPM**: -The average Beats Per Minute (BPM) of songs plays a crucial role in our music understanding. It isn't only about melodies; it also encompasses rhythm and energy. Keeping an eye on the average BPM allows us to create playlists that align with various moods, activities, and preferences.
* **Collabs**: - Refers to the number of collaborations undertaken in a particular year for the top song.
* **Searched by key**: - denotes the highest searched musical keynotes.
* **Danceability: -** measure of how suitable a song is for dancing, based on factors like tempo and rhythm.
* **Liveness**: - Liveness in music indicates whether a performance is live or pre-recorded.

The total number of tracks available is like the pulse of our Spotify universe. It gives us a comprehensive look at the richness of our music library, ensuring that our listeners have a wide variety of choices.

The overall count of artists is the heart and soul of our platform. Keeping tabs on the total number of featured artists allows us to embrace diversity and creativity, reflecting our dedication to supporting the worldwide music community.

Each stream represents a connection, a shared moment of musical joy. By examining the total number of streams, we measure the popularity of our platform and the influence we have on music lovers around the globe.